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BUS327: Business Communications: NO

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Choosing a Persuasive Approach (based on exercise 10.6 12th ed.)

1. Asking for an extension on a project:
I need to request an extension for a project from my supervisor, and in order to persuade them to grant me one, I will use a problem-solving pattern approach. This means I will need to present a logical argument with detailed information, explaining how an extension would improve the quality of the project.

2. Requesting a job interview:
To request a job interview, I will use a sales pattern approach. This involves sending an email to the recruiter with my resume, qualifications, certificates, and achievements attached to demonstrate how I am a good fit for the job description

3. Requesting a free trial of service:
To request a free trial of a service, I will use a sales pattern approach. I will inform my employer that I am providing a client with several services from different vendors, with the aim of helping them decide which one to commit to.

4. Inviting customers to a store opening:
To invite customers to a store opening, I will use a sales pattern approach. I will inform customers about the store's opening and draw their attention to specific services and offers that the store will provide for them. The effectiveness of the approach will depend on the customers' interests and their emotional attraction to the offer.

5. Reporting a co-worker’s poor work performance:
To report a co-worker's poor work performance, I will use a direct request pattern approach. I will confront the co-worker with their poor performance and request that they improve their work. I will also offer my assistance to help them improve. While it may be a difficult conversation, it is necessary to address the issue and find a solution to the problem.

6. Requesting a new office computer:
To obtain a new office computer, I would utilize the problem-solving pattern to persuade my supervisor by highlighting the benefits of having an upgraded system. I would present a logical argument that emphasizes how a new computer will boost my work efficiency and eliminate any potential delays.

7. Asking co-workers to participate in a charity event:
To ask my co-workers to participate in a charity event, I would use the sales pattern approach. In my email, I would highlight the significance of the charity event and explain how our participation could make a difference. Whether my co-workers would choose to participate or not would ultimately depend on their personal values and beliefs.