

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
БІЛОЦЕРКІВСЬКИЙ НАЦІОНАЛЬНИЙ АГРАРНИЙ УНІВЕРСИТЕТ**

ФАКУЛЬТЕТ ПРАВА ТА ЛІНГВІСТИКИ

Кафедра романо-германської філології та перекладу

**ВЕДЕННЯ ДІЛОВОГО ЛИСТУВАННЯ З ДИСЦИПЛІНИ
ІНОЗЕМНА МОВА ЗА ПРОФЕСІЙНИМ
СПІЛКУВАННЯМ ДЛЯ СТУДЕНТІВ ЕКОНОМІЧНОГО
ФАКУЛЬТЕТУ**

**за кредитно-модульною системою
організації навчального процесу**

для студентів економічного факультету

Біла Церква

2018

Затверджено Вченою радою
факультету права та лінгвістики
(Протокол № 10 від 12. 07. 2018 р.)

Автори: **Береговенко Н.С., Демченко Н.С.**, асистенти.

Береговенко Н.С., Демченко Н.С. Ведення ділового листування з дисципліни іноземна мова за професійним спілкуванням для студентів економічного факультету. – Біла Церква, 2018. – с.

Методичні вказівки «Ведення ділового листування з дисципліни іноземна мова за професійним спілкуванням» призначений для вивчення ділової англійської мови студентами економічного факультету. Методичні вказівки можуть бути використані як на аудиторних заняттях, так і для самостійної роботи студентів.

У методичних вказівках представлена структура ділового листа, оригінальні листи, що знайомлять студентів з основами ділового листування, а також подано вокабулярій.

Рецензент: **Шмирова О.В.**, канд. пед. наук, доцент

© Н.С. Береговенко, 2018

© Н.С. Демченко, 2018

ПЕРЕДМОВА

Володіння діловою англійською мовою давно стало життєвою необхідністю не тільки для керівника компанії, але і для представників багатьох інших професій: бухгалтерів, фінансистів, маркетингологів, PR-менеджерів, секретарів, IT-фахівців, юристам, інженерів та ін. Професійну компетентність і ділові якості співробітника будь-якої великої міжнародної компанії характеризує вміння правильно скласти діловий лист англійською мовою. Ділова англійська характеризується досить вузькою сферою вживання.

Ділове листування англійською – це вузькоспеціалізований бізнес-курс англійської мови, який призначений для вивчення особливостей листування з клієнтами і партнерами діловою англійською мовою. При викладанні англійської мови професійного спрямування особливу увагу слід приділити таким аспектам:

- правила, етикет і особливості ділового листування;
- класифікація, типи, види і стилі листів (наприклад: електронний лист, службова записка, запит і відповідь, скарга і вибачення, прес-реліз, звіт, лист-пропозиція, рекламний лист, рекламація, резюме, супровідний лист, факси, телеграми);
- структура ділового листа, звернення, заключні фрази, підпис, додатки, копії, тощо;
- найбільш загальноновживані фрази і вирази, кліше, жаргонізми, сленг, аббревіатури, спеціальна лексика, скорочення, термінологія, особливості англомовного епістолярного жанру;
- орфографія, граматики, правопис, пунктуація і багато іншого.

У сучасному міжнародному бізнесі вміння писати ділові листи англійською мовою є дуже важливим вмінням, оскільки співпраця просто неможлива без взаєморозуміння. Існують чіткі правила ведення ділової переписки англійською мовою, проте ділові листи мають дуже широку класифікацію, а тому, дуже специфічні. Для різних видів ділового листування вимоги значно відрізняються.

В запропонованих методичних рекомендаціях розглядаються основні матеріали з граматики, орфографії, синтаксису та пунктуації, структури,

стилістики та багатьох інших аспектів написання ділових листів англійською мовою. Особлива увага приділяється основним принципам побудови речень для офіційних листів із стандартних лексичних одиниць, правилам оформлення ділових листів. Крім цього, розглядаються норми ділового письмового етикету, логічна структура ділового листа, ведеться розширення цільового словникового запасу, використовуваного в ділових листах, розглядаються найбільш типові помилки при складанні листів тощо. Так само, в курсі ділового листування представлена велика кількість прикладів ділових листів для практичних завдань.

Вивчення курсів ділової переписки англійською мовою може бути необхідним з різних причин, але основна причина – це отримання ключових навичок складання ділової кореспонденції, практика в написанні ділових листів різних типів англійською мовою, можливість здобути знання, необхідні для успішного і грамотного спілкування в письмовій формі. Вивчення основ ділового листування – це унікальна можливість для студентів підвищення рівня володіння англійською мовою у професійній діяльності, збільшення потенційної можливості кар'єрного росту, вміння налагоджувати контакти із зарубіжними партнерами, здійснювати ділове листування з клієнтами, колегами або співробітниками.

PART I. BUSINESS LETTER STRUCTURE

1. WRITING LETTERS

1.1 STRUCTURE OF LETTERS – LAYOUT

Most companies use headed notepaper, so you do not have to write your company name and address. The reader's name and address generally comes under your company details on the left hand side of the paper. Underneath this put the date of the letter. Reference details go under the date of the letter. Not all letters need references, although large companies tend to use them for correspondence.

Some formal letters have a subject heading. If a heading is necessary, this comes under the opening (Dear X) and it is normally in bold. Paragraphs are not normally indented in modern business correspondence. Instead, all new paragraphs are double spaced.

Example

Your company name and address, telephone and fax numbers; email address and website URL

Recipient's name

Recipient's address

Date of this letter

Reference (if applicable)

Your ref: AD/600/22

Dear Mr / Ms Recipient's surname

Subject of your letter

Body of the letter starts here, with reference to why you are writing.

New paragraph starts here – no indentation.

New paragraph starts here.

Closing (Yours sincerely, etc)

Your signature

Your name printed

Your position in the company

Enc: (If applicable)

Writing the date

It's much clearer to write the date out in full, such as 10 November 2014, November 10, 2014 or November 10th, 2014.

Avoid 10/11/2014 or 11/10/2014 as these can be potentially confusing. In British English, the order is date, month, year. In American English, the order is month, date, year.

1.2. STRUCTURE OF LETTERS – CONTENTS

Letters often contain:

- An opening
- Reference to previous contact or reason for writing
- (The background to the letter - optional)
- Main point or idea
- (Development of the main point - optional)
- (Additional points - optional)
- Asking for action / reference to the future
- Closing remarks

Example

Dear students

1. I am writing to inform you about some recent changes to the courses we currently run.

2. As you are probably aware, there have been some changes in funding over the last year. These changes will affect the duration of some of our courses.

3. The day-release courses in printing and publishing are funded by the Local Education Authority. This means that employers will be reimbursed for the courses that their employees complete. I would like to stress that course participants must attend a minimum of 70% of the course to qualify for this funding.

4. There is no limit to the number of any courses that any student can register for. However, admittance to courses is regulated by a pre-course assessment.

5. *Some of the courses we co-run with the Freemans Technology Institute are held on their campus. For more information on course location, please refer to the enclosed prospectus which gives details on the new academic year.*

6. *I hope that this information answers any questions you may have. However, if you have any further queries, please feel free to contact me.*

Rebecca Beale

Academic Registrar

Enc: Prospectus

Notes

1. Paragraph 1 - say why you are writing. You can often use a reference sentence to show the reference to a previous contact, such as a previous letter or phone call. If you don't have any previous contact, use the first paragraph to state why you are writing: to confirm, clarify or ask about something, for example.

2. Paragraph 2 - background to the letter. The background gives more information and helps the reader become more familiar with the subject of the letter.

3. Paragraph 3 - main point

4. Paragraph 4 - development of main point

5. Paragraph 5 - additional points

6. Paragraph 6 - final paragraph. This paragraph generally closes the letter with an offer of further help, or invites a reply. In this paragraph you can also briefly mention the most important points again.

1.3. CORRECT SALUTATIONS

Correct salutations (openings and closings) in British English

Friends (first-name basis)

Dear Sarah

Best wishes (or Kind regards)

Semi-formal business relationships

Dear Mr Brown

Yours sincerely

Dear Ms Smith

Yours sincerely

Formal letters, where the name of the reader is unknown

Dear Sir (or Dear Sirs)

Yours faithfully

Dear Madam

Yours faithfully

Dear Sir / Madam

Yours faithfully

Correct salutations (Openings and closings) in American English

Dear Mr. Robertson

Sincerely (or Sincerely yours)

Dear Sir (or Gentlemen)

Truly

Titles

1. Women

Women are generally addressed as 'Ms'. Only use 'Mrs' if you're sure that the woman is married and that she uses her married name. Avoid using 'Miss' unless you know that you're writing to a young girl (under the age of 16) or to a much older woman who never married. To be on the safe side, most writers use 'Ms', the female equivalent of 'Mr'.

2. Academic

Other titles commonly used are 'Dr' if you are writing to either a medical doctor, or someone who has a doctorate. Bachelor or master degree holders are normally addressed as either 'Mr' or 'Ms'.

3. Esq

British English writers sometimes use 'Esq.' in place of 'Mr'. For example, an envelope could be addressed:

John Smith, Esq.

4. Military titles

Maj. (Major)

Col. (Colonel)

Lt. (Lieutenant)

5. Religious titles:

Rev. (Reverend)

Fr. (Father)

Sr. (Sister)

1.4. PUNCTUATION

1. Commas

Some people put commas after both the opening and the closing:

Dear Sarah,

Best wishes,

It is also correct to leave out the comma after the opening and the closing:

Dear Mr Smith

Yours sincerely

2. Full stop / Period

In British English, there is no full stop / period after Mr or Ms. In American English, the period is important – leaving it out can give the impression that you're careless:

Dear Mr. Brown

Dear Ms. Richards

1.5. USEFUL WRITING PHRASES

I or We?

You can start your correspondence with "I" or with "We". If you're writing on behalf of your company, "We" is a good choice. If you're writing in a more personal style, you can use "I".

Starting correspondence

In your first paragraph, make a reference to previous correspondence, or say why you're writing.

Making reference

I am writing with reference to your letter of 6 November.

With reference to your letter (of date), I...

In response to your request, I can confirm...

With regard to your memo, I...

Following our conversation this morning, I....

Further to your letter of...., I (Further to tends to sound over formal for most correspondence.)

Thank you for your letter of June 14th.

After the reference expression you must always have a comma and a second part to the sentence.

With reference to your letter. (Incorrect)

With reference to your letter, I can confirm that the invoice has been paid.

(Correct)

Making reference to something your reader knows

As we discussed, the sales meeting will be on...

As you may already know / have heard, the Director of the company is ...

Referring to many points raised in a letter

Avoid a shopping-list statement in response to a number of requests, as in "In response to your letter in which you asked for a brochure, requested information on discounts and suggested a meeting, I would like to confirm that....Instead, start with Thank you.

Thank you for your letter of (date).

Explaining your connection

Your name was given to me by ...

My colleague, Sarah Smith, suggested that I write to you ...

I have been advised to contact you regarding ...

I am the content co-ordinator of an education website and *I am contacting you* to ask if you would be interested in...

Ending correspondence

Saying thank you

If you did not start your correspondence with "thank you", you can end with "thank you".

Thank you for your interest in the company / for your help.

Thank you in advance for your advice / understanding / co-operation.

May we take this opportunity to thank you for your continued support. (Using May we... is formal.)

Offering help

Please do not hesitate to contact me if I can be of further assistance / if I can help you further.

If you would like any more information, *please do not hesitate to contact me ...*

Please feel free to contact me again if you have any more queries.

Should you have any further questions, we would be delighted to hear from you.

(Using should you... is formal.)

Standard closings

We look forward to hearing from you soon.

I look forward to your reply.

Referring to a meeting

I look forward to seeing you / meeting you on January 12.

Asking for action

I would be grateful if this matter could be settled immediately.

I would appreciate further information on ...

I would be grateful for further advice.

I would be grateful if you could invoice us by...

Asking for the return of documents

Please sign the enclosed and return to us before...

Apologizing and rectifying a problem

Please accept our apologies for this misunderstanding.

We apologize (apologise BrE) for the mistake / oversight and would like to take this opportunity to assure you that it will not happen again.

We deeply regret any inconvenience / distress that this misunderstanding has caused you.

Expressing urgency

As this matter is now urgent, we would appreciate a prompt reply.

As we hope you will appreciate, this matter is now urgent. We would therefore be grateful if you could reply to us within (three days).

We look forward to hearing from you at your earliest convenience.

Due to the urgency of the situation, I would appreciate a reply as soon as possible.

Giving recommendations or suggestions

We strongly recommend that you follow these instructions.

It is recommended that you read the instructions carefully.

May we recommend that you notify the manufacturers.

You might like to consider taking legal advice.

We would suggest the smaller model.

We suggest that you invest in real estate.

It would perhaps be wise to delay a decision until after his return.

OTHER USEFUL WRITING PHRASES

Giving instructions

Please make sure / ensure that ...

In future, please put all used paper in the recycling bin.

Giving opinions

We think it would be advisable to ...

In our opinion, the threat of legal action should be sufficient.

As far as we are able to judge...

We think that ...

Our opinion is that ...

Making, accepting and declining offers

We would like to offer you a 6% discount.

We are unable to accept your offer of ...

Making, accepting and refusing invitations

We would like to invite you to the launch of ...

Would you like to come to our party?

Thank you for your invitation. I would be delighted to attend.

Thank you for your invitation. I regret that I will be unable to attend.

Making generalizations

Generally, we request pre-payment.

These components tend to wear out quickly.

These components have a tendency to ...

In most cases, we are able to find lost luggage within a few days.

Expressing importance

It is essential / crucial / vital / extremely important that we ...

You can also use a verb after these adjectives:

It is essential / crucial / vital to ...

Expressing certainty, probability and possibility

It is bound to work.

There will definitely be a market for...

It is (highly) likely that the plan will succeed.

It is (highly) likely to succeed.

It is (quite) probable that

It is possible that the market will expand.

It may be the case that

Perhaps the market will recover.

It would seem unlikely that we could ...

There probably won't be a demand for ...

There definitely won't be a rise in prices.

1.6. LIST OF LINKING WORDS AND PHRASES

Giving examples

For example

For instance

Namely

Adding information

And

In addition

As well as

As well

Also

Too

Furthermore

Moreover

Apart from

In addition to

Besides

In fact

Giving a reason

Thanks to

Because

Because of

As a result of

Since

Due to / due to the fact that

Owing to / owing to the fact that

As

Giving a result

Therefore

So

Consequently

This means that

As a result

Contrasting ideas

But

However

Although

Despite / despite the fact that

In spite of / in spite of the fact that

Nevertheless

Nonetheless

While

Whereas

Unlike

In theory,..... in practice

Sequencing ideas

The former,.... The latter

Firstly, secondly, finally

The first point is...

Lastly

The following

Summarizing ideas

In short

In brief

In summary

To summarize

In a nutshell

To conclude

In conclusion

Usage notes - giving examples

e.g

This is the abbreviated form of *for example*. It is used less frequently in formal writing.

"New distribution methods (e.g. those implemented from 2010 onwards) are helping us to cut costs."

Don't confuse *e.g.* with *i.e.* (*id est*) which means *that is to say* and which helps you to define something

"New distribution methods (*i.e.* via our website) are helping us to cut costs."

Namely

This reference word allows you to introduce names and to be specific. "The top-performing markets, namely Singapore, Malaysia and Japan, have exceeded their budgets. Congratulations to all three sales teams!"

Usage notes - adding information

In addition

In formal writing, you should avoid using *also* at the beginning of a sentence. To start a sentence with an additional piece of information, use a phrase such as *in addition* or *as well as*.

"Profits have risen. In addition, our market share has increased."

"In addition to a rise in profits, our market share has increased."

Too

Too can go either at the end of the sentence, or after the subject of the sentence.

"The financial analysts were concerned, too."

"They, too, were concerned by the profitability."

Besides

This can mean *apart from*.

"Besides the problems in distribution, we also have to find a way of marketing such a new product."

Besides can also go at the beginning of a sentence to mean *and another thing* or *anyway*. This is quite informal and it should be avoided in formal writing.

"We can't go on a cruise this year - we don't have enough time. Besides, it's far too expensive."

Moreover

This is a formal word which adds to or supports an argument. It can be used at the beginning or in the middle of the sentence.

"The company needs to expand into Asia this year. Moreover, the market conditions are extremely favorable for expansion."

"The company needs to expand and, moreover, the conditions are perfect."

Furthermore

A formal word to mean *in addition*.

"The company needs to expand into Asia. Furthermore, we need to consolidate our market position in North America."

Usage notes - giving a reason

Thanks to

This is used more in spoken English than in written English.

"We won the contract thanks to a last-minute change in the proposal."

Because / because of

Because of is followed by a noun.

"Because of the decline in demand, sales have decreased."

Because is followed by a clause.

"Because demand has declined, sales have decreased."

Since

Since is more informal than *because* and is more often used in spoken English.

"Since we don't have the money, we can't expand."

Usage note

The phrases *due to*, *owing to*, *despite* and *in spite of* must be followed by a noun.

"Due to engineering work, all trains will be delayed."

"There will be delays due to engineering work."

If you want to follow these phrases with a clause (a subject, verb and object), you must use the fact that.

"Due to the fact that there has been little demand for the Navigator Robot, we have decided to discontinue this product."

"Despite the fact that costs have fallen by 25%, the company has made a loss in the first quarter."

Where possible, it is better to use due to + noun than due to the fact that + clause, as the second choice can make your text over-wordy. There are occasions, however, when the clause is so long that it is impossible to turn it into a noun.

"Petrol prices rose, so inflation grew." This can be changed: "Due to the rise in petrol prices, inflation grew."

"Petrol and food prices rose, so inflation grew." This can also be changed:

"Due to the rise in petrol and food prices, inflation grew."

But in sentences with complex or longer clauses, it becomes more difficult to change them into a noun.

"Petrol and food prices rose in Europe and North America, although not in the Middle East and Gulf States, so inflation grew in the former but not in the latter."

If you change this to a noun, you get the over-wordy:

"Due to the rise in petrol and food prices in Europe and North America, although not in the Middle East and Gulf States, inflation grew in the former areas but not in the latter."

This could be written in a simpler way:

"Due to the fact that petrol and food prices rose in Europe and North America, although not in the Middle East and Gulf States, inflation grew in the former areas but not in the latter."

Due to

This is one of the most frequently used phrases to give a reason. It can come either at the beginning of the sentence, or in the middle of the sentence.

Owing to

This means the same as *due to* and the same grammar rules apply - it must be followed by a noun, or by *the fact that*.

"The match was called off, owing to the bad weather."

However, *owing to* should not be used after the verb *to be*. Instead, use *due to*.

"The company's problems were due to a poor cash-flow situation."

As

This is a good alternative to *because*.

"As the samples are not yet ready, we cannot decide on a packaging."

Usage notes - giving a result

So

This is a more informal word than *therefore*.

"I need some help with the launch, so I'd be grateful if you could print some labels for me."

Consequently, as a consequence

These are more formal than *therefore*.

"The collective labor agreements are to be enforced. Consequently, all labor disputes should be referred to the Arbitration Committee."

Thus

This is extremely formal and is best avoided.

"The company was declared bankrupt and thus it was unable to repay its debts."

Hence

This is similar to *thus*.

"The train was late; hence the delay."

Consequently and *hence* cannot be introduced with a comma:

"The company made a profit. Consequently, they expanded."

"He felt enormous pressure to resign; hence his dilemma."

Usage notes - contrasting ideas

However

However can be used at the beginning or end of a sentence and is more formal than *but*.

"The company is expanding. However, it is not very profitable."

"The company is expanding. It is not very profitable, however."

However can also be preceded by a semi-colon.

"The company is expanding; however, it is not very profitable."

However can also be used to "interrupt" a sentence.

"You can't tell the boss. You can, however, tell me."

Although

This introduces an idea of contrast. There must be two parts of the sentence, but the other part of the sentence cannot start with *but* or *however*.

"Although the company was making a profit, it closed down the factory in Indonesia."

"They closed down the factory in Indonesia, although they were making a profit."

Even though

Like "although", there must be two parts to the sentence.

"He became CEO of the company, even though he was only 26."

"Even though he was only 26, he became CEO of the company. "

Despite

This is another way of introducing contrast. Be careful not to make the common error of writing "despite of".

"Despite their price increases, the company made a loss."

"They made a loss, despite increasing their prices."

In spite of

"In spite of falling demand, the company made a profit."

"The company made a profit in spite of falling demand."

For the grammar rules of *despite* and *in spite of*, see the usage note for 'due to'.

Nevertheless

This is a little more formal than *despite* or *in spite of*.

"The climate is warm and sunny. Nevertheless, it can get cold in the evenings."

Nonetheless

This is another more formal word for "in spite of" or "despite".

"Venture capital has dried up over the last few months. Nonetheless, the number of entrepreneurs in search of funding has more than doubled."

Whereas

While and **whereas** are slightly different in meaning, but they are generally used interchangeably.

"Food is cheap in supermarkets, whereas eating out is expensive."

Unlike

This is also used to show how two things are different.

"Unlike his father, John was not interested in a career in insurance."

In theory, in practice...

This expression shows that although one thing is expected, another thing generally happens instead.

"In theory, all details should be input into the database. In practice, there really isn't the time to input the minor details."

Alternatives to this are "in principle... in practice" and "on paper... in practice".

Usage notes - sequencing / summarizing

The former...the latter

This is a useful way of referring to two things you have already mentioned, without mentioning their names again.

"Germany and Italy are our top performing markets. The former is a mature market for us, while the latter is a new market for the company."

Firstly ... secondly ... finally / Lastly or first, last

These are useful words if you want to list ideas.

Be careful: a common error is to use at first or at last instead of firstly and lastly.

"There are three main points I'd like to cover in my presentation. Firstly, I'd like to consider the market. Secondly, I'd like to look at the competition.

Finally, I'd like to examine strategies to increase our market share."

The first point... the second point

As it is unusual to write "fourthly", or "fifthly", write instead the first point...the second point... the third point... the fourth point and so on.

"There are five main objections to cutting our budget. The first one is that our budget is too small to cut. The second point is that without a substantial budget, we cannot promote the new range of greetings cards. The third and fourth points are related to our competition: we are facing enormous competition from cheaper imprints and our market is becoming increasingly price sensitive. The fifth point is that we will have difficulties with the unions if we have to make staff redundant."

The following

This is a good way of starting a list.

"The following subjects should be discussed at the next meeting: recruitment, corporate accounts, budget cuts and the new office procedures."

In a nutshell

This is more common in spoken English.

"Our cashflow is negative. In a nutshell, we have no money."

Other referencing expressions

Who / which / that / whom

Who/whom refers to people and *which / that* refer to things.

"The problem which / that occurred with printing has now been solved."

"The customers who first noticed the problem have been thanked."

Whom is the object form of *who*, although it is rare and only used in formal writing.

Generally, English speakers tend to avoid using *whom*. For example:

"I would be grateful if you could indicate to whom I should address the letter. "

This sounds over formal and would be more naturally expressed as:

"I would be grateful if you could indicate who I should address the letter to."

Whom must be used after a preposition:

"There were many suppliers present, some of whom I already knew."

"The company with whom we have a partnership has just gone into receivership."

It is also possible to use *some of*, *none of* and *all of* before *which* and *whom*.

"They manufacture a wide range of paper products, some of which are extremely expensive."

"He showed me the new products, none of which I had seen before."

"There are several potential problems, all of which will need considering before the launch."

"The Board of Directors is composed of experienced managers, none of whom is under 70 years old."

"The management team have appointed five new sales executives, all of whom are multi-lingual."

PART II. BUSINESS LETTERS SAMPLES

A LETTER OF ENQUIRY

A letter of enquiry is a request for information that the writer believes the reader can provide. Regardless of its subject, the objective is to get the reader to respond with an action that satisfies the enquiry.

The action taken can benefit either the writer or the reader, and sometimes both. That being the case, the scope must include enough information to help the reader determine how to respond best.

Identify Your Reader

An enquiry letter should be addressed to the person who is most likely to respond in a positive and helpful manner. If you are unsure of who that might be, try making a few phone calls to identify a contact person. That person's name should be placed in the inside heading and the salutation of your enquiry. It should also be included on the top line of your envelope.

Remember that people do business with people first, businesses second. When you address your reader by name, you recognize their importance and value as an individual human being.

Establish Your Objective

The objective in an enquiry letter is to make a request. It will either ask the reader to provide something beneficial to the writer, or take advantage of something the writer has to offer.

Your inquiry should be specific and brief. If you are asking more than one question you might consider highlighting them in a bulleted list.

Determine Your Scope

The scope of an enquiry letter should provide enough information for the reader grasp your objective, make an informed decision and respond in a timely manner.

Consider your reader and get to the point. Do they have what you want? Can they do what you ask? Think about what your reader will need to know in order before making a decision and sending you a response.

If you are to receive some benefit, it may help to explain for what purpose the benefit will be used. If the reader is to receive some benefit, it may help to offer an incentive to respond.

Useful vocabulary

- Please send me... (for things that the organization offers to send)
- I would be grateful if you could tell me... (for things that are not normally offered)
- I am writing to enquire whether... (to see if something is possible)
- I would especially like to know... (+ a more detailed request)
- Could you also... (+ an additional enquiry or request)
- I saw your advert in the HK Daily on Tuesday, 20 October 2009.
- Your company was recommended to me by Ms. Elsie Wong of Far Eastern Logistics.
- Thanks. (For a very informal and normal enquiry or request)
- I look forward to hearing from you.
- I am looking forward to hearing from you.
- Thank you for your assistance.
- Thank you very much for your kind assistance.
- I appreciate that this is an unusual request, but I would be very grateful for any help you could provide.
- If you have any questions, please do not hesitate to contact me.

Checklist

- Organize the letter carefully to make the information contained in it clear.

- Begin your inquiry letter by providing a short introduction about you or your company. Tell the receiver how you found out about them or their organization that you are writing to.

- Explain the reason why you are writing. Clearly indicate what it is that you are requesting and what actions you expect from the recipient. Try to be as specific as possible.

- Provide the statement of need precisely as it is an essential element of an inquiry letter. You have to show the recipient why it is so important to you to obtain the requested information. Such an explanation may induce the receiver to act more quickly.

- Give all the necessary details in relation to what is being inquired about.

- Make it as easy as possible to the receiver to respond to your inquiry. If necessary, you should offer to pay for any needed mailing costs or photocopies, or probably, including a stamped envelope, necessary questionnaires, forms or other documents.

- Thank the recipient for their time. Do not forget to add your contact information so that they were able to answer you or get in touch with you if appropriate.

- Your letter may be relatively short, but it should be informative and clear in order to adequately explain what you are requesting about and what you want the receiver to do in response to your inquiry.

- An inquiry letter is a request for specific information which, when given, may be useful to you. That is why you should be clear and concise about what is being inquired about so that the receiver could understand what exactly you want from them and respond to you.

- An inquiry letter should be typed, because it is an official letter.

- Be courteous and concise. Remember, by submitting this request you are imposing on the receiver's time and/or resources.

- If a lot of information is requested, you should use a bullet-point format so that no important details are missed out.

- In case you have a deadline that sets when you need the information, you should notify the receiver of this.
- If an inquiry letter is being written on a letterhead, you should make sure in advance that the correct contact details and phone numbers are mentioned so that you can get an answer to your request.
- If you are seeking for a grant and the foundation has published their guidelines on writing an inquiry letter, you should follow them precisely.
- If necessary, you can mention that you will keep in private any information provided.
- When writing the letter, follow a standard business format and it ensures that it is free of spelling and grammatical mistakes.

Sample Letter of Enquiry

Dear Sirs,

With reference to your advertisement in yesterday's «The Sun», could you please send me a copy of your latest catalogue. I would also like to know if it is possible to make purchases online.

Yours faithfully,

Kenneth Beare

Kenneth Beare

Administrative Director

English Learners & Company

A LETTER OF REPLY

When replying to a letter or enquiry from clients, associates, customers or colleagues, it is important to maintain an appropriate amount of formality. Your written communication may very well be the first and possibly only correspondence between you and the original sender, so making a good impression is crucial.

Open your reply letter by making reference to the original letter you received. Use an opening line such as "With reference to your letter" or "Thank you for your letter/email." At this time, paraphrase some of the key points mentioned in the letter you received. This lets your contact know that you have grasped his message and understand his position. This is an important element if you are dealing with a boss or customer, and even more important if it is a boss or a customer issuing a complaint. Remember not to use his first name unless you are close friends or colleagues and he used your first name in the original letter. For someone you do not speak conversationally with, formal is best.

Follow through after your introduction by addressing the question, enquiry or request. Answer any questions or direct the person to someone who has the answers and do your best to solve any problems brought to your attention.

Close your letter by using a phrase that anticipates future events, or offers help. Some common phrases that are acceptable include, "If you require more information, don't hesitate to contact me," or "I look forward to your reply." Again, maintain formality as you finish the letter. For a recipient you do not know, or if you are addressing an entire department use "Yours faithfully" followed by your name. If you do know the name, use "Sincerely." For a friend or close colleague, "Best Wishes" or "Best Regards" are both appropriate.

Useful Vocabulary

Acknowledging receipt of an enquiry/request:

- Thank you for your letter of ... regarding/concerning/in connection with
- I refer to your enquiry about/relating to
- I have received your letter of ... requesting information about

Explaining action taken as a consequence of the enquiry:

- I have (reviewed our available stock)
- We held a meeting on 21 January to discuss possible solutions.
- I have checked/looked into/investigated (the possible approaches)

Making suggestions/justifying recommendations/pointing out pros and cons/hedging:

- The best choice would be ... since
- I highly recommend ... as/due to the fact that
- ... would probably be more suitable because
- ... seems to suit you better although
- Perhaps you should choose ... even though
- I suggest that you (should) choose
- I recommend this item since
- In view of the fact that ..., I would strongly recommend ... as

Apologizing and rejecting proposals:

- While I appreciate your firm's need for this information, I regret that
- It will not be possible to ... for legal reasons. We are bound to
- Your proposal is of interest to us, and we have had consultations about it.
- However, we feel that it will not be in our interests to ... for reasons of (privacy).

- We are concerned that

Stipulating action requested or to be taken:

- We shall arrange for ... by ... at the latest.
- I shall see to it that
- Our company will arrange for

Establishing goodwill and suggesting contact:

- I hope this suggestion/information will be useful to you.
- I hope this information will prove useful to you.
- I hope that this information will help you to make decisions on your order.
- I look forward to hearing from you.
- I look forward to receiving your confirmation of
- I look forward to doing business with your company in the future
- Please feel free to contact me again if you have any further queries on

- Do contact me on 27615432 if you need further information.
- Please do not hesitate to contact me on 27615432 if I can be of further assistance.

Checklist

- Be professional and courteous by sending your reply letter in a timely manner. Do not procrastinate.

- When replying to previous correspondence, it is often a good idea to repeat important information. Your reply letter is also a wonderful opportunity to ask any questions or clear up any misunderstandings you might have.

- When asked for advice, respond quickly. Give advice only on the subject you have been asked about. Keep your advice simple and to the point, and make it easy for the person to reply if he or she wants to discuss the subject at greater length.

- If you have been asked for advice and do not feel you can give it, express your regret, and suggest that someone else would be in a better position to be of assistance.

- Avoid comments or expressions of personal opinion, unless they are complimentary.

- Even if your reply letter contains negative information (such as declining a job offer, denying someone credit, or declining to follow a suggestion), the tone should still be positive and courteous.

- When replying to your reader, a long letter is generally not necessary—merely include enough information to address the issue at hand.

- It is often a good idea to thank the reader for his or her time and interest.

Declining? Your letter should:

- Be gracious, whatever the reason is that you must decline.
- Thank the person for the invitation, offer, gift, suggestion, etc.
- State clearly that you are unable to accept.
- Briefly state the reason that you are unable to accept, if desired.
- In closing, restate your appreciation for the person's consideration.

Sample Letter of Reply

Dear Mr Beare,

Thank you for your enquiry of 21 May asking for the latest edition of our catalogue.

We are pleased to enclose our latest brochure. We would also like to inform you that it is possible to make purchases online at abc.com.

We look forward to welcoming you as our customer.

Yours sincerely,

John Smith

John Smith

The Manager

Enclosure:

1. The Brochure

LETTER OF CONFIRMATION FOR A MEETING, APPOINTMENT OR INTERVIEW

Confirming an appointment, meeting or interview might be in a form of an actual letter or email. Your letter should include your acknowledgement of the sender's request for a meeting, finalized the venue, the date, expected attendees and agenda of the meeting. It must be brief but the details should be complete. Make sure that the details are correct. If there are agreements that you have to give in your response, this is the avenue to clarify the terms before the meeting.

You have to send your response within a few days after receiving the letter. It would be rude to reply if it's more than one week already. If the meeting involves other people, make sure to furnish them a copy regarding the current events.

If the letter to be given is not within the company, it should be in a letter format and use the letterhead of the company even if it will be sent through email. Your reply should be formal, businesslike, in a positive tone, and in a straightforward manner.

Formal letter doesn't mean you have to use very academic words. Remove unnecessary details and do not beat around the bush. Your letter should project a professional image by checking if there are misspelled words, grammatical errors or even the tiny details like the date. Review your letter before you send it.

Useful vocabulary

Opening. Acknowledge correspondence.

- Thank you for your letter of
- This letter will confirm our telephone conversation.

Purpose. Confirm plans.

- We are ready/glad to confirm the following....
- We are ready to provide you with

Polite expressions.

- If you have questions, do not hesitate to contact us.
- We look forward to seeing you

Checklist

- Come out Clear. Come out clear to confirm your appointment in the best way you can. Clarity is a great way to assure your email recipient that you will meet with him or her at a particular time. Clarity also makes your appointment confirmation effective.

- Be Brief and Specific. Be brief when confirming an appointment via email. Say it short and simple. Specifically, state the time and date of appointment.

- Be Detailed. One good way to confirm an appointment is by giving detailed information. Ensure you do not give your appointee a reason to miss the appointment. It will be annoying to be informed after missing the appointment that it was because of inability to locate the venue.

- Don't Make It Too Long. Making your email too long will make your recipient lose interest and consequently lose the message. Keep your recipient's interest by keeping it short and interesting.

- Get to The Point. There is no need to waste any opportunity to make it clear to your recipient that you want to confirm an appointment. Hit the point immediately in order not to get your reader scrolling down unnecessarily.

- Follow a Professional Format. A Professional email must have the date, greeting, Reference, the body, and the conclusion. Don't give a junk to your clients in the name of confirming an appointment.

- Use a Formal Language. Avoid the use of slangs. Use a formal language that is void of grammatical errors which can wane your recipient's interest.

Sample Letter of Confirmation

Dear John,

As discussed during our telephone conversation yesterday, I am writing to confirm our meeting on June 15, at 9:30 a.m. at the Bowe Corporate Office located at the 19th Floor of Tower One, Mall of Asia Complex, Honolulu, Hawaii. Theodore Nugent, our Marketing Manager, will be joining us.

Should you need more information, kindly call Mary, our administrative assistant, at 655-55-01. If there are any changes in the dates, time or venue, please inform us.

I am very confident and optimistic that this meeting will be a success.

Thank you.

Yours sincerely,

Juan dela Cruz

Juan dela Cruz

Vice President for External Affairs

MS Group of Companies

A LETTER OF COMPLAINT

Whether you have a problem with goods or issues with a supplier at work, you will have to complain. Writing an email or letter of complaint (claim letter), there are set phrases to both express your discontent and describe what has happened. These days, emails are as commonly used to complain as letters. And the phrases used in both emails and letters are the same.

Useful vocabulary

- The mistake must be corrected as soon as possible.
- There appears to be an error ...
- What is more
- To make matter worse ...
- If you think you know how the mistake was made, you may politely point it out.
- The best solution would be ...
- You could ...
- If you complain, make sure you get your facts right.
- I strongly object to ...
- I will be forced to ...

Checklist

- Your name and address details followed by your telephone number and/or email address.
- Make sure that the name and address of the organisation are correct. State the right department or contact person if you are aware of the department or contact person concerned.
- Provide a clear and brief indication of your complaint using keywords. State the file number or citizen service number if doing so is relevant to the case.
- State the city/town in which you are writing the letter, this is usually the city/town in which you live, and the date on which you are writing the letter.
- Start your letter with 'Dear Sir/Madam' or 'Dear Sir or Madam'. If you are

aware of the name of the person or contact person to whom the letter is addressed, start with 'Dear Mr' or 'Dear Ms' followed by the surname of the individual concerned.

- Make the subject matter of your letter clear immediately. Be as precise as possible. If you refer to a certain event, state a place and date.

- Describe your complaint or point of view regarding the problem as clearly and briefly as you can. State what the event in question means to you or how you experienced it. Limit yourself to the main points in this regard.

- Make clear what you require from the municipality. In other words, make clear what the municipality must do to solve the problem.

- Use this paragraph to provide any background information that you consider important in the context of the complaint. Such information may be about exceptional personal or aggravating circumstances, for example.

- Make it clear that you expect a reply from the municipality. Specify the term within which or date before which you expect the reply, if that is important to you.

- Close with 'Kind regards' and your signature followed by your name, which must be clearly readable.

- If relevant, for instance if you will be away from your regular address for a significant amount of time, provide the contact details of your temporary place of stay to ensure that you can be contacted.

- If you send enclosures, specify the documents concerned and the number of pages. Send copies of the documents, never the originals. State your name and/or the file number in a clearly readable way on each page.

- Do not delay and do not apologize.

- Complain as soon as you realize a mistake has been made.

- Do not be rude or personal.

- Use passive and impersonal structures.

Sample Letter of Complaint

Dear Mrs Boswell,

I would like to draw your attention to an issue we have with our recent order (ref no. 34ED12QP). Not only was the delivery four days later than agreed, but when we tried to use the components, we found that 40% of them were damaged and basically useless.

I spoke to your Customer Service Manager, Peter Taylor on this matter. I expected that you would replace the damaged components, but this has not been the case. When I last spoke to Peter, last week, he informed me that the components were undamaged when delivered to us and that it was our fault. To make matters worse, he has still not replied to an email I sent to him on Monday.

As you are aware, we have been a customer of your company for over 5 years. The damaged components are severely impacting our production at the moment. We have orders which we cannot send because of this problem with the components.

Unless this issue is resolved promptly, then unfortunately, we will be forced to take further action.

I look forward to your answer and your ideas how you are going to resolve this issue.

Yours sincerely,

Craig Smith

EGO Production Director

AN ADJUSTMENT LETTER

Apologizing in the English speaking world is very important, especially in business or professional situations. If somebody isn't happy with you or even angry with you, an apology may be able to save the situation.

To apologize well, you not only have to say you are sorry, but explain what happened and what you are doing to correct the problem and/or make sure it doesn't happen again. When you do this, it's really important you use the correct type of vocabulary and phrases.

Useful vocabulary

- We would like to thank you for informing us of our accounting error ...
- We are replying to your letter in which you told us ...
- I was very disappointed to read your letter of ... dealing with ...
- The mistake was due to ...
- There appears to have been some confusion in ...
- The reason for ...
- As someone who values your business, I have already ...
- Also, we will deduct another X percent of the bill for the misunderstanding.
- This is being corrected at the moment.
- We apologize for the inconvenience ...
- We are ready to compensate ...
- We hope you will continue to do business with us
- We look forward to serving you in future
- Thank you for your patience.

Checklist

- Organise the material – A must essential before one starts to write. Collect all the relevant documents, previous correspondence, company policy, record of previous such cases and other required material. Organizing these will establish a framework and order in which to present information in the most appropriate manner. The framework of your letter should be in sequential order. This makes it easy, not only for you but also for the client to understand the matter in the easiest manner.

- Admit your Mistake and make Prompt Rectification – Once it has been established that your client is actually a victim, initiate an instant rectification process. Apologise and regret in the most responsible way using words which will soothe the irritation or anger of the reader. Words like «Mistakes do happen but we always have a solution», «Your satisfaction is of the utmost concern to us», «It is good to know that you have brought this matter to our light, we will ensure that these incidents never happen» etc. Give the facts regarding the defective product or service. Don't use

excuses or long explanations about the incident. Explain what is being done to rectify the problem with details like discount, refund, dates, times, places etc. of the action initiated. This approach reiterates the consumer's interest in your organisation and maintains a good business relationship.

- **Maintain a Positive Tone** – Adjustment letter with an adjusted tone towards positive attitude works both ways. The client is satisfied and the vendor is also satisfied. Always begin by sympathising your client, establishing a positive tone. Make them feel understood. Only then you move to the next step, which is to break the news, in favour or against. Even if the client is at fault, it is necessary that you don't provoke the customer. Never accuse them of the wrongdoing or offer an adjustment with resentment. This gives a negative publicity to your form and will end up producing negative sentiments for you and your company. Never reply in a negative tone even when you are aware that you aren't at fault. Your personal emotions shouldn't compromise the image of the company you work for. If the correspondent uses negative language you don't need to reciprocate.

- **Use Diplomatic Language** – It comes across many times that clients are not right. Here you have to be diplomatic so that complainer or claimer is satisfied with your reasoning or logic. When compensation, refund etc. is not justifiable, you cannot be blunt; you have to be tactful in approach. Deny the request in the most pleasing manner. Express your concern over the issue and appreciate their concern over the matter. End the letter in such a manner that there is room for apology and rectification. You can do this by comforting and convincing the reader that you understand their need.

- **Politeness** – Choose your words carefully, so that there is no room for offence. Use the title or name of the person in focus. You must be handling plenty of such letters but that doesn't mean you can take a few for granted. Politeness in a situation where you are fault becomes even more important. Being the guilty party; politeness is not only a necessity but it is also customary to maintain a healthy business relationship with the client.

- **Personal Touch** . To do this, address your client with his name. This is a sign of recognition of the client's individuality; a person is known in the society by his name and the name becomes his identity. By addressing to his identity, you reaffirm his importance in the same way as is done in the society. You can also use his title in along with his name to this effect. You can use any relevant line of humour to ease the discord and delight the client towards a positive approach.

- **Use a Letter head** – As a rule in terms of official and business letters, Adjustment Letters should always have a company letter head on the Top Margin of the page, left, right or middle. This establishes the authority of the letter and increases the importance of the document. A letter head signifies that the client is dealing with a responsible authority. It asserts his belief in the company. Letterhead also remains embedded in one's mind whenever the situation has resulted in the favour of the client. The letterhead becomes a symbol of fairness and the company gains a loyal customer and an unpaid ambassador.

- **Proofreading** – Check your grammar, spellings, sentence formation and structure. Check the accuracy, clarity and a sense of completeness of your paragraphs. Keep your tone consistent, avoids abstract terms which are generally not understood by all like slang, clichés or phrases. Remove any confusing items. If typed on PC use professional fonts like Times New Roman or Arial and maintain the same. Also keep in mind the legibility of words; neither too small nor too big. Appropriate dates, signature and complimentary closure should not be forgotten.

- Answer a complaint promptly.
- Focus on the relevant facts rather than emotions.
- Emphasize the corrective measures being taken.
- Begin the letter with a positive statement. Write that you are pleased to hear from the client or express regret over the troublesome situation, or both.

- Express the problem again so that the customer realizes that you comprehend their complaint.

- Explain the circumstances that led to the situation. Provide a respectful and factual explanation to show the client that they are being treated in a fair manner.

- Conclude the letter amiably, perhaps expressing hope that you and the customer will continue doing business.

Sample Adjustment Letter

Dear Mr. Smith,

Further to your email of the 17th December 20.. regarding your order (ref no. 34ED12QP). First of all, please allow me to apologise for Peter Taylor not responding to your email.

There was a miscommunication in his department. I have already taken all the necessary measures to ensure that this does not happen again in the future. Thank you for bringing this matter to my attention.

With regards to the issues about your order, I have taken personal charge of them. Let me apologize for the late delivery. We should have made you aware about the delay at the time.

As we view you as a valuable customer, and we have worked together for over five years, rest assured that I will sort out this issue as a matter of urgency. I have already spoken to the Production Director here and he will confirm tomorrow when we can send the replacement components to you. I will update you about the

I do hope that this situation has not damaged your confidence in working with us. If you have any questions, do not hesitate to contact me on mobile 07995 348236.

Yours sincerely,

Mrs Sally Boswell

Rugger Sales Director

Sample Letter of Apology

Dear Ms. Shaw,

We write this letter to offer our sincere apologies for delayed delivery of your garments consignment (code no #AS4558).

We are aware that you had specifically requested the delivery of this consignment by November 20, 2012 for your holiday season opening day. There has been a problem

with our delivery process for a while now and I assure you that we are taking all steps we can to change it. I would like to make an apology on behalf of my staff who made this mistake.

Our company values its association with clients such as 'Ruby Fashion Store'. We are therefore, offering you a discount of 40% on the net price of consignment code #AS4558. In case you have any other feedback about our services, feel free to contact me on my personal number mentioned above. We look forward to continuing our valued association with you.

Thank you.

Sincerely,

Ms. Eve Samuels

Manager

Japonica Garments and Exports

MEMORANDUM

Memos are internal documents that are sent to people inside the same organization as the writer. They advise or inform staff of company policies and procedures. They are usually quite formal and impersonal in style. *Memorandum* is the full term, but the abbreviated form is usually used. Memos may be put on a noticeboard for everyone to see, or circulated in internal mail. In the latter case the receiver/s may be asked to sign the memo to acknowledge that they have read it. Memos maybe also posted on internal email (the Intranet). However, as email is an open access system, this method is not suitable for confidential communications.

Memorandums typically contain To:, From:, Date:, and Subject:, and they do not contain an inside address as is typical in letters. The important point is to use the format that is appropriate for each specific message.

Internally, memos may inform their recipients of:

- Announcements for such diverse happenings as hirings or holidays.
- Changes in such aspects as policies, procedures, and prices.
- Confirmations of verbal discussions, decisions, and meeting times.

- Documents to follow, such as reports, gathered research, and survey results.
- Recommendations for action.
- Requests for further information, further research, or reports.
- Solicitation[s] for opinions.

Electronic memos, sent via e-mail, are commonplace in many organizations and are most commonly referred to as e-memos. Despite the convenience and ease of developing and sending e-memos, be cautious! They have several shortcomings typically not associated with hardcopy memos. Some of these shortcomings are listed here.

- Receivers are more likely to read hardcopy memos than e-memos because e-memos can be so easily filtered out or deleted before receivers get past the subject line.
- E-memos are often poorly written, with problems ranging from including too little detail, careless tone, and misspelled words to grammatical mistakes and lack of clarity.
- E-memos can be easily hacked, thus raising privacy and security concerns. After all, even deleted e-memos (e-mail) can be resurrected! For example, if you need to relay information regarding a sensitive or private matter (e.g., health conditions, salary), do not do so in an e-memo. Instead, send a hardcopy memo.

Memos are typically:

- Written in a less formal style than letters. (E-memos are more conversational and there is greater use of first-person pronouns.)
- Written more often using a direct strategy. (Memos can be and still are developed using the indirect and persuasive writing strategies.)
- Tone should be courteous no matter what the receiver's level in the organization.
- Conciseness is desired more so than in letters.
- Clarity is as important in memos as in letters.
- Message completeness is as important in memos as in letters. Degree of completeness directly impacts clarity.

- Message correctness is as important in memos as in letters. In other words, are facts, dates, names, etc., correct? If not, we cause confusion, misunderstandings, and mistakes.
- Subheadings are more prevalent in memos than in letters.
- Lists are more common in memos than in letters.
- Writing mechanics (e.g., grammar, punctuation, spelling) are just as important in memos as in letters.

Useful Vocabulary

- This is to inform you that...
- I am/ We are pleased/ sorry to inform you that...
- I/ We wish you to inform you...
- I/ We would like to have...
- Could you give me/ us...
- Would you send me ...
- Please follow the new procedures
- Check...
- Be sure to...
- I/ We want...
- Don't forget to...
- Please remember to...
- I/we feel it is best to buy new equipment.
- I/ We recommend the XS model.
- Please see the attached report.
- Would everybody please send their comments by Friday?
- Do...
- Write...
- Phone...

Checklist

Top matter

- Includes date and full names and titles of author and recipient
- Subject line is specific and informative

Introductory paragraph

- Clearly states the purpose of the memo
- Tells why it's written now (e.g., why issue is important, why a decision must be made)
- States the conclusion

Content

- Level of background information is appropriate for the recipient
- Leaves out unnecessary information
- Addresses relevant contextual factors (e.g., political, organizational, stakeholder views)

If the purpose is to summarize research:

- Main purpose of the study is stated clearly and concisely
- Main findings are presented clearly and concisely (not copied from the article)
- Important limitations of the research are noted
- Implications (and, if appropriate, recommendations) are clearly linked to findings

Organization and flow

- Each paragraph relates to the purpose of the memo
- Headings identify the focus of the sections and relate to one another
- Information is sequenced in a way that makes sense
- Reasonable amount of white space (e.g., margins, paragraph spacing)
- Visual cues guide the reader (e.g., headings, judicious use of bullets)

Clarity and conciseness

- No unnecessary words or phrases
- Avoids jargon and complex words when simpler words are available

- Uses active voice
- Sentences have clear subject-verb relationships

Overall

- Main points are clear and memorable after just one reading
- The tone is professional (e.g., lets the facts speak for themselves).

Sample Internal Memo

CHOCOLATE HEAVEN EMPORIUM MEMORANDUM

TO: All Staff

FROM: Management T.C.

DATE: November 9th, 20—

SUBJECT: STAFF CHRISTMAS PARTY

It's that time of year again. As you all know, Christmas is our busiest season of the year. Every year it is a struggle for management and supervisors to find the time and energy to organize a staff Christmas party. This year, we have decided to postpone the Christmas party until after our busy season.

Party Details

- Date: Second or third Saturday in January (T.B.A)
- Theme: Beach
- Food: Caribbean
- Special events: Karaoke and belly dancing

We apologize that the celebration will have to wait until the new year, but we guarantee that it will be worth the wait. Anyone interested in volunteering to help out with the event is encouraged to call Lucy, our events coordinator. Lucy's cell phone number is 222-3098. Please contact Lucy outside of business hours regarding this matter.

Thank you.

T.C.

SALES LETTER

The heart of most businesses is sales – selling a product or service. Much of a company's sales effort is accomplished through the writing of effective sales letters – either individual letters for individual sales or form letters for large-scale sales.

A Sales letter is a piece of direct mail which is designed to persuade the reader to purchase a particular product or service in the absence of a salesman. It has been defined as a form of direct mail in which an advertiser sends a letter to a potential customer. It is distinct from other direct mail techniques, such as the distribution of leaflets and catalogues, as the sales letter typically sells a single product or product line, and further tends to be mainly textual as opposed to graphics-based.

It is typically used for products or services which, due to their price, are a considered purchase at medium or high value (typically tens to thousands of dollars). A sales letter is often, but not exclusively, the last stage of the sales process before the customer places an order, and is designed to ensure that the prospect is committed to becoming a customer. Since the advent of the internet, the Sales letter has become an integral part of internet marketing, and typically takes the form of an email or webpage. Unsolicited sales emails are known as spam, although spam typically consists of emails which are much shorter than a normal sales letter. Offline, unsolicited sales letters are known as junk mail.

In large companies, the writing of sales letters is centered in the advertising department and is a highly specialized task performed by advertising copywriters and marketing consultants. Within a few years after graduation, however, a growing number of college students opt to own businesses. These start-up companies are typically quite small, with only a few employees.

In such a situation, the company must mount an aggressive sales effort to develop business, but the company is typically too small to hire a fulltime copywriter or marketing consultant. Thus, the owner usually ends up writing these sales letters, which are vital to the ongoing health of the firm.

So no matter where you intend to work, the chances are that at some point you will need to write sales letters.

The indirect organizational plan is used for sales letters. It is sometimes called the AIDA plan, because you first gain the reader's attention, then create interest in and desire for the benefits of your product, and finally motivate action.

Useful vocabulary

- Are you having trouble ...
- This is why it is important to have ...
- At X, we have the skills and experience to ...
- May we stop by and offer you a FREE estimate of how much it would cost to ...
- If so, give us a call at X and set up an appointment with one of your friendly operators.
- I enclose the description of ...
- I am enclosing a folder with information on our new ...
- Our new trade list will be available in a week and we are missing a note to send you one as soon as it comes off the press.
 - We would like to draw your attention to the attached press release announcing our launch of ... products and services.
 - Our new catalogue will be published soon, and I shall send you a copy when it appears.
 - As you requested, we are enclosing a copy of our latest catalogue.
 - I am enclosing our price-list which gives you some idea of the range of areas we promote information on so that you can see whether or not we could be of service to you.
 - I have just sent you, by separate mail, our recent catalogue for this year.
 - I would be happy to send you both our monthly descriptive brochures on new production and our complete catalogue.
 - Enclosed you will find the latest listing of our products.
 - Enclosed is a backlist of ... that we are promoting.
 - I will send you our catalogues on a regular basis.

- Thank you for your interest in ...
 - Would you please let me have your comments at your earliest convenience.
 - Should you have any questions, feel free to contact me at ...
 - Please do not hesitate to write if you require additional information.
 - If you have any other questions, please get in touch with ...
 - If you require further assistance, please do not hesitate to write ...
 - If you require further information, we would be most pleased to supply it.
 - We consider this activity as one of extreme importance, not only to provide technology transfer, but to further understanding and cooperation between our countries.
- We have no doubt that we would find a satisfactory market for in your country.
 - I trust this to be to your satisfaction – I hope that this is to your satisfaction.
 - I trust that these arrangements meet with your approval.
 - I hope that this information will be of some assistance to you.

Checklist

Prepare

- Learn as much as possible about the product, the competition, and the audience.
- Select a central selling theme – your product's most distinguishing feature.

Gain the Reader's Attention

- Make your opening brief, interesting, and original. Avoid obvious, misleading, and irrelevant statements.
- Use any of these openings: rhetorical question, thought-provoking statement, unusual fact, current event, anecdote, direct challenge, or some similar attention-getting device.
- Introduce (or at least lead up to) the central selling theme in the opening.
- If the letter is in response to a customer inquiry, begin by expressing appreciation for the inquiry and then introduce the central selling theme.

Create Interest and Build Desire

Make the introduction of the product follow naturally from the attention getter.

Interpret the features of the product; instead of just describing the features, show how the reader will benefit from each feature. Let the reader picture owning, using, and enjoying the product.

Use action-packed, positive, and objective language. Provide convincing evidence to support your claims – specific facts and figures, independent product reviews, endorsements, and so on.

Continue to stress the central selling theme throughout.

Subordinate price (unless price is the central selling theme). State price in small terms, in a long sentence, or in a sentence that also talks about benefits.

Motivate Action

Make the desired action clear and easy to take.

Ask confidently, avoiding the hesitant “If you’d like to” or “I hope you agree that.”

Encourage prompt action (but avoid a hard-sell approach).

End your letter with a reminder of a reader benefit.

Sample Sales Letter

May 24, 2017

Sample Client

Sample Firm

Sample Address

Dear Name,

It was a pleasure talking to you on Thursday. As promised, I put together a folder of information about my company as well as samples of our work. I think it pretty much sums up what we do.

Our specialty is Internet Solutions. We have worked with dozens of organizations to implement not only visually exciting, but cost-effective, Web solutions. For example, we recently wrote a system for XXXX Corp. which automatically generates over 40,000 Internet files for that company’s Web site.

From our conversation, I believe that I understand what you are attempting to do. I also believe that Your Company Name can develop a creative solution for your company. We are experts in the techniques of the Web. This includes graphic design, animation, copywriting, programming as well as content advice.

Your Company Name is truly on the Web's cutting edge. You can be assured that if it's available, we have not only used it we excel in it. So your site will always be, in the vernacular of the Web, a "cool" site.

I will call you next week to set up an appointment. At that time I would like to "surf" the Web with you to show you how others in your industry are using the Web to their competitive advantage.

Sincerely,

Your Name

Your Title

LETTER OFFER SALES PROPOSAL

The Supplier usually writes an offer in response to an inquiry. While answering a general inquiry, the Supplier thanks for the interest to his company, offers price-lists, catalogues and Typical Contract. The Supplier also states the delivery time, the terms of payment, marking and packing instructions.

A reply to a special inquiry specifies detailed information concerning all questions of a potential client. Answering the questions, you should give precise characteristics of the goods adding samples if possible. Determining the price you should offer discounts. Separately specify packing and transportation costs, terms of delivery and payment. Probably one of the most important guidelines to follow while writing replies is to answer promptly. If a potential customer asks for product information, ensure that the information arrives before the customer must make a purchase decision. Otherwise, the time it took you to respond will have been wasted.

Also, delaying a response might send the unintentional nonverbal message that you do not want to comply with the writer's request.

Give the requested information early in the message. Doing so not only saves the reader's time but also puts him or her in a good state of mind immediately. Put the good news up front – where it will receive the most emphasis.

Be sure to answer all questions asked or implied, using objective and clearly understood language. Although it is often helpful to provide additional information or suggestions, you should never fail to at least address all the questions asked – even if your answer is not what the reader hopes to hear. Questions are usually answered in the order in which they were asked, but consider rearranging them if a different order makes more sense. Determining what your reader already knows about the topic should help you decide what information to include and how to phrase it. An offer may be also sent without a preliminary inquiry if the Supplier wants to attract the potential clients' attention or find new customers for special products or their range. Firm offer specifies special terms, such as delivery deadline and discounts, according to the quantity of goods and other terms.

Structure of an offer:

- 1) Reason for writing.
- 2) Replies to questions of potential customers.
- 3) Additional offers.
- 4) Expression of hopes for further order.

Useful vocabulary

- We were pleased to learn your interest in ...
- In reply to your inquiry of ...
- In reply to your inquiry and in confirmation of our today's telephone conversation we are pleased to offer you ...
- We are most pleased that you want to buy ...
- We are glad to say that we can reserve you ...
- It is generous of you to take so much interest in our work.

- We take pleasure to send you the desired samples and offer.
- We have forwarded your inquiry to the manufacturers and will contact you as soon as we have their reply.
- As to your inquiry of ... we are informing you that ...
- We enclose our catalogue with the latest price-list.
- Our detailed price-list will convince you in diversity of our assortment.
- Our proposal is valid till ...
- We deliver goods on CIF terms.
- The price covers packing and transportation expenses.
- We can give you a 5 per cent discount.
- As you can see from our price-list, our prices are least by 3 % lower than market ones.
- I call your attention especially on item ...
- Besides above mentioned goods our company produces also ...
- We would like to recommend you especially the following positions in the price-list
- The model ... will most meet your requirements.
- We ask you to discuss our proposal once more and inform us whether we could expect getting your order.
- I ask you to make the order faster as the quantity of this product at our warehouse is limited.
- We would appreciate if we get the order from you as soon as possible.
- If you are not happy with our proposal please inform us about its reason.
- We are very sorry that we are unable to accept new orders for delivery within the time specified.
- Our factory is fully engaged with orders now and we cannot send you a quotation, but we may revert to the matter late next month.

Checklist

Effective Start

Most sales proposals start with a “brag sheet” where the salesperson talks about how great his company is, how long it’s been in business, what big customers you have, etc. Don’t do this. The first page should be about the prospect, not about you.

Formatting

Make your proposal easy to read by breaking it up into small chunks under a series of headers. This is especially important if the material is highly technical or otherwise difficult. Good headings also make it easy for your prospect to find the information he needs right away when he re-reads your proposal. And don’t think that you need to include every little detail about your product and its implementation.

Content

Don’t talk about specific numbers, e.g. fees and delivery dates, until the very end of the proposal. The bulk of your document should be all about the prospect’s issues and what your product will do to resolve them. Once your prospect has absorbed this information, then and only then is it time to discuss the detail

Sample Sales Proposal Letter

To,

Peter Pattinson

Vice President, Jackson Corporation,

D-45, first floor, Wood Bricks towers, Jackson lane,

London

Date: 4th July 20XX

Subject: product sales proposal letter

Respected Sir,

I, Nathan Anderson, the Junior Sales Manager working at Jackson Corporation am writing this letter to you to propose a new product sales plan. Our company has been following a 1 year old product sales plan which works well but needs changes according to the changing expectations of the consumers.

According to my new proposal, the company should move beyond traditional in-store selling methods and expand its domain by targeting the online population of buyers. We must set up an online selling platform and also start selling our products on popular online retail stores. These methods will not only improve the visibility of our brand name but will also mean increased sales and thereby improved revenues.

Enclosed with this letter is a document which consists of a detailed account of implementation of this business plan. If you approve, do let me know so that I can start working on the implementation plan as soon as possible.

Thanking you

Sincerely,

Nathan Anderson

Junior Sales Manager

Jackson Corporation

LETTER ORDER

LETTER ACKNOWLEDGING ORDER

Order forms are usually filled in to place an order for purchasing some goods. The order forms include information about quantity of goods, their description, price, terms of payment, date of delivery, discounts etc. In some cases a cover letter should be written to make certain points quite clear. The order form should be enclosed to the cover letter.

If a Seller or a Supplier has an opportunity to fulfill an order he sends an Order Acknowledgement (or Confirmation) to a Buyer. In general cases it is an Order Copy (or Duplicate) signed by a Seller. Usually an Acknowledgement is enclosed to a Cover Letter, in which a Seller expresses his gratitude for the order and informs a Buyer about new prices, terms of delivery, etc.

If a Seller or a Supplier has no opportunity to fulfill an order he either declines the order or substitutes the goods unavailable at the moment. An Order letter may need to be written when you are ordering products from a company or manufacturer. This letter is similar to a purchase order, and should be written in detail. Some people write

an order letter and simply ask that their last order be duplicated, but this leaves room for mistakes and confusion. The information below will help you write an order letter that contains all of the pertinent details so that your order can be processed efficiently and accurately.

In your introductory paragraph, state that you want to place an order, and that the details of your order are included. Also state which catalog was used to place the order, and reference numbers contained in the catalog.

Indicate if you want a current catalog shipped with your order. The body of your Order letter should contain specific instructions in regards to where the order will be shipped, items, quantity, etc. You may want to set this up in a table format if using a word processor. Include item description, item number, unit price, and total. Also inform the recipient if there is a certain way you wish your order to be shipped, such as by common carrier, UPS, etc.

In closing, thank the recipient for their time, and include your phone number and/or email address should they have any problems with your order. Indicate that they should let you know if the order cannot be shipped at the time you requested.

Useful vocabulary

- In reply (response) to your letter (fax) of ..., we thank you for ...
- I would like to order
- Please note that ...
- We appreciate ...
- We are pleased to enclose our Order No. ...
- We enclose (are enclosing) our order for ...
- We accept your offer and have pleasure in placing an order with you for ...
- Please confirm that you can supply ...
- Please send the copy of this order to us, duly signed, as an acknowledgement.
- Please supply / send us ...
- Thank you very much for your order No ... of ...

- As requested we enclose the copy of your order, duly signed as an acknowledgement.

- We confirm that delivery will be made by ...

- We hope that you will have a good turnover, and that we will be dealing with your company in the future.

- Delivery will be made in conformity (accordance) with your instructions.

- We are sorry (we regret) to let you know (to inform you) that we cannot execute your order because of (through).

- The goods you ordered are no longer available.

- We can offer you a substitute.

DO'S

- Write a separate paragraph for each item, using double spacing between paragraphs.

- Clearly indicate the item number or the product code, the quantity, color and size being ordered.

- Specify the mode of payment.

- An order letter should also contain information about the cost of the price, such as taxes, so that there is no misunderstanding when making a payment.

- If you have already paid any advance against the order, you should mention it in the letter.

- Specify the relevant details related to the terms and conditions agreed upon by you and the other party involved.

- Indicate the preferable mode of shipping.

- Point out a deadline delivery date.

CHECKLIST

- Before placing an order, ask a vendor to clarify some information you are not sure of in regard to the product.

- Find out in advance how much time the delivery of the product will take in order to understand whether you will receive it in the desired time.
- Start writing an order letter as soon as you determine your purchase. A company in which you are going to buy a particular product should be given enough time to execute your order.
- Use two or three paragraphs to construct the letter. Make a brief introduction of yourself, explain the details about your order and, finally, clarify again any questions you can have about your order. If you choose to use two paragraphs, then skip the introduction and go straight to your business.
- Write in a precise and clear manner. You should be open about what you are ordering, and give the full information about your order rather than use hints.
- Follow the standard business format. Only basic fonts should be used to write the letter. If you compose your order letter in a manner that is accurate and easy to read, the receiver will be able to comprehend it without any difficulty.
- Indicate the date. It is significant, because that identifies when your order was placed.
- Proofread the letter. Read your order letter one more time and correct spelling and grammatical mistakes if you find them out. What is more important, check all the details mentioned in the letter.
- As an order letter is a contract proving the process of selling and purchasing between two parties, it is important to construct it accurately. If you state your needs directly and clearly, the vendor will have no problems with reading it and dispatch the demanded product to you on time.

Sample Letter Acknowledging Order

Dear Sir,

We acknowledge the receipt of Rs. 20,000 from you towards the purchase of the below mentioned product from our online store, XYZ.

Product name:

Product code:

MRP: Rs. 20,000/-

We received a payment of Rs. 20,000 from you through cheque, dated (date). The cheque number is XXXXXXXXX.

Thank you for shopping with XYZ. We attempt to provide you best quality products at the most reasonable price. Customer satisfaction is our primary focus. We would be glad to hear from you if you have any feedbacks or complains regarding our services and products.

The aforementioned product has been shipped to you and would be delivered at your doorstep by (date). You can check the status of your order with the details sent to you.

Kind regards

(Name + signature)

JOB-APPLICATION LETTER

An application letter communicates to the prospective employer your interest in and qualifications for a position within the organization. The letter is also called a cover letter, because it introduces (or “covers”) the major points in your resume, which you should include with the application letter. A *solicited application letter* is written in response to an advertised vacancy, whereas an *unsolicited application letter* (also called a *prospecting letter*) is written to an organization that has not advertised a vacancy.

Most job applicants use the same resume when applying for numerous positions and then use their application letter to personalize their qualification for the specific job for which they are applying. Because the application letter is the first thing the employer will read about you, it is of crucial importance. Make sure the letter is formatted appropriately, looks attractive, and is free from typographical, spelling, and grammatical errors. Don't forget to sign the letter and enclose a copy of your resume (or perhaps both versions – formatted and plain-text).

Your cover letter is a sales letter – you're selling your qualifications to the prospective employer. You should use the same persuasive techniques you learned

earlier; for example, provide specific evidence, stress reader benefits, avoid exaggeration, and show confidence in the quality of your product.

An application letter should be no longer than one page. Your letter should be addressed to an individual rather than to an organization or department. Remember, the more hands your letter must go through before it reaches the right person, the more chance for something to go wrong. Ideally, your letter should be addressed to the person who will actually interview you and who will likely be your supervisor if you get the job. If you do not know enough about the prospective employer to know the name of the appropriate person (the decision maker), you have probably not gathered enough data. If necessary, call the organization to make sure you have the right name – including the correct spelling – and position title. In your salutation, use a courtesy title (such as Mr. or Ms.) along with the person’s last name.

Some job-vacancy ads are blind ads; they do not identify the hiring company by name and provide only a box number address, often in care of the newspaper or magazine that contains the ad. In such a situation, you (and all others responding to that ad) have no choice but to address your letter to the newspaper and to use a generic salutation, such as “Dear Human Resources Manager.” Insert a subject line to identify immediately the purpose of this important message.

Useful vocabulary

- With reference to your advertisement in “...” of Tuesday, January 10, I would like to apply for the position of... in your company.
- I appreciate the opportunity to work on my own initiative and to take on a certain amount of responsibility.
- During training for my present job I took courses in marketing.
- Since my present position offers little prospect for advancement, I would prefer to be employed in an expanding organization such as yours. I am at present earning ... per month.
- Thank you for offering me the post/position of ...
- I have pleasure in accepting this position.

- I am looking forward to commencing work on September 1.
- I am writing concerning your advertisement in the Guardian of 12 May for a bilingual secretary to work in your Export Department.
- I am writing to ask you if you might have a vacancy in your company (department) for an administrative assistant.
- Please let me know if there are any other details you need. Meanwhile I look forward to hearing from you.
- I was recommended by ..., who is currently working in your company, to contact you concerning a possible post in your department (company)
- I am 23 years old, and have recently graduated from ... with a diploma /degree in ...
- At present I am working for ..., where I am employed as a ... in the ... department.
- I would be grateful if you could send me an application form. If you need any further details, please contact me at the above address / email address.
- During my employment with ... my work was specifically concerned with
- I left (old employer) because (new employer) offered me a chance to use my (language, IT training, etc.)
- I was offered a chance to ...
- I left the company in order to...
- I am particularly interested in the post as I could apply my previous experience in ... I am sure I would be successful in this post as I have the skills and experience you describe.
- I believe my background in ... equips me for the post you advertise.
- I have some experience in ... and am enthusiastic about developing a career in this field.
- I would be happy to discuss with you at interview how my skills and experience could be used to your advantage.

Checklist

- Use your job-application letter to show how the qualifications listed in your resume have prepared you for the specific job for which you're applying.
- If possible, address your letter to the individual in the organization who will interview you if you're successful.
- When applying for an advertised opening, begin by stating (or implying) the reason for the letter, identify the position for which you're applying, and tell how you learned about the opening.
- When writing an unsolicited letter, first gain the reader's attention by showing that you are familiar with the company and can make a unique contribution to its efforts.
- In one or two paragraphs, highlight your strongest qualifications and relate them directly to the needs of the specific position for which you're applying. Refer the reader to the enclosed resume.
- Treat your letter as a persuasive sales letter: provide specific evidence,
- stress reader benefits, avoid exaggeration, and show confidence in the quality of your product.
- Close by tactfully asking for an interview.
- Maintain an air of formality throughout the letter. Avoid cuteness.
- Make sure the finished document presents a professional, attractive, and conservative appearance and that it is 100 % error-free.

Sample Application Letter

Subject: First Name Last Name - Web Content Manager Position

Dear Contact Person:

I'm writing to express my interest in the Web Content Manager position listed on Monster.com. I have experience building large, consumer-focused health-based content sites. While much of my experience has been in the business world, I understand the social value of the non-profit sector and my business experience will be an asset to your organization.

My responsibilities included the development and management of the site's editorial voice and style, the editorial calendar, and the daily content programming and production of the website.

I worked closely with healthcare professionals and medical editors to help them provide the best possible information to a consumer audience of patients. Also, I helped physicians learn to utilize their medical content to write user-friendly, readily comprehensible text.

Experience has taught me how to build strong relationships with all departments at an organization. I have the ability to work within a team as well as cross-team. I can work with web engineers to resolve technical issues and implement technical enhancements, work with the development department to implement design and functional enhancements, and monitor site statistics and conduct search engine optimization.

Thank you for your consideration.

Signature

First Name Last Name

LETTER OF RECOMMENDATION

A letter of recommendation is sent to accompany a resume and a job application letter. It also can be presented to an employer during an interview. The purpose of writing a letter of recommendation is to present true, important and relevant information about the applicant, and to show that he/she is qualified for a certain job.

Writing a letter of recommendation presents not only legal but also ethical considerations. The overriding guideline is that you must be fair – fair to your own conscience, fair to the prospective employer, and fair to the applicant.

To be fair to yourself, you must act in good faith. If you are satisfied in your own mind that you have written an honest and objective appraisal of the person's qualifications, you should have no concerns about the applicant's ultimate fate. That decision is the responsibility of the prospective employer.

You must also be fair to the employer because he or she is relying on your honest observations to make an appropriate hiring decision. And finally, you must be fair to the applicant. You are not doing anyone a favor by helping him or her get job for which he or she is not qualified. Letters of recommendation may be of two types – general and specific. General letters are often requested by students as part of the personnel record they file with their college placement office. Sometimes a form is provided; otherwise you should use a generic salutation, such as “Dear Prospective Employer”.

Specific letters require your evaluation of a candidate’s fitness for a specific position. Gear your comments to the specific job, making sure that you answer completely each question that is asked.

Regardless of whether you’re writing a general or specific letter, begin by providing certain standard information:

- The full name of the job applicant
- The position the applicant is seeking
- The nature and length of your relationship with the applicant

A good legal safeguard is to label the information “confidential” and to state that you are providing this information at the specific request of either the applicant or the prospective employer. The major part of your recommendation will, of course, be your comments on the applicant’s performance and potential. From the employer’s viewpoint, the most helpful comments are those that are reinforced with examples and specific factual information. Include only relevant information – information that will help the prospective employer evaluate the candidate’s qualifications. Be especially careful to avoid mentioning any factors that might later become the basis for a discrimination lawsuit, such as of age, race, religion, or handicaps.

Most people do not ask someone to write a letter of recommendation unless they have had pleasant relations with that person. Thus, most such letters are primarily positive in tone. No one is perfect, however. If the negative trait is either irrelevant to the applicant’s performance on the job or if you are unable to document the deficiency, simply avoid mentioning it.

Occasionally you will need to include some negative aspect regarding the applicant's qualifications for a particular job. When doing so, avoid value judgments and opinions and simply relate the specific facts. Because so much of what typically goes into a letter of recommendation is positive, any negative information tends to stand out and receive, perhaps, more attention than it deserves. You are the best judge of how to use emphasis and subordination appropriately to present the negative information fairly. The point is not to downplay the negative information but rather to make sure the reader perceives it with the same degree of importance as you do. End your letter by making some summary, overall evaluation of the candidate. If your evaluation of the candidate has raised some questions about which the prospective employer might need more information, offer to provide more information if necessary. At the end of the letter give your contact telephone number.

If you honestly feel that you should not recommend a candidate, you should decline to do so. Your letter to the applicant, telling him or her of your decision, should be indirect, stating the refusal as tactfully and in as friendly a way as possible. However, if you simply prefer not to recommend this particular applicant, you need not provide a reason.

Useful vocabulary

- I am pleased to recommend you...
- ... has asked me to write a letter on his behalf...
- I am happy to provide this information to you.
- It is my pleasure to write this letter of reference for ...
- I would evaluate his/her skills in ... as excellent/good/sufficient/superior
- We credit much of our success to his/her efforts
- Although he/she had some problems in..., I'm confident she will improve in this area with more experience.
- I have a very high regard for ... and recommend him/her to you
- Based on my observation of ... performance, I recommend him/her highly for the position of ...

- If I can provide additional information, please call me at ...

Checklist

- Be fair – to yourself, to the prospective employer, to the applicant whom you are recommending and to the other applicants for the same position.
- Begin by giving the name of the applicant, the position for which the applicant is applying, and the nature and length of your relationship with the applicant.
- Discuss only job-related traits and behaviors, be as objective as possible, and support your statements with specific examples.
- If writing a recommendation for a specific position, answer all questions asked and gear your comments to the applicant's qualifications for the particular job.
- Present any information in such a way that the reader will perceive it with the same degree of importance that you do.
- Close by giving an overall summary of your evaluation.

SAMPLE RECOMMENDATION LETTER

[Date]

Re: Recommendation for Sharon Westman

Dear Hiring Manager:

I was initially impressed with Sharon Westman's enthusiasm, communication skills and professional demeanor when I hired her four years ago as a customer service rep within JRW Inc.'s call center. During the two years Sharon reported to me (I have since moved on to a different department), she consistently demonstrated all of these qualities and more, and I heartily endorse her for any customer service position.

Sharon is reliable, dedicated and eternally upbeat. Her ability to calm angry or frustrated customers is unparalleled, and it is because of her excellence in this area that I repeatedly asked her to mentor new employees in the call center. Sharon multitasks effectively and is able to handle a high-volume workload. She consistently met or surpassed all weekly call center metrics (including customer satisfaction, call volume and response time), and her daily written reports were accurate and thorough.

Of particular value to me as a former call center manager was Sharon's team player mind-set, enthusiastic embrace of change, ability to work with minimal supervision and unwavering commitment to exceeding customer expectations. I regularly received unsolicited praise from customers commending Sharon's outstanding level of service, professionalism and follow-through.

Organized and diligent, Sharon quickly learned technology systems and software that were unfamiliar to her when she first started with JRW, and she also attended optional professional-development seminars offered through the company. She is pursuing an associate's degree in business through evening classes at ABC Community College.

Sharon is a hardworking, top-performing customer service professional. She has my highest recommendation, and I am happy to furnish more details if you would like additional information.

Sincerely,

Carla Pederson

Field Service Manager (former Call Center Manager)

JRW Inc.

(555) 555-5555

RESUME

A resume is a brief record of one's personal history and qualifications that is typically prepared by an applicant for a job. Although recruiters sometimes refer to the resume as a *wilawid* ("What I've learned and what I've done"), the emphasis in the resume should be on the future rather than on the past: you must show how your education and work experience have prepared you for future jobs – specifically, the job for which you are applying.

Some companies usually offer to write a curriculum vitae or CV. There is no much difference between a resume and a CV, except the volume. Sometimes the CV includes up to 8 pages with detailed information about the applicant and is written to

meet the demands of foreign employers. But usually a resume and a CV are considered to be one and the same document as 'resume' is an American English equivalent of 'CV'.

Right from the start, be realistic about the purpose of your resume. Few people are actually hired on the basis of their resumes alone. (However, many people are not hired because of their poorly written or poorly presented resumes.) Instead, applicants are generally hired on the basis of their performance during one or more job interviews. Thus, the purpose of the resume is to get you an interview, and the purpose of the interview is to get you a job. Remember, however, that the resume and accompanying application letter (cover letter) are crucial in advancing you beyond the mass of initial applicants and into the much smaller group of potential candidates invited to an interview.

A resume can be written in chronological or functional format. Chronological: In a chronological arrangement, you organize your experience by date, describing your most recent job first and working backward. This format is most appropriate when you have had a strong continuing work history and much of your work has been related to your job objective.

Functional: In a functional arrangement, you organize your experience by type of function performed (such as supervision or budgeting) or by type of skill developed (such as human relations or communication skills). Then, under each, are specific examples (evidence). Functional resumes are most appropriate when you're changing industries, moving into an entirely different line of work, or reentering the work force after a long period of unemployment, because they emphasize your skills rather than your employment history and let you show how these skills have broad applicability to other jobs.

Useful vocabulary

- I am good at dealing with people/listening to people/persuading people.
- I am good at solving problems/making decisions.
- I am good at organizing/delegating/prioritizing.

- I am good at languages.
- I am good at meeting deadlines.
- I am committed/ creative/ competitive/ ambitious/ adaptable and flexible.
- I work accurately/irregular hours/under pressure/quickly.
- I am results oriented.
- I speak more than one language.
- I type fast.
- I give good presentations.
- I remember a lot of information.
- I drive well.
- I use a lot of computer software.
- I can work irregular hours.
- I am single/married/divorced.
- I am fairly good team worker.
- I speak fluent English, French and Spanish.
- I can contribute to the full.
- I am a keen reader.
- I have a clean driving licence.
- Well-qualified executive in field of...
- Seek challenging position in...
- Computer-literate...
- Excellent organizational and communicational skills...
- Mother tongue Ukrainian, fluent English, elementary German...
- Bachelor of Science Degree: Business Administration.
- Experience with Word, PowerPoint, Excel, Access, Quicken...
- The outstanding achievements are...

Checklist

Length and Format

- Use a one-page resume (neither longer nor shorter) when applying for
- most entry-level positions.
- Use a simple format, with lots of white space and short blocks of text.
- By means of type size, indenting, bullets, boldface, and the like, show which parts are subordinate to other parts.
- Print your resume on standard-sized, good-quality, white or off-white (cream or ivory) paper.
- Make sure the finished document looks professional, attractive, and conservative and that it is 100 % error-free.

Content

- Type your complete name without a personal title at the top of the document (omit the word resume), followed by an address (or by temporary and permanent addresses if needed), a daytime phone number, and an email address.
- Include a one-sentence job objective that is specific enough to be useful to the employer but not so specific as to preclude consideration for similar jobs.
- Decide whether your education or work experience is your stronger qualification, and list it first. For education, list the title of your degree, the name of your college and its location, your major and minor, and your expected date of graduation (month and year). List your grade-point average if it is impressive and any academic honors. Avoid listing college courses that are part of the normal preparation for your desired position.
- For work experience, determine whether to use a chronological (most recent job first) or a functional (list of competencies and skills developed) organizational pattern. For either, stress those duties or skills that are transferable to the new position. Use short phrases and action verbs, and provide specific evidence of the results you achieved.
- Include any additional information (such as special skills, professional affiliations, and willingness to travel or relocate) that will help to distinguish you from the competition. Avoid including such personal information as age, gender, ethnicity, religion, disabilities, or marital status.
- Provide a statement that references are available on request.

- Throughout, highlight your strengths and minimize any weaknesses, but always tell the truth.

SAMPLE RESUME

Administrative Assistant / Office Manager Resume Example

John Applicant

123 Main Street

Albany, NY 12345

(111) (111 -1111)

John.Applicant@email.com

Experience

Office Manager

National Painting Society, New York, NY

June 20XX – Present

- Maintain office library, including cataloging, distribution, and record keeping
- Keep inventory and order tools for office functionality
- Manage members, including email reminders, member roster, and records of financial dues
- Assist with planning and execution of all society events
- Co-developed an improved, streamlined webpage for new users, receiving positive feedback from all users polled
- Manage summer interns including interviewing, tasks delegation, and scheduling

Administrative Assistant

Saratoga Springs City Hall, Saratoga Springs, NY

September 20XX - May 20XX

- Assisted hundreds of clients daily via email, phone, and in person; responsible for directing clients to appropriate department and answering all general questions

- Performed filing and data management, as well as drafting and editing short office memos

- Assisted with all other office administrative duties

Office Assistant

Registrar, ABC College, Saratoga Springs, NY

September 20XX - May 20XX

- Inputted all data into registrar database
- Scheduled appointments and assisted students with registration and finding information

- Received award for outstanding work ethic in April 20XX

Education

Hunter College

May 20XX

Bachelor of Arts in English, department honors

Minor in Business Administration

Skills

Experience with maintaining office budget

Ability to work with several operating systems, including Windows, Mac OSX, and

Linux

Experience with HTML, CSS, and JavaScript

LITERATURE

1. Н.М. Гудкова. Ділова англійська мова: методичні вказівки до практичних занять для студентів V курсу усіх спеціальностей. – Київ, КНУТД, 2014. – 63 с.
2. Ю.В. Баландина, Ю.А. Сазанович, Н.А. Тишукова. Деловой иностранный язык. Business letters. – Санкт-Петербург: Университет ИТМО, 2016. – 42с.
3. С. В. Дорда, І. В. Соколова, Л. В. Гнаповська, І. А. Бокун. Ділова кореспонденція : рекомендації до написання та оцінювання = Business Correspondence: Tips on Writing and Assessment [Текст] : навчальний посібник / Державний вищий навчальний заклад “Українська академія банківської справи Національного банку України”. – Суми : ДВНЗ “УАБС НБУ”, 2014. – 158 с.
4. Т. К. Кирильчик. Business correspondence. Деловая корреспонденция. Электронное учебно-методическое пособие по дисциплине «Иностранный язык (английский)». – Минск, 2015. – 69 с.
5. Kenneth Roman, Joel Raphaelson. Writing that works. – Harper Collins e-books, 2000. – 145p.
6. Jeffrey L. Seglin with Edward Coleman. The AMA handbook of business letters. – American management association, 2012. – 497p.
7. Clare Whitmell. Business Writing essentials. – Clare Whitmell 2013-11-19, 2014. – 232p.
8. A. Ashley. Oxford handbook of commercial correspondence. – Oxford University Press, 2003. – 298p.
9. Ian Badger. Everyday business English. – Longman, 2013. – 91p.

Preface.....

PART I. BUSINESS LETTER STRUCTURE.....

1.1. Structure of letters – layout.....

1.2. Structure of letters – contents

1.3. Correct salutations.....

1.4. Punctuation.....

1.5. Useful writing phrases

1.6. List of linking words and phrases

PART II. BUSINESS LETTERS SAMPLES.....

2.1. A letter of enquiry.....

2.2. A letter of reply.....

2.3. A letter of confirmation for a meeting, appointment or interview

2.4. A letter of complaint

2.5. An adjustment letter

2.6. Memorandum

2.7. Sales letter

2.8. Letter offer

2.9. Letter order

2.10. Job-application letter

2.11. Letter of recommendation

2.12. Resume.....

Literature

Навчальне видання

**Ведення ділового листування з дисципліни Іноземна мова
за професійним спілкуванням: методичні вказівки для студентів економічного
факультету денної та заочної форм навчання зі спеціальності 051 – «економіка»
(за кредитно-трансферною системою навчання)**

**Береговенко Наталія Сергіївна
Демченко Наталія Сергіївна**

Редактор О.М. Трегубова
Комп'ютерна верстка О.Г. Голуб

Здано до складання 15.10.2018 Підписано до друку

Формат Ум. друк. арк. Тираж

РВІКВ, Сектор оперативної поліграфії БДАУ

09117, м. Біла Церква, Соборна площа, 8/1; тел. 3-11-01