PRINCIPLES OF BUSINESS CORRESPONDENCE

Topics to be Discussed

What is Business Correspondence?

Principles of Business Correspondence

What is Business Correspondence?

Exchange of information in a **written format** for the process of business activities

Better explained as an **exchange of meanings**

It can take place between organizations, within organizations or between the customers and the organization

The correspondence refers to the written communication between persons. Hence **oral communication or face to face communication is not a business correspondence.**

E.g.: emails, letters, memorandums, proposals, reports, notices, circular etc.

Need of Business Correspondence

Maintaining a proper relationship

Serves as evidence
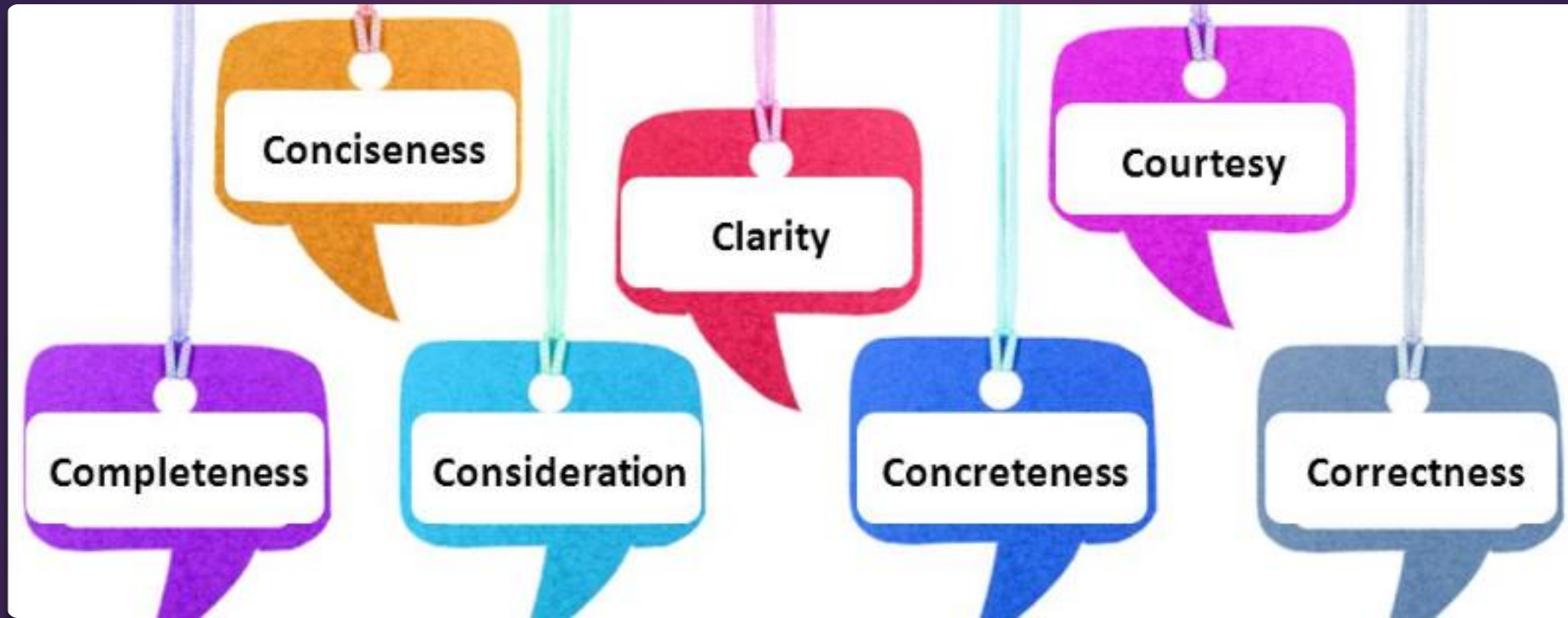
Create and maintain goodwill

Inexpensive and convenient

Formal communication

Independent of interpersonal skills

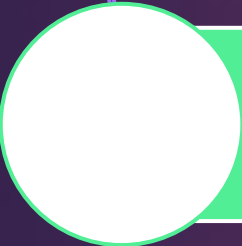# Principles of Business Correspondence

Completeness

Answer all questions while answering a letter/email

Incomplete communication irritates the reader and leaves him baffled

Wrong actions may follow an incomplete message, they may also prove expensive

Conciseness

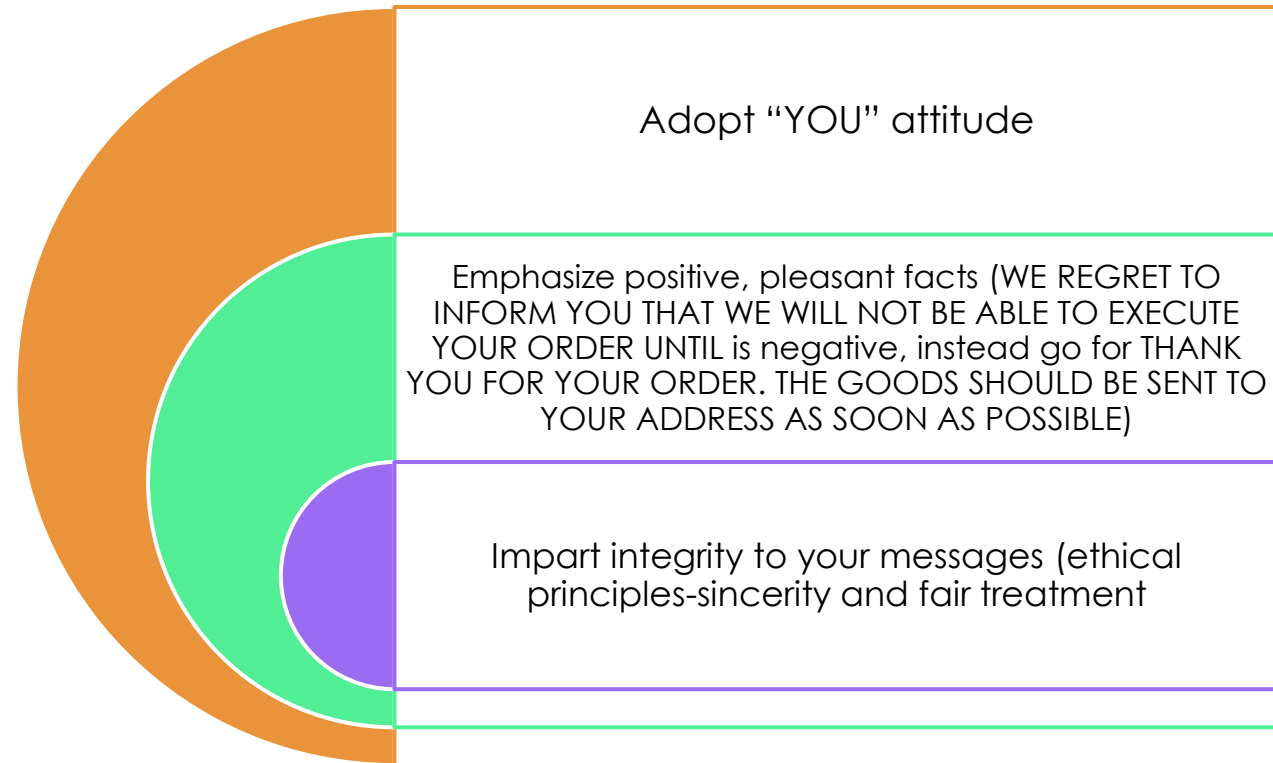Be as brief as possible(Brevity wins the attention of the attention of the reader)

Lengthy communication may make the reader feel that he is wasting his time over unnecessarily lengthy letter/email

Include only relevant facts

Avoid repetition

Consideration

Adopt "YOU" attitude

Emphasize positive, pleasant facts (WE REGRET TO INFORM YOU THAT WE WILL NOT BE ABLE TO EXECUTE YOUR ORDER UNTIL is negative, instead go for THANK YOU FOR YOUR ORDER. THE GOODS SHOULD BE SENT TO YOUR ADDRESS AS SOON AS POSSIBLE)

Impart integrity to your messages (ethical principles-sincerity and fair treatment

Clarity

CLARITY OF THOUGHT

USE OF SIMPLE WORDS (E.G., USE SHOW INSTEAD OF DEMONSTRATE, AFTER INSTEAD OF SUBSEQUENT TO, BEFORE INSTEAD OF PREVIOUS TO/PRIOR TO ETC.)

USE OF DEFINITE/CONCRETE EXPRESSIONS (USE GOODS WILL BE SENT ON JULY 15 INSTEAD OF GOODS WILL BE SENT SOON ETC.)

PREFER ACTIVE CONSTRUCTION (ALL OF US APPRECIATE YOUR EFFORTS INSTEAD OF YOUR EFFORTS ARE APPRECIATED BY ALL OF US)
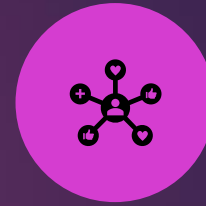
AVOID EXCESSIVE USE OF THE INFINITIVE (TO PROVIDE, TO LEARN ETC.)

AVOID JARGON

AVOID AMBIGUITY (GO SLOW WORK IN PROGRESS IS MEANINGLESS AND IT SHOULD BE GO SLOW, WORK IN PROGRESS)

USE OF SHORT SENTENCE

Correctness

01
Give correct facts

02
Send your message at the correct time

03
Send your message in the correct style

Concreteness

Provide illustrations

Provide sufficient proofs to back up the statements

Courtesy

Answer the letters promptly

Omit irritating expressions

Apologize sincerely for an omission/thank generously for a favor

Relevance of 7 C's

C's	RELEVANCE
Completeness	Introduces stability
Conciseness	Saves time
Consideration	Builds trust
Clarity	Makes comprehension easier
Correctness	Build confidence
Concreteness	Reinforces confidence
Courtesy	Improves Relationships