

Міністерство освіти і науки України  
Донбаська державна машинобудівна академія (ДДМА)

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## **ДІЛОВЕ ЛИСТУВАННЯ (BUSINESS CORRESPONDENCE)**

**Навчальний посібник  
для здобувачів вищої освіти  
економічних спеціальностей**

Затверджено  
на засіданні вченої ради  
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Міститься широкий фаховий лексичний і термінологічний матеріал економічної спрямованості, наведено зразки ділових паперів із необхідними реквізитами, перелік термінів, значення яких необхідно запам'ятати, паралельні форми ділового листування, практичні завдання для самостійної роботи.

Опрацювання текстів та завдань посібника сприятиме вдосконаленню мовленнєвої та фахової компетенції студентів, розширенню їхнього базового англomовного професійного словникового запасу, закріпленню вмінь опрацьовувати літературу за фахом, а також забезпечує формування базових навичок ефективного функціонування в іншомовному професійному середовищі.

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## **ACADEMIC WRITING COMPARED WITH WRITING FOR BUSINESS. BUSINESS WRITING: PLANNING AND ORGANIZING**

These are two almost entirely different genres. The goals are different and they require different approaches.

### **Academic writing requirements**

Students are generally required to write structured essays, research papers and theses. These are largely marked on the basis of how well students have managed to access the right information, process this, show prose-composition skills and accuracy, and conform to a fairly standard presentation format. By and large, the structure involves a beginning (topic and purpose), a middle (evidence and argument, or thesis) and an end (conclusion). The words and tone used must be relevant for the world of academe. This can often require a formal, passive style (objectivity rather than subjectivity); an extensive, specialized vocabulary can gain marks.

### **Business writing requirements**

In the workplace, you certainly need to know how to access the right information and process this when you write. You need to be accurate too.

Some companies require you to follow a standard house style. However, even then you may be allowed to make suggestions about how the house style could evolve, in view of changing business circumstances and customers' needs. But here is one very interesting recent evolution in writing business English. There are definitely fewer occasions now when business writing is seen to have the academic-style beginning, middle and end structure (other than in certain formal reports). You will find that you need to develop new literacy skills that your teachers may not have taught you and that you may not have come across previously.

This can present a dilemma to businesses.

When writing for global business, it is best to express the gist of what you are saying in really accessible, Plain English (a language that is considered to be clear and concise). It usually avoids the use of uncommon vocabulary and lesser-known euphemisms to explain the subject. Plain English wording is intended to be suitable for a general audience, it allows for comprehensive understanding to help readers understand a topic).

Do not focus on just translating from your own language into English. The more you do this, the worse things can get.

People may need to shed the shackles of school-driven writing when they enter the workplace. For example, time after time people say, 'We were taught at school that we cannot use "I" and "we" in the same sentence in a letter,' or 'You cannot write "I" in business; it must always be "we".' People can be unable for years to free themselves from this constraint. Many companies feel that a key driver of business success is empowerment of the individual. It is about everyone being given the power and encouragement to make a difference

within their organization. There may be ‘no I in team’, but to embrace the concept of ‘I/me’ is surely crucial. Surely we have to be allowed to write ‘I’. Surely we should also be allowed to write ‘we’ (even within the same piece of writing), to demonstrate that each of us is an integral part of the total company. You can indeed use ‘I’ and ‘we’ within your sentences.

You may have been taught that you cannot begin a sentence with ‘And’ or ‘But’. Actually you can – and many acclaimed writers do. It is hard to define ideal business communication. Effective written communication is when the correct, concise, current message is sent out to the primary receiver(s), then onwards without distortion to further receivers to generate the required response.

Key takeaways. Writing is a fundamental skill for you as an individual and for your business. Bear in mind that there are differences between academic English writing and business English writing. Be aware that academic writing often has a formal structure and objective slant. Business writing is tending to become more informal, especially because of the rise in e-mail and web writing, where material is presented in bite-sized chunks. Be prepared to unlearn some of the rules you may have learnt at school.

### **Planning and Organizing Business Writing Process**

The task of preparing a written business message or a presentation is easier and

more efficient if you have a systematic process to follow. The first thing you should recognize about business writing is that it differs from other writing you may have done. Business writers, however, have different goals.

For business messages and oral presentations, your writing should be:

- Purposeful. You will be writing to solve problems and convey information. You will have a definite purpose to fulfill in each message.

- Persuasive. You want your audience to believe and accept your message.

- Economical. You will try to present ideas clearly but concisely. Length is not rewarded.

- Audience-oriented. You will concentrate on looking at a problem from the perspective of the audience instead of seeing it from your own.

The ability to prepare concise, audience-centered, persuasive, and purposeful messages does not come naturally. Every professional can learn to write more effectively while spending less time and energy creating successful messages.

Fortunately, by following the process introduced in this unit, you can learn to create successful messages that meet audience needs and highlight your skills as a perceptive business professional. Whether you are preparing an e-mail message, memo, letter, or oral presentation, the process will be easier if you follow a systematic plan.

The three-step writing process helps ensure that your messages are both effective (meeting your audience's needs and getting your points across) and efficient (making the best use of your time and your audience's time):

**Step 1: Planning (prewriting) business messages.**

- To plan any message, first analyze the situation by defining your purpose and developing a profile of your audience. When you're sure what you need to accomplish with your message, gather information that will meet your audience's needs.

- Next, select the right medium (oral, written, visual, or electronic) to deliver your message. Then organize the information by defining your main idea, limiting your scope, selecting the direct or indirect approach, and outlining your content. Planning messages is the focus of this chapter.

**Step 2: Writing business messages.**

- After you've planned your message, adapt to your audience with sensitivity, relationship skills, and an appropriate writing style. Then you're ready to compose your message by choosing italic words, creating effective sentences, and developing coherent paragraphs.

**Step 3: Completing (Revising) business messages.**

- After writing your first draft, revise your message by evaluating the content, reviewing readability, and editing and rewriting until your message comes across concisely and clearly, with correct grammar, proper punctuation, and effective format.

- Next, produce your message. Put it into the form that your audience will receive and review all design and layout decisions for an attractive, professional appearance.

Proofread the final product to ensure high quality and then distribute your message.

This three-step process will help you create more effective messages in any medium. As you get more practice with the process, it will become easier and more automatic.

# **LECTURE 1**

## **MEANING AND IMPORTANCE OF BUSINESS CORRESPONDENCE.**

### **COMMON TYPES OF BUSINESS LETTERS**

One of the most convenient way to deal with people in business is by sending messages through texts or letters. We call this as the business correspondence or business writing. Any person related to a business can expresses oneself through business correspondence. A businessman writes and receives letters in his day to day life. A correspondence between two organizations or within an organization comes under this category. A letter to a supplier, complaint letters, letter of inquiry, job application letters are some of its examples.

Proficiency in business writing (business correspondence) is a critical aspect of effective communication in the workplace. Business writing is a type of writing that is used in a professional setting. It is a purposeful piece of writing that conveys relevant information to the reader in a clear, concise, and effective manner. It includes client proposals, reports, memos, emails, and notices.

#### ***Importance of Business Correspondence***

A business correspondence has numbers of importance.

1. Maintaining a Proper Relationship. It is not always possible for any business or organization to reach to any person in particular. Here, the business correspondence will be a rescue for any business. It also helps in the internal communication.
2. Serves as Evidence. A business correspondence helps the person in a business to keep a record of all the facts.
3. Create and Maintain Goodwill. It helps in creating and maintaining goodwill between a business and a customer.
4. Inexpensive and Convenient.
5. Formal Communication. The language used is formal and logical. It helps in removing the ambiguity and the doubts of the person involved in the business. The formal communication in business is followed and acceptable.
6. Helps in the Expansion of Business. With no waste of time and proper utilization of manpower and resources, a business can expand.

#### ***Types of Business Correspondence***

A business correspondence is of many types. Let us get ourselves familiar with some of them.

1. Internal Correspondence (between the individuals, departments, or branches of the same organization).
2. External Correspondence (any correspondence outside the organization).
3. Routine Correspondence (correspondence on routine manners: inquiries, orders, replies, acknowledgments, invitation, and etc.).

4. Sales Correspondence (correspondence related to the sale: sales letters, sales reports, invoice, and confirmation of orders, delivery letters, etc.).

5. Personalized Correspondence (letters of the request, recommendation, and congratulations and so on).

6. Circulars (the communication of common matter to a large number of persons or firms: circulars, notices of tenders, change of address, an opening of the new branch and so on).

### ***Types of Business Writing***

The broad field of business writing can be distilled into four categories based on their objective, such as:

1. Instructional.

The instructional business writing type is directional and aims to guide the reader through the steps of completing a task.

2. Informational.

Informational business writing pertains to recording business information accurately and consistently. It comprises documents essential to the core functions of the business for tracking growth, outlining plans, and complying with legal obligations.

3. Persuasive.

The goal of persuasive writing is to impress the reader and influence their decision. It conveys relevant information to convince them that a specific product, service, company, or relationship offers the best value. Such a type of writing is generally associated with marketing and sales. It includes proposals, bulk sales emails, and press releases.

4. Transactional.

Day-to-day communication at the workplace falls under the transactional business writing category. The bulk of such communication is by email, but also includes official letters, forms, and invoices (picture 1.1).



Picture 1.1



### ***Types of Business Letters***

Any letter written for business use is a business letter. What are common types of business letters?

**Order letter:** This type of letter is usually sent by a consumer or a business to the manufacturer or the wholesaler while ordering services or products. These letters comprise the detailed information about the product such as the model number, quantity as well as the expected price, etc. The mode of payment is also mentioned in this letter.

**Sales letter:** Sales letter usually starts with an engaging statement and it gives details to the reader so that he can take action. It also incorporates the benefits of the readers if he takes the action. Besides, the relevant phone number and website link are also mentioned in this letter.

**Adjustment letter:** It is usually composed to respond to a complaint. If the situation is in the customer's favor, then the letter usually starts with that news. On the other hand, it is written like that the customer's complaint has been understood.

**Complaint letter:** A professional tone is used while writing a complaint letter. However, the fact should be written in a manner that the company can listen to you.

**Inquiry letter:** This kind of letter is succinct in structure and the information what exactly needed is mentioned in a clear manner. It is mainly composed to bring out the information from the recipient. However, the writer's contact information should be mentioned in the letter.

**Business Memorandum:** This kind of letter is written by maintaining a proper format as it is usually written between two governmental departments or two companies that work together to achieve a common goal. This letter is also known as a memorandum.

**Letter of recommendation:** This kind of letter is often asked by the prospective employers before hiring a person. These letters are usually composed by the professor or the previous employer.

**Cover letter:** Cover letters are usually sent with a report, products or packages. This type of letter is written to describe the product enclosed. The purpose of sending this product is also mentioned in this letter, along with the necessary action of the recipient. It is generally succinct in nature.

**Resignation letter:** Employee sends the letter of resignation when he plans to leave the company. This letter includes the last day of employment and sometimes, the reasons to leave the job.

### ***Principles of Good Business Writing***

Business letter is a type of formal letter that always starts with a salutation and ends with the signature. The generally accepted font is Times New Roman, size 12, although Arial may be also used. The content should be coherent, cogent and concise. The starting and closing are important and each of them should be written along with a comma.

### 1. Clarity of purpose

Before beginning a business document, memo, or email, one should ponder two primary questions: *Who is the reader?* and *What do I want to convey to the reader through my writing?*

Clarity of purpose gives a direction to the writing and develops its tone, structure, and flow.

### 2. Clarity of thought

Thinking while, rather than before writing, makes the writing less structured and repetitive. Business writing requires the skill to reduce long, rambling sentences into concise, clear ones. One needs to extract what is significant to write clearly.

### 3. Convey accurate and relevant information

Inaccurate or irrelevant content affects the purpose of the document. For effective business writing, information must be value-additive and complete.

### 4. Avoid jargon

Grandiose writing full of industry-specific buzzwords and acronyms should be avoided to the maximum possible extent. Otherwise, the reader may be unable to comprehend the document or lose interest in it.

### 5. Practice is the key

Proficiency in business writing can be attained through regular practice.

### 6. Be direct

Presenting the crux of the passage in the first 150 words is a good idea when it comes to business writing. It saves the reader time and sharpens the argument.

### 7. Avoid verbosity

If the meaning can be conveyed in three words, it should not be stretched to five. Verbosity works against making the writing engaging to the reader.

### 8. Correct grammar and sentence structure

While a grammatical error may come across as unprofessional, good grammar portrays both attention to detail and skill – traits that are highly valued in business.

### 9. Easy to scan

Business executives value a document that can convey its message in a cursory glance. Business documents can be enhanced through the use of numbered or bulleted lists, clear headings, concise paragraphs, and judicious use of bold formatting to highlight the keywords.

## **Samples of different types of business letters**

### I.

ABC Bank  
16 Ring Road  
Delhi – 01

November 30, 20xx  
The Manager  
XYZ Agency  
35 Patel Street  
Delhi – 18

Dear Sir,

Sub.: Availability of new scheme of an automobile loan.

It provides us with immense pleasure to inform you that we have launched a new scheme for an automobile loan. As a respectable and trusted client, we are providing you with the details of this scheme.

It will take only a couple of minutes to complete all the formalities. The rate of interest of the loan is also very low compared to the schemes of other banks. The bank also provides an opportunity to buy or sell any of the automobiles.

All other information is kept strictly confidential. This service is fast and free and we will provide you with the service within 24 hours.

We will highly oblige to help you to clear any of your doubts. Free feel to contact us. Looking forward to hear from your side.

Thanking you.  
With regards,  
KLM  
Bank Manager

II.

New Business World  
16 Ring Road  
Delhi – 01

November 30, 20xx  
The Manager  
ABC Stationary King  
35 Patel Street  
Delhi – 18

Dear Sir,

Sub.: Complaint against Order No. S/24-201S-1147.

This is with reference to the Order No. S/24-201S-1147 place on Nov 17, 20xx. The order consists of letterhead and business cards. As per the agreement,

we were promised of receiving the order latest by Nov 22, 20xx. First of all, the order did not reach in time. Also, the quality of the papers and design selected for business cards is not matching with the selected one.

We have faced a lot of embarrassment and inconvenience and our reputation is at stake in the eyes of our clients.

Kindly ensure that the order will be replaced latest by Dec 4, 20xx, failing which payment will be stopped or cancelled. I sincerely request you to look into the matter and do the needful as soon as possible.

Thanking you.  
Yours truly  
XYZ  
General Manager

III.

ABC Stationary King  
35 Patel Street  
Delhi – 18  
December 02, 20xx

The General Manager  
16 Ring Road  
Delhi – 01

Dear Sir,

Sub.: Reply to the complaint against Order No. S/24-201S-1147.

This is with reference to your Order No. S/24-201S-1147 which you placed with our company on Nov 17, 20xx.

We sincerely apologize to you for the inconvenience caused. Right now we are facing problems with supply from the manufacturer's end. Also, we are flooded with a large number of orders.

We are taking steps in regard to your complaint and we ensure that we will replace the order latest by Dec 05, 20xx also a similar problem does not occur in future again. We would appreciate your support on this matter.

Thanking You.  
Yours Truly  
QPR  
Manager

IV.

New Era Business  
16 Ring Road  
Delhi – 01  
November 30, 20xx

The Manager  
Woods and Worlds  
35 Patel Street  
Delhi – 18

Dear Sir,  
Sub.: Placing order for furniture.

As we have discussed telephonically, on behalf of our company I like to place an immediate order for the supply of the following set of furniture.

Model No.	Name of the Item	Quantity
1254	Chair	25
1478	Chair	12
2148	Conference Table	03
4615	Table	50
2418	Sofa	02

As we have discussed, we are sending a demand draft of Rs. 20,000 as an advance payment. The rest will be paid at the time of delivery. Kindly ship the above order at the above-mentioned address.

Kindly adhere to the terms of the agreement. We hope to receive the order in four working days.

Thanking You.  
Yours truly  
XYZ  
HR

## QUESTIONS

1. Business correspondence:
  - a) gives people the power to build online community and bring the world closer together;
  - b) strengthens the connections between a company and all of its stakeholders and benefits businesses in numerous ways;

- c) encourage people to become orators to display their intellectual and independent thinking skills and imbibe a sense of confidence;
- d) teach people to develop skills in needlework, knitting and home management as well as plan, prepare and serve nutritious meals in a hygienic and aesthetic manner.

2. Routine business correspondence:

- a) a correspondence made for inquiries, orders, replies, acknowledgments, invitation, and appointment letters;
- b) sales letters, sales reports, invoice, and confirmation of orders;
- c) any correspondence outside the organization;
- d) circulars, notices of tenders, change of address, an opening of the new branch.

3. The aim of persuasive business writing is

- a) to convince people to listen or to act;
- b) to provide people with the information needed to complete a task;
- c) to progress general operations;
- d) to informing or record business-related information.

4. What font size is commonly used in business letters?

- a) 12-point font size (Times New Roman or Arial);
- b) cursive fonts;
- c) 12-point font size (Tahoma or Verdana);
- d) Pixel fonts.

5. Style of business letters is characterized by:

- a) brevity, consistency and persuasiveness;
- b) the use of words in a way that deviates from the conventional order and meaning in order to convey a complicated meaning, colorful writing, clarity, or evocative comparison;
- c) figurativeness and a large volume of text;
- d) an abundance of diagrams, tables and calculations.

6. What questions should the author of a business letter ask himself before starting to write it:

- a) What profit do I want to make this year? and How to expand my business?
- b) What taxation system should be chosen to optimize business? and What reporting is required for this type of taxation?
- c) Who is the reader? and What do I want to convey to the reader through my writing?
- d) What mail should this letter be sent by? and Which envelope to choose?

7. What are the basic principles of effective business writing:
- a) clear and concise presentation of information, specificity in the presentation of the material, lexical and grammatical correctness and ease for perception and reading of the text;
  - b) dense and varied vocabulary, noun-based phrases and grammatical complexity, including more subordinate clauses and more passives;
  - c) the usage of aesthetically more beautiful and stylized language means to capture the reader's attention;
  - d) simple syntax with lots of terms, tables and diagrams?
8. What significantly reduces the effectiveness of a business letter:
- a) irrelevant information and grammatical incorrectness;
  - b) clarity and consistency of presentation of information;
  - c) observance of all norms of courtesy;
  - d) clearly highlighting the purpose of the message in the text?
9. What type of business letter is this?

Roshni Duttaa Gomez  
Sr. Project Manager  
Asomtech Solutions  
42/08, Bose road  
Kolkata, West Bengal, India  
050 2948 2948  
rdutta@email.com

July 1, 2021

Ram Prasad  
Sr. Data Analyst  
Clouddatanow Tech  
101 Solanki Street  
Kanchan marg, Kolkata, West Bengal

Dear Ram Prasad,

It is my pleasure to strongly recommend Aashna Singhania for the Jr. Data Analyst role with Clouddatanow Tech. I am Roshni Duttaa, a project manager at Asomtech Solutions. I have 12 years of experience working in the tech industry and have seen many young professionals come and go. Ms. Singhania is one individual I have worked with who uniquely stands out.

During our time together, Aashna displayed great talents in data analytics. When we first met, I was immediately impressed with Aashna but during the

time we worked together, her understanding of analyzing data to achieve results for our company grew far more than that of her peers.

I am absolutely confident that Aashna would be a great fit at Clouddatanow Tech. Not only will she bring the kind of skills and experiences you're looking for in an applicant, but she will also quickly become an asset and help your company grow in any way she can.

If you need more information or specific examples, please do not hesitate to contact me at 050 2948 2948. As a recommendation letter likely only provides a snapshot of her talents and achievements, I would be happy to further elaborate on my time working with her.

Sincerely,  
Roshni Dutta  
Sr. Project Manager

- a) Letter of recommendation;
- b) Inquiry letter;
- c) Resignation letter;
- d) Cover letter.

10. What type of business letter is this?

Kiley Chao  
920 2nd Street  
Rutland, VT 05523  
555-123-1234  
kiley.chao@email.com

May 25, 2022

James McDonald  
Manager  
ABC Company  
20 Main Street  
Rutland, VT 05523

Dear Mr. McDonald,

Please accept this letter as notification that I am resigning from my job effective tomorrow (May 26). I apologize for not being able to give more notice. However, I regret that due to circumstances beyond my control, I need to resign right away.



If possible, please forward my final paycheck to my home address (listed above).

Thank you for the support that you have provided me during my tenure with the company.

Sincerely,

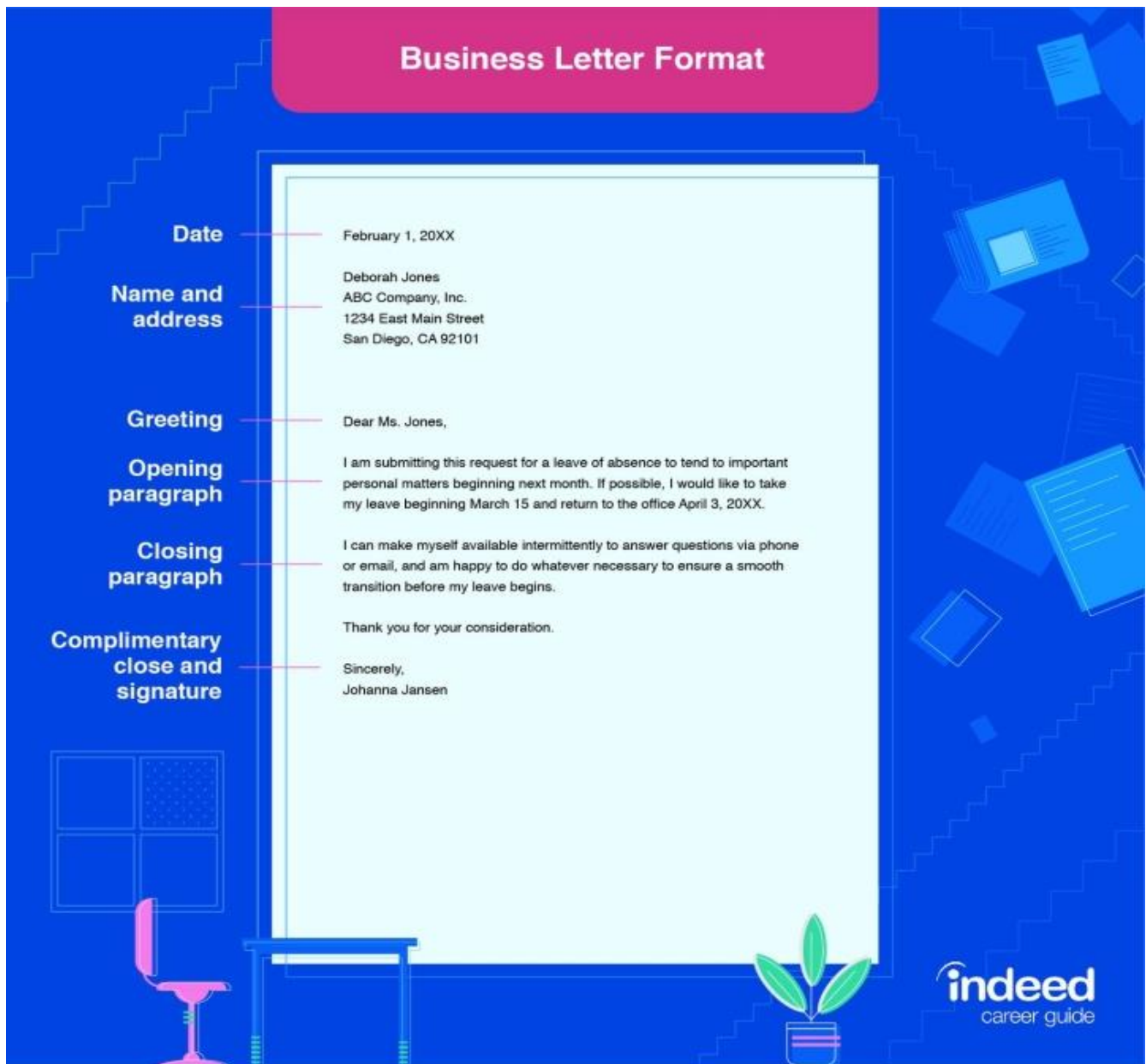
Name

Signature

- a) Order letter;
- b) Inquiry letter;
- c) Resignation letter;
- d) Cover letter.

## LECTURE 2

### BUSINESS LETTER FORMAT



While the majority of business communications these days are virtually conducted or done over the phone, business letters remain an important method of professional correspondence in some industries.

A common organizational pattern used across genres in business writing is **OABC: Opening, Agenda, Body, and Closing**. While the exact content of your opening, agenda, body, and closing may change depending on your context, here is the overall purpose of each component of the OABC pattern:

**Opening:** This section introduces the reader to the purpose of your document or the subject matter you'll be discussing. It lets them know why you are communicating with them and why the information is important to your reader.

**Agenda:** This section lets the reader know, more or less, what to expect from the rest of the message. You can think of it like a roadmap for your document.

**Body:** This section is where you make your main points and communicate your overall message to the reader. This section is often the longest part of a business document.

**Closing:** Here, you reiterate the main points for the reader and include any follow-up actions or recommendations as necessary. In most cases, you may request a meeting to discuss your ideas further.

Traditional business letters, while providing different information to the recipient, usually follows a similar format and includes the same basic components. When writing a business letter of any kind, anticipate including these elements:

<ul style="list-style-type: none"><li>• <b>Sender's address:</b></li></ul>	The sender's address is your address or the address of your business.
<ul style="list-style-type: none"><li>• <b>Date:</b></li></ul>	Include the date you wrote and sent the letter.
<ul style="list-style-type: none"><li>• <b>Recipient's address:</b></li></ul>	This is the address of the person you're sending the letter to.
<ul style="list-style-type: none"><li>• <b>Salutation:</b></li></ul>	Use a formal greeting along with the recipient's name.
<ul style="list-style-type: none"><li>• <b>Introduction:</b></li></ul>	The introductory paragraph of the letter introduces the purpose of the correspondence to the recipient.
<ul style="list-style-type: none"><li>• <b>Body:</b></li></ul>	The body paragraph or paragraphs provide details about the letter's subject or purpose.
<ul style="list-style-type: none"><li>• <b>Closing statement:</b></li></ul>	The closing paragraph of the letter summarizes and concludes the message.
<ul style="list-style-type: none"><li>• <b>Complimentary close:</b></li></ul>	Use a professional phrase along with your signature.
<ul style="list-style-type: none"><li>• <b>Enclosures:</b></li></ul>	If you're including any additional documents, like a sales brochure, a resume or an itemized receipt, specify that under the enclosures heading

## 1. Letter heading

The letter heading, typically found *in the upper left-hand corner of the page*, introduces you to the recipient and includes important contextual information such as *your name, return address, phone number, email and date*. Only include the information your audience needs. When writing your letter heading, *skip a line between your contact information and the date*. Skip another line, then include your recipient's contact information. Skip another line, then begin your letter. For example:

Alicia Washington  
Offices of Burbank & Brooks  
105 Burbank St.  
a.washington@email.com

June 21, 2021

Ms. Riley Jones  
River Tech  
90991 River Tech Dr. Ste 1

Dear Ms. Jones,

...

You don't have to include a return address if the letter is printed *on letterhead* that includes the address. The letterhead is a company logo that is usually at the top center of business documents that are connected to a company, government agency or other organization.

## **2. Recipient address**

Leave *an extra line between the date and the receiver's address*, and it should be on the left margin. You should include *the name of the person you are sending the business letter to, including their name prefix*. Make sure their name is spelled correctly and the address is as complete as possible to be sure they receive the letter.

## **3. Subject**

The subject should be short and direct, clearly representing to the recipient what your letter is about. If you have a reference number, such as a claim number, case number or reference number, you should include it on this line. The subject does not have to be written as a complete sentence.

Your subject might also start with "RE:" to show that you are writing in response to or regarding a previous conversation or request. For example, a subject line might read "RE: Claim Number 129523 – Filing Documents and Policy Information." This allows the reader to find your claim and lets them know what to expect in the rest of the business letter.

## **4. Greeting**

The greeting should be formal and polite. It is best to start with a professional salutation like "Dear," and the person's prefix if you know it. For example, you would not write "Dear Taylor Spenser" if you know they're a doctor. In that case, you would write "Dear Dr. Spenser."

If you do not know who will be receiving your letter directly, you should use other references such as their title, team, organization or job duty. For example, "Dear HR Manager," "Dear HR Department" or "Dear Company Recruiter." If possible, avoid using "To Whom It May Concern."

## **5. Body**

The body is where you write the details of your business letter. Start with a short introduction explaining why you are writing them. *The introduction*

*should be one or two sentences and should have the most important details.* The rest of the body includes the details of your letter.

The body should be focused on why you are writing and should be as direct and polite as possible. Separate each left-aligned paragraph by skipping a space. End the body with a two-sentence wrap-up paragraph to clarify why you are writing and to thank them for their consideration. Be sure that the closing paragraph is suitable for the tone of the letter. A good wrap-up paragraph might look like, "Thank you for updating my claim and looking into the circumstances. I look forward to hearing from you soon."

#### **6. Complimentary close**

Always end a business letter with a professional closing. Some examples are "Sincerely," "Best regards" and "Thank you." You should have your closing on its own line, with the first letter capitalized and a comma at the end.

#### **7. Signature**

Leave two to four lines between the closing line and typing your name so that you can sign the business letter. Your name should be your first, middle initial (if you have one) and your last name. Include any appropriate suffixes to your name. If you are writing for a business or organization, you should include your position immediately below your typed name. Once you print the business letter, sign your name immediately above your typed name in blue or black ink.

#### **Document format**

Business letters are designed so that the return address and recipient's address will appear in the windows of a standard nine-inch envelope. You should print your business letter on unlined 8.5" x 11" paper and have one-inch margins on all sides. Make sure to proofread your business letter several times to catch any possible spelling or grammar mistakes. It's better to use a standard font like Times New Roman.

Each section should be separated by skipping a line, and everything should be aligned to the left. Business letters can be as long as you need them to be, so you don't need to get everything you need to say onto one page.

#### **Enclosures**

If you are mailing any other documents with the business letter, you can make the reader aware of what else is included by typing "Enclosures" or including the names of the documents under the "Enclosures" heading. This should be separated by skipping a line under your typed name and should be left-aligned, in line with the date and address headers.

#### **Business letter template**

Here's a business letter template that you can use as a guide when you need to create one of your own:

[Name]

[Company name]

[Street address]

[City, state and zip code]

[Phone number]

[Fax number]  
[Email address]  
[Date]  
[Recipient's name]  
[Company name]  
[Street address]  
[City, state and zip code]  
[Subject]  
Dear [Recipient's name]:  
[Body paragraph 1]  
[Body paragraph 2]  
[Closing paragraph]  
Sincerely,  
[Your name and suffixes]  
[Position in company]  
[Your company name]  
[Enclosures]

## QUESTIONS

1. Which rule(s) for writing business letters is/ are violated in this example?

Ms. Eliza Stockton  
1351 Weeping Willow Lane  
Memphis, TN 37501  
555-555-5555  
estockton@email.com

Ms. Juanita Rodriguez  
Greene Insurance Agency  
3516 Main St.  
Greensboro, NC 27401

RE: Claim 96792-01  
Dear Ms. Rodriguez:

I am writing to request several documents regarding claim 96792-01. I need a copy of the complete terms of the insurance policy, the results of the follow-up examination and the most current payment records.

I am concerned that at least one appointment was incorrectly billed, which has led to my account becoming delinquent. As we go forward with my treatment, I want to have a firm understanding of what my insurance policy

covers. I also want to know which doctors and medical facilities are considered in-network.

You may either send the documents by post or email. Thank you for your time and consideration in this matter. I look forward to hearing from you soon.

Sincerely,  
Eliza Stockton

a) the date of sending the letter is missing, the details of the sender and recipient are not separated by a line;

b) there is no final block in the body of the business letter;

c) text is not left-aligned;

d) incorrectly formatted address to the recipient.

2. Which rule(s) for writing business letters is/ are violated in this example?

Office Offerings  
123 Main St.  
Boone, OH 12345

December 1, 2020

Josh Treed  
Treed, Treed and Roberts Law Offices  
876 Water St.  
Boone, OH 12345

I know how much paper, ink and other office supplies a law office like yours goes through, because we proudly provide supplies to several other law offices in the region. We're honored to offer highly competitive prices for the office supplies you need, including:

- Legal pads
- Pens
- Highlighters
- Printer paper
- Envelopes
- and more!

We have a special offer right now for new customers in addition to our already low prices. Take a look at our enclosed spring sales catalog to see what products we can supply you with. Please reach out to me directly at 555-555-5555 if you'd like to get a custom quote for your office supply needs.

Sincerely, yours  
Enclosures: Spring sales catalog

- a) The sender did not introduce himself at the beginning of the letter and did not indicate his name at the end.
- b) Information blocks are not separated from each other, the paper is of the wrong format.
- c) There are no details of the recipient and the date of sending.
- d) There is no indication of attachment of additional materials, the information is not summarized at the end of the main text.

3. Does this letter comply with generally accepted standards for writing business letters or are there deviations from the norm (if any, indicate which ones)?

2849 Archibald Ave.  
Johnson, IL 23456

February 20, 2021

Mary Pose  
Sequoia Landscaping  
753 Willow Lane  
Johnson, IL 23456

Dear Ms. Pose,

As an avid gardener and proud member of the National Gardening Association, I think I have the right skills to fill your open garden center merchandiser position.

I have 25 years of experience as a home gardener and got involved with the local chapter of the National Gardening Association five years ago. I'm self-taught, but I have extensive knowledge of Illinois' native plants and the majority of the plants that you carry in your center.

I've helped numerous friends over the years develop their gardens, and I love helping people find the perfect plant for their space. While I'm currently retired from my first career as a sales associate, I'm well versed in working with customers and enticing them to make a purchase, which would benefit your business.

I've enclosed my resume and a list of references, both professional from my time as a salesperson, and personal from friends I've helped with their gardens, for you to learn more about my background. I look forward to speaking with you soon.



Sincerely,  
Henry Arbor

Enclosures: Resume, list of references

a) The letter is written in compliance with the generally accepted norms of business correspondence.

b) There are a lot of deviations and grammatical errors in the letter, for example, the sender's address is not indicated;

c) There is a violation of the norm: it is not indicated that additional materials are attached.

d) The text of the email is not left-aligned.

4. The text of a business letter should be aligned:

a) on the left edge;

b) center alignment;

c) on the right edge;

d) there is no difference.

5. It is generally accepted that business letters should be written in:

a) on unlined 8.5" x 11" paper and have one-inch margins on all sides;

b) on 8.5" x 11" checkered paper and have 2-inch margins;

c) on yellow paper 7"x15" in size with any margins;

d) there are no norms, you can have a sheet of any format.

6. When you write your initials at the end of a letter under your signature, \_\_\_\_\_ is written first, followed by \_\_\_\_\_. The letter is signed in \_\_\_\_\_ color ink.

a) last name, first name / red;

b) first name, last name / black or blue;

c) title, position / blue or black;

d) position, last name / green.

7. Complimentary close should:

a) start on a new line with a capital letter and end with a comma;

b) begin once after the text of the main block without separation by a missing line, and end with a colon;

c) start with a capital letter and align to the right margin;

d) be written only in capital letters and end with a comma.

8. The body of a business letter should:

a) be direct, in compliance with all norms of courtesy and contain only basic information without the presentation of secondary details;

b) contain as much additional information as possible in order to attract the attention of the recipient;

c) be characterized by the absence of specific information, accurate data and, conversely, by the presence of figurative turns of speech, verbosity;

d) contain all the details of the question without exception and the requirement to immediately perform the actions proposed by the addressee.

9. The correct variant of addressing the recipient, if we know exactly his name, surname and position (doctor), is:

a) Dear Dr. Smith;

b) Dear Doctor Smith;

c) Doctor Smith;

d) Dear Mr Smith.

10. The subject of a letter can start with "RE:" to show that:

a) you are responding to a previous letter or writing again on this issue;

b) you were fired from the company and do not know the nuances of the material presented;

c) you are absolutely not interested in cooperation;

d) all the information provided in the letter is far from the truth.

11. Information blocks in the letter heading are separated from each other by:

a) skipping a line;

b) framing of each information block;

c) different font;

d) underlining.

12. The letter heading is usually placed:

a) in the upper left corner of the page;

b) in the middle of the page;

c) in the upper right corner of the page;

d) anywhere, it doesn't really matter.

13. Enclosures are provided for:

a) giving additional information;

b) the demonstration of dialogue skills;

c) pointing the addressee requisites;

d) a summary of the essence of a business letter.

14. The closing block:

a) summarizes the information provided in the letter;

b) provides additional information on the issues presented in the letter;

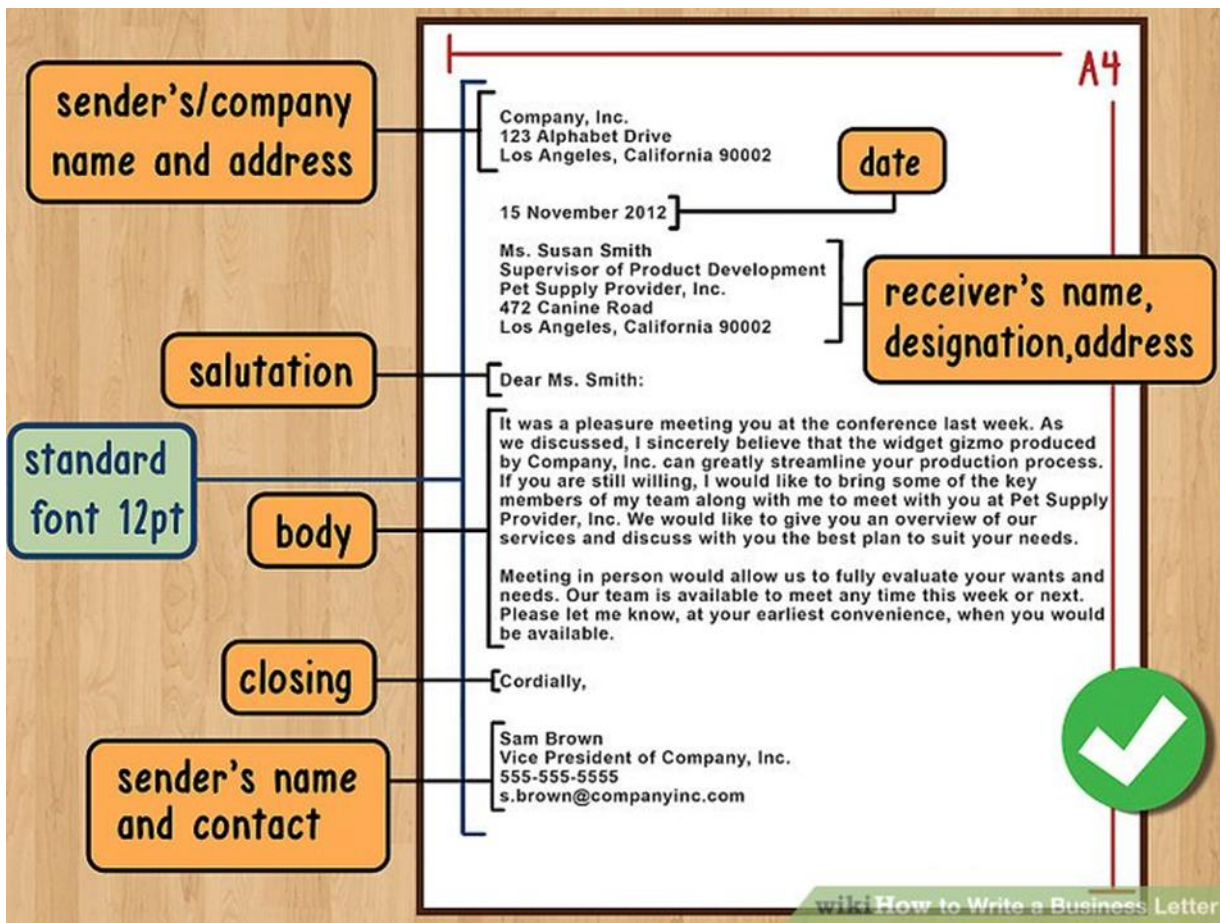
- c) offers various options for solving the problem;
- d) argues the need to conduct transactions only with the author of the letter.

15. The common structure of modern business letters includes the following items:

- a) introduction, presentation of the aim of a letter, the main information and closing;
- b) characteristics of the product, agenda, enclosure and greeting;
- c) introduction, the main informational block, mutual discussion and closing;
- d) introductory block, agenda, private information and closing.

## LECTURE 3

### STYLE AND LANGUAGE OF BUSINESS LETTERS



When conducting business correspondence, you should realize that your recipients read a significant amount of correspondence on a regular basis and will favor well-executed letters that are free of typos and grammatical errors. Make the purpose of your letter clear through simple and targeted language, keeping the opening paragraph brief.

The letter should include information that gives your readers a full understanding of your objective(s) but avoid meandering sentences and needlessly long words. Keep it concise to sustain their attention.

Each section of your letter should adhere to the appropriate format, starting with your contact information and that of your recipient's; salutation; the body of the letter; closing; and finally, your signature.

#### **Sender's address**

The sender's address is placed, as a rule, in the top left-hand corner of the page. Punctuation is rarely used in addresses these days. The blocked style is the most widely used, i.e. each line starts directly below the one above.

In contrast with practice in some other countries, in the UK it is not usual to write the sender's name before his or her address

The common order for writing the sender's address is as follows:

Your Company

Your Address

Your Name

Your Job Title

City, State Zip Code

Your Phone Number

Your Email Address

***Example:***

Asomtech Solutions

42/08, Bose road

Roshni Duttaa Gomez

Sr. Project Manager

Kolkata, West Bengal, India

050 2948 2948

rdutta@email.com

**The Date**

The date is written directly below the sender's address, separated from it by a space.

The month in the date should not be written in figures as this can be confusing, for example, 11.03.03 means 11 March 2003 *in British English*, where the sequence is day-month-year, but 03 November 2003 *in American English*, where the sequence is month-day-year.

It is acceptable to write the date with or without the abbreviations *-th* and *-nd*, e.g., *24th October* or *24 October*, and to transpose the date and the month, e. g. *October 24* or *24 October*.

**Recipient's Contact Information**

The **INSIDE ADDRESS**, the address of the person to whom correspondence is sent, is written below the sender's address and on the left-hand side of the page and positioned so that it is visible in the envelope window.

The common order for writing the sender's address is as follows:

Their Name

Their Title/ Position

Their Company

The Company's Address

City, State Zip Code

***Example:***

Ram Prasad

Sr. Data Analyst

Clouddatanow Tech

101 Solanki Street

Kanchan marg, Kolkata, West Bengal

## Salutation

When you know the name of the person you are writing to, but do not know them well, the salutation takes the form of **Dear** followed by a courtesy title and the person's surname, e. g. *Dear Mr Smith*.

Use "*Dear [First Name]*", only if you have an informal relationship with the recipient.

In British English, if the name of the person is used, e.g. *Dear Mr. Jones*, then the ending is *Yours sincerely*.

If you don't know the name of the person you are writing to, then the letter begins *Dear Sir / Madam*, and ends *Yours faithfully*.

If you know the name of the person you are writing to, write it as the first line of the address. Include either the person's initial/s or his or her first given name, e. g. *Mr J. E. Smith* or *Mr John Smith*, **NOT** *Mr Smith*.

**Note** that a full stop is often used at the end of the abbreviation if it takes the form of the first few letters of the word, e. g. *Prof.* (Professor), but is not necessary if it takes the form of the first and last letter of the word, e. g. *Dr* (Doctor). However, some people prefer to write, e. g. Mr. and Mrs. with a full stop. Whatever you choose to do, you should be consistent throughout your correspondence.

*Dear Sir* also may open a letter written to a man whose name you do not know.

*Dear Sirs* is used to address a company. (In American English a letter to a company usually opens with Gentlemen.)

*Dear Madam* is used to address a woman, whether single or married, whose name you do not know.

*Dear Sir or Madam (or Dear Sir /Madam)* is used to address a person when you do not know their name or sex.

Business associates who you know well can be addressed using just their first name, e. g. *Dear John*.

A comma after the salutation is optional, i.e. *Dear Mr Smith*, or *Dear Mr Smith*. In American English a colon is usually used after the salutation, e. g. *Dear Mr Smith, Gentlemen*.

### *Job title known*

If you do not know the name of the person you are writing to, but know their job title, you can use that, e. g. *The Sales Manager, The Finance Director*, in the inside address.

### *Department known*

Alternatively, you can address your letter to a particular department of the company, e. g. *The Sales Department, The Accounts Department*.

If you know nothing about the company and do not know which person or department your letter should go to, you can simply address the letter to the company itself, e. g. *Compuvision Ltd, Messrs Collier, Clark & Co*.

Use "*To Whom It May Concern*", if you're unsure specifically whom you're addressing.

*Private and confidential.* This phrase may be written at the head of a letter and, more important, on the envelope, in cases where the letter is intended to be read only by the addressee.

There are many variations of this phrase, e. g. *Confidential*, *Strictly confidential*, but little difference in meaning.

### **A subject title**

A subject title is placed at the beginning of a letter, directly after the salutation, provides a further reference, saves introducing the subject in the first paragraph, immediately draws attention to the topic of the letter, and allows the writer to refer to it throughout.

Usually it starts with *Re.:* *Application for the post of web designer*, but it is not obligatory.

### **Body of the letter**

The blocked style is the one most often used for the body of the letter. It is usual to leave a line space between paragraphs.

Use single-spaced lines with an added space between each paragraph, after the salutation, and above the closing.

Left justify your letter (against the left margin).

#### ***Phrases that can be used in writing business letters***

*The Reason for Writing*

*I am writing to inquire about<sup>[SEP]</sup>/apologize for<sup>[SEP]</sup>/confirm*

*Could you possibly...?*

*I would be grateful if you could ...*

*Agreeing to Requests*

*I would be delighted to*

*I am afraid that*

*I am enclosing*

*Please find enclosed*

*Enclosed you will find*

*Thank you for your help.*

*Please contact us again if we can help in any way /there are any problems /you have any questions.*

*I look forward to hearing from you soon / meeting you next Tuesday / seeing you next Thursday.*

### **Complimentary close**

Keep your closing paragraph to two sentences. Simply reiterate your reason for writing and thank the reader for considering your request.

If the letter begins *Dear Sir*, *Dear Sirs*, *Dear Madam*, or *Dear Sir or Madam*, the Complimentary close should be *Yours faithfully*.

If the letter begins with a personal name, e. g. *Dear Mr James*, *Dear Mrs Robinson*, or *Dear Ms Jasmin*, it should be *Yours sincerely*.

A letter to someone you know well may close with the more informal *Best wishes*. **Note** that Americans tend to close even formal letters with *Yours truly* or *Truly yours*, which is unusual in the UK in commercial correspondence.

Avoid closing with old-fashioned phrases, e. g. *We remain yours faithfully*, *Respectfully yours*.

A comma after the complimentary close is optional, i.e.

*Yours faithfully*, or *Yours faithfully*

The complimentary close is usually placed on the left, aligned under the rest of the letter.

***Some other good options for closing business letters:***

*Respectfully yours*

*Cordially*

*Respectfully*

***If your letter is less formal, consider using:***

*All the best*

*Best*

*Thank you*

*Regards*

### **Your Signature**

Write your signature just beneath your closing and leave four single spaces between your closing and your typed full name, title, phone number, email address, and any other contact information you want to include.

Always type your name and, if relevant, your job title, below your handwritten signature. Even though you may think your handwriting is easy to read, letters such as a, e, o, r, and v can easily be confused.

It is, to some extent, a matter of choice whether you sign with your initial/s, e. g. D. Jenkins, or your full given name, e. g. David Jenkins, and whether you include your courtesy title in your signature block. But if you include neither your given name nor your title, your correspondent will not be able to identify your sex and may give you the wrong title when he or she replies.

#### **Job title**

When sending a letter or email on behalf of your company, it is a good idea to include your job title in the signature block, especially if your recipient has not dealt with you before.

#### ***Per pro***

The abbreviation p. p. sometimes appears in signature blocks. It means PER PRO, i.e. for and on behalf of and is used by administrators or personal assistants when signing letters on behalf of their managers.

#### ***Registered number***

This usually appears in small print, sometimes with the country or city in which the company is registered.



## Enclosures

If there are any documents enclosed with a letter, although these may be mentioned in the body of the letter, it is also common to write *Enc.* or *Encl.* below the signature block. If there are a number of documents, these can be listed, e. g.:

*Enc.*

*Bill of lading (3 copies)*

*Insurance certificate (1 copy)*

*Certificate of origin (1 copy)*

*Bill of exchange (1 copy)*

### **Type of company**

**Ltd** after a company's name indicates that it has LIMITUD LIABILITY. This means that the individuals who own the company, or part of it, i. e. the shareholders, are only responsible for their holding (i. e. the capital they have contributed) if the company goes bankrupt.

The abbreviation **PLC/ PLc** (PUBLIC LIMITED COMPANY) is used to show that a company's shares can be bought and sold by the public, unlike the shares of private limited liability companies. In the USA the term **INC.** (INCORPORATED) is used.

*Compuvision Ltd*

*SP Wholesalers Plc*

*Hartley-Mason Inc.*

The abbreviation **AND (& co.** indicates that a company is a partnership between two or more people. (And is usually written as an ampersand (&) in English company names.) If the company is a family concern, *Sons*, *Bros* (*Brothers*), or *Daughters* may be added. Partnerships may have limited liability or unlimited liability.

*F. Lynch & Co. Ltd*

*R. Hughes & Son*

If neither Ltd nor & Co. appear after a company's name, then it may be a SOLE TRADER, i.e. a person who owns and runs a business on their own.

## Advice on writing business letters

- The layout and presentation of your letter are important as they give the recipient the first impression of your company's efficiency.
- Use block style – do not indent paragraphs.
- Write both the sender's and the recipient's address in as much detail as possible and in the correct order.
- Make sure you use the recipient's correct title in the address and salutation. If in doubt as to whether a woman is single or married, use Ms.
- After the address, double space and include date.
- Write the date like this: 2 November 20—. Do not write the month of the date in figures.
- Make sure that you include an accurate subject line - one which will enable the recipient to identify at a glance the matter you are writing about.

- Double space (or as much as you need to put the body of the letter in the center) and include the salutation.
- Include Mr. for men or Ms for women, unless the recipient has a title such as Dr.
- State a reference reason for your letter (i.e. *‘With reference to our telephone conversation...’*).
- Give the reason for writing (i.e. *‘I am writing to you to confirm our order...’*).
- Make any request you may have (i.e. *‘I would be grateful if you could include a brochure...’*).
- If there is to be further contact, refer to this contact (i.e. *‘I look forward to meeting you at...’*).
- Close the letter with a thank you (i.e. *‘Thank you for your prompt help...’*).
- Finish the letter with a salutation (i.e. *‘Yours sincerely,’*).
- Choose the correct salutation and complimentary close:  
*Dear Sir/Madam* with *Yours faithfully*  
*Dear Mr /Ms Smith* with *Yours sincerely*
- Make sure your references are correct.
- Include 4 spaces and type your full name and title.
- Sign the letter between the salutation and the typed name and title.
- Make sure your signature block tells your reader what he or she needs to know about you.
- Do not use shortened verb forms – write them out (i.e. *‘don’t instead of do not’*).
- Always keep a copy of correspondence for future reference

## QUESTIONS

1. Polite phrases:

- absolutely inappropriate in business correspondence;
- should be used as often as possible;
- are allowed only in Salutation;
- are possible only if it is a response to a complaint received.

2. If the type of the addressee company is not indicated in the letter, most likely it is:

- sole trader;
- Ltd;
- Inc;
- Plc.

3. Per pro (p.p.) means:

- a) that the letter is written on behalf of another person, for example, by an assistant on behalf of the director of the enterprise; placed in the signature block;
- b) that the letter was postponed and sent with a delay; placed in the signature block;
- c) that the letter has attachments of additional materials; placed at the end of the letter;
- d) additional information that the author of the letter forgot to indicate in the main block.

4. Is it necessary to indicate the rank and position of the sender after the signature along with the name?

- a) **Yes, it is recommended to do so.**
- b) No, this is completely unnecessary information.
- c) It is better to include this information in Enclosure.
- d) Only the rank must be specified, the position is not required.

5. How many lines are recommended to be skipped between the final block and the sender's printed contact details for signing at the end of a business letter?

- a) 4–5 lines;
- b) 1 line will be enough;
- c) 7–8 lines so that the signature will be clearly visible;
- d) don't skip lines at all.

6. Are the phrases Yours truly or Truly yours common in business correspondence in the USA or in Britain?

- a) in Britain;
- b) in the USA;
- c) both in the USA and in Britain;
- d) neither in the USA nor in the UK.

7. What block of a business letter can start with Re: ?

- a) **Subject title;**
- b) Enclosure;
- c) Complimentary close;
- d) Summary.

8. Dear Sir / Dear Madam are used when:

- a) the sender does not know the recipient's name;
- b) the sender and the addressee are well acquainted and there is no need to follow the norms of politeness;
- c) the author wants to hide the name of the recipient of a business letter;
- d) in any case.

9. In Britain, if the name of the recipient is not known and the phrases Dear Sir / Madam are used in the address, the final part of the letter should be Yours sincerely.

- a) It's correct.
- b) It isn't correct. In this case, Yours faithfully should be used.
- c) It's wrong, you can use any other phrase except Yours sincerely.
- d) No matter, in this case, you can use any phrase.

10. Is the list of data that needs to be specified in the Inside address correct?

*Their Name*

*Their Title/ Position*

*The Company's Address*

*City, State Zip Code*

- a) Yes, it's is correct;
- b) No, the name of the addressee company is not indicated;
- c) No, it is mandatory to indicate not only the name of the recipient, but also his patronymic, as well as his personal mobile phone;

No, the company address should be written on the very first line of this block.

11. The Inside address:

- a) should be visible in the transparent window of the envelope;
- b) should not be specified in the letter;
- c) should not be visible in the transparent window of the envelope;
- d) should be written on a separate sheet and enclosed in an envelope along with the letter.

12. What are the correct options for indicating the date in a business letter?

*13 March 2021*

*3rd September 2022*

*22.07.2019*

*Twenty-second of February 2018*

*October 2021 24th*

- a) 1, 2;
- b) 3, 4;
- c) 2, 5;
- d) 1, 4.

13. Which sender data presentation block is specific to the UK?

*1) Asomtech Solutions  
42/08, Bose road  
Roshni Duttaa Gomez  
Sr. Project Manager  
Kolkata, West Bengal, India  
050 2948 2948  
rdutta@email.com*

*2) Asomtech Solutions  
Roshni Duttaa Gomez  
42/08, Bose road  
Sr. Project Manager  
Kolkata, West Bengal, India  
050 2948 2948  
rdutta@email.com*

- a) the first one, since the sender's name must be written after his address data;
- b) the second one, since the sender's name must be written before his address data;
- c) none of the variants are correct, since the sender's name must be written at the very end of the block;
- d) all are correct, the sender's name can be written in any line of the block.

14. In business correspondence, you should avoid:

- a) clear and competent presentation of information;
- b) vague expressions, typos and grammatical errors;
- c) block structuring of information material;
- d) specifying the details of the sender in the upper left corner of the business letter.

## LECTURE 4

### ENQUIRIES

#### Enquiries

The content of an enquiry will depend on three things: how well you know the supplier, whether the supplier is based in your country or abroad, and the type of goods or services you are enquiring about. There is a difference between asking a computer company about the cost of installing a complex computer network and asking a publisher about the price of a book.

#### Opening

Tell your supplier what sort of organization you are.

- We are a co-operative wholesale society based in Zurich.
- Our company is a subsidiary of Universal Business Machines and we specialize in . . .
- We are one of the main producers of industrial chemicals in Germany, and we are interested in...

***How did you hear about the company you are contacting?*** It might be useful to point out that you know their associates, or that they were recommended to you by a consulate or trade association.

- We were given your name by the Hoteliers' Association in Paris.
- You were recommended to us by Mr JohnKing, of Lawsom & Davies, Merchant Bankers.
- We were advised by Spett. Marco Gennovisa of Milan that you are interested in supplying . . .
- The British Consulate in Madrid has told us that you are looking for an agent in Spain to represent you.

It is possible to use other references.

- We were impressed by the selection of gardening tools displayed on your stand at this year's Hamburg Gardening Exhibition.
- Our associates in the packaging industry speak highly of your Zeta packing machines, and we would like to have more information about them. Could you send us ...

#### Asking for catalogues, price lists, etc.

It is not necessary to give a lot of information about yourself when asking for catalogues, price lists, etc. This can be done by letter, fax, or email, but remember to give your postal address. It is also helpful to point out briefly any particular items you are interested in.

*- Could you please send your current catalogue and price list for exhibition stands? We are particularly interested in stands suitable for displaying furniture.*

*- I am planning to come and study in London next autumn and would be grateful if you could send me a prospectus and details of your fees. I am particularly interested in courses in computing.*

*- Please would you send me an up-to-date price list for your building materials.*

### **Asking for details.**

When asking for goods or services you should be specific and state exactly what you want. If replying to an advertisement, you should mention the journal or newspaper and its date, and quote any Box NUMBER or department number given, e g. *Box No. 34t; Dept 4/t28*. And if ordering from or referring to, a catalogue, brochure, or prospectus, always quote the reference, e g. *Cat. no. A149; Item no. 351*.

*-I am replying to your advertisement in the June edition of 'Tailor and Cutter'. I would like to know more about the steam presses which you are offering at cost price.*

*-I will be attending the auction to be held at Turner House on 16 February, and am particularly interested in the job lot listed as Item No.35.*

*-I would appreciate more details about the "University Communications System" which you are currently advertising on your website.*

### **Asking for samples, patterns, and demonstrations.**

You might want to see what a material or item looks like before placing an order. Most suppliers are willing to provide samples or patterns so that you can make a selection. However, few would send a complex piece of machinery for you to look at. Instead, you would probably be invited to visit a showroom, or the supplier would offer to send a representative. In any case, if it is practical, ask to see an example of the article you want to buy.

*-When replying, could you please enclose a pattern card?*

*-We would also appreciate it if you could send some samples of the material so that we can examine the texture and quality.*

*-Where can I see a demonstration of this system?*

### **Suggesting terms, methods of payment, and discounts.**

Companies sometimes state prices and conditions in their advertisements or literature and may not like prospective customers making additional demands. However, even if conditions are quoted, you can mention that you usually expect certain concessions and politely suggest that, if your terms were met, you would be more likely to place an order.

*-We usually deal on a 20% trade discount basis with an additional quantity discount for orders over 4000 units.*

*-Could you let us know if you allow cash discounts?*

*-As we intend to place a substantial order, we would like to know what quantity discounts you allow.*

### **Asking for an estimate or tender.**

Estimates are quotations to complete a job, e.g. putting a new roof on a factory or installing machinery. Tenders are similar quotations, but in written form. They are often used when the job is a large one, e g. building a complete factory. When the work is for a government, or is a large undertaking, there are often newspaper advertisements inviting tenders.

## ADVERTISEMENT:

*The Irish Tourist Organization invites tenders from building contractors to erect seating for 10, 000 people for the Dublin Summer Festival. Tender should be in by 1 March 20\_\_\_\_, and will be assessed on price and suitability of construction plans.*

## - ADVERTISEMENT:

*The Zena Chemical Company invites tenders from private contractors for the disposal of chemical waste. Only those licensed to deal with toxic substances should apply. Further details from.*

## Closing

Usually a simple 'thank you' is sufficient to close an enquiry. However, you could mention that a prompt reply would be appreciated, or that certain terms or guarantees would be necessary:

*-We hope to hear from you in the near future.*

*-We would be grateful for an early reply.*

*-Finally, we would like to point out that delivery before Christmas is essential, and hope that you can offer us that guarantee.*

*-If you can agree to the concessions we have asked for, we will place a substantial order.*

*-Prompt delivery would be necessary as we have a rapid turnover. We would therefore need your assurance that you could meet all delivery dates.*

You can also indicate further business or other lines you would be interested in. If a supplier thinks that you may become a regular customer, they will be more inclined to quote competitive terms and offer concessions.

*-If the product is satisfactory, we will place further orders with you in the future.*

*-If the prices quoted are competitive and the quality up to standard, we will order on a regular basis.*

## Points to remember

1. Give details of your own company as well as asking for information from your prospective supplier.

2. Be specific and state exactly what you want. If possible, quote box numbers, catalogue references, etc. to help your supplier identify the product/s.

3. Ask for a sample if you are uncertain about a product.

4. Suggest terms and discounts, but be prepared for the supplier to make a counter-offer.

5. Close with an expression such as *I look forward to hearing from you* and / or indicate the possibility of substantial orders or further business



## **EXAMPLES**

*I.*

*Dear Sir/ Madam*

We are a chain of retailers based in Birmingham and are looking for a manufacturer who  
can supply us with a wide range of sweaters for the men's leisurewear market. We were  
impressed by the new designs displayed on your stand at the Hamburg Menswear  
Exhibition last month.

As we usually place large orders, we would expect a quantity discount in addition to a  
20% trade discount off net list prices. Our terms of payment are normally 30-day bill of  
exchange, D/\$.

If these conditions interest you, and you can meet orders of over 500 garments at one  
time, please send us your current catalogue and price list.

We hope to hear from you soon.

Peter Crane  
Chief Buyer  
E Lynch & Co. Ltd  
Nesson House, Newell Street, Birmingham B3 3EL  
Telephone: +44 (0)21 236 657 1  
Fax: +44 (0)21 236 8592  
Email: pcrane@lynch.co

*II.*

*Dear Mr Merton*

You were recommended to us by your trade association and I am writing on behalf of  
our principals in Canada, who are interested in importing chinaware from England.

Could you send us your latest catalogue and price list, quoting your most competitive prices?

Our principals are a large chain store in North America and will probably place substantial orders if the quality and prices of your products are suitable.

Many thanks.

Linda Lowe  
Director  
Sanders & Lowe Ltd  
Planter House, Princes Street  
London ECI 7DQ  
Tel.: +44 (0)207 87457  
Fax: +44 (0)207 87458  
Email: Llowe@sanlo.co

## QUESTIONS

1. The content of an enquiry depends on
  - a) the degree of relationship with the supplier, his/ her level of knowledge of a foreign language, as well as the product or service you order;
  - b) the degree of familiarity with the supplier, his location and the type of product or service you want to order;
  - c) the volume of your order, the location of the supplier, as well as on the prestige of the product that you would like to order.
  
2. The process whereby governments and financial institutions invite bids for large projects that must be submitted within a finite deadline is called ...
  - a) a tender;
  - b) an estimate;
  - c) a transaction;
  - d) a deal.
  
3. When ask about a product or service, you should
  - a) ask precise and specific questions, indicate all the details of advertising sources, if you used them when choosing a product / service;
  - b) indicate only the main characteristics of the product / service, the rest will be found out when buying;
  - c) ask specific and complete questions about the product / service, do not indicate the source of information about the supplier's product.
  
4. In enquiries, it is important
  - a) to indicate as much information about yourself as possible so that the supplier immediately understands who he is dealing with;

b) not to give all information about the potential client, but present contact details;

c) not to present personal information and contact requisites, but send them only by fax.

5. A guess of what the size, value, amount, cost of something might be

a) an estimate;

b) a tender;

c) a transaction;

d) a sample.

6. At the end of the Enquiry, ...

a) it is enough to use standard farewell phrases, and you can also indicate some aspects that may affect a future transaction, for example, hopes for more competitive conditions or a quick response.

b) you need to use as many polite phrases and sentences as possible and indicate all your requirements for a potential deal in the future.

c) you can get by with a simple Goodbye, practically no one reads this part, it is not important for business correspondence.

7. The announcement of the tender must be published in the newspaper in case of:

a) a large order for goods or services;

b) customer wishes;

c) a small order, for example, for repairing commercial equipment;

d) absence of a written contract between the customer and the contractor.

8. When it is not possible to send product samples, the supplier may offer you to come to their stock and get acquainted with their products or send a representative for further cooperation.

a) correct;

b) incorrect.

9. If the manufacturer's advertising information specifies the terms of transactions, it is categorically unacceptable in the Enquiry to ask for additional discounts or deferred payments.

a) correct;

b) incorrect.

10. Suppliers are always ready to provide potential buyers with complete samples of their products, no matter if it is a water bottle or a complex industrial installation.

a) correct;

b) incorrect.

## LECTURE 5

### REPLYING TO ENQUIRIES

#### Opening

In an email reply, the **Re:** abbreviation in the subject line automatically shows that you are replying to a message. Therefore, it is not usually necessary to use a salutation.

However, letters are different. Mention your prospective customer's name, e.g. if the customer signs his letter *Mr B. Green*, begin *Dear Mr Green*, not *Dear Sir*.

Thank the writer for his or her enquiry. Mention the date of his or her letter and quote any other references.

- *Thank you for your enquiry of 6 June zoin which you asked about ...*
- *I would like to thank you for your enquiry of 10 May 20\_\_, and am pleased to tell you that we would be able to supply you with the ...*
- *Thank you for your letter, N3 1691, which we received this morning.*

#### Confirming that you can help

Let the enquirer know near the start of your reply if you have the product or can provide the service he or she is asking about. It is irritating to read a long letter only to find that the supplier cannot help.

- *We have a wide selection of sweaters that will appeal to the market you specified.*
- *Our factory would have no problem in producing the 6,000 units you asked for in your enquiry.*
- *We can supply from stock and will have no trouble in meeting your delivery date.*

#### 'Selling' your product

Encourage or persuade your prospective customer to do business with you. A simple answer that you have the goods in stock is not enough. Your customer might have made ten other enquiries, so remember it is not only in sales letters that you need to persuade. Mention one or two selling points of your product, including any guarantees, special offers. and discounts.

- *Once you have seen the Delta 800 in operation we know you will be impressed by its trouble -free performance.*
- *We can assure you that the Alpha 2000 is one of the most outstanding machines on the market, and our confidence in it is supported by our five -year guarantee.*

## **Suggesting alternatives**

If you do not have what the enquirer has asked for, but have an alternative, offer that. But do not criticize the product he or she originally asked for.

*- ... and while this engine has all the qualities of the model you asked for, the 'Powerdrive' has the added advantage of fewer moving parts, so reducing maintenance costs. It also saves on oil as it ...*

*- The model has now been improved. Its steel casing has been replaced by strong plastic, which makes the machine much lighter and easier to handle.*

## **Sending catalogues, price lists, prospectuses, and samples**

Remember to enclose current catalogues and price lists with your reply. If you are attaching catalogues, price lists, etc. to an email message, make sure you compress them to save your recipient's time when they download the material. If prices are subject to change, let your customer know. It is bad policy suddenly to send a letter telling a customer that prices have been increased by ten per cent after you have quoted a firm price. And if you are sending samples UNDER SEPARATE COVER, let your customer know when they are likely to arrive.

*- We enclose our booklet on the Omega 2000 and are sure you will agree that it is one of the finest machines of its kind. It can be adapted to your specifications (see the section 'Structural changes' on page 15).*

*- We enclose our summer catalogue, which unfortunately is only published in English.*

*However, we have included a German translation for the relevant pages (38-47 and hope this will prove helpful.*

## **Closing**

Always thank the customer for contacting you. If you have not done so at the beginning of the letter or email, you can do so at the end. You should also encourage further enquiries.

*- Once again we would like to thank you for writing. We would welcome any further questions you might have.*

*- Please contact us again if you have any questions, using the above telephone number or email address.*

*- I am sorry we do not have the model you asked for, but can assure you that the alternative I have suggested will meet your requirements. Please, remember that we offer a full three-year guarantee.*

## GIVING QUOTATIONS

In your reply to an enquiry you may want to give your prospective customer a Quotation. Below is a guide to the subjects you should cover.

### Prices

When a manufacturer, wholesaler, or retailer quotes a price, they may or may not include other costs such as transport, insurance, and Purchase tax (e. g. VAT (Value Added Tax) in the UK). Prices which include these extra costs are known as **GROSS PRICES** ; those which exclude them are known as **NET PRICES**.

*- The net price of this article is £.100,00, to which VAT must be added at 17.5%, making a gross price of £.117.50.*

*- We can quote you a gross price, inclusive of delivery charges, of £.147.50 per 100 items. These goods are exempt from VAT.*

A quotation is not necessarily legally binding, i.e. the company does not have to sell you the goods at the price quoted in the reply to an enquiry. However, when prices are unstable, the supplier will say in their quotation that their prices are subject to change. If the company makes a firm offer, it means they will hold the goods for a certain time until you order, e.g. firm 14 days. Again, this is not legally binding, but suppliers generally keep to firm offers to protect their reputation.

*- The prices quoted above are provisional, since we may be compelled by the increasing cost of raw materials to raise them. I will inform you immediately if this happens.*

Whenever possible you should quote prices in your customer's currency, allowing for exchange fluctuations.

*- The price of this model is ¥ 2,800,000 at today's rate of exchange.*

### Transport and insurance costs

There are a number of abbreviations that indicate which price is being quoted to the customer. These are established by *the International Chamber of Commerce (ICC)* and are called *Incoterms*. They are revised regularly, and additional terms may be added.

The main Incoterms are in four groups, which are named after the first letter in the term.

### ***Group C***

The seller covers only the costs listed to get the goods to a named destination, e.g. freight and import duties, but not insurance.

### ***Group D***

The seller carries all the costs and risks to get the goods to a named destination.

### ***Group E***

The buyer pays all costs once the goods have left the seller's premises.

### ***Group F***

The seller delivers the goods to a carrier who is appointed by the buyer.

Incoterms are quoted in correspondence in the following way: £30,000 CFR Hong Kong (i.e. the price includes all delivery costs to Hong Kong, except for insurance); \$35,000 FOB Rotterdam (i.e. the price includes delivery costs to when the goods are on board ship at Rotterdam).

Abbreviations for Incoterms may also be written in lower case, e.g. *cfr* or *fob*.

Two other terms which should be noted, but which are used mainly in the UK, are:

- Carriage paid (c/e), i.e. charges will be paid by the sender, e.g. *We will send replacements for the damaged goods c/e*.
- Carriage forward (c/r), i.e. charges will be paid by the receiver, e.g. *As you are responsible for the damage, we will send replacements c/r* (table 5.1).

Table 5.1

<b><i>INCOTERM</i></b>	<b><i>ABBREVIATION</i></b>	<b><i>EXPLANATION</i></b>
1	2	3
<b>Group C</b>		
<b><i>Cost and Freight</i></b>	<b>CFR</b>	The seller pays all delivery costs to a named destination, except for insurance.
<b><i>Cost, Insurance, and Freight</i></b>	<b>CIF</b>	The same as CFR, except the seller also pays the cost of insurance.
<b><i>Carriage Paid To</i></b>	<b>CPT</b>	The seller pays all delivery costs to a named destination. The buyer pays any additional costs after the goods have been delivered to a nominated carrier

Continuation of the table 5.1

1	2	3
<i><b>Carriage and Insurance Paid</b></i>	<b>CIP</b>	The seller pays transport and insurance costs to a named destination, but not import duty.
<b>Group D</b>		
<i><b>Delivered at Frontier</b></i>	<b>DAF</b>	The seller pays all delivery costs to the buyer's frontier, but not import duty.
<i><b>Delivered Ex-Ship</b></i>	<b>DES</b>	The seller pays all delivery costs on board ship, but does not clear the goods for import at the named port of destination.
<i><b>Delivered Ex-Ouay</b></i>	<b>DEQ</b>	The seller pays all delivery costs to a port named by the buyer, but does not clear the goods for import at the named port.
<i><b>Delivered Duty Paid</b></i>	<b>DDP</b>	The seller pays all delivery costs, including import duty, to a named destination in the importing country.
<i><b>Delivered Duty Unpaid</b></i>	<b>DDU</b>	The same as DDP, except that the seller does not pay import duty
<b>Group E</b>		
<i><b>EX-Works</b></i>	<b>EXW</b>	The buyer pays all delivery costs once the goods have left the seller's factory or warehouse.
<b>Group F</b>		
<i><b>Free Carrier</b></i>	<b>FCA</b>	The seller pays all delivery costs to the buyer's carrier, and clears the goods for export.
<i><b>Free Alongside Ship</b></i>	<b>FAS</b>	The seller pays all delivery costs to the port. The buyer pays for loading the goods on to the ship and all other costs.
<i><b>Free On Board</b></i>	<b>FOB</b>	The seller pays all delivery costs to when the goods are onboard ship at a named port. The buyer pays all other costs



## **Quoting delivery date**

If the enquiry specifies a delivery date, confirm that it can be met, or if not, suggest an alternative date. Do not make a promise that you cannot keep as it will give you a bad reputation. If a delivery time is a condition of ordering, the customer could reject the goods or sue you if you break the contract.

*- ... and we are pleased to say that we can deliver by November 1, so you will have stock for the Christmas sales period.*

*- As there are regular sailings from Liverpool to New York, we are sure that the consignment will reach you well within the time you specified.*

## **Fixed terms and negotiable terms**

You can quote terms in two ways: state your price and discounts with no room for negotiation, or suggest the customer could discuss them. In the example below, the

writer makes firm quotes, indicating that methods of payment and discounts are fixed.

*- All list prices are quoted FOB Southampton and are subject to a 25% trade discount with payment by letter of credit.*

In the next example, the use of the adverbs normally and usually is often the tone of the statements to indicate that, although the company prefers certain terms, these can be discussed. The supplier softens the tone further by asking the customer to confirm whether or not the arrangement is satisfactory.

*- Normally we allow a 4% trade discount off net prices with payment on a documents against payment basis. Please let us know if this arrangement is satisfactory.*

## **Points to remember**

1. In salutations, use the customer's name rather than *Dear Sir / Madam*.
2. Let the customer know early in the letter whether or not you can help them.
3. Make sure that you have supplied all the information you think will help your customer including, if relevant, catalogues and price lists.
4. Thank the customer for contacting you, and encourage further enquiries.
5. When giving a customer a quotation, in addition to the price quote transport and insurance costs, any discounts, method of payment, and delivery date.
6. Do not promise a delivery date that you cannot keep.

## ***EXAMPLES***

### ***I.***

R.G. Electronics AG  
Havmart 601  
D-50000 Koln 1  
Telefon (+49) 221 32 44 98  
Telefax (+49) 221 83 64 85  
Email: gerlachr@rge.co.de  
www.rge.de

Your Re: PG/AL

14 May 20--  
P. Gerard  
Manager  
Disc S.A.  
251 rue des Raimonidres  
F-86000 Poitiers C6dex

Dear M. Gerard

Thank you for your enquiry of 12 May in which you asked about the CDs we advertised in this month's edition of 'Lectron'.

I can confirm that they are of high quality, and suitable for domestic recording. They are 'Kolby' products, a brand name you will certainly recognize, and the reason their prices are so competitive is that they are part of a consignment of bankrupt stock that was offered to us.

Because of their low price, and the small profit margin, we will not be offering any trade discounts on this consignment. But we sell a wide range of electronic and computer products and have enclosed a price list giving you the details of trade, quantity, and cash discounts.

We have sent, by separate post, samples of the advertised CDs and other brands we stock, and would urge you to place an order as soon as possible as there has been a huge response to our advertisement. Thank you for your interest.

Yours sincerely

---

(Signature)  
(Herr) R. Gerlach  
Sales Director

Enc. price-list

II.

***GLASTON POTTERIES LTD***

Telephone +44 (0) 1282 46125

Facsimile +44 (0) 1282 63182

Email: merton@glaston.co.uk

www.glaston.com

10 June 20- -

Ms L.Lowe  
Sanders & Lowe Ltd  
Planter House  
Princes Street  
London EC1 7DO

Dear Ms Lowe

We were pleased to receive your enquiry today, and are enclosing the catalogue and price list you asked for.

You will see that we can offer a wide selection of dinner and tea services ranging from the rugged 'Greystone' earthenware breakfast sets to the delicate 'Ming' bone china dinner service. You can choose from more than fifty designs, which include the elegance of 'Wedgwood', the delicate pattern of 'Willow', and the richness of 'Brownstone' glaze.

We would very much like to add your clients to our worldwide list of customers, and could promise them an excellent product with a first-class service. We would be glad to accept orders for any number of pieces, and can mix sets if required.

You will see that our prices are quoted CIF to Eastern Canadian seaboard ports and we are offering a special 10% discount off all net prices, with delivery within three weeks from receipt of order.

If there is any further information you need, please contact us, or go to our website at the address above. Once again thank you for your enquiry.

Yours sincerely

---

(Signature)

J.Merton (Mr)  
Sales Manager

Enc

## QUESTIONS

1. The International Chamber of Commerce (ICC) regulates ...
  - a) type of pricing policy that is offered to a potential buyer;
  - b) type of delivery of goods to the client;
  - c) international document flow;
  
2. Prices should be indicated ...
  - a) in the buyer's currency with reference to the exchange rate;
  - b) only in international currency (dollar, euro);
  - c) in the currency of the manufacturer/supplier;
  
3. c / r means:
  - a) charges are paid by the buyer;
  - b) charges are not obligatory for payment;
  - c) charges are paid by the seller;
  
4. \$ 45,000 CIP means:
  - a) the seller pays all costs for the delivery of the goods to the buyer;
  - b) the seller pays all costs for the delivery of goods to the buyer, except for insurance;
  - c) the seller pays all costs for the delivery of goods to the buyer, except for import duty;
  
5. The pricing policy, when the seller pays all the costs of delivering the goods to the buyer, belongs to \_\_\_\_\_ in Incoterm.
  - a) group C;
  - b) group D;
  - c) group E;
  - d) group F;
  
6. If prices might change in the future depending on the economic situation, then
  - a) this should be indicated in the response to the enquiry;
  - b) this shouldn't be indicated in the response to the enquiry, but only after the client makes a large order;
  - c) it is not necessary to indicate this in the response to the enquiry, so as not to frighten off a potential buyer, you can report this later;
  
7. For attracting the attention of a potential buyer, it is recommended ...
  - a) to provide additional information about the advantages of a particular product / service, preferential terms of purchase, as well as to attach a concise catalog of the main products or services;

b) to provide additional information about the company, its place in the market for specific products, the size of production and to attach a catalog of all products with describing their characteristics;

c) to provide information about the advantages of your product / services in comparison with similar products / services of competitors, it is desirable to attach catalogs of your products and products of competitive firms;

8. It is recommended to place information about the availability of goods or the possibility of providing a service ...

a) at the beginning of the letter;

b) at the end of the letter after the signature;

c) in the Enclosure;

9. In response to enquiries, when using Re, the salutation ...

a) is mandatory;

b) is not used;

c) is used / not used by the author depending on the type of letter and business situation;

10. The use of the adverbs normally, usually indicate that

a) the seller is ready to discuss with the buyer the terms of delivery of the goods;

b) the seller set the delivery time and does not intend to change it;

c) the seller is not ready to discuss the delivery time of the goods, the goods will be delivered as soon as possible;

11. The buyer may reject the goods or claim compensation in the event of a delay in the delivery of the goods, if ...

a) the delivery date has been clearly stated in the order;

b) the buyer urgently needs the goods;

c) there was an oral agreement on the timing of the delivery of goods;

12. Even if you know the name of the addressee, in response to enquiries you do not need to address him by name, it is enough to get by with the phrase Dear Sir.

a) correct;

b) incorrect.

## LECTURE 6

### BUSINESS EMAILS

There is no denying the fact that email plays an essential role in business communication mainly due to the fact that it is one of the more important channels for various businesses to connect with both internal and external entities related to the business. Email is used by businesses to communicate with their employees and other members of the organization. It is also used as a means for communicating with customers, suppliers and other people essential to the operations of the business.

**Business email** is an essential communication tool with employees and external organizations, including customers, subscribers, and stakeholders. As well as sharing information and updates, business emails can be used to market products, manage complaints, support customers, and engage suppliers.

Since the professional world embraced the Internet, email has been a cornerstone of business communication. Over the years, business emails have developed a style and structure that you can use to create more effective messages. Business emails are typically short, polite, and written with a clear purpose. However, business emails don't need to be boring. If written correctly, an effective business email can inform, engage, and inspire any reader.

All business emails should be direct, clear, and easy to read. The tone of a business email, however, can vary from informal to formal. The formality can depend on your company, the intended audience, subject matter, and several other factors.

Every email is an interruption. You're asking someone to read your email, so it must have value. Your email must have a purpose and state it clearly and quickly. Don't waste time or words getting to your point, be clear with why you're messaging and what you want. personalize your emails and keep them interesting, or risk losing readers' attention.

The people you write to will understand well-organized emails much more easily.

When you write an email, you need to make clear why you are writing. You can do this by using the phrase 'I am writing to (+ verb)' at the start of your email.

	ask for further details about ...
	inform you that my new address is ...
I am writing to	complain about your customer service.
	say thank you very much for all your hard work.
	apply for the job as ...

#### *Paragraphs*

- Emails are easier to read if the writer uses paragraphs.
- A paragraph in an email is often two or three sentences long.
- Each paragraph starts on a new line.

- When you start writing about a new topic, you can start a new paragraph (table 6.1).

Table 6.1

<b>Paragraph 1</b> Greeting	Hello Dmitri, How is life? I haven't seen you for a long time. How are your children?
<b>Paragraph 2</b> Reason for writing	I'm writing with some good news – my wife is having a baby next month. We think it's going to be a girl, and we're very excited. But I also wanted to ask you something!
<b>Paragraph 3</b> Request	You told me you have lots of baby clothes. Do you think I could borrow some for my baby? I've looked in the shops, and new baby clothes are so expensive ... Could you let me know if this is OK?
<b>Paragraph 4</b> Other news	By the way, I've also started a new job. It's going really well!
<b>Paragraph 5</b> 'look forward to' and ending	Anyway, I look forward to hearing from you soon. Give my best wishes to your wife and family. Regards, George

### ***Business email format***

The typical formal business email format has five core parts, including:

- **Subject Line**
- **Formal greeting**
- **Body copy**
- **Closing phrase**
- **Signature**

### ***Formal or informal?***

We write a formal email when we want to be polite, or when we do not know the reader very well. A lot of work emails are formal. We write informal emails when we want to be friendly, or when we know the reader well. A lot of social emails are informal. Here are some examples of formal and informal messages:

#### ***Formal***

An email to a customer

A job application

An email to your manager

A complaint to a shop

#### ***Informal***

A birthday greeting to a colleague

An email to a colleague who is also a good friend

A social invitation to a friend at your workplace

An email with a link to a funny YouTube clip

An email from one company      A message to a friend on a social networking site to another company

Before you start writing an email, decide if you want to write a formal email or an informal one

### ***Email addresses***

Every email address contains this sign: @. Here are some email addresses:

*bob@yahoo.bh*

*jeffery.amherst@britishcouncil.org*

*reservations@beachhotelbern.com*

- When you say an email address, remember that @ is pronounced '*at*' and . is pronounced '*dot*'. *reservations@beachhotelbern.com* is '*reservations at beach hotel bern dot com*'

- Sometimes there is a . in the person's name. *jeffery.amherst@britishcouncil.org* is '*jeffery dot amherst at british council dot org*'

- \_ in an email address is called '*underscore*'. *teaching\_job@english\_academy.id* is '*teaching underscore job at English underscore academy dot I D*'.

**Note** that it is not necessary to use capital J and A in Jeffery Amherst's email address. People sometimes write email addresses with capital initial letters (*Jeffery.Amherst@britishcouncil.org*). Sometimes it is all in capitals (*JEFFERY.AMHERST@BRITISHCOUNCIL.ORG*). However, most people write email addresses without capital letters (*jeffery.amherst@britishcouncil.org*).

### ***Business email greetings***

There's no magic in how to start a business email; you use a formal email greeting and an appropriate email opening sentence. The core of your message depends on who you're contacting, what you want, and why, but the basics of how to start a good business email are pretty standard.

If you know the person's name, it's polite to start with: *Dear (person's name)*. Use their full name.

*Hi Jonathan* or *Greetings Ms. Childress* are also reliable introductions. The first name is preferable if you're more familiar with the recipient, while you should use their last name if you want to be more formal.

We normally write a comma after the opening phrase. We start a new line after the name of the person we're writing to.

#### ***Formal***

Dear Mr Piper,

I am writing to thank you for all your help.

#### ***Informal***

Hi Tim,

Many thanks for your help.



### ***Starting email***

The opening sentence should explain who you are, where you're from, and what you want. Of course, it can be a challenge to fit all this in, but here's an example of how to start a business email.

*Subject line: Dragon S/S 2022 product range*

*Dear Robert Change,*

*I hope this email find you well. My name is Cindy Crews, and I'm contacting you from Dragon Enterprises with information on some new products I think you may be interested in.*

### ***Body***

Start with your main point so no one has to hunt for it, and keep your writing concise and focused on the concerns of your audience. If you need a response from the recipient, make sure to include a call to action so they know how and why to respond. Also, if you've attached a file, be sure to mention it here.

### ***Ending***

Offer a quick farewell, such as *Thanks* or *Sincerely*, then give your name and contact information in case they have questions.

We normally write a comma after the closing phrase. We start a new line to write our name at the end.

#### ***Formal***

I look forward to seeing you next week.

With best wishes,

John Smith

#### ***Informal***

See you next week.

Cheers,

John

Here are some phrases which we use for starting and finishing emails. We use these in formal and informal emails (table 6.2).

Table 6.2

<b>Starting phrases</b>	Dear Tim, Good morning Tim,
<b>Ending phrases</b>	Regards, With best wishes, With many thanks and best wishes,

You also need to know which phrases to use **only** in a formal email or an informal one (table 6.3).

Table 6.3

	Formal	Informal
Starting phrases	Dear Mr Piper, Dear Sir or Madam,	Hi Tim, Hi there Tim, Morning/Afternoon/Evening Tim, Hello again Tim,
Ending phrases	Yours sincerely, Yours faithfully, Yours truly,	Rgds, Cheers, Bye for now, See you soon,

### ***Revision (Proofreading)***

Although email is meant to be quick, always take time to revise your writing before you click Send. Review your spelling and grammar, and confirm the accuracy of any facts you present.

#### ***Words with similar sounds***

Some words sound the same in English but have different spelling:

\*~~Their~~ not \*~~hear~~ yet. > ***They're*** not ***here*** yet.

\*~~Wear~~ do you want to \*~~meat~~? > ***Where*** do you want to ***meet***?

#### ***Short words***

These are easy to spell, but they are also easy to spell incorrectly. Short words are the ones we type most quickly. It's easy to type some of the letters in the wrong order.

a lot \*~~fə~~ mistakes > ***of***

Thank you \*~~fə~~ your letter > ***for***

at \*~~hte~~ meeting > ***the***

#### ***Silent letters***

Many words that are common in emails have silent letters. Here are some examples (the silent letters are underlined):

know write wrong forward thought right interesting Wednes day

#### ***Grammar: subject/verb agreement***

You should always check that you have used the right verb in the right form. A common mistake is to forget the -s in the 3rd person singular (he/she/it).

The training \*~~start~~ at 9 a.m. > ***starts***

My plane \*~~leave~~ at 4.35. > ***leaves***

How long \*~~do~~ it take? > ***does***

How many times \*~~have~~ he been here? > ***has***

### ***Punctuation***

Remember to start every sentence with a capital letter, and to use a capital letter for place names, days, months, names, etc.

*We will be in Newcastle with Mrs Hamilton on March the 4th, in Manchester with Dr Kassu on Tuesday the 5th, and Birmingham with Andrea Este on the Thursday.*

We usually use commas when opening and closing emails, use a full stop at the end of a sentence and a capital letter at the start of a sentence. An exclamation mark (!) is OK in a friendly email, but it's better not to use them in formal emails.

Hi Mark,

Thank you very much for all your help this week. You must be glad it's the weekend!

With best regards,  
Pattie

Make also sure any attachments you mention are actually attached, and confirm that any included web links are correct. Broken links, missing attachments, and incorrect information only slow things down and force you to send correction emails.

### ***Making arrangements***

Think about these points when the purpose of your email is to make an arrangement.

#### ***Useful questions***

Here are some typical questions used for making arrangements:

Are you free next Tuesday afternoon?

What time would you like to meet?

When would be convenient for you?

Could you please let me know?

### ***Expressions of time***

- Use ***on*** with days: *Could we meet on Monday?*

- Use ***in*** with months, years and other expressions: *I'm going to visit my grandparents in October.*

- Use ***at*** with times and other expressions: *Could you please call me at 3pm?*

- Use ***next*** to refer to future times: *I hope we can meet again next week.*

- Use ***when*** to start a future time clause: *Let's meet again when it is convenient.*

### ***Tenses***

- To speak about a timetable, use the present simple: *Next term runs from 1 September until 16 December.*

- To speak about a future arrangement, use the present continuous: *Mr Toshiko is coming to our next meeting.*
- To speak about a plan, use 'be going to': *Next term we are going to learn about pollution.*

### ***Tenses in complex sentences about the future***

Use the present simple after ***when, if*** and ***next time*** in future time clauses:

I will call you *when I get* to the station.

I'm going to work with my dad *when I finish* school.

Let's go for a walk *if* the weather ***is*** good.

Will you visit the Eiffel Tower *next time* you ***are*** in Paris?

### ***Email etiquette***

#### ***Rule 1:***

Always check you've got the right name in the 'To' box. And make sure your email only goes to the people who need to read it. Remember that if you reply to all, then everyone will get your email. Does the whole sales team really need to read your email to one person about something unimportant?

#### ***Rule 2:***

This sounds obvious, but don't forget to attach them! A word of advice – attach the file you want to send before you start writing. That way, you can't forget to attach it!

#### ***Rule 3:***

No. If you write 'CAN YOU LET ME KNOW THIS WEEK?' you are basically shouting at your reader. They will think you are very rude. So just don't do it.

#### ***Rule 4:***

Short emails sometimes sound rude. People won't read very long emails. Keep emails short, but remember to be polite and friendly, too.

#### ***Rule 5:***

This is important, especially if it's a work email. If you make mistakes in your email, people will think you also make mistakes in your work. So always check everything carefully. Ask a colleague to read and check it before you hit 'Send'.

### ***Examples of business emails***

Let's look at two examples of business emails. First one is a poor example.

The example above is looking rough. The subject line is vague, the body is full of spelling errors and rambling thoughts, and the main point is difficult to find. Plus, the overall tone is unprofessional.

Help

---

so I was reeling in a thirty-pound bass on Saturrrday and suddenly I remembered I wasn't going to be in the office on Tuesday. Your mind becomes clear when you spend the day on the b eautiful open water!

Anyway, once I pulled back up to shore, I realized I needed to change the schedules. Instead of coming in on Tewsday, I'll be gone, and I'll need either Nick or Mike to cover for me. You guys can do that, right? Of course you can. Well, I've got to go to the store to get another fishin pole because that bass swam away with my old one.

Thanks,  
Jeff  
Phone: 910-555-4641

Now let's take a look at a more polished example.

staff@overlookinn.com

---

Schedule Change Request for June 27

---

Good afternoon everyone,

I need to be out of the office on Tuesday, June 27, but I'm still looking for someone to cover my shift that day. If you're interested in swapping shifts with me, please give me a call or email me back and we'll work something out.

Thanks,  
Jeff  
Phone: 910-555-4641

This example looks good! The subject line grabs your attention, the body is concise and error-free, and there's a clear call to action. Emails like these help businesses run smoother and more efficiently.

## QUESTIONS

1. Business emails are:
  - a) concise, polite, with a clear purpose and easy to read;
  - b) informative, with long paragraphs and rich in linguistic means of expression;
  - c) brief, polite, with deviations from language norms.

2. In emails, to speak about future arrangements, it is recommended to use:

- a) Future Simple;
- b) Present Simple;
- c) Present Continuous.

3. The shorter the email, the better.

- a) This is true.
- b) This is true only if the email is friendly and polite.
- c) This is not true.

4. The phrases Dear Mr Brown, Yours sincerely, Yours truly are used, as a rule, in

- a) formal emails;
- b) informal emails;
- c) in both formal and informal emails.

5. Addressee name in greeting

- a) is separated with a comma and we continue writing on a new line;
- b) is separated with an exclamation point and we continue writing on the same line;
- c) is separated with a comma and we continue writing on the same line.

6. Which spelling of the email address is correct: Petrova.Svetlana@gmail.com / petrova.svetlana@gmail.com?

- a) the first option;
- b) the second option;
- c) both options are acceptable.

7. The sign @ in an email address is pronounced

- a) "at";
- b) dot";
- c) "underscore".

8. Happy birthday greetings to a colleague or messages on everyday topics are

- a) formal emails;
- b) neutral emails;
- c) informal emails.

9. The structure of a typical business email is

- a) indication of the purpose of the letter, greeting, main informative block, final part and signature;
- b) requisites of the sender and recipients, the block marked Re, informative block and signature;

c) greetings, informative block and final part.

10. In an effective email, paragraphs are usually

a) 2–3 sentences long;

b) 5–7 sentences long;

c) more than 10 sentences long.

11. Each new thought in the email should begin with

a) new paragraph;

b) new title;

c) new column.

12. The use of an exclamation mark is recommended in formal emails as it increases their efficiency, readability and attractiveness.

a) correct;

b) incorrect.

## LECTURE 7

### BUSINESS COMMUNICATION IN THE PROCESS OF JOB APPLICATION

An application package consists of a résumé, references and a covering letter. Experts say that the most effective approach is to try to get a personal introduction to someone in a specific company. Face-to-face is the best way to sell yourself.

When contacts fail to get you in the door, however, a written application may be the only resort. Target five companies, rather than send a “broadcast” letter to 150. Through research, determine what kinds of skills and experience the organization needs. Get a sense of the corporate culture and of the ways you could contribute.

#### ***Differences between CV and resume.***

**Curriculum Vitae (CV)** is Latin for "course of life." In contrast, **resume** is French for "summary." Both CVs & Resumes:

- Are tailored for the specific job/company you are applying to
- Should represent you as the best qualified candidate
- Are used to get you an interview
- Do not usually include personal interests

#### **Curriculum Vitae vs. Resume: Format and Content**

The CV presents a full history of your academic credentials, so the length of the document is variable. In contrast, a resume presents a concise picture of your skills and qualifications for a specific position, so length tends to be shorter and dictated by years of experience (generally 1–2 pages).

CVs are used by individuals seeking fellowships, grants, postdoctoral positions, and teaching/research positions in postsecondary institutions or high-level research positions in industry. Graduate school applications typically request a CV, but in general are looking for a resume that includes any publications and descriptions of research projects.

In many European countries, CV is used to describe all job application documents, including a resume. In the United States and Canada, CV and resume are sometimes used interchangeably. If you are not sure which kind of document to submit, it is best to ask for clarification.

#### ***Resume***

- Emphasize skills
- Used when applying for a position in industry, non-profit, and public sector
- Is no longer than 1–2 pages, with an additional page for publications and/or poster presentations if highly relevant to the job



- After 1 year of industry experience, lead with work experience and place education section at the or near the end, depending upon qualifications

### **CV**

- Emphasizes academic accomplishments
- Used when applying for positions in academia, fellowships and grants
- Length depends upon experience and includes a complete list of publications, posters, and presentations
- Always begins with education and can include name of advisor and dissertation title or summary (see examples)
- Also used for merit/tenure review and sabbatical leave

### **Résumé**

Résumé is a vital part of the employment process. Although a résumé should give a lot of information about you, you need to determine your main “selling points” and then to select and order facts in a way that will impress your reader.

Here are some guidelines:

- ◆ Match your skills and experience to the needs of the organization.
- ◆ Stress what sets you apart from the crowd.
- ◆ Remember that the primary aim is to rouse the employer’s interest, not to provide a biography.

Your résumé should include enough information about you for the employer to feel that you are worth interviewing. Here is a list of the most common kinds of résumé information. Be prepared to omit, add, or alter according to the job.

### **Name and Address**

Usually this information is placed at the top of the page. (Résumé, unlike CV, i.e. Curriculum Vitae, is limited by one page only.) Be sure to include the full mailing address with a postal code. You may also add a telephone number. If you are a student with a different mailing address for winter and summer months, give both addresses and the dates when you will be at location.

### **Photo?**

In many countries, employers expect to see a professional-looking photo. In others, like the UK, Canada and the USA, the law prohibits employers from asking for a photo, and it is better not to include one. Try to find out if it is usual to include a photo in the working environment you're applying to.

### **Present Employment**

This information helps the reader to grasp quickly the basis of your experience and the level of your responsibility.

### **Job Objective**

This category is useful if you are a student trying to suggest that you have definite career goals. It may also be useful if you want a specific job in a large

organization with a number of vacancies. In any case, it's better to give not the position you would like (for example, a sales manager), but the area and the general level of responsibility (for example, «a management position in marketing» or «management trainee»).

On the other hand, if you are willing to try a variety of jobs, it is better not to include this category.

### ***Summary of Qualifications***

Some consultants recommend placing a capsule "Profile" of one or two sentences before the more detailed listing of your experience or qualifications. This summary is your chance to hit the reader directly with your most important attributes for the job, for example, "an energetic and skilled communicator", "a specialist with the ability to analyze needs and implement solutions", "full of entrepreneurial spirit".

### ***Education***

For students whose job experience is scanty or nonexistent, this section usually comes first. Educational qualifications are most often the primary selling point. Begin with your most recent educational attainment or your most advanced degree or diploma.

If you have a post-secondary education, it's not necessary to include your high (secondary) school, unless you have a particular reason for doing so. Be sure to give the date you obtained any degree or diploma, along with the name of the institution that granted it.

If courses you have taken are a selling point, list those relevant to the job you are applying for. (This is especially important for students seeking their first permanent job.)

### ***Work experience***

In most résumés, this information is the major focus. In a standard resumé, it is given in reverse chronological order. Students should include all volunteer and part-time jobs.

However, you arrange the section, follow this guide:

1. Make the information action-oriented. For example, write:

- ◆ reviewed customer service procedures;
- ◆ organized employee training seminars;
- ◆ prepared budgets for the promotion department;

2. Stress accomplishment. Instead of listing your duties for each job, tell what you have achieved. Rather than say that your «duties were to supervise customer accounts and keep the books», say that you "supervised the customer accounts and kept the books."

3. Be honest. A small lie in resumé is enough to wipe out the employer's trust in you, even if it is discovered well after you have the job. Integrity is an attribute never worth sacrificing. This advice does not mean that you should write about all your faults and draw attention to errors. But you should not misinform the reader.

### ***Personal information***

Most personal information, other than your address and phone number, is unnecessary and should be left out. However, if you think that listing some personal details will give you an advantage, by all means do so. For example, being single might be an advantage for a job requiring a lot of traveling.

### **References**

You don't need to give the names of people who can supply references. Some applicants prefer to wait until the employer is seriously interested, especially if they are currently employed and don't want others to know they are looking around. Omit this category altogether or write: "References will be supplied on request". If you do include references, give full name, title, company, and address.

Telephone numbers may also be helpful.

### ***RÉSUMÉ FORMATS***

*Chronological Format* demonstrates continuous and upward career growth. It does this by emphasizing employment history beginning with the most recent and working back. The focus is on time, job continuity, growth and advancement, and accomplishments.

*Targeted Format* is used when you are seeking a specific position. The focus is on your skills, abilities, and qualifications that match the needs of your target.

*Functional Format* also emphasizes your skills, but does not correlate these characteristics to any specific employer. The focus is on what you did, not when and where you did it.

*Combination Format* offers a quick synopsis of your market value (the functional style) followed by your employment chronology. This format is very well received by hiring authorities.

### **THE 5 P's of RÉSUMÉ WRITING**

The 5 P's of an explosive résumé are as follows:

- Packaging
- Positioning
- Punch, or Power Information
- Personality
- Professionalism

*Packaging* is a vital component to sales success. Paper stocks, graphics, desktop publishing and imaginative presentations are part of the packaging process.

*Positioning of information* means organization. Organize the data on your résumé so that it's easily accessible to the reader and the reader is able to quickly grasp significant information. The key information should be displayed in the Introduction section.

*Punch or Power Info* is by far the most important. Here you deliver the information that the hiring manager wants to see. Power Info is the information that matches your skills, abilities, and qualifications to a prospective employee's needs.

*Personality* means a lot for hiring managers. When writing your résumé, remember that words are power. Change neutral and dull words to eye-catching and bright ones. For example, instead of "being responsible for something", show that you were "a catalyst for major improvements in..." In other words, lighten up your résumé and let it dance and sing a bit. By displaying a personality, you display emotion. And more than any other element, it sells!

*Professionalism* in presenting your résumé is important because you want to make a good, lasting, and professional first impression. Remember: you are the product and you are the salesperson. Your résumé is your brochure. Would you hire yourself based on the professionalism of your résumé? Professionalism will lead you to more and more interviews. That means more opportunities.

## ***RÉSUMÉ SAMPLES***

### **1. Chronological résumé.**

*Charles Carey*

**Accounting manager**

2223 August Square Road

Barrington, Il 600193

#### **PROFILE**

- More than 8 years in accounting, including responsibility for department procedures, budget, and computer operations.

- Plan and conduct audits and variance analyses, process payroll and payroll tax reports and filings.

#### **EMPLOYMENT**

**10/14** – Present Scarpendous Displays, Inc., Chicago, Illinois.

***Senior Accounting Manager***

- reduced accounting payroll costs 41 % through automation

- successfully directed conversion from an IBM system to a Novell Network

**1/12 – 9/14** Lancer Systems, Chicago, Illinois.

***Accounting Manager***

- trained six employees in accounting department

- analyzed and interpreted forecasts

- successfully negotiated a credit line

**5/10 – 1/12** Coopers & Lybrand, Chicago, Illinois

***Senior Accountant***

- performed detailed financial audits and recommended improvements in system procedures

**6/07 – 5/10** - U.S. Riley Corporation, Chicago, Illinois.

***Cost Accountant***

- assisted in budget forecasting
- developed cost data and variance analyses

**EDUCATION**

Ridgetown college, Santa Fe, New Mexico, USA.

Bachelor of Science: Accounting (2006)

REFERENCES: Furnished Upon Request

**2. Targeted résumé.**

**BARRY LISTER**

Address before May 7, 2014 Address after May 7, 2014

House G, Erindale Campus 24 Kilbarry Street

University of Toronto Ottawa, Ontario

Mississauga, Ontario K0B 1K0

L5C 1C6 (613) 6322150

(416) 826-3000

***JOB OBJECTIVE:*** Junior of a survey crew, with the ultimate goal of becoming an Ontario Land Surveyor.

**EDUCATION**

**2014** – Will complete 2nd year of a Bachelor of Science Degree at the University of Toronto. Major:

Survey Science. Grade average: B.

Major courses: Introduction to Surveying Science

Land Planning

Survey Law

**2012** – Completed one year of Architectural Science at Ryerson Polytechnical Institute (Grade

Average: B)

**WORK EXPERIENCE**

***Summer, 2010*** – Tree planter for Roots Ltd.I British Columbia.

***Summers, 2006-2010*** – Groundswoker for Hillsview Golf Club Ltd.

**OTHER ACTIVITIES**

Captain, Erindale hockey team

Treasurer, Survey Science Club

**PERSONAL INFORMATION**

Birth Date: September 30, 1988

Marital Status: Single

### **3. Functional format résumé.**

*Susan Hertz*

16 Osler Street

Vancouver, British Columbia V6R 2T1

Tel: (614) 741-0329

**Job Objective:** Public relations trainee

**Profile:** An energetic and skilled communicator, with a record of leadership and initiative.

#### **Communication Skills**

- B.A., Honors, in English, Queen's University, 1986; B+ average.
- Entertainment editor for Queen's Journal, 2008-09.
- Debated regularly as a member of Queen's Debating Society.
- Gave oral presentations to public as guide at Huronia Village in Summer 2008. Described background of historic site to groups of visitors.

#### **Leadership**

- Elected to Student Council in my last year at Richmond High School.
- Introduced new students to university life at Queen's University.
- Elected Vice-President of English Club at Queen's, 1985. Planned and chaired monthly seminars.

#### **Initiative**

Founded my own home-baked cookie business, Susan's Cookies, when still at school. Baked, sold and kept accounts, earning enough to pay for my first year at Queen's.

#### **References**

1. Prof. Michael Hughs, Queen's University, Department of English, Kingston, Ontario, K7L 3N6.
2. Mrs. Mable Williams, Administrator, Huronia Village, Ontario, L0K 1P6

#### **Covering (cover) letter**

You must include a covering (or cover) letter when sending your résumé to anyone. Résumés are impersonal documents that contain information about your skills, abilities, and qualifications. A covering letter should do more than state "Here's my application and résumé". A well-written covering letter reveals important communication skills. Aside from what you say, the way you say it matters.

Cover letters should be brief, energetic, and interesting. A polished cover letter answers the following questions:

1. Why are you writing to me and why should I consider your candidacy?
2. What qualifications or value do you have that I could benefit from?
3. What are you prepared to do to further sell yourself?

Below are the guidelines for a covering letter. Applicants should not produce identical letters. Feel free to express your own personality if you hope to influence the reader.

- Get the Reader's Attention. Try to say something that will make the reader want to read on. This could be your qualification or a reason for your interest in the firm, e.g. *"The article on your firm in "Economic digest" suggested that you may be expanding. Are you looking for a dynamic sales person? / As a prize-winning student of English, I believe my skill as a writer would be a useful attribute in your public affairs department."*

- Name dropping is another attention-getter: if someone respected by the employer has suggested you make the application, mention the person right at the beginning, e.g.: *«Arthur Stone suggested that I get in touch with you», or «Arthur Stone has told me that your company regularly hires students as summer office help».*

- State Your Purpose. Don't beat around the bush and merely imply that you are applying for a job. Be specific. If you are responding to an advertised opening, say so. Remember that a reader who is uncertain about your purposes is unlikely to act.

- Give a Brief Summary of Your Selling Points. You may create a second paragraph for this part, but keep it as short as possible.

A covering letter (like a résumé) should not exceed one page. The shorter, the better. Here are some tips:

1. Link your skills to the employer's needs. Focus not on how the job would help you, but on how you can help the employer.

Which sentence from a student would appeal to you most?

(a) *I would like to work for < ... > this summer to up-grade my qualifications and gain some practical experience>*

(b) *I believe the courses in < ... > I have taken will help me to make a useful contribution to your summer work.*

2. Sell yourself without seeming egotistical. You can emphasize your strengths in a sincere way. Don't boast. Stress your attributes simply, without using intensifying adjectives. Try to use facts that speak for themselves.

(-) *I have extraordinary talent in mathematics.*

(+) *I have consistently achieved high marks in mathematics.*

(-) *I am a very good salesperson.*

(-) *Last summer, although one of the youngest salespeople in the store, I had the second highest sales total.*

3. Try to bury the "I's". You cannot avoid using "I", but you can place it after some word:

(-) *I worked for an accountancy firm last summer.*

(+) *Last summer I worked for an accountancy firm.*

4. Place your weaknesses in a subordinate position. If you must include something you don't want to emphasize, try putting it in a subordinate clause, with a main clause emphasizing a more positive point.

*(-) Unfortunately, I have never worked in a job requiring accounting.*

*(+) Although I have not had an accounting job, I have taken four accounting courses.*

5. Don't apologize. If you don't think you can do a specific job, don't apply for it. If you think you can, be confident in outlining your qualifications. Avoid such phrases as "I'm sorry", "I regret" or "unfortunately" when referring to your background or skills.

### **Ask for an Interview**

Applicants often forget to do this directly. As a general practice, mention that you will telephone the employer rather than ask the employer to get in touch with you.

### ***Useful tips***

1. Keep it short ... but not too short!

If you find you've got too much information, summarize and select the most relevant points. If it's shorter than a page, consider including more information about your skills and the responsibilities you had in your previous roles.

2. Use active verbs.

When you describe what you have achieved in previous jobs, use active verbs for a strong positive effect on the reader. For example, to make a change from was responsible for, use verbs like led or managed (a team / a project); created or developed (a product / a positive atmosphere); delivered (results/training); and provided (support/training).

3. Fill in the gaps.

Avoid leaving gaps in your employment history. If you were travelling the world, on maternity leave or looking after small children, include that in your CV.

4. Make sure it's up to date.

Include your most recent experience at the top of each section.

5. Don't exaggerate or lie.

Your potential employer can easily check information about where you have studied and worked. Don't be tempted to lie or exaggerate about your expertise, because sooner or later this will be discovered and may result in you losing the job.

6. Spend time on the layout.

Make sure your resume is clear and easy to read. Use bullet points and appropriate spacing, keep your sentences short, line up your lists neatly and use a professional-looking font (e.g. Arial font size 12).



7. Check for mistakes.

Mistakes create a bad impression. Use spell check, reread your resume and ask someone else to check it for you too before you send it.

8. Include a cover letter.

The cover letter should show your personal interest in the role, highlight the skills and experience you bring and encourage the employer to read the attached resume.

9. Don't mention salary expectations in the covering letter. The interview is a more appropriate time to discuss money.

10. Don't thank in advance. Although intending to be polite, you may seem presumptuous.

## **COVERING LETTER SAMPLES**

### **I.**

April 1, 2015

31 Lombard Drive

Edmonton, Alberta T6H 1C3

*Mr. R. Jones*

*Personnel Director*

Computer Systems Inc.

Dear Mr. Jones:

Since Computer Systems is a fast-growing company, you are likely in need of young and energetic people with a good knowledge of computers. In one month I will be graduating from University of Alberta with a Computer Science degree and would like to join your company as a programmer.

In addition to my university courses, I have had work experience in programming and operating computers. Last summer I implemented programs for the design of loudspeakers at Nortec Industries.

At your convenience, I would like to meet you to discuss how my qualifications could benefit Computer Systems. Next week I will call you to try to arrange an interview (to set up an appointment).

Yours sincerely,

Helen Graham

Encl.

### **II.**

29-24 Crescent Blvd.

Forest Hills NY 11433

Tel. 212-646-3654

October 12, 2014

*Mr. John Terriell, Accounting Manager*

General Office Supply Co.

412 Norman Avenue

Wharfield NY 11352

Dear Mr. Terriell,

Jack Thatcher at the Chase Bank told me that General Office Supply is opening a new branch in Forest Hills. I have dealt with your company several times and am delighted to see that you will be moving even close to home area.

As a member of the Forest Hills Communication Committee, I have gained experience in all phases of book-keeping as well as purchasing. Your product lines are very familiar to me, as you have supplied us with materials for our evening seminars.

With my knowledge in these areas, I am sure that I could make a contribution to your company in the new branch in Forest Hills. I would like to meet with you to discuss some of these ideas further. I will call you next week to arrange a meeting.

Yours truly,

-----

Hilda Lebanon

encl.:

#### **REFERENCE LETTER SAMPLE**

Excalibur Energy Company

P.O. Drawer 25305

Albuquerque, New Mexico 87335

USA

Office

533\Sixth NW 85

Fax: (1) 505 477 859

Email: rhc@juno.com

February 24, 2009

TO WHOM IT MAY CONCERN:

Re: A Reference Letter for Mr. Jack Dole

Jack Dole was employed by this company from October, 2002 through December 2008 in the capacity of exploration geologist. During this time, he proved to be a real "oil finder", and his discoveries contributed substantially to the income of this company.

Jack left Excalibur, with our blessing, to take a similar position with a major oil company at a considerably higher level of compensation.

I can give Jack the very highest sort of recommendation for employment in his field of endeavor. We would be pleased to re-hire him at any time. As to his education and experience, I am certain they are amply covered in his résumé, so I will not touch on those matters.

Again, I can say enough good things about Jack, but should you have any specific questions about him, I shall be happy to try and answer them.

Very truly yours,

-----

Cark Felter, President

## QUESTIONS

1. The CV represents:
  - a) all academic and professional achievements, can be of any length and is required in most cases for applicants in the academic field;
  - b) educational achievement and personality characteristics only, its length is limited, it's required in all employment cases;
  - c) only the main professional achievements, no more than 2 pages long, is mainly required in the field of business and public administration.
  
2. The Resume:
  - a) focuses on the professional achievements and qualities of the applicant, limited in length, required in most cases in the economic and industrial sectors;
  - b) displays the professional achievements of the applicant, education does not matter, mandatory for all areas of employment;
  - c) represents the educational and professional achievements of the applicant, has no length restrictions, education must be indicated at the very beginning of the resume, required in the field of education and science.
  
3. The phrase Responsible for production in a reputable Seoul-based design firm refers to:
  - a) Skills;
  - b) Education;
  - c) Work-experience.
  
4. The phrase MA in Creative Arts and Design, Leeds Arts University (July 2011) refers to:
  - a) Skills;
  - b) Education;
  - c) Work-experience.
  
5. The main purpose of writing a Resume is:
  - a) to interest a potential employer in your candidacy as a promising employee of the company or enterprise;
  - b) to brag about your professional and educational achievements; to expand your professional circle.
  
6. Photo in the Resume:
  - a) is added / not added depending on the country and the requirements of the potential employer;
  - b) is not added, the employer will see you at the interview;
  - c) must be added, otherwise the resume will not be read by a potential employer.

7. If you are a student and your address changes depending on the time of the year, it is better ...

- a) to write both addresses indicating the period of stay at each address;
- b) to indicate one of the addresses where you may live;
- c) not to indicate any address, so as not to confuse a potential employer.

8. A polished cover letter should ...

- a) attract a potential employer, demonstrate your profitable skills and qualifications, as well as your future potential;
- b) present your biography, show material that did not fit in the Resume and recommend you as a very promising employee;
- c) demonstrate your great desire to work in this company, as well as display all the educational documents that you have.

9. In the Resume, it is recommended to use ...

- a) neutral, emotionally uncolored vocabulary;
- b) bright, expressive language means to attract the attention of the one who will read it;
- c) complex grammar constructions and sentences, idioms to demonstrate your level of literacy.

10. If you want to demonstrate your skills, qualities, and qualifications for a specific job, it's best to use the \_\_\_\_\_ resume format.

- a) chronological;
- b) targeted;
- c) functional;
- d) combination.

11. In the Resume, in Education section, indicate ...

- a) obligatory all stages of your education, including secondary school and additional training courses;
- b) important and most recent diplomas or licenses; school certificates, only if they are important in a particular case. You also need to specify additional training courses, if they are related to the work profile of the company in which you are hired;
- c) only recent diplomas and certificates so that the employer can see that you have a modern education.

12. It's better not to mention periods of time when you were not in paid work.

- a) correct;
- b) incorrect.

13. In the Resume, it is better to at once indicate the amount of salary that you are counting on.

- a) correct;
- b) incorrect.

14. When compiling Attachments, the principle "The shorter, the better" is applied.

- a) correct;
- b) incorrect.

## LECTURE 8

### LEXICO-SYNTACTIC AND GRAMMATICAL ASPECTS OF WRITING BUSINESS LETTERS

Once you have planned the basic structure of your letter, and know roughly what kinds of paragraphs you are going to need, clarity can be achieved by paying attention to the smaller units of writing that you will be creating – that is, the sentences and words.

#### **Sentences**

Keep sentences as short as possible. This does not necessarily mean that all sentences should be short (which might create a displeasing, staccato effect) but that all unnecessary words should be removed. Try to have only one main idea per sentence. Where you want to add more than one piece of additional information about a subject introduced in a sentence, consider starting a new sentence.

Also consider the sequence in which information is presented in a sentence. Start with the most important piece of information, then deal with lesser matters.

*The company specializes in pharmaceutical products. Its headquarters are in Oxford, and it made a record profit last year.*

Instead of:

*The company, the headquarters of which are in Oxford, specializes in pharmaceutical products and made a record profit last year.*

If you can cut words out without affecting the meaning of the sentence, do it. It will make your writing much more vigorous. In particular, pay attention to phrases which introduce new pieces of information or argument. These can often be reduced to single words. For example, *have a detrimental effect upon* can usually be reduced to *harm*, and *notwithstanding the fact that* can usually be reduced to *despite* or *although*.

#### **Words**

Use the words that convey your meaning, and nothing more. Never use words simply because they look impressive and you want to try them out, or because you like the sound of them. Never use a long word where a short one can be used. For example, avoid words like *notwithstanding* where simple words like *despite*, *still*, or even *if* can be used instead.

Never use a phrase where you can use one short word. There is a creeping tendency to include unnecessary phrases like *with regard to*, *with respect to*, *in reference to*, and so on, instead of *about*.

**Use ordinary English words where possible.** Do not use a foreign phrase or jargon if you can think of an ordinary English word which means the same thing. For example, do not write *modus operandi* when you can write *method*, nor *soi-disant* when you can write *so-called*.

### ***Avoid jargon***

Do not use jargon or terms of art in a letter to a client or other person unless it is unavoidable. In such cases, consider whether you need to explain what the words you have used mean.

### ***Grammar***

#### ***Avoid negative structures***

Avoid negative structures where possible. There is a tendency in much business writing to try to soften the impact of what is being said by using *not un-* (or *not im-*, *il-*, *in-*, etc) formations such as:

- *not unreasonable*
- *not impossible*
- *not unjustifiable*
- *not unthinkable*
- *not negligible*

Such structures make what you are saying less clear and definite. They become very hard to follow when more than one is used within a single sentence, e.g.:

*It is not impossible that this matter will have a not inconsiderable bearing upon our decision.*

Translated into ordinary English, this reads:

*It is possible that this matter will have a considerable bearing upon our decision.*

or:

*This may considerably influence our decision.*

### ***Use active verbs***

Use active verbs rather than nominalizations where possible: *consider* instead of *give consideration to*; *oppose* instead of *be in opposition to*; *contravene* instead of *be in contravention of*.

The use of nominalizations makes writing longer and less dynamic.

*For example:*

*We are in agreement that our firm will give consideration to the documents.*

This sentence would be better expressed:

*We agree that our firm will consider the documents.*

### ***Idioms and colloquial language***

It is important to try to strike the right tone in your letter. *The right tone is one of professional neutrality.* On the one hand, you should avoid pompous, obscure language. On the other hand, you should avoid language which is too informal or colloquial.

At all times, you should avoid any tinge of personal animosity.

When seeking the right tone, certain things *should be avoided*:

- *Slang*. This should be avoided, 1) because using it is unprofessional, and 2) because it may not be understood. Always use the correct, formal term, e.g. not *a fake* (person) but *a charlatan*.

- *Colloquialisms, proverbs, common metaphors*. Again, these both are unprofessional and may be misunderstood. Always state precisely what you mean rather than resorting to such a phrase. For example, do not write *prices have gone through the roof* but *prices have increased rapidly*.

### **Sexist language**

It is inappropriate to use the personal pronouns *he* or *his* in a letter or document to refer to a person whose sex might be either male or female. One option is to use *he/ she* and *his / her*. English also has a number of gender-neutral words such as *person*, and gender-neutral pronouns such as *anyone*, *everyone*, and *no one*. However, it does not have gender-neutral singular personal pronouns, except one, which is generally unsatisfactory for most purposes in business correspondence.

A good compromise strategy is to use the plural pronoun *they* and the possessive form *their*, in the sense of *he / she* and *his / her*. The Oxford English Dictionary (2001) sanctions this use of *their* to refer to «*belonging or associated with a person whose sex is not specified*».

Other methods that can be employed to avoid using *he* or *his* in such cases include:

- Deleting the pronoun reference altogether if possible. For example, in *the lawyer read the documents as soon as they were delivered to him*, delete *to him*.
- Changing the pronoun to an article like *a* or *the*.
- Using *who*, especially when he follows if.
- Repeating the noun instead of using a pronoun.

### **Accuracy**

#### **Prepositions**

Special care should be taken when using prepositions. Minor differences in preposition usage can have a big effect on the meaning of a sentence, e.g.:

*The goods shall be delivered in seven days* means that the goods are likely to be delivered on the seventh day.

*The goods shall be delivered within seven days* means that the goods shall be delivered no later than the seventh day.

or:

*The goods shall be delivered on 7 June* means that the goods will arrive on that date.

*The goods shall be delivered by 7 June* means that the goods will arrive no later than that date.

Such apparently minor differences may be of critical importance when trying to reach agreement.



## **Spelling**

Spelling mistakes in a letter are likely to be noticed and will create a very bad impression. Spelling, punctuation, and grammar should all be checked carefully.

Many people rely on the spell-checker in their computer to ensure there are no spelling mistakes. However, spell-checkers often prescribe American spellings, while clients and other correspondents may prefer British spellings. In any case, certain kinds of mistakes will slip through such a check, e.g.:

- Where a word may be spelt correctly but is the wrong word: *I saw it their* (instead of *I saw it there*).

- Where a compound word is incorrectly split into two words, or two words are incorrectly combined to form a valid compound word: *the good will of the company* (instead of *the goodwill of the company*).

There is no substitute for carefully proofreading each letter that you have written.

## **Titles, names, and addresses**

Use the correct title in the address and salutation. Spell your correspondent's name correctly (nothing creates a worse impression than a misspelt name) and write their address accurately.

If you do not know your correspondent, do not assume that they are one sex or the other, i.e. use *Dear Sir / Madam* rather than *Dear Sir* or *Dear Madam*. If you know a correspondent's name but not their sex, use *Mr / Ms*, e.g. *Dear Mr / Ms Bromley*.

Better still, before you write, telephone the organization at which that person works and find out from the receptionist the sex of the intended recipient.

## **References**

When replying to a letter, fax, or email, quote all references accurately so that it is immediately clear to your reader what you are writing about.

## **Prices, measurements, etc.**

Special care should be taken when quoting prices or giving specifications such as measurements or weights. Quoting these incorrectly can cause serious misunderstandings.

## **Enclosures and attachments**

Always check that you have actually enclosed any documents that you have mentioned in your letter are enclosed, and that any documents you say in an email that you attach are indeed attached. Check, too, that the documents you have enclosed or attached are the right documents. If, for example, the document you are supposed to be enclosing is invoice PNT/21, make sure you do not enclose invoice PNT/12. It is important to ensure that any documents enclosed or attached appear in the order in which you have listed them in your communication.

## Abbreviations

Abbreviations can be useful because they are quick to write and easy to read. But they are not worth using unless you are confident that the recipient of your letter will understand what they mean.

Differentiate between those abbreviations that are used internationally and those that are basically parochial. For example, the abbreviations CIF (or cif, Cost, Insurance, and Freight) and FOB (or fob, free on board) are incoterms which are used in international trade. However, you cannot be sure that abbreviations like p & p (postage and packing) and SAE (or sae, stamped addressed envelope) will be understood internationally.

Similarly, purely national organizations are unlikely to be familiar to correspondents in other countries. Note that international organizations such as UN, NATO, or EU have a different acronym in other languages and therefore are better spelled out when first mentioned.

Abbreviations which are used as grammatical shorthand, such as *e.g.* and *i.e.*, are usually written in lower case letters with dots between the letters.

Statutes and people that are likely to be referred to a number of times within a letter or memo are often given abbreviations, e.g. *Data Protection Act 1998* («DPA»).

In general, abbreviations that refer to an entity, such as *UK*, *USA*, *NATO*, should be capitalized without dots between the letters.

## Numbers

When inserting numbers into business documents, the general rule is that numbers up to and including ten should be spelt and numbers 11 and above should be put in numerals. However, there are certain exceptions to this:

- If numbers recur through the text or are being used for calculations, then numerals, not words, should be used.
- If the number is approximate (e.g. *around six hundred years ago*) it should be spelt out.
- Very large numbers should generally be expressed without using rows of zeros where possible, e.g. *\$3.5 million*, not *\$3,500,000*.
- Percentages may be spelled out (*twenty per cent*) or written as numbers (*20 per cent* or *20%*).
- Numbers that begin sentences should be spelled out.

In British and American usage, the decimal point in a number is represented by a dot (.). This differs from the continental European system, where a comma (,) is used to represent the decimal point. Therefore, a British or American writer would write one and three-tenths like this: *1.3*, while a French speaker would write *1,3*.

In British and American usage, commas are not used to indicate a decimal point. Instead, the comma is used to break up long numbers. For example, *10,000,000* is *ten million*.

If there is the possibility of confusion, write the number in both figures and words, e.g. £100.05 (*one hundred pounds and five pence*). This is standard practice in formal legal documents.

When referring to sums of money, the following rules apply:

- When writing numerical sums, the currency sign goes before the sum without a space between the sign and the figure, e.g. \$100.
- When spelling out numbers, the name of the currency is normally placed after the number, e.g. *one hundred pounds sterling*.

Certain abbreviations for common currencies may also be used, including USD for US dollars and EUR for euros.

### **Statutes**

If you need to refer to statutes in your letter, certain conventions must be followed:

- Statutes should be written without a comma between the name of the statute and the year it was enacted, e.g. *the Treaty of Amsterdam 1999*.
- The word *the* should not form part of the name of a statute. Therefore, one should write *the Single European Act 1986*, not *The Single European Act 1986*.
- When referring to a section of a statute write section in full using a lower case (unless starting a sentence), e.g. *section 2* or *s. 2* of the Law of Property (Miscellaneous Provisions) Act 1989.

Plain language means keeping your writing clear and succinct. It means removing the content that detracts the reader from your message.

*for example:*

*“His report outlined three issues: a lack of high paying clients, conversions, and return customers.”*

is much more effective than:

*“His report to upper management delineated that the issues of the day were threefold. These included observations about the influx of low level prospects, a lack of effective conversions, and an inability to attract return patronage.”*

### **Ways to Simplify your Business Writing**

Here are quite simple ways to simplify your language:

Remember Your Audience. Does your audience know as much as you do about your area of expertise? Probably not, so remember to keep things simple. With this in mind, you should:

- Drop the jargon. Remove phrases like “*burn rate*”, “*touch base*”, and “*paradigm shifters*”
- Replace inflated language with simple words. For example “*transpired*” means “happened”, “*paradigm*” means “ideal”, and “*conundrum*” is just a fancy word for “problem”.
- Your message should always be presented in a sequential, logical, step-by-step manner to make it is easy to follow.

- Use Active voice. Make it clear who is doing what. Sentences should be “*we will do this to achieve X*” rather than “*the company will achieve X by doing Y*”

- Use clean design. The presentation of your message is just as important as the words you use. Effective use of white space, headlines, subheadings, colour, font, images – are all elements that can either support your message, or distract from it.

- Minimize long blocks of text. Help your reader digest the information you are presenting in small chunks whenever possible. Break long paragraphs into shorter ones with subheadings, and make sentences no longer than 20 words.

- Use tables, charts, and examples. For information that is complex or data that needs to be analyzed, remember to include helpful visual aids or examples.

## QUESTIONS

1. The syntax of business letters involves:

a) the use of simple sentences, rejection of verbosity, linguistic means of expression and the rule "one thought – one sentence";

b) the use of complex sentences, participial constructions and a wide range of means of expression;

c) of unimportant words, the rule "one thought - one sentence", the use of complex sentences with complicating syntactic constructions.

2. In the United Kingdom and the United States, the following spelling of decimal fractions is adopted:

a) 1.9;

b) 1,9;

c) 1/9.

3. According to generally accepted rules, numbers in business letters are written like this:

a) numbers up to ten are written in words, starting from eleven as numerals;

b) numbers up to ten are written as numerals, starting from eleven – in words;

c) prime numbers (from one to twenty) are written in words, complex – as numerals.

4. Abbreviations used in business letters should be:

a) recognizable to the recipient of the letter, as a rule, these are international abbreviations;

b) recognizable to the recipient of the letter, as a rule, these are highly specialized abbreviations;

c) written in capital letters to be recognizable for the recipient.

5. If you are not familiar with the addressee and do not know his/ her gender, then it is better to use the phrase:

- a) **Dear Sir / Madam, Mr / Ms;**
- b) Dear Mr is generally accepted, when in the process of correspondence you find out the gender of the addressee, you can correct it if it is a woman;
- c) you can use any phrase, it does not matter, the main thing is the information in the letter.

6. In business letters, spelling and punctuation:

- a) **should be carefully checked by yourself, as even electronic applications may miss some errors;**
- b) should be checked, for reliability it is better to use electronic applications to check them;
- c) it is desirable to check, you can use electronic applications for verification, although errors do not affect the content of the letter.

7. In business correspondence you should avoid:

- a) **signs of personal dislike, incomprehensible lexical units, colloquialisms, proverbs;**
- b) simple sentences, simple and understandable words, slang, colloquialisms;
- c) pompous or, conversely, aggressive language, tone of professional neutrality, informal words and phrases.

8. The correct spelling of sum in words is:

- a) **three thousand dollars;**
- b) dollars three thousand;
- c) three thousand/ dollars.

9. Which variant of lexical units is more effective in business correspondence:

- a) have a detrimental effect upon, notwithstanding, with regard to;
  - b) **despite, although, about;**
- due diligence, AWOL (short for "absent without leave"), magic bullet?

10. It is better to provide important information:

- a) **at the beginning of a business letter;**
- b) in the final part of the letter as summary information;
- c) in the middle of a business letter.

11. The use of nominalizations is very common in business correspondence.

- a) correct;
- b) incorrect.

## **LECTURE 9**

### **BUSINESS MEMO**

Understanding how to write a business memo is crucial to generating positive change and progress. So let's take a closer look at the purpose of a memo, what information it should include, and how to compose one effectively. We also discuss how you can help your entire team improve their business memo writing skills quickly – so you can see results sooner than later.

#### **What is a business memo?**

A business memo is an internal, informative business document. Business memos are like internal press releases; they are ideal for sharing brief yet vital information quickly, often (but not always) with multiple people at once. While less formal than business letters, the language in a business memo should still be professional and polite – particularly when including any action items for the intended recipient(s).

A business memo would be suitable for conveying the following:

- Changes to personnel, including team additions, departures, and role changes
- Updates on upcoming events, such as meetings or company gatherings
- Shifts in everyday operations or workflows

You can use memos to address business challenges and announce solutions. Unlike business proposals or business cases, the purpose of a business memo is not to gain approval for a proposed solution; the solution presented in a memo should already be approved. The purpose of the memo is to announce that it is time to implement a solution and to provide instructions, if necessary, on how to do so.

Memos are best suited for addressing a single issue or change at a time.

#### **The basics of a business memo**

While business memos and emails may look similar at first, a memo has some key differences. Memos are usually more formal than emails and are often used when you need to give your message a more official look. They can also be printed and distributed wherever this message would have the most impact.

Memos can be addressed to a single person or a group, so tailor your message to reflect the concerns of your audience. As with any business document, always remain professional and polite, even if you have to address a negative topic. An official memo is no place to single someone out in a critical way, so focus on facts and constructive plans for the future.

#### **How to format a business memo**

The purpose of using a business memo to convey a message is to be concise and efficient. Therefore, the formatting of your memo should make the document as easy to read and navigate as possible.

While specific formatting details, such as colors and font, will depend on your organization's internal guidelines, all memos should clarify the following information in the header (at the top of the document):

*Date:* The date on which you send the memo to its intended audience

*To:* The name and/or title of the individual(s) or team(s) to whom your memo is primarily addressed

*Cc (Optional):* The name or title of anyone else who will receive a copy, if applicable

*From:* Your name; usually, this is accompanied by your handwritten initials and possibly your job title

*Subject:* A phrase that sums up the memo's content; think of this as an informal title for your memo

The body of the memo will follow this information—the message you are sending. If the message is straightforward and stated in one or two paragraphs, no special formatting is necessary. But if the issue is a little more complex, headings and/or bullet points can be an excellent way to break up the text and break down the information into more digestible parts.

### **How to write a business memo effectively**

Once you understand how to write a business memo, the next step is learning how to write one effectively. The ideal business memo is a quick and easy read; it should be clear and concise, confident and direct, but not mechanical. Most business memos are no longer than a single page in length, yet they convey all of the necessary information in reader-friendly terms.

Here's how to write an effective business memo:

Keep your subject line concise but also precise. Avoid general or vague subject lines like "Upcoming Meeting" in favor of something more specific, such as "Notice of Date Change for Upcoming Marketing Department Meeting." This way, even busy readers who are only skimming the document will understand what issue is being addressed.

Lead with the main topic of your memo. It should be clear from the very first sentence what this memo is about. If your memo is on the long side, your first paragraph should briefly summarize the following content.

Keep your audience top of mind. Tailor the content of your message to your primary audience's priorities. Consider what matters most to them and emphasize that element early in your message to grab your readers' attention. For memos distributed across multiple teams, be sure to use language familiar to all, avoiding jargon that only certain team members may understand.

Include only relevant information. Some supporting information may be helpful, even necessary, to illustrate specific points. However, if you can remove a sentence or paragraph without losing the meaning of your message, it is usually better left out.

Choose the right tone. All memos should be confident and direct, but be sure to consider your content and audience as well. Sensitive HR issues, for example, require a more empathetic tone than minor scheduling updates. When in doubt, use Grammarly's tone detector. It evaluates the tone of your memo and its appropriateness for your message, ensuring it's delivered effectively and sounds exactly as intended.

Choose the right communication channel. There are subtle but important differences in sharing a memo via email versus posting it in a chat channel or on a private messaging platform, so be sure to choose your channel carefully when sending your message. An urgent update, for example, may be better suited to something like Slack than to an email that may not be opened right away.

Avoid potentially confusing or misleading mistakes. No matter how simple the message, it's always important to reread what you've written to eliminate typos and other issues that could lead to a misunderstanding. Not only does Grammarly catch typos and grammar mistakes, but it can also detect your tone and make word choice suggestions for clearer writing.

An effective memo improves productivity by getting the right information to the right people as quickly and efficiently as possible. Good memo writing can also improve employee engagement, as team members typically feel more connected to a company when they are kept “in the loop.”

### **Examples of business memos**

Let's explore a few business memos to see this lesson in action. We'll start with an example of a poorly written memo.

**To:** Loading Dock Staff

**From:** Philip Yuen, Director of Shipping

**Date:** June 30, 2017

So I've got news for you all. We've had a tough year, as you know, but we've been recovering slowly but surely. But, of course, something had to mess up. Because Hank shipped three pallets to the wrong customer last week, the Board has decided to update the shipping procedure for the entire loading dock.

This is just something we'll have to get used to, even if it wastes all of our time in the process. Whenever we get an order ready to go, everyone on the loading dock will need to confirm shipments with me first. Only after I sign off on the details will anything be allowed on the shipping truck. This new change better prevent more careless errors.

The example above is not acceptable. The body is unclear and rambling, there's no subject line, and the main point of each paragraph is difficult to find. The message itself is also incredibly unprofessional, especially because it calls out a single person in a negative way.

Now let's look at a stronger example.



**To:** Loading Dock Staff  
**From:** Philip Yuen, Director of Shipping  
**Date:** June 30, 2017  
**Subject:** Update to Shipping Procedures

Due to some recent shipping issues, the Board has decided to update part of our shipping procedure. Whenever an order is ready to ship, please leave that order's shipping form in my office mailbox, and I'll return it to your station once I confirm everything is correct. Although this change will slow down our process a little, it will hopefully prevent further errors.

If you have any questions, please feel welcome to stop by my office. Thank you all for everything you do. Your hard work is appreciated.

This is much better! The body is concise and clear, and the main point is the first sentence in each paragraph. There's also a strong subject line, and the message stays professional despite sharing negative news.

Whether you're detailing a new policy change or updating staff on a new procedure, business memos are a powerful way to distribute information among your colleagues. As you practice and study, your memos will become more efficient and polished.

## QUESTIONS

1. What is a business memo:
  - a) a formal business letter;
  - b) an external business document;
  - c) an internal, informative business document;
  - d) a business proposal to gain approval?
2. What are the suitable topics to be conveyed through a business memo:
  - a) personal matters of employees;
  - b) upcoming changes in company policy;
  - c) proposals seeking approval;
  - d) upcoming events or shifts in everyday operations?
3. How should the language in a business memo be:
  - a) casual and informal;
  - b) humorous and witty;
  - c) professional and polite;
  - d) sarcastic and critical?

4. How is the formatting of a business memo different from an email:
- a) memos are usually more informal than emails;
  - b) memos do not require a header;
  - c) memos are often printed and distributed;
  - d) memos can be addressed to multiple people?
5. What should be clarified in the header of a business memo:
- a) date, recipient, and sender;
  - b) sender, subject, and recipient;
  - c) subject, date, and purpose;
  - d) purpose, recipient, and action items?
6. What is the ideal length of a business memo:
- a) no more than one sentence;
  - b) no more than one page;
  - c) no more than two pages;
  - d) no more than three pages?
7. What should be the tone of a business memo:
- a) empathetic and apologetic;
  - b) humorous and light-hearted;
  - c) confident and direct;
  - d) sarcastic and critical?
8. How can bullet points and headings be useful in a business memo:
- a) to make it more complex;
  - b) to make it more challenging;
  - c) to break up the text and present information in a more digestible format;
  - d) to include irrelevant information?
9. Which of the following is not a tip for writing an effective business memo:
- a) keeping the subject line concise;
  - b) tailoring the content to your audience;
  - c) including irrelevant information;
  - d) choosing the right tone and communication channel?
10. What is the purpose of a business memo:
- a) to gain approval for a proposed solution;
  - b) to convey personal matters of employees;
  - c) to share brief yet vital information quickly;
  - d) to propose changes in company policy?.

## **Details**

*Business memos are typically written in a formal, professional language that is designed to convey important information clearly and concisely. Here is an example of a business memo:*

*To: All Employees From: John Smith, CEO Subject: New Employee Benefits Package*

*I am pleased to announce that, effective immediately, we will be implementing a new employee benefits package. This new package will provide our employees with a range of additional benefits, including increased health insurance coverage, a 401(k) plan with matching contributions, and a range of new employee wellness programs.*

*We believe that these new benefits will help us attract and retain top talent, and will help ensure that our employees are able to achieve their personal and professional goals while working for our company. We are committed to providing our employees with the best possible working environment, and we believe that this new benefits package is an important step in achieving that goal.*

*Please see the attached document for full details on the new benefits package. If you have any questions or concerns, please do not hesitate to contact the HR department.*

*Thank you,  
John Smith*

In this memo, the language is formal and professional, but also clear and concise. The memo is structured with a clear subject line, followed by a brief introduction and explanation of the new benefits package, and a call to action for employees to review the attached document and contact HR with any questions or concerns.

Other common elements of a business memo include the date, a reference or tracking number, and a recipient line indicating who the memo is intended for. The tone of the memo may vary depending on the purpose and audience, but it should always be professional and respectful.

## **Task for writing a business memo:**

Task: Write a business memo to all employees of the company, announcing a change in the company's dress code policy. In the memo, explain the reasons for the change, provide details on the new dress code requirements, and outline the effective date for the change.

Some points to consider when writing the memo include:

What is the current dress code policy?

What are the reasons for the change in the policy?

What are the new dress code requirements, including any specific clothing items or accessories that are now required or prohibited?

How will the new policy be enforced?

What is the effective date for the change?

What action do employees need to take, if any, to comply with the new policy?

Remember to use a professional and formal tone in the memo, and ensure that the language is clear and concise. The memo should be structured with a clear subject line, introduction, and explanation of the new policy, and a call to action for employees to comply with the new requirements.

## Appendix A Answers

Table A.1

	Lecture 1	Lecture 2	Lecture 3	Lecture 4	Lecture 5	Lecture 6	Lecture 7	Lecture 8	Lecture 9
1	b	a	b	b	a	a	a	a	c
2	a	a	a	a	a	c	a	a	b
3	a	a	a	a	a	b	c	a	c
4	a	a	a	b	c	a	b	a	c
5	a	a	a	a	b	a	a	a	b
6	c	b	b	a	a	c	a	a	b
7	a	a	a	a	a	a	a	a	c
8	a	a	a	a	a	c	a	a	c
9	a	a	b	b	c	a	b	b	c
10	c	a	b	b	a	a	b	a	c
11	-	a	a	-	a	a	b	b	-
12	-	a	a	-	b	b	b	-	-
13	-	a	a	-	-	-	b	-	-
14	-	a	b	-	-	-	a	-	-
15	-	a	-	-	-	-	-	-	-

*Навчальне видання*

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(BUSINESS CORRESPONDENCE)**

**Навчальний посібник**

**для здобувачів вищої освіти  
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