

13. BUSINESS CORRESPONDENCE

Business communication may be defined as the use of effective language for conveying a commercial or industrial message to achieve a predetermined purpose.

PRINCIPLES OF LETTER WRITING

Of all forms of written communication letters are the most common and considered as the most personal. With the growth of commerce and industry their usefulness has much increased.

When you enter a profession, you will have to write dozens of letters everyday as a part of routine work, letters to other firms and companies, customers, suppliers associate organization, government officers, credit agencies, employees etc. sch letters are called business letters. Their aim is to achieve a definite purpose, such a s selling a product, making an enquiry, seeking information or advice, mollifying the feelings of a customer, creating good will etc.

Courtesy and Consideration

Necessary tact and courtesy are important, as it is the basic principle of social relationship. Courtesy is like the oil, which removes friction and makes life smooth and helps to win friends. Especially in business correspondence, discourtesy damages both friendship and business.

Directness and Conciseness

Transmission of maximum information by using minimum of words should be the aim in the letter writing. Attention of the reader can be caught with clarity and conciseness. Unnecessary details and redundant expressions are to be avoid. In this mechanical and busy world such expressions

may irritate the reader.

Avoid Verbosity and participial Endings.

A study of business correspondence reveals that there is a lot deadwood and verbosity, which is to be avoided. Participial endings such as assuring, rusting, hoping etc., are also to be avoided.

Clarity and Precision

One of the age-old adages tells us "one should speak as the common people do and think as wise men do". A simple expression and clear thinking are the most important virtues of effective writing. Here Mathew Arnold rightly advised, "Have something to say and say it as clearly as you can". This is only the secret of style.

HINTS

Do's

Many thanks for your letter
We are glad to note that
We appreciate your writing
We regret to inform that
We are sorry that
We are grateful for the suggestions you have made

Don'ts

you state
you are wrong in saying
it is difficult to believe
we can't accept your request
we are forced to refuse
we demand.

Negative and roundabout

1. You failed to tell us
2. We can not help you unless
3. We can not help you with
4. You have not cared to pay
Attention to our complaint

1. Please let us know
2. We shall be pleased to help you if..
3. We suggest that you
4. Please look into our complaint.

Structure and Layout of letters

Just as the “apparel of proclaims the man”, the appearance of a letter often reveals the character of the writer and the organization he belongs to.

a) Elements of

- | | | | |
|------------------------|---------------|--------------------------|----------------|
| 1. Heading | 2. Date | 3. Reference | 4. Inside |
| 5. Attention | 6. Salutation | 7. Subject | Address |
| 9. complimentary close | 10. Signature | 11. Identification Marks | 12. Enclosure. |

b) Heading : Most of the business organizations use printed letterheads for correspondence. The letterhead contains the name, the address, telephone number and **e - mail address**.

c) Date: The date, month and year should be indicated in the upper right hand top corner. **d) Reference:** If yours is a reply letter, give the correspondent’s reference number against the first and your reference number against the second line.

e) Inside address: The full address of the person or organization you are addressing should be written two spaces below the date.

f) Attention line: To ensure prompt attention, sometimes a letter that is addressed to a firm or company is marked to a particular officer in that organization.

g) Salutation: Salutation is nothing but greeting a person. It is placed two space below the attention line.

h) Subject: The purpose of the subject line is to let the reader know immediately what the message is about.

i) Body: The main purpose of a letter is to convey a message. This is done through the body of the letter.

j) Complimentary close: This is nothing but – a polite way of ending a letter, the close must agree with the salutation.

k) Signature: The signature is the signed name of the writer it is placed below the complimentary close.

l) Identification Marks: These marks are put in the left margin to identify the typist of the letter, one or two spaces below the signature.

m) Enclosure: If anything is attached to the letter. It must be indicated against enclosure. Generally the abbreviated form Encl. is typed against which the number of enclosures is indicated.

Planning a Letter

1. Set aside specific time for handling your correspondence.
2. Ask yourself, what is the main purpose of the letter.
3. Gather relevant information
4. Arrange the material in a logical order
5. Select the right tone.

Quotations, Orders and Tenders

Quotations, orders and tenders are some important types of business correspondence. It is customary for a business organization to invite quotations from several sellers before placing an order.

The purpose is to find out the cheapest and the best source of supply of goods required. The following details are to be furnished in the letter.

Describe your needs clearly and precisely and give the detailed specification such as the shape, size, quality of the goods you require.

Mode and terms of payment

Place and time of delivery

Method of transport

Packing and forwarding charges.

Tenders

While quotations are generally sought from a few selected sellers, notices regarding tenders are advertised in newspapers, magazines etc. inviting prospective sellers of services and goods to quote their rates for doing a job or supplying good specified in the notice. When a tender is accepted, the successful seller has to sign a contract to do what he has promised.

Sales letters: A good sales letter is essentially like a successful advertisement, it catches the attention of the reader, excites his interest and curiosity and induces him to buy the goods or services offered. Here are few guidelines.

Catching the readers' attention through an attractive opening

Convincing him that your product or service is the best in the market
Motivating him to act quickly

The reader's attention is caught by the layout, color, scheme, illustrations, catchy

phrases, striking statements, questions, etc. he is motivated by such as "Just fill in the coupons below and dispatch it today, send no money. "Only mail the attached card". "Avail this special offer" etc.

The purpose of every sales letter, as of every advertisement is to convert the reader into a customer.

Claim and Adjustment Letters

However efficient an organization may be mistakes are likely to be made owing to human frailty or misunderstanding. Important services are sometimes unsatisfactorily rendered, goods are consigned to wrong destinations

sometimes late, sometimes in less than the required quantities. Occasionally they reach their destination in damaged condition because of faulty packing or improper handling in transit.

Letters written to bring these mistakes to the notice of those who must own the responsibility for them are called **claim or complaint letters** and those written to take action on them are known as **adjustment letters**.

Job application Letters

An application for a job may be the first important business letter that one will write after getting graduated from a college or university.

There are two types of letters of application. In the first all information about qualification, experience and personal details is given in one letter. In the second there are two parts. Part one is a short covering letter, containing reference to the advertisement in response to which you are applying and featuring your most significant qualifications for the post. Part two consists of the resume, a sheet that lists details about you and your qualifications. It includes the following.

- Personal details, age, fitness and marital status.
- Educational qualifications
- Specialized training, if any
- Experience and achievements
- Special honors and distinctions, if any
- Special personal qualities, which make you suitable for job references,
- Names and addresses of persons who can vouch for your references.

Quotations

Write a letter to xyz chemicals and glassware to send the quotation

for the equipment you need.

Letter of order

Write a letter of order to 'REPUTED FURNITURE' to send the furniture as per the list that you have already sent.

Claim

Imagine that you are an officer of Sports Development Authority. Write a letter of claim to VIP Sports Company that has sent you certain broken cricket bats.

Social Correspondence

Write a letter to your friend congratulating him on his promotion as Marketing Manager.

Personal Letter

Write a letter to your friend explaining the importance of English Language Lab in your college.