



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Soft Skills

Lecture 29

Types of Business Letters **Part I**

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Types of Business Letters

- Sales Letter
- Letter of Enquiry
- Letter for Placing orders
- Letter of Credit
- Refusal Letter



Contd.

- Collection Letter
- Claim Letter
- Adjustment Letter
- Letter of Recognition

Characteristics of a Business Letter

- ✓ Clear Content
- ✓ Tone of goodwill
- ✓ Correct format



Secret of a good Sales letter

“If he is rude, be specially courteous. If he is muddle-headed, be specially lucid. If he is pig-headed, be patient. If he is helpful, be appreciative he convicts you of a mistake, acknowledge it freely and even with gratitude.”

--Sir Ernest Gower



AIDA Process

- ✓ Arousing interest
- ✓ Creating desire
- ✓ Carrying conviction
- ✓ Inducing action



Steps to writing BL

Analysis, anticipation and adaptation

- ✓ Determine your purpose
- ✓ Anticipate audience's reaction
- ✓ Visualize the audience
- ✓ Organize your letter carefully
- ✓ Revise and proofread



Introductory paragraph

- Make a striking statement
- State a significant point
- Relate an anecdote
- Make special offers
- Focus the central selling point
- Make special appeals
- Ask a question

Body of Sales Letter

**Explain the qualities of your product and its special features.
Convince him that your claims are true.**

Ways to do so

Trial offers

Guarantees

free samples

Testimonials and test results

Statistics

Enclosing additional literature.

Concluding the Sales letter

Repeat the points made earlier, e.g.

Send your orders today and be the first in the town to own our newly designed television.

☐ **Avoid such conclusions**

☐ **Negative endings,**

☐ *Do not miss this opportunity; it is an unusual offer.*

☐ *You will regret your decision if you do not order now.*

Letters of Enquiry

Put the main idea first

Punctuate polite command with a period and not with a question

Show appreciation before closing your letter

We are grateful for the information you will provide because it will help us have a smooth transaction.

I appreciate this information that will enable me to decide our order for 45 ACs for our offices.



Replying Letters of Enquiry

Provide easy to understand subject line

Avoid the following:

- Article
- Complete sentence
- Ending the sentence with a period

Subject: Your letter of February 25 about Lumia Cellphone



Opening, body and close

Announce the good news first and avoid dull openings:

Please find the information you had requested for....

Body:

- Explanation and additional information
- Arrange information sequentially in case of many queries
- Provide a bulleted list and explanation of the items

Dealing with Mixed messages

Emphasize the good news

Yes, I would be delighted to deliver a talk to your final year students.

Explain a problem

My schedule for the first two weeks of March are very tight as I'll be out of the country for a conference in Sweden.

Present the bad news in the middle

Although I cannot deliver a talk to your final year students during that time, perhaps we can schedule a date during the third week of March.

How to end the message

End the message cordially

Thanks for the invitation to deliver a talk to your final year students. I look forward to arranging a date in the third week of March when I can talk to them about the growing importance of Soft Skills in the business world.



Letters for placing orders

Let the reader immediately know about the purchase

“Please send me 45 Hitachi Window ACs.”

List orders vertically

Inform the payment procedure.

Conclude on a cordial note



Credit Letter

- ✓ Buying on credit has become a way of life in modern business.
- ✓ Buy now and pay later schemes are floated by sellers to promote business.



Requirements of Credit Letter

- ✓ Mention source of information about the product.
- ✓ Place the order indicating the desired terms of credit.
- ✓ Essential information about the business.
- ✓ Supply credit references.
- ✓ Promise to supply further information if required to establish financial credibility.

Refusal Letter

- ✓ Thank the applicant for the request.
- ✓ State the reasons.
- ✓ Try to retain the customer by encouraging him to pay cash for the present transaction.
- ✓ Suggest the possibility of making credit arrangements in future.