

**TURNING HIM DOWN:
CREDIT
LETTERS PERTAINING
TO DECLINED ORDERS**

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Turning Him Down: Credit Letters Pertaining to Declined Orders by Henry C. Lawrence

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HENRY C. LAWRENCE

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CREDIT
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UNIV. OF
CALIFORNIA

Turning Him Down

CREDIT LETTERS
PERTAINING TO
DECLINED ORDERS

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Thoroughly Revised

BY

Henry C. Lawrence

Manager of Credits

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D e d i c a t i o n

To MR. A. M. BLACKWELL

UNDER whose training the author has been, during the years in which these letters were written, and which embody his policy, suggestions, help and encouragement, this book is respectfully dedicated.

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PREFACE.



It is not the intention of the writer to devote herein any space as to the wisdom of various credit decisions, but rather to suggest a method of expressing them satisfactorily in letters.

In declining an order a credit risk may be disposed of definitely, but is the prospective debtor properly made to understand why he is "turned down?" Is he influenced to send a remittance covering the order?

It is a well-known fact that a multitude of correspondence could be improved upon, if sufficient attention were devoted to the "rough edges," which are prolific of annoyances; and it is with this in mind the author contributes this work, not that the letters will be copied verbatim as form letters, but that they may serve to suggest desirable methods of handling this extremely delicate phase of credit correspondence and outline a definite, systematic procedure.

The letters offered herein, are not theoretical examples, but copies of actual correspondence, written at a time their publication was not contemplated, and employed

in the various transactions which they represent, with very satisfactory results. While quite likely their diction could be improved upon, no changes have been attempted, fearing a revision might impair their value, and subject them to less success than was originally accorded them, as the tendency of theoretical letters is naturally to "talk over the heads" of their recipients.

PREFACE TO THE SECOND EDITION.

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The author takes pleasure in making acknowledgment of the great interest displayed by credit managers throughout the country, who, by their generous support, exhausted the first edition of "Turning Him Down" within ten weeks after it was placed on sale; also to thank those of the "craft" who have assisted in the work of revision, with many valuable suggestions, which is deeply appreciated.

Respectfully,
HENRY C. LAWRENCE.

August 30, 1907.

TURNING HIM DOWN

PRICE, \$2.00

