



Pelatihan English Business Correspondence



Dosen dan Mahasiswa Prodi Bahasa dan Sastra Inggris Fakultas Komunikasi dan Bahasa UBSI

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ENGLISH BUSINESS CORRESPONDENCE



Writing in a foreign language is no easy job, especially when your business may be depending on it. But the better you write, the better your reader will feel about you and your ideas.

Format

✓ A letter writer should remember that appearance creates the first impression.

✓ careful planning of a letter format contributes much to improved communication.



BUSINESS CORRESPONDENCE

- means the exchange of information in a written format for the process of business activities.
- can take place between organizations, within organizations or between the customers and the organization.
- the correspondence is generally of widely accepted formats that are followed universally.



Major types of business correspondence:

1. Business Letters

- Business letters are the most formal method of communication following specific formats. They are addressed to a particular person or organization.

2. Business Memo/Memorandum

- Memorandum is a document used for internal communication within an organization. Memos may be drafted by management and addressed to other employees.



Major types of business correspondence

3. Business faxes

- Business faxes have been around even longer than memos, but for a long time, very few people had access to fax machines.


4. Business Email

- Business email is considered as the reigning queen of business correspondence. It is probably even more important than business letters nowadays though it does not substitute to them.



Types of Business Letters

1. Sales Letters

- Typical sales letters start off with a very strong statement to capture the interest of the reader. Since the purpose is to get the reader to do something, these letters include strong calls to action, detail the benefit to the reader of taking the action and include information to help the reader to act, such as including a telephone number or website link.
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Types of Business Letters

2. Order Letters

- Order letters are sent by consumers or businesses to a manufacturer, retailer or wholesaler to order goods or services. These letters must contain specific information such as model number, name of the product, the quantity desired and expected price. Payment is sometimes included with the letter.



Types of Business Letters

3. Complaint Letters

- The words and tone you choose to use in a letter complaining to a business may be the deciding factor on whether your complaint is satisfied. Be direct but tactful and always use a professional tone if you want the company to listen to you.



Types of Business Letters


4. Adjustment Letters

- An adjustment letter is normally sent in response to a claim or complaint. If the adjustment is in the customer's favor, begin the letter with that news. If not, keep your tone factual and let the customer know that you understand the complaint.



Types of Business Letters

5. Inquiry Letters

- Inquiry letters ask a question or elicit information from the recipient. When composing this type of letter, keep it clear and succinct and list exactly what information you need. Be sure to include your contact information so that it is easy for the reader to respond.
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Types of Business Letters

6. Follow-Up Letter

- Follow-up letters are usually sent after some type of initial communication. This could be a sales department thanking a customer for an order, a businessman reviewing the outcome of a meeting or a job seeker inquiring about the status of his application.

7. Letters of Recommendation

- Prospective employers often ask job applicants for letters of recommendation before they hire them. This type of letter is usually from a previous employer or professor, and it describes the sender's relationship with and opinion of the job seeker.




Types of Business Letters

8. Acknowledgment Letters

- Acknowledgment letters act as simple receipts. Businesses send them to let others know that they have received a prior communication, but action may or may not have taken place.

9. Cover Letter

- Cover letters usually accompany a package, report or other merchandise. They are used to describe what is enclosed, why it is being sent and what the recipient should do with it, if there is any action that needs to be taken. These types of letters are generally very short and succinct.
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Types of Business Letters

10. Letters of Resignation

- When an employee plans to leave his job, a letter of resignation is usually sent to his immediate manager giving him notice and letting him know when the last day of employment will be. In many cases, the employee also will detail his reason for leaving the company.



Parts of a Business Letter

The Heading (The Return Address) or Letterhead

- Companies usually use printed paper where heading or letterhead is specially designed at the top of the sheet. It bears all the necessary information about the organization's identity.

Date

- Date of writing. The month should be fully spelled out and the year written with all four digits October 12, 2005




The Inside Address

- In a business or formal letter you should give the address of the recipient after your own address. Include the recipient's name, company, address and postal code. Add job title if appropriate. Separate the recipient's name and title with a comma. Double check if you have the correct spelling of the recipient's name.



The Greeting

- Also called the salutation. The type of salutation depends on your relationship with the recipient. It normally begins with the word "Dear" and always includes the person's last name. Use every resource possible to address your letter to an actual person. If you do not know the name or the sexes of your receiver address it to Dear Madam/Sir (or Dear Sales Manager or Dear Human Resources Director).
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The Body Paragraphs

- The body is where you explain why you're writing. It's the main part of the business letter. Make sure the receiver knows who you are and why you are writing.

The Complimentary Close

- This short, polite closing ends always with a comma. It is either at the left margin or its left edge is in the center, depending on the Business Letter Style that you use. It begins at the same column the heading does.

Signature and Writer's identification

- The signature is the last part of the letter. You should sign your first and last names. The signature line may include a second line for a title, if appropriate. The signature should start directly above the first letter of the signature line in the space between the close and the signature line. Use blue or black ink.

LETTER STYLES

Full-Block Style

- All the elements are aligned to the left margin and there are no indented lines. This is a standard block-style format that is accepted by most businesses.



Dole Cleverelle
SawbizCor Ltd
28 Green St., Suite 14
Upland, NY 10947

October 27, 2006

Ms. Margaret Edwards
Barnell Ltd
48 Stanstead Road
London SE27 1HF

For the Attention of Financial Manager

Dear Ms. Edwards:

I wanted to take this opportunity to thank you for the excellent job you did in arranging financing for our project. We appreciate the fact that you made yourself available for discussion seven days a week. We were impressed by your thorough knowledge of financing and investment banking.

We have been dealing with our new financial institution for about a week now. The advantages of association with this institution are already apparent. I feel as though we have taken a quantum leap forward in progress.

I would not hesitate to retain your services again and to recommend your firm to any company seeking the best representation.

Sincerely yours,

D. Cleverelle

Dole Cleverelle,
President

Sawvy-Business-Correspondence.com

Modified Block Style

- The return address, date, closing and signature start just to the right of the center of the page or may be flush with the right margin. All body paragraphs begin at the left margin.



Gregory Donaldson
Miron Inc.
247 Madison Ave., Suite 2103
New York, NY 10015

December 3, 2006

Doris Claverie
Saviboor Ltd
28 Green St., Suite 14
Uptate, NY 10947

Dear Ms. Claverie:

The first shipment of equipment from Saviboor Ltd has arrived. We are delighted with every piece. Therefore, we decided to make our initial purchase larger than anticipated. I am attaching our purchase order No. 8930 for additional goods totaling list price \$700,000.

Since you already have a copy of our Procurement Guidelines, I shall not attach them to this order. As before, we will establish a letter of credit. Please inform me of shipping dates.

Sincerely,

G. Donaldson

Gregory Donaldson
Chief Procurement Officer

Savvy-Business-Correspondence.com

Indented or Semi-Block Style

- Similar to the modified block business letter style except that the first line of each paragraph is indented.



3519 Front Street
Mount Celebres, CA 65286

October 5, 2004

Ms. Betty Johnson
Accounts Payable
The Cooking Store
765 Berliner Plaza
Industrial Point, CA 68534

Dear Ms. Johnson:

It has come to my attention that your company, The Cooking Store has been late with paying their invoices for the past three months.

In order to encourage our customers to pay for their invoices before the due date, we have implemented a discount model where we'll give you 2% off your invoice if you pay us within 10 days of receiving the invoice.

I hope that everything is going well for you and your company. You are one of our biggest customers, and we appreciate your business. If you have any questions, feel free to contact me at (555) 555-5555.

Sincerely,

Signature
Bob Powers

Accounts Receivable

**SEMI-BLOCK
STYLE**

1234 Main Street
Belleville, Illinois 62223
January 17, 2003

Our Lady Queen of Peace School
Attn: QP Students
5915 North Belt West
Belleville, Illinois 62223

Dear Sir or Madam:

You may write a business letter to request information, to order a product, to apply to a school, or to seek employment. Whether you write or type a business letter, be polite, specific, and neat. Keep a copy of every business letter.

Use either the block or modified block form for a business letter. Either form has six parts, including an inside address.

Sincerely yours,

Ann Smith