



Param Pujya Dr. Babasaheb Ambedkar Smarak Samiti's

Dr. Ambedkar Institute of Management Studies & Research

Deeksha Bhoomi, Nagpur - 440010 (Maharashtra State) INDIA

NAAC Accredited with 'A' Grade

Tel: +91 712 6521204, 6521203, 6501379

Email: info@daimsr.in

Types of Letter

Unit II

For Internal Circulation and Academic
Purpose Only

Programme Educational Objectives

Our program will create graduates who:

- 1. Will be recognized as a creative and an enterprising team leader.*
- 2. Will be a flexible, adaptable and an ethical individual.*
- 3. Will have a holistic approach to problem solving in the dynamic business environment.*

Types of Business Letters

Enquiries,
Orders,
Sales letters,
Tenders,
Letters of application,
Letter of complaints,
Job applications/covering letters,
Claim letter
Complain letter
Good News Letter
Bad News Letter

Letter of Inquiry

- Most examples of this letter type contain three short paragraphs.
- The first paragraph specifies the SUBJECT of the inquiry and indicates WHY the inquiry is being made.
- The middle paragraph lists the specific items or questions that the letter writer wants or wants answered; usually the items or questions are presented in bulleted list form.
- The last paragraph tactfully indicates a deadline by which the items being requested or the answers to questions need to be supplied.
- Usually modified block with indentions format is used with this letter type.

Claim/Complaint Letter

- Most examples of this letter type contain three short paragraphs.
- The opening paragraph states the PROBLEM that the letter writer has encountered and makes a specific CLAIM that will correct the problem.
- The next longish paragraph narrates the sequence of events involved in the creation of the problem, and it describes the problem in detail. Dates, serial numbers, and other factual data are the heart of this paragraph.
- The last paragraph tactfully requests timely correction of the problem. Usually modified block with indentions format is used with this letter type.

You may write complaint letter for following reasons-

- Billing errors,
- Goods not matching the sample,
- Damaged goods,
- Difference in agreed prices ,
- Wrong goods,
- Late delivery,
- Wrong quantity,
- Non- delivery,
- Poor service,
- Unsatisfactory quality

Guidelines while writing complaint letters

- Provide a reference point, namely consignment no./ invoice no., date and items ordered in the beginning.
- Explain the problem and give specific details.
- Briefly explain the inconvenience you are facing because of the problem.
- Appeal to the supplier's reputation and sense of responsibility and fairness.
- State clearly what action you want the supplier to take or what adjustment you expect the supplier to offer.

Suggestions for Letter of Application

- Make it one page long. Proofread the letter of application and resume VERY carefully; let there be NO mistakes in them.
- Make every effort to mail the application letter to a specific person in the company; if need be, make a call to find out the name of the person to whom to mail the letter and resume.
- Mail the letter and resume in an envelope that is large enough that the letter and resume do not need to be folded.
- A day or two before the deadline for sending in the letter of application, call the company and verify that the letter has been received.

Sales letter

- A sales letter is a piece of direct mail which is designed to persuade the reader to purchase a particular product or service in the absence of a salesman. It has been defined as "A form of direct mail in which an advertiser sends a letter to a potential customer."
- **How to Write a Sales Letter**
- H Is for Headline
- The headline of the sales letter needs to get the reader's attention. Its job is to make the reader want to know more (and actually read the rest). The secret? Make sure the headline makes a specific promise that relates to your prospects' needs or interests.

- Example , Company offer domestic cleaning services, don't use a headline such as "Want Cleaning Services?" in letter. Instead use something such as, "Your Whole House Sparkling Clean – We Do It for You so You Don't Have to!"
- As the headline is so important, brainstorm several and pick the best. Place the headline before the salutation in your letter.
- **O Is for Offer**
- Tell your prospective customers what you're offering them first.
- Think like a prospective customer or client while writing this section of letter and answer the question "What's in it for me?" In other words, what are the benefits to the customer of making this purchase?

- Don't be afraid to expand on the benefits of your product or service.
- Use bullet points or arrows where appropriate to make your sales letter easier to read.
- Example-“For less than 5000/-you can have your entire home clean and sparkling, without enduring the nasty stink of chemical cleaners.” There's a clear customer benefit!

- **P Is for Proof**

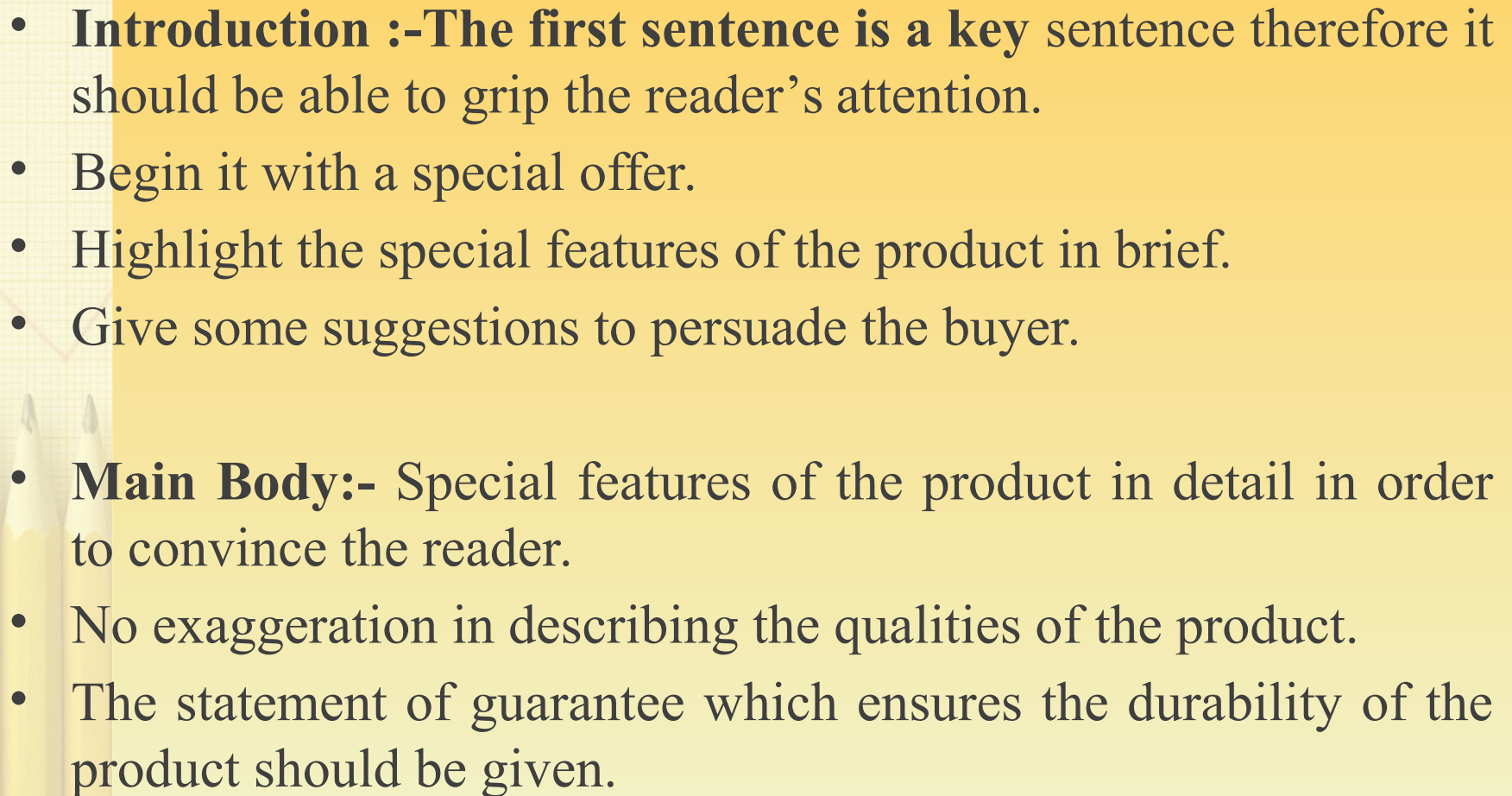
- Another thing you need to do in the body of the sales letter is assure your readers that they will be satisfied with their purchase. Testimonials (statements of satisfaction from past customers) are an excellent way of doing this. Or offer your reader a “fail-safe” such as a money-back guarantee or entice them with a free trial offer.

- **P Is for Persuade to Action**

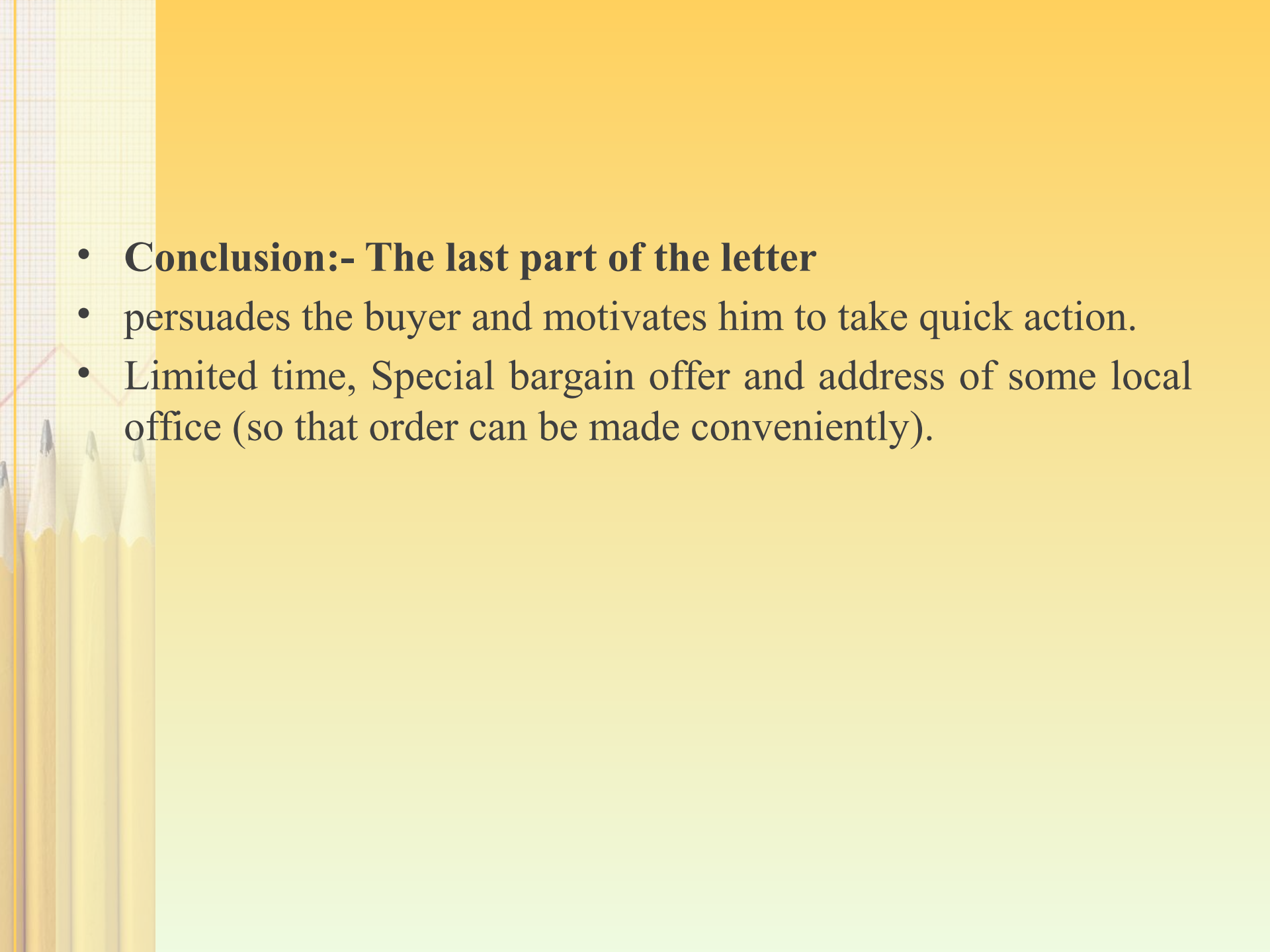
- The most important thing that you need to do in the body of your sales letter, of course, is persuade the reader to act.
- Be sure you come right out and say what you want the reader of your letter to do, whether it's to call you or come into your store. Second, make it easy for your customer to act.
- Set a deadline for the expiration of your offer, throw in a free gift, or, if it's appropriate, make a moral plea.

- **P Is for P.S. (Postscript)**

- You've asked your reader once. Hopefully he's thinking about it. Add a P.S. to your sales letter to light a fire under your customer and get him to act right now.
- Use a carrot such as throwing in an additional bonus (such as, "If you act right now, you'll also receive...."), or a stick, such as reminding the customer that quantities are limited, or that the price will only be as stated in the offer for a certain period of time (set a date).

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- **Introduction :-**The first sentence is a key sentence therefore it should be able to grip the reader's attention.
 - Begin it with a special offer.
 - Highlight the special features of the product in brief.
 - Give some suggestions to persuade the buyer.

 - **Main Body:-** Special features of the product in detail in order to convince the reader.
 - No exaggeration in describing the qualities of the product.
 - The statement of guarantee which ensures the durability of the product should be given.

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- **Conclusion:- The last part of the letter**
 - persuades the buyer and motivates him to take quick action.
 - Limited time, Special bargain offer and address of some local office (so that order can be made conveniently).

Sandra Smith
555 Weston Way
Vacaville
FLA, 33505

Dear Ms. Smith,

For as little as \$150 you can have your entire home clean and sparkling, without enduring the nasty odor of chemical cleaners. We care about the environment and use only state-of-the-art green cleaning methods to ensure that you and your family are not exposed to any harmful or allergy-causing cleaning products. You'll love what we do because:

All our cleaning products are completely non-toxic - safe for children and pets!
We leave surfaces clean, sparkling and hygienic.

Our staff are bonded and fully insured.
We offer senior discounts to those aged 65 and over.

Satisfaction is guaranteed - if you are not happy with the service we promise to make it right. As one of our customers says; "*GreenClean does a top notch cleaning job for a reasonable price.*"
Another of our customers says, "*I can't believe they get things so clean and sparkling without the use of toxic chemical cleaners!*"
Call us at **250-342-8923** or email us at **info@greenclean.com** for a free estimate. Get your house cleaned and do your part to help the environment!

Sincerely,
James Hallom
GreenClean Inc.

P.S. We are offering a 10% discount for first time users of our service until the end of the year.

Letters of Enquiry

- Enquiries may be of two types:-
- **Solicited Enquiry:-** It is an enquiry made in response to the advertisement of the seller.
- **Unsolicited Enquiry:-** Enquiry made by the buyer at his own initiative.

Answers to letters of enquiry/ replies

- Letters of enquiry and the answers to them are broadly speaking business promotion letters.
- Solicited and unsolicited letters should be answered courteously and cautiously.
- The firm that writes the answers to letters of enquiry pleads the case of its goods, describing the quality, price and other aspects of it.
- Replies to regular customer besides being clear and correct should express gratitude for the continued interest in the seller, his product and services.

Date: _____

From

Name of the Inquiring Person

Designation

Organization's Name

To,

Designation

Organization's Name>

Subject: Inquiry as regards to employee status

Dear,

I am the Manager of Block- H writing this letter to clarify a small dispute that has occurred amongst my workers. On the departure of Mr. /Ms. _____ last month as _____ (designation) and I have received no formal letter to state who will take over his duties.

I am aware that more than one member of my current team did apply for the position, and Mr. _____ has stated to me that he has been giving orders from head office, by yourself, that he is now to fill Mr. / Ms. _____ position. However he has no written evidence to this fact, and I also find it strange as he is relatively new to the company that you would award him this position.

Please can you urgently confirm with me the exact job status of Mr. _____, and indeed the name of the individual who will be taking over from Mr. / Ms. _____, if indeed it is not Mr. _____ himself,

Yours Faithfully,

Signature

Name of the Inquiring Person

Designation

Order letter

- An order letter is usually written to assign orders or place order of goods. The letter is written in a very precise and specific manner.
- Write the letter in a precise manner
- Make sure you keep the language of the letter formal and easy so that the reader does not find it difficult to read
- If you are writing the letter to place order make sure you do not make any mistakes
- Avoid making spelling and grammar errors
- Do not deviate mid way from the topic while writing the letter
- Write the letter in a polite and apt manner

From,

Date: _____ (Date on Which Letter is Written)

To,

Subject: Order Letter

Dear _____ (Sir or Madam)

I(name of the person) am writing this letter to you(name of the receiver) to place an order for goods for our ongoing project. Actually we had ordered enough goods for our work, however the quantity seems very less now and hence we require more goods for our work to be completed soon. The attached list of goods with this letter will tell you precisely our requirement of goods. Hope you send it as soon as possible so that our work can continue without any halt.

Hoping to receive the said order soon without any delay, also the payment for the same would be done soon.

Thanking you,

Yours Truly,
Name of the person

Sign of the person

Letter of Application

- Application letter is a formal letter written to make any request to a specific person or to an organization, application can be for leave, for job or an application for admission in a school or university, application for extension of a project or a report .It is a way to request for something we want for ourselves to be done by requesting an another person or an organization. There can be different reasons for writing an application.
- **Application Letter use and Need**
- In the corporate world application letter is a written request for specific issue. It is a report sent with your resume to give extra data on your **aptitudes and experience**. This letter is the source through which you can get a job what matters is how present it to the other person.

Letter of Application

- This letter usually has three or four paragraphs.
- The opening paragraph states the specific position for which you are applying; if possible, it indicates how you gained knowledge about the position.
- The middle paragraphs discuss the specific qualification you possess that make you a good candidate for the job; you should mention your resume near the beginning of the first of these paragraphs
- The last paragraph Requests an interview at the convenience of the company.
- Modified block with indentions is the usual format for letters of this type. Always include an enclosure notation.

Date: _____

Name of the Applicant

Address _____

Email ID _____

Contact No. _____

To,

Designation

Organization Name

Address _____

Ref: In response to the company job announcement at the _____ Newspaper dated _____.

Dear

I am writing this letter as a response to your announcement that was posted in the _____ Newspaper on _____ . So, I thereby, submit my application for the position of _____.

I have finished my _____ Degree in _____ at the prestigious _____ University of _____ in the year _____.

Attached with this letter are my Curriculum Vitae for consideration.

Thanking you for the time that you spend reading my letter.

Yours Truly,

Name of the Applicant

Encl: As mentioned

Tender letter

- The tender cover letter is an important yet underused tool. Though not always a requirement when applying for tender, a great cover letter will give you an edge over other applicants.
- It enables you to highlight reasons why you should be awarded the project, by providing information on your company's previous successes that are relevant to the requirements you are bidding for. Persuasive writing, backed by evidence, demonstrates to the buyer why they should award the tender to your company.

Elements of a Tender Cover Letter

- A short introduction thanking the organisation for inviting your company to tender.
- A unique reason why you should be given the job. It should be specific and not contain general statements, and should reinforce the theme in the general document.
- A commitment statement to making the contract a success.
- An administrative note on some aspect of the tender can be included. For example, you may be tendering as a joint venture.

Tender Cover Letter Rules

- It should be placed after the title page and should be on your company's letterhead.
- It should only be one page or two at most. However, if it's a combined cover letter and executive summary, you can stretch it to three or four pages.
- It is often addressed to the contact person mentioned in the document you are responding to. If you are in doubt, you can address it to the senior-most person.
- The cover letter should be signed by a person of similar stature, status, and responsibility in your company. However, if they have little to do with the response, you can supply a contact person to field any questions.

ABC Pty Limited

Cover Letter for Tender Proposal

Co. Ref Letter No:

30th August 2017.

To,

JKL,

CC:

Sub: Tender Notice No. SE/BCPRES/B/ 2017/030 Dated 15.10.2017 Due on 15.11.2017

We are pleased to present our proposal for your review against Tender Notice No SE/BCPRES/B/2017/030 Dated 15th October 2017 Due on 15th November 2017.

We have studied the tender and now have a better understanding of the construction project requirements.

For the last ten years, we have completed a number of high-profile construction projects and achieved great success. As one of the leading contracting firms in Australia, ABC Pty Limited has been at the forefront in execution of a wide array of construction projects for individuals, government, and large corporations.

Some of our clients include; [Corporate Clients] [Government Agencies] [Institutions] [Individuals].

The three separate envelopes enclosed consist of EMD, Part 'A' Technical Bid and Part 'B' Commercial Bid, for your consideration.

Thank you for the opportunity to participate in this tender. If you have any questions, please don't hesitate to get in contact with me directly.

Sincerely,

[NAME]

[Auth. Signatory]

Reference

- Raman Meenakshi, Singh Prakash, Business Communication, Oxford University Press, 2006
- Roy W. Poe, Rosemary T. Fruehling Business Communication- Fifth edition, paradigm Publication Inc.
- Williams, Krizan, Logan, Merrier, Communication In Business; Cengage learning.