

Office Language Skills

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Level 6



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Chapter 1

AN INTRODUCTION TO COMMUNICATION

INTRODUCTION

We know that man is a social animal. He cannot survive in isolation. As a member of the society he is dependent on others. For most of the things he has to take help from others. But the question is, how does one know what the other wants? One has to convey his feelings, thoughts, ideas, requirements, experiences, etc. to another in such a way that the latter understands those correctly. The same thing happens with business also. It provides information to the customers, government, owners, employees, etc. and at the same time receives information from them.

MEANING AND DEFINITION OF COMMUNICATION

As you talk to the members of your family, friends and relatives on various matters. You receive letters from your friends and relatives on different occasions. You also reply to their letters.

Sometimes to convey urgent message you send telegrams or make telephone calls. In this process you are able to share the information with others. Similarly they also share their experiences with you. You must have observed that in an office the officer rings a bell to call the attendant; people stop their vehicle at road-crossings after looking to the red light of the traffic signal and then start moving after seeing the green light. Through these means some message is conveyed and understood even without speaking or writing. All these activities of **sharing or exchanging information, ideas and experiences between two or more persons are known as communication.**

Communication may be defined as –

“A process of sharing facts, ideas, opinions, thoughts and information through speech, writing, gestures or symbols between two or more persons”.

This process of communication always contains messages, which are to be transmitted between the parties.

There are two parties - one is ‘Sender’, who sends the message and the other ‘Receiver’, who receives it.

Generally the process of communication is said to be complete when the receiver understands the message and gives the feedback or response. At road-crossings red light of the traffic signal sends the message to stop the vehicle. When people stop their vehicles by seeing the red light, it is the feedback

or response. This feedback may be in any form. Thus, feedback becomes an essential element in the process of communication along with the message, the sender and the receiver.

The ‘Communication Process’ includes the following elements:

1. Sender - The person who sends the message.
2. Receiver - The person who receives the message.
3. Message - Subject matter of communication. It may contain facts, ideas, feelings or thoughts.
4. Feedback - Receiver’s response or reaction or reply to the message, which is directed towards the sender.

For sending the message to the receiver or getting the feedback from the receiver we need a medium, which is called as a **medium or means of communication**. It carries the message to the receiver and brings the feedback from the receiver.

TYPES OF COMMUNICATION

When we talk to others or write to them, communication takes place between us. But for such a communication, language is essential.

Communication with the help of words is known as verbal communication.

Similarly when we meet our friends, we shake our hand with them. This also conveys some meaning. This is an example of non-verbal communication.

Communication without any use of words is called non-verbal communication.

Let us know further about these two.

Verbal communication is made through words, either spoken or written.

Communication through spoken words is known as **oral communication**, which may be in the form of lectures, meetings, group discussions, conferences, telephonic conversations, radio message etc.

In **written communication**, message is transmitted through written words in the form of letters, memos, circulars, notices, reports, manuals, magazines, handbooks, etc.

Non-verbal communication may be ‘Visual’, ‘Aural’ or ‘Gestural’.

Sometimes you look into some pictures, graphs, symbols, diagrams etc. and some message is conveyed to you.

All these are different forms of **visual communication**. The traffic policeman showing the stop sign or a teacher showing a chart of different animals are examples of visual communication.

Bells, whistles, buzzers, horns etc. are also the instruments through which we can communicate our message. Communication with the help of these types of sound is called '**aural communication**'. The bell used in schools and colleges to inform students and teachers about the beginning or end of periods or siren used in factories to inform the change of work–shift of the workers are examples of aural communication.

Communication through the use of various parts of the human body, or through body language is termed as **gestural communication**. Saluting our national flag, motionless position during the singing of national anthem, waving of hands, nodding of head, showing anger on face, etc. are examples of gestural communication.

EXERCISES

I. Write 'T' for true and 'F' for false:

- 1) Sharing or exchanging information, ideas and experiences between persons is called communication. ()
- 2) The process of communication may not always contain a message. ()
- 3) Feedback is one of the elements of the process of communication. ()
- 4) A traffic police showing a stop sign to the public is a process of communication. ()
- 5) The feedback of any message is directed towards the sender. ()

II. Fill in the blanks with the correct word:

medium	receiver	ideas	sender	feedback
visual	gestural	verbal	non-verbal	oral

- 1) A person who sends message is known as _____.
- 2) Receiver's response to the message is termed as _____.
- 3) A person who receives message is called as _____.
- 4) Subject matter of communication may contain _____.
- 5) _____ of communication carries the message to the receiver and brings the message from the receiver.
- 6) Communication with the help of words is known as _____ communication.
- 7) Communication through spoken words is known as _____ communication.
- 8) Communication through the use of various parts of human body is known as _____ communication.
- 9) Communication with the help of pictures, symbols, diagrams etc. is known as _____ communication.
- 10) Communication without the use of words is called _____ communication.

III. Write 'V' to the phrase that illustrates Verbal Communication and 'NV' to the phrase that illustrates Non Verbal Communication.

- 1) A person reading a letter.
- 2) A teacher looking to a student with anger.
- 3) Saluting the national flag.
- 4) Talking to a shopkeeper
- 5) Nodding head silently.

IV. Answer the following questions.

1) Define 'communication'.

2) Name four elements of the communication process.

3) Explain the meaning of 'verbal communication'.

4) Differentiate between Verbal and Non-Verbal communication.

5) State the different types of Non-verbal communication.

Chapter 2

COMMUNICATION IN BUSINESS

Business persons share their business information with employees, suppliers, customers, distributors, Government, banks, insurance companies, etc.

“The sharing of information regarding business activities and their results is known as business communication”.

Business communication plays a very important role in the success of any business enterprise.

Importance of communication in business:

- ❖ Business communication helps in providing information to the customers regarding the products and services of the business organization.
- ❖ Effective communication facilitates quick-decision making. In today’s world of competition, quick-decisions are necessary. Proper Communication saves times, reduces wastage and cost.
- ❖ Proper communication helps businesspersons in managing the affairs of the business more efficiently. If the right type of information is made available at the right time through proper communication then the management can utilize it in the best possible manner.
- ❖ In any organization where communication is proper, employees are motivated to work more because their complaints, suggestions and grievances are taken care of properly.

MODERN TECHNOLOGY AND BUSINESS COMMUNICATION

There are various ways through which we communicate with each other. These may be called as the means of communication. Now-a-days modern technology has given us a wide option to choose the means according to our requirement and liking. Let us discuss some of the important means of communication commonly used in business.

LETTERS:

Letters are a written form of communication. These can be sent or received by individuals or organizations. Written messages in the form of letters can be delivered to the receivers through special messenger, post offices or private couriers. This method is mostly used where face-to-face communication is difficult or other means are not easily available.

TELEGRAM:

Telegram is also a form of **written communication** by which messages can be sent quickly to distant places. It is generally used when there is an urgency of communicating any important message. It transmits message much faster than ordinary postal mail. To send **telegrams** to foreign countries **cablegrams** are used. Telegrams can also be sent by using telephone, which is called as **phonogram**. Here by ringing up the telegraph office through a telephone, the message can be recorded and later the telegraph office transmits the message to the receiver.

PHONES:

Telephone is a very popular form of **oral communication**. It is widely used for internal and external business communications. Long distance communication is facilitated by **STD** (Subscriber Trunk Dialing) while international communication can be made through **ISD** (International Subscriber Dialing) facilities. Telephone is mostly preferred as it helps in establishing instant communication.

In business firms as well as government and private offices automatic switchboards known as private automatic branch exchange (**PABX**) are installed to facilitate internal as well as external communication.

Now-a-days mobile phones are very popular as they give an access to the receiver at anytime, anywhere. This is an improvement over the fixed line telephone. It possesses many modern features like Short Messaging Services (**SMS**), Multi Media Messaging Services (**MMS**) etc., by using which written messages can be sent to the receivers. Both private as well as government organizations provide this services. Saudi Telecom, Mobily and Zain are the leading mobile service provider in Saudi Arabia.

TELEX:

Telex provides a means of printed communication using teleprinter. Teleprinters consist of machines installed at different places which are connected to a central exchange through cable. In each machine a standard keyboard is fitted. Any message typed by using those keyboards at one end is automatically typed at the other end. Hence instant transmission is possible.

FAX:

Fax or facsimile is an electronic device that enables instant transmission of any matter, which may be handwritten or printed like letters, diagrams, graphs, sketches, etc. By using telephone lines this machine sends the exact copy of the document to another fax machine at the receiving end. For sending any message the documents on which message, diagram or drawing is typed or drawn has to be put in the fax machine and the fax number (a telephone number) of the other party has to be dialed. Then the fax machine at the receiving end will instantly produce the replica of the matter. This is the most commonly used means of written communication in business. The main advantages of Fax system are easy operation, instant transmission of handwritten or printed matters over any distance, simultaneous transmission to two or more receivers, etc.

E-MAIL:

Electronic mail, popularly known as **e-mail** is a modern means of communication. The system makes use of electronic methods of transmitting and receiving information. In this case individuals, through the internet, open an e-mail account in their name from any ISP (Internet Service Provider). Then letters, messages, pictures or sounds can be sent through their computer to the e-mail accounts of other individuals. Whenever the other person will access his e-mail account he receives the message. The information is communicated audio visually and the process is extremely fast. This method is gaining popularity with increased use of internet among the users.

VOICE MAIL:

It is a computer-based system for receiving and responding to incoming telephone calls. It records and stores telephone messages through computer memory. The caller can get the required information by dialing the voice mail number and then following the instructions of the computer. The individuals can also record their messages through voice mail. The receivers at their own convenience can get the message from the machines and take action accordingly.

TELECONFERENCING:

Conference generally refers to a meeting of people for consultation or discussion regarding any common issues. Here people sit together and interact face to face with each other. But, teleconferencing is a system through which people interact with each other without physically sitting in front of others. People can hear the voice and see the picture of others and also respond to their queries even if sitting in different countries. It requires the use of modern electronic devices like telephone, computers, television etc. For every teleconferencing a central controlling unit is required that facilitate the entire process of communication.

There are two different types of teleconferencing, one, audio-conferencing and other, videoconferencing. Let us know more about them.

AUDIO-CONFERENCING - It is a two-way audio communication system in which the participants listen to the voice and respond immediately sitting at different places. People may listen to the voice through radio or television and put their queries by using telephone.

VIDEO-CONFERENCING - Besides listening to the voice, the participants of the conference can also see the picture of each other while talking amongst themselves. This is called video-conferencing.

There are two different types of video conferencing process.

One-way video and two-way audio: In this system, the participants can listen to the voice and see the picture of the persons sitting at the studio. The audience maintains a contact with the studio through telephone and the persons at the studio listen to the voice of the participants.

Both way audio and video: Here participants at both the end i.e., studio as well as audience end, are able to listen to the voice and see the picture of each other while talking amongst themselves.

EXERCISES

I. Fill in the blanks with appropriate words:

quick time prompt products business complaints
instant conference purpose

- 1) Business communication helps in providing information to customers regarding _____ and services of the business.
- 2) Business communication helps in taking _____ decisions.
- 3) Proper business communication motivates the employees because their _____ are taken care of properly.
- 4) Sharing of information regarding business activities and their results is known as _____.
- 5) Proper communication saves _____ and induces _____ action.
- 6) The ways in which we communicate depends upon the _____ of communication.
- 7) Telephone is mostly preferred as it helps in establishing _____ communication.
- 8) _____ is a meeting of people for consultation or discussion regarding any common issues.

II. Answer the following questions.

- 1) What is meant by business communication?

- 2) Discuss the importance of communication in business.

3) Why are telegraphic messages written in brief?

4) Name the leading mobile service providers in Saudi Arabia.

5) Give a short description of Voice Mail in about two sentences.

III. Match the columns correctly.

Column A

- 1) Telegram
- 2) Mobile Phones
- 3) Fax
- 4) Voice Mail
- 5) E-mail
- 6) Letter
- 7) Mobile phones
- 8) Telex
- 9) Teleconferencing

Column B

- a) Meeting of people without being physically present
- b) Instant transmission of a printed document
- c) Short Messaging Service
- d) Payment according to number of words used
- e) Computer based system of receiving and responding to incoming telephone calls
- f) Printed communication using teleprinter
- g) Delivered through post office or courier
- h) Contains features like SMS and MMS
- i) Receiving and sending mails through internet

IV. Write “T” for true and “F” for False.

- 1) Modern technology has given us a wide option to choose the means of communication according to our requirement and liking. ()
- 2) We use letters to send urgent messages. ()
- 3) Documents of any size can be sent through a fax machine. ()

Chapter 3

BUSINESS LETTER

Business letters are formally written letters addressed from one business organization or another, to an association, employees, subsidiaries, suppliers, customers or other external parties to whom business and administrative matters are relayed.

In common business parlance, business technical writers have established standard forms, types and kind of business letters. Moreover, in order to convey relevant and useful information, business letters should conform to the uniform standards and not go by their own ingenuity or originality.

In classifying business letters, subject matters are used. However, subject matters have a wide range and it may prove to be a daunting task to name each and every purpose of each and every letter. Nevertheless, there are at least five basic kinds of business letters which come as follows.

IMPORTANT POINTS TO REMEMBER

- ❖ Business Letters are a formal way to communicate with a business or companies.
- ❖ Neatness counts – no errors in spelling or grammar.
- ❖ Organized in a very specific way following exact format.
- ❖ “Formal English”, no slang or casual chat.
- ❖ All parts in the letter are “left justified”, or lined up on the left.

BUSINESS LETTER PARTS

In order from top to bottom, business letters have the following parts –

- ❖ **Return address** – address of letter writer: First and last name, address, city, state and zip code.
- ❖ **The date**
- ❖ **Inside address** – of recipient (who you are writing the letter to): First and last name, title, company, address, city, state and zip code.
- ❖ **Salutation** – If the person is not a friend, write “Dear Mr. Mustafa”. If the person is a friend, you may say “Dear Ali”.
- ❖ **Body of Letter** – this is the purpose of the letter. It should be clear and concise, with more than one paragraph.
- ❖ **Closing** – “sincerely”, or “best regards”, “yours truly”, etc...

- ❖ **Space for a handwritten signature**
- ❖ **Typed name of writer**

BASICS OF A BUSINESS LETTER

The basics of good business letter writing are easy to learn. The following guide provides the phrases that are usually found in any standard business letter. These phrases are used as a kind of frame and introduction to the content of business letters. By using these standard phrases, you can give a professional tone to your English business letters.

The Start

- Dear Personnel Director, or
- Dear Sir or Madam: (use if you don't know who you are writing to), or
- Dear Dr, Mr, Mrs, Miss or Ms Abdullah: (use if you know who you are writing to, and have a formal relationship with – It is **VERY IMPORTANT** to use Ms for women unless asked to use Mrs or Miss), or
- Dear Ali: (use if the person is a close business contact or friend)

The Reference

- With reference to your advertisement in the Arab News, or
- Your letter of 23rd March, or
- Your phone call today, or
- Thank you for your letter of March 5th

The Reason for Writing

- I am writing to inquire about
- Apologize for
- Confirm

Requesting

- Could you possibly?
- I would be grateful if you could

Agreeing to Requests

- I would be delighted to

Giving Bad News

- Unfortunately
- I am afraid that

Enclosing Documents

- I am enclosing
- Please find enclosed
- Enclosed you will find

Closing Remarks

- Thank you for your help Please contact again if we can help in any way.
- There are any problems.
- You have any questions.

Reference to Future Contact

- I look forward to....
- Hearing from you soon.
- Meeting you next Tuesday.

The Finish

- Yours faithfully, (If you don't know the name of the person you're writing to)
- Yours sincerely, (If you know the name of the person you're writing to)
- Best wishes,
- Best regards, (If the person is a close business contact or friend)

SAMPLE LETTER

Here is a sample letter using some of these forms:

Al Hazmi Computers Inc.
34 Jeddah Avenue
Jeddah
Tel:
Fax:
Email: alhazmi@computer.com
December 27, 2012

Ahmad Hasan Al Maliki
Sales Manager
Jazan Electronics Sales & Services.
456 Jazan Road
Jazan

Dear Mr. Maliki

With reference to our telephone conversation today, I am writing to confirm your order for: 20 Dell Laptops Ref. No. 856.

The order will be shipped within three days via VPP and should arrive at your store in about 7 days.

Please contact us again if we can help in any way.

Yours sincerely,

Adnan Al Hazmi
Director of Al Hazmi Computers Inc.

EXERCISES

I. Arrange the following parts of a letter from top to bottom.

Wrong Arrangement

- 1) Salutation
- 2) Return address
- 3) Complimentary closing
- 4) Typed name of writer
- 5) Handwritten signature
- 6) The body of the letter
- 7) Inside address
- 8) The date

Right Arrangement

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____

II. Match the following:

Column A

- 1) The start
- 2) The reference
- 3) The reason for writing
- 4) Requesting
- 5) Agreeing to requests
- 6) Giving bad news
- 7) Enclosing documents
- 8) Closing remarks
- 9) Reference to future contact
- 10) The finish

Column B

- a) Yours faithfully
- b) I am enclosing
- c) Thank you for your help
- d) Dear Sir
- e) Unfortunately
- f) Your phone call today
- g) I would be delighted to
- h) I look forward to
- i) Could you possibly?
- j) I am writing to enquire about

III. Answer the following questions.

- 1) Define business letter.

- 2) Name the three important sections of a business letter.

Chapter 4

LETTERS OF ENQUIRY AND LETTERS OF REPLY

LETTERS OF ENQUIRY

Enquiry letter is a kind of business letter requesting specific information or details on perhaps a product, a promo or something useful and significant to the sender.

These letters are often written in response to an advertisement that we have seen in the paper, a magazine, a commercial on television when we are interested in purchasing a product, but would like more information before making a decision.

Remember to place your or your company's address at the top of the letter (or use your company's letterhead) followed by the address of the company you are writing to.

SAMPLE LETTER OF ENQUIRY

Mohammad Saleh
45 Jazan Road
Jazan

Oxford University Press
3487 23rd Street
London, 12009

March 12, 2012

To Whom It May Concern:

With reference to your advertisement in yesterday's The Times, could you please send me a copy of your latest catalogue? I would also like to know if it is possible to make purchases online.

Yours faithfully

(Signature)

Mohammad Saleh
Administrative Director
English Learners & Company

LETTERS OF REPLY

It is very important to make a good impression when responding to enquiries from potential customers. Of course, the best impression will be made by providing the materials or the information that the prospective client has asked for in a well written response.

Remember to place your or your company's address at the top of the letter (or use your company's letterhead) followed by the address of the company you are writing to. You can also include a reference number for correspondence.

Important Language to Remember

The Start:

- Dear Mr, Ms (Mrs, Miss VERY IMPORTANT use Ms for women unless asked to use Mrs or Miss)

Thanking the Potential Customer for His/her Interest:

- Thank you for your letter of ... inquiring (asking for information) about ...
- We would like to thank you for your letter of ... inquiring (asking for information) about ...

Providing Requested Materials:

- We are pleased to enclose ...
- Enclosed you will find ...
- We enclose ...

Providing Additional Information:

- We would also like to inform you ...
- Regarding your question about ...
- In answer to your question (inquiry) about ...

Closing a Letter Hoping for Future Business:

- We look forward to ... hearing from you / receiving your order / welcoming you as our client (customer).

Signature:

- Yours sincerely (remember use 'Yours faithfully' when you don't know the name of the person you are writing and 'Yours sincerely' when you do).

SAMPLE LETTER OF REPLY

Oxford University Press
3487 23rd Street
London, 12009

Mohammed Saleh
Administrative Director
English Learners Company
45 Jazan Road
Jazan

March 12, 2012

Dear Mr Mohammed

Thank you for your inquiry of 12 March asking for the latest edition of our catalogue.

We are pleased to enclose our latest brochure. We would also like to inform you that it is possible to make purchases online at <http://oxforduniversitypress.com>.

We look forward to welcoming you as our customer.

Yours sincerely

(Signature)

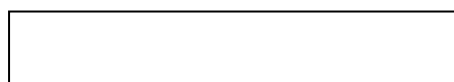
Johny Foster
Marketing Director
Oxford University Press

EXERCISES

I. Letter writing assignment.



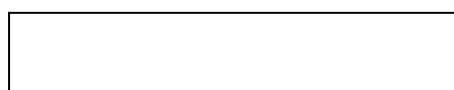
← 1) Return address



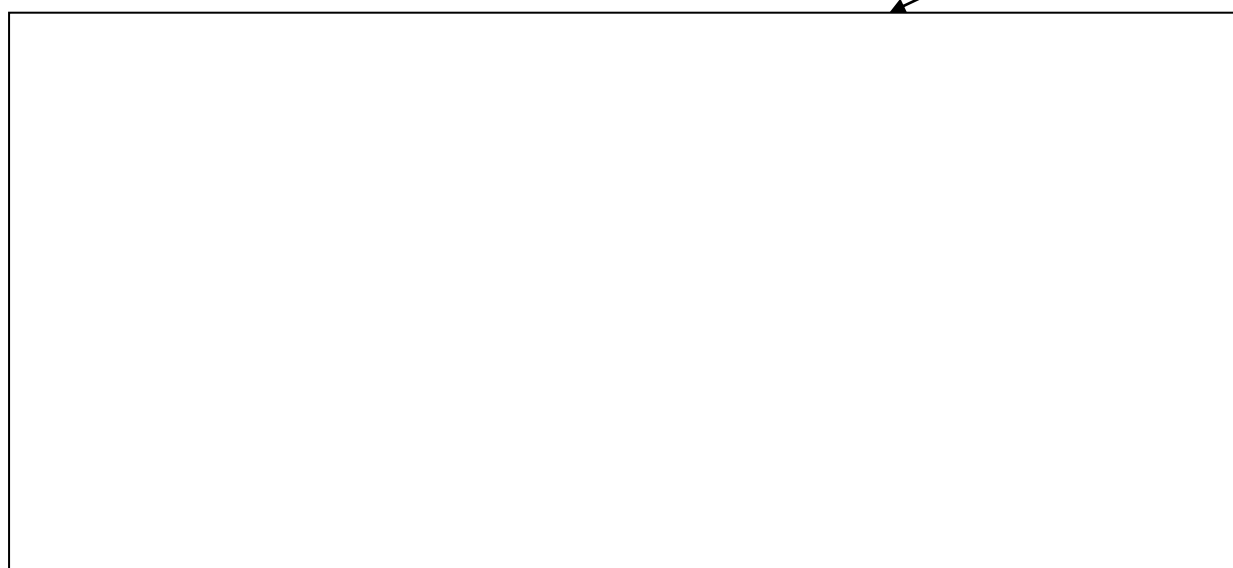
← 2) Date



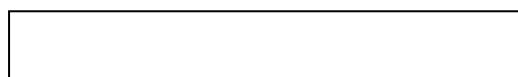
← 3) Inside address



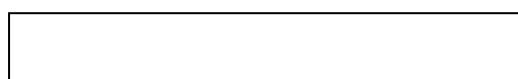
← 4) Salutation



↙ 5) Body of letter



← 6) Closing



← 7) Signature



← 8) Name of writer

Chapter 5

LETTER OF APPLICATION

Application letter is that they are used by job seekers to persuade companies to hire them. Also referred to as a cover letter, this kind of letter comes with a resume or the curriculum vitae (CV)

With that said, business letters of this kind should highlight a person's good qualities and achievements while concealing certain weak spots that might hurt the chances of getting the job.

The cover letter should always be included when sending your resume or CV for a possible job interview. This letter of application serves the purpose of introducing you and asking for an interview. Here is an outline to writing a successful cover letter. To the right of the letter, look for important notes concerning the layout of the letter signalled by a number.

Letter of Application Outline

2520 Vista Avenue - 1
Jazan

April 19, 2012

Mr. Jabir Mohammed, Personnel Manager - 2
Saudi Telecom
587 Jeddah Road

Dear Mr. Mohammed - 3

OPENING PARAGRAPH - Use one of the following to bring yourself to the attention of the reader and make clear what job you are applying for:

1. Summarize the opening
2. Name the opening
3. Request an opening
4. Question the availability of an opening

MIDDLE PARAGRAPH(S) - Use one of the following in each of your middle paragraphs to provide the reader with plenty of reasons to invite you to an interview:

1. Education
2. Work experience
3. Ability to work with others and/or alone
4. Interest in your field
5. Interest in the company
6. Responsibilities in previous positions

CLOSING PARAGRAPH - Use the closing paragraph to ensure action on the part of the reader.

The last paragraph needs to help ensure that action is taken. You can ask for an interview appointment time, stating that you will be happy to come to the employer's office when convenient. Make it easy for the reader to follow-up by providing your telephone number and email address.

Sincerely,

Ahmad Yahya - 4

Enclosure

Important Salutation Notes

- 1 - Begin your cover letter by placing your address first, followed by the address of the company you are writing to.
- 2 - Use complete title and address; don't abbreviate.
- 3 - Always make an effort to write directly to the person in charge of hiring.
- 4 - Always sign letters.

SAMPLE APPLICATION LETTER 1

Here is an example of a sample cover letter written in response to an advertisement in the newspaper. Before taking a look at the letter, here are some useful key phrases to use in your own cover letters.

Useful Key Phrases

- I am writing to you in response to your advertisement for...
- As you can see from my enclosed resume, my experience and qualifications match this position's requirements.
- I would like to point out... immediately upon his return.
- During, I improved (furthered, extended, etc.) my knowledge of...,
- I look forward to an opportunity to speak with you in person. (OR to speak with you personally)

2520 Vista Avenue
Jazan

April 19, 2012

Mr. Jabir Mohammed, Personnel Manager
Saudi Telecom
587 Jeddah Road

Dear Mr. Mohammed

I am writing to you in response to your advertisement for a Legal Assistant specializing in Telecom Regulatory Law, which appeared in the Arab News on April 15. As you can see from my enclosed resume, my experience and qualifications match this position's requirements.

I especially would like to point out that I graduated from Jazan University and was hired directly upon graduation due to my expertise in telecom authority regulations.

During the four years that I worked for Mobily, I further deepened my knowledge of the fast changing regulatory laws in our state. My employer also thought highly enough of my abilities to promote me to head legal researcher after my first year of employment.

I look forward to an opportunity to personally discuss the position with you. Sincerely,

Ahmad Yahya

Enclosure

SAMPLE LETTER OF APPLICATION 2

Here is an example of a sample cover letter requesting a position.

Useful Key Phrases

- Please accept this letter as an expression of interest in the position of...
- I have enclosed a copy of my resume for your review.
- ...and believe I possess the right combination of....skills.
- My current position.... has provided the opportunity to ...
- I look forward to your reply.

2520 Vista Avenue
Jazan

April 19, 2012

Mr. Jabir Mohammed, Personnel Manager
Saudi Telecom
587 Jeddah Road

Dear Mr. Mohammed

Please accept this letter as an expression of interest in the position of Areas Sales Manager

I have enclosed a copy of my resume for your review. I am familiar with the requirements for success in the Sales profession.

My current position coordinating two local area sales teams has provided the opportunity to work in a high-pressure, team environment, where it is essential to be able to work closely with my colleagues in order to meet sales deadlines.

Thank you for your time and consideration. I would welcome the opportunity to personally discuss my potential contributions to your company with you.

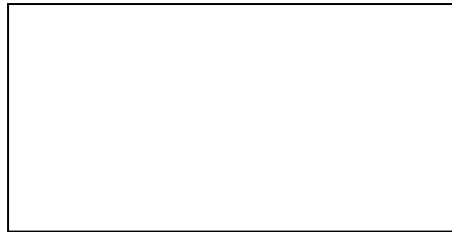
I look forward to your reply.

Sincerely,

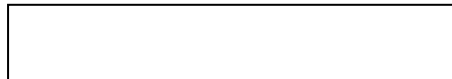
Ahmad Yahya

EXERCISES

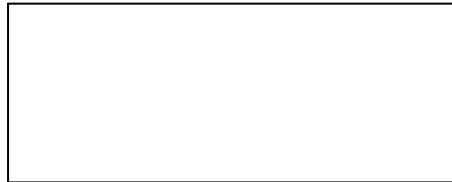
I. Letter writing assignment.



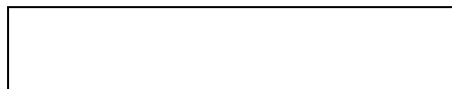
← 1) Return address



← 2) Date



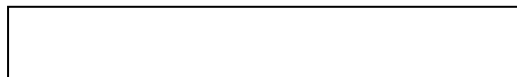
← 3) Inside address



← 4) Salutation



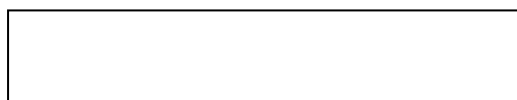
← 5) Body of letter



← 6) Closing



← 7) Signature



← 8) Name of writer

Chapter 6

SALES LETTERS

Sales letters are used by companies to generate sales, introduce a particular product or to entice customers to buy from the company.

The conflict in a sales letter is to blend the criterion of professionalism and personal appeal. Thus, in order to do so, sales letter must be written in a friendly way without sacrificing the guidelines of formality.

The following letters introduce products for sales.

Useful Key Phrases

- Are you having trouble ...
- This is why it is important to have ...
- At X, we have the skills and experience to ...
- May we stop by and offer you a FREE estimate of how much it would cost to ...
- If so, give us a call at X and set up an appointment with one of your friendly operators.

SAMPLE SALES LETTER

Document Makers
2398 Red Street
Jeddah

March 10, 2012

Mohammad Yahya
Drivers Co.
3489 Jazan
Jazan

Dear Mr. Yahya

Are you having trouble getting your important documents formatted correctly? If you are like most business owners, you have trouble finding the time to economically produce good-looking documents. This is why it is important to have a specialist take care of your most important documents.

At Documents Makers, we have the skills and experience to come in and help you make the best possible impression. May we stop by and offer you a FREE estimate of how much it would cost to get your documents looking great? If so, give us a call at and set up and appointment with one of your friendly operators.

Sincerely,

(Signature here)

Ali Ahmad
President

EXERCISES


I. Letter writing assignment.

A rectangular box intended for the return address.

← 1) Return address

A rectangular box intended for the date.

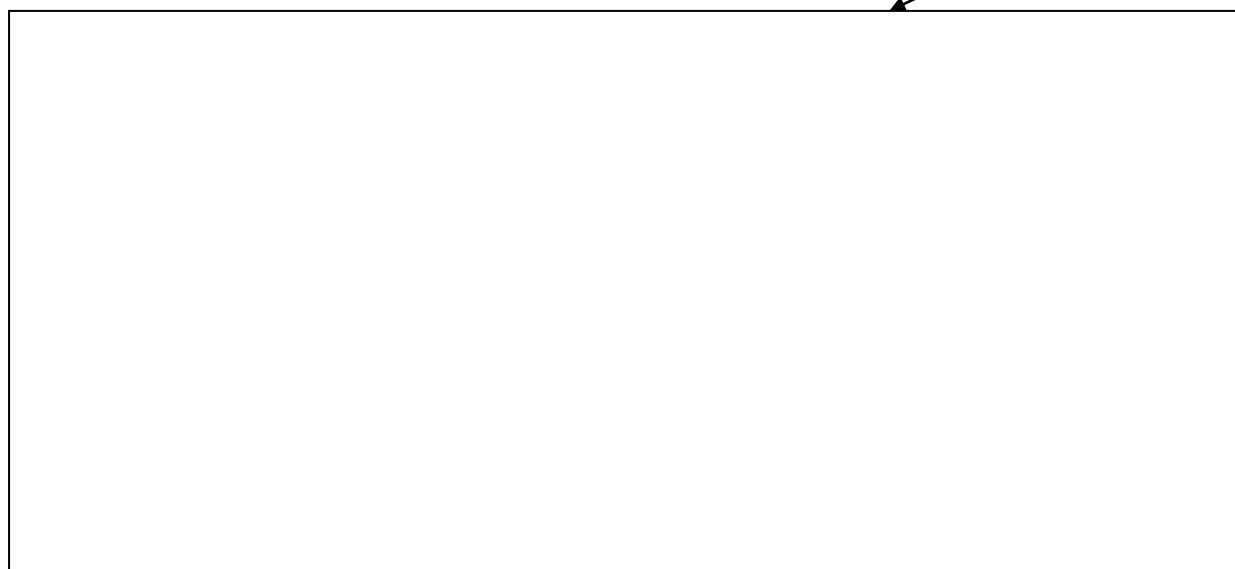
← 2) Date

A rectangular box intended for the inside address.

← 3) Inside address

A rectangular box intended for the salutation.

← 4) Salutation

A large rectangular box intended for the body of the letter.

← 5) Body of letter

A rectangular box intended for the closing.

← 6) Closing

A rectangular box intended for the signature.

← 7) Signature

A rectangular box intended for the name of the writer.

← 8) Name of writer

Chapter 7

COLLECTION LETTER

Collection letters are letters which are used to politely demand payment without losing the goodwill and good relations with the customers.

Needless to say, the collection letter is the most delicate kind of business letter. It should appeal to the customers and at the same time display proper authority.

Furniture Shop
Street Address
City, State, Zip

Date (MM/DD/YYYY)

Dear Mr. Yahya

We have diligently persuade you to pay your delinquent balance. We have suggested several different extensions of the payment period, arrangements for smaller monthly payments, and lenders who can assist you in your situation. We have entreated you to discuss this matter with us, at the very least.

We have come to the end of our resources, and we must now seek help from outside our own company. Therefore, we consulted with our attorney, who advised us that we have several available options for obtaining the money you owe us.

We are very interested in resolving this issue without going to court. Therefore, we have decided to extend your credit for 30 days from the date of this letter.

To avoid legal action, we must receive your cheque for SR5,773.98 on or before [date (MM/DD/YYYY)].

Sincerely,

(Signature here)

Jabir Mohammad
Office Manager

Chapter 8

AGENDA AND MINUTES OF MEETING

AGENDA OF MEETING

An agenda is a list of meeting activities in the order in which they are to be taken up, beginning with the call to order and ending with adjournment. It usually includes one or more specific items of business to be considered. In business meetings the agenda may also be known as the orders of the day. The agenda is usually distributed to a meeting's participants prior to the meeting, so that they will be aware of the subjects to be discussed, and are able to prepare for the meeting accordingly. The agenda is usually headed with the date, time and location of the meeting, followed by a series of points outlining the order of the meeting.

Points on a typical agenda may include:

OPENING THE MEETING

- ❖ The agenda should set out the title or topic of the meeting along with date, time and place. Following this, begin the agenda by providing opportunity to acknowledge the absence of anyone able to attend. This section is usually called, "Apologies for Absence."
- ❖ The first substantive item on the agenda—if the meeting is one of a series—is approval of the Minutes of the previous meeting. This is an opportunity to note any errors in the record of the last meeting. Ensure that the Minutes of the previous meeting are circulated in advance so that they can be reviewed by attendees.
- ❖ The agenda should continue with "Matters Arising." This is an opportunity to note issues yet to be resolved from the previous meeting, report ongoing efforts and note progress or query lack of progress.

THE MAIN ORDER OF BUSINESS

The agenda should then move to the main order of business. This is the prominent list of topics to be discussed at the meeting set out in a logical order. These topics might be announced in advance by the chairperson, or suggested by the meeting's attendees. Be certain that you have collected all such suggestions before setting out the agenda. Often specific attendees will be designated to introduce each topic. Make sure you have a complete list of topics, as well as the names of the attendees who will

introduce them. You might also be required to allocate time to topics so that the meeting does not run longer than necessary.

At some meetings, a special presentation will be planned to review a topic in detail. The presentation may include visual aids or a demonstration of some kind. There is no fixed position on the agenda for such a presentation, although it will usually follow any discussion relating to the Minutes of the previous meeting. Make sure that it appears on the agenda.

CLOSING THE MEETING

- ❖ The next topic, "Any Other Business" signals that the dominant part of the meeting is over. This is an opportunity for attendees to raise for discussion topics not included in the main order of business. And it can be important if a significant issue arises after the agenda for the meeting is circulated.
- ❖ If this is one of a series of meetings, the last item on the agenda should be setting the date, time and place of the next meeting. After this is agreed, the agenda can end and the meeting be adjourned.
- ❖ When the agenda is fully set out, print copies and distribute them to attendees in advance of the meeting. Be prepared to deal with questions, corrections or suggestions for further topics after the first draft of the agenda is circulated. Sometimes a second draft will be required.

MINUTES OF MEETING

Minutes, also known as protocols, are the instant written record of a meeting. They often give an overview of the structure of the meeting, starting with a list of those present, a statement of the various issues before the participants, and each of their responses thereto. They are often created at the moment of the meeting by the secretary, who may record the meeting in shorthand, and then prepare the minutes and issue them to the participants afterwards. It is important for the minutes to be brief and concentrate on material issues rather than being a verbatim report, so the minute-taker should have sufficient understanding of the subject matter to achieve this. The minutes of certain entities, such as a corporate board of directors, must be kept and are important legal documents.

FORMAT OF MEETING MINUTES

- ❖ Generally, minutes begin with the name of the body (e.g. a committee) holding the meeting, place, date, list of people present, and the time that the chair called the meeting to order. The minutes then record what was actually said at the meeting, either in the order that it was actually said or in a more coherent order, regardless of whether the meeting follows (or ignores) any written agenda. Since the primary function of minutes is to record the decisions made, any and all official decisions must be included.
- ❖ It is often common for adherents to the "less is more" approach to include certain facts: for example, that financial reports were presented, or that a legal issue was discussed, or that a particular aspect of an issue was duly considered, or that a person arrived late (or left early) at a particular time. The minutes may end with a note of the time that the meeting was adjourned.
- ❖ Minutes in businesses and other private organizations are sometimes submitted by and over the name of the officer of the organization or committee who is responsible for them at a subsequent meeting for review.
- ❖ If the members of the committee or group then agree that the written minutes reflect what happened at the meeting, then they are approved, and the fact of their approval is recorded in the minutes of the current meeting. If there are major errors or omissions, then the minutes will be redrafted and submitted again at a later date. However minor changes may be made immediately, and the amended minutes may be approved "as amended."
- ❖ Business and other meetings commonly assign tasks to individuals (or bodies). Usually (but not always) this is someone who is attending the meeting. This is known as "placing an action". The assignment of a task to an individual is an important decision by the meeting and so all actions must be accurately recorded in the minutes.

EXERCISES

I. Fill in the blanks with the correct word

specific protocols orders of the day legal

- 1) In business meetings the agenda is also known as _____.
- 2) An agenda usually includes one or more _____ items to be considered.
- 3) Meeting minutes of corporate board of directors are important _____ documents.
- 4) Meeting minutes are also known as _____.

II. Write T for True and F for False

- 1) The agenda is usually distributed to the participants after the meeting. ()
- 2) Acknowledging absence in a meeting is usually called apologies for absence. ()
- 3) The meeting minutes should be brief and contain only material issues. ()
- 4) If the meeting is one of a series of meetings, the last item on the agenda should be setting the date, place and time of the next meeting. ()

III. Answer the following questions.

- 1) What is an agenda?

- 2) Define minutes of a meeting.

- 3) What is “planning an action” in a business meeting?

Chapter 9

DRAFTING FAX MESSAGES, MEMOS AND E – MAIL

DRAFTING FAX MESSAGES

- ❖ **Create a cover letter** showing who the document is for and from whom it is being sent as well as the intended fax number and your phone number. This alerts the office where the fax is sent and to whom it is intended for. Place the cover letter on top of your document and insert them into the fax machine feeder facing in the direction in which the machine specifies.
- ❖ **Enter the fax number** into the carefully into the fax machine. There will be a number pad just like the phone dial pad on the fax machine.
- ❖ Hit the send key once you have once you have properly entered all the numbers into the machine. This will initiate the sending of the document. The send key is larger than the others and easy to locate. Traditionally, it is placed next to or just below the number pad.
- ❖ **Wait for your documents to pass** through the machine and collect them when finished. Whatever you are sending will pass through a series of rollers that feed it through the machine and copy it digitally.
- ❖ **Look for a confirmation page to print.** This will tell you whether or not your fax successfully went through.

DRAFTING MEMOS

- ❖ **Organize your thoughts before writing the memo.** Memos are meant to be direct and to the point, so make sure you have all the important information which need to be organized in an efficient manner.
- ❖ **Understand the format of a basic memo.** The heading of a memo always includes the date, the name of the sender, the names of the recipients and the subject heading. Make the subject heading as specific as possible.
- ❖ **Simplify your information.** A memo must be able to be read quickly and easily Understood. Replace large words and uncommon vocabulary with synonyms that will be understood and to the point. Use bullets and numbered lists where appropriate.

- ❖ **Eliminate any statements** that are not directly related to the purpose of the memo. A memo is not the right place to expand upon one's personal opinions or thoughts. These will only serve to add unnecessary length to your memo and could distract your audience from the main focus.
- ❖ **Remember your audience.** Consider who will be reading your memo and be sure to write your memo in a style and language that will be appealing and easily understood.
- ❖ **Include everyone.** Be sure prior to sending out your memo that you have included everyone who will need access to the information it contains. Failure to include all the necessary people could result in a breakdown in communication, not to mention your information not reaching all the sources you intended.
- ❖ **Check your spelling, grammar and punctuation** before sending out your memo. Any grammatical mistake will be distracting to those receiving the memo and will also make it appear less professional.

DRAFTING EMAIL

- ❖ **Begin with the full name, title, business and email address** of the person to whom you are writing.
- ❖ **Write the actual message in a clear and concise manner.** Don't forget to check for spelling and grammatical errors once you have completed the message.
- ❖ **Check the message to make sure** you included and justified all the reasons for which you are writing the email.
- ❖ **Fill out the "To" and "From" fields** in the email.
- ❖ **Pick a subject** that will draw the attention of the reader. Do not pick a random subject that has nothing to do with the reasons for which you are emailing the person. This also makes it easier for the person to search for your email if you call them in reference to your email.

EXERCISES

I. Fill in the blanks with the correct word.

confirmation larger careful direct top

- 1) The send key of a fax machine is _____ than the other keys.
- 2) We should be _____ while entering the numbers into the fax machine.
- 3) Memos are meant to be _____ and to the point.
- 4) The cover letter should be placed on _____ of the document.
- 5) The page _____ tells us whether or not the fax successfully went through.

II. Write T for True and F for False.

- 1) We should not create a cover letter before sending a fax. ()
- 2) The heading of a memo does not contain the date. ()
- 3) A memo should be able to be read quickly and easily understood. ()
- 4) We should check our e-mail for spelling and grammar before sending it. ()
- 5) While writing an e-mail, pick a subject that will draw the attention of the reader. ()