

Types Of Messages (Lecture 5)

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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 *can boost confidence and raise morale*:

- | | |
|---------------------|--------------------------|
| • proud to announce | • industry-leading |
| • Professionalism | • hard-working |
| • Outgoing | • dedicated and talented |
| • cutting-edge | |

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... | ▪ I am writing to inquire whether... |
| ▪ Could you please send me...? | ▪ I would be grateful if you could... |
| ▪ For things that the organization offers to send: | ▪ I would especially like to know... |
| ▪ I would be grateful if you could tell me... | ▪ Could you send me more details...? |
| ▪ For things that are not normally offered: | ▪ 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.

Heading →	6412 Belmont Drive	Line 13 from top of page	
Date →	New Weston, OH 45348		
	June 22, 2019	■ 2 or 3 blank lines	← This is typically 2 or 3 blank lines, but you can use more (up to 10) if the body of the letter is short. Adjust the number of blank lines to balance the layout.
Inside address →	Customer Service	■	
	DataLife, Inc.1993	■	
	Raleigh-Durham Highway		
	Raleigh, NC 27602	■ 1 blank line	
Salutation →	Dear DataLife Customer Service:	■ 1 blank line	
Body →	On June 18, 2018, I purchased Negotiator Pro at CompUSA. My computer is a MacBookPro running OSX with a 250GB hard drive, 4GB of RAM, and a 2.4 GHz processor. Installation of Negotiator Pro went well, but when I open the program, "Negotiator Pro" gives me an error message that reads: "File Protected."	■ 1 blank line	
	I am unable to open the program, even though I've tried several different ways. Because I was concerned that the problem might be a virus, I've deleted the program from my hard drive.	■ 1 blank line	
	As you know, CompUSA refers problems with opened software back to the vendor. I've enclosed the installation CD and all paperwork, including a copy of my credit card receipt. Could you please (1) test and repair or replace the software, or (2) refund \$79.95 to my Visa card. Your software has helped me build my consulting business, and I look forward to ordering from you in the future.	■ 1 blank line	
Complimentary close →	Cordially,	■ 3 blank lines	
Signature block →	 Peter Simond	■	

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,

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.