

Business Correspondence

Chapter 8

A series of horizontal lines in teal and light blue colors, located on the right side of the slide, extending from the left edge of the slide.

Business Letters

- A business letter:
 - Is personal and individual
 - Can help to build a valuable business relationship
 - Should be CLEAR, CONCISE and FRIENDLY
 - Should have absolutely NO MISTAKES in spelling, grammar or punctuation.

Types of Letter

- Introduction/referral
- Enquiry
- Reply
- Quotation/estimate
- Complaint
- Adjustment
- Collection
- Goodwill

Layout 1

- **Letterhead**
- **References**
- **Date**
- **Inside address**

Trim Ceramics Ltd

Unit 16, Navan Road Industrial Estate,
Trim, Co.Meath, Ireland

Your ref: DK/RS
Our ref: MW/JR

10 October 20--

Ms Donna Ward
J.H. Anderson Ltd
60-64 Leeson Square
Dublin 2

Layout 2

- **Salutation**
- **Introduction**
- **Information**
- **Action**
- **Close**
- **Complimentary close**
- **Signature**

Dear Ms Wood

Thank your for your enquiry...

‘The Burrens is an elegant...

I enclose our catalogue...

Please do not hesitate...

Yours sincerely

Ms Mary Murphy
Sales Manager

Content

- Introduction
 - Introduce the subject of the letter in the first paragraph.
- Information
 - Develop the subject, giving whatever information the reader needs.
- Action
 - Say what you will do next or what you would like the reader to do.
- Close
 - End politely, offer further help.

Style

- Write simply and clearly.
- Avoid ‘commercial jargon’
e.g. I am in receipt of your letter of 4th inst.
- Be as brief as possible.
- Be polite and helpful.