

A situation in which the direct strategy is effective is as follows:

A customer emails you to request a quote and cost-benefit analysis on a new robotic arm to be integrated into their manufacturing plant. In this instance, the communication is not emotionally charged, it's informational in nature and the audience will most likely respond favorably to your communication. In this instance, it's appropriate to start your email directly, getting right to the point:

*Merritron Robotics' newest robotic arm offers a suite of new features for a reasonable investment. At just \$10,000 per completed unit, with reduced labor costs, an organization your size can expect to recoup your initial investment in about three months.*