

Chapter 12

Basics of Correspondence

Chapter Outline

- 12.1 letter writing
- 12.2 Persuasive letters
- 12.3 Layout of the business letter
- 12.4 Assembling the facts
- 12.5 Drafting a business letter
- 12.6 Departmental communication

A clerk speaks; a story

Well educated people and students 'pursuing graduation they come up with their grievances and to submit their applications but they often ask ma'am what to write here..Ma'am please tell me..Pl dictate me..pl check whether this is write or wrong ..

Generally we receive letters and applications which has everything clear except of subject of application, ' .. read whole story and guess...'

..how can I know the subject?

Sometimes applications are addressed to 'top of the management' it takes time to locate to whom it is actually addressed concerned with.

Interestingly same problem occurs with addressee, applicant perceives as if they are only one 'Dr Savita' and people like us should always remember them.

Subject must be precise at least should be easy to segregate

People having complaints sometimes write application as if they are ready to tear us apart rather than supporting their application with facts and papers.

Generally people close their letter or application so bluntly at least some respect for hierarchy gives positive impression.

In the most of cases we call candidate for supporting documents.

People do not attach document-annexure properly, ever assume as we are omnipotent.

Oh I don't understand how they have studied..

Morale of the story: Letter or Application may be interpreted as 'a message in the written form addressed to someone for a specific purpose.'

- It communicates a message as well as its attitude to the reader.

- The Writer has to compose the message clearly and succinctly in such a way that the reader receives the idea intact.

- You must be quite clear about what you want to say before you begin to write.

12.1 BUSINESS LETTER WRITING

12.1(a) *Need & functions of business letters:*

The four main reasons for writing a business letter:

- to provide a convenient and inexpensive means of communication without personal contact
- to seek or give information
- to furnish evidence of transactions entered into
- to provide a record for future reference

12.1(b) *Functions of a business letter:*

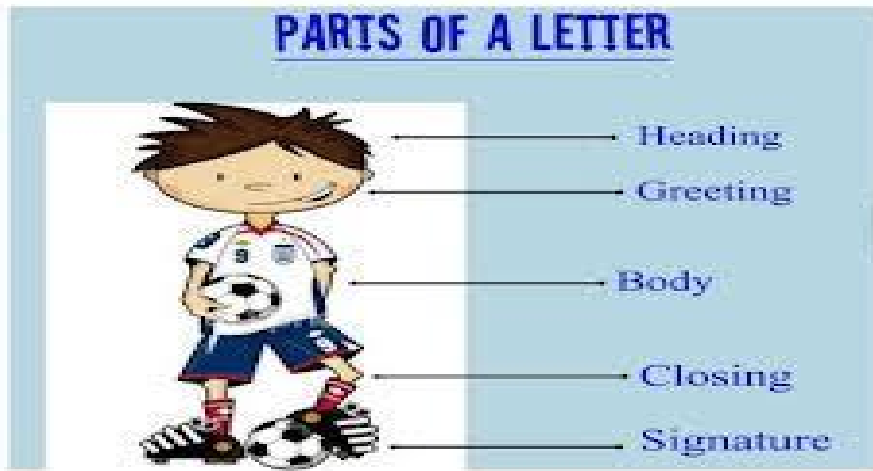
(a) **Promotional Functions:** Business organizations have to grow and enlarge, improving the quality of their products, by producing new products and providing better services. The customers have to be kept informed through letters these developments. Business organizations have to expand their market by tapping new areas. All round expansion is possible only if the organization keeps all the people concerned well informed through letters that promote sales and service.

(b) **Informational Functions:** Business letters provide valuable data about earlier policies, transactions and all other activities of the organization. Modern business cannot depend on memory as in olden days. Letters are ready references if they are available. New policies can be evolved by studying the earlier ones. It is not only essential to maintain good correspondence but also more essential to make them be available in the files.

(c) **Legal Functions:** Business letters can provide evidence in legal disputes, if any that occur in a transaction. They are useful as legal documents in quotations and offers.

(d) **Goodwill Functions:** Business letters promote goodwill among parties transacting business. They build a good rapport between parties in a business transaction.

All these functions of a business letter promote sales and improve the image of the firm. So, every business letter is a sales letter if it serves the stated or implied objectives.



2.1(c) The layout of business letter (structure):

The various parts of a business letter are as follows:

1. Heading
2. Date
3. Reference number
4. Inside address
5. Salutation
6. Body of the letter
7. Complimentary close
8. Signature
9. Identification marks
10. Enclosures
11. Copy Distribution
12. Post Script

1. **Heading:** the heading contains the name, address, telephone number, telex number, fax number, e-mail address of the firm. Most business firms use printed letterheads for correspondence. The letterhead contains all the above information. Generally, the name

and address are printed on the top middle of the page and other information is given in the margin.

Telephone:
Telegram:

Fax:
E-mail:

SUPER FINE TEXTILES LTD.
1, Nariman Point, Mumbai-400 001

In the above heading, the firm's name indicates its business and, therefore, the nature of business is not mentioned separately.

Telephone:
Telegram:

Fax:
E-mail:

MESSERS RAM AGGARWAL & SONS
WHOLESALE GRAIN MERCHANTS
7, Naya Bazar, Delhi-110006

In the above heading, nature of business is mentioned separately because it is not clear from the firm's nature.

2. **Date:** Every business letter must carry a date. It enables quick reference in future and helps in prompt action and orderly filing. The date consists of the day, month and year. The date should be typed two spaces below the last line of the heading for a better look. The date should be typed in the right-hand corner.

| Use it | Avoid it |
|------------------|-------------------------------|
| 31 January, 2002 | 31-1-2002 |
| January 31, 2002 | 31 st Jan., 2002 |
| | 31 st January, '02 |

3. **Reference:** The reference helps to link correspondence for prompt reply and quick action. It serves to identify the department or section from which the letter is being sent

or the particular file in which copy of the letter is to be found. Generally, reference is typed on the left margin.

Reference: 7/MA/02

In the above reference, '7' denotes the number of the letter, MA denotes that the letter has originated from the marketing deptt. and 02 stands for the year 2002.

Some firms indicate the reference number and date of the letter in the main body: "Thank you for your letter no. 7/MA/02 of January 31, 2002"

Some letterheads contain two lines for references.

Your Reference.....

Our Reference.....

The second method is preferable as it enables quick filing and saves time.

4. **Inside Address:** It contains the name and full address of the firm or the individual to whom the letter is written. it facilitates filing and helps the dispatch clerk to write the same address on the envelope.

Superfine Textiles Limited
1, Mariman Point, Mumbai-400 001

When addressing individuals Mr./Mrs./Ms. or other appropriate prefix should be used. Mr./Shri is used for both married and unmarried men. Mrs./ Shrimati is used for a married women.

When you wish to direct the letter to a particular official "an attention line" two spaces below the inside address should be given:

Messers Ram Aggarwal & Sons
7, Naya Bazar, Delhi-110006
Attention: The Sales Manager
OR
Attention: Mr. M.L. Aggarwal

5. **Salutation:** The salutation is the greeting of the addressee. It is the written equivalent of "Hello" used in conversation. It should be written two spaces below the inside address. While addressing an individual 'Dear Sir/Dear Madam' is desirable. When the addressee is a plural or a firm, 'Dear Sirs/ Dear Mesdames is used. In official and formal correspondence, Sir/ Madam should be used.

Sir/ Madam

For official correspondence

| | |
|--------------------------|-----------------------------|
| Dear sir/ dear Madam | For business correspondence |
| Dear Sirs/ Dear Mesdames | For saluting firms |
| My Dear Mr.. | For informal letters |

6. **Body of the Letter:** This part contains the message which the letter is to convey so as to produce a suitable response. The body consists of the following:

(a) *Subject & Reference:* First of all, a brief mention of the main theme of the letter is given. This helps to link up the correspondence and adds to the clarity of the letter. Reference in the body of the letter is the reference no. of the letter in reply to which the letter is being written or the number of the previous letter already sent to the addressee. Subject and reference need not be given in the body of the letter if the same has already been given before salutation.

(b) *Opening Paragraph:* This paragraph is designed to attract the reader's attention and make him go through the whole letter with interest and concentration. The letter should open with acknowledgement or gratitude, or with reference to the action taken on the reader's previous letter. The 'you' approach should be adopted to make a good impression.

For example: "We have received your letter dated....." instead of the sentence "Acknowledging your letter dated....."

(c) *Main Paragraph:* This paragraph contains the subject matter of the letter. It should contain all the relevant details but should be brief and precise. It should be written in simple and clear words.

(d) *Closing Paragraph:* In this paragraph, the letter writer should state the action expected of the reader. it should be friendly but firm so as to motivate the reader.

7. **Complimentary Close:** It is a polite way of ending a letter like a courteous leave-taking' or 'good-bye'. The complimentary close is usually given below the closing paragraph of the body of the letter at the right corner. Only the first letter of the close is capitalized.

| | | |
|------------|---------------------|---------|
| Salutation | Complimentary Close | Remarks |
|------------|---------------------|---------|

| | | |
|--|--|--|
| Sir/ Madam | Yours faithfully or Yours respectfully | Should be used for addressing superiors in official correspondence |
| Dear Sir/Sirs, Dear Madam/Mesdames | Yours faithfully or Yours truly | For business letters |
| Dear Mr. Ghosh; My dear Mr. Ghosh; Dear Smriti; my Dear Smriti | Yours sincerely | For correspondence between persons having informal relations |

8. **Signature:** Signature lends authenticity to the letter and without signature; a letter has no value at all. Signature is placed below the complimentary close. The name of the person signing the letter is typed below the signature.
9. **Identification marks:** In this, initials of the person dictating the letter and of the person typing are given on the left hand margin. These initials are helpful in fixing the responsibility for dictating and typing the letter. the initials may be put in any one of the following ways:
 - CBG OPA
 - CBG: OPA
 - CBG/ OPA
 - CBG-OPA
10. **Enclosures:** Important documents such as invoice, railway receipt, cheque/ draft, prospectus, catalogue, price list, etc. are attached with the letter. Generally, the abbreviations “Encl.” is typed after the signature and on the left margin against which the number of enclosures is mentioned.

Encl. : Two

or,

Encls.:

- 1) Cheque No.....dated.....
- 2) Railway Receipt No.....dated.....
- 3) Agreement dated.....

This helps the dispatch clerk to ensure that the enclosures as mentioned in the letter are actually attached.

11. **Copy Distribution:** If copies of the letter are to be sent to persons other than the addressee, names of these persons are typed below the enclosure notation as shown below:

C.C.

- 1) Mr. R.B. Chatterjee
- 2) Miss Anuradha

The names may be arranged in order of importance or alphabetically.

12. **Postscript:** when the writer forgets to include something important in the body of the letter, he can add the message in this part as follows:

P.S. Please remember this special low price offer is valid till December 31.

Writing a postscript is not a good practice and should preferably be avoided in a good business letter.

12.1(d) *Types of business letters*

- Request letters
- Persuasive letters
- Sales letters
- Collection letters
- Complaints and adjustments
- Circular letters

REQUEST LETTERS:

A Request letter is a letter that contains a request for something, e.g., to supply goods, to provide information, to grant credit, to claim adjustment. Request letters should be written in a cordial and friendly style. Begin the letter with the request, provide justification for your request, and close with an appeal for a specific action indicating the deadline, if any.

Request letters may be written for the following purposes:

- to make sales enquiries

- to place orders
- to obtain necessary information
- to grant credit
- to claim adjustments

Structure of a Request Letter:

1. Beginning: Begin the request letter with a direct statement of the request. First of all, what you want and then explain your initial request. The tone of your request should be courteous and patient.

For example: you request a catalogue from some publisher, specify whether you want a general catalogue or a specialized catalogue.

2. Middle part: In the middle section of a request letter, give justification and explanation for your request. State how the reader will benefit by granting your request. For example: the owner of an export house might write to a European buyer “We supply the best quality tea produced in India”. State the important first.

If your request relates to some defective product specify the modal number, date and place of purchase, the exact defect in the product.

3. The end: In the last part of a request letter, specify the action you want and the time for the action. Close the letter in a courteous and friendly tone.

Various types of Request letters:

- Request letter for enquiries
- Request letters for quotations

REQUEST LETTER FOR ENQUIRY

Whenever a buyer wants to get some important information about the quantity, price, availability, etc. of goods to be purchased, or about the terms of sale, etc., he writes a letter of enquiry to the seller. Letters of enquiry are information-seeking letters.

- Solicited enquiry: an enquiry made in response to the seller’s advertisement and publicity.
- Unsolicited enquiry: an enquiry made at the buyer’s own initiative.
- Routine enquiry: an enquiry made by an old buyer in the usual course of business.

- Enquiry for some favor: an enquiry for some favor like some special price, relaxation of terms and conditions, etc.

A letter of enquiry should be:

- ❖ Brief and to the point
- ❖ Clean, complete and correct
- ❖ Positive and confident in tone
- ❖ Straight forward but courteous

Letters of enquiry are sent by an organization or an individual to ensure about price, discount, quantity, availability of goods, etc. from the seller.

REPLIES TO ENQUIRY:

Replies should contain complete information about prices, discount, credit, delivery, etc. Price lists and quotations may be enclosed with the reply or may be sent separately.

Example: Write a letter requesting a Stationary supplier to send their price list and catalogue.

FINE STATIONARY MART

71 D, KAMLA NAGAR, DELHI-110007

10 January, 2013

Messers Neelgagan Stationary Co.

10, Park Street, Kolkata

Dear Sirs,

We are interested in making bulk purchases of stationary.

Kindly send us your latest price and catalogue.

Yours faithfully

Shiv Kumar

Proprietor

REPLY TO THE ABOVE ENQUIRY:

Neelgagan Stationary Company
10, park Street, Kolkata

13 January, 2014

M/s Fine Stationary Mart
71 D, Kamla Nagar,
Delhi-110007

Dear Sir,

Thank you for your enquiry of 10th January. We are glad to enclose our latest price list and illustrated catalogue.

Our stationary is made of high quality paper.

Our normal trade discount is 15% and 5% extra for bulk orders exceeding Rs. 50,000. If you need any further details or assistance in meeting your special requirements, kindly feel free to write to us.

Yours faithfully

For Neelgagan Stationary Co.

M.N. Kapoor

Sales Manager

Encl.: 1. Price List

2. Catalogue

REQUEST LETTERS FOR PLACING ORDERS

- Give adequate and precise information while placing orders.
- In case the letter contains insufficient or vague details, there will be delay in delivering and mistakes may occur in fulfilling the order.
- In case no response is received within a reasonable time, write or contact or phone to know the action taken by the supplier.

While writing request letters for placing orders, the following points should be covered:

- Complete details of the goods ordered: in terms of name of the goods, type of goods, their size, prices, method of packing and so on.
- Details regarding quality
- Mode of transportation: e.g. goods train, truck, air, shipping, etc.
- Reference to quotations: must be referred so as to justify that the order is in accordance with the terms and conditions given in the quotations.
- Conditions of sales: Specify the catalogue, specimen or advertisement on which the order is based.
- Date and mode of payment: e.g., in cash or in installments, bank draft or after documents are received through bank.

Specimen of Request letter for order:

Garg Garments

15, Cloth Market, Jind (Haryana)

10 February, 2012

The Sales Manager

Modern Textiles Ltd.

New Delhi

Dear Sir,

Thank you for your quotation no. 111, dated 3rd March, 2002 and the price list. Please supply the following items:

| S.No. | Description | Quantity | Rate (Rs.) | Amount (Rs.) |
|-------|----------------------|----------|--------------|--------------------|
| 1. | Popular shirts 36" | 400 | 250.00 | 1,00,000.00 |
| 2. | Newport Jeans 38" | 100 | 500.00 | 50,000.00 |
| 3. | Modern Supreme Vests | 200 | 75.00 | 15,000.00 |
| 4. | Popular Coats 40" | 100 | 1,000.00 | 1,00,000.00 |
| | | | Total | 2,65,000.00 |

Goods must be properly packed and delivered F.O.R. at Jind. Send your invoice and railway receipt through Punjab National Bank, Jind City.

Yours faithfully

S.N. Garg

Partner

REQUEST LETTER SEEKING INFORMATION:

EXAMPLE:

North City mall

Netaji Subhash Palace, Pitampura, Delhi-110034

May 15, 2012

The Manager

LG Electronics

7, Nehru Place, New Delhi

Dear Sir,

We are interested to know whether you have on ready stock of fifty split air conditioners. In addition, we also need ten high speed computers with printers for our staff. Kindly instruct your sales representative to bring with him the booklet of various types of airconditioners and computers. After nspection and demonstration, we shall be in a position to decide and place orders.

Sincerely

Dheeraj Sharma

Purchase Manager

REQUESTS TO CUSTOMERS AND CLIENTS:

EXAMPLE:

Maruti Udyog
Udyog Vihar, Gurgaon (Haryana)

21 December, 2013

Dear Madam,

We are grateful to you for the confidence you have shown in our products. we are sure you must be happy with your Esteem car which you purchased from Rana Motors on 14th December, 2006. We request you to spare a few minutes and fill in the enclosed feedback form so that we may be able to serve our customers even better.

Remember, Ms. Shipra, you can always count on us when you and your friends or relatives want to buy a new car.

Do give us the opportunity to serve you in future.

Sincerely

Roshan Yadav

Sales Manager

12.2 PERSUASIVE LETTERS

Persuasive messages are designed to change the mindset of readers and to overcome their resistance. It is necessary to present facts and give logical reasons that can convince the reader.

Persuasion requires much more than simply asking someone to do something. It involves changing the attitudes of people and influencing their actions.

Purposes of Persuasive Letters:

- to overcome the objections which might prevent or delay the desired action
- to provide adequate information so that the reader knows what to do
- to obtain the desired result
- to build a positive image of the writer/ writer's organization.

12.2 (a) Sales Letter

When writing a sales letter, it is important to have a good attitude in order to sell your product or service, because the reader will want to know why they should spend their valuable time reading the letter. Therefore, clear and specific information should be provided so as to explain to the reader why they should be interested in buying your product or service.

Sales letters usually have a four-part strategy

- Catch the reader's eye: it is very crucial in a sales letter to attract the reader's attention or else you will probably fail to sell your product or service
- Describe the product or service you are trying to sell
- Convince your reader that your claims are accurate: back up your comments with research and facts
- Give the reader opportunities to learn more about your product or service: provide the reader with a phone number, a Web site address, or some way for them to seek out information on their own.

12.2 (a.1) Elements of good sales letters:

- Should be appealing and persuasive
- Should be attractive
- Should be creative in nature
- Should be complete, explain the product or service in detail
- A brochure/ pamphlet, etc. may be attached with it.
- Use the right-appeal and 'you' view point.

12.2 (a.2) Objectives of Sales letters:

- i. To promote the sales of a product
- ii. To introduce new products in the market quickly, effectively and at a low cost
- iii. To introduce the salesman to the potential customer
- iv. To widen the market for existing products
- v. to remind the customer about the product or service
- vi. to educate customers in better understanding of products and services and in selecting the right type of goods
- vii. to create and maintain the firm's goodwill among the customers
- viii. to secure orders for a mail order business house
- ix. to serve as a silent salesman wherever a salesman cannot reach the customers
- x. to keep the customers in regular touch with the company and its products and services

12.2 (a.3) *Functions of Sales Letters- AIDA Strategy:*

1. Attracting Attention (A)
 2. Arousing Interest (I)
 3. Creating Desire (D)
 4. Securing Action (A)
1. Attracting Attention: A sales letter must attract the readers' attention through its physical appearance-good stationary, smart letterhead, good printing, attractive envelope, etc. You-attitude, personalized approach, relevant words and brief opening are also helpful in attracting the reader's attention.
- The opening paragraph of a sales letter may begin with any of the following:
- (a) A sincere compliment
 - (b) A positive comment
 - (c) An audience friendly statement
2. Arousing interest/ curiosity: A sales letter should begin in such a way that the reader gets into the subject-matter with interest and curiosity to know its full message. Example:
- A striking statement- Save 40% on your electricity bill.
 - Asking a question- Do you want to cut down your telephone bills?
3. Creating Desire: Once the reader's interest is aroused, the sales letter should educate the customer by giving a full description of the product or service. Education and connection can be gained through guarantee, free trials, testimonials, etc.

Describe the physical characteristics of the product and state its direct and indirect benefits to the reader. Example:

- You will like its feather-light touch.
 - You may choose from five lively shades.
4. Securing Action: A sales letter will go waste if it fails to secure the desired action from the customer. Limited time or quantity offer, discount offers, premiums, free samples and other such techniques can be helpful in securing prompt action from the reader. A sales letter must end with a statement that urges specific action. Give adequate information to sell. Coordinate the letter with the attached brochure or booklet. Let the letter carry the main sales message. Recall the appeal and urge action now.

12.2(b) COMPLAINTS AND ADJUSTMENTS

Causes of complaints / claims:

- (i) supply of defective or poor quality goods
- (ii) defective packing causing damage to the goods in transit
- (iii) carelessness in fulfilling the order
- (iv) inordinate delay in supply of goods
- (v) wrong invoicing
- (vi) careless handling of goods by the transporter

Writing complaint letters:

Guidelines:

1. State the mistake in a clear, calm & courteous style.
2. Explain the nature and extent of loss or damage caused in terms of money, sales, service or goodwill.
3. State the steps needed to rectify the mistake.
4. Make a specific claim stating the order number and date.
5. State clearly what is expected or desired.
6. Appeal to the supplier's sense of fair play, expressing faith in his honesty and expecting prompt and favourable action.
7. Give the telephone number and address where you can be contacted.

Example of a complaint letter:

A complaint regarding damaged goods:

NEW DELHI PRINTERS

5, G.T. KARNAL ROAD, NEW DELHI

10th October, 2011

The Sales Manager

West Coast Paper Mills Ltd.

Kodai Kanai

Dear Sir,

We are thankful to you for your prompt action in supplying paper as per our order No.....dated.....

On opening the package of consignment we found that two reams of BOND-paper of 15 Kg. are in a damaged condition. Since the other reams in the case are in a good condition, we feel that the damage was not caused in transit. perhaps these reams, were damaged during cutting or pressing at your end.

We require this paper to print the Annual report of one of our clients. The printing has reached the final stage.

Would you be kind enough to replace these defective reams before 20th October, 2011?

Please confirm replacement.

Yours faithfully

S.K. Singh

Proprietor

REPLIES TO COMPLAINTS- *ADJUSTMENTS*

1. Letters granting Adjustments

- (a) Admit the fault (make an apology) without making any excuse or giving any explanation.
- (b) Regret the mistake sincerely and assure that you will try to avoid its recurrence.
- (c) Make the necessary adjustment, stating clearly the action being taken.

- (d) Ensure the mistake will not appear again.
- (e) End with a positive note to strengthen relationship.

2. Letters Refusing Adjustments

- (a) acknowledge the letter promptly.
- (b) Explain why the adjustment is not possible. The explanation should be factual and ethical.
- (c) Give the bad news (refusal).
- (d) Be polite to retain the customer.
- (e) Be tactful as the reader may be upset.
- (f) You may express concern for the reader's well-being or show respect for honest intentions.
- (g) Write in positive and persuasive manner.
- (h) End with a positive comment.

Example:

A complaint regarding damaged goods
WEST COAST PAPER MILLS LTD.
17, Central Bazar, Kodai Kanal

October 12, 2011

New Delhi Printers
GT Karnal Road
New Delhi

Dear Sir,

Thank you for informing us promptly those two reams of BONS-paper that we sent to you reached you in a damaged condition.

An unfortunate mistake appears to have been committed in our dispatch section. Our despatch section has already been instructed to send two reams of BOND-paper to arrive at your place before 20th October.

We earnestly regret the inconvenience caused to you on account of the unfortunate mistake. However, we assure you that we shall take every precaution to see that your future orders are excused most satisfactorily.

The damaged reams may kindly be sent back to us at our cost.

Your faithfully

P.S. Srinivasan

Sales Manager

12.3 LAYOUT OF THE BUSINESS LETTER

The layout of the business letters is a conventionally determined pattern. However, these days the tendency is to adopt a friendly style. Although the choice of layout is a matter of individual preference yet one should follow an established type or form. As the business world is used to a particular form to avoid inconvenience, confusion and wastage of time. A proper layout also gives the letter a formal look. There are various styles of layouts available for business letters. In different forms there are different systems of indentation followed. A proper layout gives the letter clarity in its look. There are different styles used for business writing. These include the following:

1. Fully indented style.
2. Semi-indented style.
3. Fully-blocked style.
4. Modified blocked style.
5. The Hanging Paragraph style.
6. The Noma simplified style.

12.3 (a) FULLY INDENTED STYLE

In the fully indented style the name and address and the paragraphs of the body are five spaces indented. This is done to show the separation of paragraphs. On both left hand and right hand side margin of 3cm is left. The letter is typed in single line spacing. The subject heading is two-line spacing below the salutation which is three line spacing below the inside name and address. The paragraphs are separated by double line-spacing. The complimentary close begins at the centre of the typing line and typed signature and designation follow ten

spaces and five spaces as is determined depending upon the length of the two. The inside address is offset to give the letter a balance. In this form of layout each paragraph is prominently displayed. Some do not like this style because of its numerous indentations. This style has been used so much that it has become old fashioned.

| | | | | | | | | | | | | |
|--|---|--|-------------|--------------------|--|---------|--|--|------------|--|--|---------|
| Heading-Name of the Company | | <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Company's Address Phone No.</div> <div style="border: 1px solid black; padding: 5px;">Date</div> | | | | | | | | | | |
| Our Ref. No. _____ Your Ref. No. _____ | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; padding: 5px;">Inside Name</td> <td style="padding: 5px;"></td> </tr> <tr> <td style="padding: 5px;"></td> <td style="padding: 5px;">Address</td> </tr> <tr> <td style="padding: 5px;"></td> <td style="padding: 5px;"></td> </tr> <tr> <td style="padding: 5px;">Salutation</td> <td style="padding: 5px;"></td> </tr> <tr> <td style="padding: 5px;"></td> <td style="padding: 5px;">Subject</td> </tr> </table> | | Inside Name | | | Address | | | Salutation | | | Subject |
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| | Address | | | | | | | | | | | |
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| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| | | <div style="border: 1px solid black; padding: 5px; display: inline-block;">Complimentary close</div> | | | | | | | | | | |
| | | <div style="border: 1px solid black; padding: 5px; display: inline-block;">Signature and Designation</div> | | | | | | | | | | |

12.3(b) SEMI-INDENTED STYLE

It is a modified version of the fully indented one. The inside name and the address unlike being five spaces (every line) is in a block form. The complimentary close and designation both are

typed evenly across the centre of the typed line. However, some prefer to place both towards the right-hand margin. The punctuation adopted in this style is of closed pattern. This implies a free use of commas after salutation and complimentary close and after the name and address excepting the last line and the date. The blocked inside name and address is liked by all because of its compactness and tidiness that it yields the left hand margin. The placement of complimentary close evenly across the centre of the typing line provides a matching counterpart to the inside name and address.

| | | |
|---|--|---|
| Name of the Company and Address | | <div style="border: 1px solid black; padding: 5px; display: inline-block;">Date</div> |
| <div style="border: 1px solid black; padding: 10px; display: inline-block; width: 200px;">Inside Name and Address</div> | | |
| <div style="border: 1px solid black; padding: 5px; display: inline-block;">Salutation</div> | | |
| <div style="border: 1px solid black; padding: 5px; display: inline-block;">Subject</div> | | |
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| <div style="border: 1px solid black; padding: 5px; display: inline-block;">Complimentary Close</div> | | |
| <div style="border: 1px solid black; padding: 5px; display: inline-block;">Signature and Designation</div> | | |

12.3 (c) FULLY BLOCKED STYLE

This is a modern style and is widely used. All lines including dates, inside name and address, subject line paragraph, complimentary close, signature start at the left-hand margin. In this style the open pattern of punctuation is used which implies none except essential punctuation marks are used outside the body. There is a complete absence of punctuation marks from the date, the salutation, the complimentary close and from the end line of the inside name and address.

| | |
|-------------------------------|--------------------------|
| Name of the Company | |
| | Address and Phone No. |
| Date | |
| Inside Name and Address | |
| Salutation | |
| Subject | |
| Body of the Letter | |
| | |
| | |
| | |
| Complimentary Close | |
| Signature | |
| Designation | |

12.3 (d) MODIFIED BLOCKED STYLE

This style is similar to the fully blocked style. The date, subject heading and the complimentary close, signature and designation are placed like the semi-indented style. The punctuation adopted is of open pattern. This style is popular in the United States and a number of business houses have also started following this style of letter. There is a treble-line spacing between paragraphs observed for loss of clarity caused by the absence of indentation.

| | | | | | |
|--|--------------------|--|---------------------|-----------|-------------|
| Name and Address of the Company | | | | | |
| Ref. No. | Date | | | | |
| Inside Name and Address | | | | | |
| Salutation | | | | | |
| | Subject | | | | |
| | | | | | |
| | Body of the Letter | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| <table border="1" style="margin: auto; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Complimentary Close</td> </tr> <tr> <td style="padding: 5px;">Signature</td> </tr> <tr> <td style="padding: 5px;">Designation</td> </tr> </table> | | | Complimentary Close | Signature | Designation |
| Complimentary Close | | | | | |
| Signature | | | | | |
| Designation | | | | | |

12.3(e) THE HANGING PARAGRAPH STYLE

This is the most unusual kind of layout. It makes use of hanging paragraphs. The hanging of paragraph is done by throwing first few words of the paragraph into prominence by beginning inside name Add. The paragraph from the left hand margin. The remaining lines being indented begin from three or five spaces. The date is placed towards the right-hand margin. This style is a reversal of the indented style. In this style the blocked form of the name and inside address is used. The complimentary close and signature are centered. Sometimes the date is placed within the letter head which increases the margin to 3cm. This style has been well adopted to deal with a number of topics. The style slows down the typing because of the tabular stop at the commencement of each line. It is also criticized because it attracts the reader by its form rather than the content of the letter.

| | | | | | | | | | |
|---|--|---------------------|---------|--|-----------|--|-------------|--|--|
| Name and Address of the Company | | | | | | | | | |
| <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">Manager Name</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">Ref.</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px; text-align: center;">Inside Name and Address</div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">Salutation</div> | <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px; text-align: center;">Tel.</div> | | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"><tr><td style="width: 60%; height: 20px;"></td><td style="width: 40%; text-align: center;">Subject</td></tr><tr><td colspan="2" style="height: 20px;"></td></tr><tr><td style="width: 5%; height: 20px;"></td><td style="height: 20px;"></td></tr><tr><td style="height: 20px;"></td><td style="height: 20px;"></td></tr></table> | | | Subject | | | | | | |
| | Subject | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| <table border="1" style="width: 80%; margin-left: auto; margin-right: auto; border-collapse: collapse;"><tr><td style="width: 5%; height: 20px;"></td><td style="height: 20px;"></td></tr><tr><td style="height: 20px;"></td><td style="height: 20px;"></td></tr></table> | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse;"><tr><td colspan="2" style="padding: 2px 10px;">Complimentary Close</td></tr><tr><td style="width: 5%; height: 20px;"></td><td style="padding: 2px 10px;">Signature</td></tr><tr><td style="height: 20px;"></td><td style="padding: 2px 10px;">Designation</td></tr></table> | | Complimentary Close | | | Signature | | Designation | | |
| Complimentary Close | | | | | | | | | |
| | Signature | | | | | | | | |
| | Designation | | | | | | | | |

12.3(f) THE NOMA-SIMPLIFIED STYLE

This style has been recommended by the National Office Management Association of America for writing business letters. Many business houses have adopted this style. There is a lot of similarity between this style and the fully-blocked style. The pattern of punctuation followed in this style is that of open punctuation of all typing lines, for date and subject line. They all begin from the left-hand margin. In this style there is no formal salutation and complimentary close. The subject heading is given in capitals. The writer's typed name and designation are given in the letter-being at the left-hand margin. If they are not preceded by number or letter they may be indented five spaces. In enumeration full stops are not used. The typist's initials are placed in the bottom left-hand corner. Those who like this say that they like it because of the omission of meaningless salutations and complimentary closures. They feel that this style saves time. Those who dislike it to it because it is blunt, impersonal and it lacks feelings.

| | | |
|--|--|--|
| Name and Address of the Company | | |
| Tel. No. | | |
| Date | | |
| Inside Name & Address | | |
| Subject | | |
| | | |
| | | |
| Signature | | |
| Designation | | |

12.4 ASSEMBLING THE FACTS

Apart from choosing the right tone, approach and format the planning of the letter also includes a due consideration of the necessary facts. For writing the letter we must first collect the requisite facts and details. Secondly, we should consider what the reader would think and feel about what we write. The business house or the firm we represent must be properly represented throughout letter. We must be aware of all the information that influences our matter in hand. If it is a reply to a complaint we must know whether it is justified or not; if justified we must know the reason behind it and the steps that could be taken to deal with it. Similarly, for making an enquiry we must have all needed information. For making a reply to a person we must carefully go through the contents of the letter we have received.

12.5 DRAFTING A BUSINESS LETTER

After completing the planning for writing a business letter it is necessary that we should prepare a draft of it before finalizing the letter. In the process of drafting following points should be considered carefully. We should go through the rough draft considering ourselves as reader and check the following:

1. Do I have any doubt about the salutation, about its appeal?
2. Does my letter not sound well after I go through it?
3. Have I been successful in getting my thoughts down on the paper?
4. Have I ordered the thoughts properly?
5. Can I shorten my letter without losing its clarity?
6. Can I delete the unnecessary words and phrases?
7. Does my letter have any badly phrased expression which can offend the reader?
8. Have I made any claim or criticism which may result in a legal action for defamation?

12.6 DEPARTMENTAL COMMUNICATION

Communications of all types that take place between people in the same department as well as those between departments is called departmental communication. it contains both official and non-official messages.

The different modes of departmental communication in an organisation are:

- Office circulars
- office memorandums
- press release
- office orders
- office notes
- newsletters

12.6(a) OFFICE CIRCULARS:

A circular letter is one which is sent out to many people at the same time. The letter may be prepared once only and then duplicated . With modern technology, however , it is more likely that each letter could be personalized to look like an original . Circular letters may be sent for many reasons:

- Introduce a new product /service
- Open a new branch
- Change of address
- Seasonal discounts
- Increase in price, etc

The tone of the circular is always in the form of a request instead of a command. It needs to have a heading, date, and circular no and signed by the authorized person.

When writing a circular letter remember these important guidelines:

- Keep it brief, otherwise it may not be read
- Ensure the letter is informative and direct
- Use individual terms, e.g. 'you' and not you

12.6(b) OFFICE MEMOS

This is a written communication from one person to another (or a group of people) within the same organization. Memos serve a variety of purposes:

- ✓ To inform of decisions
- ✓ To request decisions, actions, etc
- ✓ To provide information of any kind
- ✓ To remind someone of action required

Preparing a Memo

- ✓ Memos standard form of communication in many public and are a nonprofit organizations.
- ✓ Memos are often used to help decision makers: understand the critical issues requiring their attention recognize what are available what a staff recommendation is what the basis or support for your recommendation is.

It helps if you follow a fairly fixed pattern when preparing memos. For example, it is often useful to summarize the main issues and recommended course of action in the first paragraph rather than making the reader wait until the end of the memo (it isn't a mystery novel). A useful structure (subject, of course, to variation and adaptation when appropriate) for these memo assignments:

- ✓ **State the issue/problem as clearly as possible:** Trying to state the issue or problem as a one-sentence statement is a useful habit to get into. When necessary, this can be followed by a brief explanation or clarification (no more than a paragraph or two). If more than one issue is presented, use bullets to summarize and then explain in more detail in subsequent paragraphs. If extensive background is required, you would use an attachment
- ✓ **Major issues that must be addressed or solved:** Many times significant issues will be implicit rather than explicit and are linked to larger policy and management issues. Part of your task is to point out the significance of the larger issues.

- ✓ **Identify relevant alternative courses of action:** There are always at least two options (taking no action is always an alternative). Limit the number of options but be sure to cover the full range of choices;
- ✓ **Evaluate the alternatives:** Be sure to critique the relative strengths and weaknesses of the options and make a balanced presentation to the decision maker (remember that he/she may prefer an alternative course of action); and,
- ✓ **Recommend a specific course of action:** Be sure to clearly state the recommended course of actions and the consequences you expect to flow from the selected course of action.

Structure

The four point plan for structuring all business documents should also be applied to memos.

Subject heading

Give a brief indication of the topic, for eg:

Confirmation of meeting - Incorrect

Departmental meeting, 20 June - Correct

Letter of complaint - Incorrect

Kodak Camera model X345 - Correct

Main body of memo

Introduction Background information

- ✓ briefly give the reason for writing
- ✓ refer to previous communication
- ✓ who? What? Where? When?

Details Facts and Figures

- ✓ logical sequence
- ✓ separate into paragraphs – each one dealing with a separate aspects of the main theme

Response An action statement:

- ✓ action you want the reader to take
- ✓ action you will take deadline ?

Close A relevant one liner.

Tone As you most likely know your recipients fairly well, memos are usually written in an information style. You should aim to put over your message as concisely as possible while still being courteous, clear, concise and correct. The major consideration in composing memos should be the status of the sender and recipient in the organization, and of course the topic of the memo. Try to adopt a tone which reflects these factors.

Tips

- Avoid being abrupt or impolite (add ‘Please.....’)
- Avoid over- politeness (do not say ‘I should be very grateful....’)
- Avoid unnecessary expressions (do not say ‘Thank you’ or ‘Warm Regards’)

Format

To: recipient (individuals and/or groups)
From: you/office (e.g. “Student Affairs”)/group (e.g. “Social Committee”)
CC: more recipient(s)
Date:
use correct names/designations for recipients
include titles when appropriate, for all recipients when possible

12.6(c) OFFICE NOTES

Office notes are an means of horizontal communication. They are exchanged between officers of equal rank or between departments of an organisation. They are used to obtain or convey information and suggestions. The format or layout of office notes may vary from company to company. Office notes are written remarks recorded on paper regarding a problem/ project ‘under-consideration’ to facilitate its disposal. This is widely used in public sector enterprises.

Characteristic of a good office note:

1. A note should be concise and to the point.

2. It should be deterministic, conveying decision of the note maker clearly.
3. It should be written in a courteous language free from personal remarks.
4. If any information to be included in the note a very lengthy,
5. It should be incorporated in a separate statement, and can be referred to as appendix to the note.
6. The note must be signed by its maker with his name and designation below it.
7. It must be clearly marked to another person or department for further action.

Effective Note Taking

Note Taking is a Skill:

- This takes understanding of what you're doing
- It takes practice, which involves effort

Note Taking is Difficult Because:

- Spoken language is more diffuse than written
- Speaker's organisation is not immediately apparent
- Immediate feedback seldom occurs
- Spoken language is quick, and does not 'exist' for long
- This makes analysis difficult

Four Purposes for Note Taking:

- Provides a written record for review
- Forces the listener to pay attention
- Requires organisation, which involves active effort on the part of the listener
- Listener must condense and rephrase, which aids understanding.

Before Taking Notes:

- Prepare yourself mentally
- Be sure of your purpose and the speaker's purpose
- They may not be the same
- Review your notes and other background material
- Review your reading assignment

- Reading should be done BEFORE class
- Think through what has happened in the class to date
- Generate enthusiasm and interest
- Increased knowledge results in increased interest
- A clear sense of purpose on your part will make the course content more relevant
- Acting as if you are interested can help
- Don't let the personality or mannerisms of a speaker put you off
- What, not how, is important
- Be ready to understand and remember
- Anticipate what is to come, and evaluate how well you were able to do this
- We learn from failure

Decide How Much You are Going to Do

- Are notes necessary?
- Don't be lulled into a sense of security by an effective presentation
- Hearing a thing once is not enough. Memory requires Review and Understanding

While Taking Notes:

- Don't try for a verbatim transcript
- Get all of the main ideas
- Record some details, illustrations, implications, etc.
- Paraphrase
- But remember that the speaker may serve as a model
- Integrate with other knowledge you already have
- But don't allow preconceived notions to distort what you are hearing
- Use form to indicate relative importance of items
- Underscore or star major points
- Leave plenty of white space for later additions
- Note speaker's organisation of material
- Organisation aids memory
- Organisation indicates gaps when they occur
- Be accurate

- Listen carefully to what is being said
- Pay attention to qualifying words like *sometimes, usually, rarely, etc.*
- Notice signals that a change of direction is coming *but, however, on the other hand*
- Be an aggressive, not a passive, listener
- Ask questions and discuss if it's permitted
- If not, jot questions in your notes
- Seek out meanings. Look for implications beyond what is being said
- Develop a suitable system of mechanics
- Jot down words or phrases, not entire sentences
- Develop some system of shorthand and be consistent in its use (e.g. Hr s sntnc wth vwls lft t - Here is a sentence with vowels left out!)
- Leave out small service words
- Use contractions and abbreviations
- Use symbols +, =, &, @
- Try to get the hang of listening and writing at the same time. It can be done.
- You may practice listening to the news on TV and taking notes

After Taking Notes:

- Review and reword them as soon as possible
 - You should consider this in scheduling your work load
 - Don't just recopy or type without thought
 - "Reminiscing " may provide forgotten material later
 - Rewrite incomplete or skimpy parts in greater detail
 - Fill in gaps as you remember points heard but not recorded
 - Arrange with another colleague to compare notes or debrief if appropriate
 - Find answers to any questions remaining unanswered
 - Write a brief summary of the event
 - We forget 50% of what we hear immediately; two months later, another 25% is gone.
- Relearning is rapid if regular review is used
- Compare the information in your notes with your own experience
 - Don't swallow everything uncritically

- Don't reject what seems strange or incorrect. Check it out.
- Be willing to hold some seeming inconsistencies in your mind over a period of time
- Make meaningful associations
- Sharpen your note taking technique by looking at your colleagues' notes. How are they better than your own? How are your notes superior?
- Practice those skills you wish to develop.

Difference between Office orders, Office Circular & Office note:

The difference is that an office circular does not necessarily have to be issued by an authority that is competent and serves basically as an advertisement in the office and is usually informational. An office order is issued by a source of authority and is for giving instructions which are usually well defined and an office note is usually placed somewhere in public to communicate a message like from the government

2.10(d) OFFICE ORDERS:

- ✓ It is an order containing directions or instructions, which are supposed to be complied with by the person receiving the order.
- ✓ In case of non-compliance of office orders, disciplinary action may be initiated.
- ✓ Office order is a means of downward communication.
- ✓ It carries a stamp of authority and people working at lower levels are bound to accept it.
- ✓ Office orders are used to communicate matters concerning posting, transfer, suspension, termination of services, imposing certain restrictions, refusing leave to an employee and so on.
- ✓ The following points should be kept in mind while drafting office orders:
 - Order must be very precise without containing any unnecessary details.
 - It should be written in very simple words so that all can easily understand them.
 - Order should be written in inoffensive language.
 - It should clearly specify for whom they are meant.
 - It should be correct, short and to the point.
 - It should draw the attention of the concerned persons who have to comply with the office order.
 - It must contain the specific instructions or directions for compliance.

- It must be authentic and duly signed by a competent authority.

12.6(e) NEWSLETTERS:

Definition of a Newsletter

Every single business entity wishes to see itself evolve into a more & more profitable entity with every passing day. To achieve this purpose, firms spend vast sums of money and extended durations of time on their advertisement & marketing campaigns. However, businesses wish to be effective as well i.e. get the most out by investing comparatively less. This is where a newsletter becomes extremely handy. Of course it doesn't beat word-of-mouth marketing in terms of cost, but newsletters are the next big thing.

What is the purpose of a newsletter?

A newsletter is used as a publication (periodical, pamphlet etc) that gets circulated out to its subscribers after a regular time interval. The publication, by and large, pertains to a focal point that the subscribers are interested to find out more about. And keeping in line with that concept, you want to ensure that more than 90 percent of the periodical is filled with information to be delivered with the remaining 5 percent or less talking about you. If utilized and executed properly, a newsletter – regardless of whether it's an email newsletter or a printed newsletter format – can do wonders for your marketing endeavors.

What makes the newsletter such an effective marketing tool for businesses?

What makes a newsletter such a strong tool is that it helps establish brand equity & strengthen your bond with the consumers. Not only will it ensure that people stay updated with developments at your end but it also opens venues for e-marketing since you can develop a web-based shopping portal and place its link on the newsletter. This would allow people to choose either to shop at your physical facility or simply place online orders to get whatever they want. In addition to that, you can establish your reputation as an authority in the industry by keeping

customers posted. In many ways, it will (possibly) lead them to becoming lifelong customers of yours.

Newsletters are one of the most important communication tools whether you run a business or an nonprofit organization. Most businesses use newsletters to help boost their sales. One of the purposes of writing and marketing a newsletter is to get subscribers and then turn them into buyers.

When it comes to writing a business newsletter, you must keep two key factors in mind that will govern the outcome of your newsletter, the **content** along with your **newsletter design template**. A good newsletter mostly contains a featured article, news updates, regular columns, employee profiles, advertisement and feedback sections.

Featured article:

is the most important part of your newsletter. It should be informative and interesting and should urge the readers to read more and take an action like making an online purchase or following a product promotion etc. A limited time offer can be included to get this section moving.

News section:

Your news section can highlight an upcoming event or general news about your industry that will also be appealing to its readers.

Regular column section:

Carefully include articles that emphasize on accomplishments and success stories in this section. Keep them short and precise. Remember, less is more. Each article should complement the other to achieve the collective goal i.e. turn subscribers into buyers.

Include success stories:

Include an employee profile and highlight their achievements. Like Joe, who is your marketing manager since the last 10 years and has been a part of many successful marketing campaigns within your organization. People like to read about success stories no matter where they happen.

You do not need to start from scratch. Most businesses have enough information like, memos, press releases and meeting minutes; use them in your newsletter.

Regular/special features to keep readers interested:

Regular features keep your audience focused and fill up the space in your newsletter. Rewards can bring rewards. Prize winning competitions among readers can pull more readers in and subscribe to your newsletter.

Get feedback:

Get feedback and implement it, include feedback sections in your newsletters at the end so that you know what is working and what is not and if the readership is going strong. Interactive newsletters make a huge difference. Keep your newsletter frequency in check based on the feedback you get from your subscribers and be analytical about it.

Follow the Fundamentals to get results:

If you do everything right, you can yield the following results:

- Easier ways to sell excess or used stock
- Increased frequency of subscribers and purchasers
- Overall increase in transactions
 - Higher enquiry rates with every issue