

## Goodwill or “disguised promotion?”

In your teams, read the following messages and determine if they are intended to serve as purely Goodwill messages, or if they are actually disguised promotions. Please make note of your rationale for each:

Example	Goodwill or “disguised promotion?”	Rationale
<p><i>Dear John – congratulations on your new baby boy! We at XYZ Insurance are so happy for you. We are including this little stuffed animal as a gift from us to your little one. We are also including some information on our life insurance policies – we’ll follow up in a few months, once your baby is settled, to book an appointment to review your coverage.</i></p>		
<p><i>Dear John – thank you for making your gift of \$50.00 to the ABC Foundation. Your generosity is greatly appreciated. We are attaching a complimentary calendar for you to enjoy this year. Thanks to the efforts of donors like you, we have raised more than \$1.5 million this last year, which brings us to more than 75% of our goal. With donors like you, we are making children’s dreams come true – thank you again from the bottom of our hearts.</i></p>		
<p><i>Dear John – we at TUV Animal Hospital are very sad to hear about the passing of your guinea pig, Jasmine. We recognize this is a challenging time for you and your family and are sending our strength and positive energy your way. If you are interested in commemorating Jasmine’s memory, we have several options you can choose from and can provide you with more information if you feel that is something of interest. Simply give us a call and we can discuss further. Regardless, take good care and please accept our condolences.</i></p>		
<p><i>Dear John – How are you doing? You must be excited that you just received a promotion – we heard the news through your LinkedIn update! Congratulations! Now that you’ve started a new job, you may be interested in joining our special club on developing yourself as a great leader. The sign-up fee for the first month is free, and then it’s just \$50 a month after that. There are so many benefits that we know you’ll enjoy, and it will really help you adjust to your new role and responsibilities. If you’re interested, give me a call or send me an email any time. I look forward to hearing from you, and congratulations again!</i></p>		