

# WRITING SKILLS

## Business Letters

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# Content-

- Meaning/ Definition- Business Letter
- Objectives/ Purposes
- Importance of Business Letters
- Principles /Guidelines of Writing Effective Business Letters
- Planning of a Business Letter
- Short Questions

# Meaning /Definition –Business Letter

- Definition- A Business letter is a formal written document through which companies try correspond with their customers, suppliers, bankers, shareholders and others.
- It is also meant for keeping written records.

# Business Letters-Objectives

- 1) Informing
- 2) Congratulating
- 3) Requesting
- 4) Ordering
- 5) Enquiring
- 6) Complaining
- 7) Making adjustment
- 8) Selling product
- 9) Applying for a job
- 10) Grow Business

# Business Letters- Importance

Business letters are important for the following reasons-

1. Business letters help organizations in strengthening their rapport with customers, stakeholders, suppliers etc.
2. They can be filed for future references and they serve as an important repository of information
3. They help in conveying information that is confidential or complex.
4. Letters help companies reach the distant places .
5. They help companies to know the problems of their products , services and deliveries and eventually helps in the smooth functioning of the organization and contributes in its growth.

# Principles/Guidelines – Writing Effective Business Letters

- **Clarity of Purpose**
- **Appropriateness of a Language-** Avoid language which can be misunderstood or misinterpreted by the reader
- Ex- let us know whether we can extend Dr. Chawla's services to your company (Incorrect usage)
- Kindly let us know whether you require Dr. Chawla's services.( Correct usage)
- **Courteous Approach-** Politeness in one's attitude always pays.
- Example- You have paid no attention to our complaint.(Incorrect Usage)
- Kindly look into our complaint/ This is to remind you that our complaint is yet to be looked into at your end.
- **Directness and Straightforwardness-**
- Example-The payment towards the said consignment will be returned in a short period of time.(Incorrect )
- Thanks for sending the goods in time. The payment cheque will reach you by 25<sup>th</sup> November.(correct)

# Cont.

- **Avoid Being Negative –**
- Example-None of your cheques have been received by us(incorrect)
- We are yet to receive the payment for the 20 laptops sent to you earlier this month
- **Be natural and Precise-**
- Ex- It will be necessary for you to fill in and complete the enclosed form and return the same to us before we can proceed with a consideration of your request.
- Be simple and Specific
- Avoid using clichés and jargons- Especially in beginning
- Example-The favor of your early reply will be appreciated by us
- I have the pleasure of Informing you.

# Planning –Business Letter

- Identifying the Purpose of the letter
- Collecting the Relevant Information
- Adoption of an appropriate tone
- Making a Rough Preliminary Draft

# Short Answer type Questions

- 1 Define business letter.
- 2 What are the key components of a Business Letter?
- 3 Write the difference between formal and Informal Letter.
- Why is tone important in a business letter?
- Write any 2 Principles of writing effective Business letter
- Mention any two Importance of Business Letter,
- State the objectives of Business Letters .
- While planning the Business letters what are the points a writer should remember.

THANKYOU