

戦略的英文ビジネスライティング研修
Moving Readers to Action for Docomo CS

MRA Answer key for Day 1

Notes:

These are sample answers. Your answer is probably different. In many cases, the sample answers use information from the resource lists.

MOVING
READERS TO
ACTION **ADVANCED**
Writing email in stressful situations

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(B11/23, p. 52)
Expressing the
power of those
around you

Use the persuasive power of experts

エキスパートが持つ説得力を利用する

- A. Our IT Staff suggests that the following tests be performed.
- A. Our IT Staff suggests that Mr. Sato perform the test.

- B. According to the designer, the cylinder should be made of steel.
- B. The designer advises that the cylinder be made of steel.

- C. Regarding tax compliance, our accountant's advice is to report by March 15.
- C. For tax compliance, our accountant advises that we report by March 15.

(LX, new)
Showing them it is
useful to know you

Tell them what you do

相手に自分の役割を伝える

Change in rep. (担当者／責任者の変更)

(My name is . . .) + I have taken over this . . . from . . .

I am the new . . . /I'll be contacting you . . .

+ Option: I'm looking forward to working . . .

Application 1

Select a person above you in the following category, then choose tactics according to the situation.



Someone outside your company

()

1. I want to ask a person who doesn't know me to send me the XY data.

I am Hiroshi Kato. I am Mr. Sato's assistant. He asked me to contact you regarding the XY data. He would appreciate it if you could send it to us.

2. Our Marketing Manager wants them/ABC to cut the price of WX in the Japanese market.

My name is Hiromi Kato. I am working with Mr. Sato, the Marketing Manager, on WX marketing. He advises that it would be best to reduce the price of WX in the Japanese market.



Someone who doesn't know the Japanese market

()

Application 2

Introduce yourself and make the request, supporting your own status.

Rewrite 1 or 2 from p. 27 in this new pattern.

1. I would like to make a request regarding the XY data. I am Hiroshi Kato, Mr. Sato's assistant. He advised me to contact you to ask if you could send us the XY data.

2. The purpose of this e-mail is to make a request regarding the price of WX for the Japanese market. My name is Hiromi Kato. I am the assistant of Mr. K. Sato, who is our Marketing Manager as you know. Mr. Sato asked me to contact you on this matter because he believes that a price adjustment for this market would be valuable.

(A2/2, p. 31)
 Making it easier
 for them to
 accept your
 request

Disguise your request

本心をカムフラージュして伝える

I think	+	the heater needs a higher setting.
Perhaps	+	the registration fee should be paid in advance.
I wonder if it would be better	+	to approve the 20 micron chamber for that test.
We believe	+	the control number should be placed in the file.

Stronger: (Complete the phrases)

I think	+	you should set the heater higher.
Perhaps	+	you should pay the registration fee in advance.
I wonder if it would be better	+	for you to/if you approve the 20 micron chamber for that test.
We believe	+	you should place the control number in the file.

(D1/37, p. 66)

Soft request to correct their mistakes & encourage cooperation (1)

Share the responsibility

責任を共有する

What actually happened

They didn't send the report.



How it can be expressed to share responsibility

I think we need to check that the report has been sent. We haven't received the report yet.

They sent the wrong test results.



We need to confirm that the test results are the correct ones.

Their proposed schedule may be too slow to meet your requirement.



We need to try to revise the schedule. It may not be fast enough.

The XY may have been produced without the proper licence.



We should check the licence for the XY. We may not have permission.

(A8/8, p. 37)

Using the situation requirements to apply pressure for action

Remove your reader from the action

主語をモノに置き換える

Practice:

Rewrite the above sentences with:

1. It's best if **incomplete packages are not returned.** _____
1. It's best if **net sales results are submitted by the end of the month.** _____
1. It's best if **the XY study is reported to support the proposal.** _____

2. It's best for **incomplete packages not to be returned.** _____
2. It's best for **net sales results to be submitted by the end of the month.** _____
2. It's best for **the XY study to be reported to support the proposal.** _____

3. We prefer that **incomplete packages not be returned.** _____
3. We prefer that **net sales results be submitted by the end of the month.** _____
3. We prefer that **the XY study be reported to support the proposal.** _____

4B

(L1/133, p. 162)
When you need
to pressure
someone above
you (2)

Require, softly

ソフトに要求する

I'd like to make a request about the X machine. Our marketing staff appear to require a better finishing process.

- 1. Our legal staff seem to require a better process.**
- 2. Our legal staff seem to require you to develop a better process.**
- 3. Our legal staff seem to require that you develop a better process.**
- 4. Our legal staff seem to require that a better process be developed.**

(D4/40, p. 69)
Explaining an
action they may
object to

Use “greater forces” to explain unpleasant news

好ましくない報告には、“より大きな力” を利用する

Things you do expressing reluctance

Greater forces 1

Greater forces 2

Increase the fees	+	The fees have had to be increased.	+	We have had to increase the fees.
Raise the prices	+	The prices have had to be raised.	+	We (have) had to raise the prices.
Revise the inspection requirements	+	The inspection requirements have had to be revised.	+	We (have) had to revise the inspection requirements.
Delay the launch	+	The launch has had to be delayed.	+	We (have) had to delay the launch.
Reject the design proposal	+	The design proposed has had to be rejected.	+	We (have) had to reject the design proposal.
Cancel the reservation	+	The reservation has had to be cancelled.	+	We (have) had to cancel the reservation.
	+		+	

(K1/121, p. 150)
Making a soft
refusal

Let them know it's not going well

期待に沿えないことを伝える

Resource lists:

① Reason A

1. the site evaluation was not good
2. the lab has doubts about its purity
3. Manufacturing is reluctant to increase packaging options
4. it is compiled on your side
5. employment laws here don't allow it
6. the F reading decreased in our tests
7. it conflicts with our previous arrangements
8. we use another system in our plants
9. our customers are satisfied with the present product
10. we need to concentrate on the domestic market
11. we are unable to find a position that suits your abilities
12. it is necessary to launch the new product on schedule

① Reason B (because of)

1. the poor site appraisal
2. the lab's doubts about its purity
3. Manufacturing's reluctance to increase packaging options
4. its compilation on your side
5. employment laws/its prohibition by employment laws here
6. the decrease in the F reading in our tests
7. its conflict with our previous arrangements
8. our use of another system in our plants
9. our customer's satisfaction with the present product
10. the need to concentrate on the domestic market
11. our inability to find a position that suits your abilities
12. the necessity to launch the new product on schedule

Practice:

Rewrite the example in Form 2:

1. Take responsibility for the delay

Results for Company B have not been compiled yet, so I'm sorry to say we cannot report them at this time.

2. Take responsibility for the cause

We have not compiled the results for Company B yet, so I'm sorry they cannot be reported at this time.

3. Take responsibility for both the delay and the cause

We have not compiled the results for Company B yet, so I'm sorry to say we cannot report them at this time.

Imply it's not your fault

自分のミスではないことをほのめかす

Action delayed/cause

1. send the information/head office has not released it yet

The information has not been sent because it has not been released.

2. make the changes/head office hasn't authorized them yet

The changes have not been made because they have not been authorized.

3. replace the assembly/factory hasn't finished producing it

The assembly has not been replaced because its production hasn't been completed by/at the factory.

4. revise the report/haven't had enough time

The report has not been revised because the time has not been sufficient.

5. enter the changes/Accounting hasn't input the file numbers

The changes has not been entered because the file numbers have not been input by Accounting.

6. ship the material/we haven't produced it in sufficient quantity

The material has not been shipped because it has not been produced in sufficient quantity.

Delay forthrightly

遅れを率直に伝える

Practice:

Just tell them. Use different expressions for the missed deadline.

1. examine all the X samples

Unfortunately, we won't be able to examine all the samples before the test.

2. submit the form to the regulators

I'm sorry to say, we cannot submit the form to the regulators until after the holiday/before the end of the holiday/by the holiday.

3. determine the exclusion criteria

I regret that the exclusion criteria cannot be determined by the publication date.

4. put ABC on our vendors list

Unfortunately, we cannot put ABC on our vendors list until the next fiscal year.

5. prepare the Significant Events table

I'm sorry to tell you that we will not finish the Significant Events table until after the first round of tests.

(D5/41, p. 79,
amended)

When their
performance is
not as good as
you wanted

Decide whether or not to let them off the hook

プレッシャーを取り除く／かける

Turn the personal heat up

Practice:

1. The manuscript/attain/level of quality

The manuscript did not attain the level of quality that you promised.

2. Costs/be/higher than

I'm sorry to say, costs are higher than ABC promised.

3. Toxicity tests/reach/sensitivity

I'm sorry to have to tell you this, but toxicity tests have not reached the levels of sensitivity that you promised.

4. Production yield/be/lower than

I regret to be the one to tell you this, but production yield is lower than you promised.

5. Applications for the patent/be/narrower

I'm sorry to tell you that applications for the patent are narrower than we were promised.

Turn the personal heat down

1. The manuscript/attain/level of quality

The manuscript did not attain the level of quality that we hoped for.

2. Costs/be/higher than

I'm sorry to say, costs are higher than we expected.

3. Toxicity tests/reach/sensitivity

I'm sorry to have to tell you this, but toxicity tests have not reached the levels of sensitivity promised.

4. Production yield/be/lower than

I regret to be the one to tell you this, but production yield is lower than we were hoping for.

5. Applications for the patent/be/narrower

I'm sorry to tell you that applications for the patent are narrower than we were expecting.