Affärskommunikation

- Affärskommunikation sker mellan kunder, leverantörer, myndigheter och andra i omvärlden. Till affärskommunikationen räknar vi även den interna kommunikationen på arbetsplatsen, som till exempel personalmöten och information till de anställda.

- Den affärsmässiga kommunikationen skiljer sig från den privata på flera sätt;

- Affärskommunikation har alltid ett syfte – ex) jämfört med privat som kan vara av rent social natur

- Det kan gälla något konkret som vi vill sälja, köpa eller informera om.

- Det kan vara att vilja etablera en kontakt eller underhålla en relation.

- Det är i regel viktig kommunikation, som då ska ske på ett korrekt och professionellt vis.

-

Muntlig eller skriftlig affärskommunikation?

En del av att finna sin stil inom affärskommunikationen är att lära sig välja mellan muntlig eller skriftlig kommunikation.

Det beror på situationen och vilket budskapet är, men även hur relationen och praxis är.

Vad finns det för fördelar/nackdelar med:

Muntlig kommunikation
- mottagaren kan ställa frågor
- sändaren kan kontrollera (med frågor)
- realtid

- stor risk för störningar (buller, feltolkningar, lyssnaren hinner inte med, tappar tråden)
- Svårstyrt (sändaren kan tappa kontrollen)
- kan bli stressigt

Skriftlig kommunikation
- gott om tid att formulera sig noggrant
- mottagaren kan läsa flera gånger
- mottagaren 'väljer' tidpunkt
- budskapet består oförvanskat över tid

- långsamt, mottagaren kan inte ställa frågor under tiden.
- risk för misstolkningar som inte korrigeras

Internationell Affärskommunikation, på engelska

- Internationell affärskommunikation sker på olika språk, inom och mellan kulturer.

- Från ett svenskt affärsperspektiv är engelska det vanligaste internationella affärsspråket

- Det är engelsk affärskommunikation vi kommer fokusera på här;

- Även här passar det med en uppdelning mellan talad och skriven affärskommunikation;

  - Den skrivna faller i stort inom ramarna för "Business English"

What is Business English?

- Business English is a type of writing that focuses on clearer, more direct language without slang, idioms, or grammatical errors.

  - This style of writing is specific to a corporate environment and includes formal language that is not always common in the average English vocabulary. You might use business English in marketing, commerce, finance, insurance, banking, office jobs, government positions, and C-level positions.

- Business English has more strict and clearly defined rules for vocabulary, grammar, sentence structure, and prose. Clarity and consistency are important components of business English, which is why it focuses so heavily on things like strong vocabulary and well-written sentences. To deliver the message effectively to all readers, this type of English creates a universal standard by which businesses across the world can write.

What are the uses of Business English?

Here are some common uses for business English:

- **Writing company documents:** Many businesses use this style of English to write their internal policy documents, financial reports, and other important documents that explain how the business operates. In business operations, clear, consistent communication can be vital for setting a standard of production and behaviour or for detailing specific company policies.

- **Writing manuals:** If a company writes a manual for their products, they typically use business English to ensure readers understand each component of the manual. This can be crucial for potentially dangerous or hazardous products, like power tools, cleaning chemicals, or solvents.

- **Drafting messages between companies or clients:** Many businesses use business English when they communicate with other companies or their clients. The style can show both professionalism and a certain level of respect for the reader, showcasing the company's understanding of diplomacy.

- **Writing web copy:** Some web copy requires business English to maintain the authority of the writer. For example, if you're writing web copy about corporate practices, you're likely using this style of English to ensure clear, consistent tones and professionalism in your writing. Some web copy requires business English to maintain the authority of the writer. For example, if you're writing web copy about corporate practices, you're likely using this style of English to ensure clear, consistent tones and professionalism in your writing.

Core rules of business English

Business English has many of the same rules as universal English, with some specific differences. To understand this style of English, consider these core rules:

Write short, direct sentences

This style focuses on short sentences that clearly and simply convey a message. For example, you might write something like,

"The company is excited, moved, and completely taken aback by your generous donation"

as a way to thank a donor to your organization.

While the sentence works, it's long and overly complicated. In business English, it might read something like,

"Thank you for your generous donation. We are excited to welcome you to our list of donors."

This sentence lacks the number of adjectives and verbs the first sentence has and conveys the message quickly, clearly, and effectively.

Core rules of business English

Use simple language and avoid idioms or slang

Business English also focuses on clear, simple language and avoiding things like idioms, which are regional–specific sayings or phrases, and slang. Slang words are culturally unique words and phrases, sometimes inappropriate words, that have a specific meaning that may be difficult to understand or offensive for some readers. When you're writing in business language, use simple language and if you think you might be using an idiom, omit the phrase. Here are some examples of what to avoid:

idioms

clichés

proverbs

phrasal verbs

long verbs

Core rules of business English

Make correct grammar and punctuation a priority

Correct grammar and punctuation are top priorities in business English because you're typically writing official documents. Punctuation and grammar not only help the document read well, but also showcase your level of professionalism and writing skills. During the proofreading and writing processes, make grammar and good punctuation top priorities and focus on creating strong sentences with good punctuation.

Be clear in your messages

Clarity is the ultimate goal of business English. Formal documents rely heavily on the clarity of their message and their ability to translate that message to different readers. When you're writing in this style, focus on clear, consistent verbiage, nouns, and sentence structure. Say what you mean in as few words as possible and avoid hidden meanings, metaphors, or any other suggestive elements that might leave more room for interpretation.

Core rules of business English

Include strong vocabulary

While business English does focus on simplicity, that doesn't mean you neglect vocabulary. Strong vocabulary can increase the effectiveness and readability of your message, so focus on strong words that fit the context of your message. You can use strong adjectives, nouns, and verbs in your writing as long as they match the tone of the rest of your document.

Core rules of business English

Example

Here's an example of a sentence written in standard English, transcribed to a more formal business English style. The original sentence contains more references and casual language:

Original sentence: *We at UTC Health Care and Nursing believe in strong family ties and a commitment to quality care that goes far beyond what our competitors can offer. We're committed to the process, to the long road of recovery, and to all the families, friends, and support figures in our patients' lives. Great care starts with UTC.*

Revised business English version: *UTC Health Care and Nursing believes that strong family ties and quality care are integral to the recovery process and offer a level of care unique in the industry.*

Core rules of business English

Example

Here's an example of a sentence that contains various clichés, idioms, and metaphors, rewritten in formal business English:

Original sentence: *Like a bird in flight, Screaming Winds Air Travel is your go-to for flights and vacations. We'll wow you with our ridiculously low prices, our amazing customer service, and our spectacular, unmatched flight matching system.*

Revised business English version: *Screaming Winds Air Travel is the premier flight service in Canada, featuring industry-leading service, pricing, and a unique flight-matching system.*

Core rules of business English

Example

This example contains grammatical and punctuation errors, with some clichés and references that the business English version helps clarify:

Original sentence: *Moulder Construction is a construction service in Ontario with five-star reviews and a record as clean as your new windows will be. We're the right choice for the job, and it's easy to see.*

Revised business English version: *Moulder construction is a five-star construction service based in Ontario. We're the best choice for the job because we provide high-quality results that you can see.*

icke-skriven och halv-skriven kommunikation?

- Även talad affärsengelska följer i stort samma "regler" eller ansatser som skriven Business English, inte minst när vi använder skriven och talad kommunikation samtidigt, som i en presentation.

- I allmänhet gäller därmed;

    - Mer exakt och koncist språk

        - inte minst då vi företräder en organisation samt att det skrivna kan bli bestående "löften".

    - Genomtänkt/anpassad grad av formellt språk

    - I allmänhet minskad grad av talesätt, ordspråk, slang, klichéer, ovanliga och långa ord.

    - Hög grad av artighet och tillmötesgående i fråga om kommunikation (om ej alltid önskemål)

Affärsengelska – hur når man dit?

- Som med alla språk finns det flera sätt att lära sig, men de liknar varandra i att det tar tid

    - Man måste träna, träna, träna

    - Det är bra (nödvändigt?) med ett intresse – gärna en ständig nyfikenhet och uppmärksamhet

    - Ju tätare exponering för affärsengelska desto snabbare går i regel din utveckling

        - en fördel om du kan skilja mellan goda och dåliga exempel.

- En god grund är att utveckla din kompetens i engelska generellt, parallellt med att förfina din affärsengelska.

    - Filmer och TV–serier är ett sätt, kom dock ihåg att dessa ofta har icke–affärsengelska, ex mer slang, mm.

    - "bra" media är nyhetsrapportering, både nyhetssändningar och skriven, dagstidningsmedia. De större namnen har i allmänhet god nivå på engelskan och rapporteringen kring ekonomi och företag, policys och liknande är ofta på god affärsengelska (motsv).

Affärsengelska i vår kurs

- Vi kommer specifikt att titta på vanliga upplägg, fraser, mm inom;

    - **presentationer**

    - **e-mail**

    - **introduktioner och möten**

    - samt några detaljer mer

Diskussion – motivation

Diskutera med en kamrat;

- Hur känner du kring affärsengelska? (erfarenhet, förmåga, intresse)

- Hur stor betydelse tror du kompetens i affärsengelska kommer ha för din karriär, framgång eller glädje i ditt nästa jobb?

- Vilka områden av affärsengelska vill du främst förbättra?

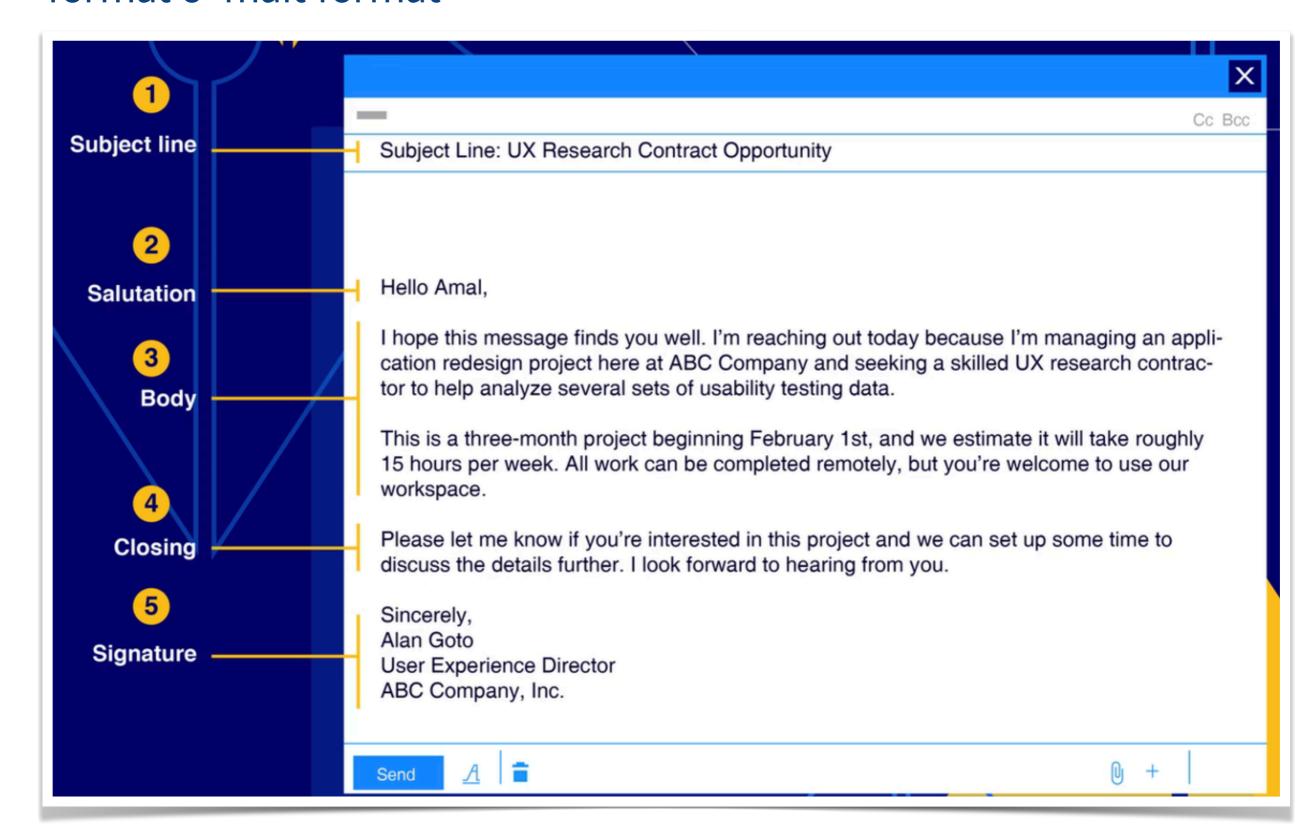# E-mails

formal e-mails at the workplace

When should you write a formal email?

- **First contact:** Anytime you reach out to someone in a professional setting for the first time, use a formal email.

- **Professional settings:** Unless you have developed a relationship with a client, colleague or coworker where you feel comfortable being less professional, maintain formal email standards for most work-related communication.

- **Sales pitches:** A formal email is the best way to present a sales pitch even to an existing client. Assume the client is busy and would benefit from a straightforward approach.

- **Job inquiries:** When applying for a job, a formal email shows you can present yourself professionally and respect the recipient's time.

- **Apologies:** Occasionally, you may need to send out an apology email in your professional career. Handle these with respect by using a formal email format.

- **Termination:** Any time a change of employment takes place, a formal email is the best way to discuss it. Both resignationand termination emails should be formal.

formal e-mails – tips for formatting

- **Use a professional tone:** You should use a professional tone in all business-related emails. Avoid slang, which can appear unprofessional and confusing, especially if it's a regional or local phrase.

- **Use complete sentences:** When writing a formal email, use complete sentences to appear professional and make a better impression.

- **Avoid indirect phrasing:** Phrases such as "I'm writing to you today" or "I'm reaching out" are rarely needed. Leave them out and stick to the pertinent information you need to convey.

- **Limit information:** While you may feel that more information will eliminate confusion and show you're being thorough, long emails mean longer read times. Offer to schedule a meeting if you need to elaborate more.

- **Check your spelling and grammar:** Modern email servers on computers and mobile devices have built-in spell and grammar checks. Double-check that your email is free of any mistakes that could make you appear unprofessional.

formal e-mail format

1

Subject line

Cc Bcc

Subject Line: UX Research Contract Opportunity

2

Salutation

Hello Amal,

3

Body

I hope this message finds you well. I'm reaching out today because I'm managing an application redesign project here at ABC Company and seeking a skilled UX research contractor to help analyze several sets of usability testing data.

This is a three-month project beginning February 1st, and we estimate it will take roughly 15 hours per week. All work can be completed remotely, but you're welcome to use our workspace.

4

Closing

Please let me know if you're interested in this project and we can set up some time to discuss the details further. I look forward to hearing from you.

5

Signature

Sincerely,
Alan Goto
User Experience Director
ABC Company, Inc.

Send

1. Subject

A subject line is what the reader sees in their inbox. It should be short and easy to understand. Try to use seven words or less to summarize the purpose of the email.

Examples include:

Leave request

Service outage

Meeting request

Customer complaint

Outstanding performance

2. Greeting

Choose a professional greeting, also called a salutation, to start with a strong impression. Use the recipient's professional name or title if you don't know them. Do not assume their preferred pronouns, such as Mr., Mrs. or Ms. (But use them if you know.)

Strong options include:

Dear [Title and Name]

Greetings!

To whom it may concern

3. Opening lines and body

There is no standard formal email opening, so you'll have to decide what's appropriate for the communication and its context. If you don't know the person, it's polite to introduce yourself in the opening lines.

The body of a formal email typically explains the purpose of the email. Be respectful of the recipient's time, so keep the body as direct and brief as possible. When possible, include just one or two short paragraphs.

When reaching out to a new contact with a pitch requiring more substantial information, include it as an attachment instead or offer to reach out with more information if the recipient is interested.

4. Closing

As with the address, you should include a formal closing. Since the closing is the last thing the recipient looks at, you want it to leave a lasting impression.

Options include:

Thank you for your [time, assistance, etc.],

Sincerely,

Respectfully,

Best regards,

Kind regards,

Gratefully,

Cordially,

5. Signature

Sign off with your name and professional title. If you have an email account with a preset signature, ensure that the information contained is professional in tone.

Include details, such as email address and phone number, so that the recipient can respond to you.

Here's an example:

Examples – email: sales pitch

Subject: High-Quality Martial Arts Equipment

Greetings Mrs. Marshall,

My name is William Gordon, and I am a sales associate at Action Martial Arts. We are the northeast's leading provider of martial arts mats and training equipment.

We are preparing to roll out a new line of martial arts gis that are light enough to train in summer, yet durable enough to handle intense training. We are interested in working with local gyms to create branded gear for students to wear, and I'd love to talk with you about getting a trial gi sent to you, along with some samples of our pads and grappling clothes.

Please let me know if you'd like any more information.

Thank you,
William Gordon
877-555-0177

Examples – email: out of stock

Subject: *Beige Lampstocks Out of Stock*

Dear loyal customers,

We regret to inform you that our high-quality beige lampshades are currently out of stock at all three of our Tallahassee stores.

We expect to receive at least 250 lampshades by 12 p.m. Friday, April 10. If you'd like to reserve one for pickup on or after this date, please contact our sales manager, Rebecca Niebla, at 850-555-0166. Thank you for understanding, and we hope to see you at Lampshades and More soon!

Sincerely,

Terry and Ana Lu
Owners, Lampshades and More
850-555-0165

Examples – email: business email with an attachment

Subject: *Shipment Update With Attached PDF*

Dear Dr. Matthews,

In response to your inquiry regarding the next shipment of medical supplies arriving at Saint Francis General Hospital in January 2023, I have attached the name and quantity of every supply in PDF format.

Thank you for your inquiry, and feel free to write back if you have any further questions regarding the shipment or any other matter that we can help you with.

Sincerely,

Michael Gilmour
Johnson Medical

More about greetings and sign–off

Greeting and sign-off must match, in terms of formality and style.

Let's look at a few more examples of greetings, starting with two slightly less formal;

1. Hi [Name],

Starting an email with "Hi [Name]," is best for most circumstances, other than very formal situations. It's one of the most popular greetings because it's friendly, direct and personal. Make sure to spell the individual recipient's name correctly when replacing [Name] in the email, as misspelling is considered disrespectful or at least careless. If you aren't sure of the recipient's name, you can begin with "Hi," though this greeting is more casual and generic.

2. Hello [Name],

Using the email greeting "Hello [Name]," is popular and more formal than beginning with "Hi". This salutation is still personalized with the recipient's name and friendly, but it may be more suitable for official, business professional, unsolicited and cold-open emails. Double-check the recipient's name and spelling before sending when personalizing this address, just to be safe.

More about greetings and sign-off

examples of more formal greetings;

3. Dear [Name],

Beginning emails with "Dear [Name]," is best for formal emails and emails for contacting someone in a position of respect or authority. Using "Dear" as a direct address is common when sending cover letters and resumes to hiring managers and recruiters. When sending job applications, it's good practice to use the "Mr." or "Ms." honorific and the recipient's last name, if you know their preferred gender pronouns. If you're not sure of the recipient's gender pronouns, use their full name.

4. Good morning / afternoon / evening,

"Good morning," "Good afternoon," and "Good evening," are reliable and inoffensive email openers. These polite, generic email greetings are usually used when emailing groups of people for professional reasons or impersonal, semi-formal emails. For example, a strata president may start their email with "Good morning," to update residents about building renovations.

More about greetings and sign-off

examples - without name;

5. Greetings,

This greeting is a common email starter when you aren't sure who the recipient is or how to spell their name. "Greetings," is a safe, polite and conservative start to an email. It can be used for emailing a single recipient or multiple people at once. Starting emails this way is a generic, but acceptable, option for professional and personal communication.

6. Hi there,

If you aren't sure of the spelling or name of your recipient, starting an email with "Hi there," is a safe choice for most informal emails. This general email greeting can be used for individuals and large groups of people. For example, "Hi there," could be used by office managers sending reminders to their coworkers or in marketing emails to advertise sales.

More about greetings and sign-off

examples - to…

7. To [Name],

Addressing an email with "To [Name]," is a conservative and formal option. This email salutation is more impersonal than using "Dear [Name]," so it should be used carefully in official and formal situations. You may use "To [Name]," when discussing formal, official and business topics with someone who is in a position of authority or respect, or if you aren't familiar with the recipient.

8. To Whom It May Concern,

Using "To Whom It May Concern," may be a good email greeting for many situations, as it's conservative and generic, and technically correct. This email starter is most often used in official and formal business communications when you may not know who the recipient is. However, it is an impersonal and traditional salutation that may be off-putting in some situations. For example, you should try to use "Hello [Name]," or "Dear [Name]," instead of "To Whom It May Concern" if you're sending a resume and cover letter to a hiring manager, recruiter or employer.

More about greetings and sign-off

Here are some formal email greeting examples:

"Dear Sir or Madam"

"To [insert title]"

"To Whom It May Concern"

"Dear Mr./Ms."

"Dear [first name]"

"Hi, [first name]"

"Hello or Hello, [name]"

"Greetings"

"Allow me to introduce myself"

"I hope you're doing well"

"How are you?"

"I hope you're having a great week"

"I'm reaching out because..."

"I hope you're having a wonderful day"

"I hope this email finds you well"

More about greetings and sign-off – *follow-up*

If you're sending a follow-up message, then you should consider changing the greeting line. This is especially important because the recipient can see the opening line of the email before actually opening it. If they see based on the opening greeting that you're following up on an earlier message, they may be more inclined to open the email.

Some email starters you may want to consider for a follow-up email are:

"I'm checking in on..."

"Following up on my last email"

"As we discussed on our phone call"

"As promised, here's..."

"It was great to meet you at..."

"Here's more information on..."

"As promised, I'm..."

"Can you provide me with an update on..."

"To follow up on our meeting"

"I'm getting back to you about..."

More about greetings and sign–off – *replies*

The email greeting that you will use when you're replying to a message is similar to the one you would use for a follow-up message. Because you're responding to a message from that person, you can use a straightforward greeting like:

"Great to hear from you!"

"Thanks for the update!"

"I appreciate your quick response."

"Thanks for getting back to me."

"Thanks for getting in touch!"

"Thank you for your help."

"Thanks for the fast response."

"It's great to hear from you."

More about greetings and sign-off – closing

Here are a few of the most common ways to end a professional email:

Best

Sincerely

Regards

Thank you

Respectfully

Please let me know if you have any questions.

Looking forward to our meeting.

Thank you for your consideration.

Thank you in advance.

More about greetings and sign–off – closing

Here are the best ways to close a more casual email:

Thanks!

Best

See you soon.

Have a great day!

Hope this helps!

More about greetings and sign-off – closing

Examples;

job application
   Thank you for considering me for this position. I look forward to hearing from you!
      - Sincerely,

after phone screening
   I've attached my portfolio for your review. Please let me know if there's anything else you need.
      -Warm regards,

responding to a meeting request
   I look forward to meeting with you next Monday.
      -Thank you,

after completing an interview
   I look forward to the next step in the process.
      - Best,

Accepting a job offer
   I look forward to discussing the details and next steps!
      -With gratitude,

More about greetings and sign-off – closing

Here are some email closing phrases you should avoid in professional environments:

- *Your friend*
- *Cheers*
- *Peace*
- *Thanks a bunch*
- *Chat soon*
- *Yours truly*

Some exercises from British council

Starting and finishing emails:

https://learnenglish.britishcouncil.org/business-english/english-emails/unit-4-starting-finishing-emails

Organising your writing

https://learnenglish.britishcouncil.org/business-english/english-emails/unit-7-organising-your-writing