100: Correspondence

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Section: Office Administration
Subject: Correspondence
Approved by: Tony Massey
Effective Date: October 15, 1991
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Policy Owner: Vice President of Marketing

Policy

This policy has been established for the purpose of instituting uniform correspondence throughout our company.
The preparation of letters, memos, proposals, and other correspondence are a direct reflection on the professionalism of our company, and, therefore, must be prepared in a manner befitting our image.

It is important that correspondence is written clearly, with special attention given to punctuation, grammar, and spelling. Have someone else proofread your work; it is always easier to find someone else's mistakes. Special attention should be given to using the correct title when addressing individuals in business correspondence.

Consider this correspondence as leaving a lasting impression on the person receiving it. It should reflect the proper "Massey Image" we have established for our team members, vehicles, uniforms, and other related aspects.

In addition, following is a list of the proper terminology to use when preparing any type of correspondence:

Proper Massey Terminology	Not
Team Member	Employee

Proper Massey Terminology	Not
Service Center	Branch
General Manager	Branch Manager
Sales Inspector	Sales Representative
Lawn Specialist	Lawn Technician
Office Manager	Bookkeeper
Customer Service Representative	Bookkeeper
Accounts Receivable Specialist	Bookkeeper
Pest Prevention	Pest Control

Form Letters

The form letters provided in the Policy & Procedure Manual are meant as guidelines for use in the Service Center. These are not to be copied and sent to our customers with the information inserted in the blanks.

The form letters are the only approved letters to be sent to our customers. These letters are also reviewed in the corresponding Policy & Procedure for each category.

The intent of any letter is to communicate, not antagonize our customer (supplier, etc.). No matter what the circumstances, the customer is always right.

The form letters are to be individualized. Each letter is to be dated, and with the customer addressed as Mr. (and/or Mrs. or Ms.). The person sending the letter is to have his/her name typed above the title. Service center stationery is to be used so the person will have immediate access to the sender’s phone number.

Once again, remember, this correspondence is a direct reflection of the professionalism of our company.

Interoffice Correspondence

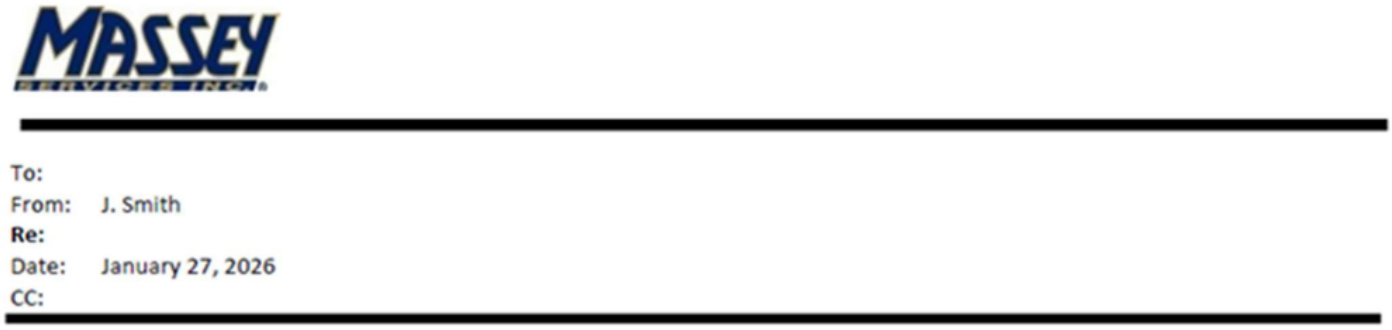
Interoffice Correspondence should be prepared on our Inter-Office Memo Stationery. It is important to document instructions, directions, company announcements, recommendations, and schedules in writing. Copies are to be distributed to everyone that might be involved in the contents of the memo. These copies might include your immediate supervisor, regional manager, regional vice president, the Chief Operating Officer (COO), and/or the President and Chief Executive Officer (CEO).

The Massey logo with the registered trademark should be in the top left corner of the document, and the type of correspondence should be in the upper right.

See example below:

- The “To” line should include the person who is being sent the message. If someone needs to provide approval, they should be copied on this line.
- The “CC” line should include anyone who has already provided approval or who may not be directly involved but it’s important they are aware of the communication.

Figure 1. Sample memo.



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