

UNIT 3

BUSINESS CORRESPONDENCE

Business correspondence is the communication or exchange of information in a written format for the process of business activities which can take place between organizations or between the customers and the organization.

Modes of Business Communication:

- 1) Faxes
- 2) Letters
- 3) Memorandums
- 4) Forms and reports
- 5) Memorandum (used very much these days. It is internal document drafted by management and addressed to other employees.)

Among all modes of business correspondence, professional letter is the cheapest source of conveying message. These letters are addressed to a particular person or organization. It can be handwritten or printed.

Effective writing must follow the following steps:

- Planning: Planning purpose of writing letter
- Writing: Writing the first draft
- Revising: Revising and enhancing the data
- Editing: Doing corrections such as spelling, punctuations, grammar, syntax if required

Important features of Business correspondence:

Business letters are an important part of any professional job, and these should be short and simple.

Few principles of choosing content are:

- 1) Use of understandable words
- 2) Use specific and precise words with brief content
- 3) Use strong words
- 4) Emphasis on positive words
- 5) Avoid over use of the words and jargons (technical words)
- 6) Avoid obsolete words
- 7) Use of clear and plain conversational English
- 8) Facts must be accurate, true and genuine
- 9) Letter must be courteously written with polite language. Ex – thanks, please, my pleasure etc.
- 10) Letter should consider the addressee by understanding the readers or receivers mental level or comfort of understanding the content.

Basically a letter must follow 7C's:

1. Completeness

2. Conciseness

3. Consideration

4. Courtesy

5. Clarity

6. Concreteness

7. Clarity

Basic Letter format:

Formal letters are known for their formats. An effective business letter can be framed in one of the four styles:

- 1) **Block Format:** It is the most popular and the first choice in business correspondence. In this, date, address, salutation, paragraphs, the close and the complimentary close are written from left margin. In this, first word of each paragraph is not indented (leaving space before writing first word). Use double space between the paragraphs and single space within each line of paragraph. Give double space after the last paragraph and before the complimentary close.
- 2) **Modified Block Format:** This format is slightly different from the full block business letters. Basically, it is a mixture of block and indented format. In this, date line and closing signature are placed on the right hand side of the page.
- 3) **Modified Semi Block Format:** In this, first line of each paragraph is intended five spaces. The return address, reference line, date, complimentary closing and signature are placed right of centre.
- 4) **Simplified Format:** It is favorite style for the impersonal situations. Generally, it is used for those situations where the identity of the recipients is not known. In this, all internal parts are from left alignment. Single spacing within the paragraph and double spacing between the paragraphs. Body of the paragraph is left aligned. In this no salutation and no complimentary close are included. But in personal situations, the letter writer starts the letter with the name of the recipient.

Structure of Business Communication:

The correct structure of business letter makes the business flourish day and night. Business letter is an official letter dealing with such subjects as enquiry, order, request, complaint and apology. No matter, what style is used, all letters must have the following elements:

- 1) **Heading:** It contains the sender's address and the address of the recipient. The return address should include the (company name, address, city, state, zip code and the phone number as well).
- 2) **Date:** The correct format of writing date in a business letter are:
 OXFORD UNIVERSITY STYLE: 2 August, 2013
 AMERICAN STYLE: August 2, 2013
 ENGLISH STYLE: 2nd August, 2013
- 3) **Inside Address:** It includes the addressee's name, the company name, street, state and zip code. This address is the same as the address that appears on the envelope. The title of the recipient should also be written.
- 4) **Reference Number:** To make the correspondence easy and convenient reference number is used by the company. This number itself makes the receiver understand the intention of the letter, for instance – Ref. PGH/nuro/2013/20. This reference number means it is from PGH organization, related to neuro department, case registered in the year 2013 on the date 20.
- 5) **Salutation:** It is used in the block and modified block letter styles. It names the person or people addresses. It should be placed two space below the inside address. It is also known as courteous greeting. For male – “Dear Sir”, for female – “Dear Madam or Ma'am”. For business firm, Dear Sirs/Madam is used.
- 6) **Subject line:** Certain business firm prefers to write subject inside address and the salutation> in the simplified block format only subject is written which indicates the topic or purpose of the letter. Subject should be written with a colon and the subject line should be underlined.
- 7) **Body or Substance of the letter:** It forms the main organ of a letter. In this, one subject is dealt in one letter. But in business letters even more than one subject may be taken up. Message that a letter conveys must be divided into short paragraphs. It should begin two lines below the salutation / subject line.
- 8) **Subscription or complimentary Close & Sign:** It makes the end of the body of the letter. It consists of courteous words such as – Sincerely yours, cordially yours, Yours truly, Yours respectively etc.
- 9) **Superscription:** It is the address on the envelope which is last important step in which full postal address of the addressee should be written neatly so that the letter may reach its destination quickly. In this, name of the recipient, street, sub location, city, state, zip code should also be written. The sender must sign the lower left hand corner of the envelope, along with the address.
- 10) **Optional Lines:** Add an enclosure line if the envelope contains additional material. Use ‘Enclosure’ or ‘encl’. Place the name of the enclosure such as ‘resume’ and reminder etc.

MOST OF BUSINESS LETTERS HAVE FOUR PARTS:

- 1). **Salutation:** We can use “Dear Ms/Miss/Mrs/Mr/Dr + Surname” if we know the name of the person whom we are writing. You can also write the person's full name. In this case, leave out the title (Mr / Mrs).

Salutation	When to Use
Dear Sir / Dear Sirs	Male addressee (British English)
Gentlemen	Male addressee (American English)
Dear Madam	Female addressee (British English)
Ladies	Female addressee (American English)
Dear Sir or Madam	Gender Unknown (British English)
Ladies and Gentlemen	Gender Unknown (American English)
To whom it may concern	Gender Unknown (American English)

When you address a company, you begin your letter Dear Sirs. In USA Dear Gentlemen is often used instead of Dear Sirs.

- 2). **An opening:** An opening of your letter is your motto behind writing. It say why you are writing. Hence, we can use following opening lines while writing any business letter:
 - We are writing to enquire about.....
 - We are writing in connection with
 - We are interested in and we would like to know.....
 - We have received your letter of
 - Thank you for your letter of
 - This is to bring into your kind information.....
 - This is to inform you
 - Most respectfully, I beg to state.....
- 3). **Main Message:** A formal letter should be neither too long nor too short. Complicated subject is bound to be long. The body of the most letters can be divided into three paragraphs, though some more may be necessary sometimes. Avoid informal words.
- 4). **The Close:** The close in a business letter needs to be positive. Here are some ways to end a letter:

- I look forward to receiving your reply / order / products.
 - Looking forward to hearing from you.
 - If your letter holds some information, you can close in the following ways:
 - i. I hope that this information will help.
 - ii. Please contact me or let me know if you need any further information.
 - iii. Please feel free to contact me if you have any further questions.
- 5). Complimentary Close: Following are the mostly used complimentary close:
- YOURS FAITHFULLY: If your letter begins with Dear Sirs, Dear Sir, Dear Madam, Dear Sir or Madam.
 - YOURS SINCERELY: It is used when your letter begin with Dear Mrs. Smith, Dear Mr. Jones.
 - YOURS TRULY or TRULY YOURS: It is used in USA to close business and formal letters.

TYPES OF BUSINESS LETTERS:

- Sales letter
- Credit letter – Types of Credit letter
- Letter of Enquiry
- Letter of Quotation
- Letter of Order
- Letter of Claim & Complaint
- Letter of Adjustment
- Letter of Resignation

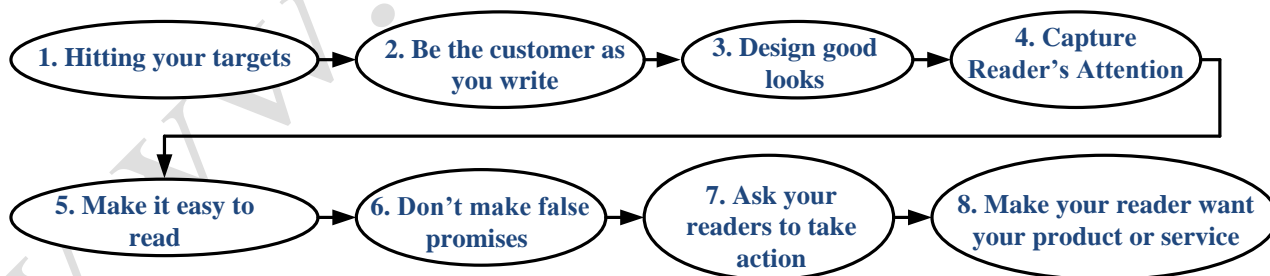
Sales Letter: Sales letter are direct mail intended to convince the recipient to purchase a certain products. In a nut shell, a sales letter is a package of three:

- To inform about the product
- To persuade about the product
- To turn the reader to a customer

Important points to frame a sales letter:

1. Start with catchy headlines.
2. The generous use of 'You' and 'Your' in sales letter makes the reader feel that their need comes first and the company's.
3. The good sales letter should begin with explaining "WIFM" i.e.; what's in it for me.
4. Use following phrases:
 - Are you having trouble
 - This is why it is important to have
 - At X, we have the skill and experience to -----
 - May we step by and offer you a FREE estimate-- -----
 - If so, give us a call at X-----

To frame the right sales letter, harness these tips:



Sample Sales Letter:

Now get your document formatted at your doorstep!!

D.K. Document Makers
286 J – Road
New Delhi

2 May, 2013

Dear Mr. Joseph

Are you having trouble getting your important documents formatted correctly? To economically produce good – looking documents, it is important to have a specialist who can take care of your most important documents.

At Document Makers, we have the skills to enhance your documents to its best. To know more about FREE estimate of how much it would cost, give us a call at ----- and set up an appointment with one of your friendly operator.

Yours Sincerely

R. Aayaan

Marketing Manager

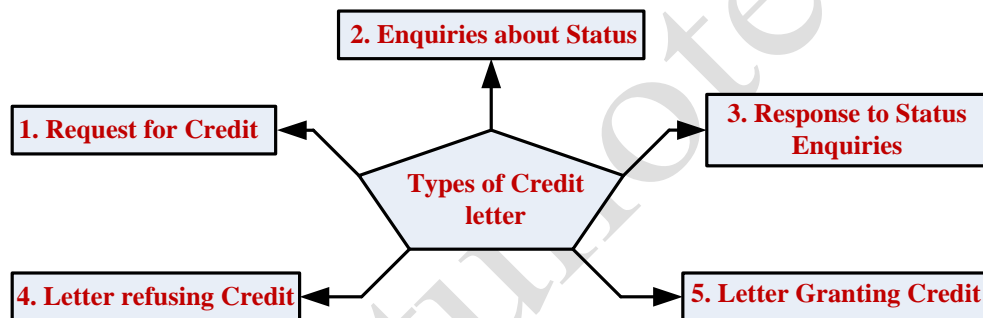
D.K. Document Makers

Credit Letter: The term “letter of Credit” is derived from the Latin word ‘accreditives’, meaning ‘Trust’. It is widely used in the business platform where the payment is not done at the time of the delivery of goods. “Buy now and pay later” is the common practice of business world.

However, offering credit may be risky so it is necessary to check the status of being trusted to pay back money.

Few tips for writing a letter of credit:

- Don't use ambiguous language – make sure everything is as clear as possible.
- Make sure both parties understand all their terms and obligations.
- Make sure the terms of the letter of credit are reasonable for both parties and made in good faith.



Letter for Requesting Credit: A letter by a Retailer to a wholesale dealer to supply goods on credit.

a) Sample letter : Requesting Credit

Twining Lights
Pink Lane – 20
Jaipur, 12345

29 August, 2014

Mr. Freak Kermode
The Sales Manager
Katha Lane – 22
Raipur

Subject: Request to supply Twining Lights and lamps on credit

Dear Sir,

We are one of the best sales dealers of Fancy Twining lights and lamps. We have seen your brochure. We wish to serve the customers the best products in lights and lamps of your company this Deepawali.

As Deepawali is approaching we are getting ample amount of orders for the same. Our estimated requirements are the all variety Twining lights and lamps in your stock.

Kindly supply the 50% of the ordered products on credit basis and dispatch the 50% of the order after receiving our cheque.

Hoping for a prompt and positive response.

Yours faithfully,

Jignesh Dharam
Twining Lights

Letter for Granting Credit: A letter by wholesale dealer to the retailer granting the credit.

b) Sample letter : Granting Credit

Partha Sales
Manager
She Fashion Parade,
76, Bakery Lane,
Bengaluru

29 May, 2014

Mr. Joseph
General Manager
Fashion Street Factory,
Bengaluru

Dear Sir,

First of all I would like to take this opportunity to extend my heartfelt thanks to Fashion Street Factory for extending credit facility to our store, She Fashion parade for the past four years which has helped us a lot.

I am happy to inform you that the sales of your product from our store have picked up this increasing the turnover of your product. At this juncture we would be obliged if you can increase the credit facility.

If you go through your records you will find that we have been a regular pay – master and never defaulted on payments to your company.

Awaiting for your favorable response.

Sincerely,

Partha Sales

Dypt. Manager (Sales)

Letter for declining Credit: A letter by the supplier showing helplessness to supply goods on credit.

c) Sample letter: Declining Credit

Sunder Furniture
Near Ring Riad – 22
Kaushambi

22 August, 2014
Shawano furnitures International
Janpath Road – 9
Kushi Nagar

Subject: Refusal for Credit

Dear Sir,

In response to your letter date – 12 August, 2014 regarding your order of furniture. We appreciate your idea of starting your business with our firm. We had some scheme of credit but unfortunately the scheme is over now. We can give the supply of your order on cash payment but not on credit.

We have noted your contact address and number so that we could inform you in time if such scheme comes in future.

Thanks for sincerely trust in us. Would be happy to serve in future.

Yours faithfully,

Swadesh Raut

Manager Sales

Enquiry Letter: Enquiry letter has a vital role in any business. It is written to enquire about the quality, price, model no, colour and the availability of the product to be purchased.

The language has to be courteous in any business letter. Content should be concise, clear, complete and flawless.

Enquiry letters are of two types:

(1). **Solicited:** Solicited enquiry is made in response to the advertisement of the seller at his own initiative.

Enquiry Letters

(2). **Unsolicited:** Unsolicited enquiry is made by the buyer. It has a wider scope.

a) Sample of Enquiry letter (Semi block format):

Regional Textile Enterprises
342 Bright Path, Trichur
Tamil Nadu

12 February, 2014

Attire Fabrics
Extension Hall
241, Tiruvananthapuram

Subject: Enquiry about the rates of Hojery Items

Dear Sir,

JAR Packaging informs us that you are manufacturers of Hojery items. We would like you to send us details of your various ranges, including sizes, colors and prices, and also samples of the different of materials used.

We are large dealers in textiles and believe that there is a promising market in our area for moderately priced goods of the kind mentioned. When replying, please state terms of payment and discounts you would allow on purchases of quantities of not less than five hundred of individual items? Prices quoted should include delivery at the above address.

Thanking you,

Yours faithfully,

M. K. Khurana
Manager Sales
Regional Textile Enterprises

Quotation Letter: It is a letter written by sellers in reply of enquiry letter from a buyer. This letter includes all the information asked by the buyer like cost, discount, mode of payment and time duration of delivery. The letter should contain all the required information honestly to win the trust of buyer.

a) Sample of Quotation letter:

Dr. K. Bhardwaj
Radhey Appartment
Near Central Park,
Nagpur

20 August, 2014

Cool Ventilation
4496, Radhey Lane
Bangalore, CT 06340

Dear Key Ventilation,

I am writing this letter for price quote on replacing my central air conditioning system in my home.

My house is 4500 square feet, and used two individual central air conditioning units. There is about 6000 feet of ventilation piping that needs to be replaced, as well as two compressor units and 6 control panels. I wish to source my own compressor units, but you will be responsible for all the ventilation and control panels.

Please provide me with pricing information and how long it would take to complete this in less than a week, so please account for that in your price quote.

Kindest regards

Dr. K. Bhardwaj
Michael John Mousen

Order Letter: Letters of order deals with placing orders and payments for a bulk of business activity. So, while drafting order letters, contents should be exact, cordial and tactful.

On a precautionary ground one has to take care of the following facts while preparing an order letter:

- Details about what you are ordering.
- Directions for shipment
- Manner of payments
- Proper care should be taken in drafting order letter to eliminate all doubts resulting in loss of time and possibility of the market.

a) Order Letter Sample:

M. Mahana
KAN International
Trichur

20 August, 2014

Ms. Vijay Michael
SM Store
Masoori

Dear Ms. Michael:

Please enter our order No. 2459 for the following:

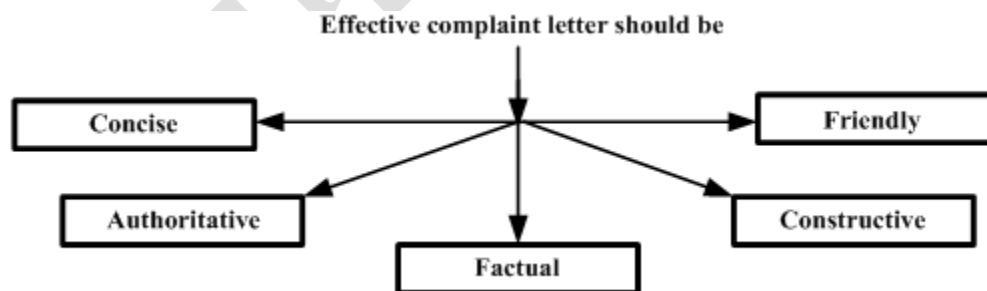
Black	Size No. 6	Front flat shape	Quantity No. 205 pairs
Cherry Red	Size No. 5	Front pointed shape	Quantity No. 408 pairs

We shall appreciate your shipping these goods so that they will reach us not later than August 25, billing them F.O.B San, Pampanga, at 2/30, N/60 - your usual term.

Yours faithfully
K. Mahana

Complaint Letter: Letters written to bring the mistakes to the notice of those who must own the responsibility for them are called "claim or complaint letters".

Goof=d complaint letter is never written with an intention to complain rather to solve the problem caused due to any reason.



Like other formal letters, a letter of claim or complaint should be organized into three parts:

- Opening: It mentions the purpose of letter i.e. complaint which a writer wants to register.
- Main body: It contains the factual explanation with relevant documents which will prove that the complaint is genuine.
- Closing: It includes writer's request to take necessary action in order to make some adjustment.

Good compliant letters with below features tend to produce better outcomes:

- Concise letters can be understood quickly.
- It should be authoritative letter which must be well written and professionally presented.
- Should contain relevant details, dates and requirements.
- It should be constructive with positive statements which suggest positive actions.

- Should be friendly with a considerate, cooperative and complimentary tone.
- a) Sample complaint letter:

Sunshine Electronics
Bangalore

April 5, 2007

The Sales Mannager
HCL. Infosystems Ltd.
Noida – 20301, India

Dear Sir,

I would like to draw your attention to the delivery of 50 computers, sent to us as per our order no 4298. But the speakers attached to two of the computers are not working well.

Please find the defective speakers along with this letter and take necessary action to rectify this mistake.

We would appreciate an early reply.

Yours Sincerely
Rohit Bakshi
Purchase Manager

Adjustment Letter: Adjustment letter is written in order to give response to a compliant letter. In this, writer expresses his apology and also gives the reasons which have caused the present inconvenience.

Characteristics of a good adjustment letter:

- Letter should begin with positive statement of sympathy and understanding.
- Letter should end with positive statement, reaffirming the company's good intentions and the value of its products.
- Even the aggressive claim should be answered politely.
- Adjustment letter should not be negative or suspicious.
- It must not accuse the customer or grant any adjustment grudgingly.

a) Sample Adjustment Letter – Mistake Order

ENIGMA COOPERATION
Angeles City
Pampanga

April 5, 2006

Ms. Merecel Navarro
Manager
Save and Delete Computer Center
Samal Bataan

Dear Ms. Navarro,

We would like to apologize for the problem we have caused because of our mistake your order last March 8, 2009.

Immediately, upon receiving your letter, I made the necessary adjustments.

I have instructed our person-in-charge to pick up at your office the monitor and to replace them with the right ones. Again, I would like to apologize for mistake.

Yours faithfully,
K. Mohanan
Sales Manager

Resignation Letter: Letters of resignation are written by one who is leaving the present job. Letters of resignation are like other employment letters should be written in a courteous language.

One should leave the organization in a positive note so that in future the door of the company remains open for the person if

required.

a) Sample Resignation Letter:

Mr. Robert
1654 – B Zone
New Delhi

20 May, 2014

To
The Principal
MIET
Meerut (UP)

Sir,

I had enjoyed working with your esteemed organization I have learnt a lot about the practical, technical and industrial field of my subject.

I have been appointed as a lecturer in Communicative English in IIMT College Mathura. This place and job suits me very well.

Hence, I am submitting herewith my resignation from the post of lecturer of your college, held by me. I request you to accept my resignation and relieve me from the post at an early date.

Yours faithfully,

Sd

Robert

Reference Letter: Sometimes, we find a column in an application asking the applicant to mention the recommendation of 1 or 2 referees, responsible for his / her conduct.

While writing these letters of reference, the referee should use polite language relating all important information about the applicant.

These letters of reference are certificates of the candidate's honesty, sincerity and ability for the post applied by him.

a) Sample Reference letters:

Anthony
MIG Road
New Delhi

20 Aug, 2014

Dear Mr. Phineas,

Edith MC Grath, about whom you enquired, was an editorial assistant under supervision for about six months (February 15 to August 13 of last year). I found her to be helpful assistant and a talented writer; the copy she produced was always sharp and interesting. Personally, I see no reason why Miss M C Grath cannot do a good jobs for you.

Yours Cordially

Anthony
Mall Road
Bengaluru

SOME OTHER LETTERS ARE:

Acknowledgement Letters: A letter of acknowledgement is a letter of thanks or indebtedness towards those people who have provided their support and encouragement in one's hunt for a job.

Transmittal Letters: Transmittal correspondence has been defined as a memo, a letter or a cheque in payment of purchase. A transmittal letter transmits a report to someone. A memo is used to transmit an internal or in house report while an external or firm to firm requires a letter. In either form information remains the same. The correspondence contains the following elements:

- The title of the letter specifying what is being transmitted.

- A statement of when it was requested.
- Briefly express the report's purpose and scope.
- Explain any problem encountered.

Dear Subscription Staff,

Enclosed is my cheque for Rs. 2000 for a year subscription to India today.

Sincerely Yours

Sudha Raizada

Specification Change Letter: During many projects, original specification must change in order to maintain whether or not a company accepts the change that the other company proposes.

- Use a context setting introduction.
- State the acceptance or rejection clearly.
- Use formatting to highlight the main point.
- Add extra information as needed, but keep in brief.

BIODATA, RESUME & CURRICULUM VITAE

The Thin Line difference between Biodata, Resume and Curriculum Vitae:

	BIO DATA	RESUME	CV
1.	Biographical Data is called as <u>Bio Data</u> in short.	Word 'RESUME' is derived from a french word which means 'summary'.	Curriculum Vitae is a Lation word which means 'Course of life'.
2.	It is used to apply in government sector, research grants and other situations where descriptive essays are to be submitted.	It is used to apply in middle or seniour level positions, when person is experienced.	It is used to apply in private sector preferred by the fresher's looking for a job or a career change.
3.	Age, gender, religion and hobbies are i9nclude in biodata, but not in resume.	In this, experience and specific skills is paid more weightage rather than the educational qualification.	It put more mephaisis on one;s education and life's academic period.
4.	Bio data is more like a historical data of a person with a passport size photograph, which is an optional.	Resumes includes a work history, a brief ediuational history and industry expertise with specific skills.	It is basically including the listining of skilss, degress and professional accomplishments.
5.	Bio data should be of 2 pages hardly and it does'nt contain covering letter.	Resume must not exceed 2-3 pages of A-4 sheet including covering letter.	CV may exceed the length of 2-3 pages including the covering letter.

GUIDELINES FOR WRITING GOOD RESUME:

- 1) The resume should be well written, sentence and paragraphs should be short and simple.
- 2) Use of jargon should be avoided.
- 3) It should be type written.
- 4) It should provide all necessary information, relating to the applicant's education and experience.
- 5) Any personal information which is not directly related to the job target should not be included.
- 6) It should be complete in all respects.
- 7) Adapt your resume to your audience.
- 8) While writing a resume it's important to use a basic font that is easy to read, both for hiring managers and also for applicant management system.

TYPES AND DESIGNS OF RESUME:

1. Chronological Resume

2. Functional Resume

3. Combination Resume

1) Chronological Resume:

The word 'Chronological' stands for sequence. Information required on is some has usually been arranged in Chronological order. Preferably used by the job seekers with a strong, solid work history.

Necessary section of this type of resume are as follows:

- a) Career Objective
- b) Summary (Optional)
- c) Educational history

- d) Personal Data
- e) Work History

2) Functional Resume:

A functional resume focuses on skills and strengths rather than your chronological work history. It is used most often by people who are changing careers or who have gaps in their employment history. It has the following sections:

- a) Objective
- b) Personal data
- c) Education
- d) Work Experience (if any)
- e) Skills and Certification

3) Combination Resume:

It is combination of both chronological and functional resume. A combination resume lists skills and experience first. Employment history is listed next.

This type of resume highlights the skills that are relevant to the job applied for, and also provide the chronological work history that employers prefer.

JOB APPLICATION: An applicant drafts an application letter and sends it along with the resume, to let the reader know what is sent, why it is sent and how can he benefit the sender by reading it.

Guidelines for preparing a job application:

- i). Avoid phrases like - "To whom it may concern".
- ii). Avoid repetition.
- iii). Be specific.
- iv). Mention your current salary.

Types of Job Application Letter:

(1) Solicited Application Letter: It is written in response to an announced or advertised post.

(2) Unsolicited Application Letter: It is sent to an organization that has not announced or advertised a post.

Sample Solicited Application Letter:

MR. ROBERT CARTER
1335 HAMPTON ROAD
HOUSTON, TX 52336

March 15, 2015

MR. SARAH LOPEZ
MANAGER OF HUMAN RESOURCES
ATLANTIC INDUSTRIES CORP.
HOUSTON, TX 52336

Dear Ms. Sarah:

I would like to apply for the post of Project Manager in your renowned organization. I read the job description in Daily Business jobs on Wednesday, March 12, 2015 published by Atlantic Industries Corp.

The position advertised for your organization seems to match my interest and qualification. Please accept my request for an interview in which we can discuss my qualifications. Please feel free to call me at 1111-2222.

Thanks to you for the consideration. I look forward hearing form you.

Sincerely,
MR. ROBERT CARTER

BIO-DATA FORMAT:

Post Applied For:

- 1) Name: Mr. / Mrs. / Miss -----
[In Capital Letters] FIRST NAME MIDDLE NAME LAST NAME
- 2) Father's / Husband name -----
- 3) Date of Birth -----
- 4) Permanent Address-----
- 5) Address for Communication-----
- 6) (a) Telephone No. [with STD Code] -----
(b) Mobile No. -----
(c) E-mail ID. -----

7) Qualifications Details [starting from 10th]:

Sl. No.	Examination Passed	Year Of Passing	Board / University / Institution	Marks %

8) Past Employment Experience:

Sl. No.	Organization	Position	From	To	Area of Work in Details	Gross Monthly Pay	Place of Posting	Reason for leaving

* Please attach separate sheet for details, if any

- 9) Proficiency in Computer Application-----
- 10) Nationality-----
- 11) Caste-----
[SC / ST / OBC / GENERAL]
- 12) Whether PH / Ex – Servicemen-----
- 13) Religion-----
- 14) Extra – Curricular Activities / Hobby-----
- 15) Members of any Professional Organization / Institution-----

Declaration: I hereby declare that the above information is correct to the best of my knowledge and belief.

DATE:

SIGNATURE:

BUSSINESS PRESENTATION SKILL AND NEGOTIATION:

Business presentation skills is ability to present business related information emphatically. These skills give justification to the effort injected on collecting matter and giving presentation of it.

Few tips to enhance business presentation skills:

(1) Audience Centered Presentation: Presentation should be based on audience completely by knowing their age group, literacy, interests, job profile and their expectation through the presentation.

(2) Confidence on Stage: 'What is seen is sold better'. Rehearsing before giving presentation puts more confidence in speaker and he can be able to present the content more successfully

(3) Use of Visual Aids: Excess of text will confuse the audience. Hence, visuals, charts and bullet points should be used wherever necessary to keep the presentation interesting.

(4) Value of Time: Plan the presentation short and straight but effective as the presenter should know the importance of time.

NEGOTIATION:

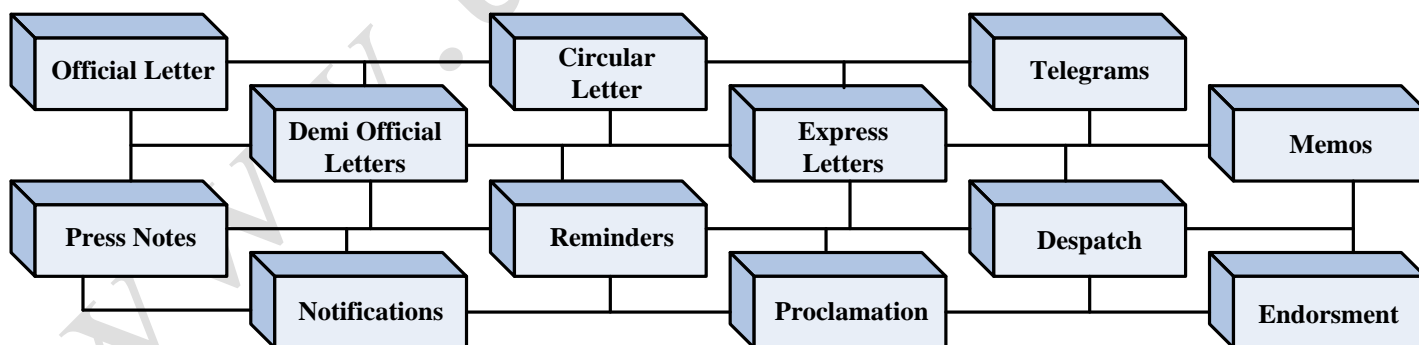
Negotiation is a process of convincing the points to other party and considering the points of other party to hammer out an agreement that is meeting requirement of both the party.

Tips to be an effective negotiator:

- Problem Analysis: Effective negotiators must be capable enough to analyze a problem to determine the interests of each party in negotiations.
- Preparation: A skilled negotiator should do some preparation for bargaining and determine goals for trade. He should have alternatives.
- Active Listening: It makes the negotiator understand every point clearly and avoid unnecessary, but not in contentious issues.
- Emotional Control: For negotiator, emotional control is necessary to lead healthy negotiation, but not in contentious issues.
- Verbal Communication: Negotiator must have the ability to communicate clearly and effectively, otherwise misunderstanding may arise.
- Collaboration and team work: Negotiator must have a skill to work in a team and develop a team atmosphere in meeting.
- Problem Solving: Must have the capacity to solve issues.
- Decision Making ability: Must have the capacity of decision-making and to act decisively during a negotiation.
- Interpersonal Skills: To maintain a good working relationship with those who involved in the negotiation.
- Ethics and reliability: Ethics and reliability promotes a trusting environment for negotiator and negotiations. An effective negotiator must have the skills to execute on his promises after bargaining ends.

OFFICIAL LETTERS / GOVERNMENT LETTERS:

The official letters are written and circulated within the office or posted to the other offices. Such letters are formal in nature and based on certain format rules and regulations. It has a set pattern and may be of varied typed:



Important points to remember:

- Official letters should deal with one subject only at a time.
- It should always be precise and concise, clear and complete.
- It should follow set rules and regulations of official norms.
- Subject matter should be divided in BEGINNING, INTRODUCTION, BODY, MAIN SUBJECT MATTER, and CLOSING.
- Words of slang, colloquialism, bombastic style, too much quotations and foreign phrases should be avoided.

- Correctness of language is necessary. Full of errors may lead to confusion.

Sample Letter to a Mayor:

To

The Honorable P. K. Sinha

Mayor of Kannauj

14410 Sytan Streer – 211

Vanaika, CA

Dear mayor P. K. Sinha,

I am writing on behalf of myself and my fellow teachers of the Composed Primary School, Kannauj. We are extremely concerned with the quality of Modern Schools which has dropped tremendously over the years. Our school is facing its troubling times.

I am aware that you have a lot on your plate. Kindly find some way in the budget to help our school.

I appreciate all that you do for our city, and I look forward to seeing positive changes. Thank you for listening.

Sincerely yours,

Madhuri Pal

First Grade Teacher

DEMI-OFFICIAL LETTERS:

Demi officials are in short called D.O. letters or semi-officials. D.O. letters are private letters on an official subject. This letter is basically written to invite attention on important matter when formal communication system is not sufficient.

A D.O. letters are written between equivalent post or rank or slightly below or higher rank or post. Its style should direct, personal and friendly and written in active voice. It should not exceed one page.

SAMPLE OF DEMI-OFFICIAL LETTER:

- ❖ DO to colleagues / Superiors – on posting out:

1) Our special thanks to Mrs. Chaterjee for allowing us to enjoy her warm hospitality. May GOD grant you both peace, prosperity and bright future.

- ❖ Response DO to colleagues on their posting out:

1) I am, indeed, touched by your affectionate D.O. letter No. 25647 dt. 20 May, 2015. I shall always treasure your kind attention.

CIRCULAR:

Circulars are a letter of authority which may be either official or demi-official. Often they are written to the subordinate in order to have an enquiry. Official circulars are usually issued as following:

- From Head Office to its branches.
- From a Chief Minister to sate Ministry, or Offices/departments working under that ministry.
- From Chief Election Commission to all the State Commission.

Following types of information are sent through Circulars:

- Information about change of address of the registered office of a company to its share holders.
- Information about special discount on Deepawali Festival to the dealers and sub-dealers.
- Information about removal from service of an employee from an institution to all its offices, dealers and sub-dealers.
- Information about a policy of incentive for achieving sales targets etc to dealers and sub-dealers, any other information relating to business.

SAMPLE CIRCULAR LETTER:

23, Ring Road

Nandankanan, OH 5647

Mr. Krishnan Swami

Personal Manager

Calculus Industries.

Swistem, MI 25478

Dear Sir,

We are pleased to inform you that we are going to move from old premises at No.23 Ring Road to & Ring Road due to our needs of larger spaces for increasing orders from our customers.

Therefore, we request you to send all your communications as of November 2, 2015 to our new address.

We believe that the new place will be more beneficial for you.

Yours faithfully

M. Rajnathan

EXPRESS LETTERS:

These official letters help to restrict the expenses on telegram and prove to be helpful and reach its destination as quickly as possible. It is almost same as telegram except that they are sent by post.

SAMPLE EXPRESS LETTER:

To

The Commissioner of Police

Allahabad

Dated: July 20, 2013

Reference L. O. No. R/12/2345, dated April 20, 2013. Kindly arrange to send the report on number of Armapur Estate Zone 2, burglary happened in the month of April.

Sd/-

Shyamal Chand

Cabinet Secretary

MEMOS:

Memos can be defined as brief written communications, circulated in every direction within an organization. It is used to convey some information in an office.

Memos are of three types:

- (1) **Documentary Memos:** It is usually used for conveying information from one dept to another to give some instructions or office policy to junior.
- (2) **Congratulatory Memos:** The President / Vice President/ Manager / Head of Dept. may use memos to congratulate their employees for their outstanding work.
- (3) **Disciplinary Memos:** The memos are used as disciplinary measure, by the managers or supervisors to take disciplinary action against any employee.

SAMPLE OF MEMO:

To: [Audience]

From: [Person and / or Department issuing the memo]

Date: [Date Sent]

Subject: [Subject of the Memo]

Opening: Get to the point in the Opening Paragraph. Keep things simple and short. Make it easy and fast to read.

Summary: Provide enough background so all readers understand the history, but again, keep it simple.

Conclusion: End with a call to action.

CC: [Send copies to anyone affected by the memo]

Attachment: [List any attachments to the memo. Only list items referred to in the body of the memo]

PRESS NOTE:

Press note is used to supply information on some important matter. It is an important form of a government letter which is an informal notification.

Government offices use the Press Note to convey their resolutions or decisions, with regard to some policy.

SAMPLE PRESS NOTE:

It is hereby notified that the management of the institutions who want to get their schools recognized for the Board of High School and Intermediate Examination of 2010, should submit their two copies of their applications to the office of the district Inspector of School by August 31, at the latest.

Sd. S.N. Sharma

Secretary to Secondary Education

‘C’

To the leading newspapers for favour of publication in the next issue of their dailies as a ‘news item’.

NOTIFICATION / NOTICES:

A notice is a formal means of communication which announces the orders of transfers, retirement or some amendments in rules etc. It

is usually pinned up on specific boards in educational institutions, banks, organizations or in public places.

SAMPLE NOTICE FORMAT:

20 July, 2013	Madhavan International School, Vadodara
<p style="text-align: center;"><u>NOTICE</u> Tree Plantation Drive</p> <p>The environment club of our school is organizing a Tree Plantation Drive on the Vana Mahotsav Day. Under this drive 1500 new trees will be planted in the campus. Free seeds and saplings will also be distributed. All the students are invited to take part in the drive which will be inaugurated by School Chairman on 22 July, 2013 at 9 am sharp in the school green belt.</p> <p>(Md. Yunus) Secretary</p>	

ENDORSEMENT:

It is the briefest form of an official letter which are used when a copy of letter, memorandum, resolution, circular etc has to be forwarded to other authorities and no opinions are required in response by the transmitting office.

E-MAIL:

E-Mail stands for Electronic Mail which helps to send messages to as many people as necessary instantly. It becomes a popular means of communication in government offices, business organizations and private life.

Etiquettes of E-Mail:

Following are some of the E-Mail etiquettes which are also called as “Netiquette”.

- 1) Have an e-mail address that is mature and professional sounding:
Potential employers and business contacts will not see you as professional if you have an e-mail address like ‘foxymama@email.com’.
- 2) Include an appropriate subject line:
Appropriate subject line help recipients sort and locate specific e-mails in their inboxes. It should be short and to the point which accurately reflects the subject of e-mail.
- 3) Use your manners:
Use “please” and “thank-you” in the appropriate places throughout your e-mail. If you don’t you will come out as disrespectful or rude.
- 4) Address your recipient appropriately:
Use formal titles (Mr., Mrs., Ms. or Dr.). Ensure whether a female is married or not, use Ms.
- 5) Be aware of your tone:
One should use friendly and approachable tone. Don’t type letters in capital letters. IT APPEARS AS THOUGH YOU ARE SHOUTING.
- 6) Get to the point:
Try to keep your e-mail brief, but still clear all your points.
- 7) Avoid emotions, abbreviations, and fancy formatting:
Emoticons, abbreviations (LOL, TTYL, ‘U’ instead of ‘YOU’ etc), fancy fonts, formats and layouts do not convey professionalism in an e-mail.
- 8) Use proper spelling, grammar and punctuation:
Misspelled words and improper use of grammar and punctuation look unprofessional.
- 9) Include your full name at the bottom of your e-mail:
Mentioning your full name, signature, contact details and postal mailing address will ensure that the recipient knows who has sent them the e-mail.
- 10) Reply quickly:
When someone sends you an e-mail that requires a response, be sure to reply within 24 hours.
- 11) Do not attach large or unnecessary files:
Send attachments that are relevant only unless it can slow the recipient’s computer.
- 12) Do not send or forward jokes, claim letters, virus hoaxes:
It is unprofessional and wastes the time and inbox space of the recipient.
- 13) Take care with confidential information:
E-mail is not guaranteed to be confidential so sensitive information may be best to handle it in person.

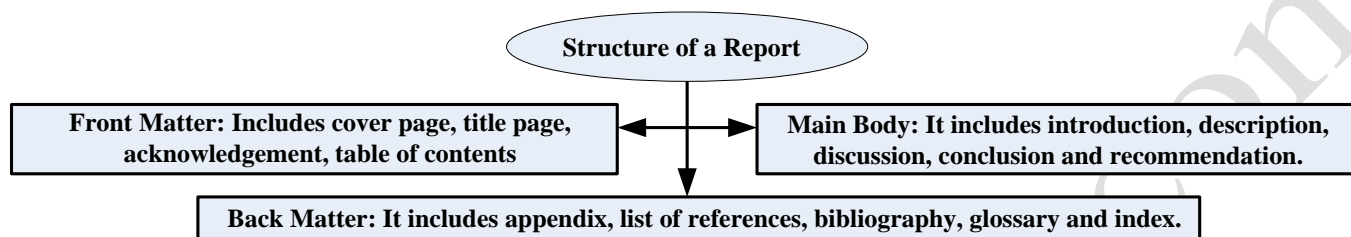
REPORTS:

The word report has been derived from the Latin Word 'reportare' which means to 'carry back'.

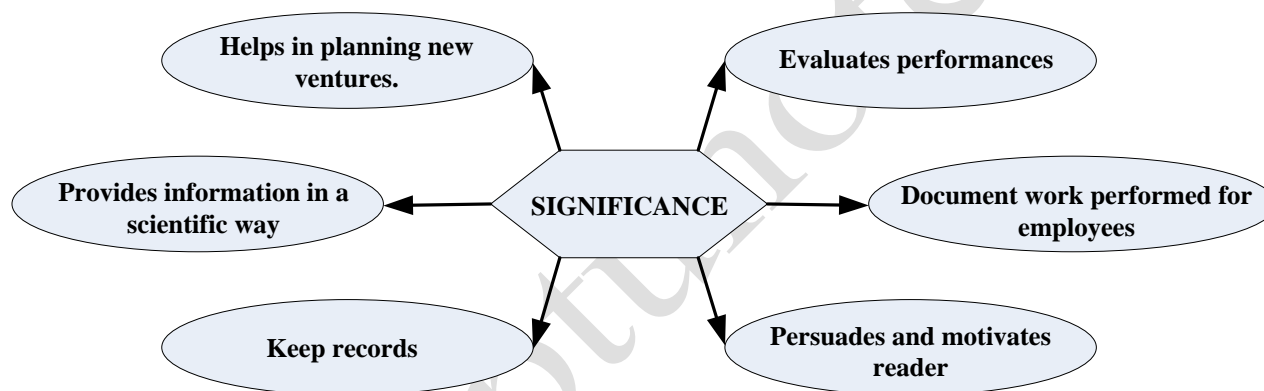
Report is a systematic presentation of facts, figures, conclusions and recommendations which means to give an account of something seen, heard, done, etc.

According to English Oxford Dictionary:

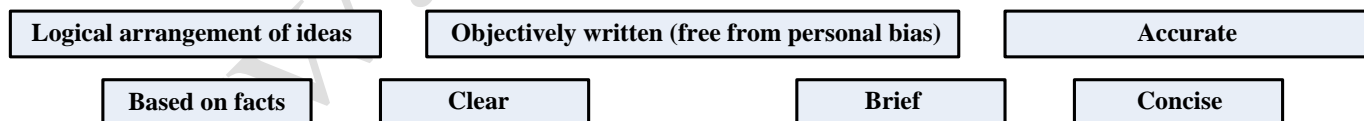
"A report is a statement of the results of an investigation or of any matter on which definite information is required".



Significance of a Report:

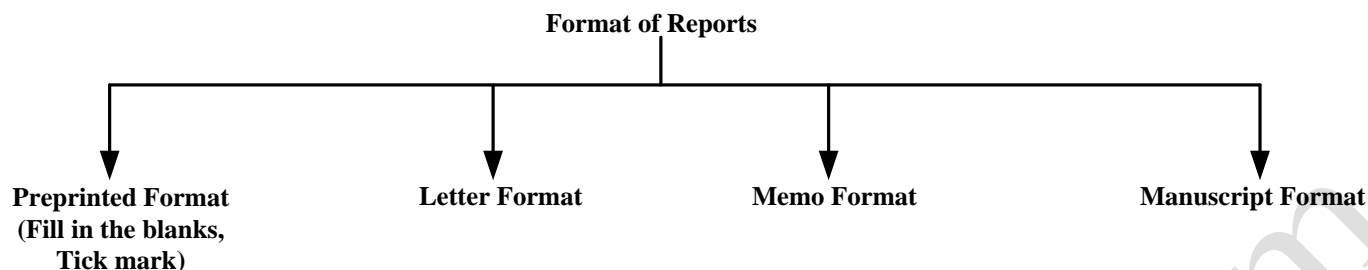


Characteristics of a good Report:



Difference between Summary and Abstract:

S. No.	SUMMARY	ABSTRACT
1).	A summary restates major findings, conclusions and support data found in a document.	An abstract is generally a short version of a journal article in a nutshell
2).	Many report writers put summaries first, before the body, in order to alert the reader to the main point.	Abstracts appear in two places: with the articles and as an independent unit at back.
3).	For ex. Suppose, you have watched a movie. And then your friends asked about movie to you. You are now giving a brief of 3 hrs movie in 10 min i.e. called "Summary".	For ex. Suppose, you have watched a movie, and then your friend asked that how was the movie and you simply replied that the movie was "nice" and "action-based" i.e. called abstract. Through abstract, reader decides whether paper is worth enough to merit further study.



Types of Reports:

- 1) **Technical Report:** It is a document that describes the process, progress, or result of technical or scientific research, recommendations and conclusions of the research, scientific journals and proceeding of academic conferences. It is also called as Scientific Reports.
- 2) (a). **Oral Report:** Reports which are done verbally are oral reports but it has no authenticity as it is done face to face with no document.
(b). **Written Report:** Written report has authenticity and is kept as a record of an event. It can be reproduces as evidence.
- 3) (a). **Routine Report:** Routine or periodic reports occur on a regular baisi and are submitted either weekly, monthly, quarterly or annually. Ex – Progress report, minute of meeting, Grievance cell report, project report, laboratory report, monthly enquiry report etc.
(b). **Special Report:** These are formal reports that are required to cover a specific subject or task. Ex – report of an event, any investigation, etc.
- 4) (a). **Short Report:** Short report are written in short and concise manner and prepared in short span of time without any formal research.
(b). **Long Report:** Long reports are written in detail and through formal research on topic and it takes a lot of time in its preparation.
- 5) (a). **Voluntary Report:** Reports which are prepared on one's own initiative are known as voluntary reports.
(b). **Authorized Report:** Report which are prepared at the request of someone are known as authorized reports.
- 6) (a). **Internal Report:** Reports which are designed for use within the organization are known as internal reports. Ex – memos.
(b). **External Report:** Reports sent to people outside the organization are known as external reports which are generally more formal than internal reports.
- 7) (a). **Informational Report:** Informational reports intend to present data without analysis or recommendations.
(b). **Analytical Report:** Analytical report aims at solving a problem by evaluation, interpretation and analysis of data.

Analysis of a Report:

Title Page: Title and date of the report.

Circulation list: Who will receive the report.

Notes and Acknowledgement: Name of founders and author name.

Table of Contents: Chapters contained in the report.

List of illustrations: Simple list of titles and page numbers.

Abstract / Summary: Short paragraph detailing in brief.

Introduction: Terms and scope uncovered by the report.

Body of Report: Findings and facts uncovered by the report.

Conclusions: Draw the information uncovered in the report.

Recommendations: What does the report recommend or suggest.

Appendices: Any additional information such as tables, maps, results, photographs should be included.

Bibliography and recommended reading: Details of the publications you referred to.

Glossary: Explanations of any technical; terms used in the report.

References: Full details of sources that has been referred in the report.

Index: Enables reader to find the part of the report that require; only necessary if the report is long.

PROPOSAL:

The word proposal is derived from the verb 'propose' that means 'to offer or put forward for consideration, as a suggestion, plan or purpose'.

"Proposal means to persuade and convince the targeted reader through which one can put forward the proposition for a deal, project, implement a program or a contract". In brief – proposal is a special type of analytical report designed to get products, pans or projects accepted by others.

A well framed proposal should answer:

- What are you proposing?
- How you plan to do it?
- When you plan to do it?
- How much it is going to cost?
-

Characteristics of a good proposal:	Intention of writing a proposal:
<ul style="list-style-type: none"> ➤ Able to convince ➤ Highlights the benefits ➤ Subject should be worthwhile ➤ Attention gripper ➤ State purpose clearly at beginning ➤ Easy language ➤ Short sentences which are to the point ➤ Mention ideas clearly ➤ Contains all needed information 	<ul style="list-style-type: none"> ➤ Researched thoroughly ➤ Define the problem ➤ Don't assume, your solution is best ➤ Financially feasible ➤ Proposal's solution should work ➤ Final touch should look attractive

Structure of a Proposal		
(1) Front Matter:	(2) Main Matter:	(3) Back Matter:
<ul style="list-style-type: none"> (a) Cover Page (b) Title Page (c) Table of Contents (d) Letter of Transmittal (e) Abstract or summary 	<ul style="list-style-type: none"> a. Introduction b. Technical Section <ul style="list-style-type: none"> ➤ What is the problem? ➤ What is the solution? ➤ Can the solution be implemented? ➤ Should the solution be implemented? c. Managerial Section <p>Details related to personnel like his qualification, achievements and experience are described here.</p> d. Financial Section <p>Includes chart of anticipated expenditure.</p> e. Conclusions and Recommendations 	<ul style="list-style-type: none"> a. Bibliography / Works Cited b. Qualifications of Writer or project implementer c. Budget d. Appendices (Presentation of charts, graphs, illustrations, etc.)

Types of Proposals:

- 1) Business Proposal (deals with business, trade commerce)
- 2) Research Proposal (scientific enquiry or systematic investigation)
- 3) Solicited Proposal (proposal prepared in response to an invitation from a firm)
- 4) Technical Proposal (related to technical skills)
- 5) Unsolicited Proposal (proposal prepared without external encouragement)
- 6) External Proposal (for winning contract)
- 7) Internal Proposal (for convincing and implementing ideas)

TECHNICAL PAPER WRITING:

A technical paper / article or research paper can be called a s written technical communication and is an expanded essay that presents your own interpretation or evaluation or argument.

It involves surveying a filed of knowledge in order to find the nest possible information in that field.

A scientific article interprets the result or the outcome of a research conducted in a laboratory or the facts based on scientific knowledge. It deals with the theoretical knowledge on scientific subjects.

Elements of scientific paper and research articles:

- 1) Title: The title should clearly decide the content. The word limit should not extend more than 12 words.
- 2) Authors: Name of the authors who made an important intellectual contribution is listed.
- 3) Abstract: It is brief summary of the article. It should be not more than 150 to 200 words.
- 4) Introduction: It gives the theoretical background of article.

- 5) Method: It is divided into three parts: the subject, the material and the procedure.
- 6) Results: It includes findings and explanations.
- 7) Discussion: It evaluates and interprets results and implications.
- 8) Acknowledgments: It includes discussion and references.
- 9) References: It mentions the list of the sources.
- 10) Appendices: It details the presented information in the main body of the paper.

Difference between Technical paper and Scientific Article:

S. No.	Technical Paper	Scientific Paper
1).	A technical paper / article are more concerned with the practical aspect of the problem and uses visual aids.	The scientific article treats the subject theoretically.
2).	It aims at three things – to inform, to instruct and to persuade.	It relates to the conclusions derived after conducting experiments in lab.
3).	Language of technical paper is different from scientific article. It uses plain and objective language.	It imparts information related to particular field.

Purposes of Technical Article:

- Transferring technical Knowledge
- Preserving it for future growth
- Explaining technical knowledge of a specific field

Essentials of good Technical Paper / Article:

- Clear and concise language
- Aims to transfer technical knowledge
- Aims at describing data in systematic way
- Vocabs should be according to paper
- Present objective analysis of inferences at end.
- Highly formalized in structure

Role of Topic Sentence in a Paragraph:

Topic sentence is a key sentence in a paragraph which presents basic theme of paragraph in a capsule form. It contributes to the unity of a paragraph which emerge from the topic sentence.

Topic sentence must be developed in an orderly manner and also, it may occur at the end of the paragraph or in middle of the paragraph.

Bibliography:

It is an alphabetized list of research sources on a final page of research report which may include a list of books, periodicals, interviews and citation of these references.

PROJECT, THESIS AND DISSERTATION WRITING:

Project Report: A project report is a formal form of written communication prepared by professional at the completion of his project work.

It records all the data and its analysis and findings in objective style which contains all usual elements such as **cover page, title page, table of content, summary, introduction, conclusion and so on.**

Thesis and Dissertation Writing: It is a formal form of written communication based on a long essay on a particular subject as a requirement for the “Doctor of Philosophy degree (PHD)”.

It provides detailed written account of the data after conducting some survey in particular field which includes data analysis, findings or conclusions derived by the researcher.

It is divided into chapters and containing. It also provides evidence of one’s ability to carry out highly independent study and research.

Difference between Thesis Writing and a Project:

S. No.	Project	Dissertation / Thesis
1).	It is comparatively in less detail than thesis.	It is more detailed analysis of data.
2).	It is less lengthy than thesis.	It is more lengthy.
3).	It can be internal or external.	It is based on specific research only.

4).	It may or may not have all the elements of writing formal reports.	It includes all the elements of writing formal reports.
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Stages in Writing Thesis and Dissertation:

