



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Soft Skills

Lecture 28

Business Letters: Format & Style

Dr. Binod Mishra
Department of HSS, IIT Roorkee



Format of Business Letters

- ✓ Full Block
- ✓ Modified Block
- ✓ Semi-block Format
- ✓ Simplified Format



Contd.

Format of Business Letters

Olivia Cleverelle
SavvyCor Ltd
20 Green St., Suite 14
Upland, NY 10947

October 27, 2006

Ms. Margaret Edwards
Barnell Ltd
40 Stansfield Road
London SE27 1HF

For the Attention of Financial Manager

Dear Ms. Edwards:

I wanted to take this opportunity to thank you for the excellent job you did in arranging financing for our project. We appreciate the fact that you made yourself available for discussion seven days a week. We were impressed by your thorough knowledge of financing and investment banking.

We have been dealing with our new financial institution for about a week now. The advantages of association with this institution are already apparent. I feel as though we have taken a quantum leap forward in progress.

I would not hesitate to retain your services again and to recommend your firm to any company seeking the best representation.

Sincerely yours,

D. Cleverelle

Olivia Cleverelle
President

Savvy-Business-Correspondence.com

Full Block

Gregory Donaldson
Miron Inc.
247 Madison Ave., Suite 2100
New York, NY 10016

December 5, 2006

Olivia Cleverelle
SavvyCor Ltd
20 Green St., Suite 14
Upland, NY 10947

Dear Ms. Cleverelle:

The first shipment of equipment from SavvyCor Ltd has arrived. We are delighted with every piece. Therefore, we decided to make our initial purchase larger than anticipated. I am attaching our purchase order No. 8990 for additional goods totaling list price \$700,000.

Since you already have a copy of our Procurement Guidelines, I shall not attach them to this order. As before, we will establish a letter of credit. Please inform me of shipping dates.

Sincerely,

G. Donaldson
Gregory Donaldson,
Chief Procurement Officer

Enclosure: Purchase Order No. 8990

Savvy-Business-Correspondence.com

Modified Block

Imperial Stationery Ltd
226 North Hargett Road - Morrisville, NC 27560 (919) 375-2788

January 4, 2007

Ms. Ashley Nichols
SavvyCor Ltd
20 Green St., Suite 11
Upland, NY 10947

Dear Ms. Nichols:

Thank you for ordering 15 copies of premium paper from Imperial Stationery Ltd. Your order has been shipped and should reach you within the next five business days.

Find enclosed your total bill for the above order amounting to \$794.88, and the check for \$25.88 to your refund. Because you paid in advance, we are giving you 5 percent cash discount and we also are paying for shipping and handling.

Imperial Stationery is pleased to add you to its list of customers. We look forward to your next order.

Sincerely,

J. O'Conelly
Jennifer O'Conelly
Customer Service

2 Enclosures

Savvy-Business-Correspondence.com

Indented/Semi-Block

(SIMPLIFIED)

Letter Head

Date

Inside Address

Subject All Caps

Name And Title



Full Block

- All the parts of the letter start at the left-hand margin.
- The date, salutation, complimentary close, and signature are placed are flushed towards left.
- There is no punctuation followed.
- Double space is followed between:
 - i. Salutation & Subject line
 - ii. The end of the body & the complimentary close.

Vikas Publishers
Kalidas Marg, Achalpura, Jaipur- 303908

March 15, 2017
Prof. Jayant Mishra
Alpha Engineering Institute
65, Ramkrishna Marg
Puducherry-605001

Dear Sir:

Subject: _____

Yours sincerely
Priyam Sunder



25 November, 2008.

The Regional Manager
State Bank of Bikaner & Jaipur
Rajnagar, Jaipur-333431

Dear Sir

Subject: Transfer of my Savings Account

I would like to bring to your notice that I have a Savings Bank Account in your bank. Recently I have been transferred from Jaipur to Chandigarh. The details of my account are as follows:

Savings Bank Account No: 534466675, Single operation

I would be highly grateful to you if you could kindly transfer the above policies as early as possible to the nearest branch of Chandigarh.

I look forward to your early response.

Yours truly
Vinay Kumar

Encl: 1. Pass book
2. Cheque book



Modified Block

- ✓ It is block because the address, subject line, and salutation are aligned with the left-hand margin.
- ✓ The paragraphs in the body are blocked.
- ✓ Date, complimentary close and signature are placed between the right hand margin and centre of the page.

Format

Vikas Publishers
Kalidas Marg, Achalpura, Jaipur- 303908

March 15, 2017

Prof. Jayant Mishra
Alpha Engineering Institute
65, Ramkrishna Marg
Puducherry-605001

Dear Sir:

Yours sincerely
Priyam Sunder



20 November, 2008

To
The Dean (Academics)
Netam College of Engineering & Technology
Trivandrum.

Dear Madam

Sub: Confirmation to act as an Expert in the selection committee

Thanks for your invitation to call me as the expert member of the selection committee to recruit lecturers in Department of Aeronautics Engineering, in your college on 11.12.08 at 10:00 A.M. I express my delight to be called and give my consent to be there on the said date. I shall be reaching Trivandrum in the evening on December 10 by Deccan Airlines.

I shall be delighted if you send someone to the airport to receive me. I don't have much idea about the geography of your town.

With regards,

Yours faithfully
Pyarelal Pathak



Semi-block Format

- More or less similar to the modified block style.
- Paragraphs are indented.
- The date and complimentary close are the same as in the modified block style.
- The inside address is written on the left-hand margin.

Imperial Stationery Ltd
258 North Hampton Road Manhasset, NY 10847 (914) 375-2788

January 4, 2007

Ms. Ashley Nickols
Savbizcor Ltd
28 Green St., Suite 11
Upstate, NY 10947

Dear Ms. Nickols:

Thank you for ordering 15 cases of premium paper from Imperial Stationery Ltd. Your order has been shipped and should reach you within the next five business days.

Find enclosed your total bill for the above order amounting to \$794.85, and the check for \$23.85 is your refund. Because you paid in advance, we are giving you 3 percent cash discount and we also are paying for shipping and handling.

Imperial Stationery is pleased to add you to its list of customers. We look forward to your next order.

Sincerely,

J. O'Conelly

Jennifer O'Conelly
Customer Service

2 Enclosures



Simplified Format

- ✓ Followed when the writer is not aware of status/gender of the receiver.
- ✓ The date, complimentary close, and signature are spaced on the right-hand margin.
- ✓ The attention line is also written in capital letters.

PARADEEP COLLEGE OF SCIENCE, ARTS & COMMERCE
LEONARD VALLEY, LAKSMANPURI
GANGTOK

Tel No: 03592-256767

Fax: 03592-256767

<http://www.pcs.in>

July 28, 2008

Regional Tourist Officer
Uttaranchal Tourism
Dehradun

REGARDING EXCURSION

We shall be delighted if you kindly let us know about the tourist places in Uttaranchal and the appropriate time to visit them. Our students are thinking of going on an excursion trip. We would like to send 60 students in a batch. Each batch will have five teachers too.

The details about tourist spots, accommodation and transport facility would allow us to proceed in this regard. We shall appreciate if you also make available the total estimate to help us chalk out the plan.

Ravindra Shetty



Style and Language

- Adopt a language that is reader friendly.
- Develop a You-approach.
- Show your courtesy and consideration.
- Avoid blaming the reader.
- Avoid being negative.



Contd.

- Be precise but be natural.
- Be simple and specific.
- Make judicious use of I and We.
- Minimize the use of Passive.



Examples of unprofessional language

- Your refrigerator's warranty has already expired. Any service for your machine will be provided on payment basis.
- We are glad we can now send your Xerox machine. We also look forward to receive orders from our customers in future as well.
- Your application cannot be entertained as you don't fulfil our required qualification. Why don't you try next year?

Contd.

- You have not mentioned the model and the colour of the cell phone you want to buy from us.
- It is very difficult to continue business relation with you. If we get customers like you, our business will come to a halt.
- As a valued customer you should know that we have full faith in our quality control division. We are not responsible for the damages occurred during transportation.

“Say all you have to say in the fewest possible words, or your reader will be sure to skip them; and in the plainest possible words or he will certainly misunderstand them.”

– John Ruskin

