戦略的英文ビジネスライティング講座

Moving Readers to Action Essentials for PeptiDream

# MRA Answer key

Notes:

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



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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.

# 1E (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

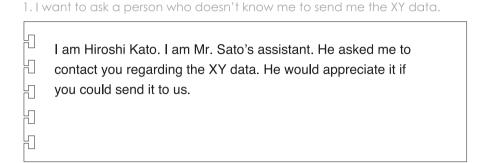
### Change in rep. (担当者/責任者の変更)

(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 . . .

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



Someone outside your company

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



Someone who does't know 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.

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## pplication 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.

# Polite but firm pressure

丁寧かつ断固とした態度で圧力をかける

Least pressure

1 < 4 < 2 < 3

Practice:

Add a taste of polite pressure to these requests.

Most pressure

1. Let me know within three days if you can make the purchase.

Let me know within three days, please, if you can make the purchase.

2. Consult with us before making engineering changes.

Consult with us, please, before making engineering changes.

3. Use this part without any modification in your factory.

Use this part, please, without any modification in our factory.

4. Return to the site to deal with system issues.

Return to the site, please, to deal with system issues.



# Require compliance

服従を要求する

_		-
Pra	ctice	
110	CIICE	١.

Does this sentence require compliance?

- Yes
- No

a) We expect ABC to make every effort to meet this deadline.

c) Each division is expected to convert its documents by October 1.

b) We expect that he will arrive by the end of the month.

d) He is expected to bring the extra files when he comes.

### Practice 2:

Require compliance for the following if appropriate. Include a deadline.

1. send the report for X

You are expected to send the report for X by Friday.

2. supply XY in liquid form

ABC is expected to supply it in liquid form by the launch.

3. reduce the price of XY (Can anyone require it? Report their requirement.)

ABC is expected to reduce the price of XY by our clients.

# Eliminate their feeling of choice

相手に選択の余地を与えない

Practice:

Make it clear you require the following:

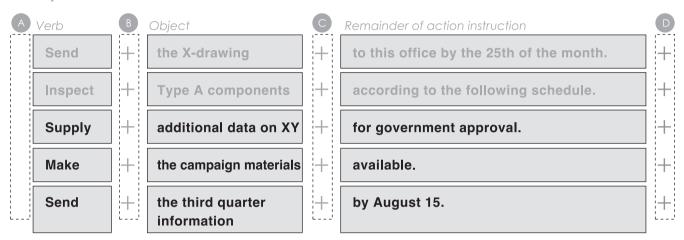
- 1. weight and power data for the XY
  - A: We require (that you provide) the weight and power data for the XY.
  - B: (Provision of) weight and power data are required (by ABC).
- 2. confirmation of the Confidentiality Agreement
  - A: AGJ requires that you confirm the Confidentiality Agreement.
  - B: Confirmation of the Confidentiality Agreement is required by AGJ.
- 3. correction of the price for samples of XY
  - A: I require that you correct the price for samples of A.
  - B: Correction of the price for samples of XY is required.
- 4. substitution of AA for BB
  - A: AGJ R&D requires substitution of AA for BB.
  - B: Substituting of AA for BB will be required by AGJ R&D.
- 5. make videotapes of the packaging machine in operation
  - A: We will require videotapes of the packaging machine in operation.
  - B: (Making) videotapes of the packaging machine in operation will be required.

# P. 44-45 3 F (L7/139, p. 168) When it is appropriate to be above the line: Giving directions

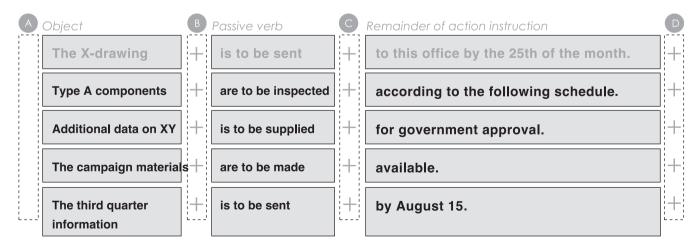
# Don't be afraid to direct

指示することを恐れない

### Imperative:



### **Passive Imperative:**



P. 49

(H3/87, p. 116) Opposing indirectly

# Keep your options open

選択肢をオープンにしておく

When can you send the information?

What is the contamination level in ppm?

We need it to be under 3 ppm.

We prefer ABC.

Is the spec JIS or ASCI?

+ We only recognize JIS.

P. 53
4D
(J1/109, p. 138)
Rejecting indirectly

# Disguise the correction you require

訂正の要求をカムフラージュする

Practice:

Pose the corrections above as questions.

Is the value given for XY on page 5 correct? I was wondering if it should be 22.

Is the maximum time for presentations (really) 25 minutes? I think/thought it might be 20 minutes, the same as last year./. . . might be the same as last year, 20 minutes.



### (J11/119, p. 148) Refuse by questioning the background

# Declare it's a mistake

ミスであることを明確に述べる

They think or said: Actually: Correct it. You offered a price of We did not offer the price ¥350, in your e-mail of 6/20. (you) quoted. Our price is ¥320/kg ¥350/ka. For your information, payment You haven't paid yet. You did, and you have a was made on March 3. We receipt. attach a copy of the receipt for your reference. We are sorry to say our 3G Your 3G service starts in Next year. (announced two service does not start until next September. months ago in e-magazine) year. For more information, please see the article attached, from our e-magazine of April.

# P. 63 JE (F12/72, p. 101) Giving a final deadline

# Specify the deadline

最終締め切り日を指定する

Practice:

Specify the final deadline: In the above examples, substitute *no later than* for *by* 

Would you please let us know all quality issues (by) no later than Friday?

Could you please make any suggestions (by) no later than March 1?

We have to have the list of damaged lots (by) no later than next week.

Practice:

Delay the following politely:

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

### Form 1:

If you don't mind, I would like to delay the changes until the Head Office authorizes them.

### Form 2:

We would appreciate it if you don't mind waiting for the changes until the Head Office authorizes them.

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

### Form 1:

If it's ok with you, we intend to delay replacing the assembly until the factory finishes producing it.

### Form 2:

We would be grateful if you don't mind waiting for us to replace the assembly until the factory finishes producing it.

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

### Form 1:

If it's ok with you, we would like to delay the report until Friday. We need more time to finish it.

### Form 2:

We would appreciate it if you would not mind us delaying the report until Friday. We need a little more time.

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

### Form 1:

If you don't mind, we would like to put off entering the changes until Accounting has input the file numbers.

### Form 2:

We would be grateful if you do not object to waiting to enter the changes until Accounting has input the file numbers.

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

### Form 1:

If it's ok with you, we intend to delay shipping the material until we have produced it in sufficient quantity.

### Form 2:

We would appreciate it if you would not mind waiting for the material until we have produced it in sufficient quantity.

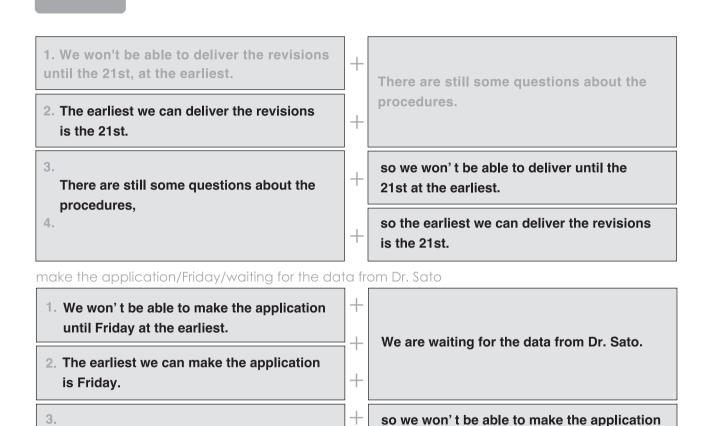
## P. 72 OD (E7/55, p. 84) Protecting yourself from

4.

# Give a flexible finishing date

締め切り日に幅を持たせる

We are waiting for the data from Dr. Sato,



until Friday at the earliest.

is Friday.

so the earliest we can make the application

P. 76

(I 4/100, p. 129, amended)

# **Express your concern**

心配している気持ちを伝える

### Practice:

Express your concern about something you hope to happen.

- 1. To be honest, it's really important to us to get it cleared by our specialists.
- 2. Honestly speaking, we really want to get the results by the end of the month.
- 3. Frankly, following local rules in our X production is really vital for us.

Express your concern about something that seems difficult.

- 1. Frankly speaking, getting our specialists to agree to your plan seems difficult.
- 2. Speaking frankly, accepting it without an audit may not be possible.
- 3. To put it frankly, we may be unable to secure sufficient supply of components.

P. 78

7D

p. 122) sure they and what nt and

# Tell them your conditions

こちらの条件を相手に伝える

### Practice:

Use We cannot/will not accept

- 1. We cannot accept any proposal unless it has a local content ratio.
- 2. We will not accept any proposal that does not have a high local content ratio.
- 3. We will not accept any proposal if it does not have a high local content ratio.
- 1. We cannot accept any quotations unless they use our own Account numbers.
- 2. We will not accept any quotations that do not use our own Acccount numbers.
- 3. We will not accept any quotations if they do not use our own Account numbers.

### (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.