

Business Letters Types

- Invitations
- Instructions
- Answer to Inquiry
- **Complaint**
- **Adjustment**
- **Reference**
- Advice
- Introducing new business
- Amalgamation of business
- **Acknowledgement**

POSITIVE
NEGATIVE
NEUTRAL
PERSUASIVE

Correspondence Guidelines

- Know your purpose
 - Know your readers
 - Follow correct format
 - Follow the ABC format for all correspondence
 - Use the 3Cs strategy
 - Stress the “you” attitude
 - Use attachments for details
 - Be diplomatic
 - Edit carefully
 - Respond quickly
-

Letterhead

520 Niagara Street
Braintree, MA 02184

Phone: (781) 787-1175
Fax: (781) 787-1213
EvansTE.com



Date

May 15, 2012

Inside
address

Mr. George W. Nagel
Director of Operations
Boston Transit Authority
57 West City Avenue
Boston, MA 02210

Salutation

Dear Mr. Nagel:

Body

Enclosed is our final report evaluating the safety measures for the Boston Intercity Transit System.

We believe that the report covers the issues you raised in our last meeting and that you will be pleased with the results. However, if you have any further questions, we would be happy to meet with you again at your convenience.

We would also like to express our appreciation to Mr. L. K. Sullivan of your committee for his generous help during our trips to Boston.

Compli-
mentary
closing

Sincerely,

Signature

Carolyn Brown

Writer's
signature
block

Carolyn Brown, Ph.D.
Director of Research
cbrown@EvansTE.com

End
notations

CB/lr
Enclosure: Final Safety Report
cc: ITS Safety Committee Members

Full Block Style with Letterhead

Parts of a Letter

1. Letterhead of your Organization
2. Date
3. Inside Address
4. Subject Line
5. Salutation
6. Body
7. Complimentary Closing
8. Writer's Signature Block
9. Your full name (typed)
10. End Notations

Heading or Letterhead

- Place your **full return address** and the **date** in the heading (if no letterhead).
- Avoid writing **name** (your name appears at the end of the letter)
- **Spell out** words such as street, avenue, first, and west rather than abbreviating them.
- The **date** usually goes directly beneath the last line of the return address. Avoid abbreviating the name of the month.
- Begin the **heading** about two inches from the top of the page.
- If you are using **letterhead** that gives the company address, enter only the date, below the last line of the letterhead.

Inside Address

- the recipient's full name
- Title/designation
- address in the inside address,
- One line below the date, depending on the length of the letter

Subject Line

- An optional element in a letter is a subject line.
- It follows the recipient's address
- Insert one blank line above and one blank line below the subject line.
- The subject line in a letter functions as an aid in focusing the topic and filing the letter.
- Subject lines are especially useful if you are writing to a large company and do not know the name or title of the recipient. In such cases, you may address a letter to an appropriate department or identify the subject in a subject line and use no salutation.

Salutation

- In most business letters, the salutation contains the recipient's personal title (such as Mr., Ms., Dr.) and last name, followed by a colon (:).
- If you are on a first-name basis with the recipient, use only the first name in the salutation.
- Address women as Ms. unless they have expressed a preference for Miss or Mrs.
- Professional titles (such as Professor, Senator, Major) take precedence over Ms. and similar courtesy titles.
- When a person's first name could refer to either a woman or a man, one solution is to use both the first and last names in the salutation.
- Avoid "To Whom It May Concern" because it is impersonal and dated.
- Dear Professor Ali and Dr. Alishba: [two recipients], Dear Ms. Asma, Ms. Aleena, and Mr. Asim: [three recipients], Dear Colleagues: [Members, or other suitable collective term].
- In other circumstances in which you do not know the recipient's name, use a title appropriate to the context of the letter, such as Dear Customer or Dear IT Professional.

Body

- The body of the letter should begin a line below the salutation
- Leave a line within paragraphs
- To provide a fuller appearance to a very short letter, you can increase the side margins, increase the font size and insert extra space above the inside address, the writer's signature block, and the initials of the person typing the letter..
- Components of Body:
 1. Purpose
 2. Details
 3. Call for Action
 4. Closing off

Complimentary Closing

- Type the complimentary closing a space below the body.
- Use a standard expression such as Sincerely, Yours sincerely or Yours truly.
- If the recipient is a friend as well as a business associate, you can use a less-formal closing such as Best wishes or Best regards or, simply, Best.
- Capitalize only the initial letter of the first word, and follow the expression with a comma (,).

Writer's Signature Block

- Type your full name four lines below and aligned with the complimentary closing.
- Sign the letter in the space between the complimentary closing and your name.
- On the next line include your business title, if appropriate.
- The following lines may contain individual contact information, such as a telephone number or an e-mail address, if not included in the letterhead or the body of your letter.

End Notations

- **Reference initials** show the letter writer's initials in capital letters, followed by a slash mark (or colon), and then the initials of the person typing the letter in lowercase letters (When the writer is also the person typing the letter, no initials are needed).
- **Enclosure notations** indicate that the writer is sending material along with the letter (an invoice, an article, and so on).
- Enclosure notations may take several forms: Enclosure: Final Safety Report
- **Copy notation** ("cc:") tells the reader that a copy of the letter is being sent to the named recipient(s).
- Use a **blind-copy notation** ("bcc:") when you do not want the addressee to know that a copy is being sent to someone else. A blind-copy notation appears only on the copy, not on the original ("bcc: Dr. Ali Afzal").

Continuing Pages

- If a letter requires a second page (or, in rare cases, more), always carry at least two lines of the body text over to that page.
- Use plain (non-letterhead) paper of quality equivalent to that of the letterhead stationery for the second page.
- It should have a header with the recipient's name, the page number, and the date. Place the header in the upper left-hand corner or across the page.

Ms. M. C. Marks
Page 2
March 16, 2012

Ms. M. C. Marks

2

March 16, 2012

TYPES OF LETTERS

1. Acknowledgement Letter

- When a client sends you something or makes a request, you should acknowledge what was sent, respond to the request, or explain that you cannot respond to the request immediately in a short, polite note.
- A letter of acknowledgement is both a receipt and a public relations tool
- Its objective is to let the reader know that items requested in a prior communication, usually an inquiry or an order letter, have been received.
- To complete a business communication cycle.
- Should be written on the same day

Task

SocialSquare Pvt.Ltd
Phase III DHA
Jan 28, 2019

Ms. Ayesha
B-Block Faisal Town,
Lhr

Dear Ayesha,

When I finish studying it in detail, I'll send you our cost estimate for the installation of the Checkout Reporting System. I am writing this letter to say that I have received the receipt of your comprehensive report that was sent on December 20, 2018. Thank you for preparing such a thorough analysis.

Obediently,

Amir Shehzad
0000-00000000

Social Square Private Limited
Phase III Defense Housing Authority,
Lahore
January 28, 2019

Ms. Ayesha Khan
Director
B-Block Faisal Town
Lahore

Dear Ms. Ayesha:

I am writing this letter to acknowledge the receipt of your comprehensive report.

When I finish studying it in detail, I will send you our cost estimate for the installation of the Checkout Reporting System.

Thank you for preparing such a thorough analysis.

Regards,

Amir Shehzad

Other Writing Situations

- Letter requesting information about a product or service
- Letter inviting the reader to an event
- Memo summarizing the results of a meeting with a client
- Memo explaining a new laboratory procedure
- E-mail announcing a meeting

ABC Format: Neutral Correspondence

- **ABSTRACT** Puts correspondence in the context of an ongoing professional relationship by referring to previous communication related to the subject
 - Precise purpose of correspondence (e.g., request, invitation, information about new procedure)
 - **BODY:** Details that support the purpose statement (e.g., a description of items requested, the requirements related to the invitation, a description of changes in procedure)
 - **CONCLUSION:** Statement of appreciation
 - Description of actions that should occur next
-

2. Complaint Letter

- A complaint letter advises the reader of an error in a business transaction or a defect discovered in a consumer product or service.
- The objective is to provide detailed information regarding the error or defect and to serve as a legal document recording the writer's claim and the corrective action or adjustment being requested.
- Keep in mind that your reader is a trained customer service professional and not very likely to be the person responsible for the error or defect.
- Rather than being angry, use a firm but courteous tone when stating a complaint. Remember, you want results, not a fight.
- The scope of a complaint letter should include only those facts that validate your claim and a request that corrective steps be taken.
- It may also detail the options that you are willing to accept in satisfaction of the claim.

Complaint Letter

- Describes a problem that the writer requests the recipient to solve.
- The tone of a complaint letter or email is important; the most effective ones do not sound complaining.
- If your message is harsh and argumentative you may not be taken seriously.
- Assume that the recipient will be reliable in correcting the problem. However, anticipate reader reactions or refutations
- I reviewed my user manual's "safe operating guidelines" carefully before I installed the device. [This assures readers you followed instructions.]
- Without such explanations, readers may be tempted to dismiss your complaint.

288-F11,
Islamabad
Aug 28

Social Square Private Limited
Phase III Defense Housing Authority,
Lahore

Dear Customer Support:

On July 11, I ordered nine Diagnostic Scanners (order # ST3-1179R). The scanners were ordered from your customer Web portal. On August 3, I received seven Monitors from your parts warehouse in Islamabad, Pakistan. I immediately returned those Monitors with a note indicating that a mistake had been made. However, not only have I failed to receive the Scanners that I actually ordered, but I have also been billed for the seven Monitors. I have enclosed a copy of my confirmation e-mail, the shipping form, and the most recent bill. If you cannot send me the Scanners I ordered by September 15, please cancel my order.

Sincerely,
Aqib Tahir

Other Writing Situations

- Letter explaining delays in projects or delivery of services
- Letter refusing to make adjustments based on complaints
- Letter giving bad news about employment or performance
- Memo reporting decreased quarterly revenues for the year
- Memo requesting closer attention to filling out time sheets
- E-mail asking for volunteers to work on a holiday

ABC Format: Negative Correspondence

- **ABSTRACT:** Puts correspondence in the context of an ongoing professional relationship by referring to previous communication related to the subject
 - General statement of purpose or appreciation—in an effort to find common bond or area of agreement
 - **BODY:** Strong emphasis on what can be done, when possible
 - Buffered yet clear statement of what cannot be done, with clear statement of reasons for negative news
 - Facts that support your views
 - **CONCLUSION:** Closing remarks that express interest in continued association
 - Statement, if appropriate, of what will happen next
-

288-Sector F11,
Islamabad
August 28, 2018

Customer Support
Social Square Private Limited
Phase III Defense Housing Authority,
Lahore

Dear Customer Support:

Subject: Diagnostic Scanners Delivery

I am writing this letter to bring the issue of wrong items delivery under your consideration.

On July 11, I ordered nine Diagnostic Scanners (order # ST3-1179R). The scanners were ordered from your customer Web portal. On August 3, I received seven Monitors from your parts warehouse in Islamabad, Pakistan. I immediately returned those Monitors with a note indicating that a mistake had been made. However, not only have I failed to receive the Scanners that I actually ordered, but I have also been billed for the seven Monitors.

I have enclosed a copy of my confirmation e-mail, the shipping form, and the most recent bill. If you cannot send me the Scanners I ordered by September 15, please cancel my order.

Sincerely,
Aqib Tahir

Enclosure: Confirmation e-mail, Shipping Form, Most Recent Bill

3. Adjustment Letter

- An adjustment letter or e-mail is written in response to a complaint and tells a customer or client what your organization intends to do about the complaint.
- Although sent in response to a problem, an adjustment letter actually provides an excellent opportunity to build goodwill for your organization.
- An effective adjustment letter can not only repair any damage done but also restore the customer's confidence in your company.
- No matter how unreasonable the complaint, the tone of your response should be positive and respectful.
- Avoid emphasizing the problem, but do take responsibility for it when appropriate.
- Focus your response on what you are doing to correct the problem.
- Settle such matters quickly and courteously, and lean toward giving the customer or client the benefit of the doubt at a reasonable cost to your organization.

Example: Full Adjustment (When company is at fault)

Dear Mr. Basit:

We are sorry that your experience with our customer support help line did not go smoothly. We are eager to restore your confidence in our ability to provide dependable, high-quality service. Your next three months of Internet access will be complimentary as our sincere apology for your unpleasant experience.

Providing dependable service is what is expected of us, and when our staff doesn't provide quality service, it is easy to understand our customers' disappointment. I truly wish we had performed better in our guidance for setup and log-on procedures and that your experience had been a positive one. To prevent similar problems in the future, we plan to use your letter in training sessions with customer support personnel.

We appreciate your taking the time to write us. It helps to receive comments such as yours, and we conscientiously follow through to be sure that proper procedures are being met.

We believe you will enjoy best of our services

Example: Partial Adjustment (When company is at fault)

Dear Mr. Saim:

Enclosed is your Hair Laptop Computer, which you shipped to us on August 31.

Our technical staff reports that the laptop was damaged by exposure to high levels of humidity. You stated in your letter that you often use your laptop on a covered courtyard. Doing so in a high-humidity environment, as is typical in Islamabad, can result in damage to the internal circuitry of your computer as described on page 32 of your Hair Owner's Manual.

We have replaced the damaged circuitry and thoroughly tested your laptop. To avoid similar problems, we recommend you avoid leaving your laptop exposed to high humidity for extended periods.

If you find that the problem recurs, please call us at 000-000-0000. We will be glad to work with you to find a solution.

Other Writing Situations

- Letter replying to a question about products or services
- Letter responding favorably to a complaint or an adjustment
- Letter hiring an employee
- Memo announcing high bonuses for the fiscal year
- Memo informing employees about improved fringe benefits
- E-mail commending an employee for performance on a project

ABC Format: Positive Correspondence

- **ABSTRACT:** Puts correspondence in the context of an ongoing professional relationship by referring to previous communication related to the subject
 - Clear statement of good news you have to report
 - **BODY:** Supporting data for main point mentioned in abstract
 - Clarification of any questions reader may have
 - Qualification, if any, of the good news
 - **CONCLUSION:** Statement of eagerness to continue relationship, complete project, etc.
 - Clear statement, if appropriate, of what step should come next
-

MEMORANDUM

EXAMPLES

One-word **subject** lines don't communicate effectively, e.g.

Flawed: Subject: COMPTROLLERS

Corrected: *Subject:* Salary Increase For Comptrollers

Introduction - example

1. In the third of our series of quality control meetings this quarter, I'd like to get together again to determine if improvements have been made.
2. As a follow-up to our phone conversation yesterday (8/12/05). I have met with your VP regarding your suggestions, He'd like to meet with you to discuss the following ideas in more detail.

Conclusion

A complimentary close: If our quarterly sales continue to improve at this rate, we will double our sales expectations by 2005. Congratulation!

A directive close: Next Wednesday (12/22/05), Mr. Jones will provide each of you a timetable of events and a summary of accomplishments.

PURPOSES	
Documentation – report on expenses, incidents, accidents, problems encountered, projected costs, study findings, hiring, firings, and relocation of staff or equipment.	Procedures – explain how to set up accounts, operate new machinery, use new software, create a new company Web site, or solve a problem.
Cover/transmittal – tell the reader you have attached a document.	Confirmation – tell the reader about a meeting agenda, date, time, and location; decision to purchase or sell; conclusion arrived at; and fees, costs or expenditure.
Feasibility – study the possibility of changes in the workplace (practices, procedures, location, staffing, equipment, mission or visions).	Status – provide a daily, weekly, monthly, quarterly, biannual, or yearly progress report about sales, staffing, travel, practices, procedures and finances.
Recommendations – provide reasons to purchase new equipment, fire or hire personnel, contract with new providers, merge with other companies, revise current practices and review contracts.	Inquiry – ask questions about upcoming processes, procedures, or assignments

MEMO

DATE: January 19, 2005
TO: Tom Lisk
FROM: Juliet Kincaid
SUBJECT: PRODUCING THE ANNOY-NO-MORE CALL
SCREENING MACHINE.

Subject line should not
end with periods

Good technical writing
should be concise—this
sentence is too long

Our product development staff has come up with a breakthrough new product, a phone answering machine that answers the phone, screens calls, and, by voice activation, routes the call to an appropriate message and gives a busy signal when the person doesn't want to be bothered.

Grammatically, this colon
is used incorrectly

We have researched this product fully and believe it would benefit our company because:

1. The product has a relatively simple design that occupies no more space than a regular phone and can be designed for wall or desk mounting.
2. The cost for manufacturing is low compared to the retail value. The unit costs approximately \$100.00 to produce and retails for \$999.99.
3. The unit can be interchanged easily with all phone networks including MBB and Shout.

"around" is vague word
usage

We would like to begin mass production around April 1, 2005. Our Westport facility could handle the production with the addition of 10 technicians and engineers to aid in production. We hope you give this product consideration and endorse it fully. Thanks.

MEMORANDUM

DATE: August 19, 2012
TO: Randall Demorest, Dean
FROM: Kenneth Payne, Professor and Head **KP**
SUBJECT: BSTC Advisory Board

When we seek support for the college, we have to (1) make people feel that they will get something in return and (2) make them feel comfortable about us and our organization. As businesses have demonstrated, one way we can accomplish these goals is by taking potential donors to lunch. As you and I have discussed, the B.S. in Technical Communication degree program (BSTC) needs to strengthen ties to its Advisory Board. We must ask board participants to provide tangible support for the program *and* give them meaningful involvement in the work we are doing. The immediate need is to involve members of the Advisory Board in the coming year's program. I want to do this in two ways: plan carefully for a fall board meeting, and discuss with each of them individually what we want to accomplish this year. To do the second item mentioned, I request an allocation of \$360 so that I can take each member to lunch for an extended one-on-one discussion. I plan to discuss the needs of our program and each member's capabilities to support it. Each member of the board will be asked individually to consider the following ways to contribute: To continue support for the internship program, to participate in the research project we began a year ago, and to offer cooperative work experiences for BSTC faculty, possibly during the summer of 2013; Financial support for the college's membership as a sponsoring organization in the Society for Technical Communication; contributions—financial or otherwise—to library holdings in technical writing and the usability testing laboratory; a workshop series bringing to the campus some outstanding technical communicators (for example, Edward Tufte, expert in graphics; JoAnn Hackos, expert in quality management; and William Horton, expert in online documentation). In the long run, board members will get a better BSTC program, which will produce better technical communicators for them to hire. In the short term, they will get meaningful involvement in the program. They will specifically gain training opportunities for their personnel through the workshops mentioned. My tentative plan for those workshops is to provide a one-day seminar for our students and a second seminar for employees of the Advisory Board members. (We will allow them a number of participants based on how much they contribute to the workshops.) Please let me know as soon as possible if money is available for the lunches. I hope to begin scheduling meetings within a week.

MEMORANDUM

DATE: August 19, 2012
TO: Randall Demorest, Dean
FROM: Kenneth Payne, Professor and Head **KP**
SUBJECT: BSTC Advisory Board

What? Lunch meetings between Advisory Board members and me
Why? To get more board support for the BSTC degree program
Who? Each individual member at a separate luncheon
When? Fall 2012
How? Allocation of \$360 to pay for the lunches

Rationale

When we seek support for the college, we have to (1) make people feel that they will get something in return and (2) make them feel comfortable about us and our organization. As businesses have demonstrated, one way we can accomplish these goals is by taking potential donors to lunch.

As you and I have discussed, the B.S. in Technical Communication degree program (BSTC) needs to strengthen ties to its Advisory Board. We must ask board participants to provide tangible support for the program *and* give them meaningful involvement in the work we are doing.

Method

The immediate need is to involve members of the Advisory Board in the coming year's program. I want to do this in two ways:

1. Plan carefully for a fall board meeting
2. Discuss with each of them individually what we want to accomplish this year

Cost

To do the second item mentioned, I request an allocation of \$360 so that I can take each member to lunch for an extended one-on-one discussion. I plan to discuss the needs of our program and each member's capabilities to support it.

MEMO

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