

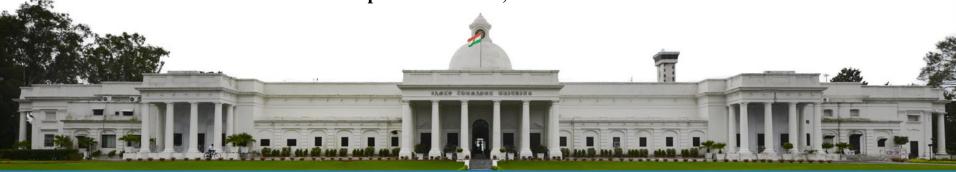


Soft Skills

Lecture 28

Business Letters: Format & Style

Dr. Binod Mishra Department of HSS, IIT Roorkee



Format of Business Letters

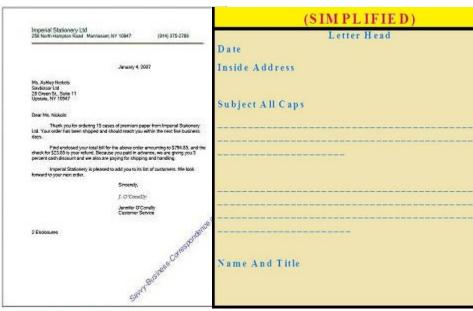
- ✓ Full Block
- ✓ Modified Block
- ✓ Semi-block Format
- ✓ Simplified Format

Contd.

Format of Business Letters







Full Block Modified Block

Indented/Semi-Block





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

March15, 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 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 Shettty





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