

Correspondence skill

Business writing has only two goals:

1. To make people **understand** you.
2. To get them to take some **action**.

Your readers take the proper action only when they know not just what you say, but **what you want**. Let the reader know from the very first sentence what your letter is about. Remember that when business people open a letter, their first concern is to know what the letter is about, what its purpose is, and why they must spend their time reading it.

1. State your point clearly and concisely.

A good business letter must provide all relevant information in a clear and concise manner. Don't use extremely long sentences in your letter. They are not easy to understand and increase chances of grammatical errors. So use simple and short sentences. Your letter should fit in one or two pages. Go straight to the point and try to convey it in as few words as possible. Remember that you want your reader to understand and take action. Avoid repetition other than for specific emphasis. Keep your words as simple as possible. However, don't oversimplify the language so as to insult the intelligence of the reader.

2. State your purpose of writing in the first sentence.

Few professionals have the time or patience to read long letters. Instead, what they do is to skim the letters quickly. Therefore, it is important to state the purpose of your writing in the opening sentence of the letter. Use an active voice. Passive verb forms are suitable for academic and scientific writing. In business letters, they are not very effective.

3. Use a formal tone

A business letter should be written in a formal tone. That means you have to avoid conversational English. Avoid contracted verb forms and idioms. Use simple yet powerful action words and sentences. If the first few sentences of your letter can capture the reader's interest, he or she will slow down and read the letter more closely.

4. Correct spelling and grammatical errors-

It doesn't take a great deal of time or effort to spot the silly grammar and spelling mistakes in your letter. Note that skimmers as well as readers will spot them at one glance. So you have to spell-check and grammar-check your document before sending it.

Remember, however, that a spell-check is not always helpful. It merely checks the spelling. It will not be able to detect correctly spelt words used incorrectly. For example, the words- 'there' instead of 'their', 'reason' instead of 'region'. A spell checker will not be able to help in such situations. So consult a dictionary if you are unsure of your word usage.

5. Reread your letter

No matter how perfect you think your letter may be while you are writing it, there's always a chance of spelling, grammar, and typographical errors. Hence again read the letter after finishing once.

If possible leave the letter alone for an hour or two and then reread it closely. If the letter is not urgent and not necessary to send it on the same day, do not send it. The next day again read this letter and implement fresh improvement that came in your mind in the meantime. Thus you can make your letter fine, perfect, sharp & effective. For long, complicated & very important letters this process is necessary because after the letter once sent, it is not possible for you to make any change. Prevention is better than cure. For very important letter, it is worth getting a second opinion from a competent friend or a colleague.

Parts of a Business Letter

1. Sender's Address

The sender's address and contact details such as email address, phone numbers, etc usually are included in letterhead. Firms, companies organizations, etc. generally writes letters on their printed letter heads.

2. Date line

This consists of the month, day, and year. The month is spelled out in full, and all numbers are written as numerals (January 1, 20100). The date is typed below the letterhead, usually on the left side of the page.

3. Inside Address

The inside address is the recipient's address. It is always best to write to a specific individual at the organization. Include a personal title such as *Miss*, *Mrs.*, or *Ms.* for women and *Mr.* for man.

The inside address begins one inch below the date. It should be aligned on left side always. When a letter is addressed to an individual, the inside address includes his title and full name. When writing to a woman who you don't know, address her as "Ms." If you do not know the sex of the person, drop the courtesy title in the address and salutation: "Kiran Goyal"; "Dear Kiran Goyal". It's awkward but better than risking an unintended insult. For physicians, either "Dr.Shah" or "Mayank Shah, M.D." is acceptable. For academics, "Dr.Sima" or "Sima Nayak, Ph.D." is correct.

4. To the attention of.

If you are writing a company or company department, you may also want to include an attention line that directs your letter to a specific individual (Kind attention: Mr.Venkatesh Prashad) The attention line is placed two spaces below the address and two lines above the salutation.

5. Salutation

Your salutation is your greeting. In most cases, it is a simple “Dear Mr. / Ms. / Mrs. / Dr. ____:” If you know the person and typically address them by their first name, it is acceptable (for example- Dear Swati:). If you don't know a reader's gender, write full name in a salutation.

For example, you may write Dear Kiran Mehta.

General salutation	Dear Sir, Esteemed Sir, Sir , Dear Madam, Madam
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Salutation depends on whether you know the name of the person you are writing to. If you do, you use “Dear Ms.Swati”. Initials or first names are usually not included in salutations. On the other hand, you could write “Dear Swati Desai” and skip the courtesy title. If you don't know the name use either of the following

- Dear Sir /Dear Sirs / Sir / Sirs / Dear Madam / Madam
- To Whom It May Concern / To whom so ever it may concern

6. Subject line- In this line the subject of the matter is written for knowledge of reader at the outset.

7. Reference Line

Some letters require specific reference to file, account, invoice, order, or policy numbers. These references are usually typed below the subject line.

8. The Body of the Letter

Write the body of your letter keeping it brief and to the point. There should be a single space and leave a blank line between each paragraph. The first paragraph of a typical business letter is used to state the main point of the letter. Begin with a friendly opening; then explain purpose of your letter.

In the second paragraph, state the supporting details to justify your purpose.

Finally, in the closing paragraph, briefly restate the purpose of the letter and, in some cases, request some type of action. When ending your message, stay friendly and brief. Do not, however, thank someone for something they have not yet done: “Thank you in advance” is presumptuous.

Closings such as “Best wishes,” “Regards,” Kind regards,” may be used.

9. Complimentary close-

The most common complimentary close accepted in the US and UK is- **Sincerely**. If you insist on using some other ones, try following depending on your situation:

- Yours faithfully (UK)
- Very truly (US)
- “Yours truly” “Yours very truly” “Very truly yours” or “Sincerely”
“Very sincerely” “Sincerely yours” “Yours Sincerely”
- Gratefully (if the person has done your important work and you want to express gratitude)
- Your affectionately (personal relation)
- Yours in sorrow [in death]

10. Signature-

Sign your name between the complimentary close and your printed name. The Title is optional depending on relevancy. Your name is typed just as in your handwritten signature. A courtesy title “Ms.,” “Mrs.” “Miss,” may be added to indicate the writer’s preference. Academic degrees (Ph.D., LL.D.) and professional ratings (CPA) may also be included in the typed signature.

11. Enclosures-

To make sure that the recipient knows that items accompany the letter in the same envelope, use such indications as "Enclosure," "Encl."

For example, if you send a resume and experience certificate with your application for job, you'd do this: “*Encl.: Resume and experience certificate*”. You may list the name of documents you are including in the envelope. For instance, if you have included many documents and need to ensure that the recipient is aware of each document, it may be a good idea to list the names.

12. Courtesy copies- noted as “cc:” or “Copies to”- indicate that your letter is to be distributed to other people. The names of these recipients are listed alphabetically, and you may also include their addresses if this may be helpful to your recipient.

13. Format & font

Block Format- When writing business letters, you must pay special attention to the format and font used. The most common layout of a business letter is known as block format. Using this format, the entire letter is left aligned and a single line space. (double space between paragraphs). However, it will look better if you keeps line space 1.3 instead of single.

Font- Another important factor in the readability of a letter is the font. The generally accepted font is Times New Roman, size 12, although other fonts such as Arial or Calibri, Verdana, Tahoma. Fount should be simple yet good in look and conveniently readable. Set character space between fonts if required. Suppose you are using Arial font, then it will look better if you set character space expanded by 0.4 pt or 0.5 pt. Such a setting will surely increase the beauty and easiness of reading both.

Following pages- If you use letterhead stationery, remember not to use it for subsequent pages. However, you must use blank paper of the same quality, weight, and texture as the letterhead paper (usually, letterhead stationery comes with matching blank paper).

A ordinary letter of a individual for purchase

VASUDEV HOUSING SOCIETY,

Nr. Indus Engineering college, Opp.Dinesh Chamber, Vejalpur,
Ahmedabad-382356 Ph. 9824652455

Dt.- December 22,2015

To,
Dyanic Pumps Pvt.Ltd.,
104, Shayona Estate,
Near Memco cross roads,
Naroda road,Ahmedabad.24

Kind attn: Shri Mayank Patel

Dear Sir,

Sub.- Requirement of quotation for nos.3 V6 size submersible pumps

For our society, we need nos.3 **ISI marked** submersible pumps as per technical specification shown below.

1	Size	6"
2	Impeller	Stainless steel-casted
3	Head	30 mtr
4	Discharge	100 Litre per second

Meeting of the society members' is held on 1/1/2016, in which this matter of purchase of submersible pumps will be discussed and finalized. Hence you are requested send us your most competitive offer before 31-12-2015.

Regards,

V. Shah

(Vishal Shah)
Ph.9624619488

Reply to business inquiry

Dynamic Pumps Pvt.Ltd.

104, Shayona Estate, Near Memco Cross Roads, Naroda Road, Ahmedabad.24
Ph.079-44448888 Email-dynamic123@gmail.com

Date-December 23,2015

To,
Shri Vishal S.Patel,
Vasudev housing society,
beside Indus Engineering college,
Vejalpur, Ahmedabad-382356

Dear Sir,

Sub.- Submission of quotation

Ref.- Your email dated December 22, 2015

Thank you very much for your valued inquiry.

Ours is ISO 9001 company, manufacturing quality submersible pump sets with ISI, Star & CE mark, form 4" to 8" bore well. We make monosets also for open well in single phase and Three phase both.

We are one of pioneers in manufacturing of submersible pump sets and have enjoyed opportunities to supply our pump sets to many reputed organizations in India. We are first to install computerized discharge testing laboratory using digital flow meter for accurate testing of pump sets. Ours is also the first SSI submersible pump manufacturing company in India, to obtain ISO 9001 Certification way back in August 1995, from BIS [Bureau of Indian Standard].

We have gone through your requirement and accordingly our offer is attached herewith.

If you require any further information feel free to contact/write to us.

With best regards,

For Dynamic Pumps Pvt.Ltd.,

MPatel

(Mayank Patel)

Encl. 1.Quotation and Company Profile

2.Cross section drawings

Letter to the Government department

Dynamic Pumps Pvt. Ltd.

104, Shayona Estate, Near Memco Cross Roads, Naroda Road,
Ahmedabad.24 Ph.079-44448888 Email-dynamic123@gmail.com

Date –April 14,2011

To,
The Chairman,
Gujarat Water Supply & Sewage Board,
Jalseva Bhavan, Chh Road, Sector 10-A,
Gandhinagar– 382 010

Dear Sir,

Sub.-Reminder for Registration of our company as approved vendor of GWSSB

Ref.- 1. Our application in this regards dated 18/8/2009

2. Our reminder letter no- UPE/GWSSB/Rgn./2010-11 dated 26/8/2010.

We would like to inform you again for our above referred pending application submitted for registration as approved vendor in your organization.

The said application was submitted on 18/8/2009 and the subsequent inspection was carried out very promptly, after submission of the application, on 12/11/2009.

Now we wish to know the status of our application, so that if registered, we can participate in tenders and supply our pump sets in various Government/Semi-Government departments of the Government of Gujarat.

With kind regards,

For Dynamic Pumps Pvt.Ltd.,

MPatel

(Mayank Patel)

C C– 1. The Superintending Engineer, GWSSB, Gandhinagar

2.The Chief Engineer , GWSSB, Gandhinagar

Personal letter to the friend

From-

Mahesh Patel

20, Sunrise Park, Nr. Drive In cinema,

Vastrapur, Ahmedabad

Dt.-January 1, 2015

To,

Mr. Ramesh Shah,

1-A, Parasnath Society, Nr. Central Bank,

Sabarmati, Ahmedabad

Dear Rameshbhai,

I am mourning to hear about the tragic death of your son Rakesh.

I can understand your pain and grief. You and your family must be shattered due to this unpleasant disaster. Kindly accept my sympathy on the death of your son.

Rakesh was my best friend and we had cherished many moments of joy and happiness together. I know him since 2000, when we both were studying together in Engineering College. He was not only a good scholar but a good friend and a nice human being as well. We joined our first job together in the same office. I met him last week and he was very happy on his increment.

Please take care of your family and if you require any help, feel free to contact me anytime. I shall positively come to see your family.

May the Departure Soul rest in peace!

With deepest sympathy,

M. Patel

(Mahesh Patel)