LETTER WRITING

It is important for professionals to be educated on the functional importance of effective writing. In letter writing, precision and clarity of meaning are extremely important. Time is a valuable resource, and precise communication helps save the time of the writer as well as of the recipient. People who value time and communication are bound to gain out of their effective communication skills.

> 'Letter writing is the only device for combining solitude with good company.'
>
> *–Lord Byron*

Further, the reader creates an image of the writer or the organization through their letters. A good letter should make for effortless reading. It should be clear and concise, with short sentences and simple words. It should keep to the facts and be easy to read and understand.

The following sections will take us through the various characteristics and components of professional letters.

The Seven Cs of Letter Writing

To write an effective letter, one needs to understand the purpose of writing and then draft the letter, focussing on the reader's perspective. Formal letters should be clear, courteous, firm, and as friendly as the topic allows. The best letters have a conversational tone and read as if the reader is being spoken to. The following are the seven Cs of letter writing:

- Clarity
- Conciseness
- Correctness
- Courtesy
- Cordiality
- Conviction
- Completeness

While writing a letter, we usually try to convince our readers or derive a positive reaction from them. The readers will respond quickly only if the meaning is crystal clear and conveyed well. We need not attempt to present ourselves or our organization as perfect and flawless. Instead, by taking a stance and accepting responsibility, we may create a more reliable impression.

Significance

Any organization will have to correspond in writing with its customers, branches, suppliers, bankers, and other vendors with whom it has or would like to have a lasting professional relationship.

There have been enormous changes in communication patterns in the past decade. However, traditional formal letters still retain their importance for the following reasons:

- Just as personal letters help maintain personal relationship with friends and relatives, formal letters assist in sustaining relationships with other organizations, clients, and vendors.
- They are the appropriate forms of communication when the information to be conveyed is complex.
- They serve as permanent records and are a valuable repository of information, which can be referred to in future.
- They help reach out to a large and geographically diverse audience economically.

Purpose

Although each individual letter has a unique message, the ultimate purpose of writing any formal letter is to sustain existing business relationships or to create and establish new business

relationships. For example, when we apply for a job, we offer our services to the prospective employer. Similarly, when the purchase manager of a company writes a letter complaining about a damaged consignment, his/her aim is not only to bring the flaw to the notice of the recipient but also to request for corrective action. Formal letters therefore are written for varied purposes as mentioned below:

- To inform
- To enquire
- To request
- To complain
- To sell a product, service, or scheme
- To congratulate
- To order
- To collect dues
- To make an adjustment
- To apply for a job

Structure

Unlike personal letters, formal letters have a distinct structure and layout. One needs to be familiar with not only the different elements or parts of a letter but also their positioning in the letter and the purpose for which they are included in the letter. Several of these elements appear in all letters, while others appear only when desirable or appropriate.

Standard elements

Heading Also known as the letterhead, the heading shows the organization's name, full address, and telephone numbers. If a separate letterhead is not provided, the heading includes the sender's address. Letterheads have the potential to create a favourable impression and hence need to be designed with thought and imagination. The colour and quality of paper, the size of the letterhead, the type of fonts that are used, and the spacing are factors to be carefully considered. Many companies even seek the help of advertising agencies to design their letterheads. A sample letterhead is shown here:

Hi Tech Graphics

613, Circular Road, Bangalore-560001
Serving your needs since 1990

Phone: (080) 2335618 **Fax:** (080) 2335710 **Email**: sales@hitechgraphics.com

Whenever a letterhead paper is not used, the sender's address is either aligned with the left margin or centre-aligned, depending on the layout of the letter. For example, the same heading given above can be displayed as follows:

Hi Tech Graphics
613, Circular Road
Bangalore-560001
Phone: (080) 2335618, Fax: (080) 2335710
Email: sales@hitechgraphics.com

Block layout

Hi Tech Graphics
613, Circular Road
Bangalore-560001
Phone: (080) 2335618, Fax: (080) 2335710
email: sales@hitechgraphics.com

Modified block layout

Dateline This component refers to the date on which the letter was written. It includes the date, month, and year. It can be represented in either of the following two ways:

3 January 2015 or January 3, 2015

The former represents the British style and the latter is in American style. Some companies may use their in-house style. However, the British style is gradually giving way to the American style throughout the corporate world. For international correspondence, the accepted format for the recipient's region has to be checked first. Ordinals (e.g., 3rd, 7th, etc.) are normally not used to indicate datelines. The month should preferably be spelt out to avoid confusion with the date.

Inside address This part of the letter identifies the recipient of the letter and is separated from the date by at least one blank line. The amount of space separating the inside address from the date may also be adjusted to suit the length of the letter. A courtesy title should precede the recipient's name. Table C1 in the CD shows the appropriate titles that can be used.

It is always best to address the letter to a specific person. The name of the person can usually be obtained by checking the organization's website or by telephoning the organization. If we do not know the name of a specific person, it is acceptable to address the letter to the department or to a job title.

Immediately following the addressee's name and title, separate lines should contain the name of the company, the street address or post office box number, and the city and state or province with proper postal code or zip code. When writing internationally, the addressee's country should follow in capital letters and occupy the last line of the inside address. Here are a few samples of inside addresses:

Ms Christina George
Corporate Communications Inc.
3456 Grant
Chicago, IL 60611
USA

The General Manager
Lion Industries Limited
No. 3-A, East Patel Nagar
Manasarovar
Mumbai-400001

Messers Lal Chand and Sons
56, Nehru Marg
Greater Kailash
New Delhi-110002

Professor (Ms) Gayathri Devi
Department of Chemistry
Indian Institute of Pharmacy
Patel Colony
Secunderabad-500017

Salutation Always try to address the letter to a person by name rather than by title. If a specific name is not available, a salutation such as the following may be chosen:

Dear Committee Member
Dear Colleagues
To Whom It May Concern
Dear Students
To All Sales Reps
Dear Sir or Madam

Dear Madam or Sir *Dear Purchasing Agent*

If your letter is addressed to a company with men and women employees, the proper salutation is:

Gentlemen and Ladies *Ladies and Gentlemen*

If your letter is addressed to an organization of only women or only men, use:

Dear Sirs *Dear Ladies*
Dear Mesdames *Gentlemen*
Ladies

If we do not know the gender of the person to whom we are writing, one of the following representations may be used:

Dear Mallika Pande *Dear M. Pande*

The way we address a recipient is governed by our relationship with that person. Whether we use the first or the last name and whether we drop the Dear makes the letter either more formal or less formal:

Dear Mr Gupta: *(most formal)*
Dear Ashok:
Ashok, *(very informal)*

Current day corporate letters/emails use 'Hi' or 'Hello' to address people. Use of the first name to address someone is a common practice in the US and UK. How a person signs off is usually a safe indicator of how to address them. Surnames are seldom used. If a person signs off a letter as 'Thanks and regards, Sir Jeffrey Gallus', we should be addressing that person as 'Dear Sir Jeffrey Gallus'. However, if the same person signs off as Jeff, 'Hi Jeff' would be a more appropriate way of addressing him.

Message This is the main content of the letter and usually occupies the maximum amount of space. It should be single-spaced, with a blank line separating it from the preceding and the following parts of the letter. In addition, each paragraph of the message should also be separated by a blank line.

The main text of the letter can be formatted to make it convenient for the reader to gather information quickly and easily. For example, bulleted lists, italics, and bold fonts can be used to organize the content and emphasize where required. However, while doing so one must adhere to the style of writing practised within the organization.

Complimentary close This element is a single word or phrase, separated from the message by a blank line. Here is a list of expressions that can be used for complimentary closing:

Sincerely, Cordially, Truly, Faithfully, Faithfully yours, Cordially yours, Truly yours, Sincerely yours, Yours sincerely, Yours truly, Yours obediently, Yours faithfully

Of these expressions, the single-word expressions are more contemporary and may suit almost any formal letter. The choice of close provides a way to create just the desired tone. Closings such as, *Sincerely yours*, *Truly yours*, *Very truly yours*, etc. seem outdated. Sincerely and Cordially are widely accepted closings. *Thanks and regards*, *Warm regards*, *Best regards*, *Cheers!*, *Best*, etc. are the more common closings used currently.

Signature block The complimentary closing line is followed by the signature block, which includes the writer's signature, name, and title. Every letter must end with a signature to give authenticity to the information contained in it. An unsigned letter is of no consequence. The signature block is placed four lines below the complimentary close. It includes the sender's name and title. If your name might leave the reader in doubt about your gender, you may include a title in the signature block as shown in the sample given below:

Cordially,
Ms Santosh Singh
Senior Executive

The letterhead indicates that the writer represents the organization. However, if the letter is on plain paper or runs onto a second page, we should emphasize that we are writing legally for the company. The accepted way of doing so is to place the company's name in capital letters a double space below the complimentary close and include the sender's name and title four lines below that.

Sincerely,

SHAREWELL INDUSTRIES

Mr Atul Chauhan
President

If an organization has delegated the authority of signing letters to an executive by the Power of Attorney, that executive will add per pro. or pp. (indicating that the letter is signed on someone else's behalf) just before the name of the organization and sign below it as follows:

Cordially,
Per Pro. Sharewell Industries
Lakshmi Deshpande

Additional elements

Formal letters differ considerably from each other in their subject matter, the identifying information they need (such as addressee notation, attention line, subject line, or reference line), and also the format they adopt. The following elements may be used in any combination, depending upon the requirements of the particular letter, but generally in the order given here:

- Addressee notation
- Subject line
- Enclosure notation
- Mailing notation
- Attention line
- Reference initials
- Copy notation
- Postscript

Addressee notation This notation generally appears a double space above the inside address, in all capital letters. PERSONAL, CONFIDENTIAL, PLEASE FORWARD, and THROUGH PROPER CHANNEL are examples of such notations that are used in letters that have a restricted readership or that must be handled in a special way.

Attention line An attention line is used when the inside address does not include the name of an individual. It can be used to draw the attention of a particular person or a particular department in an organization so as to ensure a quick and prompt action in response to the letter. The attention line may be placed two spaces below the inside address. It is generally given in bold as well as capital letters, and is included in the following manner:

ATTENTION: DR SATISH YADAV, PRODUCTION UNIT
ATTENTION: PERSONNEL MANAGER

Subject line This element lets the recipient know at a glance what the letter is about; it also indicates where to file the letter for future reference. It usually appears below the salutation. But sometimes it is placed above the salutation and below the attention line:

Dear Mr Gupta:
SUBJECT: INFORMATION REGARDING LAST WEEK'S INSPECTION
or
ATTENTION: PERSONNEL MANAGER
SUBJECT: INFORMATION REGARDING LAST WEEK'S INSPECTION
Dear Mr Gupta:

The subject line is also generally given in bold as well as capital letters.

Reference initials Often, one person may dictate or write the letter and another may produce it. On such occasions, reference initials are included to show who helped prepare the letter. Reference initials appear two spaces below the last line of the signature block. While the writer's name appears in the signature block, only the initials of the preparer are necessary. If only the department's name appears in the signature block, both sets of initials should appear, usually in one of the following forms:

Ksm/rk, Ksm:rk, KSM:RK

The first set of initials is the writer's and the second set is the helper's. At times, the letter may be written, signed, and prepared by different persons. In such cases, at least the file copy of a letter should bear all the three sets of initials (KSM/AS/rk: signer, writer, preparer). When people key in their own letters, reference initials are not included. With the increased use of electronic mails, the use of reference initials has become obsolete.

Reference line Formal letters often carry a reference line, which is used for sequential correspondence with the recipient. The reference line consists of an alphanumeric reference number, which uniquely identifies the letter. An official reply to such a letter usually quotes this reference number, as follows: 'With reference to your letter, Ref. no. ABCD/03/07, …' or 'Further to your letter, Ref. no. ABCD/03/07, dated 10 January 2015…'. Reference numbers are also used to keep a record of letters sent or received. There can be several methods of inserting reference numbers in formal letters. Some examples are as follows:

By serial number: This method uses a running number for all letters generated.

By department and serial number: This method uses the originating department's initials followed by a serial number.

By project ID and serial number: This method includes the project ID, which could be initials unique to the name of the project, followed by the date of the letter or the serial number.

There are no standard methods for inserting reference numbers except probably in government letters. In other companies, the method to be used is normally decided internally by the concerned department. Generally, the reference line appears below the dateline.

EXHIBIT 15.1 Formal letter with standard and additional elements

Residents' Welfare Association
Nehru Colony, Jawahar Nagar, Coimbatore

Date — January 12, 2015

Mailing Notation — **By Speed Post**
Address Notation — Personal
Inside address — Water Works Department
Moorthy Complex
Bapu Nagar
Coimbatore

Attention line — **ATTENTION**: Mr Rohan Kumar, In Charge, Water Supply
Salutation — Dear Mr Rohan Kumar,

Subject line — **SUBJECT**: NO WATER SUPPLY ON 5 JANUARY 2015
I am extremely sorry to inform you that our colony did not have any water supply on the 5th of this month and we had to face acute water shortage because of this

I contacted your office on 5th January at 10 a.m. and the person at the receiving end informed us that the water supply has been stopped for certain areas because of some problems in pumping. But he ensured that the supply would resume by 5 p.m. To our dismay, we could not receive water on that day. The complaint letter signed by all the residents of this colony is enclosed. Please look into the matter and see to it that such lacuna does not occur at least in future.

Complimentary close — Regards
Sincerely,

Signature block — Manokaran, President

Reference Initials — gk

Enclosure line — Enclosure (1)
Copy line — Copy: Chairman, Water Board
Post script — PS: Please instruct your office to give prior intimation in case of not supplying water on a particular day.

345, Nehru Colony, Jawahar Nagar, Coimbatore -000011
Phone: 9817580324

- Block layout (complete block layout)
- Modified block layout

Business or official letters use either mixed or open punctuation. In the former style, which is most popularly used, a colon is used with the salutation (informal letters use a comma here) and a comma is used with the complimentary close. In the latter style, no punctuation is used

with the salutation and the complimentary close. Some organizations prefer to omit both the salutation and complimentary close. However, this format is rarely used.

Block layout

The block layout, also known as the complete block layout (Exhibit 15.2), is extremely popular as it makes the letter look attractive, elegant, and efficient. The main characteristic of this layout is that all elements except the letterhead heading are aligned to the left margin.

EXHIBIT 15.2 Block layout

Principles

Read the following message contained in a business letter.

Dear Sir,

It is so unfortunate for me to write this complaint letter to you. I wonder why you had been so careless in sending me five sets of the books on 'Technical Communication' by Raghav Mimani. Don't you know I had asked for 'Business Communication' by the same author? Are you out of your senses? Don't you know I have my comprehensive exam of business communication tomorrow? What if I fail? You will be responsible for it. I am fuming with anger. I will never ask you for anything in future if you keep doing this. Just check out your records and give my money back immediately.

Your angry customer,
Shantanu

> In the midst of joy do not promise to give a man anything, in the midst of great anger do not answer a man's letter.

How do you find this letter? If you are the recipient of this letter, how would you receive it? Will you react positively to the complaint? Most probably, you will not feel like responding. Even though you will respond to the complaint, you may also decide to end your relationship with this customer.

As we know, formal letters are written mainly to create, establish, or sustain business relationships. A good relationship is based on respect and courtesy. Hence, when trying to establish good relationships through formal messages, remember the following principles of formal letter writing:

- Use the 'you' attitude
- Be clear and concise
- Be correct and complete
- Emphasize the positive
- Be courteous and considerate

'You' attitude

Focus on the recipient's needs, purposes, or interests instead of our own. Even if we have to talk about ourselves in a formal letter a great deal, we should do so in a way that relates our concerns to those of the recipient. This recipient-oriented style is often called the 'you' attitude. It does not mean using the word 'you' more often, but making the recipient the main focus of the letter. Even an unpleasant situation can be changed by using the 'you' attitude.

At the simplest level, one can adopt the 'you' attitude by replacing the terms that refer to oneself and the company with terms that refer to the audience. In other words, use more of you and yours instead of I, me, mine, we, us, our, and ours. Table 15.1 gives some examples.

TABLE 15.1 Example of sentences with 'you' attitude

We/matter-of-fact attitude	'You' attitude
We are glad we can now send our tape recorders.	You would be glad to know that your tape recorders are ready for sale.
We are happy to receive your request for the automatic locks.	Thank you for your request for the automatic locks.
We regret that the goods did not reach the buyers in time.	We regret that you could not receive your goods in time.
We are pleased to announce our new insurance scheme.	Now you can avail our new insurance scheme.
We offer the printer cartridges in three colours: Black, red, and blue.	You may choose your printer cartridges from three colours: black, red, and blue.

However, there are always exceptions to rules. On some occasions, it may be better to avoid using you. For instance, when someone makes a mistake, we may want to minimize ill feeling by referring to the mistake impersonally rather than pointing it out directly. 'We have a problem' would work better than 'you caused a problem'. Look at the examples given in Table 15.2. The more impersonal, matter-of-fact tone shows greater sensitivity and avoids creating unnecessary hard feelings in the recipient.

TABLE 15.2 Examples of when not to use 'you' attitude

'You' attitude	Impersonal attitude
You should never use this type of paper for photocopiers.	This type of paper does not work well in photocopiers.
You have not connected the wires properly.	The wires have not been connected properly.
You have not yet sent copies of the 2014–15 Bulletin.	Copies of the 2014–15 Bulletin are yet to reach us.
You are not supposed to keep the lights switched on when you leave your hostel room.	Lights should be switched off when students leave their hostel rooms.
Your indifferent attitude has caused this problem.	A little more care could have avoided this problem.
You failed to respond to the letter on time.	The letter was not responded to on time.

Although the *you* attitude brings in effectiveness in letters, some organizations may have a tradition of avoiding references to *you* and *I* in their technical or formal documents. Instead they may follow a unique style and restrict the use of personal pronouns in these documents.

Clarity and conciseness

Read the following two versions of the same message included in a formal letter and see which one conveys the information clearly and succinctly:

Version 1: I am extremely sorry to have to point out to you that we do not have these brands in stock at the present moment of time.

Version 2: These brands are presently out of stock.

The second version is more direct and concise not only because of the use of fewer words but also due to the absence of redundant expressions that camouflage the meaning.

Conciseness means saying what needs to be said in as few words as possible—a required skill in technical communication. While many writers can get their meanings across to readers, only skilled ones can do so effectively in a few words.

The message must be clear and specific. A cluttered sentence might not only make the message difficult to understand but also be interpreted in more than one way. By being unambiguous, we can achieve conciseness as well as clarity. Lack of clarity and conciseness is often because of the following reasons:

- Long, involved sentences
- Sentences revealing over-enthusiasm
- Verbosity or wordiness
- Redundancy or use of low information content (LIC) words

Please refer to the CD for examples of how to avoid these pitfalls. Further, Table 15.3 gives examples of some common phrases that can easily be replaced with short, more concise words or descriptions.

TABLE 15.3 Concise versions of long phrases

Phrase	Concise version		
along the lines of	like	in order to	to
as a matter of fact	in fact	in spite of the fact that	although/ though
at all times	always	in the event that	if
at the present time	now/ currently	in the final analysis	finally
at this point in time	now/ currently	in the nature of	like
because of the fact that	because/ since	in the neighbourhood of	about
by means of	by	until such time as	until
due to the fact that	because	in the near future	soon
for the purpose of	for	in accordance with	according to
have the ability to	can/ be able to	enclosed please find	enclosed is

Correctness and Completeness

If an enquiry to a company about the mode of payment for equipment purchased from them receives a reply such as this: 'Send your payment by demand draft as soon as possible', the customer will obviously be annoyed because the message

- does not give the complete details about the payment, i.e., the name on which the draft has to be taken and also whether it should be account payee
- does not specify the deadline for sending the draft.

Even if the formal letters are concise and clear, unless they are specific and complete in all respects, they may not fulfil the desired objective.

The term correctness refers to accuracy or precision, and the term completeness refers to thoroughness or giving all the required details. To be correct and complete, one has to understand the purpose of the letter and convey it clearly. These qualities can be achieved in letter writing by following certain guidelines:

- Use evaluative and factual words/phrases rather than abstract and general expressions.
- Use unambiguous words/phrases.
- Proofread the message for accuracy of spelling and grammar before sending it.
- Check whether all queries have been answered and all details provided.

In Table 15.4 given below, the italicized words in the original version refer to abstract/ general, ambiguous, and grammatically incorrect words/phrases. They are changed to factual, unambiguous, and grammatically correct ones in the revised version.

TABLE 15.4 Examples of sentences revised for correctness and completeness

Original	Revised
We need a *large* office space.	We need at least *10,000 square feet.*
A number of customers filed their returns today.	*Ten* customers filed their returns today.
On July 1, the company will *close its doors.*	On July 1, the company will *close down.*
This *antiquated merchandising* strategy is ineffectual in contemporary business operations.	This *old sales* strategy will not work in today's business.
If you have any questions, please *feel free to* contact us.	If you have any questions, please *contact* us.
We *are submitting* a cheque *for the amount of* ₹ 20,000.	We *are sending* a cheque *for* ₹ 20,000.

Understanding the need for response

While planning our letters, we should be clear whether we need a reply from our readers and if so, we should ask: What kind of reply is it? Is it an action to be taken, a policy to be implemented, an instruction to be followed or some details to be sent? These questions will enable us to decide the supporting details to be included in our letters.

BUSINESS LETTERS

Business communications, to a large extent, depend on well-written letters. We become part of an organization by sending to them our job application along with résumé. Once selected, we write them an acceptance letter. After becoming an integral part of the organization, many business

TABLE 15.9 Business letter types and their objectives

Types	Objectives
Credit	To enquire or request for loan
Collection	To collect past due accounts
Enquiry	To enquire the status of something; price lists; catalogues
Order placement	To place an order for products or services
Claim	To lodge a complaint and ask for a remedy
Adjustment	To inform how the complaint would be taken care of
Sales	To sell a product or service
Fund-raising	To request the readers to donate money or time
Job Application	To apply for an employment
Covering letter for job application	To introduce the applicant
Thank you/follow-up	To express courtesy/get updated information
Acceptance/rejection	To take up/refuse an offer or assignment
Resignation	To give up a job without creating an unpleasant situation
Persuasive	To convince someone

EXHIBIT 15.4 Request for enhancing credit limit (block layout)

Fashion Flash

23 September 2014

The Manager
State Bank of India
Anna Nagar Branch
Anna Nagr
Chennai-600045

Dear Sir:

SUB : REQUEST FOR INCREASING CREDIT LIMIT

Fashion Flash has been a loyal customer of your bank since its inception. We carry out all our financial transactions solely through your bank

As you may be aware, our brand has gained popularity over the years. Our business has expanded from Rs 40 lakhs per annum to Rs 3 crore per annum during 2012–2014 thereby increasing our economic activities. Hence, in order to meet this challenge, we request you to kindly extend your credit limit to Fashion Flash from the existing amount of Rs 30 lakhs to 50 lakhs.

We eagerly await your positive reply.

Yours truly

Prakash Jain
(MD, Fashion Flash)

260, Modern Plaza, Focus Point, Chennai-600031
Phone: (044) 2445577, Fax: (044) 24455791, email:design@fashionflash.com.

EXHIBIT 15.5 Letter seeking status enquiry (modified block layout)

Oracle Global Finance Ltd.

20 October 2014

Manager HRD
Alfred Industries Ltd.
30/2nd Cross, Adyar Road
Chennai-60

Dear Sir,

SUB: CREDIT-WORTHINESS STATUS ENQUIRY

We are a vehicle and white goods global finance company having worldwide headquarters in Washington, DC and India headquarters in Delhi. We have business operations with a financing portfolio of $2000 billion as on 31.3.2014 out of which $100 billion is accounted for by our India operations. We have been established in India since 2010 and enjoy a market share of 10% and 7% in vehicle and white goods financing, respectively.

Mr Lokesh Jain, employed with your organization as Deputy Manager, has approached us for a vehicle finance of Rs 10 lakhs. It would be highly appreciated if the following information is made available to us to assess his credit-worthiness and take a decision on his application. In addition, kindly inform us whether the application can be considered.

Please be assured that the information shared with us shall be kept confidential and will be used only for the purpose of processing his loan application.

(a) His present emoluments and take-home salary
(b) Designation
(c) Date of joining
(d) Present age and remaining service period with you
(e) His conduct as an employee
(f) Outstanding loan to be paid to you, if any; Date of receiving the loan and the deadline to repay the same
(g) Mode of loan recovery: Can it be from the salary if you receive a proper mandate from the applicant?

We assure you again that the information provided by you about your employee shall be kept confidential and used exclusively for the stated purpose. An early reply from your office in this regard will help us to act upon his application quickly.

Thank you and regards.
Yours faithfully,

Manager (Retail Credit)

345, Indraprastha Enclave, Pandu Nagar, New Delhi-110023
Ph: 011-25211605

EXHIBIT 15.6 Careful drafting of a reply to a credit status enquiry (modified block layout)

Alfred Industries Ltd.

02 November 2014

Manager (Retail Credit) Oracle Global Finance Ltd.
345, Indraprastha Enclave, Pandu Nagar
New Delhi-110023

Dear Sir

SUB: LOAN APPLICATION OF LOKESH JAIN

We thank you for your letter Cs//Y389 dated 20.10.2014 with regard to the captioned subject. In this connection, please be advised that Mr Jain aged about 40 years has been working with us for the last eight years and is designated as Deputy Manager (Engineering).

He is one of our most sincere and reliable employees. His present take home salary is Rs. 30,000 per month and as on date he does not have any outstanding loans with us. The company superannuates its technical employees at the age of 60 years.

As per the policy of the company, no third-party installment payment is entertained even upon the appropriate mandate from the employees, except premiums to be paid towards LIC policies bought by employees.

We hope this information serves your purpose.

Regards
Yours faithfully

Alfred Industries Ltd
(Manager HRD)

30/2nd Cross, Adyar road, Chennai-600050
Ph: 9437216200

EXHIBIT 15.8 Stern collection letter

Money on Demand

May 10, 2014

REF: ACCOUNT 2130
OUR REMINDER DATED APRIL 7, 2014

Mr Dhyanchand
150 Everest Building,
Karol Bagh, New Delhi 110076

Re: Account 2130

Dear Mr Dhyanchand:

This is the final notice regarding your past due payment of Rs. 45,000 linked to your account number 2130.

You have repeatedly ignored our written requests for payment of the above-noted invoice and you have not contacted us with any explanation.

Unless we receive the due payment in full by the end of the business day, May 30, 2014, we will have to take the unpleasant step of turning your account over to a professional collection agency. We urge you to give this matter your full attention now, before it is too late, and send your payment to us immediately.

If you want to discuss your account, please call us Monday through Saturday, 9 am to 5 pm at 011-6787657. You can also contact us through e-mail at accountstatus@moneyondemand.com

Sincerely,

(Devesh Sharma)
Accounts Receivable

Pusa Road, 205 South Patel Nagar, New Delhi 110025
www.moneyondemand.com, Phone: 011-6787657

companies offer products on credit basis to create goodwill among their clients. Collection letters are written to communicate with customers for collecting payment. The letters act as a reminder for return of the credits that have become overdue. The desired result is an increase in the company revenues. These letters begin as pleasant, friendly reminders, and become increasingly stern and demanding in case of unsatisfactory responses.

Letters of Enquiry

An enquiry letter is useful when we need information, advice, names, or directions. However, avoid asking for too much information or for information that could easily be obtained in some other way, for example, by a quick search on the Web.

Solicited and unsolicited enquiry letters Solicited letters of enquiry (Exhibit 15.9) are written when a business or agency advertises its products or services. For example, if a software

EXHIBIT 15.9 Solicited letter of enquiry (complete block layout)

Institute of Business Management & Research

15 September 2014

Mr Suresh Mennon
General Manager (Business Development)
LG Electronics Ltd.
Plot No. E- 456, Mohan Industrial Estate
Okhla, Mathura Road
New Delhi- 110038

Dear Mr Mennon

I am writing this letter to find out more about the newly launched LCD projector by your company. We happened to see your product in operation at a recently held international conference at Pune and subsequently read a couple of your advertisements in Times of India, New Delhi.

We have gone through your website and other sources to get detailed information on the product but have not been able to find the exact information we are looking for.

We are a large technical institute operating in Gurgaon with 800 students in various professional courses. To make our classroom lecture delivery effective, we are in the process of installing LCD projectors in each class.

For evaluation and assessment of this product, we would like to seek your help in finding answers to the following questions:

1. What are the limitations of your product?
2. How long it can be used on a continuous basis?
3. Can the colour combination be changed on the spot?
4. What is the life time of the product?

We would appreciate technical and objective answers to these questions, which will help us come to a decision with respect to this product.

I look forward to an early response.

Yours Faithfully

Dr Rameshwar Kumar
Dean – Academics

Sector – 56, Gurgaon
Ph: 0124 – 41424344, Fax: 0124 – 43464749
www.ibmr.edu.in Email: deanacad@ibmr.edu.in

Practice 1

Write a letter of enquiry for leather purses, bags, and other goods, asking for all details regarding variety, quality, colour, price list, etc. for a shop you are opening in a developing node of your city. Use the modified block form for your letter.

more information. We seek help from these people in a slightly different form of enquiry letter. Unsolicited enquiry letters must be constructed more carefully, because recipients of unsolicited letters of enquiry are not ordinarily prepared to handle such enquiries. Exhibits 15.9 and 15.10 are samples of letters of enquiry (solicited and unsolicited).

Another sample of a solicited letter of enquiry is given in the CD.

Reply to enquiry letters

Letters of enquiry must be replied to promptly to maintain healthy and pleasant business relationships. If the enquiry is from an established customer, appreciate their effort. If the enquiry is from a prospective customer, let your reply reflect that you are glad to receive the enquiry and express the hope that this new relationship will last long. The reply should address all the points referred to in the letter of enquiry clearly and concisely. The terms of payment must be stated, if applicable, in the reply, so that there is no room for confusion. Keep the reply brief and to the point (see Exhibit 15.11). Some more sample replies to enquiry letters are given in the CD.

Letters of quotation

A quotation is similar to a letter of enquiry or is a promise to supply goods on the given terms. It is not obligatory to buy goods for which a quotation is requested and suppliers never quote the prices for goods that they cannot supply. Therefore the quotation must be reasonable.

While requesting a quotation, the buyer must also enquire about the additional charges of transportation and insurance, as it becomes difficult to include them later. Exhibit 15.12 is an example of a typical quotation letter. Refer to the CD for tender letters, which are another type of quotation letters, with more examples.

Order Placement Letters

An order is a request for something to be made, supplied, or served. Some companies have their own printed forms for placing orders. These forms are pre-numbered for easy reference. The printed details ensure that no important information is missed out. However, small-scale companies do not use printed forms and place orders by writing letters. An order placement letter should be written very clearly and accurately, including the complete description of the goods required, quantities, price, catalogue number, delivery requirements, and the terms of payment as agreed by both the parties. Exhibit 15.13 is a sample of an order placement letter. Refer to the CD for more samples.

Claim Letters

A claim (a formal complaint) or an adjustment request (a claim settlement) is made when a company's product or service is not satisfactory. Although a complaint could be lodged over

EXHIBIT 15.11 Reply to enquiry letter

LOKESH TECHNOLOGY SOLUTIONS
Where innovation meets vision

20 September 2014

Mr Anil Nath
249 Ashok Bhawan
BITS, Pilani 333031

Dear Anil:

Thank you for your interest in a career with Generation Next Technology.

To submit an online application and CV or resumé, please follow the simple steps given below. The LOKESH TECHNOLOGY SOLUTIONS online application process is our sole method of ensuring a prompt and professional review of your background and qualifications.
1. Log on to http://www.lts.com/careers/.
2. Select "How do I get a job at LTS?"
3. Select "Apply for a position."

You can apply for the following positions.

Field engineers
Field engineers work on land and sea, in arctic cold, and in desert heat to deliver services to our customers. While challenging, it is one of the most rewarding and respected jobs in the industry. Required: bachelor's or master's degree in engineering or applied science.

Research & Development Scientists and Engineers
Research & Development scientists and engineers create, design, and develop Schlumberger's industry-leading equipment, technology, and software worldwide. Required: master's or doctorate degree in engineering or applied science.

Manufacturing, Supply Chain and Logistics Professionals and Engineers
These professionals and engineers specialize in the manufacture and deployment of our industry-leading equipment and technology around the world. Required: bachelor's or master's degree in engineering, manufacturing, or supply chain and logistics.
A local recruiter will review your application and contact you as soon as possible to inform you about any suitable positions currently available within LTS.

Best regards,

(Rajesh Gupta)

The LTS Recruiting Team

12 Barakhamba Road, New Delhi
Phone: 011-23327584, www.lts.com

EXHIBIT 15.12 Quotation letter (complete block layout)

SURBHI GRANITES

5 September 2014
The Chief Distributor
Housing Materials
Ajmer

Dear Sir

This letter is in connection with the telephonic conversation held with Mr. Rushi.
We are expanding our present facilities for block cutting and polishing. The present facilities are overburdened; so we are looking for adding more capacity to cater to the growing demand and rising customer expectations.
Please send us the most competitive prices and service terms for the following items.

S.No.	Item	Grade	Quantity	Total
1	Diamond Cutter	7, 8, 15	15	each grade 45
2	Polishing Stones	A, B16, C	30 each grade	90
3	Chain saw	94, 95	1 each	2

I look forward to a prompt reply from your end.

Suresh

Suresh Jain
(Managing Director)
Surbhi Granites
Corporate office: Opp. Goods Station, Station Road, Jaipur
Ph: 0141-2431586

5 Amba Bari, Jaipur-302001
Ph: 0141-2431586

EXHIBIT 15.13 Order placement letter

Star Publishers

25 January 2015

Mr Dinesh
UNICORN
36 Chandpole Bazaar
Jaipur 302 001

Dear Sir

This letter is in response to the conversation held with you over phone and subsequent mails. We are opening our office in a prime location of the city. We would like to place an order with you for stationery items for our office. Please ensure the following items are of the highest quality and latest trend:

ITEMS	QUANTITY	CATALOGUE NO.
Camel office	files 100 pieces	52
Steindler pens	25 pieces of each category mentioned	54, 55, 57, 58
Decorative accessories	2 pieces of each category mentioned	59, 62

Payment will be made by DD once we receive the goods at our office.

Yours Truly

Hitesh Jain
HR Manager
Star Publishers

1 Akbar Road, New Delhi 110 002, Ph: 011-43544357

telephone, we may like to document the complaint, as the written word always has a greater value than the spoken word, and serves as a permanent record for future reference.

While we may be understandably upset or dissatisfied, the person (say the Sales Manager of a firm) who is reading the letter may not have anything to do with the origin of the problem. Hence, a courteous, clear, concise explanation will impress him much more favourably than an abusive, angry letter. Remember that the objectives of writing a claim letter are:

- To bring the mistake/fault to the notice of the supplying company
- To rectify the mistake either by repair or replacement

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A complaint letter can be written for any of the following reasons:

- Billing errors
- Damaged goods
- Wrong goods
- Wrong quantity
- Unsatisfactory quality
- Goods not matching the sample
- Difference in agreed prices
- Late delivery
- Non-delivery
- Poor service

When we make a complaint, we should remember:

- To write as soon as the mistake is found
- To base the complaint only on facts
- To think patiently and not to assume that the supplier is obviously to be blamed
- To avoid rudeness

Here are some guidelines to remember while writing a claim letter (see Exhibit 15.14).

1. Provide a reference point, namely, consignment number/invoice number, date, and items ordered either in the beginning of the message or in the subject line.
2. Explain the problem clearly and give specific details

A complaint letter can be written for any of the following reasons:

- Billing errors
- Damaged goods
- Wrong goods
- Wrong quantity
- Unsatisfactory quality
- Goods not matching the sample
- Difference in agreed prices
- Late delivery
- Non-delivery
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- To base the complaint only on facts
- To think patiently and not to assume that the supplier is obviously to be blamed
- To avoid rudeness

Here are some guidelines to remember while writing a claim letter (see Exhibit 15.14).

1. Provide a reference point, namely, consignment number/invoice number, date, and items ordered either in the beginning of the message or in the subject line.
2. Explain the problem clearly and give specific details.
3. Briefly explain the inconvenience/difficult situation being faced because of the problem.
4. Appeal to the supplier's reputation and sense of responsibility and fairness.
5. State clearly as to what action is required or what adjustment is expected from the supplier.
6. Mention the relevant documents being enclosed with the letter and also your availability for receiving the corrected consignment.

Companies usually accept the customers' explanation of what is wrong. So, ethically it is important to be entirely honest while filing claims. Also be ready to support the claim with sales receipts, letters, catalogue descriptions, or invoices. Always send copies of the documents, retaining the originals. Refer to the CD for another sample claim letter.

Refer to the CD to learn how to write adjustment letters, which are written in reply to claim letters.

Sales Letters

Sales letters are the most cost-effective and time-efficient means of marketing products or services. They are also a form of advertising. However, unlike press and television advertising, which are meant for everybody, sales letters are targeted at selected types of customers. The primary objective of any sales letter is to convert its readers into potential customers.

Before drafting a sales letter (Exhibit 15.15), one must gain a thorough understanding of the product or service. If it is a product, we must be aware of the following details:

- Appearance
- Working
- Price
- Mode of delivery
- Manufacturing
- Packaging
- Discount offers

If it is a service such as an organization offering consultancy, we must understand the following:

- People involved
- Details of jobs undertaken
- Duration
- Changes

EXHIBIT 15.14 Claim letter (block layout)

STEELCO FURNITURES

Our Reference: TT/472

Your reference: MA/32

08 May 2014

APEX MATTRESSES LTD
Daryagunj
Vijay Nagar

Dear Sir:

Thank you for promptly delivering 200 mattresses in response to our order no. TT/472 on 3 May 2014. However, we are sorry to state that upon checking of the consignment, we found that 65 of the 200 mattresses sent are badly soiled and faded.

I had placed this order for your high-quality, affordable products, based on the recommendation by one of my friends. We propose to sell these mattresses at a winter sale in our area, five days from now. Advertisements for the same have already been made through the local media.

The mattresses received at our end must have been affected during transportation by water seepage owing to the recent rains. Therefore, I request you to replace these 65 damaged mattresses immediately. I have very little time left to arrange them from elsewhere. The damaged products will be sent back to you within two

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EXHIBIT 15.14 Claim letter (block layout)

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The mattresses received at our end must have been affected during transportation by water seepage owing to the recent rains. Therefore, I request you to replace these 65 damaged mattresses immediately. I have very little time left to arrange them from elsewhere. The damaged products will be sent back to you within two days at your cost by transport on receipt of the confirmations about replacement.

Kindly send us the replacement within two days of receipt of this letter and oblige. We thank you in advance for your cooperation.

Yours sincerely

Madhurima Gupta
Sales Manager

50, Lenin Sarani, Kolkata-700031
Ph: 044-48975612

- Terms and conditions

Besides having a thorough understanding of the product or service, one must also be aware of the readers' requirements and their need for our product or service. Gather as much information as possible about their status (academic/economic/financial), age, interests, emotional concerns, nationality, and culture.

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EXHIBIT 15.15 Sales letter (complete block layout)

Florence Optical Ltd

30 September 2014
Sushila Rathore
486, Gandhi Marg
Pilani

Dear Customer

Sub: introduction of the 'the ultimate' in the Hi tech series in sunglasses.

EYES, YOUR BEAUTIFUL EYES, are the fathomless ocean of expression that deserves protection. With this aim in mind we at Florence Optical are constantly researching to provide better products to our customers. — Attention

'The Ultimate' is our latest range of optical accessories that caters to the need and comfort of your most precious eyes. The sunglasses designed incorporate the latest Light Sensing Technology. The glasses as well as the lenses have in-built micro sensors that control the amount of light entering your eyes. The refractive index of the glasses is moderately controlled by the Liquid Crystal Nano Robots infused in the glasses. — Interest

- Terms and conditions

Besides having a thorough understanding of the product or service, one must also be aware of the readers' requirements and their need for our product or service. Gather as much information as possible about their status (academic/economic/financial), age, interests, emotional concerns, nationality, and culture.

EXHIBIT 15.15 Sales letter (complete block layout)

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'The Ultimate' is our latest range of optical accessories that caters to the need and comfort of your most precious eyes. The sunglasses designed incorporate the latest Light Sensing Technology. The glasses as well as the lenses have in-built micro sensors that control the amount of light entering your eyes. The refractive index of the glasses is moderately controlled by the Liquid Crystal Nano Robots infused in the glasses. — Interest

It is our tradition to not only employ the best of technology but also to infuse our products with the elegance and style that enhances your personality and caters to your taste. Our limited edition range of sunglasses is simple and elegant in design without any false ornamentation. — Desire

The unique features of 'The Ultimate' range of sunglasses are in consonance with the requirements of academicians, professionals, and executives. We feel that you deserve to be the first worthy owner of these glasses at a special 50% discount price. — Action

Thank You
Sincerely Yours
M Sharma
Manju Sharma
(Chief Executive)

23, Rue Victor Hugo,
Paris, France
Ph: 33(1)53902020

With the product or service and our prospects in mind, we may then start drafting the sales letter. As already mentioned, sales letters are effective when they sound like successful advertisements. In order to make sales letters effective, we should ensure that they accomplish the following objectives, through the AIDA (attention, interest, desire, action) approach:

- Catch the reader's attention (A)
- Arouse the reader's interest (I)

- Create a desire in the reader (D)
- Motivate the reader to action (A)

Accordingly, sales letters can have three or four paragraphs as follows:

1. Attention (introductory paragraph)
2. Interest and desire (discussion paragraph)
3. Action (closing paragraph)

When using the AIDA approach in sales letters, begin the letter with an attention-catching device, generate interest by describing the features of the product, increase the desire for the product by highlighting the benefits that are most appealing to the reader, and close by motivating the reader to act upon the letter.

- Create a desire in the reader (D)
- Motivate the reader to action (A)

Accordingly, sales letters can have three or four paragraphs as follows:

1. Attention (introductory paragraph)
2. Interest and desire (discussion paragraph)
3. Action (closing paragraph)

When using the AIDA approach in sales letters, begin the letter with an attention-catching device, generate interest by describing the features of the product, increase the desire for the product by highlighting the benefits that are most appealing to the reader, and close by motivating the reader to act upon the letter.

Catching attention

The introductory paragraph of a sales letter tells the readers why we are writing and what we are writing about. Some unique strategies may help gain the attention of the intended readers of the sales letter. Gaining attention thus would interest them to read further. The following devices can be used to grab the attention of the reader, depending on the product or service involved:

- Question
- Anecdote
- Central selling point
- Quotation
- Statistics
- Appeal

Question or a series of questions This method will make the reader expect an answer. For example, the following questions can be used by a publisher to lead a reader to become interested in a CD ROM accompanying a book:

> How can I develop my interpersonal skills? How am I going to perform in my interview? Will my performance satisfy my prospective employer? Do these questions bother you? The CD-ROM accompanying our book has the answers.

Quotation A quotation gives credibility to the product or service, and hence, readers would like to know what the product is. See the following example aimed at technical writers:

> 'Reading makes a full man; conference a ready man; and writing an exact man'—Francis Bacon
>
> If you want to become exact in your writing approach, use 'Write Exact', our new office communication service.

Anecdote Begin the letter with a brief dramatic story. The following example illustrates the attention-catching opening of a sales letter written to advertise a photocopier:

> I was so upset over what had happened that morning. As soon as I entered my boss's room, he yelled at me and I was puzzled. But alas! When I saw the photocopies of the survey report in his hand I had no words to say. They were so poorly produced that I could not make out anything. At that same moment I decided to replace the existing office photocopier with a CLEARIMAGE photocopier, which I came across in a client's firm.

Statistics Provide the statistics of a survey result to the target audience, e.g., a non-government organization persuading people to pledge eye donation:

> Please do not ever think that you are alone. You will be one among those people who have agreed to donate their eyes after their death. A recent survey conducted by 'Drishti' says that among the 1000 people who have signed for this noble cause, 20% are above 60 years of age, 30% are in the age group of 50–60 and the remaining 50% belong to your age group.

Central selling point Emphasize the main benefit of the product to the reader. See the following example about air conditioners:

> You are sure to like such a gift that gives you a cooler and more comfortable home, fre
> saving of over 20 per cent in electricity.

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Appeal Begin the letter with an appeal to the reader's emotions and values when offering the services of tax consultants.

> There is nothing worse than paying taxes when you do not have to do so.

Building interest

After catching the reader's attention by using any one or a combination of the devices discussed earlier, one should move on to build an interest in the reader about the product or service. At this stage, highlight the product's key selling point. For example, if we wish to sell a tourist package offer, mention how relatively inexpensive it is, how many places it would cover, and what concession it gives for children.

Although all these are attractive features, we should focus on that very important feature that most concerns our prospects and that which distinguishes our product. Hence, concentrate on the central selling point and build the audience's interest by highlighting this point. Make it stand out by using additional effects such as using different fonts, some designs, or a unique style of writing. For a better understanding of how to build interest among readers, go through the following extract taken from a sales letter:

> Introducing the Sanyo PLC-XU35.XU30.SU30 series of ultra-portable projectors with revolutionary Media Card

EXHIBIT 15.16 Sample instruction letter

25/05/2010
Dear Prof. S. Sharma,

All staff members are requested to take care of the following points during comprehensive examination with full alertness.

A. Question Paper Production :-

A1. The question papers must be word-processed.

A2. Be present in the reprography while copies of the question paper are being made.

A3. Collect Original question paper, rota master, etc.

A4. Erase the word processed file of the question paper from the hard disc and keep the soft copy with you in secondary storage form.

A5. Confirm that the Rubber Blanket in the Rota machine is cleaned after the work is over and also collect the Master Copy of the question paper as well as the copies of question paper not properly produced (if any).

A6. Do not bring question papers outside the reprography room without keeping them inside envelopes.

A7. Question paper & other material related to it must be kept under lock & key.

B. Invigilation:

Make the following announcements for students necessarily before the start of the exam :

1 Do not carry your mobile phones along with you. If you have one with you, please keep the same in switched-off mode on the invigilator's table.

2 In case of a closed book test, deposit any unwanted slip / paper or any other materials, which may be of direct / indirect help in the exam.

3 Please keep your id cards on your desk during the exam.

4 Do not involve yourself in any kind of direct / indirect copying or cheating attempt.

B1. Check the identity of the student by his/ her identity card/ library card.

B2. Take attendance on the prescribed form and tally the total by counting the students present. Draw a rough sketch showing how the attendance was taken.

B3. Do not leave the examination hall unattended at any time.

B4. Be vigilant and keep moving most of the time.

B5. During invigilation, no other work should be done, for example, correction of answer scripts, reading a book etc.

B6. Keep only one door open for exit during the last half an hour. Further, at least one of the invigilators should be present at the exit so that no student leaves the room without submitting the answer book.

B7. Name, ID No and Section No/ Name of the Instructor on the cover page of the answer book(s) must be checked before the student leaves the hall.

B8. A focused effort has been made to keep those people free, who had supplied the necessary information in this regard. But, still in case of any ambiguity regarding invigilation duties assigned to you, please contact Dr. Rajesh Prasad Mishra, In-charge, Test scheduling at phone no. 8456.

I expect cooperation from all of you for the smooth functioning of the division.

DEAN

INSTRUCTION DIVISION

EXHIBIT 15.17 General cover letter

Kastroy India Pvt. Ltd

29 September, 2014
The General Manager (Projects)
Punj – Loyd Ltd.
Gurgaon

Sub: Submission of Bid Documents

Dear Sir

We are pleased to submit a tender bid in response to your offer letter No. PL/Prj /2014/ 4367 dated 08 September, 2014.

You will be glad to know that we have infrastructural giants spread across three continents. We have started our operations in India five years back and our annual turnover is Rs 5,000 Crores, which comes from the construction of roads and bridges, commercial buildings, gas pipes lines, refineries, etc.

A complete set of bid document is enclosed for your perusal and scrutiny. It contains technical and financial details and a comprehensive write up on the company. We feel sure that you will find our bid highly competitive.

Kindly contact us for any further information and clarification. We assure you that if we win the bid, we will deliver high-quality on time and within budget.

Sincerely Yours

C.K. Naidu
General Manager (Commercial)

Encl:
I. Technical Specifications
II. Commercial Specification
iii. Company Brochure
IV. Company Balance Sheet of last 3 years
V. Details of Projects Completed during Last 3 years.

Vatika Towers, Golf Course Road, Gurgaon
Ph: 09845670011

Cover Letters accompanying Résumés

The résumé is always accompanied by a cover letter. If the cover letter is able to catch the employers' attention, there are fair chances to get shortlisted for the interview. The following points will be helpful while drafting a cover letter to accompany a résumé:

- Catch immediate attention of the reader
- Give the reasons for writing. If this is in response to an ad or a recommendation

Tips for Writing Cover Letter

- A cover letter serves as a sales representative for the individual.
- The cover letter should complement the résumé
- Be specific; avoid a general objective. Know the pulse of the industry.
- If already working, then do not demand the expected salary, but a make reference of the current salary.
- The cover letter on email is often shorter than the traditional cover letter.
- Aim for flawless writing by checking the spelling and grammar.

Exhibit 15.18 Cover letter for travel grant request (block layout)

13 September, 2014

The Director
DST
New Delhi

Subject : Request for International travel grant

Dear Sir

Please find attached my application for travel grant for presenting my paper entitled 'Enhancing employability through the application of technology' in the *International Conference on Technology and Management* at IMT Dubai.

I look forward to a positive response.

Regards
Poonam Singh
Research Scholar

EXHIBIT 15.19 Cover letter for establishment of a language lab (block layout)

28 October, 2014

Ramya Jayesh
Coordinator (Marketing)
Orell Techno Systems (India) Pvt. Ltd
Bangalore

The Head of the Department
Languages Group
BITS, Pilani 333031

Dear Madam

SUB: Oréll Digital Language Lab (ODLL)

Oréll Digital Language Lab or ODLL, in a nutshell, is a professionally engineered, comprehensive and end-user friendlylanguage learning software brought to you by Oréll Technosystems (India) Pvt Ltd, a dynamic I.T solutions provider focused on delivering cutting-edge solutions primarily for educational institutions.

We are forwarding herewith our most competitive quote tailored to your specifics along withODLL product details and optimalsystem requirements for your immediate perusal.

You may please refer to the rates in IIT Delhi quotation.

Some of our more recent clients:

- I I T, Guwahati
- I M T, Ghaziabad
- Indian Army, Dehradun
- Shrinathji Institute of Technology & Engineering, Udaipur
- Biyani Girl's College, Jaipur
- BITS-Pilani (Birla Institute of Science & Technology)
- UV College, Ganpat University, Gujarat.
- Amity International Schools, Delhi
- Institute of Computer and Communication Technology, Anand.
- Shankersinh Vaghela Bapu Institute of Technology, Gandhinagar.
- Truba College of Science & Technology – 2 LABS, Bhopal.
- Sanjay Ghodawat Institute of Technology, Kolhapur.
- Sanjeevan Engineering & Technology Institute, Kolhapur.
- Miraj College of Engineering, Miraj. · Learners Academy, Kota. (Rajasthan)
- Chinar Public School, Alwar. (Rajasthan)

Kindly visit us at www.orell.in for a detailed review of our range of products, services and clientele/ testimonials.

Should you require any further details/clarifications, it would only be our pleasure to oblige at once. Thank you once again and looking forward to a mutually rewarding and long-term association.

Yours truly

Ramya Jayesh
Co-ordinator, Marketing

- Underscore the key item of the résumé, by including the qualities that you possess, but which are not mentioned in the résumé
- Close the letter on a positive note, expressing enthusiasm
- Highlight your abilities by stressing on the accomplishments

General considerations

- Be careful about the name and the address
- Know the head of department
- Apply without delay

Cover letters for résumés are addressed to the individual and not the organization, and hence knowing the name of the person being addressed creates a better impression. Ensure that the spelling of the name is correct. Let the letter be specific and brief.

- Keep the letter short
- Express enthusiasm and interest for the positive
- Highlight your strengths
- Organize the letter in three parts, indicating reference, special qualities and availability at convenient time.
- Start with the central selling point—education or experience—which is going to benefit the company
- Make your keenness for the specific job obvious

Please refer to Exhibits 15.20 and 15.21 for some sample cover letters accompanying résumés. More samples of cover letter are given in the CD.

Refer to the CD also to learn about official letters such as demi-official letters, government letters, and letters to authorities, as well as other formal letters such as letters to the editor, permission letters, thank you/follow -up letters, acceptance/rejection letters, and resignation letters.

MEMOS

There are four important channels through which information flows within the various sections of an organization. Employees can communicate face-to-face, over telephone, through email, or through an inter-office memorandum, which, in short, is called a memo. Memos (or memoranda) are written by everyone from junior executives and engineers to Chief Executive Officers. When you think of a memo, what do you think of? It could be a small piece of paper with a letterhead that says something like:

'From the desk of ...' or 'Don't forget ...' or 'Reminders ...'

The message itself may be very simple—something like:

'Buy more paper clips' or 'Meet with President at 2:30' or 'We are running out of storage space'.

While these memos are informative or persuasive, and may serve their simple purposes, more complex memos are often needed in an office setting. However, even though business memos may be more formal and complicated, the intention in writing one is still the same---to formally communicate within the organization and keep a record of this communication. These are brief written

EXHIBIT 15.20 Cover letter accompanying a résumé 1

249, Ashok Bhawan
BITS, Pilani
Rajasthan – 333031

25 November 2014

The Manager
Cisco Private Limited
5th cross, Sebastian Road
Hyderabad
India – 530016

Dear Sir

I was very interested to see your advertisement for a Software Engineer in *The Hindu* (20 November 2014). I have been seeking just such an opportunity as this, and I think my background and your requirements may be a good match. I am very much interested in working as a Software Engineer in your esteemed organization. I enclose my résumé as a first step in exploring the possibilities of employment with Cisco Private Limited.

I have worked as a project trainee in Satyam Computer Services Limited for the past 6 months. I was involved in developing a graphical user interface for Metadata Management System. So I have hands-on experience in Java Swing, Java Security, JDBC, and Oracle.

As a Software Engineer in your organization, I assure you that I will work hard for the improvement of your company. Furthermore, I work well with others.

I would appreciate your keeping this enquiry confidential. Thank you for your consideration.

Yours faithfully

(Gopinath M.C.)

Enclosure: Résumé

Engineering) an email asking some doubts on a lesson. Instead of just explaining the answer to the student's problem, if you mention some other sources that he/she can refer to for further understanding, the student will definitely appreciate this extra information.

Be concise and to the point

Do not make an email longer than it needs to be. Remember that reading an email is harder than reading printed communications and a long email can be very discouraging to read.

Use proper spelling, grammar, and punctuation

As in all forms of written communication, this is not only important—because improper spelling, grammar, and punctuation give a bad impression of the individual or the company—but also essential for conveying the message properly. For example, using u, r, and ur for *you*, *are*, and *your* respectively is inappropriate for formal messages. Mails with no full stops or commas are difficult to read and can sometimes even change the meaning of the text. If your program has a spell checking option, why not use it?

Do not write in CAPITALS

IF YOU WRITE IN CAPITALS IT SEEMS AS IF YOU ARE SHOUTING. This can be highly annoying and might trigger an unwanted response in the form of a flame mail. Therefore, try not to send any email text in capitals.

Avoid long sentences

Try to keep the sentences to a maximum of 15–20 words. Email is meant to be a quick medium and requires a kind of writing different from letters.

Use active instead of passive voice

Try to use the active voice of a verb wherever possible. For instance, 'We will process your order today' sounds better than 'Your order will be processed today'. The first sounds more personal, whereas the latter, especially when used frequently, sounds unnecessarily formal.

Keep your language gender-neutral

It is important to be gender-sensitive. Avoid using discriminatory language such as: 'The user should add a signature by configuring his email program'. Apart from using he/she, you can also use the neutral gender: 'The user should add a signature by configuring the email program'.

Maintain coherence

When replying to an email, include the original mail in the reply, Click 'Reply', instead of 'New Mail'. Some people opine that the previous message must be removed since this has already been sent and is therefore unnecessary. However, if a person receives several emails, it is difficult to remember each individual email. This means that a 'threadless email' will not provide enough information and the recipient may have to spend a frustratingly long time to find out the context of the email in order to deal with it. Leaving the thread might take a fraction longer in download time, but it will save the recipient much more time and frustration in looking for the related emails in their inbox.

Answer swiftly

People send an email because they wish to receive a quick response. If they did not want a quick response, they would send a letter or a fax. Therefore, each email should be replied to within at least 24 hours, and preferably within the same working day. If the email is complicated, just reply saying that the email has been received and that you will get back to them. This will put the reader's mind at rest and usually they will then be very patient.

Do not overuse reply all

Use Reply All only if you really need your message to be seen by each person who received the original message.

Use templates for frequently used responses

If you often tend to receive the same queries, such as directions to your office or how to subscribe to your newsletter, save your replies as response templates and paste these into your message when you need them. You can save your templates in a Word document, or use pre-formatted emails. Even better is a tool such as *ReplyMate* for Outlook (allows you to use 10 templates for free).

Use proper structure and layout

Since reading from a screen is more difficult than reading from paper, the structure and layout are very important for email messages. Use short paragraphs and blank lines between each paragraph. When making points, number them or mark each point as separate to keep the overview.

Identify yourself and the topic

Where possible, identify yourself on the From: line using your full name rather than just email address. For example, use 'Amit Kumar Saxena' aks@vu.edu.in rather than just aks@vu.edu.in. Recipients are more likely to respond if they can easily identify the sender. In addition, knowing whom a message is from helps the recipient put the message in context.

At the end of the message, include an alternative way to be contacted (i.e. phone number, FAX, postal address) along with the name. This information can be provided in a signature field that can be turned off for more personal emails. Providing contact information is especially important when asking for an answer that is likely to be quite complex. Often, less time is required to explain something complex over the phone or in person than to type out the message.

The information in the subject line should be meaningful to the recipient as well as the sender. For instance, when sending an email to a company requesting information about a product, it is better to mention the actual name of the product, e.g., 'Product A information', than to just say 'Product information' or the company's name in the subject.

Answer all questions, and pre-empt further questions

An email reply must answer all questions, and pre-empt further questions. If all the questions in the original email are not answered, it will likely bring further emails regarding the unanswered questions, which will not only waste the time of the sender and the recipient but also cause considerable frustration. Moreover, if one is able to pre-empt relevant questions, the reader will be grateful and impressed with the sender's efficiency and thoughtfulness. Imagine for instance that an off campus student sends you (assume that you are a professor of Electronics

Do not overuse the high priority option

We all know the story of the boy who cried wolf. Overuse of the high-priority option will make it lose its function when really needed. Moreover, even if a message has high priority, it will come across as slightly aggressive if it is flagged as 'high priority'.

Do not attach unnecessary files

Large attachments can annoy readers and even bring down their email system. Wherever possible, try to compress attachments and only send attachments when they are productive. Moreover, one should have a good virus scanner in place to prevent the readers from receiving documents containing viruses.

Re-read the email before you send it

A lot of people do not bother to re-read an email before they send it out, as can be seen from the many spelling and grammatical mistakes contained in emails. Besides, reading the email from the recipients' perspective will help frame a more effective message and avoid misunderstandings and inappropriate comments.

Take care with abbreviations and emoticons

In business emails, try not to use abbreviations such as BTW and LOL. The recipient might not be aware of the meanings of the abbreviations, and in business emails these are generally not appropriate. The same goes for emoticons. It is advisable to avoid using any entities that the recipient might not be familiar with.

Be careful with formatting

Remember that when an email is formatted, the sender might not be able to view the formatting, or might see fonts that are different from the ones intended. When using colours, use a colour that is easy to read on the background. One also needs to be aware of the fact that there are some accessibility norms that do not allow the use of certain colours, keeping in mind colour-blind people.

Take care with rich text and HTML messages

When sending an email in rich text or HTML format, be aware that the sender might be able to receive only plain text emails. If this is the case, the recipient will receive the message as a .txt attachment. Most email clients, however, including Microsoft Outlook, are able to receive HTML and rich text messages.

Do not use email to discuss confidential matters

Sending an email is like sending a postcard. Do not send confidential information by email. Moreover, never make any vilifying or discriminating comments in formal emails, even if they are meant to be jokes.

Avoid using URGENT and IMPORTANT

Even more so than the high-priority option, try to avoid the use of words such as 'Urgent' and 'Important' in an email or subject line. Use this only if it is a really, really urgent or important message.

Use the Bcc: field or do a mail merge

When sending an email, some people place all the email addresses in the To: field. There are two drawbacks to this practice: (1) the recipient knows that the same message has been sent to a large number of recipients, and (2) someone else's email address is being publicized without their permission. One way to get round this is to place all addresses in the Bcc: field. However, if the To: field appears blank, it might look like spamming to all the recipients. Instead, the list containing the email addresses of all recipients could be included in the To: field, or even better, with Microsoft Outlook and Word, it is possible to mail merge and create one message for each recipient. A mail merge also allows the use of fields in the message so that each recipient can be addressed personally. For more information on how to do a Word mail merge, consult the Help feature in MS Outlook.

Using the cc field

Try not to use the Cc field unless the recipient in the Cc field knows why they are receiving a copy of the message. This will depend on the situation. Only the recipients in the To field are supposed to act on the message. The Cc field is used to keep others informed about the project, e.g. the manager or a co-worker.

The Bcc is used when a copy of the mail is to be sent to other recipients without the knowledge of the main recipient. For example, it is used in official correspondence such as appraisals being done by first-level managers. The first-level manager provides some feedback to his/her subordinate over email, but includes the second-level manager in Bcc, just for his/her information. The subordinate doesn't get to see that the email is also copied to the second-level manager. This is mostly used for providing sensitive feedback that is supposed to be private.

> 'I consider it a good rule for letter-writing to leave unmentioned what the recipi-ent already knows, and instead tell him something new.'
> *–Sigmund Freud*

Do not reply to spam

Replying to spam or unsubscribing confirms that the email address is 'live'. Confirming this will only generate even more spam. Therefore, just hit the delete button or use email software to remove spam automatically.

Effectiveness and Security

Email is, of course, a form of written communication, but it is different from traditional written communication. Email is not bound by the physical limitations of a page of paper, it can be transmitted and received very quickly, and a single message can be sent to a group of thousands

Some Tips for Email Effectiveness

1. Write a meaningful subject line.
2. Keep the message focussed and readable.
3. Use attachments sparingly.
4. Identify yourself clearly.
5. Be kind. Do not flame.
6. Proofread.
7. Do not assume privacy.
8. Distinguish between formal and informal situations.
9. Respond promptly.
10. Show respect and restraint.

TABLE 15.11 Characteristics of memos, letters, and email

Characteristic	Letters	Memos	Email
Structure	Contains several elements starting from heading to distribution list	Contains lesser elements than letters and does not include solutation and complimentary close	Cotains most of the elements which a letter has but addresses are the email addresses or email ids
Layout	Elements are arranged an any of the layouts discussed earlier in the chapter	Heading elements are aligned with left margin vertically	Given in prescribed format by the email service providers
Purpose	To persuade and to share information	To share information, to direct to recommend, or to congratulate	To convey short routine messages quickly
Audience	Generally low-tech and lay readers, such as vendors and clients	Generally high-tech or low-tech, mostly business colleagues	Generally multiple readers with various levels of knowledge; could include instructors, company supervisors, and subordinates as well as family and friends
Degree of formality	More formal than memos because of external destination	Generally informal because of internal circulation	Degree of formality is less than both in memos and in letters and follows a conversational style
Short forms, abbreviations,	To be avoided	To be avoided unless very common among the employees	To be judiciously used
Circulation	External	Internal	Both internal and external

of people as easily as it can be sent to one or two people. Since email is written communication and it is not done on paper, we have to do what we can to make it easy to read and comprehend. Because messages are sent electronically, it is possible to get a response in a matter of minutes or seconds. When we are communicating, trading comments separated by only a few seconds, email is similar to spoken communication. It tends to get informal and personal, and that is probably just the way we want to be during quick exchanges with another person. On the other hand, when we are communicating using email, we cannot display our facial expressions or gestures or express intonation the same way we would when speaking.

There is no substitute for a well-thought-out and well-expressed message. There is also no excuse for mis-spellings or grammatical errors in professional or business communications. To make an email most effective, it has to be written clearly, take into account the fact that people will likely be reading the message on a computer screen, and take full advantage of the medium itself.

However, one must be aware of the ease with which email messages can be sent to unintended readers and of the possibility that old email messages will come back to haunt the sender. The following guidelines are worth following:

- Ensure that personal messages are sent to the correct individual and not to a mailing list. Many email users have been embarrassed by accidentally sending personal or confidential