

# BUSINESS LETTERS

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# OBJECTIVES

- ◉ Definition and purpose
- ◉ ‘You Attitude’
- ◉ Principles
- ◉ Formats
- ◉ Essential elements
- ◉ Sales and Credit letter
- ◉ Claim and Adjustment letter
- ◉ Job Application/Cover Letter
- ◉ Résumé

# DEFINITION

- ◉ A business letter is an official document that is written for reinforcing relationships, spiking growth in an organization and to gain profit in a business.
- ◉ It is customer or target oriented
- ◉ It is objective in language for the writer but at the same time subjective for the customers.
- ◉ It follows the “You Attitude” in execution

# ‘YOU ATTITUDE’

- ◉ Is a writing style
- ◉ Emphasizes readers than the author
- ◉ Is directly projects customers ‘as the king’ than company as the felicitator
- ◉ Is actually a means to caress the ‘ego’ of the customer
- ◉ Addresses ‘their’ desires, problems, circumstances, emotions, and probable reactions
- ◉ Is used to win reader’s ‘mind and attention’

# 'YOU ATTITUDE' EXAMPLES

- I or We : We are sure that our view discount policy will be attractive to you  
You : You will surely appreciate new discount policy
- I or We : I am happy to hear that you have selected our firms.  
You : Thank you for giving us the opportunity to serve you
- I or We : I will give you 10% discount  
You : You can get 10% discount

# ELEMENTS OF A BUSINESS LETTER

- ◉ Sender's address
- ◉ Dateline
- ◉ Reference
- ◉ Inside address
- ◉ Subject line
- ◉ Salutation
- ◉ Main body
- ◉ Complementary close
- ◉ Signature
- ◉ Carbon copy
- ◉ Enclosure

# FORMATS

- ◉ Block
- ◉ Modified Block
- ◉ Semi Block
- ◉ Simplified Block

# BLOCK

Entertainment International  
1357 Hollywood Blvd.  
Los Angeles, CA 90210  
11 Nov. 2004

Mr. Alberto Cantu  
Reservations Manager  
McAllen Civic Center  
245 12<sup>th</sup> Ave.  
McAllen, TX 78504

Dear Mr. Cantu,

This letter is prepared in Full Block style, so all the lines begin at the left margin; there are no indentions. Full Block style is the most streamlined letter format because it eliminates the need to indent paragraphs.

Always use a justified left margin for letters and memos. This lets the computer randomly determine the end point of each line and results in a more natural looking document. Do not justify the right margin.

When keying in a complimentary closing, only the first word is capitalized. Note how the closing of this letter is typed, for example.

Pretend this letter is accompanied by a booklet. Whenever anything is enclosed with a letter, indicate this at the bottom of the letter.

Sincerely yours,

Britney Spears  
Singer and Dancer

Enclosure (1)  
Cc: Justin Timberlake, Ex-boyfriend



# MODIFIED

Gregory Donalson  
Manager  
247 Madison Ave., Suite 2102  
New York, NY 10017

December 8, 2008

Olav Clevorin  
Saskima Ltd  
38 Green St., Suite M  
Upland, NY 10987

Dear Mr. Clevorin:

The first shipment of equipment from Saskima 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. 0002 for additional goods totaling list price \$750,000.

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. Donalson**

Gregory Donalson,  
Chief Procurement Officer

Enclosure: Purchase Order No. 0002

[Savvy-Business-Correspondence.com](http://Savvy-Business-Correspondence.com)

# SEMI BLOCK

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

# SIMPLIFIED

## **Vancouver Manufacturing**

9102 NW 99<sup>th</sup> Street, Vancouver, Washington 98665  
(800) 555-1212 – [www.example.com](http://www.example.com)

September 25, 2005

Mr. John Taylor  
Director of Operations  
ABC Corporation  
100 E Main Street  
Vancouver, WA 98685

Dear Mr. Taylor:

As our new letterhead indicates, we have recently changed the name of our business from Fort Vancouver Manufacturing to Vancouver Manufacturing.

There has been no change in management and we will be providing the same products and fine service on which we have built our reputation in the industry. We would appreciate it if you would bring this announcement to the attention of your accounts payable department and direct them accordingly.

Thank you for being one of our valued customers. We appreciate your cooperation in this matter.

Al Olsen  
President, Vancouver Manufacturing

**Thank You**