

Assessment

Writing Persuasively *First Edition*

The objectives of this book are to help the user:

- Learn the importance of persuasive writing skills in most business communications
- Understand how the S.A.L.E.S. model can help writers sell intangible ideas
- Explore sensory styles and how to appeal to readers' senses
- Discover how classic sales techniques can be adapted to the writing process
- Review writing terms and techniques for conveying information in the most direct way



Assessment Questions for *Writing Persuasively, First Edition*

Select the best response.

1. It is easier to sell tangible products and services rather than intangible ones.
 - A. True
 - B. False

2. A reader is more likely to respond positively to a message when you:
 - A. Start slowly and work up to your point
 - B. Start out with a clever in-joke
 - C. Get to the point quickly

3. Every e-mail, letter, and proposal you write on the job qualifies as a sales pitch.
 - A. True
 - B. False

4. Which of these topics involve convincing or persuading others?
 - A. Extending a job offer
 - B. Apologizing for an error in judgment
 - C. Introducing a new program
 - D. All of the above
 - E. None of the above

5. It is crucial to use grammatically correct sentencing and phrasing when writing a sales letter.
 - A. True
 - B. False

6. As a business writer, your first task is to:
 - A. Find the best format for your communication
 - B. Divert the focus of your reader to your ideas
 - C. Word your document so that the reader has to look for your point

7. The 5-step S.A.L.E.S formula comprises the following:
 - A. Sell, Admire, Lift, Empower, Sign off
 - B. Start, Add, List, Evaluate, Sign off

8. A good way to get a reader's attention is to start a message with:
 - A. A question
 - B. A startling comment
 - C. A reference to an earlier encounter
 - D. All of the above
 - E. A and B

9. It's a good idea to present the 5 W's (what, who, when, where, why) early in a sales document.
 - A. True
 - B. False

10. The most important viewpoint for a business writer to consider is:
 - A. The boss's
 - B. His or her own
 - C. The reader's
 - D. The company's

11. Trying to anticipate all possible objections to ideas presented in a sales communication is a waste of a writer's time.
 - A. True
 - B. False

12. Choose one of the following statements as the best way to end a proposal.
 - A. "Please let me know if you are interested in these manuals."
 - B. "Let me know if I can be of service to your training department."
 - C. "Which set of training manuals suits your organization best?"
 - D. "Please call me to further discuss our training program."

13. The majority of people have a visual sensory style.
 - A. True
 - B. False

14. Alliteration in a written piece appeals to a reader of which sensory style?
- A. Visual
 - B. Auditory
 - C. Tactile
15. The best way to appeal to a reader with a visual sensory style is to:
- A. Make all graphics the same size
 - B. Insert headings to direct the reader's attention
 - C. Include lots of white space
 - D. All of the above
 - E. B and C
16. A tactile individual would respond best to which of the following details on paper?
- A. Bulleted lists
 - B. Graphic borders
 - C. Embossed printing
17. Which personality type would prefer to receive information in a brief report emphasizing the bottom line?
- A. Romantic
 - B. Entertainer
 - C. Analytical
 - D. Driver
18. You can often get people to agree with your ideas by starting out with a high demand, and then scaling back or settling for less.
- A. True
 - B. False
19. Which of the following sales techniques can writers use to lead people to a purchasing decision?
- A. Send the memo only to individuals with the authority to buy
 - B. Make readers feel they are the only ones receiving the sales message
 - C. Get quotes, statistics, and other testimonials to support the sale
 - D. All of the above
 - E. A and C

20. Using words of three or fewer syllables in short sentences makes your document easier to read.
- A. True
 - B. False
21. If you write in a casual, conversational style, readers will:
- A. Doubt your knowledge
 - B. Comprehend your ideas better
22. It is easier to grab your readers' attention if you use passive rather than active voice.
- A. True
 - B. False
23. When writing to sell, a good way to make it easy for a customer to buy is to:
- A. Extend the offer to include more than one product or service
 - B. Specify a time frame for the customer to respond
 - C. Offer a trial period for the product or service
 - D. All of the above
 - E. None of the above
24. When should writers include definitions for acronyms and abbreviations in a business document?
- A. On first reference
 - B. At some point
 - C. It's not necessary
25. If readers are going to buy, they will usually do so in response to the first contact.
- A. True
 - B. False

Answer Key for Writing Persuasively, First Edition

Recommended response (Corresponding workbook page)

1. A (3)	6. B (8)	11. B (16)	16. C (46)	21. B (81)
2. C (8)	7. B (15)	12. C (16)	17. D (49)	22. B (88)
3. A (3)	8. D (15)	13. A (43)	18. A (63)	23. D (64-67)
4. E (3-4)	9. A (84)	14. B (47)	19. D (60-65)	24. A (84)
5. B (6)	10. C (16)	15. E (45)	20. A (77)	25. B (70)