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## BRIGHT IDEAS — Make Clear Requests or Offers

Making clear requests or offers is vital to producing the intended results you wish to achieve. Typically, requests or offers are missing a few key ingredients that would help the other person succeed in fulfilling the request or for you to make a clear offer to provide a service or product. We call these conditions for satisfaction. Those ingredients include:

### Memorable Quote:

*"To give real service, you must add something that cannot be bought or measured with money, and that is sincerity and integrity."*

*Douglas Adams  
Writer*

**What:** What will the result be when the request or offer is filled, for example what do you want to have or receive as a result of the request or offer?

**Where:** By what method do you want to receive information about the progress or result of the request or offer, e.g. electronically or in person?

**When:** What is the date or timeframe that the request or offer is to be fulfilled?

**How:** Is there a specific format or process to be followed for the request or offer to be fulfilled?

**Why:** Does the request or offer directly correlate with the strategic direction of your organization?

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