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You manage Sunny River resort. Charles James, director of the Sunny River Business League, has requested the free use of your lodge for a two-day staff meeting. You'd like the business league to use your meeting room, but you have a problem: you charge any group \$1,500 per day to use the room. You can't afford to give it away. The rumor has a number of fixed and variable costs required to clean, pay for lighting and air conditioning, and supply and repair equipment. Also, what might happen if others knew you had provided the room at no cost? Write a letter to Mr. James selling him on the idea of using your lodge while holding to the \$1,500 fee. Use tact, a positive tone, and persuasive details.