

商务写作：怎样写信要求特别理赔 PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/150/2021\\_2022\\_\\_E5\\_95\\_86\\_E5\\_8A\\_A1\\_E5\\_86\\_99\\_E4\\_c85\\_150773.htm](https://www.100test.com/kao_ti2020/150/2021_2022__E5_95_86_E5_8A_A1_E5_86_99_E4_c85_150773.htm) 我们曾经讲过怎样写要求理赔的信。这类信件主要是针对质量差的产品和服务、受损的货物、不合宜的包装等等提出理赔要求。这样的理赔要求一般直接提出就可以解决。然而，有时候理赔要求可能会被忽略甚至拒绝，或者所要求的理赔本身就不同于一般情况下的要求。在这种情况下，就得想法说服对方接受理赔要求。这一次我们就来看看怎样写要求特别理赔信。在写理赔信的时候，过于强硬、愤怒的语气不会有太大的作用。语气表达态度。为了说服对方接受你的合理的理赔要求，信必须写得合理、有逻辑，语气必须礼貌适宜。下面是写特别理赔信应遵循的法则：

1. begin with pleasant comments that will draw the readers attention and make him receptive to the problem and its solution.
2. present evidence for your claim after establishing the initial agreement ; be sure to offer the convincing proof.
3. include all necessary data such as date , place , people involved , policy , and other relevant information. in stating the facts , be sure not to make unsubstantiated assertions.
4. place yourself in a good position to counter possible objections to the adjustment request.
5. state exactly what you expect after explaining why you expect it.
6. be sure to use a courteous and logical tone in writing the whole letter. in requesting the adjustment , you can appeal to your readers sense of fair play , to a desire of customer goodwill , to need for a good reputation , and also to a sense of legal or moral obligations.

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