

When an individual starts working in a professional environment, he needs to understand the various nuances of business letter writing. Business letter has to be brief and concise. The purpose of writing the letter should feature in the first paragraph. Give enough information about the main idea but be specific. Professionals do not have time to read lengthy letters. So keep the letters as short as possible. The business letter has to effectively convey the message to the reader. Here in this section of the site, you will get tips to write business letters, types of business letters and samples of business letter. Use the formats and modify the content as per your requirements.

Main Constituents of a Business Letter

- Address of the Writer or Return Address: While writing a business letter, you should write your name, address and designation, contact number, e-mail address first. This comprises the heading of the letter. This is written at the left hand side upper corner of the letter. The letter heading is quite significant, as the reader discovers your identity through it. This is the first part of the letter, from where reader starts reading the letter.
- Date: It is customary and convenient to write the date after the writer's name, address and designation. Writing the date is not a formality, but it is useful in filing the letter for further reference. The date on which the letter is written and posted is significant in legal matters.
- Name and Address of the Addressee: The name and address of the addressee follow your name and address. These two addresses are beneficial, in case the letter is misplaced, during transit or after filing or before posting.
- Salutation: An appropriate salutation conveys respect and pleases the reader. A simple 'dear sir' or 'dear madam' can serve the purpose.
- Main Body of the Letter: This is comparatively the biggest and main part of the letter that comprises three small paragraphs. Through the first 2 – 3 lines, you should be able to introduce the topic of the letter. In the second paragraph, you are expected to describe the purpose of writing the letter, with transparency of facts and in the least possible number of lines. A business letter should always be written in a good flow. In the third paragraph, you should be able to conclude in one or two lines. Remember, the main body of the letter can be of one or two paragraphs also depending upon the situation.
- Complimentary Closing/Conclusion: A closing or a conclusion is the last part of the letter, where you are supposed to sign off. Closing part of the letter contains some greeting or a compliment.

Professional Business Letter Template

Several professional business letter formats are followed by people, according to their convenience. The following simple format template illustrates the parts of a business letter for kids, who are learning it for the first time.

Name and Address of the Writer: _____

E-mail address: _____

Telephone Number: _____

Date: _____

Name and Address of the Addressee

Salutation

Main Body: Reference or Introduction

S.NO	RGPV QUESTIONS	Year	Marks
Q.1	Explain different parts of a business letter.	Dec 2013	5
Q.2	What do you understand by open punctuation? How does it differ from mixed or closed punctuation?	June 2011 June 2015	4
Q.3	What is the purpose of “subject line” in a letter?		3
		June 2015	2

UNIT 5/LECTURE 3

Job Application - [RGPV/June 2013 (14), June 2012 (10), Dec 2011 (10)]

Resume Making

In applying for a position that has been advertised or even one that you have heard about on the grapevine you should:

- Do your homework and research regarding the position, the area and the organization.
- Check relevant websites to gather information.
- Make some informal discrete enquiries regarding the position from possible contacts in the area but be careful to interpret this information correctly
- You have about 30 seconds to catch the attention of the person reading your application, to encourage them to read on, so ensure you have the most important information upfront. Some people read the cover letter first, others the CV or selection criteria.
- Attention to detail is critical, as any spelling or grammatical errors decrease your chances of getting an interview one hundred fold. Most recruiters are turned off by grammar and spelling mistakes, as it gives a strong signal to them that this person may be careless with their written communication.
- Write your application well in advance of the deadline so you have time to review, improve and edit it.
- Get someone to read and review your application in advance preferably someone who has experience in hiring staff.

A good covering letter is critical to your application's success and should indicate why you have the skills, experience and motivation for the position and why you would be a good fit for the environment or area where the position is located. It gives you the chance to stand out from other applicants.

Usually a good cover letter sets you apart from the other applicants and entices a person to read on further and take more notice of your whole application.

A good cover letter should:

- Indicate clearly the position you are applying for, the source and reference number (if applies). Putting the wrong title in your application is a definite no. It implies you are not serious about this position and are just applying for lots of positions.
- Explain what has motivated you to apply for this particular position and work for this area/organisation
- Summarise your experience and suitability for this position in one or two lines
- State your availability for an appointment to discuss your application

Tips

- Don't underestimate the importance of a good cover letter or letter of application.
- Ensure the letter is tailored to meet the need of the area and job so understanding what they want, value etc is critical.
- Think carefully about the impact your cover letter will have on those making the recruitment decision. They are glancing through several applications quickly and often online. Your covering letter must stand out, as one that is likely to attract the reader to read on.
- Your cover letter should ideally be one page in length.
- Keep it simple, smart and easy to read, don't use too many big words.
- Use the same font and style as you use in your resume and selection criteria.
- Use plenty of white space and blank spaces between paragraphs.
- The letter should be error free, so check carefully before sending.
- The letter should convince the employer that you have what it takes to do the job and that you have the motivation and are a good fit for the role.

It is important to develop a generic CV, which can be changed accordingly, to meet the needs of the position for which you are applying. How you present it can either make you stand out from other applicants and get you an interview or end up in no results! However avoid using fancy graphics, different typefaces or color to attract attention.

Basic types of CV or resume;

There are three basic formats of a CV or resume:

Chronological resume

- A chronological resume; lists work experience in reverse time order (i.e. most recent work experience first) with an emphasis on responsibilities and achievements.
- It is the most commonly used type of CV and used particularly if staying in

the same

industry or similar position.

Functional resume

- The functional CV is designed to stress the skills or the qualifications, with less emphasis on specific employer or dates.
- The functional CV is particularly suited to people wanting to make a career change to a new functional area and want to stress their preferable skills.

Mixed

- This type of CV is a hybrid between a chronological and functional CV.
- There is an emphasis on the functional approach but also lists skills and achievements in a chronological list of recent positions held.

The “Do’s”

- Develop a generic CV, then match and adapt it to suit the position you are applying for ensuring a fit with employer's needs and position outline.
- Use action words as much as possible to replicate the skills and attitudes listed in the position description or job advertisement in your résumé.
- Ensure your CV outlines your achievements/accomplishments separate from your key responsibilities in your position.
- Start with your most recent position as is likely to be the one of most interest to your employer.
- The key responsibilities of a position can either be summarized in a brief paragraph or a few dot points.
- The main emphasis in your CV should be on your key achievements in recent positions held. Ideally they should impress the reader and indicate suitability for the position you are considering.
- Listing your key achievements and relating them to the position you are applying for is critical.

You must relate to actual outcomes or results in terms of quantity, quality, cost, revenue or productivity.

Achievement

- Limit the length of your CV to 2-3 pages, 4 pages max.
- Focus on the last 10 yrs of your employment. List the remainder with

details of dates, employer and job title, to ensure the employer has an overview of your work history.

- Keep the structure simple, with clear labels for various sections.

- Use consistent formatting and plenty of white space, no fancy logos.

The "Don'ts"

- Do not create a long CV with lots of irrelevant information. Be specific to support the position being considered/
- Do not include personal data i.e. age, marital status, number of children.
- Do not leave gaps between employments or else explain them in some way e.g. **2007: On Sabbatical.**
- Do not put anything in your resume; that might cause questions to be raised.
- Do not lie on your CV as you will usually come unstuck.

Sample Resume

POONAM TIWARI
C2, 244,Piplani BHEL
Bhopal
0755

2425855

QUALIFICATIONS SUMMARY:

A highly organized, solutions-oriented manager experienced in all aspects of administration. Promote effective employee relations including optimized scheduling, orientation and policy implementation.

EXPERIENCE:

Operations Administrator – Wipro Technologies - PUNE 8/06 -

present



Provide administrative support to President, VP's and engineers including proposal Preparation and final distribution to prospective and current clients.

④ Orient new employees with telephone set-up, computer equipment and office Organization.
Update employee directory and route important information to appropriate staff.

④ Utilize Microsoft Office skills to provide word processing services to 30 employees.

④ Track and maintain office needs including ordering supplies and handling copier and fax machine related issues.

Developed and initiated a recycling program for the workplace.

Branch Office Administrator – L & T Technologies, Mumbai 2/03 –**8/06**

Managed all administrative responsibilities for branch location of L & T Technologies including completing and submitting branch reports.

Clients support included using management software to track business Contacts..

Provided our clients with the utmost service to make each one of them feel valued.

**Administrative Assistant – Infosys Systems, Indore 7/00 -****1/03**

Provided administrative support for Operations Manager, Branch Manager, Service Managers and sales representatives, including proposal preparation and scheduling of Conference and demo rooms for sales demonstrations.

Answered and directed incoming calls for six telephone lines.

Processed monthly sales bills for an average billing cycle

Sent daily correspondence to other offices.

Worked with VP of Marketing to plan events and keep track of internal campaigns and contests between branches.

Worked with local authorities on a daily basis investigating fraudulent activities dealing with banking customers such as bad checks, robberies, counterfeit situations, etc.

Ordered supplies and kept stock room neat and organized.

EDUCATION:

MBA from Chennai University 2000 BBA
from BSS College, Bhopal

COMPUTER SKILLS:

Experienced in Windows, MS Office Suite, Goldmine Contact Management Software and mid- level equipment set-up and trouble-shooting.

S.NO	RGPV QUESTION	YEAR	MARKS
Q.1	What is a Resume? How the contents and arrangement of a Resume are strategically planned. Show it with an example.	June 2013 Dec 2014	14 7
Q.2	Write a note on the structure of an application letter.	Dec 2014	7
Q.3	What are the salient features of a job application?	Dec 2012	14
Q.4	There is a vacancy for the post of lecturer in Mechanical Engineering at National Engineering College, Delhi. Imagine that you are Manuraj Singh, a Mechanical Engineering graduate and apply for the post.	June 2012	10
Q.4	What is a Resume? Elaborate	June 2015	7

REFERENCES

1. Communication Skills – Dr. Jaya Garg & Dr. Vineeta Bhatnagar (155–165)
2. Professional Communication Skills – Pravin Bhatia & A. M Sheikh (57–60)

Tips to Call quotation or Letters of Inquiry

Letters of inquiry are frequently sent out by a trader when the goods he requires are of a kind which he does not regularly buy and he intends to know the current prices of the goods. In such a case he usually addresses his inquiry to several firms in order to obtain a correct idea of the prices of the goods he intends to buy. The cheapest and best source of their supply is also ascertained.

Inquiries are merely requested for information and while drafting such letters care should be taken to give proper consideration to the following points.

1. All necessary particulars of quality, quantity, shape and size etc., must be given in full so that there should remain no room for any ambiguity.
2. If necessary a request for the supply of samples should be made.
3. An approximate estimate of the present and future requirements should be indicated.
4. A request should be made to the supplier to quote his minimum prices, terms of sale and mode of payment.
5. The purpose for which the goods are to be purchased should be clearly indicated. If the goods are required for some special purpose, it should

be clearly stated.

6. The letter should be closed with a request for the lowest quotation together with an assurance of goods business.

Enquiry Letter Sample

Help line communication

2nd line road, Bijoy Nagar, Dhaka-1100

1st August, 04Sales Manager

Tele-Communication Ltd. 25,
Gulshan, Dhaka-1212

An inquiry for price of Mobile sets

Dear Sir,

Would you kindly give us detailed information about the "Nokia 2100" mobile sets recently advertised by you in the "Daily Star." we are impressed by the description of the respective mobile set as advertised by you and expected to purchase if terms and conditions are found to be suitable. Our annual requirement of such set is around twenty five thousand (25,000) pieces.

As we handle a large quantity of mobile sets each year, we hope and trust you will quote the most favorable prices and terms.

Yours faithfully

M. A. Karim

Purchase Manager, Helpline Communication

S.NO	RGPV QUESTIONS	Year	Marks
Q 1	Define 'Letter of Enquiry'.	Dec 2014	2
Q 2	Distinguish between Tender and Quotation.	Dec 2014	2
Q.3	What points are to be kept in mind while calling a quotation?	Dec 2012	4
Q.4	Write a letter to M/s Rajiv Electronics Ltd, New Delhi calling for quotations of electronics goods required for your college laboratory. Invent details.	June 2012	10

Sending Quotation

- Be concise and start with the main point - your request for a quotation.
- Clearly state all relevant facts and a description of what you require.
- Make your own interests clear so that the other party can know what is being asked for and why.
- Send the letter in an official capacity and sign it.

The Challenge:

Many of your customers receive quotations that consist of a price, item/service description and cost that are not too exciting.... especially sending spread sheet like quotes. How do you stand out?

The Solution:

Add color/images to your quotes.

Depending on your industry, embedding product pictures, html images, pictorials or graphs to your quotes and sending them by email can strongly increase buying interest from your customers and may significantly distinguish your quotations from your competitors.

Provide a value statement on your quotations.

Prior to sending your quotation, ask your customer exactly what they want to accomplish as a result of purchasing the products and or services from you.

On the front of the quotation (not the cover letter) briefly outline the objective of the Quotation, and the deliverables that purchasing from you will provide.

Sending Quotation Letter Format

Reply to the prior inquiry i.e. providing Quotation.

10th August, 04

Manager

Purchase Division

Help Line Communication

2nd Line Road, Bijoynagar
Dhaka-1100

Ref: Terms and Quotations for Nokia "2100"

Dear Sir

Thank for yours inquiry of 1st August, 04. We are glad to enclose the following quotations of "Nokia-2100".

<u>Set</u>	<u>Model</u>	<u>Battery</u>	<u>Price per Set</u>	<u>Warranty</u>
Nokia	2100	Hungry	5,000	1 Year
Nokia	2100	China	5,000	1 Year
Nokia	2100	Malaysia	5,000	1 Year
Nokia	2100	Hungry	5,000	1 Year

Our normal trade discount is 15% for ten (10) days and 5% extra if order is made for more than 5,000 pieces at a time. We do supply to our customers' door through our own care.

Our Mobile is originally imported with intact packing and we provide guarantee for our mobile set for three (3) years.

If you need any further details to meet your customer's requirements, you should feel free to write to us.

Yours faithfully

Aslam Ahmed
Sales Manager,

Tele communication Ltd.

Tenders [RGPV/ June 2013(4), Dec 2012(14) ,Dec 2012(10)]

Initiating step of a competitive tendering process in which qualified suppliers or contractors are invited to submit sealed bids for construction or for supply of specific and clearly defined goods or services during a specified timeframe. Also called request for tenders.

Cost of Tender Form – Rs 200/- (Non Refundable) GOVERNMENT OF INDIA MINISTRY
OF COMMUNICATION AND INFORMATION TECHNOLOGY DEPARTMENT OF POSTS

O/o the Supdt. Postal Stores Depot, Mumbai -400 001.
No. I-3/UPS Batteries/Mumbai Region/2012-13 Dated 08.02.2013

NOTICE INVITING TENDER

Sealed Tenders are invited on behalf of President of India, from Original Equipment Manufacturers/Reputed Firms for supply & installation of SMF 12V 26AH/42AH/65AH UPS Batteries under Buy Back scheme/without buy back scheme for UPS Machines installed at various post offices under Thane Central, Thane West, Navi Mumbai & Raigad Division. The method of submission of tender, amount of Earnest Money / Security Deposit and General Terms and Conditions applicable has been mentioned in Annexure I. The Proforma for submission of tender has been given in Annexure III (for Technical Bid) and Annexure IV (for Commercial Bid) to this Notice Inviting Tender. The schedule of tender is given as under.

1. Schedule of Tender

Tender No.	No. I-3/UPS Batteries/Mumbai Region/2012-13 Dated 08.02.2013
Amount of Tender	Rs. 24,78,000 (Rs. Twenty Four Lacs Seventy Eight Thousand only)
Last date and time of receipt of Tender form	04.03.2013 upto 14.00 hrs.
Last date and time of submission of Tender	05.03.2013 upto 10.00 hrs.
Amount of Earnest Money Deposited as per clause 3 of Annexure-I	Rs. 62000 /-(Rs. Sixty Two Thousand only)

Date and time of opening of tender	05.03.2013 at 11.00 hrs.
Cost of tender document	Rs.200/-
Venue	Office of the Superintendent, Postal Stores Depot, Annex Bldg. 5th Floor, Mumbai GPO complex, Mumbai - 400 001.

2. The Tender Form along with terms and conditions can be obtained from O/o the Supdt. Postal Stores Depot, Mumbai -400 001 on any working day (Monday to Friday) from 10.00 hrs to 17.00 hrs and on 04.03.2013 up to 14.00 hrs.

3. The tenders completed in all respects must be received in this office before date and time indicated in the Schedule. The tenders can be handed over to above said address of this office on all working day hours or by Speed Post so as to reach the undersigned on or before the scheduled date and time indicated in the Para 2 above. This office is not responsible for any kind of delay for receipt of tender within specified date and time and the tenders received after the scheduled date and time will be rejected outright. Only one tender should be submitted by each tenderer & properly kept in one cover. The tender is not transferable.

Tender v/s Quotation

Tender and quotation have become very common words that people use in daily lives. We ask for a quotation from a website providing insurance services and also ask a plumber for an estimate before he begins work when something goes wrong with plumbing accessories in bathroom. Tender is a word that we hear in connection with bids invited by government departments for completion of public works and projects. Big companies float tenders to search contractors who can get the work done in a short time and at a desired quality level. There are many similarities in tender and quotation though there are differences also that require them to be used correctly in different contexts. Let us take a closer look.

Tender

Tender is a very important way of procuring goods and services for a company, especially a public sector company. In fact, tender is a document that lays down the terms and conditions of the offer; the work required to be done that in an acceptable quality is also spelt out in the document. The company is the buyer in this case and suppliers and contractors are the sellers as they provide their bids in sealed envelopes describing their offer price and the manner in which they propose to complete the work. Tendering is the interest shown by bidders as they make bids or offers in response to invitations set out by companies in the form of

advertisements in newspapers.

Companies do not necessarily go in for the least amount of a bid as they have to ensure that the work is completed within a time limit and to the satisfaction of the company.

Quotation

Quotation can be considered as a formal document submitted by interested parties in response to an invitation called tender by companies. Quotations received by a company that has floated a tender allow it to come to a conclusion as to which of the bidders is the right party to supply the product or complete the work. A request for quotation has become a standard business practice whereby suppliers are invited to bid for products and services.

Quotation is a process that all of us make use of in our lives as when we have to get a work done at home or business premise by a professional. We ask for a quotation from insurance agents, plumbers, electricians, and even roofing experts before deciding in favor of a particular contractor or supplier.

What is the difference between Tender and Quotation?

- Tender is the formal process of asking suppliers to bid on the products and services required by a company.
- Quotation is the response of the bidders where they quote their price for the goods and services.
- Quotation also refers to the estimate that people ask from professionals for jobs that they require done.
- Tenders are more formal than quotations.

S.No	RGPV QUESTION	YEAR	MARKS
Q.1	What is the difference between a tender and quotation?	June 2013	4
Q 2	What is the difference between the notice of Tender and letter of calling Quotation? Write a notice inviting tender. Invent details.	Dec 2012	14
Q 3	Assume that you are the Chief Engineer in PWD Bhopal. Prepare a tender Notice for the construction of a 20 feet wide road from airport to Newmarket (25 km). Invent details.	Dec 2012	10

Order Letters[RGPV/ Dec 2013(14)]

Letters dealing with payments and orders on products or merchandise of business activity are called order letters. The document confirms the seller that the customer requires a particular number of products within a specified time. Writing these letters depends on the situation and the condition of the business. Before writing the letter, you need to select the right words and phrase them correctly. If your letters are not exact, cordial and tactful, you may lose your customers and their good will.

In the letter, you should be definite and complete so that the reader feels exactly what the writer wishes for.

If your letter is incomplete and has errors then this may result in complicated billing and loss of business. Hence, be extra careful writing it and always proof read. These letters are important from business point of view as it initiates the purchase and encourages sales.

Order letters are also known as purchase order or PO. This usually begins with a paper trial of a particular purchase. The main objective of such letters is that they should vendor with the detail instructions to fulfill an order. The advantage of writing these letters is that they also serve as the legal record from the transaction end. Hence, this must be properly and carefully written.

While writing order letters, you need to be clear and concise with your intentions. This is because the reader will fill the order according to the instructions written on the letter and your satisfaction will solely depend on your accuracy. Hence giving the right detail is one crucial part of the letter.

You have to include information that has to cater to the order in this letter. The vendor does not need to know anything else besides placing the order. The only thing that the vendor wants to know is when you need the order to be delivered at your desired place and how you intend to pay the bill.

Sample Order Letter

A sample order letter is given below which will explain what is needed while writing an order letter.

May 5, 2006

PV Raman

IGM marketing,

Light Turf Technologies

Bangalore

Dear Mr. Raman,

Please send me the following goods by parcel from your April catalogue immediately: 1 piece Diving

clothes, cream and blue, size 31, No H61-	Rs 2100
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2 pairs of white canvas shoes, size 4, B width-	Rs 850 1
---	----------

black wind sheet cardigan, round neck, size 28, no B22-\$ 52.00 Rs 398

Please send the above materials within a week. I have enclosed a check of Rs 1200 as advance for the order. The remaining payment will be made after I get my order.

Yours truly, XYZ

Some do's and don'ts while writing an order or purchase order letter:

- This type of letter should be written as soon as the decision on a particular product has been made.
- You should give enough time after the order is placed to the vendor to execute the order
- The letter should indicate the product code or an item number and also the size and the number of quantities being ordered.
- Mention clearly the date when the order letter is generated as this will identify the time when the order is being placed.
- If the order is placed by the company then it is necessary to follow the purchase order format.

Also indicate when you would like to get the order in the letter.

- You also need to mention the mode of delivery material in the letter.
- With the order letter, you should also carry the mode of payment you intend to follow for the order.
- You should also write down the address and any landmark that is close to your address. This will help the vendor to locate your address and hence, deliver your material in proper time.
- You need to give the details of the costing and also include the taxes so that there is no confusion later on while making the payment in your letter.
- The company's or dealer's name should clearly be written so that there is no miscommunication of the details.
- Lastly make sure that you do not make any grammatical and punctuation mistakes in the letter.

Remember that these order letters should be typed bearing the personal signature of the person placing the order.

S.NO	RGPV QUESTIONS	Year	Marks
Q 1	What are the steps necessary for efficient and prompt handling of an order?	Dec 2014	3
Q.2	Draft a letter on behalf of M/s Devi Prasad and company placing an order to Vipul products Ltd. Anand for 10,000 1 kg tins and 5000 2 kg tins of powdered milk. Remind them that they agreed to allow 5% discount on the price quoted.	DEC 2013	14

Q.3	Describe the information that must be included in a letter placing orders.	June 2015	2
Q.4	Assuming that you are the purchase officer of Modern Software Technologies, Mahatama Gandhi Road, Indore. Place an order for the following items with Durable Furniture Mart, Rainbow Market, New Delhi. <ul style="list-style-type: none"> • Office chairs-20 • Wooden tables-10 • Steel Almirahs-20 	June 2015	7

REFERENCE

Prasad & Rajendra . K. Sharma – Functional Aspect of Communication Skills (82–86)

Complaint Letter [RGPV/Jun 2011(10)]

A complaint letter is written to complain about the wrong doings, bad state of affairs, errors, etc., to the authorities. This letter helps your voice to reach at the right place and to the right person. On many occasions, the authorities are caught unaware about the hardships commoners are suffering from. The reasons vary from purposeful negligence, apathetic attitude, or genuine ignorance. Hence, a letter of complaint proves useful in causing awareness and compelling the authorities to find solutions towards the problems. The letter has to be clear, concise, and factual. Preferably, maintain a straight-forward and curt tone without being rude and threatening in your tone.

The letter of complaint has legal importance too. A letter is often considered as an official complaint and hence is expected to receive immediate attention. If a problem aggravates and you fail to receive remedies for complaints, then you can take legal action on the basis of these letters. You can submit this letter as an important document to fight your case. Also, it will help you in keeping track of how much time and efforts you have given to solve a problem.

This sort of letter is used to raise your concerns about unfair things happening in society. You can write a letter to government offices about the poor infrastructure in the city, pollution, traffic problems, etc. As an employee you can complain against any poor quality amenities or unfair treatment given to you. A citizen has every right to complain and make the authorities aware of his situations. By writing a letter, you can pressurize the system and get the work done.

Take a look at following points that will help you in writing a complaint letter:

- The letter has to begin with your name and address followed by the receiver's name and address. The letter has to address the specific person who will solve your concern.
- This letter has to mention the facts like dates, people concerned, amount invested, etc. This will help the officials in understanding the nature of your complaint at the first glance.
- The letter should have a polite, positive, and soft tone. Your anger and aggression should not come out through the letter. The letter should show respect towards the authorities.

- The letter has to be concise. Use short paragraphs to describe your complaint and how you had to suffer due to the problem. Every detail has to be clearly specified.

- Honesty is the best policy. Go with this saying when you draft this sort of letter. This will help the people whom you are complaining to understand the real state and how you are suffering.
- You can enclose the photocopies of documents like receipts, agreements, proof of complaints made previously, hard copies of email received, etc., to make your points strong and give proof of how the system has not helped you.
- Do not use the letter as a means of threatening the company for giving you a bad product or service. After many complaint letters, the situation remains same then you can use stern voice tactfully in the letter. If you are really going for a legal action then mention it in the letter.
- Do not use the letter as a means of threatening the company for giving you a bad product or service. If it is first letter of complaint, then make it sound more like a request than a complaint. Ask the authorities to look into the matter and resolve the problem. Even after several warning letters, if the situation remains same then you can use stern voice tactfully in the letter of complaint. If you are really going for a legal action then mention it in the letter.
- The letter has to be signed with your full name at the end. The letter has to carry your contact numbers and email address, so that the authorities can contact you.
- Proofread the letter before dispatching it. The letter should not have typographical, spelling, or grammatical errors.
- Complaint letters are widely used by everyone to express disappoint or anger against a certain issue. Although it is a letter expressing a complaint, the writer is not expected to be unprofessional and expressing views rudely. The complainant is allowed to be strict and curt in writing about his grievances and demands, but not rude. Hence, follow the letter writing guidelines and refer to the letter templates to draft effective letter of complaints.

Complaint letter is used to complain about a product, service or a person to the higher authority. The complaint letter should be concise, clear and factual. The letter has to clearly mention what actually the problem is. The letter has to describe the problem in a precise manner. All the dates, details, requirements, etc. have to be mentioned so that it helps the reader understand the problem easily.

A Sample Complaint Letter

LOTTO SHOES WHOLESALER

56, Aakriti Enclave

New Delhi February

12, 2008

PK Gupta

Sports Instructor

Delhi Public School Ratibad Bhopal

Dear Mr. Shrivastava,

I had recently ordered a pair of sport shoes (Item #1234) from your company's website on February 05, 2008. I received the sport shoes on February 10. On opening the parcel, I found that the shoes were defective. There is a small tear in the front part of the left shoe. My order number is CD789456.

I am sending the parcel back to your company address with this letter. The shoes were an urgent requirement so I have purchased another pair from a local sports shop. As I have already bought a pair, you can credit the amount to my account once you receive the parcel. Thank you for patiently reading this letter. I have been a loyal customer of your company for last five years. I never had a problem with any of your products. This has happened for the first time. Will get back to you if I need any sports equipment in the future.

Yours truly,

P.K. Gupta

REFERENCES

1. Essentials of Business Communication	– Rajendra Pal & J. S. Korlahalli (CC121–
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S.NO	RGPV QUESTION	YEAR	MARKS
Q.1	As the librarian of your institution write a letter of complaint claiming compensation for 47 books which arrived in damaged condition.	Jun 2011	10

opportunity.

Now look at these: *busy, crisis, failure, forget it, I can't, it's impossible, waste, hard.*

The words you use show your attitude to life, so choose your words wisely.

1. Get feedback

Use Grammar Checkers to proofread your writing instantly.

Try and get some feedback on the emails that you write. This could be from your English Teacher or someone you know whose English is at a good level.

Study the English in any emails you receive. If it is a well-written email, look carefully at some of the language used. Start your own phrase book by collecting a bank of phrases from what you hear or read all around you; they may be useful in the future.

5 Tips for Composing Clear, Concise & Responsive Emails

1. Determine Your Desired Outcome

Most people know roughly what they want, but do not take the time to clearly think it through. This is how we end up with ambiguous or rambling email. Without a clear understanding of our desired end results, our thoughts are disorganized and we can easily confuse the receiver.

There are 4 types of email:

1. **Self Fulfilling Email** – The email itself is the point. You want to tell the receiver something, either a compliment or information. No reply is necessary.
2. **Inquiries** – You need something from the receiver in the form of a reply. For example, advice, or questions answered. The reply is your desired outcome.
3. **Open-Ended Dialog** – to keep communication lines open, for the purpose of some future result or benefit.
4. **Action Emails** – The goal is not the reply, but some action on the part of the receiver. For

example, a sales pitch, or asking for a website link exchange.

Which type of email are you sending? What is your desired outcome?

The clearer your intention, the more focused you will be, the better you can cater email for the intended result, the more likely you will get your desired outcome.

2. Quickly Answers, “What’s the Point?”

People want to know “what do you need from me?” Answer this question quickly. Skip long

introductions, backgrounds, compliments and details. Jump to the point. State it clearly using minimal words.

If action is needed, make it clear what the desired action is from the recipient.

And if no action or reply is expected, say that! “No reply necessary.” It’ll be like music to their ears.

3. State Benefits Clearly

If a pitch is presented, make sure it includes many clearly stated, easily understood benefits for the receiver.

Too many pitchy emails focus solely on the sender and why the action will benefit the sender. If you don’t present incentives, or they are difficult to understand, the receiver will say no – resulting in a waste of time for both.

Also, make sure the incentives are realistic, the exchange is fair, and there truly are benefits to the receiver. Do your homework before contacting someone. Put yourself in their shoes, “Would you act on the offer?”

Example, emailing a high profile website like *lifehacker* for a link exchange is not a fair exchange. It’s called spam. If they don’t display links to other sites, likely they won’t display yours.

4. Remember to Keep it Short and Simple

When we send out a long email asking for something from the receiver (time, favor, etc), we are essentially saying “I do not respect your time.” Show them you appreciate their time, by making email short, and simple to answer.

Using as few words as possible, introduce who you are, context if necessary, and why you are emailing.

Being brief doesn’t mean we have to be boring. We can be creative with our wording, add a dash of personality where you see fit, but still be brief.

5. Save the Whole Story – Stick to the Facts.

People tend to say too much in email. We feel compelled to describe all the details and disclose the whole of our existence so that the receiver can understand the whole picture. Truth is, unless you already know this person well, they really don't care.

Unless asked, you don't need to overly elaborate anything. Simply stick to the facts – it'll help you keep your message short.

6. Pretend Face-to-face Intro

If you just met someone new at a party, would you open your mouth first and give them a rambling story about your life? Probably not. Typically, we close our mouth after a quick intro. In email, stopping talking is equivalent to hitting the send button.

Treating email introductions as if you are meeting them in person is another trick to keeping messages short.

7. Text Message Trick

When we are on mobile devices like the blackberry or our cell phones, we lack the fluidity of the computer keyboard, and as such, we get to the point really fast.

Now, pretend you're on a mobile device, what would your message be now?

8. Avoid Excessive Compliments

Some people have the idea that the more compliments they throw out, the more likely the receiver will comply with their offer/need/pitch.

There is a difference between being genuine and saying what's on your heart, and going out of your way to compliment someone. We humans are exceptional at detecting unauthentic phrasings and remarks – even in email.

Compliment only if you really mean it. And remember to be brief if you need action from the receiver.

9. Be Personal and Personable

Personalize email with relevant remarks to the receiver, put in a quick comment about their site, product or work. Address the person by name, sign email with your own name, and a friendly comment like "Enjoy your weekend!"

10. Make it Easy to Be Found

In your signature, include appropriate URLs for your website, blog, portfolio or product. Make sure the links are functional so they can read more about you in one-click.

11. Use Simple English

When the writing is too formal or uses irrelevant technical lingo, it is difficult for laymen to understand. Plus, you come off sounding like a legal document or spammer. Neither is good.

Write like you talk, using conversational English. Be authentic and realistic.

Trying to sound professional will come off as if you are trying to sound professional. Use your real voice – it's more endearing and approachable.

12. Font Matters

There is nothing worse than opening an email and become blinded by the brightness elicited by all the words displaying in bold. It makes me want to instantly close the email for the sake of protecting my eyes.

Alternatively, fonts that are too small, too large, or otherwise hard to read (ie. 8 point, times roman font, all bold.) makes us not want to read the email as well.

Beware of your fonts in your ‘presentation’. Do not bold the entire email, use easy to read fonts (ie. Arial), and use a standard size. Do not use extravagant colors since they don’t work well on all monitors and can be hard to read.

13. Formatting Matters

Make emails easy to read and quick to scan by using bullet points, numbered lists, and keeping paragraphs short. Highlight keywords (bold or italic) for emphasis, without overdoing it.

14. Minimize Questions

Ask questions that matter, and limit the number of questions and favors you ask in an email (one or two max). The more questions (especially open-ended ones) asked in one sitting, the less likely you are to get a response, and the less likely all your questions will be answered.

Also, ask specific questions instead of a general open-ended ones. Be reasonable and thoughtful when asking. Don’t expect the recipient to solve all our life problems. For example, “How can I get rich quick? How can I become successful?” are too broad. Break them down into specifics and ask the one question that really matters.

You can send additional questions in separate emails. Key is in keeping the line of communication open by not overwhelming the receiver.

15. Trimming of Words

Like grooming a garden, read through the finished email and trim out words, sentences, and paragraphs that do not contribute towards your desired result.

Check for potential ambiguities and unclear thinking. Can you rephrase sentences for clarity using fewer words? Check for excess commentary that doesn't add to the email's main point. Remove extra details disclosed, unnecessarily.