

## EXERCISE 16-2 Wordy Sentences

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Edit the following business memo for wordiness.

To: District managers  
From: Margaret Davenport, Vice President  
Subject: Customer files

It has recently been brought to my attention that a percentage of our sales representatives have been failing to log reports of their client calls on our electronic customer file each and every day. I have also learned that some representatives are not checking the customer file on a routine basis.

Our clients sometimes receive a multiple number of sales calls from us when a sales representative is not cognizant of the fact that the client has been contacted at a previous time. Repeated telephone calls from our representatives annoy our customers. These repeated telephone calls also portray our company as one that is lacking in organization.

Effective as of immediately, direct your representatives to do the following:

- Record each and every customer contact on the electronic file at the end of each day, without fail.
- Check the electronic file at the very beginning of each day to ensure that telephone communications will not be initiated with clients who have already been called.

Let me extend my appreciation to you for cooperating in this important matter.