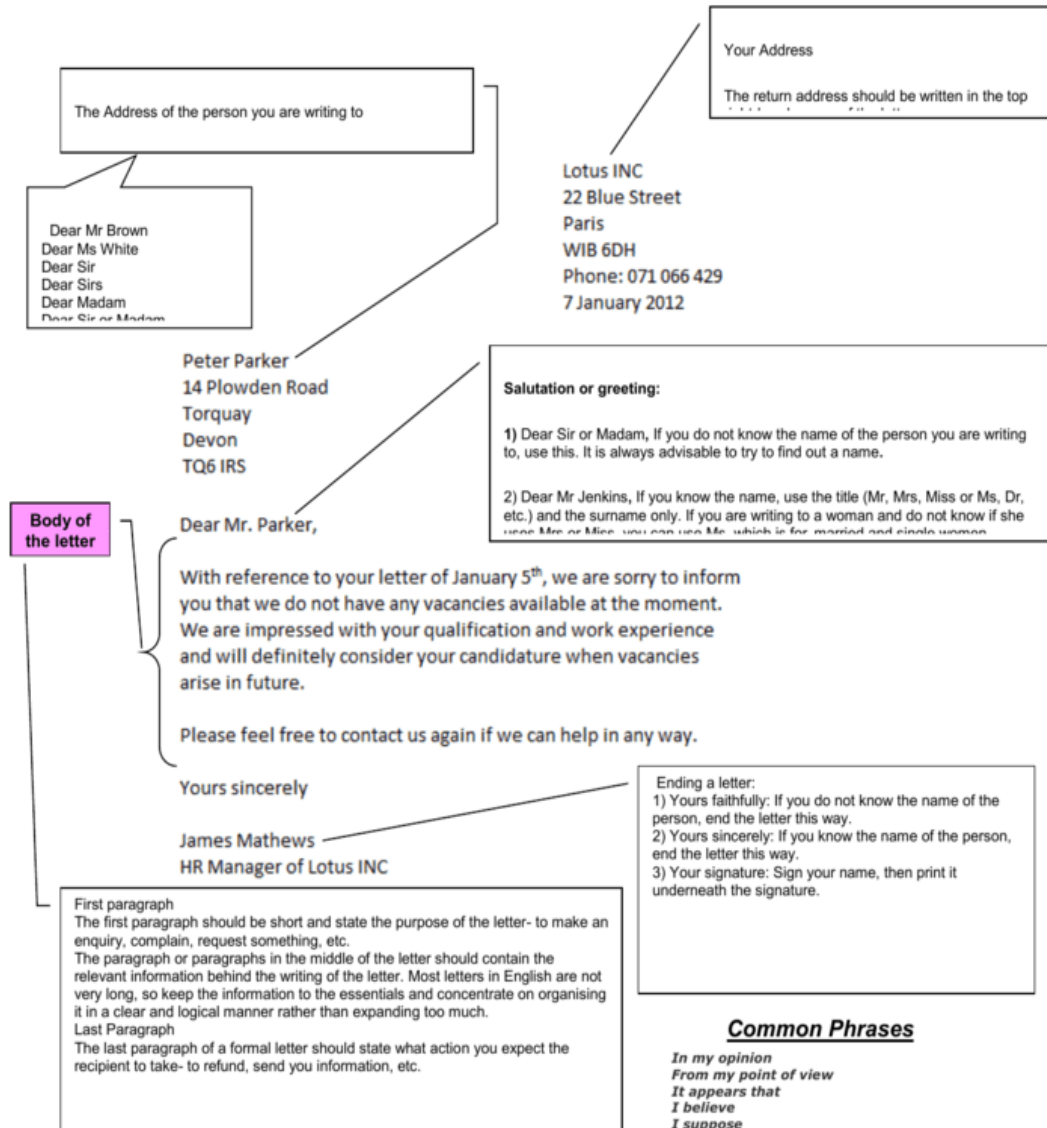


Unit 3/V

Business Letter Correspondence

Structure of the Letter

WRITING A FORMAL LETTER



Common Phrases

In my opinion
From my point of view
It appears that
I believe
I suppose
At the same time
However
On the other hand
Nevertheless
Even though
It seems to me that
Undoubtedly
Therefore
Firstly
Secondly
Finally
At the same time
Meanwhile

TYPES OF BUSINESS LETTER FORMATS

There are three different styles of writing a business letter.

- ☐ Full Block Style
- ☐ Semi Block Style
- ☐ Modified block style

Formal Letter Format

Name of the Sender
Address
Date
To
Name of the Recipient
Designation
Company Name
Address

Salutation (Dear Sir,/Madam)
Subject:
Body of the Letter

[Write 2 -3 paragraphs including the reason behind the letter. Make sure to keep the letter concise without dragging too much]

Thank you for your consideration. Waiting for your response.

Yours Sincerely,
Name
Signature

FULL BLOCK STYLE

- ☐ Full block style is a letter format in which all text is justified to the left margin.
- ☐ In block letter style, punctuation marks are not used after salutations and in other headings.
- ☐ Paragraphs are not indented

Full Block Letter Format

CENTER VERTICALLY
1" SIDE MARGINS

RETURN ADDRESS	→	610 Grand Avenue
DATE	→	Laramie, WY 82070-1423
		February 20, 2006 QS
ATTENTION LINE	→	Attention Personnel Director
LETTER ADDRESS	→	Elegant Treasures
	→	388 Stonegate Dr.
	→	Longview, TX 75601-0132 DS
SALUTATION	→	Dear Armani Dealer DS
SUBJECT LINE	→	CONCERNING THE GIUSEPPE ARMANI FIGURINES DS
		The Giuseppe Armani figurines in your window are very attractive. I noticed them last week. Do you have any other figurines?
BODY		A friend gave me a pamphlet showing three Armani millennium sculptures: Stardust (years 1-999, Silver Moon (years 1000-1999) and Comet (year 2000- and beyond). I want to buy all three sculptures. Do you have them in stock or could you order them? If not, could you refer me to a nearby dealer? I have included a copy of the pamphlet for your information.
		I look forward to adding these beautiful pieces to my collection.
COMPLIMENTARY CLOSE	→	Sincerely, DS
COMPANY NAME	→	COMPANY NAME QS
WRITER	→	Cynthia A. Martin DS
ENCLOSURE NOTATION	→	Enclosure DS
COPY NOTATION	→	c Bradford Williams
	→	Leslie Morrison DS
POSTSCRIPT	→	I am very interested in purchasing the Giuseppe Armani figurines.

DS = Double Space
QS = Quadruple Space

SEMI BLOCK STYLE

- ☐ This letter style places the **date** line in alignment to the **right margin**.
- ☐ **Punctuation marks are used** at the end of the address lines and at salutations.
- ☐ Similar to full block, semi-block places the inside address, salutation and any end notations flush with the left margin.
- ☐ The **complimentary close and signature block** are aligned under the date at **right hand margin**.

LETTERS



Semiblock Letter, Standard Punctuation

Semiblock letters have indented paragraphs. The return address (if not part of the letterhead), the date, the reference line, the complimentary closing, and the signature block are right of center. All remaining elements are flush left. Standard punctuation has minimal punctuation with a colon or comma after the salutation and a comma after the complimentary closing.

1 **Letterhead/Return Address**—Business letterheads provide the name, address, and phone number of the organization sending the letter. The letterhead may also include the company logo and fax number(s). When letterhead stationery is not available, a return address with the same information that a letterhead contains is placed immediately above the date line in the letter. In a semiblock letter, the return address is typed right of center.

2 **Date Line**—The date line is placed two or three lines below the letterhead (or as many as six lines, if the letter is short). If no letterhead is used, the date line is directly beneath the return address. Usually, the date order is month, date, year: July 10, 1995. However, the U.S. Government and many foreign countries place the day before the month: 10 July 1995. Abbreviations should not be used.

3 **Reference Line or Block**—Reference lines or blocks are one or two lines below the date

	 ACORN WHOLESALE FOODS, INC. 
1	2345 South 1300 East Salt Lake City, Utah 84105 Telephone (801) 364-5567 October 30, 1995
2	
3	In reply to: Your Letter October 24, 1995
4	CONFIDENTIAL
5	Mr. Fred Tanner LowPrice Food Stores Corporate Office 1823 South 2400 West West Valley City, UT 84335
6	Dear Mr. Tanner:
7	SUBJECT: Details of the Spring 1995 Fleur-de-lis Charcoal Program
8	Thank you for your letter concerning our Spring Fleur-de-lis Charcoal Program. We are very excited about this program and feel it will provide many growth opportunities for LowPrice Food Stores throughout the country. The details of the program are outlined below. The partnership between Acorn Wholesale Foods and LowPrice continues to grow and we are delighted with the fine charcoal season we had in 1994. Your sales results mirrored our national figures as Fleur-de-lis outperformed all other charcoal brands in both units and dollars and attained a 64% market share. These results are a direct reflection of the advertising and merchandising support LowPrice has given Fleur-de-lis, yet there are still opportunities to further develop our business, especially through our Spring Fleur-de-lis Charcoal Program. <u>Spring Fleur-de-lis Charcoal Program</u> Early Season Inventory Levels We agreed that adequate early season inventories (e.g., late February, early March) are critical to a successful year. Our extended dating on all orders shipped prior to March 31 provide incentive to display charcoal prior to these first warm spring days.

line. Reference lines are usually aligned with the date. They can begin with *RE* or *Reference*. Sometimes a lead-in is needed to clarify the reference.

4 **Special Notations**—Special notations appear two lines below the date or reference line. When an inside address is included, the notation appears between the date or reference line and the inside address. Capital letters are used to make the note more visible. When

two or more notations apply to a single letter, one appears directly below the other.

5 **Inside Address**—The inside address appears below the date or reference line. It is consistent with the format, spelling, and punctuation shown on the receiving organization's letterhead or typed return address. Letter length dictates the number of lines that are inserted between the date or reference line and the inside address.

MODIFIED BLOCK STYLE

- ☐ A modified block business letter is a letter that uses a format that is slightly different from the full block letter.
- ☐ But a mixture of blocked and semi blocked format.
- ☐ Text is from the left hand margin but date and signature on the right margin
- ☐ The return address, date, complimentary closing and the signature line are put slightly to the centre.
- ☐ It is mostly printed format.

Mary E. Klaebel
230 Vista Drive
Memphis, TN 38130
(555) 555-3822

June 20, 2000

Ms. Eva Lewis
931 E. Land Drive
Memphis, TN 38111

Dear Ms. Lewis:

I am applying for the Technical Writer position advertised in the June, 2000, Memphis Magazine. My relevant experience is diverse and establishes me as a first-class candidate for this opportunity.

My writing experience is extensive. I am currently employed as a staff technical writer for a local company. My past work experience includes business and freelance writing and editing. At my current employer, I draft technical descriptions of products for the company website and maintain any and all new hire documentation such as the employee handbook.

Additionally, I edit fiction manuscripts for an online e-book publishing company. Specifically, I edit for overall flow, content, grammar and spelling. In my editing role, I have regular interaction with authors and the publisher.

I am available for an interview scheduled at your convenience. I may be reached at the telephone number above. Thank you for your consideration.

Sincerely,

Mary Klaebel

Enc: Resume
Writing sample

Gregory Donaldson
Minoan Inc
247 Madison Ave., Suite 2103
New York, NY 10015

December 3, 2006

Dixie Cleverella
Savbizcor Ltd
28 Green St., Suite 14
Upstate, NY 10947

Dear Ms. Cleverella:

The first shipment of equipment from Savbizcor Ltd has arrived. We are delighted with every piece. Therefore, we decided to make our initial purchase larger than anticipated. I am attaching our purchase order No. 8930 for additional goods totaling list price \$700,000.

Since you already have a copy of our Procurement Guidelines, I shall not attach them to this order. As before, we will establish a letter of credit. Please inform me of shipping dates.

Sincerely,

G. Donaldson

Gregory Donaldson,
Chief Procurement Officer

Enclosure: Purchase Order No. 8930

Savvy-Business-Correspondence.com

Sample format of formal letter

Template

Your Name
Name of Your Organization
Address

Date

Name of Client
Client's Address

Salutation/Greetings

Dear Ms. /Mr. (addressee), or To whomsoever it may concern

The introductory paragraph of the letter should start with a sentence that grabs the attention of the reader. Then go ahead to thank the reader for the interest that he/she has shown in the product that you are selling, or the services that your organization provides, and convey the benefits and incentives that a client or consumer of the company will be eligible for.

The second paragraph can act as a testimony to any sample product that you have sent along. It is always a good idea to do so, because a new client can then see for himself the good points of the product. You can also describe limited offer promotions or discounts, that your organization will be offering to anyone who becomes a regular client.

The third paragraph of the article will have your contact details like your phone number, your location, and the office timings of your organization. Also include details like the account manager for the client, and any other details that could be helpful for the consumer (like toll free numbers).

Valediction/Goodbye
Yours sincerely,
(Your name)

Example

Sales Correspondence

A **sales letter** is a written communication between two parties with the motive of selling their products. It is a form of sale correspondence. It may target a specific group to grab their attention. It is written in persuasive or convincing tone.

Objectives and Advantages of Sales Letter

Objectives of Sales Letter

- A sales letter aims at reaching the reader to purchase the product.
- Introducing and marketing of new products and services.
- To reach potential customers.
- Expansion of the market.

Advantages of Sales Letter

- A sales letter is less expensive.
- Reach a client where a salesman cannot reach all at the same time.
- Ease of understanding and availability of full details of the company and the products.
- More convenient, efficient, and comprehensive in understanding.

Elements and Format of Sales Letter

Elements of Sales Letter

Headline: Here the writer wants to grab the **reader's attention** toward the main purpose of the letter.

Introduction: It is the introductory paragraph. Introduction in the sales letter **provides the details of the product** or the service. It also provides the reader with the cost, quality, saving and other related information.

Body: Here the writer **builds his credibility**. The writers provide with the worth of the product, its difference from other similar products, a list of satisfied customers, terms of contract etc.

Call to Action: In this section, the writer **asks for the reader's response** and can express the gratitude. It also includes various details like warranty, discount etc.

Sales Letter AIDA Model

The AIDA model can be used for any instance where you want to catch the attention of people. Use it for advertisements, signposts or a page on your web site.

The AIDA model consists of four elements and they must all be present in the sales letter:

1. **Attention** = Create attention using a picture or catching opening text

2. **Interest** = The receiver must become interested in your content or product
3. **Desire** = The letter must create the desire to buy your product /meet you
4. **Action** = Help the receiver to take action – e.g. contact you or buy from your website

Example of AIDA sales letter

You are a websites developer and know that within the next years all web sites must be responsive - responsive means that a web sites can be viewed on PC, tablets and smartphones.

How can you create a sales letter that sells the service “to create responsive web sites?” For example

Attention- to seek attention of the customer:

- "You will lose 40% of your users on your web sites."

This could be the sentence that catches the CEOs attention: "40% is a lot, why?" His is ready to read more

Interest- to build interest for the customer :

- "Every year increases the use of online shows on tablets and smartphones by 30% compared to previous year. When users browsing on their new devices come to your website they will experience an obsolete web site.
Your company's layout is very difficult to read on the small screens."

Now there is awareness and interest in the problem.

Desire- to mention the desire of the company :

- "The problem reading your otherwise very good web site is big for the visitors and therefore you will lose customers. But the problem can be solved.
We have the technical knowledge and design capabilities to correct the problem whatever web site system you are using.

Contact us and we make an analysis of the task ahead and give you a quotation for solving the problem."

If the problem is perceived by the customer he'll hopefully want to correct it. And your company must be the one to do it.

Action- what's the action for the customer:

- "PS - **Contact us for free analysis** of the size of the problem within 10 days. The cost of the analysis is normally \$ 850".

It's always great to save money and maybe this company will contact you today because the manager wants to save \$ 850?

Attention

- "You will lose 40% of your users on your web site."

This could be the sentence that catches the CEOs attention: "40% is a lot, why?" His is ready to read more

Interest

- "Every year increases the use of tablets and smartphones by 30% compared to previous year. When users browsing on their new devices come to your website they will experience an obsolete web site. Your company's layout is very difficult to read on the small screens."

Now there is awareness and interest in the problem.

Desire

- "The problem reading your otherwise very good web site is big for the visitors and therefore you will lose customers. But the problem can be solved. We have the technical knowledge and design capabilities to correct the problem whatever web site system you are using."

Contact us and we make an analysis of the task ahead and give you a quotation for solving the problem."

If the problem is perceived by the customer he'll hopefully want to correct it. And your company must be the one to do it.

Action

- "PS - Contact us for free analysis of the size of the problem within 10 days. The cost of the analysis is normally \$ 850".

It's always great to save money and maybe this company will contact you today because the manager wants to save \$ 850?

Format of Sales Letter

Heading / Headline

Organization Letterhead

OR

Sender's Name

Name of the Organization

Address

Date

Name of the Client

Address

Greetings / Salutation (i.e., dear, to whomsoever it may concern)

The introductory paragraph (attention seeking paragraph for introduction of service or product).

Second Paragraph (like the limited offer, discounts).

Third Paragraph (contact details).

Closing Salutation

Signature Line

Summit Electric Company, Inc.

327 Park Avenue
Houston, TX 45678
204-555-5412
info@summit.com

Dear Sir

With summer approaching, you must be thinking of how to keep your office cool, so that you and your colleagues can continue to work efficiently. Realizing your needs, we have manufactured room-coolers for different capacities. We have given detailed specifications in the enclosed pamphlet. You would be happy to know that we are giving a guarantee for five years against all manufacturing defects and repair, or replace any part that causes trouble, at our own cost.

At the end of the pamphlet you will find a card, please fill it and mail it and we shall send our technician to inspect your office, examine your requirements, and suggest you about the appropriate location of coolers so that your entire office may maintained at the proper temperature throughout summer.

If you place the order before 30 July, we shall give you a special discount of 5 percent. Our man will transport the coolers to your office and install them whenever you want. And this extra service is totally free.

It is our belief that you would like to avail yourself of this special offer.

Yours sincerely

Jean Lee
General Manager

From,
SYT Appliances
Kanpur
Uttar Pradesh.

22 July 1776.

To,
Manas Bhatnagar
General Manager
RMTP Ltd
Kerala.

Subject: sales proposal letter.

Dear Sir,

I am proud to introduce to you our company SYT Appliances and Applications. We have been in the business of the sale of electronic equipment and software for the last ten years. We are glad to inform you about the good quality and national reputation of our products and services. It will be our pleasure to provide you with our products at reasonable prices and cater to your technical needs.

Our new launch is an accounting system management system. This system has been designed by our competent engineers who have taken into consideration the needs of business firms operating today, including legal compatibility.

Letter of Credit

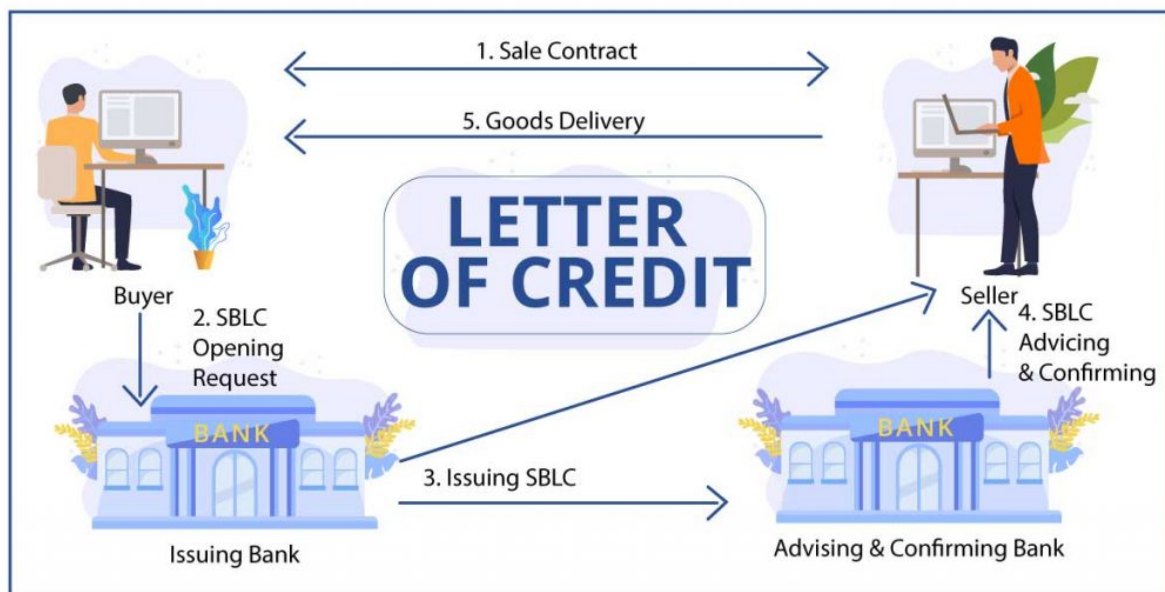
Meaning of the letter of credit

Letter of credit is a document that guarantees payment to the seller from the bank on behalf of the buyer.

The mode of payment is discussed between the buyer and the seller.

The main purpose of a letter of credit is for long-distance and international transaction. This helps reduce the risk of non-payment of the goods.

The banks are involved of both the buyer and seller to issue their accountability of credit.



To

_____ [here write the name of the recipient]

_____ [write the profile of the recipient]

_____ [write the name of the financial institution]

_____ [write the address of the institution]

_____ [write the date of sending the letter]

_____ : [write down an appropriate subject for the letter]

Respected Sir/ Ma'am,

I would like to apply for credit from your financial institution for an amount of _____ [amount of credit required]. The credit will be in the form of _____ [type of credit].

I would pay back the credit amount in _____ [loan term] years. I am aware about the interest rate of _____ [mention the interest rate] that you would be charging and agree to pay that.

Letter of claim or adjustment

Claim letter is written for claiming money from the company or adjustment of billing amount or reimbursing money for some defects, wrong orders or mistakes in placing orders etc.

Text Format: <http://www.lettersandtemplates.com/claim-and-adjustment-letter-sample>

Claim And Adjustment Letter Sample

[Your Name]

[Your Job Title]

[Your Address]

[Your Contact Information]

[Date]

[Recipient's Name]

[Recipient's Job Title]

[Recipient's Company Name]

[Recipient's Address]

Dear [Name],

I am contacting you with regards to the shipment number 3522 that we ordered on [some date]. I want to draw your attention to important matters:

[The Claim Part]

First, the shipment was scheduled for delivery on [some date] but was actually delivered on [some date]. The delay in delivering the products caused disruption to our workflow and a significant amount of inconvenience to our customers. Your team failed to inform us of the delay, not even a quick phone call or an email.

Second, the quality delivered was 1,500 packs, which is 500 less than our order. Again we were forced to inconveniently adjust our business process to accommodate for the incomplete supply from your side.

I am hope that you agree with me that this business conduct is not acceptable under any circumstances and that your team is fully responsible for this incident. We expected a more professional service from a company of your size and reputation. We are truly disappointed and frustrated from what happened.

[The Adjustment Part]

In the light of what has been said, we request from you to resend the missing quantities as soon as possible. Additionally, your company is required to reimburse [your company name] with an amount of [some amount] as listed in the terms and conditions of the agreement signed by both parties. I am sorry that matters reached to this point but we can't compromise the satisfaction of our customers nor accommodate errors like that.

Sincerely,

Letter of Refund for Overpayment

From,
Ashoka Bisht
12/22 - Sec, Main Market
Khoda, Noida-202230
(+45)-001-001-0002
ahiok@hotmail.com

Date: Feb 10, 2018

To,
Divya Singh,
New Mod,
Hariyana
(+091)-987678933
divy@hotmail.com

Hello Divya Sir,

I had purchased a ticket for the Valentines Carnival on 29th January, due to which I paid an advance of 1500 Rs. Now that the price of the ticket is decreased as per it is showing online, I request you to refund the extra payment done by me. Please initiate the request from your end. It will be a great help.

Thank you.

Sincerely,
Ashoka Bisht



Bangladesh Textiles Mills Ltd.
Narayangong, Dhaka

10th Feb. 04

Marketing Manger
Bexi-Clothes Corner
South Plaza,
Dhaka-1215.

Ref: Your letter dated 5th Feb. 04.

Dear Sir,

We thank you .for your letter of 5th Feb. 04 along with/ sample of cloth for examination.

The report that we have received just today shows that the consignment forwarded to you was the wrong one full of defective clothes. It was a mistake because of our despatch section and we regret this mistake which has caused you both embarrassment and inconvenience. We have already sent the replacement by passenger train. You can be sure of the quality of cloth now sent.

You can, of course, return the clothes to us and debit our account for the loss caused to you. We again regret the inconvenience to you and assure you that such mistakes will be avoided in future.

Yours faithfully

M. Ashraf
Sales Manager
Banagladesh Textile Mills Ltd.

Letter of Quotation/Placing an order

A letter of quotation is any letter written in reference a customer or client requesting or accepting a quote, to the supplier or service provider sending the quote amount.

It is also known as letters of placing an order for any product with the reference of its amount.

Quotation Letter Sample / Format / Example / Template

Tele Communication Ltd.
25, Gulshan Dhaka-1212

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 years
Nokia	2100	China	4,000	6 months
Nokia	2100	Malaysia	4,200	6 months

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.

Letter of Quotation Request Sample

Kay Ventilation

4496 Lochmere Lane
Groton, CT 06340

Dear Kay Ventilation,

I am writing this letter for a price quote on replacing my central air conditioning system in my home.

My house is 4500 square feet, and used two individual central air conditioning units. There is about 6000 feet of ventilation piping that needs to be replaced, as well as two compressor units and 6 control panels. I wish to source my own compressor units, but you will be responsible for all the ventilation and control panels.

Please provide me with pricing information and how long it would take to complete this job for me. I am looking for someone to complete this in less than a week, so please account for that in your price quote.

Kindest Regards,

Bob Grenier

Letter of Quotation Acceptance Sample

Dear Windows R Us,

Thank you for the quote you provided on April 02, 2013, for installing new windows throughout our office complex.

The sum of \$5,000 meets our designated budget and therefore we would like to accept your service.

We request that you complete work by May 30. If this is feasible please let us know when you can start work and we will prepare accordingly.

Thank you for your time,

Belinda Powers

Gracie Office Complex

Dear Mr. Forbes,

You recently enquired about the price of regular cotton shipments to the United States. At the requested amount, including tax, this will cost \$12,000 per month.

Because we haven't had the pleasure of trading with you before, and to show how much we value your potential business, we will give you a one year discount of \$11,000 per month, providing you agree to terms within the next 30 days.

We look forward to working with Shirts Zone, and hope this is the beginning of a long and prosperous relationship.

Yours Sincerely,

Ajeet Kalyana

The Indian Cotton Company

Enquiry letter

Sample Enquiry Letter For Exchanging of Car

Ramlal Verma
Pitampura, Delhi
Mobile Number: +91 9723556689
Date: 02.03.2019

To,
Jeevan Industries Ltd.
South Delhi

Subject: Enquiring the details of the car exchange scheme

Dear Sir/Madam,

I am Ramlal Verma writing this letter to you to know regarding the car exchange scheme. I saw your advertisement for an exchange of old cars in Dainik Bharat today. I am interested in exchanging my old car to get the new offered car through the exchange scheme.

So, please explain to me more about the scheme and its terms and conditions. Please contact me to the above-given mobile number and can also email me at ramlalverma@gmail.com.

Thanking You,

Sincerely,
Ramlal Verma
General Manager

Sample Enquiry Letter for Purchasing Laptops

Suraj Verma
South Delhi
Mobile Number: +91 9711253317
Date: 12.10.2019

To,
Wholesale Laptop Seller Ltd.
Pitampura, Delhi

Subject: Enquiring about Laptops

Dear Sir,

I am Suraj Verma writing this letter to you to enquire about the DELL laptop. I am planning to purchase 20 DELL Laptops for business purposes. I am running a media and advertising firm. I require laptops with good graphic features and my budget for 20 laptops is 6Lakh. We would like to buy laptops which are portable, lightweight, 8GB RAM, and that suits our budget.

I would like to know the details of all the available laptops with the above-mentioned features. If DELL laptops are not available with the above-mentioned features then I would like to buy any other brand laptops as well.

So, please explain to me more about the available laptops and its features. Please contact me to the above-given mobile number and can also email me at surajverma@gmail.com.

Thanking You,

Sincerely,
Suraj Verma
Director

Sample Inquiry Letter for Computer Course

From:

Richard Brown

54, Anthony Road

London

Date: November 28th, 2020

To,

The Manager,

ABC Computer Classes

London

Dear Sir/ Madam,

I am writing this letter to inquire about a computer course at your institute. I, Richard Brown, am looking for a computer course that can help me build up my programming skills and therefore, I wish to know the choices of courses that you offer.

I request you to share with me details about the course along with the duration, no. of enrollments in each class, fee for the course etc. I am looking for a part-time course and I will be able to manage to attend the class only in the late evening hours as I am a working professional.

I would be looking forward for your response on this as I am really eager to start with learning programming as soon as possible.

Thanking in anticipation.

Sincerely,

Richard Brown

9898989898