

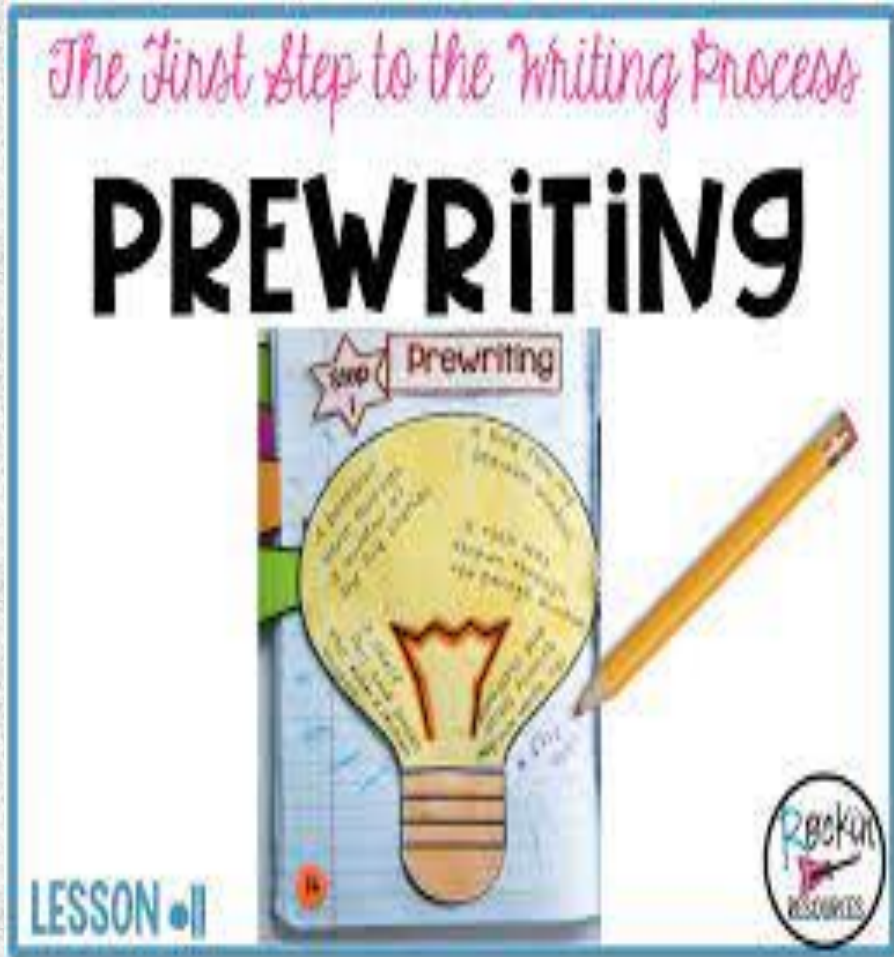
Importance of Written Business Communication



1. Creates a Permanent Record

- All forms of written business communication becomes a permanent record of ideas, incidents, proposals & other facts.
- This record helps business owners access information quickly especially when in digital form.

Stages of Writing Business Messages



It consists of 4 important parts

- **Determining the purpose-** Every business communication is done with a clear purpose in mind. The main aim of effective Business Communication is to achieve the purpose. Examples: Reporting Information, Requesting Payment, Inviting Proposals, Placing Order and many more.

2.Target Audience- For an effective Business Communication to happen it is very important to know who is our target audience. The message has to be prepared keeping in mind the characteristics of the target audience.

3. Appealing to the Target Audience- It is very important to connect with the target audience. The best way to connect is to create a positive tone in the writing, by using readers point of view. It is always advisable to use “You-view point (readers view point)” instead of “I-view point (senders view point)”.

4. Organizing & Preparing an Outline- It consists of listing down the important points which needs to be mentioned in the letter.

Stages of Writing Business Messages



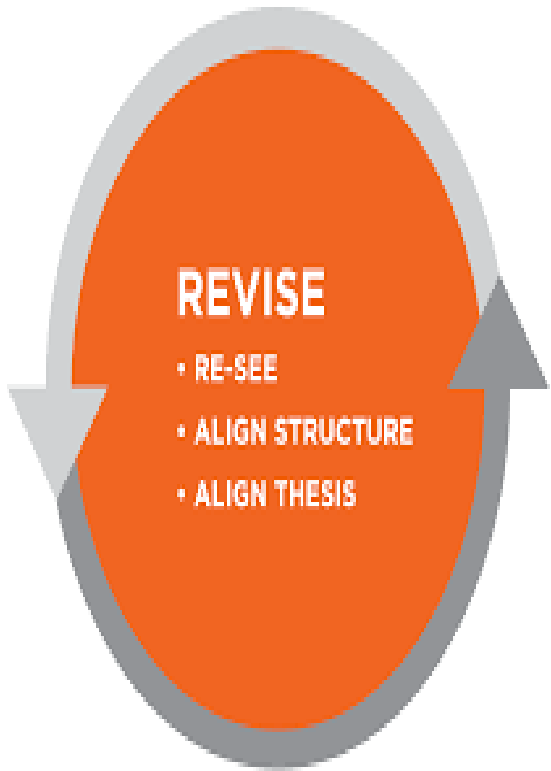
Step 2: Drafting

- It implies writing one or more rough versions of a message before it is finalized.
- Good business writing is concise and to the point. The shorter the sentences & paragraph, the more chances of the message will be clearly understood.
- A good draft consists of the right words in meaning and also in number(the lesser the better).

Stages of Writing Business Messages

Step 3: Revising

- It is the process of modifying the document to increase its effectiveness.
- Revising includes looking at each word, is it the right one? Are there better and more concise ways of structuring the sentence? Is the main purpose of the message communicated well? Etc.



Stages of Writing Business Messages



Step 4: Formatting/ Editing

- It includes checking the spelling, grammar, punctuation, sentence structure, document format, margins, font size etc.
- It also includes checking the name of the right person, the subject line, date etc.

Stages of Writing Business Messages



Step 5: Proof Reading

- It is a kind of reading for detecting typographical errors in a printed text.
- Proof reading must be preferably done on a printed copy.
- Reading the message aloud is a great technique for finding errors in the construction of the letter.

Business Letter Writing- Meaning

- The success of any business letter/email depends upon its purpose as to why one is writing the letter and also upon of what use this email or letter is to the reader.
- Every business letter should be clear, helpful & as friendly as the topic allows.
- All the & C's of communication must be included in the letter writing.
- The reaction or response of the reader depends upon the tone and clarity of the letter written.

Main Components/ Parts of a business letter

The Essential Parts of the Business Letter

⑩ The Heading: the letterhead and date.

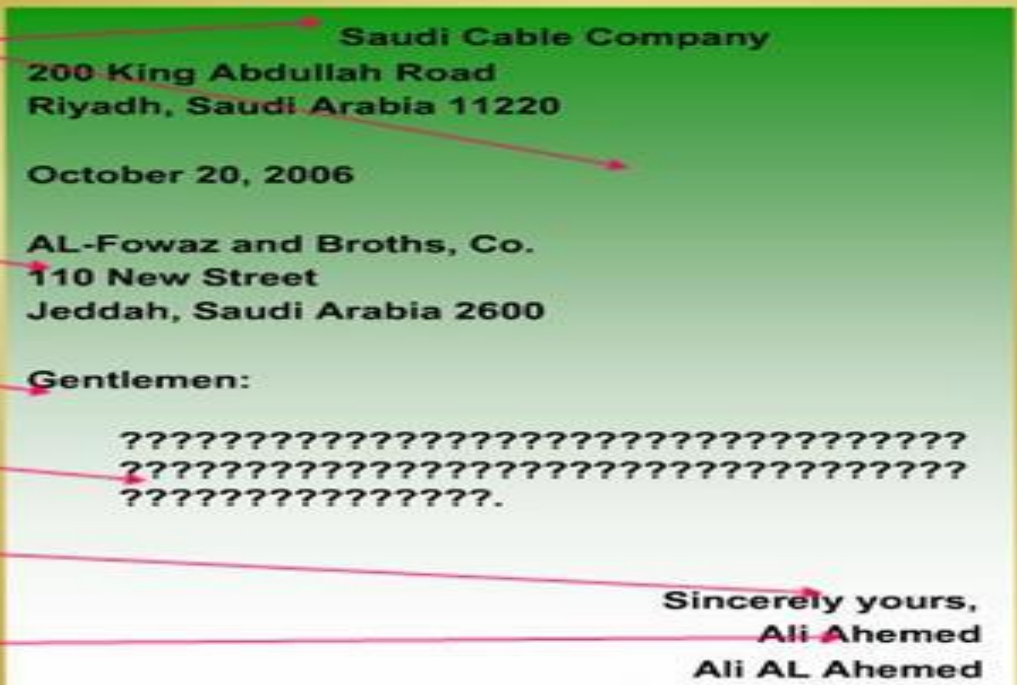
⑩ The Inside Address.

⑩ The Salutation.

⑩ The Body of the Letter.

⑩ The Complimentary Close.

⑩ The Signature.



Main Components/ Parts of a business letter

Heading

It is the same as a friendly letter.

It contains, the writer's name,
address, city, state, zip, and date.

Do not abbreviate in a business letter



It is written slightly to the right of the
center of the paper, about one inch
from the top.

1. Heading

- The heading contains the writer's address with the date on the last line.
- Sometimes it is necessary to include a line before the date with a phone number, fax number, or e-mail address.
- Often there is a line skipped between the address and the date.

Main Components/ Parts of a business letter

The Inside Address

- (skip two lines below the heading)
- This is the name and address of the person or company to whom you are writing:
- line 1: The person's/company's name
- line 2: The street address
- line 3: The city, state, and zip code

2. Inside Address

- It is the recipients address.
- When we don't know the name of the person, but are writing to the holder of the job title, we must use 'the'. For e.g. 'The HR Manager'.
- We will omit 'the' when we know the name of the person. For e.g. Mr. Rahul Khanna, HR Manager.

Main Components/ Parts of a business letter

3. Salutations

- In the recent times salutations such as Dear Sir/Madam is used when we don't know the person whom we are addressing and also in case of one email being sent across to multiple recipients.
- Depending upon the situation of the writing, Salutations will change.

Letter Salutations & Greetings

If you know the person well, use their first name only

Dear Taylor,

For a potential employer or supervisor, always use Mr. or Ms.

Dear Ms. Brown,

Used in business correspondences

To Whom It May Concern,

When you don't have a name to use

Dear Sir or Madam,

Used in casual correspondences

Hello/Hi

In Group Emails

- Dear Mary, Bob and Sue,

- Hi All,



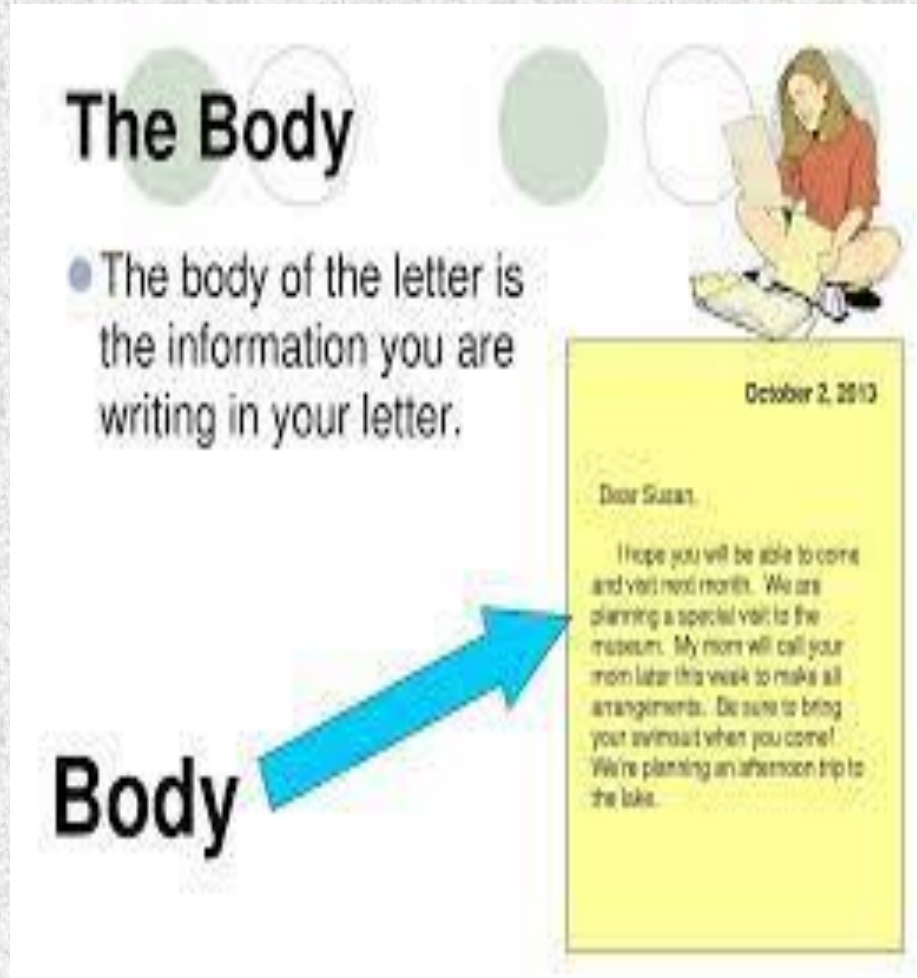
Main Components/ Parts of a business letter



4. Subject or Reference line

- The subject line announces the main purpose or business of the letter.

Main Components/ Parts of a business letter



5. Body of the letter

- The body of the letter is the information you are writing in the letter.
- The body is made up of paragraphs. We can have more than one paragraph depending upon the purpose of the letter.
- Be sure to indent each paragraph.

Main Components/ Parts of a business letter

Best regards, Sincerely, With gratitude,
Yours sincerely, Kind regards,
Respectfully yours, Regards, Best, Best
wishes, My best,

6. Complimentary close

- It is a short polite closing.
- It is always followed by a comma.

Main Components/ Parts of a business letter

Jenny Keohane

Senior Content Marketing Specialist | Yesware

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p: 123-4567-7890

w: www.yesware.com

a: 75 Kneeland St. Boston MA 02111

7. Signature

- Every letter/email must contain the signature of the sender.
- It has legal significance & also reveals the identity of the sender.
- These days Signature block is used which contains the details as shown in the slide besides.

Main Components/ Parts of a business letter



8. Postscript

- If the writer wants to insert additional matter after the completion of the letter, then such matter is written by indicating a P.S.
- As far as possible, postscript must be avoided as it shows carelessness of the writer.

Main Components/ Parts of a business letter

7. Enclosures

- To make sure that the recipient knows that the items accompany the letter in the envelope, use such indications as 'Enclosure', 'Encl' or 'Enclosures' (when 2 or more attachment accompany the letter.)

Report Writing

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BUSINESS REPORT



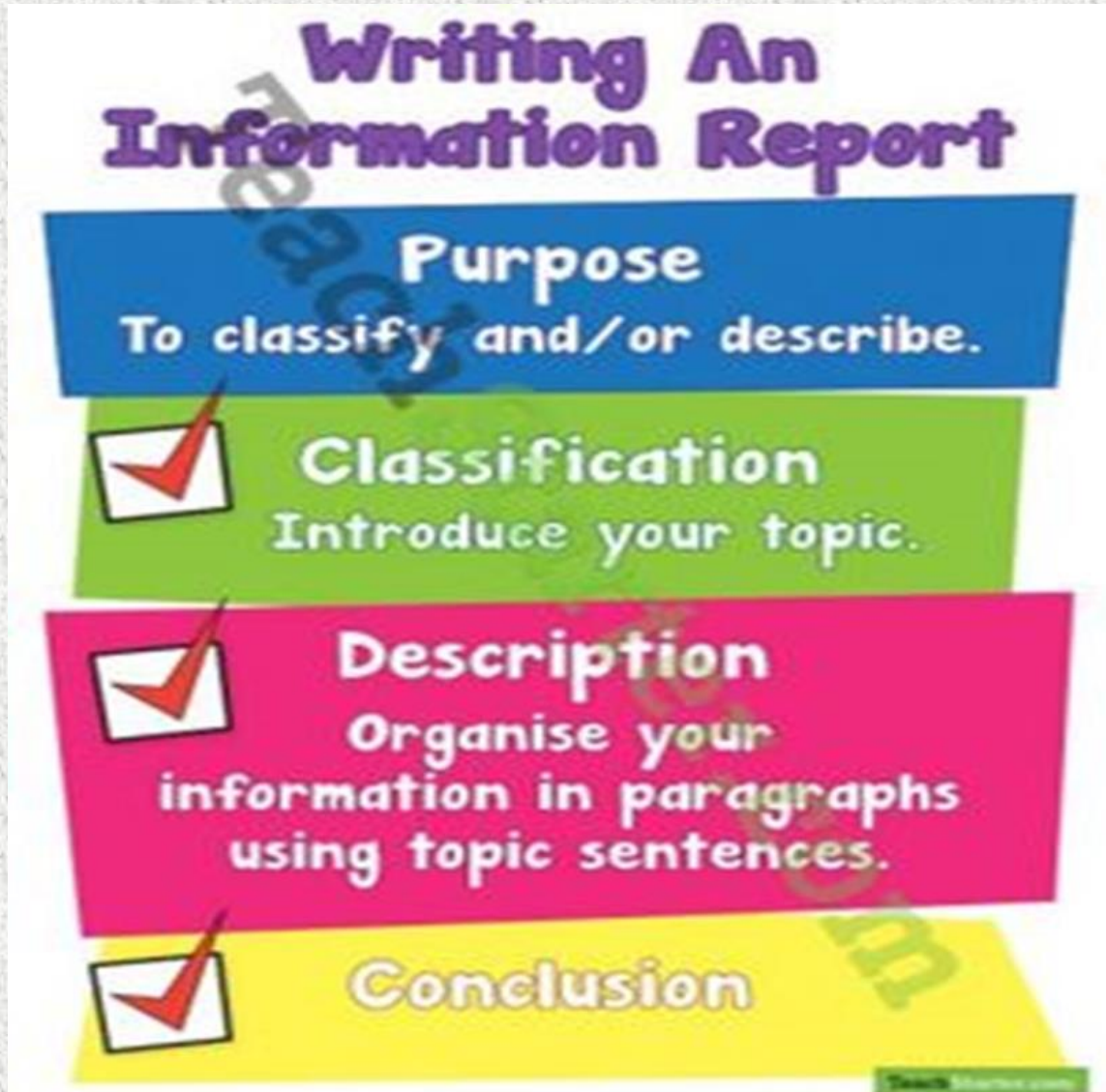
- A report is a logical presentation of facts & information.
- Examples include: writing annual reports, sales reports, production reports, project reports etc. All of these requires extensive analysis of data and figures.
- The information normally presented in the report is needed for reviewing & evaluating progress.
- A report is designed to give a complete picture of what has taken place to person who is at a distance and gathers information from the report.

PURPOSE OF BUSINESS REPORTS



- A business report conveys information to assist in decision-making.
- Some reports might present the actual solution to solve business problem, other reports might record historical information that will be useful in making future decisions.

KINDS OF REPORTS



A. Information Report

- An information report may present a record of previous events, or it may periodically cover past & new information that will allow readers to stay current on a topic, see progress on a project or gain insight on product development.
- The purpose is to convey ideas & data clearly, concisely & correctly.

KINDS OF REPORTS



B. Research report

- A research report is concerned with analyzing information.
- A writer looks at the problem that needs to be solved, gathers data & analyses the data that are available, arrives at a decision & makes recommendations.
- The objective is that the reader of a research report will desire to take some action as a result of the new information presented in the report.

EXAMPLES OF REPORT

Blood Donation Camp

Delhi, 12 November 20..

By Pankaj Soni

A blood donation camp was organized by our school Delhi public school on 12th November 20.. . It was held in the school hall. The Chief Guest of the Camp was the SDO of the city. A team of 15 doctors and nurses of AIIMS came for collection of blood. About 25 boys had volunteered for donating blood. I was also enthusiastic for donating my blood. There were also very prominent people of the city who were there to donate blood. A Certificate of appreciation, donation card, refreshment was given to each donor as a token of gratitude.



DAILY ACTIVITY REPORT

Employee Name:

Jonathan Wayne

Department:

Marketing

Week:

July 20-25, 2022

Completed Tasks

- I finished finalizing the Fall marketing campaign, Pumpkin Groove. I reviewed my proposal, submitted it to Valerie Goose for approval/feedback
- Published a guest post on Uncrowd and Failsafe's blogs, then pitched the same concept to three more publications. Waiting on a response
- I crafted original quote content for social media, posted an infographic on social media and reshared an older article for TBH Tuesdays

Ongoing Tasks

- Conducting outreach to publications to either share our existing content, or let us contribute original content. Aiming to pitch 50 places before the end of the month, currently pitched 41
- Tracking paid-ad performance on Facebook, reviewed metrics and it was satisfactory at the small-scale, will bump up to moderate-scale and measure outcome

Tasks for Next Week

- Need to make 7 customer calls, sit in 3 meetings (with Uncrowd, Failsafe and Metric Monkey) and make a state-level information request
- Continue working on Pumpkin Groove campaign, follow up edits
- Finish editing and finalize draft of, "The Golden Rule of Online Copywriting"
- Prepare outline for 'Catchy Phrases' webinar

Approved by:**Date:**

STEPS IN WRITING A BUSINESS REPORT

1. Determine the scope of report

- The scope of report is defined by determining the factors to be studied.
- It is important to limit the amount of information that needs to be gathered.
- For example, a report on ways to improve employee morale must include data on only the following factors:

1. Salary
2. Work assignments
3. Ratings and Rewards
4. Fringe benefits
5. Work hours



STEPS IN WRITING A BUSINESS REPORT

2. Consider the audience

- Reports are read by many people, hence it is important to make the report easy for the audience to understand.
- There are 3 kinds of audience, who are going to get affected by the report:
 1. Immediate audience- people who evaluate the report & share it with the right people.
 2. Primary audience- People who to act or make decisions on the basis of the report.
 3. Secondary audience- People who are affected by the actions taken by the primary audience in response to the report.



STEPS IN WRITING A BUSINESS REPORT

3. Gathering of Information

- After defining the scope and understanding the audience, the next step is to gather the information.
- Information gathered can be of two types:
 1. Primary source-information is gathered through Questionnaires, surveys, observations etc.
 2. Secondary source- Information is gathered through books, journals, newspapers, magazines etc.



STEPS IN WRITING A BUSINESS REPORT

4. Analysing the Information

- After the information is gathered it needs to be analysed.
- Analysis of the information helps to determine the recommendations or solutions to the topic on which the report has to be prepared.



STEPS IN WRITING A BUSINESS REPORT



5. Determine Solutions

- After the information gathered is analysed, the recommendations or solutions on the topic of report is suggested.
- Most of the Business reports are undertaken to suggest solutions on the topic of the report.

STEPS IN WRITING A BUSINESS REPORT



6. Presenting the report

- The last step of preparing a report is the final presentation of the report.
- The structure of the report must start with the topic of report, sources of data collection, analysis of the data & then the recommendations at the last.



BUSINESS
PROPOSAL

Meaning

- A proposal is a written document to seeks to persuade readers to accept a suggestion, to buy a product or service.
- A Proposal is more like a feasibility report which studies the merit of the project and then recommends for or against it.
- Examples of Proposal are bid on contract, a business proposal to a government authority or to another company.

Types of Business Proposal

A. Based on Target Audience

1. Internal Proposal

- A proposal written to someone within an organization is an internal proposal.
- Eg: The chairman of a company asks a personnel manager to develop a training programme for new recruits.
- In internal proposals, one may have to include certain sections or bulky information.

Types of Business Proposal

2. External Proposal

- An external proposal is written from one separate, independent organization or individual to another such entity.
- Eg : An advertising agency proposes to design a scheme for a nationwide advertising campaign for a bank.
- An external proposal is sent in the form of letter as it goes outside the organization.

Types of Business Proposal

B. Based on Source

1. Solicited Proposal

- A solicited proposal arises out of a specific demand or when a customer asks for a proposal.
- In other words, a proposal is solicited, if the recipient of the proposal in some way requested it.
- A solicited proposal provides with a description of what the customer wants.

Types of Business Proposal

Solicited Proposals

- Government agencies and many large commercial firms routinely solicit proposals from potential suppliers. For eg., the government might publish an RFP (request for proposal) stating its intention to purchase 5000, microcomputers, giving detailed specifications regarding the features it needs on these computers, and inviting prospective suppliers to bid on the project.

Types of Business Proposal

2. Unsolicited Proposal

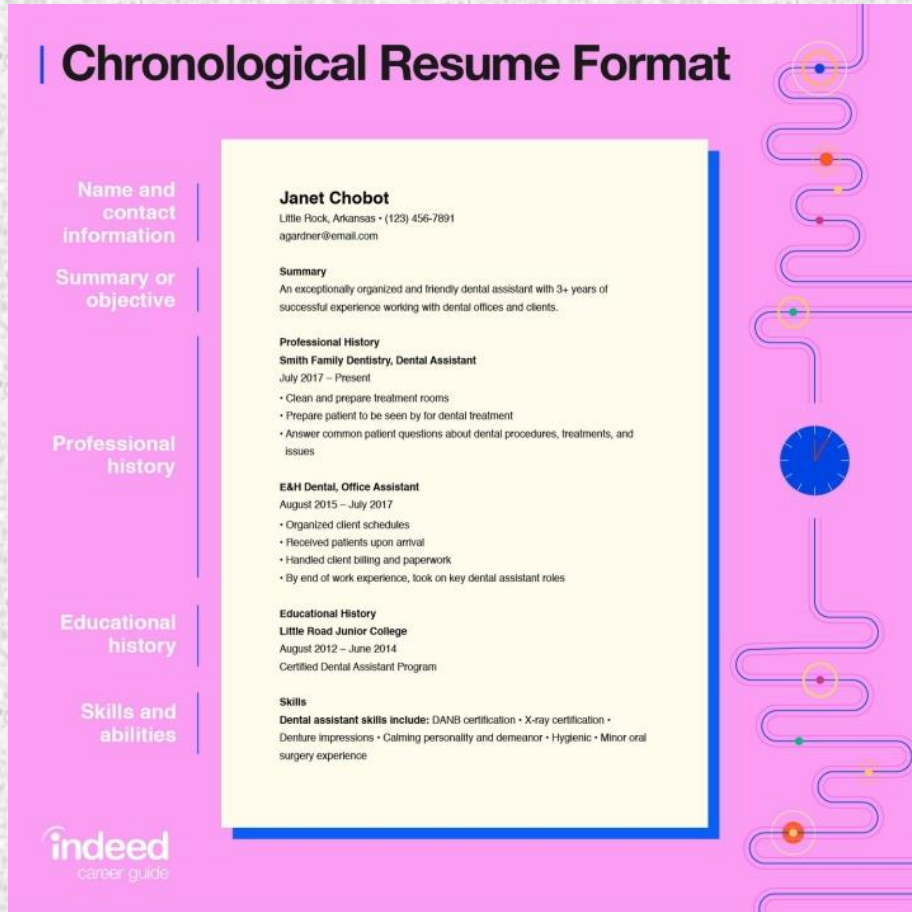
- When we initiate a proposal it is an unsolicited proposal.
- It can be either internal or external proposal depending on whether the proposal is for the employer or for an outside agency.
- A proposal is categorized as unsolicited when it is sent without the recipients asking for it.
- Eg: The HR manager might perceive some changes in the hiring policies of the company to improve the morale & performance of the company's employees.

RESUMES



1. A resume is a primary marketing tool that is aimed not at getting a job but fetching an opportunity for an interview.
2. It is a marketing document that presents our past and present credentials & achievements.
3. Resume is a package of qualifications, experience & accomplishments into a convincing advertisement that can persuade the employers.

RESUME FORMATS



1. Chronological Resume

- This format presents information related to various activities in the reverse order of the sequence in which they were carried out.
- This format is used when an individual is in the same profession.

RESUME FORMATS

Functional resume

Summary

Experience customer service representative with a proven track record of boosting month-to-month sales. Able to predict, evaluate, and meet the specific needs of customers while maintaining an efficient work schedule. Awarded "Employee of the Month" for consistently receiving positive customer feedback. Seeking to leverage my experience in customer service to fill a Sales Clerk position at Blarney's.

Relevant Skills

Customer Service

- Receive a +95% on customer service feedback surveys on a consistent basis by providing a friendly in-store environment
- Enhance the customer experience by providing quality assistance and in-depth product knowledge
- Educate customers on up-and-coming brands and the latest fashion trends

Sales

- Exceeded sales goals an average of 10% for 5 straight months
- Upsell customers through the recommendation of products that meet their specific needs
- Process 30+ customer transactions a day and factored sales, discounts, and promotions into the final price

Merchandising

- Restock and organize new shipments of inventory in a timely manner, cutting average of 2 days off the merchandising process
- Develop and create unique displays that attract customers to a desired product

Professional Experience

Ulta, Manhattan, NY
Sales Clerk
2016-2017

GAP, Albany, NY
Sales Representative
2014-2015

GAP, Albany, NY
Jr. Sales Representative
2012-2013

Education

Bachelor of Science in Business Administration (concentration: finance) Honors: cum laude (GPA: 3.7/4.0)
Louisiana State University, Baton Rouge, LA
May 2014

2. Functional Resume

- The functional format highlights the major skills & accomplishments of an individual from the very beginning.
- This resume helps an individual to get a job based on his skills and area of expertise.
- Those employers who don't count experience in years but in terms of the skills and achievements will demand such resume.

RESUME FORMATS



3. Combination Resume

- It starts with a section of skills and achievements, followed by a short chronology of job description.
- It maximizes the advantages of both kind of resumes.
- It tends to be a little longer resume.

RESUME FORMATS



4. Video resume

- It is a presentation that is recorded using various digital means like a mobile phone or a video recorder and is used for job application.
- It enables the candidates to showcase their abilities beyond the level of traditional resumes & allows the employers to actually see and hear the applicants strengths as presented by them.
- In the world of internet, this kinds of resume is gaining lot of popularity today.