

# *Correspondences*

*Business Letters*

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# .Writing Business Letter

## Business Letter

Every company, large or small, government department and institutions, relies heavily on the business letter to keep the organization running smoothly. Business letters ask for and give information, order goods and services, request appointments, make complaints, and deal with all routine matters. Although telephone calls have their place in the business world, letters have several important advantages.

1-Letters provide a permanent, written record.

2- Letters are like written promises and clearly indicate who is responsible

3-Letters allow busy people to send and receive information when it is convenient for them.

4-Letters allow time to think about and research a topic or situation before writing  
Responding.

5-Letters allow the reader the chance to reread and review complicated material as often as necessary.

*First* *properties*  
A business letter should be brief, concise, clear, courteous and tactful. To get the best letter possible, use the writing process. Start by focusing on your purpose for writing the letter and the results you want from it. Think about your reader's needs.

**Second**, prepare an outline or plan. It doesn't have to be more than a few scribbles on a scrap of paper that list the points you want to be sure to include.

**Third**, write a rough draft of the letter and allow a "cooling off" period before you revise it. Business letters are not a place to vent your anger, but rather a way for you to present a reasoned and *logical* argument.

**Fourth**, revise the letter by arranging the details effectively and reworking sentences and paragraphs until your message is as brief and clear as possible. Finally check the mechanics of your writing and prepare the letter for mailing.

Knowing how to write a correct effective business letter is one of the best skills any employee can have, no matter what his/her work assignment is.

Letters like paragraphs have three main sections: the introduction, the body, and the conclusion.

The **introduction** consists of the

**Heading** ( the sender 's return address )

**Date** ( the month, day, year on which the letter was prepared )

**Inside address** ( the name and address of the receiver )

1-The date: Write the date in an acceptable ways :8<sup>th</sup> June 2001 , 8/6/2011 , June 8 2011 . Be careful: Americans write this last date in numbers as 6 fir/8/11 while the British always put the date first ,followed by the month 8/2/11

2-Reference No. If the office has written to you before ,there may be reference number on the previous letter .Quote this back to the writer , on the left-hand side as shown .

3-The writer 's address : *Do not put your* ~~Do not put your~~ name above or near your address even if this is what you do in your own language

4-The recipient address Try to write down either the name or the position of the person you are writing to ,both if you know them . the write down the office can also be written beneath your signature at the bottom of letter.

5-The **salutation**: (a greeting like Dear Ms.)

6-The **orientation of the letter** : The first line of the letter usually starts below the end of the name of the person you are writing to ,but you can start on the left side underneath the name.

**The body** of the letter contains the message the writer needs to send.

The **conclusion** consists of a :

**Complimentary closing** (like truly sincerely)

**Signature** (sender 's name written in pen)

The writer address

the date

Reference No.

The recipient 's name (if known)

The recipient 's title or position in the company .

The company name.

The company address .

The salutation: Dear.....

The orientation of the letter

The body if the letter ,giving information .

The closing salutation .

The signature

The printed name and title of the person who is signing the letter



Language Teaching Center

10 Robert Street

Sydney NSW 200

30/6/1999.

Robert Jones,  
Manager,  
Home sense shops,  
99 Johnson Street  
Glebe 2037.

Dear Mr. Jones,

I am writing to thank you for permitting our students to visit your company ' factory

The students thoroughly enjoyed their visit , and learned a great deal.  
They particularly enjoyed new machines working

It is extremely valuable for students to make these visits ,and my students are very keen to read more about what they have seen .

Thank you again .We really appreciate your kindness .

Your sincerely

*Mary Getet*

Mary Getet

Senior Teacher

Dear Sir, (to a man)

Dear Sirs,

Dear Madam (to a woman)

Dear Mr. X,

Dear Mrs. X,

Dear Miss. X,

Dear Ms. X, (a woman may be married or single. It is like Mr. for men)  
Medical or academic doctor)

Dear Dr. X, (

Dear professor X, Dear Gentlemen,

#### Reference expression:-

- 1- Thank you for your letter of June 3<sup>rd</sup>, 2011.
- 2- Many thanks for your letter of April 24<sup>th</sup>, 2010.
- 3- In your letter of May 22<sup>nd</sup> you inquire about.....
- 4- It was a great pleasure to receive your letter of Nov. 7<sup>th</sup>....
- 5- I was very sorry to learn from your letter of July 21<sup>st</sup> that .....
- 6- I read your advertisement in the last Monday's issue of 'The commercial Gazette' and.....
- 7- You may remember that I visited you last month when I was surprised to learn that.....
- 8- I was surprised to learn that.....
- 9- I recently attend Baghdad fair and.....
- 10- I recently called on your agent in this country to ask about .....but he was unable to help me .

#### The Ending :-

I look forward to hearing from you.

I hope you will write soon.

I'll give a ring next week.

I enclose a sample of the material you require.

Please accept my apologies for the trouble this mistake has caused you.

I sincerely hope you will be able to help me in this matter

I shall not act until I have received instructions

I enclose a cheque for 100 \$ to cover the costs.

Would you please let me know as soon as possible whether you would be willing to...

2342 · 54<sup>th</sup> street

SUSSEX. NB E4C 1T0

Jun 26, 1999

I would suggest that you come and see me in person on

### Salutation

Regards, Best wishes Yours faithfully, yours sincerely, yours,  
Yours ever, As ever,

### ESSENTIAL PARTS OF BUSINESS LETTER

A business letter, unlike a friendly letter **must** have a heading. **on the first line**, write your apartment number, postal box, rural route number, and your street or village and the province name, and postal code (do not write a dash or hyphen between the two sections of the postal code). On the third line, write the month, the day and the year you are writing the letter. **Never** write your name as part of the heading of a letter.

The inside address is placed at the left margin, two spaces below the heading and contains the receiver's full name, title and address.

Dear Mr. Franklin:

We would like to invite you to speak at our annual Career Days Forum next month.

The event will take place at the Learning Center in Sackville . New Brunswick, on April 23,1999, from 10:00 a.m. until 12:30 p.m. We have invited a number of business people to give half hour presentations about the skills and training required to gain employment in their field . many of the students are interested in learning about marketing and management in the technology s industry ,and your experience in this area would be most welcome .

Please call Marion Stacey at (506)443-9900 to let us know if you will be able to attend and to arrange a time slot for your presentation .We will gladly arrange for any audio –visual equipment you may need .Thank you for considering our request.

The conclusion of all letters is brief phrase showing respect called the **complimentary closing** which is placed two spaces below the body. Only the first word of this closing is capitalized ,Four or five spaces below this , the writer 's typed signature (and title ,if appropriate )should appear .The sender of the letter should write his/her signature between the complimentary closing and the typed signature .

Yours truly,

*Christina Sharp*

#### Second page:

Most letters should be kept short and concise , but if a second page is required , arrange the body so that at least two of its lines appear on second page . This second page should also have a heading that contains the recipient 's name , the page number ,and the date on which the letter was prepared .There are two possible styles

Ms. J. Spencer

Page 2

March 12, 1999

## 2- BUSINESS LETTER FORMATS

The format for business letter also differs from that of personal letter .You will learn three acceptable formats business letters : **full block ,block and modified block**

**A. Full block** format is the most common format in use today ,perhaps because it is the Easiest to remember and it is well suited to the way word processor works .

Every line begins at the left margin, the return address, complimentary closing, signature ,and even the first line of each paragraph .Paragraphs are separated by a double space.

On the next page ,you will see a layout for a business letter written using the full block format.

123 Center street

Yorkton ,NS B4T 1Y9

February 21, 2005

John Clancy

Personnel Manager

Greenbay publishers Inc.

99 Holingshead Road

Fredericton ,NB

E3B 2C3

Dear Mr. Clancy

We are pleased

to \_\_\_\_\_

\_\_\_\_\_ your account..

In addition, \_\_\_\_\_

\_\_\_\_\_ the work.

It would be our pleasure \_\_\_\_\_ contact us.

Yours truly

Shirley Paterson

**B .Block format** is a style organizing parts of a letter that is seen frequently in business correspondence today .It is similar to full block except that the heading complimentary closing ,and signature are placed to the right of the center line of the letter .The spacing between parts remains the same

9 Parker Lane  
Weasthill ,PE C4K 1Y0

Phil smith  
222 Victoria Avenue  
Moncton ,NB E2C IP9

Dear Phil:

This is  
just \_\_\_\_\_  
\_\_\_\_\_.

I am sure \_\_\_\_\_

Thank you for \_\_\_\_\_

Sincerely,  
Martha Mason

### C. MODIFIED BLOCK

Modified block was very popular a few years ago , but it is not used too often today in the business .It is , however , a good format to use when you are writing a letter by hand . It is exactly the same as the block format except that the first line of each paragraph, like that of friendly letter, is indented at least five spaces.

16 McNab Crescent,  
Hampton, NB E4D 2G0,

June 1, 1999

John Doyle,  
Public Works Department,  
Town of Hampton,  
Box 119,  
Hampton, NB E3D 2Y7.

Dear John:

I represent -----  
-----

We are -----  
-----

Please contact us \_\_\_\_\_

Yours truly,

Fred Bacon

## USING PRE-PRINTED LETTERHEAD

Many companies use professionally printed letterheads so their business communications will look really polished. In fact, now that computers can handle graphics and print in color almost anyone can have letterhead paper and envelopes.

Because the letterhead includes the sender's return address, begin the letter format you are using. Double space between the date and the inside address.

## 3-PUNCTUATION STYLES

The most common punctuation style in business letters is called **open punctuation**. It is easy to remember because **no punctuation** at all is required in the heading, inside address, salutation or closing. The full block format letter above is written with the open punctuation style.

Some offices prefer **mixed punctuation style**. If you are using this style, the only punctuation is a colon after the salutation and comma after the complimentary close. The sample block format letter is written with mixed punctuation.

An older style of punctuation is occasionally seen. It is called **closed punctuation**. Closed punctuation requires

A comma after each item in the heading and inside address

A period after the last item in the heading address

A colon after the salutation

A comma after the complimentary closing

Closed punctuation is showed in the modified block format letter above.

Most organizations have policy about which format and punctuation style will be used on company correspondence. Of course, you will follow company guidelines, but if you have a choice, you may use any of the three formats combined with any of the three punctuation styles.

#### 4. THE BODY OF A BUSINESS LETTER

The body of business letter is written in formal language or friendly letter . As a general rule, most business letters should be short and to the point ; a busy person does not have time or interest in wading through extra words or confusing details. Each letter you write must **be absolutely perfect** in spelling , grammar ,sentence ,structure , appearance ,and format. There is difference between school and the world of work . A teacher may pass a letter with sloppy format because the content is good . in an work situation, even one mistake may cost you the job you want or the order you are trying to get because it may convince the reader that you are sloppy or irresponsible .

When structuring a good letter, try to keep to three paragraphs and one page if possible.

- |                    |   |
|--------------------|---|
| <b>Paragraph 1</b> | Introduce the subject so the reader can zero in on what you are writing about |
| <b>Paragraph 2</b> | Present the details in a logical , easy to Follow order                       |
| <b>Paragraph 3</b> | Close with a specific request, contact information and courteous thank you.   |

#### *Some symbols use in Business letters.*

- |        |  |
|--------|--|
| CC     | Carbon copy                                    |
| Cfr    | Cost and freight                               |
| Re     | with reference to regarding                    |
| p.s    | used for adding something to the end of letter |
| B.B.C  | British Broadcasting Corporation               |
| Ad     | advertisement                                  |
| Cif    | Cooust Insurance fright                        |
| Cwo    | cash with order                                |
| (enc(s | enclosures                                     |

## 5. TYPES OF BUSINESS LETTERS

Business letters can be classified according to their purpose . this module presents six communications. Business writing changes regularly ,so it is important to make sure you using current conventions.

1. Request letters
2. Letters of application
3. Letters of Giving instructions
4. Letters of complaint
5. Letters of apology and explanation
- 6- Letters of Giving information

### 1. Request letters

Writing to business firms and to official bodies for things is probably the most common sort of official letter .There are two sorts of requests you may need to make :

( 1) requests for goods or services.

(2) requests for information of various sorts.

Read the letters below, and the notes on the language of request letters following each letter.

1. Requests for goods or services.

The following letter is request for commercial goods: