

Commercial correspondence

A The layout of business letters and emails

1 UNDERSTANDING THE PARTS AND LAYOUT OF A BUSINESS LETTER

>> SB pages 90–92

A Complete the business letter tips with the words from the box.

attention • body of the letter • complimentary close • date • enclosures • inside address • letterhead • reference initials • salutation • signature • special markings • subject line

- 1 The letterhead often shows the company's logo, but it should also include the sender's contact details such as company name, postal address, telephone (and fax) number, email address and website.
- 2 Companies have different systems, but this part of the letter usually shows who signed the letter and who wrote it. Typically reference initials are used, for example *SK/PT*.
In this case, *Sabine Krüger* signed the letter and *Peter Todd* typed it.
- 3 When writing the date, it's always a good idea to write out the month and the year, for example 10 August 2022. If you only write numbers, this can lead to confusion as British English and American English use a different order. 10 August 2022 would be 10/08/2022 in British English but 08/10/2022 in American English.
- 4 Above the inside address, you can use special markings such as AIR MAIL, PERSONAL, URGENT, PRIVATE AND CONFIDENTIAL, REGISTERED, etc.
- 5 The inside address is the recipient's address. For letters to a foreign country, don't forget to write the name of the country.
- 6 The attention line is under the inside address and means that the company's post department can open the letter and give it to the named person. If you put the recipient's name first, the letter can only be opened by the named person or someone who is authorized by them.
- 7 In both letters and emails you do not need to put a comma after the salutation at the beginning and the complimentary close at the end of the letter.
- 8 The subject line tells you what the letter or email is about and starts with a capital letter. It can either be written in bold or underlined.
- 9 Unlike in German, the body of the letter always starts with a capital letter.
- 10 Don't forget to sign the letter before sending it off. Under the signature, write the signatory's name and position.
- 11 Documents sent with a letter in the same envelope are called enclosures.
Use the short form *Enc* for one document and *Encs* for several documents.

B Complete the letter below with the additional details from the list.

15 October 20.. AK/CM Alina Krause **CONFIDENTIAL** Dear Mr Carter Dr Alina Krause
Attn. Mr Carter, Human Resources Health programmes for employees Encs Yours sincerely

Health Solutions GmbH
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- 1 AK/CM
2 15 October 20
3 CONFIDENTIAL

Bosworth Financial Planning Ltd
381 The Serpentine
HARBOROUGH
LE16 8QE
VEREINIGTES KÖNIGREICH

- 4 Attn. Mr Carter, Human Resources
5 Dear Mr Carter
6 Health programmes for employees

Thank you for your interest in our health programmes for employees working in Germany.

We are sure we can offer you a package that fits the needs of your employees in your new office in Stuttgart. As requested, we are sending you some brochures including details of our general fitness and wellbeing programmes. A copy of our benefits schedule is enclosed for your information.

If you have any further questions, please do not hesitate to contact me.

- 7 Yours sincerely
Health Solutions GmbH
8 Alina Krause
9 Dr Alina Krause
Health Programmes B2B
10 Encs