

## **Business Letter Writing and Presentation Tools**

Letter is basically a written message that can be either handwritten or printed on paper. It can be sent to the receiver via mail or post in an envelope. Letter writing is a very essential skill. Although these days text messages and mails are more in trend but everyone has to write letter at some point of time.

Writing letters from childhood can help one in having good communication, social and handwriting skills. Letters even today are an important source of communication in both personal as well as workplace.

### **Functions of Business Letters**

In business, letter writing is an important area of communication. The modern goal of nations for global free trade and the need to cross national, linguistic and cultural barriers to promote trade have made the charter an important trading tool. A business letter serves certain important functions:

1. A business letter acts as the representative of the organization. It is an inexpensive substitute for a personal visit.
2. Business letters have legal validity. In times of dispute and doubt, they can provide substantial evidence to resolve them.
3. A business letter becomes a reference material for future transactions between organizations and individuals.
4. A business letter promotes and maintains goodwill.
5. A business letter expands and improves the business. We can elaborate each of the functions in this way.
6. A business letter motivates all people involved in a business to a higher and better level of performance.

7. It seeks to provide information on topics related to business.
8. Business letters, especially circulars, are used to create demand for new products. Circular letters can communicate to many people at the same time.
9. A company not only sends messages, but also receives information from outside. To run the business, any company needs different types of external information. Through business letters, companies can consult on the necessary matters.
10. It is a very common purpose to use the business letter. Both business and manufacturing concerns must order finished products or raw materials to run the business.
11. In the course of business, disputes and misunderstandings may arise. Business letters play a vital role in solving such misunderstandings.

## **Layout of Business Letters**

Layout of a letter is very important while writing a business letter so that it looks professional and is easy to read. Here you will find information about business letters, including font selection, paragraph spacing, formatting, margins, what to include in each paragraph and how to close the letter.

### **1. Letter Font and Spacing**

- Properly space the layout of the business letters you write, with space between the heading, greeting, each paragraph, closing, and your signature.
- Just space your letter and leave a space between each paragraph. When sending written letters, leave two spaces before and after your written signature.
- Left justify your letter, so that your contact information, date, letter, and signature are all aligned to the left.

- Use a simple font like Arial, Times New Roman, Courier New, Calibri, or Verdana. Make sure the font size you are using is large enough that your reader does not need to reach for his lenses - the standard font size for these fonts is 10 points or 12 points.

## 2. Business Letter Etiquette and Tone

- **Greeting:** It is still standard to use the recipient's title (Mr., Mrs., Mrs., Dr., Professor, Judge) before their last names in the greeting of formal business correspondence (Example: "Dear Mr. Shakespeare"). The word "Dear" should always precede the recipient's name; don't just use your name alone as you would in casual correspondence. Similarly, avoid starting business correspondence with openings such as "Hello," "Hello," or "Good morning." Business letters should always begin with "Dear [recipient's name and title]," unless you use the greeting. "To Whom It May Concern" (in cases where the recipient's name is unknown).
- **Closure:** its closure must err on the side of the conservator. Acceptable closures to use include: "Yours sincerely," "Sincerely yours," "Best regards," "Greetings," "Thank you," "Thank you for your consideration," "Respectfully," and "Very respectfully." "V / R" is common in military business correspondence.) Do not use casual closures such as "Later", "Greetings", "Kind regards", "Thank you!", "TTYL" or "Gladly".
- **Word Choice and Grammar** - While your word choice for business letters shouldn't be too rigid, flowery, or ornate, you should also avoid using slang, abbreviations / acronyms, emojis, or text. Instead, use complete sentences, keeping an eye on the comma splices (where two complete sentences are joined by a comma). Carefully check spelling and grammatical errors.
- **Paper:** If you are writing a formal business letter to be posted instead of an email, the paper you use should be a decent weight standard white paper; don't use the kind of fancy or colored paper that can be used in "junk mail" marketing. It's okay to include a simple company logo at the top of the document.

## **Types of Business Letter**

### **1. Inquiry letter**

Inquiry letters ask a question or get information from the recipient. When writing this type of letter, keep it clear and concise and list exactly what information you need. Be sure to include your contact information so the reader can easily respond.

### **2. Order letter**

Consumers or businesses send order letters to a manufacturer, retailer, or wholesaler to order goods or services. These letters must contain specific information, such as the model number, product name, desired quantity, and expected price. Payment is sometimes included with the letter.

### **3. Sales letter**

Typical sales letters start with a very strong statement to capture the reader's interest. Since the purpose is to get the reader to do something, these letters include strong calls to action, detail the benefit to the reader of taking the action, and include information to help the reader act, such as including a phone number or link to the website.

### **4. Complaint letter**

The words and tone you choose to use in a letter complaining to a company can be the deciding factor in determining whether your complaint is satisfied. Be direct but discreet and always use a professional tone if you want the company to hear you.

### **5. Follow – up letter**

Follow-up letters are usually sent out after some initial communication. This could be a sales department thanking a customer for an order, a businessman reviewing the outcome of a meeting, or a job applicant asking about the status of their application. In many cases, these letters are a combination of a thank you note and a sales letter.

## **6. Letter of recommendation**

Prospective employers often request letters of recommendation from job applicants before hiring them. This type of letter is usually from a previous employer or teacher, and describes the sender's relationship and the job applicant's opinion.

## **7. Resignation letter**

When an employee plans to quit his job, a resignation letter is usually sent to his immediate manager to let him know and when the last day of employment will be. In many cases, the employee will also detail their reason for leaving the company.

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