Types Of Messages (Lecture 5)

TYPES OF LETTERS

The purpose of letters is to describe what the writer wants and why"

- The purpose of this form is to obtain information from the reader or provide relevant information.
- Professional letter should be *brief* (no more than three pages) and *succinct*.

➤ Have a PURPOSE!

Focus on the main point of your communication.

> Name NAMES:

Give credit where credit is due

E.g.: "Ali exceeded his sales goals this month by 20 percent"

Be SPECIFIC:

Use numbers and tangible data to show what the news means to the company.

E.g.: "Our turnover last year was 60 percent, the highest in this area. Thanks for being one of the most dynamic teams in this industry!"

POSITIVE LANGUAGE:

Use words and terms that convey a positive and uplifting message.

Phrases such as the following <u>can boost confidence and raise morale</u>:

- proud to announce
- Professionalism
- Outgoing
- cutting-edge

- industry-leading
- hard-working
- dedicated and talented

Prepared By: Amna Naeem

FIRST PARAGRAPH:

- This should tell the reader what you want.
- The introduction serves as the executive summary for the letter of inquiry which includes
 - Name of your organization
 - The amount needed or requested
 - A description of the project.
 - The qualifications of project staff

EXAMPLES

(How to open your Inquiry Message):

- Please send me...
- Could you please send me...?
- For things that the organization offers to send:
- I would be grateful if you could tell me...
- For things that are not normally offered:

- I am writing to inquire whether...
- I would be grateful if you could...
- I would especially like to know...
- Could you send me more details...?
- A more detailed request:
- Could you also...
- I would also like to know

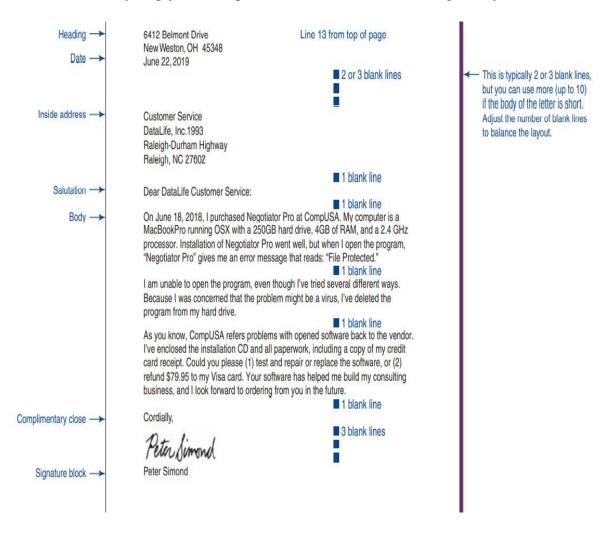
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SECOND PARAGRAPH:

- This paragraph tells the reader why you are contacting his or her organization, and gives further details of the inquiry.
- EXAMPLES
 - I saw your advert in the Daily Dawn on Wednesday, 13 June 2017.
 - Your company was recommended to me by Ms. Eman Ahmed of Cloud Innovators.
 - With reference to your advertisement (ad) in...

FINAL PARAGRAPH:

- This paragraph contains a polite expression and/or an expression of thanks to the reader.
- EXAMPLES
 - I look forward to hearing from you.
 - I am looking forward to hearing from you.
 - Thank you for your assistance.
 - Thank you very much for your kind assistance.
 - I appreciate that this is an unusual request, but I would be very grateful for any help you could provide. I look forward to hearing from you.



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SAMPLE

Golden Gate Engineering, Prince Square, Prince street, Karachi

25 September 2018

Pro-Skill Training Center Jubilee Building Gulistan-e-Jauhar Karachi

Dear Sir,

INQUIRY ABOUT QUALITY CONTROL COURSES.

I am writing to inquire whether your company could offer a course on Quality Control for our manager.

I saw your advert in the Daily Dawn on Sunday, 23 September 2018 and the Quality Control Training Course (Ref: QC 101) mentioned in the last advert might be suitable for us.

I would like to know if it is possible for you to offer a 3-month training course starting before Monday, 15 October 2018, for a group of 20. Could send us the appropriate information for the course including the teaching staff and possible schedule for the course? You can send the information on hrproskill@gmail.com.

I am looking forward for a positive response.

Your faithfully,	
Vashif Cami	
Kashif Sami, Managing Director	

TASK: (5 marks)

CLO-1: Participate responsibly in oral and written communication in a work environment.

CLO-2: Show continual desire to communicate or respond in a socially appropriate manner

Write a letter to inquire for online banking service in a bank.

OR

Write a letter to inquire about working hours in an organization.