

## **BUSINESS COMMUNICATION SKILLS**

### **Introduction:-**

Developing good business communication skills is as much about the ability to develop good content as it is about good form. Business documents must maintain certain standards and should be, at most, recognizable internationally.

Documents can be classified into two types: internal and external. Internal documents circulate within the organization and may include memos, reports and proposals.

External documents circulate outside of the organization. Examples include: letters, tenders, proposals and reports. The external environment may include clients, customers, suppliers, stockholders, government, media and the general public.

## Unit 1

### **Business Communication:**

#### **What is Business Communication?**

Strong Business Communication skills are critical to the success of any organization despite its size, geographical location, and its mission. Business communication is intertwined with the internal culture and external image of any organization. It therefore determines what is communicated, by whom, and at what level in the organization. Ultimately, good business communication practices assist the organization in achieving its objectives by informing, persuading and building good will within both the internal environment and, the external environment.

If organizations are to survive and prosper in the rapidly changing global environment, they must continually change the way communication processes are structured and delivered. This global environment forces us to think about communication issues against the backdrop of culture, technology and competition, which continually raise legal and ethical concerns.

#### **Meaning of Communication:**

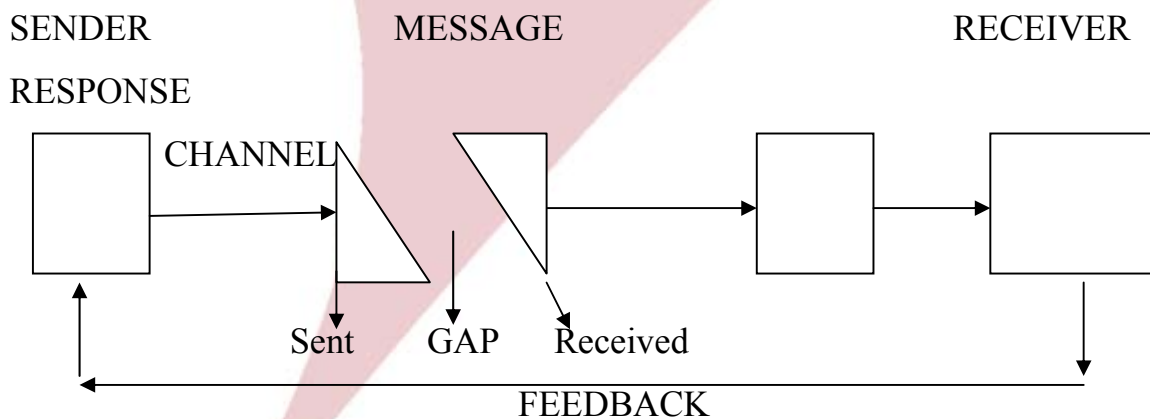
The word “Communicate” comes from the Latin verb “Communicare” that means to impart, to participate, to share or to make common. By virtue of its Latin origin it is also the source of the English word “Common”.

Thus, communication is defined as the process of conveying or transmitting a message from one person to another through a proper channel.

### Elements of Communication:-

For communication to exist there must be at least four basic elements:

- A Sender/Encoder
- A Receiver/Decoder
- Message
- Channel and Medium



### Encoder/Sender:

- Encodes Message
- Chooses Appropriate Channel
- Chooses Appropriate Medium
- Solicits Feedback
- Attempts to Minimize Noise

Decoder/Receiver:

- Decodes Message
- Practices Active Listening
- Provides Feedback

*P.S. For communication to be more effective there should be Common Background and Purpose, Interest, Cooperation between Sender and Receiver.*

Medium VS. Channel:

These two terms are often confused in business communication. Understanding the distinction is essential to understand business communication. Consider the following examples:-

Channel	air
Medium	airplane
Channel	water
Medium	boat

The Choice of the Channel and by extension the Medium should therefore be determined by the following:

- 1- Purpose of communication
- 2- Ability of Encoder to effectively use the medium
- 3- Effectives of the medium to deliver the message.

### **Other Elements:-**

#### **Response:**

When the sender transmits the message, he expects a response. The response may be immediate or deferred, favorable or unfavorable.

#### **Feedback:**

Feedback is essential to the communication process. It tells the sender of the message that the message has been received and understood and the purpose fulfilled, whether it is to persuade or inform or for good will reasons. Feedback both reassures the sender and indicates that the receiver is involved in active listening. Feedback should always be solicited by the sender, and in the best case built into the process of communication.

### **General Guidelines for Effective Communication:-**

- 1- Clarity of Purpose: this requires careful planning. Lack of planning becomes the first major barrier in communication. Communication does not take place. We have to make all possible efforts to understand the why's and how's, the when and where, and above all the "what" of our message. As George Bernard Shaw says, "The major mistake in communication is to believe that it happens."
- 2- Shared Activity: Lets not forget that effective communication is the responsibility of all persons in the organization. At any level – managerial or no managerial. They are all working towards a common goal. It means that all of them have a share, directly or indirectly, in

- many different ways, in the process of communication. Whether communication is effective can be judged on the basis of the intended results.
- 3- Common Set of Symbols: The encoding and decoding of the message should be done with symbols that are familiar to the sender and the receiver. It is an immutable condition of communication that the code or set of symbols be mutually understood/intelligible.
  - 4- Focus on the Need of the Receiver: Whenever we communicate we must keep in mind the needs of the receivers of the message/information. It should be our endeavor to see that whatever we communicate should be of value to the receiver, both in the short run and in the distant future. Our awareness of the needs of the receiver will make him more receptive.
  - 5- Active Listening: Active or “participative” listening is as important as any other element in the process of communication. It shows, again, that communication is a joint responsibility of both the sender and the receiver.
  - 6- Controlling Emotions: Emotions play an important role in interpersonal relationships between superiors, subordinates and colleagues in an organization. It should be, therefore, an important aim of communication to create an environment in which people are motivated to work toward the desired goals of the enterprise by which they achieve their personal goal.
  - 7- Politeness: This leads us to the tonal aspect of communication. There is a saying, “The tone makes the music”. In the same way, the tone of voice, the choice of language and the congruency or logical

- connection between what is said and how it is said influence the reactions of the receiver.
- 8- Eliminate Noise: Every possible effort must be made to eliminate the element of noise that distorts communication at the transmission stage. It becomes especially important in the wake of modern technological advancement. Anything going wrong with the equipment or any disturbance in the transmission line is bound to defeat the very purpose of communication.
  - 9- Clarity Assumptions: No effective communication can be based on assumptions. The sender of the message must clarify his assumptions and then go ahead with proper encoding of the message.
  - 10- Avoiding connotations and ambiguities: Semantic problems can be solved by using simple language and avoiding connotations. Care must be taken to see that the receiver of the message does not have to go beyond the text of the message. It is also necessary to avoid all ambiguity, which means to avoid using words with double meaning.
  - 11- Socio- Psychological Aspect: As communication is a two-way process involving both the sender and the receiver, both should make conscious efforts to understand each other's cultural and social-psychological background. As a golden rule for effective communication one must remember, "First understand, then be understood." An effective communicator is an informed communicator.
  - 12- Completeness: One must also endeavor to send a complete message, furnishing all necessary facts and figures. Incomplete communication annoys the receiver as a result of which proper

feedback will not come. The message should be so organized that the receiver is not left in doubt about any aspect of the message.

- 13- Conciseness: Completeness does not mean inclusion of unnecessary details or diversions. An effective communication is concise and crisp. The sender should be clear headed and properly focused in his vision.

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**Review Questions:**

- 1- What do we mean by “effective communication”? How does the knowledge of the communication process help us in communicating effectively?
- 2- “The major mistake in communication is to believe that it happens.”  
Discuss
- 3- Why is it desirable to avoid the use of jargon?



## Unit Two

### Essentials of Effective Correspondence:

#### Introduction:

Letters are the most important means of written communication, the most numerous and the most personal. They are also very important for any organization or individual for the purpose of giving or seeking information. Modern technological developments have not diminished their importance. As an executive goes up the ladder of his career he has to spend more and more of his time in handling correspondence. Needless to say that the success or failure of an organization depends to a large extent on its correspondence. It is, therefore, obligatory for an executive to learn the art of writing effective letters. Let us have a look at the salient features of an effective letter.

- 1- Simplicity: it must be kept in mind that the writer of a letter is a person communicating with another person. It is, therefore, the polite, personal touch that proves to be more effective than the stiff, detached style generally associated with business correspondence. To highlight this point some typical expressions used in business correspondence are given below along with reasons for objection and suggested alternatives:

Typical expression	Reason for objection	Suggested alternative
“I beg to acknowledge receipt of yours of...”	a- Verbose b- Tone servile and insincere c- Phrase lack firmness	“Thank you for your letter of..”
Respectfully yours	False complement, unduly servile	Yours faithfully
“ I regret to inform you that..”	A convenient phrase, but sounds rather formal. Apologies to be effective must be as personal as possible.	“I am sorry to have to tell you that..”

2- Clarity of Goal: Both in thought and expression we have to be clear in our correspondence. Every letter is a reflection of the writer’s mind. He should be therefore clear about what information he is seeking or wishing to give. All facts and figures must be stated in the simplest possible language. It means that there is no scope for ambiguity and flowery language in business letters.

3- Public Relation Aspect: Besides aiming at the immediate goal, business correspondence is also deeply concerned with the image of the company in the eyes of the public. People form images about companies from many sources, and correspondence is a major factor

among them. All effective correspondence has the broad objective of enhancing the company's public relations.

- 4- You-attitude: The most effective business letters are those that show the writer's interest in the receiver. It means that the writer has to view things from the reader's point of view so as to get a favorable response from him. Communication experts, therefore, advise us to shift our focus from "I" and "We" to "You" and "Your". A Comparison of the following examples show the difference in attitudes.

We-attitude	You-attitude
We have received your letter of June 15	Thank you for your letter of June 15
We have shipped the two dozen steel racks you ordered	Your two dozen steel racks should reach you soon/with this letter.
I have five year's experience as a sales executive	Five year's practical experience as a sales executive will enable me to push up your sales.

- 5- Courtesy: When we adopt the "you-attitude" for mutual benefit it is natural that our tone becomes courteous. It involves writing directly to our reader, avoiding the outdated cold style and also excluding elements of anger and preaching that very often spoil communication.
- 6- Persuasion: Persuasion is the main function of business communication. It is most evident in effective business letters. The basic purpose of an effective letter is to influence, or to sell an idea to the reader(s).

- 7- Sincerity: Sincerity means that our readers must believe what we say. They must be convinced that we are genuinely in mutual profit-sharing and well-being. Words of exaggeration like ‘extraordinary’, ‘sensational’, and ‘revolutionary’, ‘greatest’, ‘amazing’ etc. must be avoided in letters.
- 8- Positive Language: A wise communicator tries, as far as possible, to use positive language. Use of positive language becomes all the more important in a business letter, the primary aim of which is to build up the best of human relations and to earn business. Positive words stir up positive feelings. That is why it is advisable to avoid using negative words like ‘failure’, ‘refuse’, ‘sorry’, ‘no’, ‘do not’, ‘mistake’, ‘loss’, ‘damage’, etc. It should be our effort to find positive substitutes for them.
- 9- Coherence: Effective letters present information in logical order by careful use of linking devices, use of pronouns that are reference words, and repetition of key words. Linking devices like ‘besides’, ‘therefore’, ‘likewise’, ‘however’ etc. and the pronouns like ‘this’, ‘that’, ‘these’ give a logical progression to the thought content of the writer. Repetition of key words gives the content of the letter a forceful thrust. A skilful writer knows which words to repeat.
- 10- Care for Culture: In international correspondence we have to be specially careful in choice of words so as not to offend the receiver who may be having a very different cultural background. We should avoid use of culturally derived words, slang, colloquialisms and as far as possible, even idioms and phrases. To write a letter in simple, general service list words that are universally understood and acceptable.

- 11- Tactful Approach: An effective letter is a tactfully planned letter. A business letter is not always a simple, straightforward statement of a situation or giving out of some information. There may be a problem. There may be not a good news to convey. The writer has to decide how best to approach the problem or to convey the bad news.

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Review Questions:

- 1- What do we mean by “You-attitude” in business correspondence?  
Why is it regarded important?
- 2- What do we mean by the public relations aspect of a business?
- 3- What is the necessity of a “tactful” approach in letter-writing?

## **Unit Three**

### **The Lay-Out of a Business Letter**

#### **Introduction:**

A business letter is supposed to have a lay-out that impresses. Its physical appearance, that includes the quality of the paper, the arrangement of the typed/printed, the way it is folded and kept in the envelop, the envelop itself with the addressee's name and address, stamping – everything communicates and passes through the receiver's mental filter. As has been said, a letter's appearance is a part of its message.

Before we discuss each of the points / parts of a business letter let us have a look at the two most commonly followed lay-out conventions.

The first-indented form follows the old, established British conventions of writing letters and paragraph construction. Each paragraph can be easily identified because there is some space left in the beginning. This is also the way most of us are taught to write paragraphs in the earliest stages of our learning.

The second – block form – is of recent origin, primarily because of the American practice of paragraph writing. Now, of course, it is being followed all over the world. No doubt it looks more presentable, and is easier to handle.

**Formats for Typing**

**Block Style**

Date

Name of Recipient  
Title/Department  
Company  
Street Address  
City, State, and Zip Code



RE

Dear Name:

Subject:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Sincerely,

(Handwritten Signature)

Writer's Name

Title

dm (typist's initials—If the writer is also the typist, you may omit this notation.)

Enclosure

cc Dr. Rashid Al-Mansori

PS:

**Formats for Typing**

**Indented Style**

Date

Name of Recipient  
Title/Department  
Company  
Street Address  
City, State, and Zip Code



RE

Dear Name:

Subject:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Sincerely,

(Handwritten Signature)  
Writer's Name  
Title

DDB/cm

Enc

cc Dr. Mahmoud Hasan

P.S.



1- Heading: The heading, also called “letterhead”, contains the name of the firm/company and its address. It is usually given at the top centre or the top right side of the paper. It is also usual to give the telephone, fax and telegraphic address.

2- Date: Place the date at least two spaces below the letterhead. The line may be flush left or right, or centered below the letterhead.

Do not abbreviate the month or use *nd*, *st*, or *th* with the day numbers, like May 5th, 1998. Also, do not use a month’s number, like 6/23/89.

Both date orders listed below are appropriate;

December 10, 1997

10 December 1997

3- Inside Address: It contains the name and address of the organization or the individual to whom the organization is being sent. It should be complete. This is always on the left margin.

a- Addressing individuals:

i- Mr. is used for addressing a man

ii- Miss is used for an unmarried woman

iii- Mrs. is for a married woman

iv- Ms is used for a woman whose marital status is not known.

Most woman now prefer the use of Ms

v- Messrs is a plural for Mr. and is used while addressing a partnership.

When addressing couples, give both appropriate titles:

Dr. and Mrs. Jehad Hosni

Mr. Jehad Hosin and Dr. Rania Osman

Dr. Jehad and Rania Osman

Dr. Margaret Wright and Mr. Steven Jones

Mr. and Mrs. Ali Al-Ajmi

Ms. Ghada Al-Ahmad

Mr. Talal Al - Saadi

- 4- Reference: “Reference lines” assist with filing or routing correspondence. A reference line can refer to your files and/or your reader’s files. Place your reference line first.

Our reference: Project #234

Your reference: Invoice #3444

RE Order #4558

- 5- Attention line: Use an “attention line” whenever you want to direct your letter to a specific person or department within a company.

Place the attention line two lines below the inside address. Use a colon after *Attention*

- 6- **Salutation**: Always try to greet your reader by name rather than by title. If you don’t have a name, you may use one of the following.

Dear Committee Member:

Dear Meeting Planner:

Dear Colleagues:

To All Sales Reps:

To Whom It May Concern:

Dear Madam or Sir:

Dear Purchasing Agent:

If your letter is addressed to a company, the proper salutation is:

Gentlemen or Ladies:

Ladies or Gentlemen:

If your letter is addressed to an organization of only women or only men, use:

Dear Sirs:

Dear Mesdames:

Use a person's full name instead of the Mr. or Ms. or Mrs.

Dear Kim Krause:

Dear K. Krause:

Use a colon after formal salutations, and a comma after informal ones.

Dear Mr. Jones:

Dear Jim,

7- Subject: In *external* correspondence, "subject lines" tell a clerk how to file and route a document. When a clerk reads, "*Subject: Project #2469-993KLS*", she knows where to file it or to whom to send it.

In *internal* communications, "subject lines" not only should help clerks, but also inform the reader as to the content or subject of the letter. The more information you give in the "subject line", the better.

Subject: Management Development

Subject: Management Development Classes

Subject: Request for Approval on Management Development  
Classes

Subject: Request for Approval on the August 10th  
Management Development Seminar

Instead of *Subject*., you may use *Re* or *RE*.

Place a subject line two lines below the salutation because it is part of the body of the letter. Either use all capitals or underline the complete subject line.

SUBJECT: EXHIBITOR BOOTH SPACE STILL  
AVAILABLE

Subject: Exhibitor Booth Space Still Available

8- Body: the body of the letter carries its message or content. It is generally divided into three or four paragraphs, each having its own function. The first or opening paragraph links up the correspondence and establishes rapport with the reader. The second paragraph may be called the main paragraph that contains the subject proper. If need be, the point made in the second or main paragraph is elaborated or further developed upon in the third paragraph. The fourth or final paragraph brings the letter to a goodwill ending, leaving the door open for further business.

9- Formal Close:

The closing should match the tone of the letter. Listed below are closings that range from the very formal to the informal.

**Very Formal**

Respectfully yours,  
Yours respectfully,

**Formal**

Very truly yours,  
Yours very truly,  
Yours truly,

**Less Formal**

Sincerely yours,  
Yours sincerely,  
Sincerely,  
Cordially yours,  
Yours cordially,  
Cordially,

**Informal**

Regards,  
With kindest regards,  
With my best regards,  
My best,  
Give my best to Ibtisam,  
Fondly,  
Thanks,  
See you next week!

10- Signature: Always sign your letters in ink and by hand. Do not sign a title such as *Mr.*, *Ms.*, *Mrs.*, *Dr.*, or *Rev.* Your title or other designation is typed beneath your signature.

11- Enclosure: The “enclosure notation” goes flush left two lines below the signature block or the typist’s initials, if they’re included. Identify each and every enclosure that is being sent so that the reader will know if something is missing from the packet.

Enc.

Enclosures: 3

Enclosures: Hite contract

Check for \$458

Enclosures:

1. Draft of absentee policy
2. Invoice #459990

12- Postscript: Postscripts serve two purposes: 1) to reemphasize a key point 2) to be informal and personal. The postscript may be handwritten or typed:

P.S. Just return the enclosed card to see if you aren't pleased with the service you receive!

PS. Give my regards to the others who had a part in making the program such a success.

13- Carbon Copy Notation or "CC": Use *cc*, meaning carbon copy, even though you may use photocopy or other reproductions. This notation goes at the very end of your letter and flush left.

If you do not want your reader to know that you are sending a copy to another person, omit *cc* and instead, type *bcc*, blind carbon copy, only on your copy of the letter.

Below are the ways to present this feature.

cc: Morad Marzouqi

Copy to : Morad Marzouqi

Copies to: Morad Marzouqi

Saed Shaar

Ali Hajjar

### **Second-Page Headings**

When the letter continues to the second page, be careful where you divide it. Carry forward at least two lines of typing on the second page. Also avoid beginning the second page with a single, short line. Do not break the last word on the first page with a hyphen.

At the beginning of the second and succeeding pages, type identifying lines that include the name of the addressee, the date, and the page number:

Atlas Telecommunications, Inc.

Page 2

June 10, 19—

Ibrhaim Chraidi

Page 2

June 10, 19—

Ibrhaim Chraidi,

-2-

June 10, 19—

Review Question:

- 1- Discuss the statement: “ The appearance of a letter is a part of its message”





## **Unit Four**

### **Planning a Letter**

#### **Importance of planning**

Every letter is written to meet a particular situation. The plan of a letter depends on the kind of situation you are writing for. Many situations are relatively simple, e.g. asking for a catalogue, quoting prices for one's products, placing an order, etc. These can be handled by more or less set pattern of letters with minor variations to meet specific requirements. But even such letters should be planned carefully. By doing so, you will be able to add grace and freshness even to routine correspondence. After some experience you will find that the plan of the letter comes to you without much effort, but it is essential to picture the whole pattern of composition before dictating or writing it. Remember that a letter is often the only contact an organization has with the outside world. And on it depends the impression that you create about yourself and your organization.

### **Five Steps to Planning:**

- 1- Set aside specific time for handling your correspondence: The very first thing most executives do in the morning is to look at the day's mail. They sort out letters which need immediate attention. If there are any which cannot be answered without collecting information from other sources, they are put aside till the relevant information is collected. Visitors and telephonic calls start coming in generally, later in the day. So the first hour in the morning is perhaps most suitable for writing letters. Planning requires concentration and at that time you will be able to work uninterruptedly and with a fresh mind.
- 2- Ask yourself, "What is the main purpose of this letter?" Put in your letter as early as possible the material which will achieve it. For example, if your letter is in reply to an enquiry, write in the very beginning what your correspondent is most eager to know.
- 3- Gather relevant information: At times all the relevant information may be available in one file and you may have to look through several files and documents. It may be necessary in some cases to refer to other sections or departments in the organization. You may do so by telephone or by writing an internal office memorandum. Tap all the relevant sources and collect the necessary information.
- 4- Arrange the material in logical order: If necessary, draw an outline, if your letter is in reply to another, jot down the points in the margin in the order in which you are going to deal with them. If matter is complex, you may even prepare a quick rough draft.
- 5- Select the right tone: Ensure that the letter possesses the qualities discussed in previous units. Consider not only the reader's positive

interest but also visualize possible objections and try to meet them before they are raised. For example, if you have made a mistake, accept it and be sincere in expressing regret. If the other party has suffered a financial loss because of your mistake, offer to compensate them. Be tactful in saying *no* to a request, and be specially courteous to any angry correspondent.



## **Unit Five**

### **Inquires**

#### **Guidelines for Inquires**

Be specific about what type of information you are seeking. Consider your needs before you write. When contemplating the purchase of a product or service, detail precisely the criteria you will consider before making a decision. The more specific you are in your requests, the more knowledgeable you appear.

If your request is an urgent one, indicate that within your correspondence. Provide specific details as to why your request is more important than anyone else's.

When comparing shopping, make sure you ask the same questions of each company. This will allow you to make an informed decision.

Request a written proposal or quotation. In response to your inquiry, a company may take the opportunity to sell you on their product. This is understandable, but your ultimate goal is to gather information, not to be “sold” on the spot.

When asking for a proposal or quotation, include the information necessary for a company to respond appropriately. For example, when inquiring about medical plans, detail the type of coverage in which you are interested.

Adopt a tone appropriate to your correspondence.

**Opening Sentences:**

- 1- Please send your lowest rate for the following items
- 2- We should be grateful if you kindly inform us of the terms and conditions for the supply of...
- 3- May we request you to let us have your lowest rate for the following items which we require in November?
- 4- Please let us know your lowest rate as early as possible for the supply of...

**Closing Sentences:**

- 1- We look forward to hearing from you soon. If your quotation is suitable, we shall be happy to buy our requirements this season from you.
- 2- On hearing from you soon, we shall place a firm order with you.
- 3- As we need these goods urgently, we shall be grateful for an early reply.
- 4- We look forward to placing an order with you.

Example1:

Company Name or Letterhead  
Address  
City, State Zip

Date

Addressee  
Address  
City, State Zip



Dear Ms. Ibtisam,

We are in the process of setting up a new office in Hyattsville and would like to compare prices from the local office furniture companies.

We will need 12 desks and 24 chairs, six metal filing cabinets, a 2.5' x 4' dry erase board, and a conference table that seats eight. The conference table and eight of the chairs should be high quality wood. As the office is opening on February 15, we would need the furniture delivered by the 13th. We are looking to spend no more than \$4000.00.

If you would like to offer a quote or discuss our needs in more detail, please call me. We hope to have all our quotes by next Friday.

Sincerely,

Example 2

Company Name or Letterhead  
Address  
City, State Zip

Date

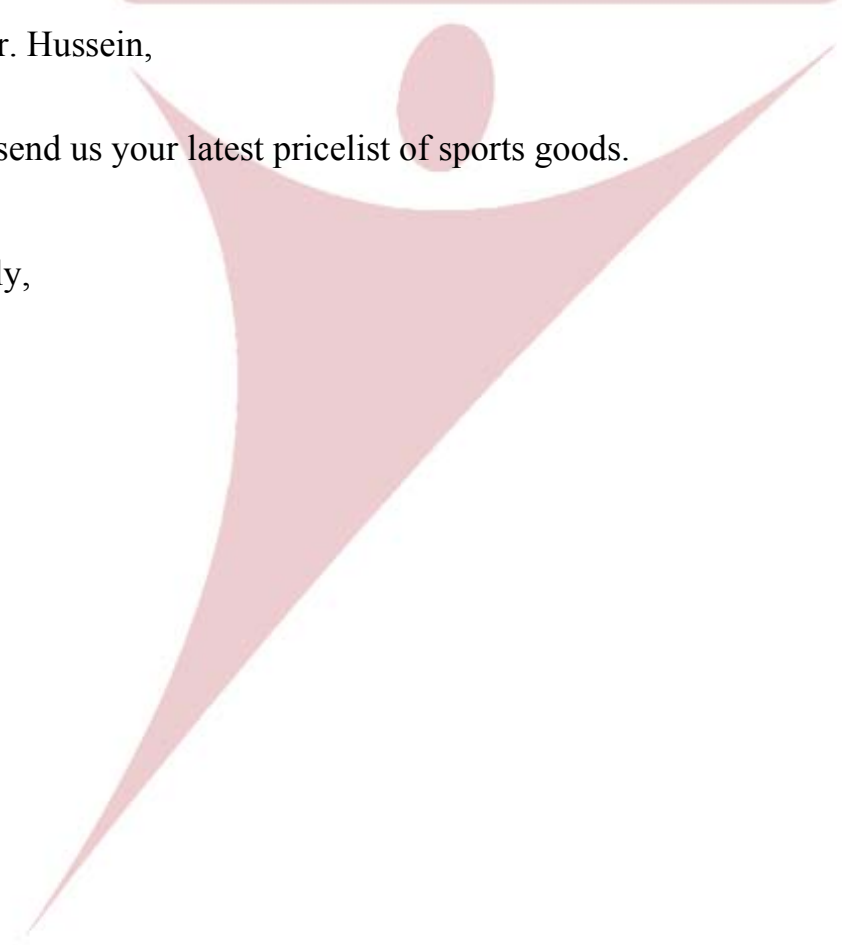
Addressee  
Address  
City, State Zip



Dear Mr. Hussein,

Kindly send us your latest pricelist of sports goods.

Sincerely,



## Unit Six

### Replies

All inquiries must be replied promptly. Delay in replying a letter of inquiry would prove counter productive as it would convey a poor image of the seller.

A reply must be complete. It should contain all the information asked for, prices, terms of sales such as discount, credit delivery etc. Catalogue/price lists and quotations may either be enclosed with the letter or sent in a separate cover. In either case the letter of reply must contain information about them.

All replies to 'first' inquiries, whether made at the buyer's own initiative or in response to the seller's offer/advertisement must be carefully drafted that an order is ensured. It must contain all the positive information that may be enumerated as 'selling points'. In this respect a letter of reply to an inquiry virtually replaces a salesman. It must convince the buyer about the quality of the product, the favorable nature of terms and conditions, and after sales service whenever needed. Replies to regular customers, besides being clear and correct, should express gratitude for continued interest in the seller, his product and services.



Example 1:

Company Name or Letterhead  
Address  
City, State Zip

Date

Addressee  
Address  
City, State Zip

**ABAHE**

Dear Mr. Kasem,

Thank you for your inquiry of July 25. We are glad to enclose the price list of our sports goods.

Our normal trade discount is 15% and 5% extra for bulk orders exceeding \$ 50,000.

If you need further details or assistance in meeting your special requirements, you should feel free to write to us.

Sincerely,

Encls: Price List

## Unit Seven

### Placing and Fulfilling Orders

#### Introduction

Enquires and replies to enquires lead to orders and their fulfillment, thus continuing the chain of two-way communication. As we have seen, a buyer seeks information regarding the product/services of his needs, and it is the seller's effort to make the best possible offer. In fact the offer made in the reply is supposed to be attractive enough to secure an order from the buyer. An order may also be placed without enquiry if the buyer already knows about the product, manufacturer, the seller/supplier, through a catalogue, advertisement, etc.

#### Ways To Place Orders:

- (a) Orders can be placed in letter form clearly stating the following:
  - (i) *reference to the seller's letter number, date*
  - (j) *catalogue no./price list, price quoted there in*
  - (k) *specification of goods, quantity required*
  - (l) *shipment/forwarding directions, clearly mentioning whether certain goods are to be sent by passenger train, truck, lorry or ship*
  - (m) *instructions regarding packing, insurance, etc*
  - (n) *the manner of payment agreed upon*
  - (o) *time limit, discount, quality, etc*

(b) Order form: many firms nowadays use “order forms” or “order blanks” for this purpose. These are standardized forms containing all necessary instructions and blank space for the required details to be filled in at the time of sending out an order. As placing orders is a kind of routine matter, these order forms are quite useful for repeat orders.

It should, however, be emphasized that an order form is invariably sent with a covering letter. So the covering letter, usually very brief, is also an important letter. It becomes more important if the buyer has to make mention of any special matter or give any instructions/information not contained in the order form.

(c) Orders can also be placed by telephone/fax. It must be then be followed by a letter for record and future reference.

### Order Form

Company Name or Letterhead  
Address  
City, State Zip

Date

Addressee  
Address  
City, State Zip



Dear Ms. Riham,

Kindly supply the following:

S.No.	Product No.	Product Name/Description	Quantity	Cost Each	Total

Please send invoice in duplicate

Example 1

Company Name or Letterhead  
Address  
City, State Zip

Date

Addressee  
Address  
City, State Zip



Dear Ms. Rasha,

Further to our order given on telephone yesterday, I am enclosing herewith our order No. AR/54/23 for immediate supply of the items as specified.

As the goods are urgently required. I request you to kindly get them delivered to us within 3 days.

Yours Faithfully,

Encl: our order

**Example 2**

Company Name or Letterhead  
Address  
City, State Zip

Date

Addressee  
Address  
City, State Zip

**ABAHE**

Dear Mr. Abed Al-Rahman,

Thank you for sending us the company's new summer collection catalogue No. 125 and the price list. The collection was fashionable and the prices represent the best value of our money. Therefore, we are interested in receiving some items from the collection according to the order letter attached.

We request you kindly to deliver our order by passenger airplane to our store in the following address:

Abu Dhabi

Al Mina Area

Tel: 0971-2-6453645

As the goods are urgently required, we would be grateful to get them delivered within 1 month and to be covered by insurance policy.

Looking forward to hear from you soon.

Yours sincerely,

### **Fulfilling Orders:**

An order must be promptly acknowledged in either of the following ways:

- by writing a special letter of acknowledgement;
- by filling in a printed acknowledgement card and posting it immediately on receipt of the order.

The acknowledgement of an order has the following aims:

- building up goodwill by expressing gratitude for the customer's interest in the seller
- legal acceptance of all the points mentioned in the order
- reference to the date of the order
- statement of when the order will be fulfilled and when it will be delivered
- statement of desire to be of further service of the customer.

### **Example:**

Dear Mr. Khalid,

Thank you for trusting our company and we would be grateful to fulfill your order of April 10, 2005.

We are arranging to send your order within 15 days by passenger airplane to the mentioned address and the order will be covered by insurance policy as you requested.

We look forward to further orders and assure you of our best services.

## **Unit Eight**

### **Complaints and Apologies**

#### **Introduction:**

All of us make mistakes because nobody is perfect. Business is very much a part of life. As in day to day life so in business, mistakes occur and people get chance to complain. It is quite common for a seller/supplier to receive complaints from customers regarding the fulfillment of their order or there are may be various causes for complaints, some of which are listed below:

- Goods found damaged;
- Supply of substandard quality or defective goods;
- Order carelessly fulfilled;
- Inordinate delay in supplying goods;
- Wrong invoicing;
- Poor after-sales service.

The seller/supplier has to deal with these complaints very wisely and politely. He has to keep the customer happy, having the faith in the philosophy that the customer is always right.

#### **Guidelines for Drafting Complaints:**

A letter of complaint is an indirect approach letter. A customer has every right to complain, but he should not be rude. We are, therefore, we advised to follow the following hints while writing a complaint:

a- regret the need to complain in a calm and courteous style,



- b- state clearly what has gone wrong with the fulfillment of the order,
- c- reference to the order/quotation, date of arrival of goods etc, is necessary
- d- refer to inconvenience\loss caused in terms of money, sales, goodwill, etc
- e- state\suggest what steps can be taken to rectify the situation, and
- f- close with expression of faith in the supplier's honesty, and expectation of prompt and favorable action.

ABAHE

#### Guidelines for Drafting Replies to Complaints

A reply to a letter of complaint has to be a letter of apology. Even if, by chance, the customer is at fault, the supplier cannot afford to react negatively. While planning a reply to a complain, the supplier should

- a- promptly acknowledge the letter and thank the customer for writing it,
- b- express regret for the inconvenience caused to the customer,
- c- admit the fault if something has actually gone wrong,
- d- assure the customer of his sincere efforts to make amends,
- e- specify what action he is going to take ,and
- f- close with offer of better service in future.

Example 1

Dear Sir,

We must first of all thank you for your prompt delivery of the books we had ordered only last week on telephone. For the last so many years of our contact we have been highly satisfied with your prompt and courteous service.

Today, unfortunately, on opening the carton we found three sets of “Contemporary English”, part I, II and III incomplete. The last chapter of each of these books is missing. We are convinced it is not your fault. May be at some stage the books were not properly checked

Anyway, we request you to kindly replace them immediately so that we could send them to the text-book where they are urgently needed.

Yours Sincerely,

\_\_\_\_\_

Reply

Dear Sir,

Please accept our apologies for this lapse on our part. We always check all the books before packing and dispatching them. It is really unfortunate that this time you received three defective sets.

Today itself we are replacing them at our cost. We may also assure you that in future we will be more careful in fulfilling your orders.

We are really sorry for the inconvenience caused to you.

Example2:

Dear Sir,

Last month we ordered 110 boxes of your catalogue no. 251. You promised delivery on 30 June 1999. So far we have not received this shipment and have not heard from you.

May be you have some genuine problem in filling our order. Perhaps the consignment has been held somewhere in transit.

Will you kindly inform us soon on receiving this letter when we should expect the shipment to reach here?

Yours Sincerely,

\_\_\_\_\_

Reply

Dear Sir,

Thank you for your letter date....., reference.... We are sorry for the delay in shipping your order.

We normally pride ourselves on keeping to our delivery dates, but in this case our suppliers shipped to us late and the components did not arrive till last Tuesday. I am glad to be able to say that your order is being packed for dispatch now.

We will ship the good on...The shipment will reach Beirut on...

Again, we are very sorry, but it was beyond our control. We greatly regret any inconvenience that may have been caused.

Yours Sincerely,



## **Unit Nine**

### **Sales Letters**

#### **Introduction:**

With the mass production of a variety of consumer goods, there is a race for capturing the market. A number of means have been devised by business houses to boost their sales. There are three ways of doing so: 1- mass media advertisement 2- personal contacts – 3 – sales letter.

Sales letters or offers are the most important written form of business communication. Their primary aim is publicity or to reach out a large number of people interested in a particular product/service and turn them into buyers. They are a work of imagination, taking many forms. The effectiveness of such letters depend on the writer's ability to use language suited to his purpose that is above all to influence the recipient – his thinking, his taste, and his behavior. This is the aim of persuasion. Sales letters are, therefore, persuasive or indirect approach letters.

A good sales letter is essentially like a successful advertisement; it catches the attention of the reader, excites his interest and curiosity and induces him to buy the goods or services offered. If you analyze the structure of some of the effective advertisements you will find the following steps are taken to construct them:

- catching the reader's attention
- arousing his desire to buy
- convincing him that your product or service is the best in the market and that he needs it immediately
- motivating him to act quickly.

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

**Characteristics of Sales Letters:**

**a- Lengthy Discourse:** in the first place, almost all sales letters are long letters in contrast with the other business letters which are supposed to be short and precise. In fact, all sales letters are a kind of advertisement of the product/service offered. They have, therefore, to build up a case for its purchase. The writer has to marshal all sorts of arguments in favor of the product/service.

**b- Focus on a Particular Class:** a sales letter is essentially meant for a particular class of consumers. No product or service can be of interest to all kinds of consumers. There are products specially designed for children, for women, for school children, for body-builders, for myopic and so on. A sales letter/offer for any of these items will be sent to the buyers/prospective of that item.

**c- Specialized Information:** an effective sales letter is backed by specialized knowledge or at least sufficient information about the product offered and the needs of the consumer. In order to convince the consumer, the letter must give convincing arguments in favor of the product, facts and figures comparing the product with its rivals in the market, the changing needs and expectations of consumers and so on.

**d- Arresting Opening:-** an effective sales letter has an arresting or attention getting opening. It starts with a catchy subject-line, an exclamatory slogan, a

rhetorical question or in whatever way the writer chooses to capture the audience. A few sample beginnings are given below:

- “Here is a good news for you!”
- “Haven’t you ever thought about it?”
- “Could you ever imagine....”
- “We have done it!”
- “Oh no! Never again!”
- “If you want to become...”
- “Would you be interested in....”

**e- Emotional VS Rational Appeals:** it is needless to say that a sales letter makes a strong appeal to the consumer/receiver of the letter. Appeal in this context means the strategy or strategies used to present a product or services favorable to the readers. We can broadly divide these strategies or appeals into two categories – emotional and rational. Emotional appeal is directed to our senses viz., taste smell, feeling, hearing, and seeing. These appeals include strategies to arouse love, pride, and enjoyment etc. Rational appeals are directed towards reason and include persuasive strategies aimed at saving, making money, doing a job more efficiently and so on. Some products and services are suitable for emotional selling like, for example, that of perfume, travel, and exotic food. On the other hand, products such as industrial equipments are suitable for rational appeals.

**f- Highly Conversational Style:** an effective sales letter is generally written in a highly conversational style. It is supposed to replace the salesman in the sense that the writer enters into a heart to heart dialogue with the reader. It has a touch of intimacy and genuine interest in the reader’s needs. That is why sales letters are often full of questions and answers or suggested answers.

**g- You-attitude:** in no area of communication is the “You-attitude” more evident than in the sales letter. The writer has to put the reader in the centre of his concern and say all that he thinks the reader is interested in. The importance of ‘You-attitude’ has already been discussed. Here it is sufficient to say that the writer of a sales letter must make good use of the pronoun “you” and the implied “you” like a salesman. For example:

- “The new fabric has a touch as light as a feather”

The letter should say:

“You’ll like its feather-soft touch”

-“We make super fine hosiery in three colors”

The letter had better say

“You may choose from three striking colors”

**h-Urging Action:** the ultimate aim of a sales letter is to make the reader act, and act with a sense of urgency. The appeal of the letter is so powerful that the reader is convinced of a- the quality of the product, b- the genuineness of the seller’s interest in him, c- wisdom of availing himself of the attractive offer and d- the value of his time and money. That is why an effective sales letter offers discount for a limited time. Not only that. Certain other incentives like a gift for purchases worth a certain amount or a free membership, etc are offered. In order to ensure prompt action, most sales letters carry reply envelopes or cards with them. The reader needs not even pay for postage.

**i- Postscript:** very often sales letters also carry a postscript. The P.S. can be used effectively in a number of ways – to emphasize certain important point, to invite attention to enclosures, or to urge the reader to act fast. A few examples are given below:

- *P.S. Hurry! The sale closes on Oct 10.*



- *P.S. In case you don't find the book interesting you can have your money back*

- *P.S. We welcome queries.*

**j-** Promise of Continued Contact: as a sales letter aims at capturing a customer it also holds out the promise to keep in touch with him and serve him in the best possible way. Just making an offer is not enough. The business has to be kept going very cordially through a chain of letters, queries and answers, after – sales service and maintaining relations. Thus, an effective sales letter is a definite step towards turning business relationships into personal relations.

**k-** Highlighting Important/Exciting Parts of the message: another significant feature of a sales letter is that it highlights in bright colors or underlines or carries in bold print all important or exciting parts of the message. It makes the letter at once appealing to the eye and interesting to read.

Example1:

Dear Sir,

With summer approaching, you must be thinking of how to keep your office and your colleagues continue to work efficiently. To meet your needs, we have produced room coolers of different capacities. The detailed specifications are given in the enclosed pamphlet. We shall give a guarantee for five years against all manufacturing defects and repair, or replace any part that may cause trouble, at our cost.

At the end of the pamphlet you will find a card. Please fill it in and mail it and we will send our technician to survey your office, assess your requirements, and advise you about the location of coolers so that your entire office may be maintained at the proper temperature throughout summer.

If you place the order before 30April, we shall give you a special discount of 6.5 per cent. Our man will transport the coolers to your office and install them wherever you want. And this extra service is absolutely free.

We trust you would like to avail yourself of this special offer.

Yours Sincerely,

---

Example 2:

Safari Travel Agency

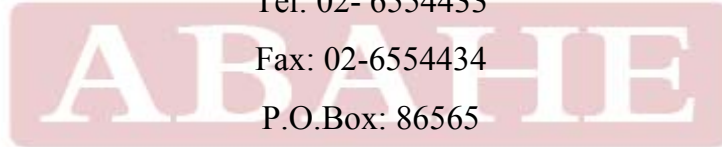
Abu Dhabi,

Airport Road,

Tel: 02- 6554433

Fax: 02-6554434

P.O.Box: 86565



April 18, 2005

Ref: 05/4/35

Mr. Ahmad Ali, General Manager

Al Noor Company,

Abu Dhabi,

Tel: 02-6445634

Fax: 02-6345435

P.O.Box:7546

Dear Mr. Ahmad Kasem,

**Why should you stay here...?**

Are you bored and exhausted? Do you feel that you are under job stress? Are you preparing for your honeymoon? Or you wish you could have a new one? So, why don't you make it true and join our dream package to one of the most incredible countries of Asia.

Thailand is one of the few countries in Southeast Asia where you won't mind getting lost. You'll always find something to catch your interest. There you'll find fabulous architecture, beautiful beaches and islands where you can spend the day luxuriating in the sun, inexpensive shopping, fantastic food which indicates the traditional spicy Thai cuisine, ancient ruins, stunning temples, and visit amazing small towns and villages where you can get a sense of traditional Thai life, interact with local people, who are mix of Thai, Chinese, and Malays.

The balance between comfort and excitement is near perfect. Thailand is a place that can excite the mind, excite the senses and take care of most everyday needs.

And to make your trip more enjoyable, you will have the chance of seeing one of the last remaining floating markets in Thailand, where merchants row through narrow canals selling goods.

And of course, you can't leave Thailand without having the experience of riding elephants, riding on bamboo rafts that strangely held together just long enough to get you down the river! And going to a full moon party on the beach, that for many people it's considered as the most memorable romantic evening they ever had...

Moreover, as your comfort and convenient is our aim, the agency reserves accommodations and meals at a five star hotels where choices are provided to best suit your liking and budget.

Book your package now for additional 10% discount on your hotel stay and also take advantage of our special offer of one additional night.

The package is for 5 nights / 6 days.

Cost: 2500 Dhs per individual.

Breakfast, taxes is included Transportation from the airport to the hotel and vice versa is included.

Issue of visa is excluded.

Day 1 :	Arrival to Bangkok airport & transfer to the hotel.
Day 2 :	Tour in Bangkok - capital
Day 3 :	Tour in Chang Island
Day 4 :	Tour in Chiang Mai city
Day 5 :	Tour in Samui Island
Day 6 :	Check out and transfer to the airport for final departure.

Hope you will find in this package your satisfaction and willingness.

Looking forward to hear from you soon.

*p.s.* offer valid from 18 April 2005 to 30 April 2005

Yours Sincerely,

Mrs. Reham Kasem  
Executive Secretary

## Unit Ten

### Goodwill Letters

#### **Introduction:**

While sales letters win customers, goodwill letters retain them. The aim of goodwill letters is to build up relations and uphold the company image. There is really no obvious need to write letters like the ones offering congratulations, thanks, or seasons greetings. But every successful man in business knows the importance of cordial and positive human relationships.

#### Kinds of Goodwill Letters

Before we look at the different kinds of goodwill letters it must be pointed out that in fact every business letter is at bottom a goodwill letter. Besides fulfilling immediate goal, every business letter also has an implied human relationships goal. By virtue of its courteous approach and promise of utmost help in business, every letter is supposed to build up goodwill.

Anyway, the special class of letters known as ‘goodwill letters’ can be put into the following categories.

- a- Letters of thank for any favor, including orders, opening account, advice given, giving an opportunity to serve and so on;
- b- Letters of congratulations, appreciation, etc;
- c- Greetings on festive occasions like Eid Al Fitar, Diwali, Christmas, , New Year’s Day and so on;
- d- Birthdays and wedding anniversaries;
- e- Letters of Sympathy;
- f- Letters of Condolence.

### Salient Features of a Goodwill Letter:

A goodwill letter has certain characteristics of its own. It is not a business letter and yet it is very vital to business. In other words, we may call it a human relations letter. It is a written message coming from heart and going to heart. It has the following features:-

a- A goodwill letter is above all a 'you attitude'. The receiver is the most important person or entity for the writer/sender.

b- It is generally direct in its approach, short and sincere.

c- Its appeal is emotional, not rational while congratulating, or sympathizing with somebody you don't rationalize. You appeal to his heart. It must show genuine warmth.

d- as far as possible, a goodwill letter should be free from ulterior sales motive. In certain cases, however, hope for future business may be expressed. But that will be expressed indirectly. The goodwill-building part comes first and directly.

e- Since the writer/sender of the goodwill letter is genuinely concerned with the recipient, it is a person-to-person message. It, therefore, lays equal emphasis on the first person 'I/We' and the second person 'You'. It must show the first person's feelings for the second person.

### Recent Changes:

Dictating and sending goodwill letters has been a popular practice in business correspondence. But recently this practice has undergone some change. For festive occasions like the new year or Diwali, anniversaries and birthdays, mostly cards are sent in place of letters. Cards, colorful folders and leaflets are fast taking over from letter for these occasions. They are

convenient both for the sender and receiver. For sender it is convenient because he has only to sign and post the card. For the receiver it is convenient to keep and preserve for future reference. Thus, the customer/receiver would feel important and like to reciprocate. His mental filter will get a favorable image of the company.





Example 1:

December 31,2005

Dear Mr. Ahmad,

**At this time of the year, when we all think of love, unity, and peace, I send you my warmest wishes for a happy and successful year.**

*HAPPY NEW YEAR*

Yours Sincerely,

Mrs. Ibtisam Juma  
Sales Manager

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Example 2:

Dear Mr. Anas,

Your election as a Training Manager in Al-Khawarizmi International College was a great news. Please accept our congratulation on this occasion.

I am sure that under your leadership the College will prosper.

Yours Sincerely,

## Unit Eleven

### Circular Letters

#### **Introduction:**

A circular letter is a memorandum addressed to a number of persons or intended for general circulation. This form of communication is commonly used both within organizations and for sending outside information from the organization. Circular letters are, therefore, the letters conveying the same information from a business man or a business organization to a large number of customers and suppliers.

#### Situations Requiring Circular Letters:

Circular letters are written in the following situations:

- 1- Introducing a new product or service;
- 2- Opening a new shop, branch or regional office;
- 3- Expansion of an establishment;
- 4- Change of address;
- 5- Appointment of a sole-selling agent;
- 6- Seasonal discount;
- 7- Increase in prices;
- 8- Announcing a prize scheme;
- 9- Change in the constitution of the firm;
- 10- Partnership information;
- 11- Retirement or death of a partner/associate

Features of a Circular Letter:

- a- A circular letter is essentially an information giving letter. It has to be carefully planned. In order to be effective, it should convey the information as clearly as possible.
- b- The style of the letter will depend upon the kind of information that is to be given. Simplicity and precision, accurate tabulation and enumeration are the characteristics of a circular letter announcing new prices.
- c- It must, however, be noted that a circular letter is an unsolicited letter, and the receiver is quite likely to ignore it. The writer, therefore, has to be persuasive in his approach. For the purpose of sales promotion or announcing increase in prices, the style of presentation has to be tactful. The arguments given in favor of prices increase or a new product should be convincing. Only then will the reader like to act.
- d- An attractive, attention-getting or exciting opening is an important feature of a circular letter. In this respect to a sales letter. It is important to catch the reader's interest in the very beginning.
- e- 'You-attitude' is the predominant note of an effective circular letter.
- f- Circular letters are mass produced; written to be sent to a large number of customers. They should ,therefore, be appealing and presentable. In other words, they should have mass appeal.
- g- Like sales letters, circular letter are also sometimes lengthy. Especially the circular letters introducing a new product or

service gives details, data, and arguments to win the confidence of the customer.

Example 1:

Dear Sir,

Please take into consideration that the company's General Manager, Mr. Ahmad Ali has retired on April 24, 2005. Therefore, he is not authorized any further to sign any legal documents or checks concerning the company. Kindly accept the signature of Mr. Sameer Ibrahim, the company's current General Manager.

Three specimens of Mr. Sameer Ibrahim's signature: .....

.....

.....

Your cooperation is highly appreciated.

## **Unit Twelve**

### **Collection Letters**

#### **Introduction:**

Credit facility wins customers but very often leads to a collection of problems. Chasing payments becomes a problem for the supplier, and he has to tackle it with utmost care and cordiatly. The only way out is to write a series of letters. Any reply is reassuring, but no reply at all causes anxiety, loss of goodwill and embarrassment to both parties if legal action is taken. A supplier tries always to avoid such an event.

#### **Guidelines for Collection Letters:**

- Express that you value their business.
- Explain that they are late with a payment and ask them to let you know if there is some problem.
- If the customer lets you know that there has been an emergency or problem, take that into consideration and make adjustments to their pay schedule.
- If the customer doesn't respond with an explanation, take the second step and remind them of the terms of the agreement and their responsibility to this agreement. If that doesn't work, then let them know that they leave you no choice, but to turn the situation over to a collection agency.

- Always be polite, even in the final stage of bill collecting. Being fair and considerate of a customer is better for business than being rude.

**Example 1: First Contact**

The logo for Arab British Academy for Higher Education (ABAHE) is a large, semi-transparent watermark in the background. It features the acronym 'ABAHE' in a bold, white, serif font inside a red rectangular box. Below the box is a stylized red figure with arms raised in a 'V' shape, resembling a person or a symbol of achievement.

ABAHE

Dear Mrs. Anjili,

You have been very conscientious about paying your bills in the past, so we are sure that making the June payment just slipped your mind. If you send us your check for \$455.00 right away, your credit rating will not be affected.

Thank you for your cooperation.

**Example 2 :**

Dear Mrs. Nataly,

We are concerned we have not received the check you told Ryan Clark you would send on the 12th. Such late payments are out of character for a loyal customer like you. If there is any reason why you cannot pay the amount due by the 17th, please contact me. We want to work with you to solve this problem

### **Example 3: Offer to Extend Credit**

Dear Mr. Omar,

Thank you for letting us know your April rent will be late. I understand every business has its ups and downs. The demand for rental bicycles must have been a good bit lower than expected during the cold snap in March. We are confident you will get back on track once the weather improves. Ike's Bikes has been a dependable and valued customer since 1992; therefore we are offering to extend credit until you get back on your feet.

We are offering our usual terms: 3 percent/14 days/Net 30. If these are acceptable, please call me. You are a valued customer.

## Unit Thirteen

### Advertising Letter

#### Guidelines:

- Communicate clearly your needs to the advertising agency or public relations firm.
- Have an idea of what you want to do in terms of budget, image, and frequency before talking with anyone.
- Monitor the placement and broadcast of your advertising. If something is not as you requested let them know immediately.
- Make sure all changes to your schedule of advertising insertions or broadcasts are communicated clearly and effectively.



### **Example 1: Inquiry To Advertising Agency**

Dear Ms. Fatima,

We are a new company in search of an advertising agency that can provide an innovative approach for marketing our products.

The enclosed information sheet provides a complete description of our product line. We are specifically interested in radio and television advertising. However, we are open to print options. After reviewing the enclosed materials, please contact our office. We welcome the opportunity to meet with you to discuss your ideas for reaching our buyers and your rate estimates for a three-month campaign.

A prompt response would be greatly appreciated. Thank you for your time and attention in this matter.

### **Example 2: Scheduling of Advertisements**

Dear Mrs. Rania,

Based on your timetable and price list, we would like to request the following times to run our 30-second Sushi Co. grand opening commercial:

- Saturday, June 12 between 7:00 p.m. and 7:30 p.m.
- Monday, June 14 between 8:00 p.m. and 8:30 p.m.
- Tuesday, June 15 between 6:00 p.m. and 7:00 p.m.

- Wednesday, June 16 between 6:00 p.m. and 7:00 p.m.
- Friday, June 18 between 7:00 p.m. and 7:30 p.m.

As for our conversation on Wednesday, we anticipate a five percent discount for reserving five prime time spots.



## Unit Fourteen

### Invoices, Cover Letter \ Explanations

#### Guidelines and Alternate Phrases :

*Mention what you are enclosing. If you have attached several items, be sure to list them specifically either in the body of the letter or with an enclosure notation after the signature block. If, for some reason, the items get misplaced or inadvertently omitted from the package, your reader will know documents are missing.*

I am enclosing copies of ....

You will find enclosed ....

Attached is ....

Our invoice for the recent Dubai work is attached.

The laser products have been shipped to your site (invoice enclosed).

The enclosed invoice shows work performed to repair the irrigation system at your Dubai location.

**Tell what the invoice is for and give any special instructions for payment that are not included on the invoice itself.**

The invoice includes a breakdown of hours by day and by assigned consultant.

You'll notice the invoice is for \$457; we can offer a two percent discount for payments received within seven days.

Please forward your payment directly to our Accounting Department at the Dubai address.

**Anticipate and answer questions your reader will have about anything unusual regarding work, products, fees, payments, or terms.**

As we agreed, we have added the latest maintenance charges to this invoice so you can make payment from this quarter's budget.

Our invoice covers parts and materials but not labor. Labor charges will be billed at the completion of the total project.

Because we pay our subcontractors at the completion of each day's project, we ask for immediate payment of these charges for the Mussafah address. We will be happy to carry the charges for parts and materials for our usual 30 days.

**Add the name and phone number of the person to contact with any further questions. Be specific about which questions to direct to which person when others are involved.**

Bill Jones is available for further discussion at 222-2345.

You can reach either Sue Tony or me at ext. 3467 to provide further information about the completion schedules.

I'll be back in the office next week if you need any elaboration on these alternatives or terms.

For engineering concerns, please phone Bill Gates at ext. 223, and for billing matters, contact Marge Harvey at 1-800-628-4461.

**Thank the reader for the opportunity to do business.**

We appreciate your confidence in our products.

We thank you for letting us complete this work for you.

Your business is important to us. Thank you.

Your business represents a significant part of our current projects. Our goal is to meet your needs on time and within budget.

We appreciate the opportunity to do business with you.

Thank you for thinking of us with your computer needs.

Please call on us again if we can help you in any way.

We appreciate the chance to design this system for your Belco office. You won't be disappointed in the results.

**Example 1:**

Dear Mr. Masood,

Our estimate for your pool was \$7,540, including \$3,800 for materials. This was based upon the \$9.95 cost per bag of cement at the time we made our estimate. Due to circumstances beyond our control, the price of cement increased by \$1.00 per bag. This accounts for the additional \$200.00 materials cost on your invoice.

We appreciate your business. If you have any questions, please call me.

**Example 2:**

Dear Mr. Sultan,

I want to make sure you understand why our bill is \$1,320.00 higher than the estimate we gave you in April.

We initially agreed to create your Yum Gum commercial spot for \$32,779.00. Your decision in May to include the wintergreen gum required us to reshoot a portion of the ice skating scene. The increase reflects the resulting costs incurred for film, actors, site fees, and editing.

If you have any questions, please call me.

## Unit Fifteen

### Memoranda

#### Introduction:

A memorandum (known as ‘memo’ in short form) is by definition, “ a written statement that you prepare specially for a person or committee in order to give them information about a particular matter”. In an organization it takes the form of “a short official note that you write to a person or to several people, especially people who you work with.” It has been derived from the Latin word ‘memorare’ changed to ‘memorandus’ (notable), and means literally ‘to mention’ or ‘tell’.

To achieve its purpose a memo is written in easy-to-understand language. Its style is like that of reports: objective, matter-of-fact, and lucid. No attempt is made to make an emotional appeal to the reader or to create a psychological impact on him. Plain and direct statements of facts are all that is required.

A memo plays a very useful role in an organization. It ensures quick and smooth flow of information in all directions. It also enables officers to maintain good business relationships. A memo will come to your aid when you wish to avoid coming into personal contact with certain colleague.

Another useful function of a memo is to establish accountability. Since it is a record of facts and decisions, you can return to it in future if there is a need to find out who went wrong and at what stage.



**The Memo Format:**

A memo format is a form of written communication, but it is not a letter. Its format, therefore, is also different from that of a letter. Most companies have their own printed memoranda sheets with the main company heading and also the heading of the department or section and often one or two colored sheets attached which can be torn off as copies for filing.

The following essential items of information must be given in a memo: (i) the designation of the receiver, (ii) the designation of the sender, (iii) date, and (v) subject.

**Example 1:**

Khawarizmi International College

Memo

Date : April 24, 2005  
To : Students of Computer Science Department  
From : Department Of Computer Science  
Subject: Final Exams Timing

---

Dear Students,

The time table for the final exams has been set according to the following:

1. Ladies section: Daily from 9:00 -12:00 AM.  
-- From May 1, 2005 to May 10, 2005.
2. Gents section: Daily from 4:00 – 7:00 PM.  
-- From May 1, 2005 to May 10, 2005.

Ahmad Ali

Dean of the Department

## Unit Sixteen

### CVs and Job Applications

#### Introduction:

#### The Successful Application Letter

Your CV should be accompanied by a letter of application, and these two items form a package. The letter has a number of purposes:

- It allows you to sell yourself by pointing out key features of your CV.
- It gives you the opportunity to include material that is not in the CV, especially personal qualities that you listed when making your preparations.
- It shows a prospective employer that you know how to write a letter. While this may be of decreasing importance in an electronic age, many employers still value it highly, both as a skill in its own right and as a test of your ability to communicate clearly and effectively.

#### What should go in it?

The letter of application should follow the general guidelines for all business letters. It should have an introduction, a body, and a conclusion.

**The introduction:** In the introduction you should detail the job you are applying for, and, if relevant, the circumstances that have led to this (for example an advertisement, or the recommendation of an agency).

**The body:** The body of the letter provides you with an opportunity to present yourself to the employer. You should make use of the list of personal qualities you made whilst preparing, and should re-emphasize the skills you have which make you particularly suitable for the job. You can also highlight periods of

employment or other experience that are particularly relevant. It is important not to write too much, however. Two, or at most three, short punchy paragraphs are much more effective than two sides of rambling prose.

**The conclusion:** The conclusion should round the letter off, leaving the reader with a positive image. It should sum up briefly the selling points made in the body of the letter, mention any items (including the CV) you are enclosing, and express willingness to provide any further information that the reader may want.



**Example:**

**Ahmad Hussein Ahmad**  
**Old Mazda, Tourist Club, Abu Dhabi**  
**TEL: - 00971 2 6778988**

29 August 1997

Ms. Rania Hamad  
Editorial Manager  
Otaiba Book Ltd



**ABAHE**

Dear Ms Rania,  
**Assistant Editor/Desk Editor**

I wish to apply for the above post, advertised in *Gulf News*.

Currently I am working in a new small publishing company, *Notions*, that specializes in highly designed, high-quality non-fiction books. Since I started here I have been the only full-time employee working on all editorial aspects of the books. Answering directly to the Publishing Director and the Editorial Director, I have a very wide range of responsibilities including: editing on screen in Quark and Microsoft Word, liaising with the designers and freelance editors, checking manuscripts at the film stage, managing the stationery budget, as well as signing off books.

I have been at Notions for over a year, and I have learnt a great deal, but there is no longer the scope to use all my knowledge and experience. I am seeking a position that offers responsibility for the full range of publishing and editorial

skills, as well as the opportunity to meet and work with a range of people. I like to think that I bring enthusiasm and adaptability to my work.

I would welcome the opportunity to discuss this letter and my enclosed curriculum vitae. The telephone number I have given is my home one and all calls are answered.

I look forward to hearing from you.

Yours sincerely,  
*Ahmad Hussein*



## **The Successful CV**

A successful CV is the product of careful thought and planning. The employer is looking for an applicant who has the right experience, skills, and personal qualities for the job. The person appointed is likely to be the one who not only possesses all these but also presents them in the most attractive way. The only way in which you can achieve this is by thinking very carefully about yourself and what you have done in the past and believe you could do in the future, given the right opportunity.

### **Preparation**

Begin by thinking about these three areas:

- experience
- skills
- personal qualities

There are various ways in which you can do this. What follows is only one possibility. Whichever approach you choose, however, make sure that you make detailed notes of your ideas – even if you think they may not be relevant. Also, keep all your lists and sheets of notes ‘open’; go back to them from time to time and make sure that you haven’t missed anything out. This preparation stage is essentially one of brainstorming. Selection and ordering come later.

**Experience:** Many people find it easier to start with this, because it is the most concrete. Begin by thinking of your life as divided into a number of stages. What these are depends on you – the divisions between the stages may be marked by changes of job, moves from one place to another, or by key events in your life – marrying, having children, buying a house, and so on. Your notes on your experience should certainly include:

- education
- any professional training
- periods of employment – include part-time jobs and those which didn't last very long, as well as 'proper' jobs
- other extended periods in which your life focused on a particular activity (for example, periods of foreign travel)
- any voluntary work you have done

**Skills:** Your notes on your experience should provide you with useful prompts when it comes to listing your skills. Look at each of the different stages of your life and ask yourself:

- Which skills did I use here that I already had?
- Which skills did I improve on or consolidate?
- What new skills did I learn?

Make sure that you include not only skills related to your trade or profession, but also personal skills, for example:

organizing events	training staff
interviewing	giving advice
chairing meetings	making presentations
supervising	trouble-shooting
meeting the public	

Don't be too concerned at this stage about whether the skills you list are relevant. That can come later. For now write them all down.

When you have finished, look back through the list and consider whether each item is one separate skill, or, in fact, a bundle of skills that should be separated



out. For example, you may have written ‘communicating’, when it may be preferable to list ‘simplifying technical subject matter and communicating it to non-specialist workers’.

**Personal qualities:** This is the area that many people find most difficult; they are unhappy talking about themselves and their qualities because they feel it is big-headed or ‘pushy’. They may also find it quite difficult to step back and look at themselves objectively. On the other hand, if you don’t tell a potential employer about your personal qualities, who will?

It is sometimes difficult to begin such a list, so here are some qualities to start you off. Write down any which you think apply to you, and then add others of your own. For each one you choose, make sure that you can think of incidents in your own life and work experience that bear them out.

accurate	independent worker
adaptable	lively
astute	logical
can work under pressure	loyal
careful	methodical
committed	meticulous
competent	orderly
co-operative	organized
courteous	positive
decisive	practical
dedicated	receptive
energetic	relaxed
extrovert	reliable

flexible	self-confident
friendly	self-motivated
get on well with other people	sensitive
good communicator	thorough
good sense of humor	thoughtful
good time-keeper	vigilant
hardworking	work well with others
imaginative	

### **Constructing**

You should by now have three sets of rough notes. (It doesn't matter how rough they are, provided they are as detailed as possible.) The next stage is to decide how you want to order your CV. This can be done in one of two ways:

- chronologically
- functionally

**Chronological:** A chronological CV presents your education and work experience either in the order in which they happened, or in reverse order, with your most recent experience first. Since recent experience is probably of most interest to an employer, this latter method is now widely used. The advantages of a chronological CV are that it emphasizes the companies or organizations you have worked for (and the periods of time involved) and your continuity of employment. The disadvantage is that if your career has had ups and downs, especially if it includes periods of unemployment, these show up very clearly. The employer who is looking for a steady and reliable employee will probably favour this approach.

**Mary J. Morris**

‘The Larches’

Spottonham Road

Larswick

Lines

SP12 5MS

Tel: 01854 658194

The logo for the Arab British Academy for Higher Education (ABAHE) is a large, stylized figure in a reddish-pink color. The figure has its arms raised in a V-shape, forming a large triangle. The letters 'ABAHE' are written in white, bold, serif capital letters across the top of the figure's torso. The figure's head is a simple oval shape, and its feet are also simple shapes. The entire logo is semi-transparent, allowing the text on the page to be seen through it.

**ABAHE**

**Experience**

**1994-present**

Education and Publications Officer, Boston Museum. Responsible for organizing annual programme of school visits, lectures, and holiday courses. In charge of liaison with primary and secondary schools. Preparing and publishing a range of leaflets and ‘mini-guides’ to the Museum’s collection. Managing an annual budget of £10,000.

**1989-1994**

Head of Humanities, Larswick Middle School. Responsible for department of four teaching history, geography, religious education. Preparing and administering departmental policy documents. Member of School’s Senior Management Team. Pastoral care tutor to 35 pupils. Responsible for school magazine.

**1985-1989**

Teacher of History at St Wulfstan’s High School, Scunthorpe. Teaching pupils across full ability and age range (11-18). Preparing classes for GCE ‘O’ level and GCSE examinations, and GCE ‘A’ levels and university entrance.

House tutor.

**Qualifications and training**

Postgraduate Certificate in Education, University of Hull

BA Honours 2nd class, History and Economics, York University

‘A’ level English, History, French

O' level English language, English literature, Maths, French, History, Geography,  
Biology

**Interests**

Mountain walking

Foreign travel

Voluntary social work with local women's refuge

**Referees**

Dr P. J. Cleary, Mrs S. P. Greenwick,

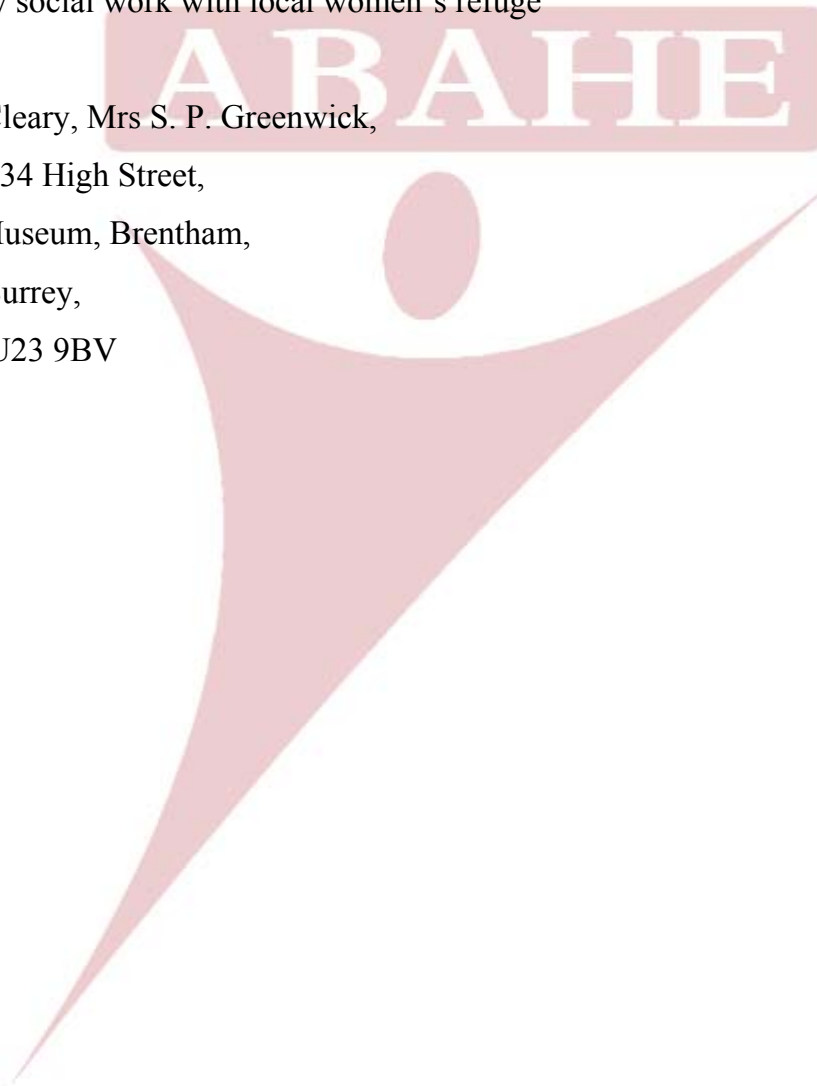
Director, 34 High Street,

Boston Museum, Brentham,

Boston, Surrey,

Lincs, GU23 9BV

BO1 2RF



**Functional:** A functional CV is organized by skills and qualities. If, for example, your experience is in motor-parts, both as a representative and in head office, the functions you could use as headings might be:

- presenting the product range
- customer care
- information technology

Under each one you can provide further details of specific experience. The advantage of this approach is that you can focus on your strengths without having to spell out relative inexperience or periods of unemployment. The disadvantage is that it may not make clear important periods of employment with impressive employers. The employer who is looking for applicants with particular skills and capabilities will find the functional CV more helpful than the chronological.

**Example:**

**Katherine Hardwick**

22 Redden Road

Hartwell

North Yorkshire

YO7 4PQ

Tel/Fax: (01301) 653801

**Profile**

Enthusiastic, responsible graduate with a Post-graduate Printing and Publishing Diploma and good organizational skills. Able to work independently using initiative and as part of a team to tight deadlines. With editing, desktop publishing, and keyboard skills. Training Has recently completed the Post-graduate Diploma in Printing and Publishing at the London Institute.

### **Skills gained**

- Design
- Desktop Publishing
- Costing & Estimating
- Letter Assembly
- Graphic Reproduction
- Screen Printing
- Printing Processes
- Data Processing & Information Systems
- Publishing Administration
- Print Finishing & Bookbinding
- Technology of Printing Materials
- Technology of Color Reproduction

### **Experience**

- Three months' work experience with Quantum Publishing, a company involved in writing, editing, and publishing business and information technology texts.
- Word processing, research, and general office administration.
- Work with an Apple Mac using ClarisWorks and Quark press.
- Work experience at Reed Professional Publishing and Cambridge University Press.
- Currently working with Quantum Publishing as a paid employee with increased responsibility.

### **Education**

Degree BA (Hons) with major in English (2.2), Nottingham Trent University

A level English literature

Art & Design

GCSEs Eight grade C or above, including English and Maths

**Interests**

Music: playing the saxophone.

Riding a mountain bike.

Cinema and theatre-going.

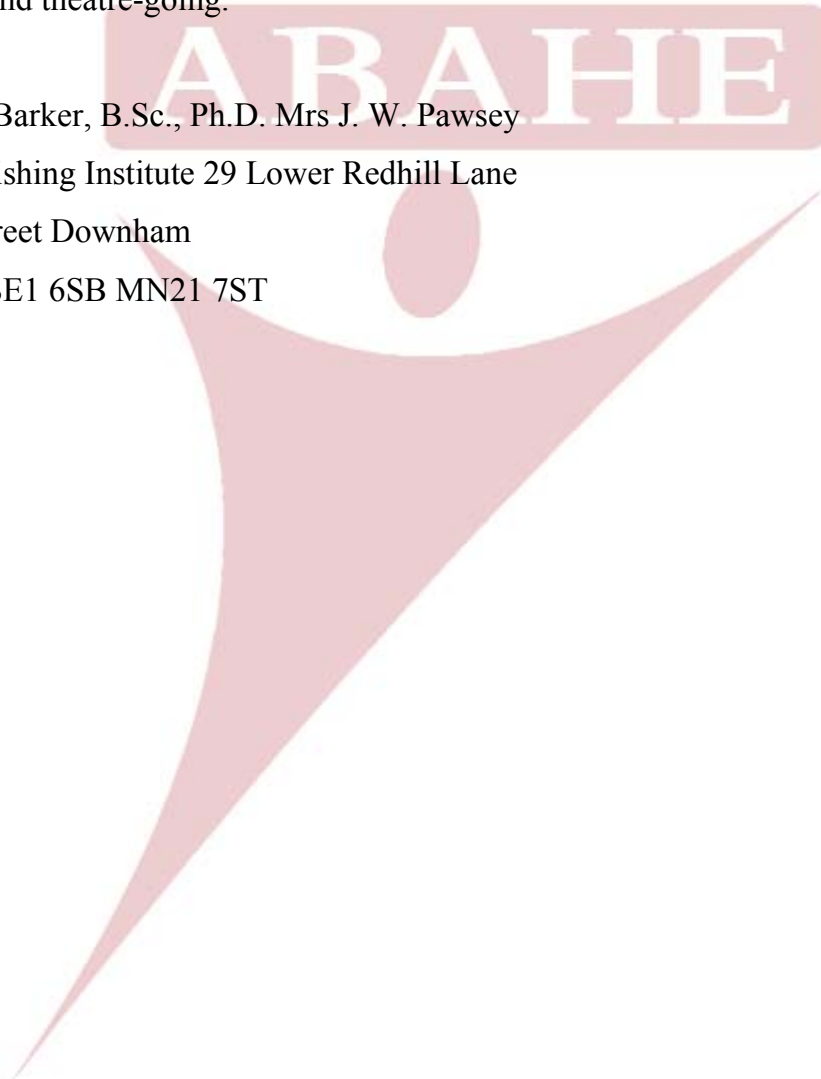
**Referees**

Dr J. M. Barker, B.Sc., Ph.D. Mrs J. W. Pawsey

The Publishing Institute 29 Lower Redhill Lane

Castle Street Downham

London SE1 6SB MN21 7ST



## Suggested Commonly-Used CV

# Ali Kassem El-Aina

E mail: [ali\\_aina@khawarizmi.com](mailto:ali_aina@khawarizmi.com)

Mobile:

**ABAHE**

### Objective

**Pursuing a good career opportunity in the Administrative Field.**

### Experience

Sep. '04 – Present **Kawarizmi International College** Abu Dhabi, United Arab Emirates  
**Business Lecturer**

Mar. '04 – Jul. '04 **Medical Distribution & Manufacturing** Beirut, Lebanon  
**Administration Manager**

- Responsible for Personnel Affairs (Absentees, Training, Job description, Hiring etc.
- Develop & determine department's policies and practices.
- Supervise & evaluate personnel work.
- Supervise & maintain filing system.
- Handle all reports from Department's Managers.
- Supervise Inspection Procedures & Reports.
- Assist in solving interior work problem.
- Maintain records for necessary Technical Maintenance & repair.
- Update & introduce necessary forms for ISO purpose.
- Handle statistical work on excel.

Sept. '02 - Feb. '04 **Business & Computer University** Sidon, Lebanon  
**Dean Associate & Manager of Dean's Office**

- Handle all documents & files in Dean's office.
- Assign schedules for instructors.
- Assign schedule tests for Management Students.
- Typing & preparing PowerPoint shows.
- Give sessions instead of the Dean, in case the Dean was absent or busy.
- Assign projects for Senior & junior students & arrange continuous meeting with them.
- Advise students & participate in solving their problems.



Aug. '01 – Aug. '02      **Al Fajar Insurance Co.**      Sidon, Lebanon  
**Executive Administration Secretary**

- Maintaining & monitoring all Clients insurance policies.
- Continuous contact with all customers.
- Looking after Customer's claims. Feedback, queries, etc.
- Supervising Filing System inside the company.

Sept. '99– Aug. '01      Siblin Training Center      Sidon, Lebanon  
**Managerial Committee**

- Filing & Documenting.
- Entering Data into computer.
- Typing & organizing all needed designs by Students Affair Manager

#### Education

- Business & Computer University – Hawaii University Center
- Master in Business Administration – Management Concentration
- Received award as Distinguish Lister

- Business & Computer University – Hawaii University Center
- Bachelor in Business Administration – Banking & Finance Concentration

- S.T.C. Siblin Training Center
- Diploma in Business Administration
- Received numerous awards as Distinguish Lister

#### Capabilities

- Professional in Microsoft Office (Word, PowerPoint, Excel, Access)
- English Typing speed: 50 wpm / Arabic Typing speed: 40 wpm

#### Certificate

- International Computer Driving License (ICDL)
- Public Relation and Communication Skills – Ecoman Institue
- Certificate in Purchase and Sales of Stocks in Abu Dhabi and Dubai Market
- **Executive Certified Business Professional: - (CBP)**  
- Certified Business Professional in Business Communication , Customer Service and  
Business Etiquette, Leadership and Sales From IBTA
- Member in Toast Master Club – Public Speaking

#### Language Proficiency

- Fluent both in English & Arabic

**Personal Skills**

- Handicap free and excellent health status.
- Ready to travel (Passport ready and military service exempted).
- Excellent communication skills to work as an effective team member
- Ability to work under pressure.
- Having a valid international driving license.
- Non-smoker.

**Personal Details**

Place of Birth : Beirut, Lebanon  
Sex : Male  
Nationality : Palestinian  
Languages spoken: Arabic and English

**References**

- Dr. Saher H. El-Annan, Professor, Head of Business Department; Hawaii University, +9613 804 809 – Lebanon
- Dr. Moh'd El Khatib, Director of Jadra Branch; Hawaii University; +961 3 579579 – Lebanon
- Mr. Ahmad El-Musleh, Principal of Siblin Training Center; +961 3 957666 – Sidon, Lebanon
- Dr. Atef Awad, Research & Education Manager; Management United Group (MUG), Damascus, Syria (Instructor in Hawaii University - Jadra)
- Mr. Moh'd El Mursi, GM & CEO of MDM Company, +961 3 815858 – Sidon, Lebanon
- Mr. Basim Zaatari, Branch Manager of Fajar Insurance, +961 3 243331 – Sidon, Lebanon

## **Letter Writing: Useful Phrases**

### **Phrases for Business Letters**

#### **Openings:**

The standard opening for formal correspondence is Dear

Dear Sir

Dear Madam

Dear Sir or Madam

Dear Sirs

Dear Mr.

Dear Mrs.

Dear Ms

#### **Useful phrases:**

Thank you for your letter of [date]  
concerning

I apologize for the delay in replying

Thank you for sending me a [catalogue,  
quotation]

As stated in your letter/fax of [date]

Thank you for your enquiry of [date]

I wish to draw your attention to the

I refer to your letter of [date] concerning

I wish to inform you that

Further to our telephone conversation of  
[date]

I am writing to inform you that

I am writing to confirm our telephone  
conversation of [date]

I am writing to express my  
dissatisfaction with

I would be grateful if you could forward  
me a [price list, catalogue]

Please note that

I am contacting you regarding

Please find enclosed

I am writing to complain

**Closures:**

I look forward to hearing from you

I trust that you will give this matter your  
urgent attention

I look forward to hearing your response

I hope you can settle this matter to my  
satisfaction

I would be most grateful if you would  
look into this matter as soon as possible

Please do not hesitate to contact me  
should you require further information

Please let me know as soon as possible  
what action you propose to take

Please contact me if you require further  
details

If you know the person's name use:

Yours sincerely

If you don't know the person's name use:

Yours faithfully

**Phrases for Letters about Employment**

**Openings:**

The standard opening for formal correspondence is Dear

Dear Sir

Dear Madam

Dear Sir or Madam

Dear Sirs

Dear Mr

Dear Mrs

Dear Ms

**Useful phrases:**

I am writing in response to your advertisement in [publication]

I am writing to apply for the post of

I should be pleased to attend an interview

Thank you for your letter of [date] offering me the post of

I am delighted to accept the position of [job title]

I look forward to starting work with you

**Closures:**

Thank you for considering this application

I should be pleased to attend an interview

Please do not hesitate to contact me on the above number if you should require further information

I look forward to hearing from you

Arab British Academy for Higher Education.

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If you know the name of the person use:

Yours sincerely

If you don't know the name of the person use:

Yours faithfully



**Phrases for Personal and Social Correspondence**

**Openings:**

The standard opening for personal correspondence is Dear, but variations include

My dear ...

My dearest ...

Darling ...



**Useful phrases:**

Thank you for your letter [inviting, offering, confirming]      I am delighted to announce that

I am very grateful to you for [letting me know, offering, writing]      I was delighted to hear that

It was so kind of you to [write, invite, send]      I am sorry to inform you that

Many thanks for [sending, inviting, enclosing]      I was so sorry to hear that

I am writing to tell you that

**Closures: For acquaintances and formal situations**

Best wishes

With best wishes

Kindest regards

**Closures: Affectionate variations for close friends and family**

All my love

See you soon

All the best

Once again many thanks

Love

I look forward to seeing you soon

Lots of love

With love and best wishes

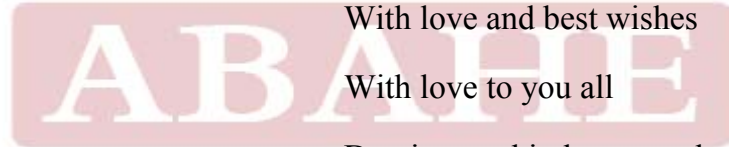
Much love

With love to you all

With love

Do give my kindest regards to ...

Love from us both





## Unit Seventeen

### E - Mail

#### **E-Mail Messages:**

Like memos, e-mail messages also have a heading. The Particulars of the heading depend on the e-mail program you use, but most include To, From, and Subject information, at the very least. The heading information is brief; the To and From lines sometimes show no names or titles, just e-mail addresses. The heading also often includes information about copies and attachments. The date is automatically inserted into the document by the program.

For e-mail messages, a solution is optional; however, as you will see later in this chapter, using a greeting is highly recommended. After the solution comes the message, followed by the complimentary close and the typed name of the sender. Because the information in the header is often extremely brief, you may want to include contact information after your name, especially if the e-mail is going outside the company. E-mail has a reputation for speed and informality. Nevertheless, you'll want to write your e-mail messages carefully. Appearance, organization, and style are just as important for electronic messages as for any other type of business message. In fact, you can take several steps to improve readability and help you audience accept your short business messages.

**Improving readability in E-Mail Messages:**

E-mail can be as informal and casual as a conversation between old friends. But it can also emulate “snail mail” by using conventional business language, a respectful style, and a more formal format – by using a traditional greeting, formalized headings, and a formal closing and signature. As with any business communication, how formal you make your message depends on your audience and your purpose. Be sure to use correct spelling and proper grammar for your electronic messages. Some e-mail old-timers insist that spelling, grammar, capitalization, and punctuation can take a backseat in cyberspace. But in business communication, e-mail needs to be as clear and as easy to understand as possible. To improve e-mail readability even more, be sure to make your subject lines informative, make your message easy to follow, personalize your messages, and observe basic e-mail etiquette.

**Make subject Lines informative :**

To capture your audience’s attention, make your subject line informative (good advice for memos as well as e-mail messages). Do more than just describe or classify message content. Build interest with key words, quotations, directions, or questions.

Ineffective subject line	Effective subject line
July sales figures	Send figures for July sales
Tomorrow’s meeting	Bring consultant’s report to Friday’s meeting
Marketing report	Need budget for marketing report
Employee parking	Revised resurfacing schedule for parking lot
Status report	Warehouse remodelling is one schedule

If you are exchanging multiple e-mails with someone on the same topic, be sure to periodically modify the subject line of your message to reflect the revised message content. Most e-mail programs will copy the subject line when click the Reply button. Multiple messages in your e-mail electronic files with the same subject line can be confusing. Moreover, they may have absolutely nothing to do with the original topic. Modifying the subject line with each new response will prevent reader confusion and can make it easier to locate a message at a later date.

**Make your e-mail Messages Easy to follow:**

Avoid lines that run off screen or wrap oddly by using the Enter key to limit lines to 80 characters (60 if e-mail will be forwarded) Avoid styled text (boldface, italics), unless your receiver's system can read it. Write short, focussed, logically organized paragraphs. And try to limit e-mail to one screen; otherwise, write like a reporter – starting with the “headline” and adding detail in descending order of importance. That way you'll be sure to get your point across as early as possible, in case your reader doesn't have the time or interest to finish reading your message.

**Personalize E-mail Messages**

Adding a solution to your e-mail message makes it more personal. Naturally,, whether you use a formal greeting (Dear Professor Ingersol) or a more casual one (Hi Marty) depends on your audience and your purpose. Your complimentary closing and signature also personalize your e-mail message. In most cases, use simple closing, such as Thanks or Regards, rather than more traditional business closing such as Sincerely yours. However, you may want to use a more formal closing for international e-mail. For your signature,, you

can simply type your name on a separate line. Or you may want to use a signature file, a short identifier that can include your name, company, postal address, face number, other e-mail addresses, and so on. You can also use a digital copy of your handwritten signature, which is becoming acceptable as legal proof in business transactions, especially when accompanied by the date stamp that is automatically inserted by your e-mail program.



### **Observe Basic E-mail Etiquette**

The best business communicators know how to communicate quickly and courteously. They know how to refrain from putting into writing anything that could come back to haunt them. And they know how important it is to proofread e-mail message before sending them. Following basic e-mail etiquette means being courteous, brief, and careful.

### **Be courteous**

Common courtesy is an important consideration when sending e-mail. Because e-mail creates a false sense of intimacy, it is tempting to write less carefully than you would when composing a memo or letter. However, you should always think about how your messages effect your various audiences; that includes thinking about more than just messages contents.

- compose your message offline. Consider drafting your message in a word processor and then cutting and pasting it into your e-mail. This way, you'll conserve network resources and save significant Internet connect charges.
- Send only necessary messages. Do your best not to add to your audience's information overload?
- Know who your audience is. Before clicking on the send button,, double-check your addresses to make sure you've included everyone necessary and no one else.
- Know your audience's culture. Don't assume that your audience reads and understands your language. Make sure you know the culture and language of your readers before you begin to write.
- Be clear about time. In international e-mail, be sure to use a 24-hour military time format (say 18:00 instead of 6:00 P.M.) Also indicate the appropriate time zone-Eastern Standard Time (EST), Pacific Daylight Time (PDT), and so on.

- Respect your audience's Schedule. Identify messages that require no response by including words such as "for your information only" in your subject line or opening comments. And don't waste time sending jokes or chain letters.
- Don't flame. A negative E-mail message containing insensitive, insulting, or critical comments is called a flame. If you're upset about something or angry with someone, compose yourself before composing your e-mail.
- Use the priority feature with care. Many e-mail programs allow you to assign a priority to your message, such as high, normal, or low. Make sure the priority assigned to your message matches its urgency.

### **Be Brief**

Make sure that you craft tight, meaningful messages. Cover only what is necessary. Identify the issue, add the relevant facts, suggest a resolution, offer possible obstacles, present a timetable for response, and ask for agreement.

- Narrow your scope. Stick to one purpose. If you find yourself with two or three purposes, write separate e-mails. This narrow scope not only helps your readers focus on your message but also facilitates filing and forwarding.
- Write short messages. Short, direct messages have a much better chance of being understood and acted on than long, roundabout ones. However, don't edit your e-mail messages so that your readers cannot understand them.
- Rely on short sentences. Long sentences are particularly hard to read on screen. Whenever possible, break up long sentences into short, concise ones. If you need to write longer sentences now and then, make sure they are logically and clearly written.

### **Be Careful**

E-mail's speed is its greatest benefit and can also be its greatest drawback. When we sit down at the keyboard, our mind-set is typically directed to empty our e-mail box and move on to other business. E-mail prompts such quick responses that we forget to organize our thoughts. Successful e-mail is written carefully.

- Be sure you hit the right reply button. When you receive an e-mail message, it may be addressed to you alone or to dozens of others. It may be “copied” to others or “blind copied” to recipients you don't know about. Make sure you hit the correct reply button so that only intended recipients receive your message.
- When you choose to “reply to all,” do so wisely. Even though the original e-mail senders may think it's a good idea to update everyone on the team, not all team members may need to see every recipient's reply.
- Understand the use of the cc and bcc fields. When you add addresses to the cc (courtesy copy) field, make sure that you want all recipients to see who is receiving a copy of your message. Otherwise, use the bcc (blind courtesy copy) field.
- Slow down. Every word matters. Even though the fast pace of technology encourages us to respond to others instantaneously, take your time and proceed at your own comfortable pace. The other party will wait.
- Reread your message. Avoid sending important e-mail messages immediately after you write them. Ideally, reread them the next morning and make changes.
- Edit e-mail carefully. Double-check your e-mail message before sending it. Proofread every e-mail message for completeness, content, fluency, punctuation, and grammar. Finally, make sure that promised documents are indeed attached.

**Email Netiquette: -**

A- Be concise and to the point	B- Answer all questions and pre-empt further questions
C- Use proper spelling, grammar and punctuation	D- Answer swiftly
E- Do not attach unnecessary files	F- Use proper structure and Layout
G- Don't leave out the message thread if needed	H- Do not write in CAPITALS
I- Do not over use the high priority option	J- Add disclaimers to your emails
K- Read the email before you send it	L- Do not overuse Reply to all
M- Take care with abbreviations and emotions	N- Be careful with formatting
O- Do not forward chain letters	P- Do not copy a message or attachment without permission
Q- Do use email to discuss confidential information	R- Use a meaningful subject
S- Avoid using URGENT and IMPORTANT	T- Don't send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks
U- Don't forward virus hoaxes or chain letters	V- Don't reply to spam
W- Use the cc field sparingly.	