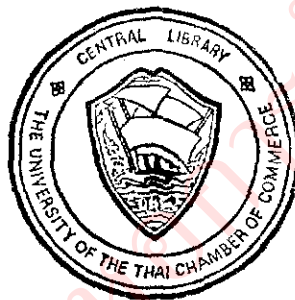


**A STUDY OF SALES LETTER USED IN A HOTEL INDUSTRY
IN BANGKOK REGION**



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ABSTRACT

This study investigated the pattern of sales letter which is used in a hotel industry in Bangkok region. The sales letter pattern will be analyzed by using the AIDA formula. The letter normally starts with the 'Attention' part then followed by 'Interest' and 'Desire' and lastly ended by 'Action' part. The most popular way of gaining attention was 'presenting a direct challenge', followed by 'making a provoking statements' and 'offering a bargain'. None of them used 'telling an anecdote' and 'presenting a startling fact' to gain the reader's attention. Every letters created 'interest' part to support the main selling point and support the 'Attention' part. While the area they needed to improve was 'Desire' part. Some letters were lack of this area and had only 'Interest' part. However, most letters covered the part of 'Action'. There were a contact number, an email address and some stated a valid date in order to urge the reader making a decision. The subjects were 27 sales letters of 27 hotels from 45 hotels that were members of TICA (Thailand Incentive and Convention Association). Language analysis was used in order to clarify type of letter's paragraph so as to match with the pattern of AIDA formula (A = Attention, I = Interest, D = Desire, A = Action) After that the result was calculated in percentage.

ACKNOWLEDGEMENTS

I have had considerable help in making this study a reality. I would like to express my sincere gratitude to Ajarn Pornpan Boonpattanaporn, my advisor; whose efforts and insights have been a continuous source of inspiration for this study.

Thanks also go to my parents, my friends, my niece, my colleagues from various hotels, in particular Mr. Pheera Iamrahong, and to those who supplied valuable materials, support and encouragement which helped sustain me through this Master Degree.

Sathira Chamroenruay

2003

Chapter 1

Introduction

1.1 Background of the Study

As everybody has known that competition of the tourism especially for hotel industry has become competitive since the 80's. The direct result of the combined efforts of highly trained, competent, and innovative sales has been required starting in the 90's as the hospitality industry faces the changes and looks ahead to the success of today and tomorrow of the next century.

The successful hospitality management depends on keeping abreast of current trends and acting on them before the competitor does. Pro-acting rather than reacting is the key to success and it is important to note that sales are vital parts of this success. One of the most key factors of being successful in sales career in the hospitality business is to have an excellent skill in using English language. If you are able to use English language fluently and efficiently, it greatly affects on successful communication.

'Direct Mail' is one of sales tool that plays a very important role in the success of a hotel's marketing program. Just a few years ago, direct mail advertising represented a 15% share of total advertising expenditures, and the figure is increased over 30% after that. Direct mail is the third largest and the fastest growing of all forms of media marketing and promotion. (Direct Marketing Association's Statistical Fact Book, 1990 – 1991) More and more hotels are discovering that direct mail sent to selected potential customers can be one of the most effective means of advertising even it is the only one-way communication.

Types of direct mail pieces consist of sales letter, newsletters, collateral materials, and specially designed direct mail pieces. The most common and simplest piece is a persuasive sales letter. (Abbey, James R., 1996) The common denominator is the attempt to motivate people to spend money or patronize an organization. (Bovee, Courtland L. & Thill, John V., 1989)

It is essential to realize that sales letters are one of key parts for hotel industry today in order to influence attitudes and actions of the potential customers to buy hotel's products, make use of hotel's service and facilities, and most of all generate more revenue to the hotel. From this point, it reinforces an idea that it is important to know a standard of writing a sales letter of sales persons in the hotel workplace so that we could create an effective sales letter to meet the expectations of the potential customers and organization.

1.2 Statement of the Problems

Some people may receive five or six letters a day and called them as 'junk mail'. How can we catch a reader's attention and make them buy our products or make use of our service? It is certain that we have to clarify readers first, who the product is sold to. Then what is sold, the product or service and how it is sold. As we know, English is an international language used in writing sales letter to communicate in a business dynamic world especially in Sales & Marketing field, miscommunication or using it improperly can cause delay on closing the business deals. Unclear how to create persuasive message, selling point or even approach to customers may result of losing business to competitors easily. Therefore, it is necessary to know what the basic standard of writing persuasive message is, including what area they should improve their writing skill in order to create an effective message.

1.3 Purposes of the Study

- 1.3.1) To find out the pattern of sales letter, used in the hotel industry in Bangkok when compared to the standard of writing persuasive message - the AIDA formula.
- 1.3.2) To find out what area the writers need to improve in their writing skill in order to create an effective sales letters.

1.4 Significance of the Study

A conclusion of this study will contribute to sales persons who are interested in improving their writing skills and creating an effective sales letter. At least they will know what is the standard needed when they plan to create an effective sales letter.

1.5 Research Questions

1. What is the pattern of sales letter used in the hotel industry when compares to the AIDA formula?
2. What area the writers need to improve in their writing skill if they would like to create an effective sales letter by following the AIDA formula?

1.6 Limitations of the Study

This study is concerned with Sales persons who are always busy with their works and customers. It is quite difficult in gathering information because some information is considered as confidential. Some hotels may not provide the material that is requested. Most of all, this study is limited only hotels in Bangkok so the result will not represent the whole picture of writing sales letter in hotel industry in Thailand. Another problem is

there is no standard of hotel rating for 3-star, 4-star and 5-star in Thailand. THA (Thai Hotel Association) has just begun to do this project by this coming March 2003. They are going to set a standard of hotel rating and the 1st published issue will be printed in October 2003.

1.7 Definition of Terms

Sales Letter : A sales letter is a document designed to generate sales, to persuade the reader to place an order, to request additional information; or to lend support to the product or service or cause being offered.
(Bliss, Sonny : 2003)

AIDA : The AIDA formula is the results for creating persuasive message, many companies use the AIDA formula to create sales letters: AIDA stands for :-
A – Attention : To establish the subject of the message
I – Interest : To establish the subject’s relevance to the reader. In connecting the subject and the reader, it functions like a warrant.
D – Desire : To enhance the reader’s sense of need and willingness to take action.
A – Action : to urge and facilitate the reader’s response. (Abbey, James R. : 1996)

AIDA Formula : Attention ----> Interest ----> Desire ----> Action

Chapter 2

Review of Literature

2.1 Principle of AIDA

The concept of attention, interest, desire & action (AIDA) is one of the traditional fundamentals. Whether the sales person is trying to sell something or trying to convince the reader to make an action, the AIDA formula has always proven to be effective (Husman, R, Lahiff, J. & Hatfield, J., 1982). Starting to attract the reader's ATTENTION then stimulate the reader's INTEREST and develop a DESIRE within the reader's mind and lastly encourage the reader to take a specific ACTION.

ATTENTION ----> INTEREST ----> DESIRE ----> ACTION

AIDA formula

From the AIDA formula, it is necessary to gain the attention from the customers before doing anything because it will lead the reader to the remainder of the letter. In order to accomplish this, one of the most significant features of the product should be identified. Fisher J. (2000) also stated that 'in sales letter writing, the most important weapon is capturing a reader's attention'. He also added the opening line must be short and provocative, set off as a paragraph. Just under the headline, use a short phrase that further acts as a hook to bring the reader into the letter. Then the whole letter will appear easier to read. As Robbins (2002) said 'More than 85% of the power of any sales letter is in the headline'. He also added that we will not lose the reader's attention if the writing is conversational, and provides answers to the questions they might be asking. This is the way the sales letter will be read by the largest number of customers.

After the reader is attracted by the attention, then it is time to introduce the product and provide the reader with good reasons for buying it or making use of the service.

Mersereau L. (2002) recommended that the sales letter should start with a benefit-driven headline, and make the first line a strong headline. He suggested the good sales letter has to mention customer's benefits. We should put ourselves in the position of the customers when we write a sales letter. We should write down all the benefits and list them in order of strength – what is the best benefit we come up. As we know, it is important to remember that people are motivated to buy products based on their emotions. This means that after we set the benefits, we must match them with the reader's emotions that will motivate them to take action.

In the desire area the writer must move the reader from the 'like to have that' category to the 'really need that' position. The writer should point out additional desirable features and also referred to the central selling point. Whereas most people buy things on impulse then look for logical reasons to justify their emotional decision. As David Frey (2003) said it's important to remember that people are motivated to buy based on their emotions. This means that each step in the sales letter process must build on the reader's emotions to a point where they are motivated to take action. He also added that two things that truly motivate people are the promise of gain or the fear of loss. However, the fear of loss is the stronger motivator.

Now the writer has pointed out the most significant features of the product as well as how the reader will benefit from its use. All that remains is for the reader to take an action. It really helps to have an action line in sales letter for example: Visit Web Site Now!, Email today for more info!, Don't delay!, Book now!, or Limited Offer!, or call before July 4, or just three days only,.... etc. A short-term deadline should be put on the offer because it is easier for customers to take action than throwing our mailing away. So we must make an offer they can not resist. Beveridge D. (1990) agreed that it is better to build an expiration date into the offer. It will bring the reader to make a decision or we have to convince readers that our product/service is worth the price. At least, readers should know when finished reading your sales letter what you want to be done and how it should

be done. A phone number with area code and extension should be included. It is very useful if customers want to contact you. We can emphasize that what we do should be simple such as 'write and let us know your choice' which is better than 'check your color choice on the enclosed card.' Such wording helps customers reduce their reluctance to take action.

2.2 Previous Studies

We live in a world where jobs are demanding more and more and everything is in a big hurry. The writers should make sure their offer is clear and present right up front; not make the reader go through a page of copy to find the offer because most of the readers have not much time to read it. A sales letter must be clearly present the reader about the benefit they will get from doing business with the writer such as how the product or service improves their lives.

Giltsdorf (1986) stated that even if the AIDA formula can be applied broadly, there should be more areas that could be taught about written business persuasion than AIDA and selling benefits; O'Keefe (1990) argued persuasion has been defined as a successful, intentional effort at influencing another's mental state through communication. However, Giltsdorf also added what the persuasive writers have studied is not exactly what the present work needs; and they probably need more instruction in techniques of writing persuasive message.

When creating the body of the letter, using the same tone and staying with the same tone of the headline, the writer begin to give details of the unique selling point, continue talking about the benefits. By the end of the body, the goal is to create an emotional response that will cause the reader to do what your are now going to tell him to do. Robbins (2002) found that writing emotionally make sales letter making more money and turning customers into life-long customers.

AIDA – LANGUAGE ANALYSIS

The data was analyzed, based on AIDA formula of Huseman, R.C., Lahiff J.M. and Hatfield J.D. – Business Communication in 1982. The details below are the samples of criteria when analyzed the body of sales letter.

A - ATTENTION

- Make thought-provoking statements:

Example :

1. 'The best thing about our new and modern rooms is something you have to see'
2. 'In Thailand, The Dusit Thani Hotel one of the best five star hotel in Thailand, own by Thais, manage by Thais''

- Present a startling fact:

Example :

1. '9 out of 10 five star Hotels in Thailand are own and manage by non-Thais
2. 'According to recent surveys, nowadays Thais are buying and using Thai's products

- Offer a bargain.

Example :

1. 'Imagine, spending 1,000 Baht on any of our hotel outlets and get one night for two persons at our hotel free''
2. 'Stay 4, but pay for 3 nights!'

- Describe something that currently is happening.

Example :

1. 'Today more than five hundred families enjoyed dining at Hemilton Fine Dining at the Dusit Thani'
2. 'Although the non-smoking laws will benefit many people, some changes have occurred, which will affect some hotel's outlets''

- Present a direct challenge.

Example :

1. ‘ Try our fine wines at the Dusit Wine Club, you will know why we have the best wine cellar’
2. ‘We’d love you to try your chef specialty and you will try another’

- Tell an interesting anecdote which relates to readers’ product/service.

Example :

1. ‘ Until I was twenty-five years old I thought that you had to be rich to afford a new car. The day I visited Bill Smith’s Car Market was the day I learned otherwise. That was also the day I bought my first new car.’
2. ‘In January 1982, in Los Angeles, Tommy Lasorda, who previously knew nothing about Valpo, enthusiastically accepted my invitation to speak at a Valparaiso University Award Dinner honoring Bill Buhler, a Valpo Alumnus, a trainer for the Los Angeles Dodgers, and the dean of all trainers in the major leagues..(the next two paragraphs finish the narrative).’

I - INTEREST

- **The key idea is to emphasize some central selling point of the product/service**

Example :

Some things are unforgettable, and the new Dusit Thani is one of them. More than fifty years of tradition have produced five star service that allows Thai to enjoyed five star hotel Thai style

- **Try to stimulate that reader's interest**

Example :

You've probably read and heard of many foreign Five Star Hotel. Although some can be up to the reputation, still some are not. That why you can trust in Dusit Thani, as we say Thai for Thai.

D - DESIRE

- Emotional Desire- Feeling of the receiver

Example :

1. As an electronics technician you can expect to have your choice of many attractive jobs. The pay is good and so are the working conditions
2. One of the best aspects of an electronics education is that you don't even have to leave home to get one. People just like you have earned an electronics certificate in their leisure time at home

- Logical Desire-The receiver's thinking abilities

Example :

1. The Trotter Institute of Electronics offers a one-year correspondence course, which leads to the coveted Certificate of Electronics. In only two weeks you could be on your way to a career in electronics.
2. You probably think that any course offered by the Trotter Institute would have to be expensive. You're in for a surprise! You get all of your textbooks, assignments, and consultation with our excellent instructors for only \$360, and this includes employment counseling days, but this is definitely one. You can see now that getting a better job is easier than you thought.

A - ACTION

- Point out the most significant features of the product/service as well as how the reader will benefit from its use

Example :

1. If you want to learn more about the Green Package of the new promotion, call our office today.
2. For details on how to apply a spa membership, call us now or visit website
www.angsanaspa.com

- Tell the reader what action to take (i.e. make a phone call, fill in a form... etc.)

Example :

1. If you did not receive a complete package, or if you have any questions regarding this membership, please call 02 2541234.
2. SO ENROLL NOW! American Express Autopay Service will give you more privileges and less hassle.

- **State the validity**

Example :

1. Book now, only September 1 – 30, 2002.
2. This special package is valid until February 28, 2001.

Chapter 3

Methodology

3.1 Subjects

Samples of sales letters, created by hotel staffs from 27 hotels, which are member of TICA (Thailand Incentive and Convention Association) during year 2001-2002, were collected from the total population of 45 hotels.

3.2 Data Collection

The request of samples of sales letters was made to 45 members of TICA (Thailand Incentive and Convention Association) there were only 27 hotels replied back. (59.94%) All these 27 sales letters, written by hotel salespersons were analyzed according to AIDA formula.

- | | |
|--------------------------|---|
| January 21 – 31, 2003 : | Made a request of sales letter copy from 45 hotels which is TICA members. |
| February 01 – 16, 2003 : | Collected samples of sales letters and started to analyze.
There were only 27 qualified letters from 27 hotels |
| February 17 – 24, 2003 : | Sent all results to 3 references in the US for discussion,
Proof and re-check in terms of AIDA formula |
| February 25 – 28, 2003 : | Made a conclusion and submitted a paper |

3.3 Data Analysis

Language analysis was used to analyze all sales letter samples, based on AIDA formula. (Huseman, R.C., Lahiff, J.M. and Hatfield J.D. – Business Communication in 1982) Percentage was used to count the frequencies of the patterns. In a letter started from the headline or what kind of ‘Attention’ they used in the first paragraph, and there were more than one answer. Then whether they create ‘Interest’ part to support ‘Attention’ or not, what kind of ‘Desire’ they always use and how did they make an ‘Action’ part.

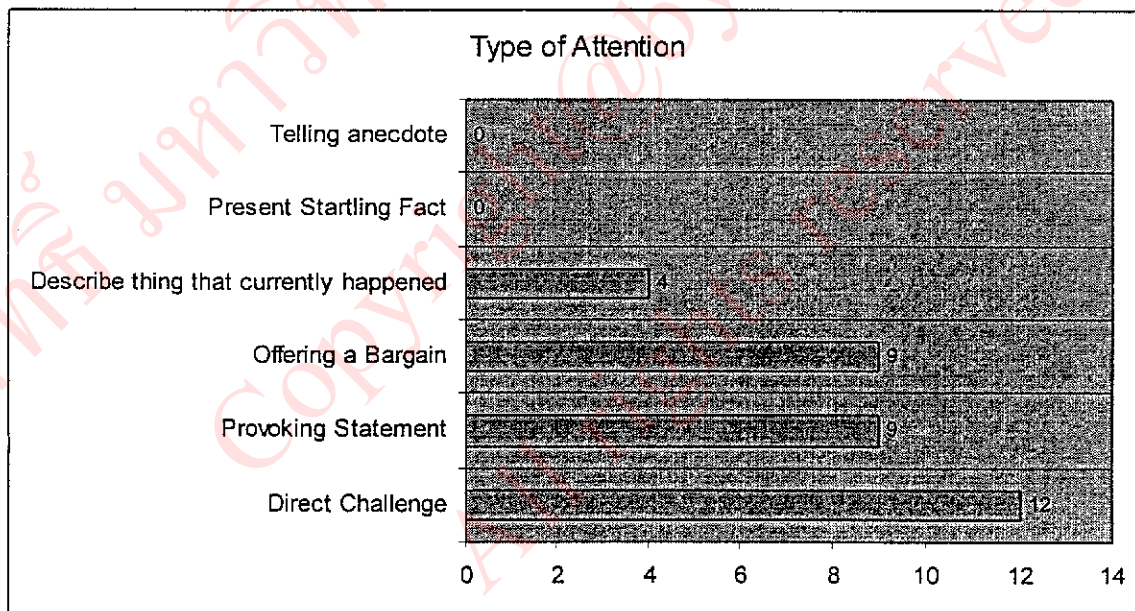
After analyzing all letters and getting a result, all information was passed to 3 references who were Ms. Rita Vongachariya, Ms Rowena Chang from Rutgers University, and Ms. Catie Wollner from Montclair State University to recheck the findings. All of them graduated with a bachelor degree from New Jersey, the United States of America. All are American citizen and live in the States since they were born.

Chapter 4

Findings

The sample of this study consisted of 27 sales letters. Table 1 indicates that the most popular type of getting attention is 'Present a direct challenge'. It consisted of 12 responses (35.29%); 9 responses (26.47%) were 'making thought – provoking statements' and 'offer a bargain', 4 responses (11.76%) were 'describe something that currently happens'. It was interesting that there was no response for 'present a startling fact' and 'tell an interesting anecdote'.

Table 1 : A – ATTENTION (more than 1 answer)



There were 8 letters (23.52%) which used 2 types of getting attention by combining between offered challenge and bargaining or provoking and bargaining. The relationship between the 2- type attention was that they supported each other and made the attention statement stronger.

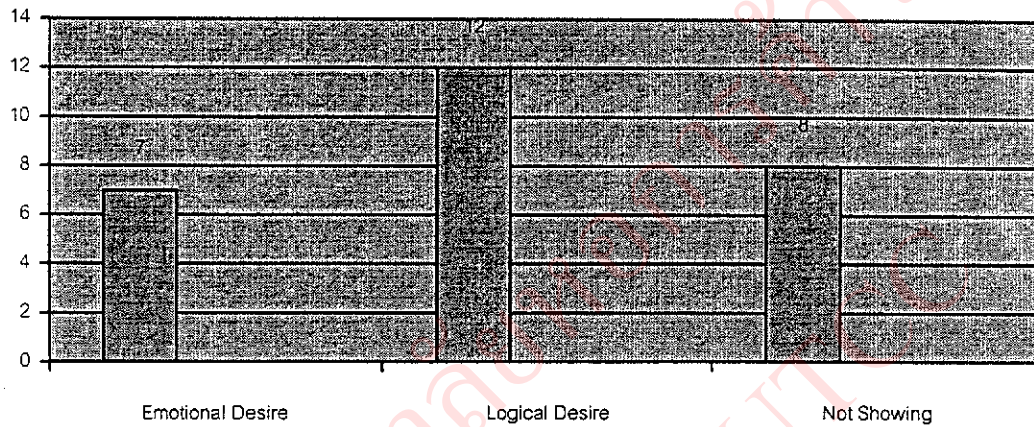
Table 2 : I – INTEREST (N= 27)

Interest	Yes	No
Emphasize central selling points and Try to stimulate the reader's interest	100%	-
Total	100%	-

Table 2 reveals that all letters fulfilled the 'interest' part in the sales letter. From the letters, they all tried to offer customer's benefits like special price, room upgrade, discount, special meal, spa, etc. These benefits supported selling points of each letters and also emphasized the first paragraph of getting 'attention'.

Compared to the whole body of sales letter, this part was a major part that every hotel tried to sell their products/services. They put rates and customer's benefits in a bullet style and just a short sentence. Mostly they presented special room rates and food & beverage benefits in separated paragraphs.

Table 3 : D – DESIRE (N = 27)



The findings of type of desire presented in Table 3 shows that 44.4% (12 letters) of the sample used logical desire in their sales letter. 29.6% (8 letters) was not creating desire part in the letter, while 25.9% (7 letters) used emotional desire. A significant majority (44.4%) expressed the logical desire was widely used in Bangkok. In the letter, it presented the fact and made the reader thought of the money value.

Table 4 : A – ACTION (N=27)

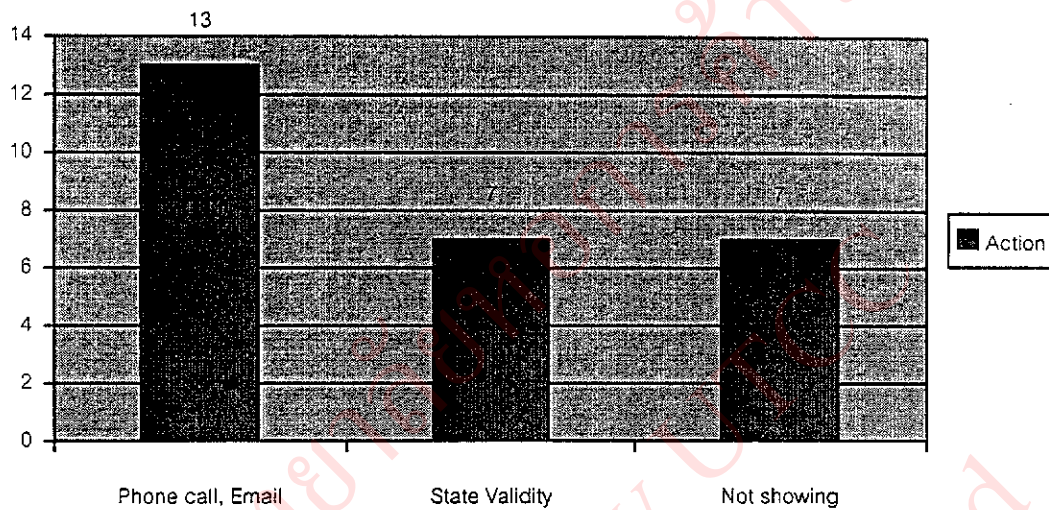


Table 4 indicates that there were 48.1% (13 letters) taking 'Action', like 'call us at', 'mail to', 'contact at' while 25.92% (7 letters) answered not only take action, but also state validity in the letter in order to make customers feel that they should make a decision quickly. However, there were 25.92% or 7 letters that did not put an action part at the end of the paragraph. Some letter, there was a contact telephone number, shown on the line at end of the letter together with the hotel's logo, but it was not mentioned in the paragraph; therefore, we did not count it as the 'action' part.

Chapter 5

Conclusions and Discussion

It's necessary to realize that sales letter is very important part of hotel industry. If the message is unclear, it may mislead and result of losing business to competitors. Therefore, it is important to know a standard of writing a sales letter in the hotel industry. The main purposed is to find out the pattern of sales letter, used in the hotel industry in Bangkok. When compared to the standard of writing persuasive message the AIDA formula as well as to find out what area the writers need to improve in their writing skill in order to create a effective sales letters.

The AIDA formula has always proven to be effective way to write a persuasive message or sales letter. It starts gaining the "Attention" from the reader then stimulate the reader's "Interest" and develop a "Desire" within the reader's mind and encourage the reader to take a specific "Action".

The subject is sample of sales letters, created by hotel staffs from 27 hotels, which are member of TICA (Thailand Incentive and Convention Association) during 2001-2002. Language analysis was used to analyze all sales letter samples, based on AIDA formula. Percentage was used to count the frequencies of the patterns.

5.1 Summary of the Study

1. The most popular type of getting "Attention" in hotel's sales letter was presenting a direct challenge. Provoking statements and offering a bargain were the next types that they used when created the 'Attention' part to persuade the reader to read. No hotel started the 'Attention' part by presenting a startling fact and telling an interesting anecdote.

2. All letters fulfilled the 'Interest' part. They mentioned benefits that stimulate the reader's interest and emphasized the central selling points. This part was the main parts that every hotel tried to sell the product or services and mostly concerned with a special discount.
3. However, some letters did not have the 'Desire' part. The writer might need the letter being concise so they pinpointed only the important information. Most of the letters that had 'Desire' part showed logical desire rather than emotional desire.
4. For 'Action' part, half of sales letter covered up this section by stating 'call us at...', 'mail to...' or 'please contact...'. Some included time validity in order to urge the reader to make a decision quicker. There were some letters without contact number in this part, but the number was shown at the hotel's address in the letter head paper. The writer might not aware that it should be included in the paragraph.

5.2 Summary of the Major Findings and Discussion

1. What is the pattern of sales letter used in the hotel industry, based on the AIDA formula?

The pattern of sales letter followed the rule of AIDA formula. The letter started with creating 'Attention', follow by 'Interest' and 'Desire' and ending with 'Action'. There were only 3 letters that separated the valid period right after the headline and end with contact telephone number. There were 59.25 % (16 letters) that covered all 4 areas, 25.92 % (7 letters) covered 3 areas, and only 14.81 % (4 letters) that covered only 'Attention' and 'Interest'.

2. What area the writer is needed to improve the writing skill if they would like to create an effective sales letter by following the AIDA formula?

They need to be more specific on creating 'Desire' part in the sales letter because there was 29.62 % (8 letters) that did not include this part in the letter even if it played an important role to arouse the reader's needs. Frey (2003) said people are motivated to buy based on their emotion so we should focus on this part. As well as the 'Action' part, the writer must realize its importance and should not forget to put the telephone number or contact number so as to be easier for the reader to make a decision and a validity date (Beveridge, 1990).

AIDA formula is widely used when you want to create a persuasive message especially in the sales letter. From the finding, not all letters consisted of 4 parts; Attention, Interest, Desire and Action. Gaining 'Attention' is still very important as Robbin (2002) and Fisher (2000) said. However, starting with an anecdote to gain attention was not familiar to hotel industry in Bangkok. The reason should be that it takes many sentences and quite some time to read it. In order to keep attention of customer, the point like 'challenging', 'provoking', or 'bargaining' are more effective and easier to understand quickly.

Sales letters from various hotels in Bangkok are the same as Mersereau (2002) said 'the good sales letter has to mention customer's benefits'. Some hotels mentioned them short, some stated long, but it all concerned with the customer's profit and it continued from the 'attention' part. However, the finding of 'D - Desire' part was not in the same way as David Frey said 'people are motivated to buy based on their emotion like the fear of loss. It was quite true but the result, of which 44.4% (12 letters) selected the logical desire rather than emotional desire. From the letters that used emotional desire, it was either quite long or did not present much about customer's benefits. When the customer had a desire to buy our product/service, it was time to close sales or to let the customer took action. The offer of valid date in the action part in some letters appeared under the headline. It would help the customer to make a decision quicker. Some hotels made a

bold color at the valid period in order to catch an attention. It is certain that most of sales letter starts with 'Attention', followed by 'Interest', then 'Desire' and end with 'Action'. Only some letters separated valid period from the Action part, it was put under the Headline and remain a contact person/number at the end of the letter.

1.2 Recommendation for Further Study

As the major findings of the study were mentioned, it is interesting to study more about the problem when they create a sales letter especially in the area of creating 'Desire'. From this point we will know more regarding task we should focus and need of training for salesperson in hotels in Bangkok region.

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TICA Membership Planning Guide 2001-2002

A

ADVERTISING AGENCIES

BUDGET - SMART CO., LTD.

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Tesaban 2 Rd., Bangplub,
Pakkred, Nonthaburi 11120
Tel: (66 2) 924-3319, 924-1434,
01-832-4913
Fax: (66 2) 924-3319

E-IMAGE MARKETING

227/8 Soi Ruamrudee 2
(#3d), Ploenchit, Pathumwan,
Bangkok 10300
Tel: (66 2) 254-1409
Fax: (66 2) 254-1409
E-mail:
nilobolp@elimagemarketing.com

HEADLINE ASSOCIATES CO., LTD.

4/F., Boonteng Optical Bldg.,
593/11-12 Sukhumvit Rd.,
Bangkok 10110
Tel: (66 2) 662-0907-8
Fax: (66 2) 662-0896
E-mail: headline@access.inet.co.th

SHILPA CO., LTD.

17/F., Mahatun Plaza Bldg.,
888/175 Ploenchit Rd.,
Bangkok 10330
Tel: (66 2) 253-5077, 253-5072,
253-6888
Fax: (66 2) 253-0593
E-mail: shilpaco@infonews.co.th

TRAVEL IMPACT CO., LTD.

24 Soi Chidlom, Ploenchit Rd.,
Bangkok 10330
Tel: (66 2) 255-1480, 253-7590
Fax: (66 2) 254-4316

AIRLINES

BANGKOK AIRWAYS

60 Queen Sirikit National Convention
Center, New Rajadapisek Rd., Klong-
toey, Bangkok 10110
Tel: (66 2) 229-3434
Fax: (66 2) 229-3450
Website: www.bangkok.air.com

THAI AIRWAYS INTERNATIONAL

89 Vibhavadi-Rangsit Rd.,
Bangkok 10900
Tel: (66 2) 513-0121
Fax: (66 2) 512-2130

B

BEVERAGE SUPPLIERS

BOONRAWD BREWERY CO., LTD.

999 Samsen Rd., Dusit,
Bangkok 10300
Tel: (66 2) 241-1360-9, 243-4731-40
Fax: (66 2) 243-1740

C

CAR RENTALS

AVIS RENT-A-CAR THAILAND THAI INTERNATIONAL RENT A CAR

2/12-13 Wireless Rd., Lumpini,
Pathumwan, Bangkok 10330
Tel: (66 2) 254-6716-7, 251-1131-2
Fax: (66 2) 254-6718-9
E-mail: res@avisthailand.com
Website: www.avisthailand.com

CONSULTANTS

THE WINNING EDGE

219 Saint Louis Soi 1, South Sathorn,
Bangkok 10120
Tel: (66 2) 212-6851
Fax: (66 2) 212-6852
E-mail: info@twe-winningedge.com
Website: www.twe-winningedge.com

CONVENTION CENTERS

BANGKOK CONVENTION CENTRE

c/o Central Plaza Hotel
1695 Phaholyothin Rd.,
Bangkok 10900
Tel: (66 2) 541-1234
Fax: (66 2) 541-1087

QUEEN SIRIKIT NATIONAL CONVENTION CENTER

New Rachadapisek Rd., Klongtoey,
Bangkok 10110
Tel: (66 2) 229 3000
Fax: (66 2) 229 3239
E-mail: info@qsncc.co.th
Website: www.qsncc.co.th

UNITED NATIONS CONFERENCE CENTER (UNCC)

United Nations - ESCAP, Rajdamnern
Nak Ave, Bangkok 10200
Tel: (66 2) 288-1234
Fax: (66 2) 288-1000
E-mail: likienukul.unescap@un.org

CONVENTION CENTRES (UPCOUNTRY)

PEACH (PATTAYA EXHIBITION AND CONVENTION CENTRE)

353 Phatamnak Rd., Moo 12,
Pattaya, Chonburi 20260
Tel: (66 38) 250-421-40
Fax: (66 38) 250-150
Website: www.peachthailand.com

CONVENTION ORGANISERS

ASIA CONGRESS

226/36-37 Bond Street, Riviera Tower
1, Muang Thong Thani, Bangpoo,
Pakkred, Nonthaburi 11120
Tel: (66 2) 960-0141
Fax: (66 2) 960-0140
Website: www.asiacongress.com

CONVENTION ORGANISERS

15-15/17 Anarak Bldg., Rm.No.15/13
Soi Pipat (Silom 3), Silom Rd.,
Bangrak, Bangkok 10500
Tel: (66 2) 237-5192, 237-5195-99
Fax: (66 2) 237-5190-1
E-mail: convent@asiaaccess.net.th

CRUISE HOLIDAYS

EASTERN & ORIENTAL EXPRESS

100 Beach Rd.,
#32/01/03 Shaw Towers,
Singapore 189702
Tel: (65) 392-3500
Fax: (65) 392-3600
E-mail:
resvns.singapore@orient-express.com
Bangkok Office:

E & O SERVICE (THAILAND)

c/o Tong Poon Hotel
No. 130 Rong Muang Soi 4,
Rama VI Rd., Pathumwan,
Bangkok 10300
Tel: (66 2) 216-8662
Fax: (66 2) 216-8663
E-mail: eoebkk@loxinfo.co.th

TRISTAR FLOATING RESTAURANT

723 Supakarn Bldg.,
Charoennakorn Rd., Klongsarn,
Bangkok 10600
Tel: (66 2) 860-1026-8, 437-9667-8
Fax: (66 2) 860-1025
Website: www.thaicruise.com

D

DOCUMENT SERVICE

THAI FUJI XEROX CO., LTD.

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175 South Sathorn Rd.,
Thungmahamek, Sathorn,
Bangkok 10120
Tel: (66 2) 679-6050
Fax: (66 2) 679-6047

E

EVENT MANAGEMENT

CM ORGANIZER CO., LTD.

1471, Town In Town Soi 3/2,
Soi Lardprao 94, Lardprao Rd.,
Wangthonglang, Bangkok 10310
Tel: (66 2) 559-0505, 559-2070
Fax: (66 2) 559-2069
E-mail: cmo@cm.co.th
Website: www.cubic.th.com

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Klongton Nua, Wattana,
Bangkok 10110
Tel: (66 2) 381-9003
Fax: (66 2) 390-2485
Website: www.indexpromotion.com

OPTIMUM CO., LTD.

8/21-22 Sukhumvit Soi 16
Ratchadapisek Rd., Klongtoey
Bangkok 10110
Tel: (66 2) 229-4964-8, 229-4814-9
Fax: (66 2) 229-4319
E-mail: optimum@loxinfo.co.th
Website: www.optimum.co.th

SIAM LANDMARK CO., LTD.

39/4 Moo 9, Soi Lasalle
(Sukhumvit 105) Sukhumvit Rd.,
Bangna, Bangkok 10260
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Fax: (66 2) 748-7050
E-mail: mail-sim@inet.co.th

EXHIBITION CENTRES

BANGKOK INTERNATIONAL TRADE & EXHIBITION CENTRE

8 Bangna-Trad Rd., (Km.1), Bangna,
Prakanong, Bangkok 10260
Tel: (66 2) 749-3939
Fax: (66 2) 749-3949
E-mail: info@bitec.net
Website: www.bitec.net

IMPACT EXHIBITION CENTER

99 Popular Rd., Pakkred,
Nonthaburi 11120
Tel: (66 2) 504-5050
Fax: (66 2) 504-0385-6
Website: www.impact.co.th

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Phyathai, Bangkok 10400
Tel: (66 2) 617-1475-83
Fax: (66 2) 617-1406-7

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39/4 Moo 9, Sukhumvit Rd., Bangna,
Bangkok 10260
Tel: (66 2) 361-5809
Fax: (66 2) 361-5806
Website: www.picothai.com

REED TRADEX CO., LTD.

32/F., Sathorn Nakhorn Tower,
100/68-69 North Sathorn Rd., Silom,
Bangkok, Bangkok 10500
Tel: (66 2) 636-7272
Fax: (66 2) 636-7282
Website: www.reedtralex.com

F**FREIGHT FORWARDING AGENCIES****ELITE TRANSPORTATION SERVICES**

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Rama IV Rd., Bangkok 10110
Tel: (66 2) 258-2991-3, 258-5991-3
Fax: (66 2) 258-5990
E-mail: elites@elitethai.com
Website: www.elitethai.com

SCHENKER (THAI) LTD.

16-17/F., Sirinrat Bldg.,
3388/57-61 Rama IV Rd.,
Klong Toey, Bangkok 10110
Tel: (66 2) 367-5700-15
Fax: (66 2) 367-5350-2

TRANS-LINK EXPRESS**H****HOTEL MANAGEMENT****ACCOR ASIA PACIFIC**

23/F., Wall Street Tower
33/117 Suriwongse Rd.,
Bangkok 10500
Tel: (66 2) 267-0810, 237-1305
Fax: (66 2) 237-1308
E-mail: asiapac_res@accor-hotels.com

FELIX HOTELS & RESORTS

c/o The Arnoma Hotel,
5/F., 99 Rajdamri Rd., Pathumwan
Bangkok 10330
Tel: (66 2) 675-6990-3
Fax: (66 2) 675-6992
E-mail: felixmkt@loxinfo.com

THE LAGUNA PHUKET

390/1 Moo 1, Srisoontorn Rd.,
Cherng Talay, Talang,
Phuket 83110
Tel: (66 76) 324-416-7
Fax: (66 76) 324-061
E-mail: info@lagunaphuket.com
Website: www.lagunaphuket.com

HOTELS IN BANGKOK**AMARI AIRPORT HOTEL BANGKOK**

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Don Muang, Bangkok 10210
Tel: (66 2) 566-1020-1
Fax: (66 2) 566-1941
Tlx: 87424, 87425 airhot th
E-mail: airport@amari.com
Website: www.amari.com

AMARI ATRIUM HOTEL

1880 New Petchburi Rd.,
Huay Kwang, Bangkok
Bangkok 10310
Tel: (66 2) 718-2000-1, 718-2020
Fax: (66 2) 718-2011
E-mail: atrium@amari.com
Website: www.amari.com

AMARI BOULEVARD HOTEL

2 Sukhumvit Soi 5, Sukhumvit Rd.,
Bangkok 10110
Tel: (66 2) 255-2930
Fax: (66 2) 255-2950

ARNOMA BANGKOK HOTEL

99 Rajadamri Rd.,
Bangkok 10330
Tel: (66 2) 255-3410-9
Fax: (66 2) 255-3456-8
E-mail: bcenter@arnomabkk.pr.co.th
Website: www.swissotel.com

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Bookala, Thanburi, Bangkok 10600
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Fax: (66 2) 460-1805, 476-1120
E-mail:
bangkokmarriott@minorner.com
Website: www.marriotthotels.com
/bkkth

BANYAN TREE BANGKOK

21/100 South Sathorn Rd., Sathorn,
Bangkok 10120
Tel: (66 2) 679-1200
Fax: (66 2) 679-1199
E-mail: bangkok@banyantree.com
Website: www.banyantree.com

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Bangkok 10400
Tel: (66 2) 246-7800-9
Fax: (66 2) 246-7197
E-mail: century@samart.co.th

DUSIT THANI HOTEL

946 Rama IV Rd.,
Bangkok 10500
Tel: (66 2) 236-0450-9
Fax: (66 2) 236-6400, 236-7238
E-mail: dusitbkk@dusit.com
Website: www.dusit.com

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Fax: (66 2) 641-1530, 641-1551
E-mail: reservation@fortunehotel.com
Website: www.fortunehotel.com

FOUR WINGS HOTEL

40 Sukhumvit Rd., 26
Klongtoey, Bangkok 10110
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Fax: (66 2) 260-2143, 260-2200

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Bangkok 10110
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Fax: (66 2) 255-2441, 254-7273
E-mail: hotel@grandpacifichotel.com
Website: www.grandpacifichotel.com

HILTON INTERNATIONAL BANGKOK HOTEL

2 Wireless Rd., Bangkok 10330
Tel: (66 2) 253-0123
Fax: (66 2) 253-6509, 255-7491
E-mail: bkkhitw@loxinfo.co.th
Website: www.travelweb.com
/hiltaint.html

HOTEL PLAZA ATHENEES BANGKOK

10 Wireless Rd., Bangkok 10330
Tel: (66 2) 650-8700
Fax: (66 2) 650-8500-1
Website:
www.hotel-plaza-athenees.com

IMPERIAL QUEEN'S PARK HOTEL

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Sukhumvit Rd., Bangkok 10110
Tel: (66 2) 261-9000
Fax: (66 2) 261-9533-5
E-mail: imperial@ksc.net.th
Website: www.imperialhotels.com

JW MARRIOTT HOTEL

4 Sukhumvit Rd., Soi 2,
Bangkok 10110
Tel: (66 2) 656-7700
Fax: (66 2) 656-7711
E-mail: jwmarrl@ksc.th.com

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138 Sukhumvit Rd., Bangkok 10110
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Fax: (66 2) 254-0439
E-mail: landmark@mozart.inet.co.th

MARUAY GARDEN HOTEL

1 Phaholyothin Rd., Ladyao, Bang-
khen, Bangkok 10900
Tel: (66 2) 561-0510-47
Fax: (66 2) 561-0549
E-mail: maruaygarden@box1.a-net.th
Website: www.thailand-
hilton.com

MIRACLE GRAND CONVENTION HALL
99 Viphawadi Rangsit Rd., Laksi.
Don Muang, Bangkok 10210
Tel: (66 2) 984-9009
Fax: (66 2) 575-5999
Website:
www.miraclegrandhotel.com

THE MONTIEN BANGKOK HOTEL
54 Surawongse Rd.,
Bangkok 10500
Tel: (66 2) 234-8060-9, 233-7060
Fax: (66 2) 236-5218-9
E-mail: montien@ksc15.th.com
Website: www.montien.com

MONTIEN RIVERSIDE HOTEL
372 Rama III Rd., Banglo.
Bangkok 10120
Tel: (66 2) 292-2999
Fax: (66 2) 292-2962
E-mail: monriver@ksc.th.com
Website: www.montien.com

NARAI HOTEL
222 Silom Rd., Suriwongse, Bangrak.
Bangkok 10500
Tel: (66 2) 237-0100
Fax: (66 2) 236-7161
E-mail: narai@narai.com

NOVOTEL BANGKOK ON SIAM SQUARE
Siam Square Soi 6, Bangkok 10330
Tel: (66 2) 255-6888
Fax: (66 2) 255-2445
E-mail: novotel@ksc.th.com
Website: www.hotelweb.fr

NOVOTEL BANGNA
14/49 Moo 6, Srinakarin Rd., Pravat,
Nongbon, Bangkok 10260
Tel: (66 2) 366-0505
Fax: (66 2) 366-0506
E-mail: novobnbk@loxinfo.co.th
Website: www.hotelweb.fr

NOVOTEL LOTUS
1 Soi Daeng Udom, Sukhumvit 33,
Bangkok 10110
Tel: (66 2) 261 0111
Fax: (66 2) 262 1700
E-mail: novotelotus@asiaaccess.net.th
Website: www.hotelweb.fr

THE ORIENTAL HOTEL
48 Oriental Avenue,
Bangkok 10500
Tel: (66 2) 236-0400, 236-0420
Fax: (66 2) 236 1939
Tlx: 82997 Th
E-mail: bscorbkk@loxinfo.co.th
Website: www.mandarin-oriental.com

PAN PACIFIC HOTEL
952 Rama IV Rd., Suriwongse,
Bangrak, Bangkok 10500
Tel: (66 2) 632 9000
Fax: (66 2) 632 9001
E-mail: hotel@panpacbkk.com
Website: www.panpac.com

PATHUMWAN PRINCESS HOTEL
6/F., MBK Centre, 444 Phayathai Rd.,
Wangmai, Pathumwan,
Bangkok 10330
Tel: (66 2) 216-3700
Fax: (66 2) 216-3731, 33
E-mail: ppb@dusit.com
Website: www.sino.net/
pathumwanprincess

THE PENINSULA BANGKOK
333 Charoennakorn Rd.,
Klongsan, Bangkok 10600
Tel: (66 2) 861-1111
Fax: (66 2) 861-1112
E-mail: pbk@peninsula.com
Website: www.peninsula.com

PRINCE PALACE HOTEL
488/800 Bo Bae Tower,
Dumrongrak Rd., Klong Mahanak,
Pomprab, Bangkok 10100
Tel: (66 2) 628-1111
Fax: (66 2) 628-1000

RADISSON HOTEL BANGKOK
92 Soi Saengcham, Rama IX Rd.,
Khet Huay Kwang, Bangkok 10320
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Fax: (66 2) 641-4884, 641-4885
Website: www.radisson.co.th

RAMA GARDENS HOTEL
9/9 Vibhavadi-Rangsit Rd.,
Bangkok 10210
Tel: (66 2) 561-0022
Fax: (66 2) 561-1025
E-mail:
rama@rama-gardens-hotel.com
Website: www.rama-gar-
dens-hotel.com

REGENCY PARK HOTEL
12/3 Sukhumvit Soi 22 (Sainamthip),
Sukhumvit Rd., Bangkok 10110
Tel: (66 2) 259-7420-39
Fax: (66 2) 258-2862

THE REGENT OF BANGKOK
155 Rajdamri Rd., Bangkok 10330
Tel: (66 2) 251-6127
Fax: (66 2) 253-9195, 254-7359
E-mail: regent@bkk1.asiaaccess.net.th
Website: www.fourseasons.com

REMBRANDT HOTEL, BANGKOK
19 Sukhumvit Soi 18, Klongtoey,
Bangkok 10110
Tel: (66 2) 261-7100
Fax: (66 2) 261-7017

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971, 973 Phoenchit Rd.,
Pathumwan, Bangkok 10330
Tel: (66 2) 253-0444, 656-0444
Fax: (66 2) 656-0555
E-mail: meridien@loxinfo.co.th
Website: www.lemeridien-hotels.com

ROYAL ORCHID SHERATON HOTEL AND TOWERS
2 Captain Bush Lane, Siphya Rd.,
Bangkok 10500
Tel: (66 2) 266-0123, 237-0022
Fax: (66 2) 237-2152, 236-8320
Email: rosht@mozart.inet.co.th
Website:
www.royalorchidsheraton.com

ROYAL PRINCESS HOTEL, BANGKOK
269 Lam Luang Rd.,
Bangkok 10100
Tel: (66 2) 281-3088
Fax: (66 2) 280-1314
Website: www.royalprincess.com

ROYAL PRINCESS SRINAKARIN
905 Srinakarin Rd., Nongbon, Pravat,
Bangkok 10260
Tel: (66 2) 721-8400
Fax: (66 2) 721-8432-3
E-mail: srinkrin@dusit.com
Website: www.royalprincess.com

SHANGRI-LA HOTEL
89 Soi Wat Suan Plu, New Rd.,
Bangrak, Bangkok 10500
Tel: (66 2) 236-7777
Fax: (66 2) 236-8579-81
Website: www.shangri-la.com

SHERATON GRANDE SUKHUMVIT
250 Sukhumvit Rd., Klongtoey,
Bangkok 10110
Tel: (66 2) 653-0333
Fax: (66 2) 653-0400
Website: www.luxurycollection.com
/grandesukhumvit

SIAM CITY HOTEL
477, Sri Ayutthaya Rd.,
Bangkok 10400
Tel: (66 2) 247-0120, 247-0130
Fax: (66 2) 247-0178
E-mail: siamcity@asiaaccess.net.th
Website: www.siamhotels.com

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Bangkok 10900
Tel: (66 2) 541-1234
Fax: (66 2) 541-1087
E-mail: centel@csc5.ch.com
Website: www.centralgroup.com

THE SUKHOTHAI BANGKOK
13/3 South Sathorn Rd.,
Bangkok 10120
Tel: (66 2) 287-0222
Fax: (66 2) 287-4980
E-mail: beaufort@ksc11.th.com
Website: www.travelthailand.com
/thailand/bangkok/hsukhothi/sukhotha.htm

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80 Surawongse Rd., Bangkok 10500
Tel: (66 2) 236-0361
Fax: (66 2) 236-3738

WINDSOR SUITES HOTEL
8-10 Sukhumvit Soi 20, Sukhumvit
Rd., Bangkok 10110
Tel: (66 2) 262-1234, 262-1221
Fax: (66 2) 262-1212
Website: www.sino.net/
windsorsuites

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DUSIT RESORT AND POLO CLUB
CHA-AM/HUA HIN
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Petchburi 76120
Tel: (66 32) 520-009
Fax: (66 32) 520-296
Bangkok Office:
946 Rama IV Rd., Bangkok 10500
Tel: (66 2) 636-3600 Ext. 4530-4534
Fax: (66 2) 636-3573

GEMS CHA-AM
251 Chao-Lai Rd., Cha-Am,
Petchburi 76121
Tel: (66 32) 434-060-79
Fax: (66 32) 434-002
Bangkok Office:
719/1-2 Silom Soi 13, Bangrak,
Bangkok 10500
Tel: (66 2) 635-0944-7
Fax: (66 2) 635-0948

LONG BEACH CHA-AM HOTEL
225/75 Beach Rd., (Ruamjitr),
Cha-Am Bay, Petchaburi 76120
Tel: (66 32) 472-444, 471 718
Fax: (66 32) 472-287
Bangkok Office:
268/7 Nakornchaisi Rd.,
Dusit, Bangkok 10300
Tel: (66 2) 241-3897
Fax: (66 2) 241-3995

REGENT CHA-AM BEACH HOTEL
849/21 Cha-Am Beach,
Petchburi 76120
Tel: (66 32) 471-480-91, 471-493
Fax: (66 32) 471-491-2
E-mail: info@regent-chaam.com
Website: www.regent-chaam.com
Bangkok Office: ..
6/F., Regent House Bldg.,
183 Rajdamri Rd., Pathumwan
Bangkok 10330
Tel: (66 2) 251-0305, 251-0713
Fax: (66 2) 651-9100 Ext. 114

ใช้เฉพาะในห้องสมุดเท่านั้น



AIDA – TYPE OF GETTING ‘ATTENTION’

Subject	Sentence	Type
Hotel #1	Business Plus Package; 3 Days 2 Nights	Bargaining
Hotel #2	Abandon yourself to a state of blissful relaxation at the Mandara Spa.	Challenging
Hotel #3	...please to invite you to become a member.. Offering you unlimited dining discount	Challenging Bargaining
Hotel #4	The heaven for spa lover in the midst of a bustling city.	Provoking
Hotel #5	A hotel within a hotel... Enjoy a 50% deduction from your food bill	Provoking Bargaining
Hotel #6	You are entitled to the full range of our services at our restaurants and benefits... Have a Party at 40% off	Challenging Bargaining
Hotel #7	Experience true luxury at Club Athene room	Challenging
Hotel #8	Mandara Spa, the most well-known name in tropical spa....	Presenting Currently Happening
Hotel #9	Congratulations on entering a new world of luxurious benefits with Marriott Gold Thailand!	Provoking
Hotel #10	Spend on food and beverage and earn points to redeem.	Bargaining
Hotel #11	Relax at the elegantly oriental-decorated lobby that offers a panoramic view of the busy river	Presenting currently happening
Hotel #12	During September, there is even more reason to try ‘boeuf’, the French call it Try the most delicious Japanese Autumn menu in town.	Provoking Challenging
Hotel #13	If you want to try something different, why not try to Bongkot Thai Restaurant. New concept of Thai food from all regions of Thailand	Provoking Challenging
Hotel #14	Book our Executive plus package now	Challenging
Hotel #15	Experience the Best Service	Challenging
Hotel #16	Be our Advantage Plus member	Challenging
Hotel #17	The ultimate golf package offers you a combining a one night stay at Bangkok’s legendary hotel and the perfect golfing holiday	Provoking

Hotel #18	Get in Holiday Spirit with these special offerings at The Pan Pacific	Challenging
Hotel #19	For true romance, the Peninsula will be the place this year's celebration of love, Valentine's Day.	Challenging
Hotel #20	The tasteful décor of the guestrooms in the perfect combination of traditional Thai elegance and contemporary flair....	Presenting Currently Happening
Hotel #21	In order to provide our valued Le Card members with the widest variety of dining pleasure at a greatly reduced cost, we are pleased to offer you special benefits..	Bargaining
Hotel #22	You are now entitled to enjoy a wide range of exciting benefits in some of the finest hotels and resorts in the Asia Pacific region. You may dine on a complimentary basis....	Provoking/ Bargaining
Hotel #23	I spare you the call of one of my telemarketers.. I felt it would be a missed opportunity not to inform you of all the benefits...	Provoking
Hotel #24	Experience nirvana on earth at the Basil-Thai restaurant Look for the best rates??	Provoking/ Bargaining
Hotel #25	Siam City Hotel's New 'All Inclusive' – Executive Suite Package.. For only US 155nett incl. Taxes and service charges	Challenging Bargaining
Hotel #26	The award-winning Sukhothai Hotel has teamed up with exclusive clubs in the Bangkok area....	Presenting currently happening
Hotel #27	Being part of Accor advantage plus and welcome to what we believe is the most valuable dining and accommodation membership in the region	Challenging

AIDA FORMULA – INTEREST

Subject	Interest
Hotel #1	Free one-way transfer..free local call, ...,10% discount on food
Hotel #2	Enjoy a special privilege of spa card,....complimentary...,25% discount.
Hotel #3	..beverage discount is 15%..., suite discount..., complimentary....
Hotel #4	25% discount...,2 complimentary one hour maassages.....etc.
Hotel #5	50% off lunch....., 50% off buffet dinner,... Complimentary suckling pig
Hotel #6	More dining alone at 25% discount,... One voucher 'enjoy 50%off.....
Hotel #7	A choice of complimentary ..., roundtrip airport transfer,..late check-out
Hotel #8	...a fully equipment and beauty salon,....pampering yourself with....
Hotel #9	1 complimentary night,..2 upgrade certificate..50% discount of food....
Hotel #10	..every 25 THB net spent, you earn 1 point with a minimum spend at ...
Hotel #11	Special offers...VIP Check-in, complimentary welcome snacks.....,
Hotel #12	Open for lunch at THB 350+,,...every 2 bottles of wine get 3 rd free...
Hotel #13	There are first class thai dishes, all expertly prepared by master chef....
Hotel #14	THB 3,750.. plus hotel airport transfer,..personal check-in,... fruit basket
Hotel #15	Personalized check-in...welcome drink in the executive lounge,..
Hotel #16	Members dining benefits,..20% accommodation discount,..5% off....
Hotel #17	Complimentary to and from the golf course,..butler service,..caddie fee,..
Hotel #18	Created a memorable buffet featuring fresh seafood, roasted lamb leg,..
Hotel #19	Couples will be able to enjoy the elegance and charm of beautiful.....
Hotel #20	Feature stunning teakwood furniture and supreme-sized beds,..with.....
Hotel #21	Free dining..., 30% discount when dining alone,..20% discount at
Hotel #22	Use your dining card on an unlimited basis at, 50% off reduction off.
Hotel #23	One night complimentary,..horizon cruise dinner buffet voucher for 2,..
Hotel #24	Come and taste the cultures of the world with a class cuisine and.....
Hotel #25	You can enjoy spacious bed room with connecting living area,..free ABF
Hotel #26	Two nights accommodation,..one round of golf 18 holes with,..transfer..
Hotel #27	Special discounts on the hotel outlets i.e...and accommodation benefits..

AIDA FORMULA – DESIRE

Subject	DESIRE	Type	
		Logic	Emo tion
Hotel #1	Only Baht 3,400++ or USD 80++ for single room per night	YES	-
Hotel #2	None	-	-
Hotel #3	In addition to the above privileges, we are pleased to present.	YES	-
Hotel #4	None	-	-
Hotel #5	More and more, special rate at Hyatt hotels in Southeast Asia	YES	-
Hotel #6	3 successful nominations would entitle the member to your choice of a complimentary buffet....	YES	-
Hotel #7	None	-	-
Hotel #8	The pleasures of complete relaxation and focus on enhancing <i>your health</i> and vitality....	-	YES
Hotel #9	Additional benefits with your card below are also available in other participating hotels & resorts in Asia Pacific.....	YES	-
Hotel #10	...and more..discounts on resorts, hotels, golf courses,....	YES	-
Hotel #11	<i>Your special needs</i> are attended to in the most efficient and proficient manner.....	-	YES
Hotel #12	Spacious and evoking a casually elegant with happy hour daily from 06:00 p.m.	YES	-
Hotel #13	Special delicacies served are 'Laotian Pork Chop served with fried sticky rice with papaya salad, spicy salad with salmon, and many more.....	-	YES
Hotel #14	And more on 20% discount on Business center, 10% laundry	YES	-
Hotel #15	Supplement charged at Baht 500++ to earn a platinum bonus with benefits more and more.....	YES	-
Hotel #16	None	-	-
Hotel #17	None	-	-
Hotel #18	None	-	-
Hotel #19	Only THB 3,900.- per couple for a 6-course dinner, along with a glass of champagne, a rose and picture frame for your sweet valentine.....	-	YES
Hotel #20	None	-	-
Hotel #21	This card is fully transferable and get free 2 lbs. birthday cake for the card holder...	YES	-
Hotel #22	Finally, all membership benefits are fully transferable so that your family members, friends, and business associates may also use them	-	YES
Hotel #23	And all these for Baht 5,900.-amazing, isn't it??	YES	-
Hotel #24	None	-	-

Hotel #25	You will appreciate the team of staff whose sole objective is to make our 'Executive Suite guests' as comfortable as possible.....	-	YES
Hotel #26	Superior room is only at USD 469++ plus the mentioned above.....	YES	-
Hotel #27	Sure that the value and convenience of Accor Advantage Plus will help make your travelling and entertaining all the more enjoyable in the future....	-	YES
	TOTAL	12	7

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AIDA FORMULA – ACTION

Subject	ACTION	Type		
		Tel.	State Validity	Not Showing
Hotel #1	Now till September 30, 2003	-	YES	-
Hotel #2	(hotel's name) Tel : 02 4760022	YES	-	-
Hotel #3	Do not hesitate to contact us at 02 6791200 extension Pinnacle Club.	YES	-	-
Hotel #4	Effective from now till 31 December 2003	-	YES	-
Hotel #5	None	-	-	YES
Hotel #6	Purchase 5 memberships and receive a complimentary membership!!! Call now!!!	YES	-	-
Hotel #7	None	-	-	YES
Hotel #8	None	-	-	YES
Hotel #9	For any enquiries, please call 026569737	YES	-	-
Hotel #10	More information, please contact 02 2526676	YES	-	-
Hotel #11	Tel : 02 6881000 or Email : menam@menamriverside-hotel.com	YES	-	-
Hotel #12	For reservation call : 66 2 6942222 ext. 1540	YES	-	-
Hotel #13	For more information or reservation, please call 02 5755599 ext. 1460	YES	-	-
Hotel #14	Period : Now – 30 September 2003	-	YES	-
Hotel #15	Valid : 01 November 2002 – 31 December 2003.	-	YES	-
Hotel #16	Please do not hesitate to contact the undersigned on 02 2670877	YES	-	-
Hotel #17	Valid until 31 March 2003	-	YES	-
Hotel #18	None	-	-	YES
Hotel #19	For further information please call 02 861 2888 ext. 6402	YES	-	-
Hotel #20	None	-	-	YES
Hotel #21	None	-	-	YES
Hotel #22	Please contact our Starwood Privilege Office at 02 6396535	YES	-	-
Hotel #23	Please call 02 2068621 & book the card	YES	-	-
Hotel #24	None	-	-	YES

Hotel #25	From now until 30 September 2003	-	YES	-
Hotel #26	01 / 08/02 till 31/03/04	-	YES	-
Hotel #27	Contact our sales office at : 662 2530355	YES	-	-
	TOTAL	13	7	7

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AIDA FORMULA – CHECK LIST

Subject	ATTENTION	INTEREST	DESIRE	ACTION
Hotel #1	Bargaining	YES	Logic	Valid / Tel.
Hotel #2	Challenging	YES	-	Tel.
Hotel #3	Challenging Bargaining	YES	Logic	Tel.
Hotel #4	Provoking	YES	-	Valid / Tel.
Hotel #5	Provoking Bargaining	YES	Logic	-
Hotel #6	Challenging Bargaining	YES	Logic	Tel.
Hotel #7	Challenging	YES	-	-
Hotel #8	Presenting Currently Happening	YES	Emotion	-
Hotel #9	Provoking	YES	Logic	Tel.
Hotel #10	Bargaining	YES	Logic	Tel.
Hotel #11	Presenting currently happening	YES	Emotion	Tel.
Hotel #12	Provoking Challenging	YES	Logic	Tel.
Hotel #13	Provoking Challenging	YES	Emotion	Tel.
Hotel #14	Challenging	YES	Logic	Valid/Tel.
Hotel #15	Challenging	YES	Logic	Valid / Tel.
Hotel #16	Challenging	YES	-	Tel.
Hotel #17	Provoking	YES	-	Valid/Tel.
Hotel #18	Challenging	YES	-	-
Hotel #19	Challenging	YES	Emotion	Tel.
Hotel #20	Presenting Currently Happening	YES	-	-
Hotel #21	Bargaining	YES	Logic	-
Hotel #22	Provoking/ Bargaining	YES	-	Tel
Hotel #23	Provoking	YES	Logic	Tel
Hotel #24	Provoking/ Bargaining	YES	-	-
Hotel #25	Challenging Bargaining	YES	Emotion	Valid/Tel.
Hotel #26	Presenting currently happening	YES	Logic	Tel.
Hotel #27	Challenging	YES	Emotion	Valid/Tel.

PINNACLE CLUB

Dear Madam/Sir,

Banyan Tree Bangkok hotel is pleased to invite you to become a member of Pinnacle Club, an exclusive membership club offering you unlimited dining discounts in our five exceptional restaurants: Vertigo, Saffron, Bai Yun, Rom Sai and Lobby Lounge. Whenever you and one other person dine, and at least two main meals are ordered, presentation of your Club card will result in 50% deduction from your total food bill. If three people dine, one third is deducted, four people, one quarter and so on. Beverage discount is 15%, and a member who dines alone will receive 30% food discount. Membership card is good for full 12 months, non-transferable and one card may be presented per table/party.

Suite discount is 50% off published rates at Banyan Tree Bangkok Hotel. Membership fee is just B. 5,300 per year.

In addition to the above privileges, we are pleased to present you with the following complimentary certificates:

- One complimentary deluxe suite room at Banyan Tree Bangkok
- Complimentary buffet lunch/dinner for 2 persons (food only) at Rom Sai restaurant
- 30% off dinner (food only) and 20% off Champaign at Vertigo rooftop restaurant, applicable for a maximum of 4 persons
- 30% off dim sum lunch (food only) at Bai Yun, on the 60th floor, applicable for a maximum of 8 persons
- 30% off dinner (food only) and 30% off house wine, at Bai Yun, application for a maximum of 8 persons
- Complimentary one Peking duck when minimum 4 persons dine at Bai Yun, on the 60th floor, applicable for a la-carte menu only
- Complimentary one bottle VSOP Cognac, 0.75 litre, when dining worth at least B. 15,000 at Bai Yun, on the 60th floor
- 50% off lunch/dinner (food only) at Saffron, a Thai restaurant on the 59th floor, applicable for a maximum of 8 persons
- 40% off lunch/dinner (food only) and 30 % off house wine at Saffron, a Thai restaurant on the 59th floor, applicable for a maximum of 8 persons
- 50% off buffet lunch/dinner (food only) and 30% off house wine at Rom Sai, applicable for a maximum of 8 persons

PINNACLE CLUB

at Banyan Tree Bangkok
21100 South Sathorn Road, Sathorn
Bangkok 10120, Thailand
Tel: +66 (0) 2679-1200, 2679-3070 Fax: +66 (0) 2679-1233
E-mail: pinnacle-bangkok@banyantrree.com
www.banyantrree.com

PINNACLE CLUB

- 50% off fruit shake smoothies and soft drink at Rom Sai restaurant
- Buy one bottle of standard liquor and receive another bottle free at Lobby Lounge
- 50% off food bill (food only) at Lobby Lounge, applicable for a maximum of 8 persons
- 30 % off food and beverage bill at Lobby Lounge, applicable for a maximum of 8 persons
- Complimentary birthday cake, 2 pounds, when celebrating your birthday in one of our five restaurants
- 30% off dry cleaning and laundry services at Banyan Tree Bangkok hotel
- Free Valet Parking services for Pinnacle Club members at Banyan Tree Bangkok
- 20% off spa services at Banyan Tree Bangkok, during 09:00 hrs.-13:00 hrs.
10% off spa services at Banyan Tree Bangkok, during after 13:00 hrs. and public holiday (spa service applicable for a la-carte menu only;)

We hope to welcome you as a member of our Pinnacle Club and be of service to you soon. Should you have any questions or queries please do not hesitate to contact us at tel. 0-2679-1200 extension Pinnacle Club.

Yours sincerely,

Tel: 0-2679-1200 ext. Pinnacle Club

PINNACLE CLUB

at Banyan Tree Bangkok
21/100 South Sathorn Road, Sathorn
Bangkok 10120 Thailand
Tel: +66 (0) 2679-1200, 2679-8879 Fax: +66 (0) 2679-1233
E-mail: pinnacle-bangkok@banyantree.com
www.banyantree.com

MARRIOTT GOLD

THAILAND

Congratulations on entering a new world of luxurious benefits with Marriott Gold Thailand!

As an Exclusive member of Marriott Gold Thailand, we are pleased to announce the following benefits when using your membership at ALL FIVE (5) MARRIOTT HOTELS & RESORTS IN THAILAND:

- 1 x Complimentary night in a deluxe room at JW MARRIOTT BANGKOK OR BANGKOK MARRIOTT RESORT & SPA ONLY. Based on availability & periods of high occupancy.
- 3 x Preferential "Gold Card Member" Baht 2,999 ++ Fixed Rate certificates. Each certificate is valid for up to seven (7) consecutive nights in a deluxe room. Based on availability & periods of high occupancy.
- 2 x Upgrade Certificates from a standard room to a suite. Each certificate is valid up to five (5) consecutive nights. Based on availability & periods of high occupancy.
- 1 x Baht 500 Discount Certificate for Food & Beverage (incl. Alcohol) in all restaurants. Cannot be used in conjunction with dining card & any other Marriott Gold Voucher.
- 1 x 50% Discount Certificate of Food Only (incl. non-alcohol) when 8-10 people dining in restaurants. Not valid in "Benihana", "Trader Vics" & "The New York Steakhouse". Cannot be used in conjunction with dining card or other Marriott Gold vouchers.
- 20% Discount off Pastries. Valid in "JW Pastries", JW Marriott Hotel Bangkok, "Siam Deli", JW Marriott Phuket Resort & Spa, "Numero Uno", Bangkok Marriott Resort & Spa, Pattaya Marriott Resort & Spa. Not valid during "Happy Hour" special.
- 5% Discount on Banquet / Catering Events. (not including meeting packages) when presenting the Gold Card.
- 20% Discount at Business Centre Services when presenting the Gold Card.
- 20% Discount off Laundry Services when presenting the Gold Card.
- Spa / Health Club Benefits when presenting the Gold Card:
 - 20% discount off Spa services and Fitness Clubs (20% Fitness not valid at JW Marriott Hotel Bangkok).
 - 10% off Annual Fitness Club Membership.
 - 1 x 50% discount certificate off Spa Massage for max. 2 people. (Face & Body Massages).

DINING CARD:

- Unlimited usage in all restaurants except "The New York Steakhouse", "Benihana" & "Trader Vics" (limited to 16 total visits only).
- Dining discount applies as follows: 35% dining alone, 2 people - 50%, 3 people - 33%, 4 people - 25%, 5-10 people - 20%, 11+ people - 10%. This discount applies to all Food and Non-Alcoholic Beverages.
- 10% discount applies to all Alcoholic Beverages.
- Not valid for Room Service & on the following days: Loy Krathong, Christmas Eve, and Day, New Year's Eve and Day.
- One Card per table Only.

Additional benefits with Your Marriott Gold Thailand below are also available in other participating Hotels and Resorts in Asia Pacific (refer to reverse side of certificates). These are as follows:

- 10 Discounted Meals at any of the fine dining restaurants when dining with at least one other person.
- Five (5) Accommodation Certificates at 50% Discount off the Rack Rate. Each is valid up to 7 consecutive nights. Including all five (5) Marriott Hotels and Resorts in Thailand.

Annual Fee: * Baht 6,300 net * Or * Baht 5,300 net (No Free Night) *. The membership is Fully Transferable.

The certificates are subject to availability during periods of high occupancy therefore a reservation must be made in advance. Not valid during Christmas Eve, Christmas Day, New Year's Eve & New Year's Day & Loy Krathong. The member must state that they wish to utilize the certificates at time of booking. The certificates will not be honored in conjunction with discount rates or special programs, e.g. Conventions, packages, tours or weekend special rates.

The Membership card and certificates must be presented at all times for discount.

To receive full benefits from your Marriott Gold Thailand Membership and to enable the all the Marriott Hotels and Resorts in Thailand provide you with the best service possible, it is vitally important that you fully understand all aspects of the benefits as well as the guidelines regarding the dining card, guest room certificates and all other related material. The benefits and guidelines are detailed on both sides of the dining card and room certificates, however, the information is being provided to alleviate confusion. The Membership is sequentially numbered so we may keep records as to whom and where it was sold, and is not replaceable if lost or stolen. Marriott Gold Thailand is available to Residents and Expatriates of Thailand only.

For any membership enquiries, please feel free to contact our Marriott Gold Thailand Department directly on tel. (66-2) 656 9737 or (66-2) 656 7700 and fax (66-2) 656 9799.

We wish you an enjoyable Marriott Gold Thailand Year!

MARRIOTT GOLD THAILAND

AT JW MARRIOTT HOTEL, 4 SUKHUMVIT ROAD, SOI 2, BANGKOK 10110, THAILAND
TEL: (66) 2 656 7700 DIRECT LINE: (66) 2 656 9737 DIRECT FAX: (66) 2 656 9799

026391312



Royal Orchid Sheraton
HOTEL & TOWERS
BANGKOK

2 =

Dear *Starwood Privilege* Member,

It gives me great pleasure to welcome you as a member of *Starwood Privilege*, you are now entitled to enjoy a wide range of exciting benefits in some of the finest hotels and resorts in the Asia Pacific region.

Firstly, you may dine on a complimentary basis on twenty (20) separate occasions at all participating Starwood Hotels & Resorts when at least one other meal is purchased. Also, if you are dining alone, you will receive a 20% discount off your total food bill.

Here at Royal Orchid Sheraton Hotel & Towers, you may use your dining card on an unlimited basis at all of our restaurants and bars including, *Thailand Tonight, Thara Thong, Giorgio's, Suralai Bar, Terrace Pool, Garden Pool, Eight Balls Bar, Cyber Café* and also at our brand new restaurant *etc....* which offers extensive range of "World cuisine" including Chinese, Japanese, Indian, Western and Thai.

Secondly, included with your membership are five (5) room certificates, each of which allows you a 50% reduction off the published room rate for up to three (3) consecutive nights at all participating Starwood Hotels & Resorts.

Thirdly, there are a total of seven (7) bonus certificates for you to use at Royal Orchid Sheraton Hotel & Towers only:

- 1 x One night of complimentary room accommodation certificate for a superior room;
- 1 x One night accommodation at BAHT 1,600 for a superior room certificate;
- 2 x Room accommodation upgrade from superior room to a suite certificate;
- 1 x Complimentary lunch buffet for two persons at *etc.... on the river* certificate;
- 1 x 50% Discount for 2 persons at Royal Orchid Mandara Spa certificate.

If you are joining us as a member of our Club on the River, enclosed with your membership, there are two (2) more 50% discount certificates for two persons at the Royal Orchid Mandara Spa for Face and Body Treatments; and there are also twelve (12) bonus certificates for Club on the River member, each entitled to a complimentary use of our newly renovated Fitness Centre, Swimming Pool, and Tennis Court for four people, valid at the Royal Orchid Sheraton Hotel & Towers only.

Finally, all membership benefits are fully transferable so that your family members, friends and business associates may also use them.

Please be aware that all room certificates are subject to space availability and advance reservations are advised. For the Terms and Conditions and the list of participating Starwood Hotels & Resorts, please refer to the enclosed "Membership Benefits, Terms & Conditions" and also the information printed on the membership dining card, certificates and the membership folder.

If you have any questions relating to *Starwood Privilege*, please contact our Starwood Privilege Office at (02) 639 6535.

We are sure you will enjoy using your membership privileges and look forward to welcoming you to the Royal Orchid Sheraton Hotel & Towers in the very near future.

Yours sincerely,

Food & Beverage Office

March 13, 2003

Khun Pheera Iamrahong
Sales Executive
V & K Inter Group Co., Ltd.
140/1 Soi Sukhumvit 4
Sukhumvit Road
Klongtoey
Bangkok 10110
Tel: 02-6568030-5, Mob. # 01-3624571
Fax: 02-6568182-3

Dear Khun Pheera:

I spare you the call of one of my Telemarketers informing you of the fantastic benefits of our Club Shangri-La Card.

However, we get so much positive feedback that I felt it would be a missed opportunity not to inform you of all the benefits which go along with it.

What is it all about? Club Shangri-La is our dining guest loyalty card program with the following benefits:

- One night complimentary accommodation for 2 persons in a River View Room.
- Horizon Cruise Dinner buffet voucher for 2 persons.
- Buffet lunch voucher of Angelini Restaurant for 2 persons.
- One Sunday Brunch voucher.
- One bottle of white or red wine when dining at Angelini.
- Birthday cake when celebrating your special event with us.
- One entrance ticket to the Health Club (excluding Massage).
- 25% Discount of annual Health Club membership.
- Last but not least – while dining between 2 to 5 persons, the cardholder eats for free. More than that, a 20% discount on food consummation.
- Membership is valid for one year and fully transferable.

And all these for Baht5,900 – amazing, isn't it?

If you are interested, please call my Secretary, Khun Kanokporn at telephone number 02-2068621 and book the card through her or return enclosed page with all information to my private facsimile # 02-2373770 and I will handle the rest.

Wishing you a pleasant day and remain,

With best personal regards,



SIGI BIERBAUMER
Director of Food & Beverage

Tel.: +66-0-22367777 ext. 6200
Fax: +66-0-22373770
E-mail: sbierbaumer@shangri-la.com

SB:ki

Enc.: Membership Application Form

File: D:\BACKUP\CLUB SLBK\TELEMARKETERS.DOC

BIOGRAPHY

Ms. Sathira Chamroenruay was born on December 03rd, 1970 in Bangkok, Thailand. She graduated with a bachelor degree (hons.) from the faculty of Education, Srinakarinwirot Prasarnmitr University. She has been working as a Sales Manager at Dusit Laguna Resort Hotel – Bangkok office. Prior joining this hotel, she used to work with the international hotel chain, Marriott Hotels & Resorts and Inter-Continental Hotels & Resorts, in the positions of Assistant Public Relations Manager and Sales Manager for almost 10 years.

**HOSPITALITY ACCESS PROGRAM : BASIC OF
WRITING AN EFFECTIVE SALES LETTER**

Ms. Sathira Chamroenruay

A Paper Submitted for Oral Comprehensive Examination

For the Degree of Master of Arts

Department of English for Business and Technology

School of Graduate Studies

The University of the Thai Chamber of Commerce

Academic Year 2002

The Principle and Rationale

In your workplace, sometimes you are required to persuade others to do something for your organization or take some specific action such as joining a cost saving program, increasing sales revenue, finding more database, ...etc. You need to persuade individuals to take action or to change their behavior by using your persuasive message in the form of a letter, a memo, an advertisement, or a proposal. Persuasive writing especially in a sales letter is very important because you have to sell, to convince, to motivate or to create an interest in your products/service to the reader.

As we have known, unclear how to create persuasive message or selling point may result of losing business to competitors easily. Therefore, it is necessary to know the basic standard of writing sales letter. From the previous study, we found that the pattern of sales letter, used in the hotel industry followed the rule of AIDA formula. The letter started with the 'Attention', then 'Interest' and 'Desire', and ended with 'Action'. Sales letters from various hotels in Bangkok mostly focus on customer's benefits. They put it in the 'Attention' and 'Interest' parts. However, they were rather weak in the area of 'Desire' part. Some letters ignored and did not focus on this part. From this point, it is necessary to conduct a training course for salesperson in hotels in Bangkok region.

This training program focuses on the AIDA approach (Attention, Interest, Desire and Action) that is a basic of creating sales letter. It is widely used by many of text writers and executives in the business. It is necessary to realize that sales letter is one of a key part for the hospitality industry. If we can create an effective sales letter, it will bring more and more income and lots of benefits to the organization.

The Objectives

As we know, persuasion plays an important role in the business world. Many of made decisions, are based on persuasion by others. As a business correspondent, you will be expected to be able to persuade others through your letters. So the sales letter writing skill is needed professionally. This training program is required you to understand a basic fundamental of sales letter, and apply these knowledge to your work place so that you could create an effective sales message to persuade others to bring more revenue to your workplace. Prior to move to the designed course, it is essential to know generally about the reader, channel and product/service as the following: -

- Who is our customer;
- What channel for a sales message;
- Exactly what it can do;
- Materials from which it is made;
- The expertise involved in its development;

- Outstanding features of the product;
- Ways in which it differs from its competitors;
- Price;
- Extend of the maintenance required, and the expertise required to perform it;
- Warranty, if any, that accompanies the product;

After completing the training program, the learners must be able to:-

- Make a sequence of sales letter;
- Identify AIDA approach in the area of Attention, Interest, Desire and Action;
- Write an effective basic sales letter according to the AIDA approach;
- Give the benefits of persuasive communication to the participants' companies;
- Add emotional triggers that increase the desire to buy or change a behavior

This course deals with writing skill so the participants should have a competence in writing. Topics will include appropriateness of language, and show you how to:

- Understand the secrets of persuasion;
- Plan letters that will get more replies;
- Create offers that make the readers want to respond;
- Lay out letters for maximum impact.

Except the AIDA approach, this program will include tips and techniques, example of real sales letters and shows you exactly what to do and what to avoid.

The Designed Course

This program is managed by the Dusit Thani College. It is a short program for 2 months and arranged for staffs of Dusit & Royal Princess Groups who are interested in creating persuasive message. The aim of the college is to produce a manpower that suits to the marketing needs.

Before setting the class, there will be an English test as well as an interview, which will be conducted, by foreign interviewers in order to know the background of all participants. All participants will get a file containing a course outline, text, techniques, exercises, and samples of both succeed and failed letters.

Course Outline 16-class / 3-hour per session

Date & Time : 09:00 a.m. – 12:00 a.m. every Tuesday and Thursday

Session	Date	Topics	Group Activity
1	Aug. 05, 03	Pretest (Writing Skill & English background) - The Importance of persuasive communication - A foundation for persuasion (purpose, audience, information, message)	--None--
2	Aug. 07, 03	Definition of sales letter (Meaning) - types of persuasive message (Request, persuade within the organization, adjustment & claims) - Group activity (Give pieces of mixed samples of paragraph, ask the participants to categorize what type of persuasive message)	Purpose : Be able to classify type of persuasive message
3	Aug. 11, 03	Steps for Effective Sales Letters - AIDA - 'Attention' part (what we call gaining an attention from the reader - Common errors in the Attention part (use jargon, not focus on selling points, long sentence,... etc.) Group activity (Give both good and bad examples of 'Attention' part then ask the participants to discuss and share the ideas with class)	Purpose : Be able to categorize type of gaining 'Attention' and know what errors we should avoid.
4	Aug. 14, 03	- Interest & Desire & Action parts (meaning and samples of each types) - Emotional Appeal & Logical Appeal	Purpose : Be able to create each part by using their own words according to the lesson

		<p>(how differences between Emotion & Logic)</p> <p>Group activity (Give some random paragraphs of 'Attention', 'Interest', 'Desire' and 'Action' then ask the group to make a sequence before starting the class. Then starts the class and at the end ask the participants to do it again)</p>	
5	Aug. 19, 03	<p>Presentation</p>	<p>Purpose : Be able to find a sample of sales letter that completed in 4 areas and share with friends in class</p>
6	Aug. 21, 03	<p>Effective Writing Strategies</p> <ul style="list-style-type: none"> -Choose Effective, colorful words -Write Effective, Readable sentences -Use appropriate paragraphs -Emphasize your ideas <p>Group activity (Give bad samples of sales letters that contains the wrong words, in effective writing, ... etc. then ask the participants to correct it and share in front the class)</p>	<p>Purpose : Be able to know how to make an effective writing according to the lesson</p>
7	Aug. 26, 03	<p>The customer's point of view</p> <ul style="list-style-type: none"> -What is junk mail (boastful, wrong time, wrong point of view,... etc.) - Question you must answer (5Question words) - Ten ways to learn about prospective (personal knowledge, research,etc.) 	<p>Purpose : Be able to ask an effective question regarding to questions the participants must know.</p>

		Group activity (Each group sets its own situation and ask another group to ask questions by using question words and guess what do they really want)	
8	Aug 28, 03	<p>Fine writing – or persuasive offer</p> <p>-What is most important in sales letter?</p> <p>-Some offers that have worked (easy term, no deposit, sale, discount, double,... etc.</p> <p>Group activity (Give a situation then ask participants to write a letter to cope with this session. After that let the participants in another group correct the letter and vice versa)</p>	Purpose : Practice how to write offers that have worked
9	Sep. 02, 03	<p>Desperate Beginnings</p> <p>- Why gimmicks often work</p> <p>-A flying letter (what is flying letter)</p> <p>Group activity (Give several samples of sales letters and find out what gimmicks they use)</p>	Purpose : Be able to know what is gimmick
10	Sep. 04, 03	<p>The Right Approach</p> <p>- Questions in the reader's mind (how to use question words)</p> <p>Group activity (Play a question game, let the other group makes questions and then guess what does the other group's answer)</p>	Purpose : Be able to create and know how to answer an effective question word from the view of reader
11	Sep. 09, 03	<p>Write to somebody, not everybody</p> <p>- Study who is your reader (Picture your reader, emotion means opportunity, ... etc.)</p> <p>- a few ideas to get you started (main benefit, invitation, offer, give news)</p> <p>Group activity (Give various situations and then practice writing a sales letter)</p>	Purpose : Be able to write ideas to start a sales letter based on a given situation

12	Sep. 11, 03	<p>Close the sale</p> <p>-21 ways to get more orders (timing, validity date, ... etc.)</p> <p>Group activity (Give situations and ask each group to practice how to write a closing part)</p>	<p>Purpose : Practice writing how to close sale when creating a letter</p>
13	Sep. 16, 03	<p>How to Write better</p> <p>- Beware of Cliches</p> <p>- Be careful with jargon</p> <p>- Tricks that make reading easy</p> <p>Group activity (Give bad samples of sales letters then analyze what are the weak point of the letter)</p>	<p>Purpose : Be able to categorize the weak points from the given sales letter examples</p>
14	Sep. 18, 03	<p>Write the charms</p> <p>- the secret of charm (tone, relax approach)</p> <p>- Vary wording (outstanding idea)</p> <p>Group activity (Give a situation and ask each group to write a sales letter)</p>	<p>Purpose : Be able to write a sales letter based on the given situation and know how to make the charms</p>
15	Sep. 23, 03	<p>Summarize all session</p> <p>- AIDA approach</p> <p>- Techniques how to write sales letter from session 2 – 14</p> <p>- Write a sales letter</p> <p>Group activity (40 mins. Before the class end, ask each participant to write a sales letter by using all knowledge they have learnt since the 1st session)</p>	<p>Purpose :</p> <ol style="list-style-type: none"> 1. Be able to categorize what is AIDA approach, and can give samples 2. Be able to create an effective sales letter
16	Sep. 25, 03	<p>Examination</p>	<p>Purpose : be able to write a sales letter based on the given situation</p>

Course Evaluation

Attendance/participation	:	20%
(10% join class / 10% join group activity and ask questions in class)		
Examination & Presentation	:	50%
(30% Examination & 20% Presentation)		
Assignment	:	30%
(10% group activity and 20% homework)		

If participants get 70% up, Dusit Thani College will issue a certificate to certify that those participants are able to achieve the basic requirement knowledge of how to create an effective sales letter.

Course Materials

This course examines how writers use persuasive messages to influence client's attitudes and change their behaviors. Participants will have a chance to analyze samples of both good and bad sales letters. At the end, they will be requested to create their own sales letters. Each participant will receive a handbook covering a reference text, exercises and examples of various sales letters.

Examples of Materials

I. Session 2 : Definition of Sales Letter

What is a Sales letter? _____

A sales letter is a document designed to generate sales. It persuades the reader to place an order, to request additional information, or to lend support to the product or service or cause being offered. It influences the reader to take a specific action by making an offer – not an announcement. To sell, the sales letter must be specific, go to the right audience, appeal to the reader needs, and it must be informative : Bliss (2003)

What are types of persuasive message? _____

(the instructor shows samples and explains)

1. Request _____

2. Persuaded memo within the organization _____

3. Adjustment _____

4. Claims _____

Part of the Selling Package _____

(The letter alone does not always do the entire selling (persuading) job.

Illustrate the product or service, technical information, brochure)

What is product? _____

What is Service? _____

What is benefit? _____

What is feature? _____

Who is your prospective buyer? _____

Formatting of the Sales Letter : (shows a sample of sales letter on the overhead projector)

The important thing is the sequence, it goes like this:

- a) Your business or personal address
- b) Image/logo and headline
- c) Inside address
- d) Greeting
- e) Lead paragraph
- f) Body
- g) Closing

Group Activity

Make a group of 4 persons, give pieces of mixed types of sales letter. Ask each group to read and share with another groups then clarify type of persuasive message.

II. Session 3 : Steps for Effective Sales Letters

The key ingredient of Sales letter is called the AIDA formula and it works.

- Attention
- Interest
- Desire
- Action

In this session will focus on 'Attention' part.

What is attention? _____

Type of the Attention _____

(make thought-provoking statement, Present a starting fact, Offer a bargain,

Describe something that currently is happening, present a direct challenge, and tell an interesting anecdote – instructor explains and gives samples)

Samples of common errors _____

(use jargon, not focus on selling points, long sentence, ... etc. Instructors explains and gives samples)

Here are some sample titles. Ask participants fill in the blanks to finish the headline.

How I _____

What if _____

3 (or any number) ways to _____

5 (or any number) secrets to _____

Discover _____

How to _____

Isn't it about time _____

Wouldn't it be _____

Do you _____

Guaranteed to _____

Free _____

The Answer to Your _____

Amazing _____

Group Activity

Make a group of 4 persons, the instructor gives both good and bad examples of 'Attention' part to each group. Then ask each group to discuss and share ideas with class

III. Session 8 : Fine Writing – or Persuasive Offer?

The reason for this is simple. It lies in human nature. People like to get something for nothing.

What is most important?

Timing – mail at the right time of the year

Example : ____ (ask learners to give samples .. such as .. Songkran festival in April, Valentine's chocolate in February, Jasmine flower for the Mother's day in August,etc.)

Pricing – in the limitation that people could try to buy or use the service/product.

Example : ____ (ask learners to give samples .. such as .. comparing a sandwich price between in the 1st class supermarket and sandwich price along the road, ... etc.)

Your offer must be relevant to the particular group you are addressing, to the product or service, and to the occasion.

Example : __ a free stay at a Suite room would hardly be appropriate if were selling an Egyptian food festival. A Sunday brunch might be better.

However, if you could link it to the offer, you could say 'a free stay at a Suite room might well be appropriate if you are trying to get people to try an Egyptian food festival and win a price of staying at suite room' _____

Ask learners to link things together

Wedding ----- Singapore

Meals ----- Free stay

Meeting ----- Suite room

Spa ----- Membership

Some Offers That Have Worked

- Free trial : example _____
- Easy terms : example _____
- Free gift whether you keep product or not : example _____
- No deposit : example _____
- Temporary price offer : example _____
- Buy now – pay in a few months : example _____
- Sale : example _____
- Two for one : example _____
- Discount or gift for quantity : example _____
- Discount or gift for buying in a certain period : example _____
- End of stock close-out : example _____

Group Activity

Mr. Sompong would like to hold a wedding reception at your hotel. You are assigned from your boss to increase the spa revenue. How could you link 2 situations together? Then write a sales letter by using a persuasive offer.

Reference Material

Bird, Drayton (2002) *How to write sales letters that sell* 2nd edition

London : Kogan Page Limited.

Bliss, Sonny (2003) *Sales Letter, Not Announcement (online)*. Available :

Tom1Writer@aol.com.

Huseman, R.C. Lahiff, J.M. and Hatfield, J.D. (1982) *Business*

Communication Strategies and Skills. Sydney : Holt Rinehart and
Winston.

Course Fee & Timing

Course	Duration	No. of Participants	Training Fee (Baht/person)
Basic of Writing an Effective Sales Letter	16 hours	20 persons	Baht 42,000.-

- This training fee is inclusive of 7% government tax, trainer's fee, trainer's transportation, training materials, training manuals, and certificates for all participants

Payment

Participants have to reserve space in advance for 7 days. They can pay by either cash upon they apply for this course or transfer a course fee to a saving account:-

Bangkok Bank Pattanakarn Branch No.198-0-85294-9

Thai Farmer Bangk Seacon Square Branch No.095-2-48283-1

In case of transferring money, participants have to send a facsimile of pay-in slip to 023617806 for a reference.

Who Should Attend

All executives, officers and sales persons who responsible for Sales and Marketing from Dusit group including the sister hotels - Royal Princess group and others who want to learn more in the art of creating a persuasive message. The department head will select participants to attend the course, based on the needs of their work.

Responsible Organization

The Dusit Thani College is the main body that is responsible for this program. As we know, this college is a training center of the Dusit & Royal Princess Hotels and Resorts Group. For more details please contact:-

Training & Development Center; The Dusit Thani College

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