

# DEPARTMENT OF BUSINESS MANAGEMENT

Conducted by Paul C. Olsen.\*

## COMMENTS, QUESTIONS AND SUGGESTIONS ARE INVITED AND WELCOME.

Readers are invited to submit comments, criticisms and suggestions regarding the material which appears in this department. The Editor will also undertake to answer questions regarding general problems of business management. Letters of general interest will be published, but the writer's name will not be revealed without his permission.

## ADVERTISING AND SELLING PROBLEMS OF DRUG STORES.

### HOW TO WRITE EFFECTIVE BUSINESS LETTERS.

BY PAUL C. OLSEN.

Every letter written or received by a retail druggist is really a sales letter. When a druggist writes a letter, he writes it, or he should write it, with the purpose in mind of impressing a definite feeling or action upon the person who receives the letter.

In just the degree to which a letter is successful in doing this, the sender is successful as a letter writer.

Business letters are written by pharmacists for the following purposes:

1. To sell goods and services.
2. To make an inquiry.
3. To reply to an inquiry.
4. To give instructions.
5. To order goods.
6. To make acknowledgment.
7. To ask for credit.
8. To collect bills.
9. To adjust complaints.
10. To make introductions, endorsements and recommendations.
11. To apply for a position.

Because a pharmacist is likely to have to write letters of these various kinds throughout his career, it is of the utmost importance and profit to him that he should understand and be able to apply the factors which obtained for business letters maximum effectiveness.

These factors which obtain maximum effectiveness for business letters are four in number.

The first is, *appearance and form*. A letter which is not physically attractive is unnecessarily handicapped. Letters should have an appearance appropriate to their message. It is not necessary for a letter calling the attention of backyard gardeners to a drug store's stock of seeds to be written on stationery suitable for announcing social functions. Contrarily, a letter intended to attract more stationery sales to a drug store should not be smearily mineographed on a sleazy sheet of paper.

*Time* is the second factor affecting the success of business letters. A letter should reach its reader, when possible or determinable, at a time when the letter can get and hold the reader's maximum attention. Full advantage should be taken

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\* Lecturer on Business, Columbia University and Philadelphia College of Pharmacy and Science.