

## **Different types of formal letters**

Basically, they all have the same layout styles, salutation and endings. However, the information that you include in these letters differ. Here is a closer look at different types of business letters.

### **Inquiry letters**

These letters are used to request more information about a product or service. You must clearly explain what information you are seeking. You may also ask for further details in the form of catalogs, brochures etc.

### **How to write a letter of enquiry**

Sometimes even though the organization has not advertised a vacancy they may have vacant positions that need to be filled. You will be able to find out if there is indeed a vacancy by sending them a letter of enquiry. Here is a brief outline for drafting a letter of enquiry.

### **Opening paragraph**

In the opening paragraph give a brief introduction of yourself and explain why you are writing the letter. Let them know what kind of position you are looking for. You must also state why you are interested in working with them and how you found out about them.

### **Paragraph 2**

In the second paragraph, clearly mention your academic qualifications and work experience. You may also add any relevant details that might improve your chances of being considered for the job.

### **Paragraph 3**

In the third paragraph, inform them that you have included your CV. You may also draw their attention to particularly important points you would like them to consider.

## Closing paragraph

In the closing paragraph, restate your interest in working for the company, thank them for taking the time to read your letter and explain your availability for interview. You may also make it clear that you are interested in being considered for vacancies that might arise in the future if none exists at the moment.

## How to write an inquiry letter

An inquiry letter is what we send to a person or a company when we need more information about a product or service offered by that person or company. These letters are often written in response to an advertisement.

Examples of inquiry letters are given below.

	<b>Your name</b> <b>City, Street, Zip Code</b> <b>Phone:</b> <b>Email:</b>
<b>Recipient name:</b> <b>Title</b> <b>Name of the organization</b> <b>City, Street, Zip Code</b>	
<b>18 July 2013</b>	
<b>Dear Recipient Name:</b>	
Perhaps you are looking for an addition to your marketing team. A new person brings in freshness and can provide innovative solutions to the challenges of marketing. My current and past employers have always regarded me as an innovator of ideas. I am also good at communicating with prospective buyers and have a demonstrated history of success in sales and marketing.	
Presently, I am marketing computer accessories for a major company. Enclosed is my resume for your consideration. I understand that XYZ INC has a reputation for quality and excellence. I would like to use my skills and experience to market your line of quality technical products. If you have any questions regarding my skills or my eligibility to be a part of your team, you may contact me at (666) 666-6666.	
Thank you for your time and consideration. I look forward to hearing from you.	
Yours sincerely	
Signature	
Your name	
Enclosure: Resume	

## **Inquiry letter writing tips**

An [inquiry letter](#), also called **a letter of interest**, is a special kind of [cover letter](#). It is an unsolicited letter that you would send to a prospective employer expressing your interest in working for them. In an inquiry letter, you write about your academic qualifications, achievements and work experience.

A [well-written inquiry letter](#) can help you find your dream job. Before you start writing, do your homework and find out as much information as you can about the company you are writing to.

### **How to write an inquiry letter**

Address the letter to a specific person. If you don't know, call the company and find out whom you should write to.

Send an original, signed copy of your letter. Keep a photocopy of the letter for your reference, but the one that you send should be the original one.

Do not use a generic inquiry letter. Tailor each letter to the company and the position you are applying for.

In an inquiry letter, you are not supposed to write about your hobbies, interests or marital status. Instead focus on your professional achievements and skills. Clearly explain what you can do for the company and why they should consider hiring you.

Enclose your [resume](#) with your inquiry letter and make a reference to it. You can do this by saying, for example, 'As you can see from my enclosed resume...'

Your inquiry letter and your resume are two independent documents: one is not supposed to be a substitute for another. In your letter of interest, you can repeat some of the main information in your resume, but don't go beyond that. Instead, elaborate on your work experience and other skills or qualities that will make an ideal candidate for the position.

As with any [formal letter](#), make sure to revise your inquiry letter before sending it. Look for spelling and grammar mistakes. If it is possible, ask a friend or a colleague to proofread it for you.

## Organizing Your Letter of Interest

Your inquiry letter should fit on one side of an 8½ x 11 inch page.

Begin the letter with a salutation to a specific person. As far as possible avoid generic salutations such as Dear Sir or Madam or To whom it may concern.

Begin the letter by explaining why you are writing it. Clearly state which position you are seeking and why you would like to work for the company.

In the subsequent paragraphs write about your professional skills, accomplishments and personal traits that will make you a suitable candidate for the position. While talking about your qualifications make a reference to your resume and don't forget to send it along with the letter.

In the closing paragraph, express your desire to meet with the reader at a time convenient for him or her to further discuss the possibility of working with them.

Specify a date and time when you will call the recipient to follow up.

Give your contact information. Sign the letter before sending it.

After you have sent the letter, don't forget to follow up.

## **Inquiry letter sample 2**

An inquiry letter is one that is sent to a person or a company seeking more information about a product or service they offer. The tone of an inquiry letter has to be polite. Here is a [sample inquiry letter](#) that you can use as an outline for [drafting your own inquiry letters](#).

B – 206  
Octavia Complex  
Chennai  
Phone:  
Email:  
October 26, 2012

The Secretary  
Cochin Genealogical Society  
Kochi

Dear Sir or Madam

I understand that the Cochin Genealogical Society has maintained a complete record of all people who immigrated to the city between the years 1860 and 1960. Would you be kind enough to furnish me with the names and other details of all Jewish immigrants who reached the city in the 1940s?

This information will help me prepare my family tree. My great grandparents were among those first Jews who immigrated to Kochi. I have little information about them at the moment but I am eager to find out more. Your help will be highly appreciated.

I look forward to hearing from you.

Sincerely

Jennifer Fernandez

## Replying to an Inquiry

This is the kind of letter that you may have to write very often. Customers who make inquiries about your products or services are definitely interested in buying them. When you reply to these inquiries you have to provide as much information as possible. Your reply should prompt the client to take the desired action – it could be subscribing to a service you provide or purchasing a product you offer.

### Sample Letter #1: Respond to an inquiry about products or services

[Letter Date]

[Recipients Name]

[Address line 1]

[Address line 2]

[State, ZIP Code]

[Subject: Normally bold, summarizes the intention of the letter] -Optional-

Dear [Recipients Name],

We have received your inquiry about the online tutorial services we offer. Thank you very much for your interest! We have attached a description of the various plans and services we provide for your perusal. However, since these things are best explained in person, we would like to send one of our representatives over to answer all of your questions and explain why our strategies work best for teenagers and adults. We will be giving you a call within the next two days so that we can set an appointment. We look forward to doing business with you!

Sincerely,

[Senders Name]

[Senders Title] -Optional-

## Sales Letters

Sales letters are used to promote new products and services. A sales letter must clearly state the advantages of using the specific product you are trying to promote. Ideally, a sales letter must highlight an important problem and then explain how that problem can be solved by using your product. All sales letters must include a ‘call to action’.

## **Acceptance letter**

An acceptance letter is one that is written when you want to accept a job, a gift, an invitation, an honor, a resignation etc. You may have verbally accepted the job or gift. Still it is a smart idea to formally accept the offer with an acceptance letter.

### **How to write an acceptance letter**

An acceptance [letter](#) is one that is written when you want to accept a job, a gift, an invitation, an honor, a resignation etc. You may have verbally accepted the job or gift. Still it is a smart idea to formally accept the offer with an acceptance letter.

### **How to write an acceptance letter:**

[Formal acceptance letters](#) must have the same [format as a formal letter](#). Put your own address at the top on the right. Put the date directly under the address. Put the name and address of the person you are writing to on the left side of the page, starting on the same level as the date or slightly below.

At the beginning of the letter itself, thank the person or organization for offering you the job, promotion, appointment etc. For example, ‘Thanks for offering me a job at your prestigious organization.’

Make a brief but clear reference to what it is that you are accepting. For example, you may write: ‘This is a great opportunity for me, and I am happy to accept the position as regional manager of sales.’

While formally accepting a job offer or similar assignment, briefly restate the terms you have both agreed upon. This should include the date when you can join the organization, your job expectations, salary and other perks.

Close the letter by restating your appreciation for being offered the job, assignment, honour, etc.

### **Recheck for spelling or grammatical errors**



Make sure that your acceptance letter is well-worded and free of grammatical or spelling mistakes. Careless mistakes like these will not only create a bad impression for you but also ruin the entire purpose of writing the letter.

### **Formal letter samples: Acceptance of job offer**

You may have verbally accepted the job. Still it is a smart idea to formally accept the offer with an acceptance letter. Here is a sample acceptance letter that you can use as an outline for crafting your own acceptance letters.

## Sample acceptance letter

Your name  
Street Address  
City, State, Pin code  
Email  
Phone

Recipient's name  
Designation  
Company  
Address

March 4, 2012

Dear (Recipient Name):

I am delighted to accept your offer of employment as a sales manager with Pearl Corporation, starting on March 8, 2012. The position sounds quite challenging and that is exactly what I am looking for.

I have reviewed the terms and conditions specified in the offer letter. I have also signed and enclosed a copy of the offer letter as you requested. If there are any other formalities that I need to complete before I can join the company, please let me know.

I look forward to working with you.

Sincerely,

Handwritten signature

John Packard

Enclosure: signed copy of offer letter

## **Making a Claim**

We are not always satisfied with the quality of a product or service we purchase. In that case, we will need to make a claim against unsatisfactory work. A claim letter must clearly express your dissatisfaction. It must also state what action you expect the service provider to take.

Here is a [sample claim letter](#).

If you are not satisfied with the quality of a product or service you purchase, you can make a claim against unsatisfactory work. A [claim letter](#) must clearly express your dissatisfaction. It must also state what action you expect the service provider to take. Here is a sample claim letter that you can use as an outline for drafting your own claim letters.

Write a letter to the railway authorities requesting adequate compensation for goods lost in transit.

### Sample claim letter

StayWarm Wool Centre  
35, Dombivli  
Thane

November 26, 2012

The General Manager  
Northern Railway

Dear Sir

We would like to bring to your kind attention that our consignment of hosiery goods sent from Amritsar on November 10, 2012 was tampered with during transit. This fact has been duly certified by the railway clerk at Thane station from whom we received the consignment. His remarks are enclosed herewith. We are writing to request compensation for our losses.

The pilferage of woollen clothes has resulted in huge losses for us. We have enclosed an itemized list of the lost items along with their costs and we must insist that you register this claim of ours and reimburse us immediately.

We look forward to hearing from you.

Sincerely

Authorized signatory

### Adjusting a Claim

Your company may be offering the best products and services. Nonetheless, from time to time you may be called upon to adjust a claim. This type of letters must address the specific concerns of dissatisfied customers.

## **Apology letters**

Business apology letters should be typed on a computer. Use a serif font, such as Times Roman. Once you have typed the letter, print it on good quality, white paper.

### **How to Write a Business Apology Letter**

[Business apology letters](#) should be typed on a computer. Use a serif font, such as Times Roman. Once you have typed the letter, print it on good quality, white paper.

Clearly state the problem and offer your apology right in the beginning of the letter. Give some explanation for what happened and then clearly state what actions you are taking to solve the problem or improve the situation.

Put your signature. Ideally you should hand-sign the apology letter with a black pen.

### **When to send an apology letter?**

Well, say sorry as soon as you realize that you have committed something wrong or inappropriate. By sending an apology letter before it gets too late, you will be able to save your friendships and business relationships.

### **How to Write a Personal Apology Letter?**

Personal apology letters should be written on a piece of paper. Offer your apology in the beginning of the letter. Clearly state what you did wrong and accept responsibility. Note that in an apology letter you are not supposed to blame the other person. Express sincere regret in your apology letter and promise not to repeat the offensive action. You may even express your desire to meet the other person at a restaurant or some other place so that you can apologize in person.

## **Sample Apology Letter**

Your name

Street address

City, State, Zip code

Email:

Phone:

March 10, 2012

Name of the recipient

Title

Name of the company

Street address

City, State, Zip code

Dear (name of the recipient):

Thank you for promptly notifying us of your problem. We constantly strive to provide the best service to our customers, but occasionally complaints can arise and then it is important for us to know why you feel that we have failed to meet your expectations.

We are sorry to hear that the kind of service you received from us was unsatisfactory and we regret any inconvenience that your experience may have caused you. We have already notified the proper department of your complaint and they will immediately do everything that is necessary to solve your problem at the earliest.

Your patronage is very important to us, and we hope that this unfortunate incident wouldn't discourage you from using our services in the future.

Thank you again for bringing these matters to our attention.

Sincerely,

Your name

Title

## Apology Letter Sample

Here is a [sample apology letter](#) sent to a customer who is not happy with the quality of the service he has received. You can use this letter as an outline to draft your own [apology letters](#).

Lee Mathews  
Manager, Customer Care  
Alpha Inc.  
Ohio

November 22, 2010

Ann Peters  
108, Sea Gate  
Ohio

Dear Ms. Peters,

This is to inform you that we have received your letter describing your dissatisfaction with our affiliate program. We understand your concerns and must admit that we are not running the program very well. Please accept our sincere apologies.

Having said that, we are not taking your complaint lightly. In fact, several key people in our organization have been notified about your problem and they have already started working on it. I hope that you will bear with us as we rectify the problems that led to your dissatisfaction.

Sincerely

Signature  
Lee Mathews

Manager, Customer Care

## Business Apology Letter Sample

Lee Mathews  
B 101, Green Park  
Ohio

November 22, 2009

108, Sea Gate  
Ohio

Dear Ann Peters,

Due to an oversight on our part we failed to make the payment of \$120 on invoice number 101865 in time. We sincerely apologize for this mistake. Please note that we mailed the payment today and it should reach your office in a day or two. We assure you that we will not commit this mistake again. Please feel free to call us if you have any further questions at (phone number).

Sincerely,

Signature

Lee Mathews



## **Apology Letters**

### **Personal Apology Letter Sample**

Susan Fernandez  
B 101, Green Park  
Ohio

November 22, 2009

Dear Peter,

My son told me that he had unintentionally broken your window while playing cricket with his friends. I am extremely sorry about it and render my sincere apologies. Although it happened inadvertently I am willing to compensate you for this loss. I have admonished my son and he will be more careful in future.

Sincerely,

Susan

## **Cover Letters**

A cover letter is one that is sent along with your CV when you are applying for a job. The purpose of a cover letter is to elicit a positive response from your prospective employers by highlighting the plus points in your resume.

### **Cover letter writing tips**

When applying for a job, a cover letter should be sent with your resume. Your cover letter should be specific to the position you are applying for, relating your skills and experience to those noted in the job posting. An effective cover letter should tell the employer why you are writing, why you are the best person for the job, and when you will contact him or her.

Cover letters do more than just introduce you and your resume to potential employers. They let you go in-depth about important experiences/skills and relate them to job requirements. They show the employer that you are individualizing this job application. They also provide a sample of your written communication skills. This article gives some valuable tips to guide you throughout the writing of your cover letter.

### **Cover letter: structure**

There are four basic parts to a cover letter: heading, introduction, body, and a closing. Here are some tips on what to include in each section.

#### **Heading**

Provide your contact information here. Include the date. Also include the address of the company.

#### **Introduction**

Greet the specific person you address the letter to. If you don't know his/her name, write Dear Sir/Madam. State the position you are applying for and where you heard about it. State why you believe you are the right candidate. Mention 2-3 key qualifications that you will address in the rest of the letter. You can name drop if you have a good connection, but don't forget that some employers detest this practice.

## **Body**

In the body of your cover letter you have to mention specifically how your qualifications match the job you are applying for. Focus each paragraph on one qualification. Give specific examples to prove where you got these skills and how you have used them before. Refer to your resume, don't repeat it. Tell a story; do not just list your skills. Do not use contractions.

## **Closing**

Close with a strong reminder of why you are a good candidate. Conclude your cover letter by thanking the employer for considering you for the position. Include information on how you will follow-up.

## **Cover letter sample**

A cover letter is one that is sent along with your CV when you are applying for a job. The purpose of a cover letter is to elicit a positive response from your prospective employers by highlighting the plus points in your resume.

## **Cover letter outline**

A cover letter is a formal letter and therefore it should have the same format as a formal letter.

Begin your cover letter by placing your address at the top of the page. Don't put your name with the address. Put the date directly under the address.

Put the name and address of the person you are writing to slightly below the date.

Use complete title and address; don't abbreviate. Do not use a title like Mr. together with a first name.

Write directly to the person in charge of hiring. If you don't know his or her name, you can use the salutation Dear Sir or Dear Madam.

Sign with your full name, but without writing any title (Mr/Ms/Dr/etc). Put your handwritten signature above your name.

## Sample cover letter

214 Park Street  
Cupertino, California  
Phone:  
Email:

James Carter, HR Manager  
Pearl INC.  
685 Beaumont Street

February 01, 2012

Dear Mr. Carter:

I am writing to you in response to an advertisement for a financial advisor which appeared in the Times of India on Tuesday, February 02. As you can see from my enclosed resume, I have the experience and academic qualifications necessary to meet the position's requirements.

I especially would like to point out that I did my MBA in Finance from the Indian Institute Management Ahmedabad. Immediately upon graduation I was hired by a national bank as a probationary financial officer.

During the two years that I worked for the bank, I further improved my knowledge and skills in personal finance. My employer also thought highly of my abilities that he promoted me to the position of assistant financial advisor after my first year of employment.

I am certain that in addition to my qualifications and experience I will be able to bring excellent work habits and judgment to this position. What's more, I will be able to carry out my responsibilities with minimal supervision.

I look forward to meeting you in person so that we can further discuss the requirements of the position.

Sincerely

(Handwritten signature)

James Mathews

## Sample cover letter

Your Street Address  
City, State, Zip Code  
Email:  
Phone:  
March 5, 2012

Name of the recipient  
Title  
Company name  
Street Address  
City, State, Zip Code

Dear (Recipient Name):

I am writing in response to your advertisement for a (job title) published in the Washington Times on (date). After reading your job description, I am confident that I have the skills and experience necessary for this position.

I would bring to your company a broad range of skills, including:

- (Number of years of experience in the field) years of hands on experience in (area of experience)
- Knowledge of the latest technology in (industry)
- Excellent written and oral communication skills
- A passion to learn and a willingness to work hard
- An ability to work under pressure and meet deadlines

I would really appreciate it if you give me an opportunity to further discuss this position with you. If you have additional questions or would like to schedule an interview, please contact me by phone at (phone number) or by e-mail at (email id). I have enclosed my resume for your review.

Thank you for your time and consideration.

I look forward to hearing from you.

Sincerely

(Handwritten signature)

(Your name)

Enclosure: CV

**Appreciation Letter - thanking a conference speaker.**

*There are many different situations, both business and personal, that warrant appreciation letters. This one was written, post-conference, to thank a colleague and friend for his participation and general contributions. In professional situations, writing such letters of appreciation should be standard protocol.*

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November 30, 20xx

Mr. David Kimberly  
Director General, Civil Aviation  
Government of Seychelles  
10 Island View Parkway  
Seychelles

Dear David:

I would like to take this opportunity to express my heartfelt thanks to you for your very active participation in our recent conference in Montreal on the "future of aviation". The Chairman and Board Members have also asked me to pass on their sincere appreciation for your efforts in supporting the Institute in this important undertaking.

Your skill in chairing the controversial panel on "The Role of Developing Countries in the Future of Aviation Management" was very much appreciated by those representing all sides of that extremely sensitive topic. As well, we have received numerous post-conference requests for the paper you delivered on "The Critical Issue of Cooperation Between Airlines and Airports." It appears that you may have penned a best-seller with that one!

On both a professional and a personal level, I really appreciated the time that the two of us were able to spend together for fun and reflection during conference down times. I certainly learned a lot about the unique aspects of aviation operations in your part of the world (not to mention the things you taught me about the backhand on the squash court!).

We are currently hard at work producing the "Compendium of Conference Proceedings" document, and we expect to be sending it out to all participants early in the new year.

Again, thanks so much for your enthusiastic participation in our conference. I have no doubt that it would not have been the success that it was without your presence.

Please keep in touch, and drop in and visit us whenever you are in this part of the world.

Very sincerely,

Peter Smithfield  
President and CEO

## **Business Introduction Letter - introducing yourself and/or a service.**

*Business introduction letters are the most common type of introduction letters. Typically, they are used to introduce a product or service to a prospective new customer. The real-life sample introduction letter below is actually a follow-up letter combined with an introduction letter. In this letter, the author uses an initial contact at a meeting to further introduce his company and services to a potential client. This is one example of the literally hundreds of business situations in which a business introduction letter is the appropriate next step.*

February 20, 20xx

Ms. Margaret Campion  
Director, Corporate Services  
Riviera Industries Inc.  
245 Dearborn Park Road  
Chicago, IL 60610

Dear Ms. Campion:

It was a pleasure meeting you briefly at last week's Board of Trade event. It's amazing how small the world does seem sometimes, considering that we both earned our undergraduate degrees at U. of Kansas, even overlapping for one year! I suppose we were destined to eventually meet face-to-face.

I was fascinated by your synopsis of the history of Riviera Industries over the past, almost half-century. Clearly, your company has a rich corporate heritage and tradition. At the same time, the company has been blessed with a continuum of leaders of foresight and imagination who had the courage to change course at key points along the way so that the company could remain competitive and continue to lead its industry.

As I was mentioning to you, Final Edition Publications is a specialty publisher that focuses on corporate publications including annual reports, corporate profiles and corporate histories. We have been in business for over 15 years and during that time have grown from a two-person start-up, to a serious corporate publisher with over 100 employees. We have been contracted by over a



dozen Fortune 500 companies to produce both annual and special occasion publications on their behalf.

After our chat at last week's meeting, it occurred to me that with Riviera approaching its 50th anniversary, it would be the perfect occasion to produce a Corporate History to celebrate your company's first half-century. It so happens, that these are exactly the types of corporate publications that we specialize in here at Final Edition. In fact, we have produced corporate histories for dozens of companies.

With Riviera's 50th just around the corner, I'm sure that you have been thinking about ways to make that anniversary a special one. Accordingly, I would very much like to meet with you and show you some of the corporate work we have done, and brief you further on our services. I have a strong feeling that what we offer at Final Edition might be just the kind of thing you've been looking for to celebrate Riviera's 50th.

Please feel free to call me at 745-2398 so that we can discuss this further. If I don't hear from you by the end of next week I will follow up with you and see if we can set up a meeting at your convenience.

Yours truly,

Raymond Gaudet  
Manager, Corporate Programs

## REPLY TO AN ENQUIRY

There are two kinds of letter replies to the enquiries:

1. positive replies
2. negative replies

### 1. POSITIVE REPLIES

#### *OPENING PARAGRAPH*

- Express thanks for the enquiry.

#### **Example:**

- Thank you for your letter (enquiry) of April 3 about our air-conditioner (product's name).
- Thank you for your letter (enquiry) of April 3 concerning our air-conditioner.
- We were pleased to have received your letter (enquiry) of April 3 about our air-conditioner.
- We were glad to have received your letter (enquiry) of April 3 about our air-conditioner.
- With reference to your enquiry of February 14, we are pleased to send you .....

#### *MIDDLE PARAGRAPH*

- Say that the brochure, catalogue, quotation, etc. are enclosed. It may include the information needed such as the delivery date and the discount for a particular order.

#### **Example:**

- |                                  |   |                       |   |                                    |
|----------------------------------|---|-----------------------|---|------------------------------------|
| - We are enclosing our           | { | booklet               | { | containing details of our tours    |
| - We are enclosing our           |   | brochure              |   | describing our products in detail. |
| - You will be pleased to receive |   | illustrated catalogue |   | showing the designs of our         |
| our                              |   | quotation             |   | products.                          |

- |                              |   |                                |   |                     |
|------------------------------|---|--------------------------------|---|---------------------|
| - We are sending you         | { | a copy of our latest catalogue | { | (by separate post). |
| - We have sent you           |   | some samples of our T-shirts   |   |                     |
| - We are pleased to send you |   | three patterns of our silk     |   |                     |
| - We are pleased to send you |   | all details you have requested |   |                     |

- |                     |   |   |
|---------------------|---|---|
| - We are pleased to | { | quote the following prices.                                 |
|                     |   | say that we can supply the goods.                           |
|                     |   | inform you that we have the goods in stock.                 |
|                     |   | offer the items you need / require at the following prices. |

- The details of prices, discounts and terms of payment you enquired about are included in the attached quotations.

### ***CLOSING PARAGRAPH***

#### **Example:**

- We look forward to { receiving an order from you.
- I'll look forward to { booking your order.  
hearing from you again / soon.  
being of service to your earliest possible reply.
  
- We hope { to hear again from you very soon.  
you will take full advantage of our offer.  
you will be able to place an order with us.  
our terms are acceptable.

## **2. NEGATIVE REPLIES**

- If the product that the customer required is out of stock, the supplier may have to send the letter called a “negative reply”.

#### **Example:**

- We are sorry to have to tell you that this product is no longer produced / manufactured, ...
- With regret, we must tell you that ...
- It is regretted that .....
- We regret to inform you that ....

## EXAMPLE OF ENQUIRY AND ITS REPLY

Swumerstrasse 7  
CH-8397 Zurich  
Switzerland

1 November 2000

Doll Designs  
12-14 Tanners Lane  
London SW12 5JU

Dear Sir / Madam,

I am opening a shop in Zurich which specializes in different kinds of dolls and am interested in finding a reliable supplier of top quality English dolls.

I heard about your products through the Trade Commissioner at the British Embassy in Zurich. I would be grateful if you could send me your catalogue and price list.

I look forward to hearing from you.

Yours faithfully,

Mrs G.A. Buergin

***Doll Designs***  
12-14 Tanners Lane  
London SW12 5JU

8 November 2000

Mrs G.A. Buergin  
Swumerstrasse 7  
CH-8397 Zurich  
Switzerland

Dear Mrs Buergin,

Thank you for your interest in our product. I enclose a price list and order form along with our full-colour brochure.

All dolls come in at least six different colours, with different accessories. Each doll also has its own story and presentation card. A sample is enclosed.

There is a minimum order of 24 dolls. Cartons are available in quantities of 24 or 48.

We are offering a 3% discount for payment within 7 days of delivery or a 10% discount for payment with order.

If you require any more information, please do not hesitate to contact us.

We look forward to receiving your order.

Yours sincerely,

Aaron Spencer

Managing Director

## **Adjustment Letters**

Replies to complaint letters, often called letters of "adjustment," must be handled carefully when the requested compensation cannot be granted. Refusal of compensation, tests your diplomacy and tact as a writer. Here are some suggestions that may help you write either type of adjustment letter:

1. Begin with a reference to the date of the original letter of complaint and to the purpose of your letter. If you deny the request, don't state the refusal right away unless you can do so tactfully.
2. Express your concern over the writer's troubles and your appreciation that he has written you.
3. If you deny the request, explain the reasons why the request cannot be granted in as cordial and non combative manner as possible. If you grant the request, don't sound as if you are doing so in a begrudging way.
4. If you deny the request, try to offer some partial or substitute compensation or offer some friendly advice (to take the sting out of the denial).
5. Conclude the letter cordially, perhaps expressing confidence that you and the writer will continue doing business.

### **ADJUSTMENT LETTER: GOOD NEWS**

- Begin by expressing regret over the problem or stating that you are pleased to hear from the customer, or both.
- Adopt the you - attitude; maintain a positive, cheerful tone.
- Explain the circumstances that caused the problem.
- State specifically what the adjustment will be.
- Handle any special problems that may have accompanied the letter; then close.

### **ADJUSTMENT LETTER: BAD NEWS**

- Begin with a friendly opener—establish common ground; express regret over the situation.
- Avoid being discourteous, even if the customer has been downright abusive.
- Explain the reason for the refusal (and at some length, which indicates that you've considered the problem seriously).
- After the explanation, state the actual refusal (and inoffensively as possible).
- If possible, offer a partial or substitute adjustment.
- Close the letter in a friendly way.

Green Tree Freight Co., Inc.  
Columbus, Ohio 45453  
(315) 565-6789  
March 26, 19XX

Mrs. Phoebe F. Hughes  
Complete Table, Inc.  
P.O. Box 3132  
Austin, TX 78703

**Subj.: March 24 letter about damaged freight**

Dear Mrs. Hughes,

I have just received your March 24 letter about the damaged shipment you received through Green Tree Freight and regret the inconvenience that it has caused you.

From your account of the problem, I am quite sure that your request for the \$240 adjustment on the damage to the 2 crates of Valjean Cristal stemware will be granted. A certain amount of breakage of this sort does unavoidably occur in cross-country shipping; I am sorry that it was your company that had to be the one to suffer the delay.

I must remind you to keep the damaged crates in the same condition in which you received them until one of our representatives can inspect them. That inspection should take place within 2 weeks.

If all is in order, as it sounds to be in your letter, you can expect the full reimbursement within 2 weeks after our representative's inspection. I hope this unfortunate accident will not keep you from having merchandise shipped by Green Tree Freight in the future.

Sincerely,

David F. Morgan, Customer Relations  
Green Tree Freight Co., Inc.  
Columbus, Ohio 45453  
(315) 565-6789

[name]

[street address]

[city, state, postal code]

[date]

[name]

[street address]

[city, state, postal code]

Dear [name],

We received your letter of [date]. Thank you for advising us of [nature of problem/claim]. We apologize for the inconvenience, and we plan to address the situation by [action to be taken].

Sincerely,

[sender's name]

President

Green Tree Freight Co., Inc.

## **A Sample "Adjustment Letter" That Says 'Yes.'**

Nittany Software  
State College PA

March 17, 2001

Ms. Georgette Branfman,  
3322 West College Ave.  
State College PA 16801

Dear Ms. Branfman,

Thank you for your letter about our Get Organized® time management software & CD, and your conclusion that it did not live up to the promises implied in the sales material for it. We certainly agree that our products should be functional and effective, and that's why we stand behind them with our unique 48-hour warranty.

We note that your software package was purchased last August, and is thus out of warranty. However, a review of our promotional material showed that it did indeed suggest that the software would enable users to increase their grades while sleeping til noon and consuming an additional case of beer each week.

That is our mistake, as a review of our test marketing results showed that the software's effectiveness wore off rapidly after 10:00 AM or two additional six-packs, whichever came first. These effects were further reinforced when the student's computer was turned off. Consequently we are enclosing our check for \$399.99, the purchase price. We are also revising our promotional material to make it more accurate.

We hope this demonstrates our commitment to the highest standards of quality in software for students, and we hope you will again turn to Nittany Software for your time management needs. I am enclosing our latest catalog for your convenience, and hope we will hear from you again soon.

Sincerely,

Jorge W. Bush,  
CEO



**A Sample "Adjustment Letter that says NO:**

Nittany Software  
State College PA

March 17, 2001

Mr. George Branfman,  
3322 West College Ave.  
State College PA 16801

Dear Mr. Branfman,

Thank you for your letter about our *Get Organized*® time management software & CD, and your conclusion that it did not live up to the promises implied in the sales material for it. We certainly agree that our products should be functional and effective, and that's why we stand behind them with our unique 48-hour warranty.

We note that your software package was purchased last August, and is thus out of warranty. Moreover, a review of our promotional material showed no statements therein that the software would enable users to increase their GPA while sleeping til noon and consuming an additional case of beer each week.

While we're unable to replace this package, we believe Nittany Software can still be of help to you. We have just introduced a new product, *Sober In Time for Graduation*, which we feel fits your situation. And I am enclosing a special \$10 off certificate, good on this or any other Nittany Software, as described in or catalog.

Thanks again for being in touch with us. We at Nittany Software strive constantly for the highest quality in our products, and we appreciate your feedback.

Yours truly,

Gramm Spaniel,  
President

## Claim/Adjustment Letter

### Assignment – Claim Letter

Think back to a time when you have been dissatisfied with a product or service that you purchased. Choose an incident that has happened within the last year so that the events are still fresh in your mind. Using the actual details of your experience, write a claim letter to the company or person responsible, using the guidelines discussed in class. Use actual addresses where possible. Decide whether your claim requires a direct or indirect approach.

### Assignment – Adjustment Letter

When you complete your complaint letter, we will exchange them in class. You will be responsible for writing an adjustment letter in response to the claim letter you receive. You will be putting yourself in the shoes of the person to whom the claim is addressed, and you must answer it as realistically as possible. Use the guidelines discussed in class and in the text. **Turn in the claim letter to which you are responding along with the adjustment letter.**

#### Both Letters:

- ☐ Must use correct letter format.
- ☐ Must use correct grammar, punctuation, spelling, etc.
- ☐ Must be organized coherently.
- ☐ Must use clear and concise language.

#### Claim Letter:

- ☐ The approach you choose for your claim letter (direct or indirect) must be appropriate to your claim.
- ☐ The claim letter must contain all the details someone will need to respond to it. This may include price, where purchased, date, details of the problem, model or account numbers, etc.
- ☐ The claim letter must clearly but politely state what you expect from the company.
- ☐ The claim letter must create a tone that is a balance between courtesy and assertiveness.

**Adjustment Letter:**

- ☐ The adjustment granted (if any) in the adjustment letter must be realistic.
- ☐ If you have not granted the customer's full request, explain why.
- ☐ The adjustment letter must create a balance between saving the company money and keeping the customer's business.

**Complaint letter**

[Your address 1]

[Your address 2]

[Your address 3]

[Postcode]

[Other contact details you may wish to give, phone, e-mail, etc.]

[Date]

[Name of contact person, if available]

[Title, if available]

[Customer Services Manager, if you don't have a contact name]

[Department: Consumer Affairs/Customer Services]

[Company Name]

[Company address 1]

[Company address 2]

[Company address 3]

[Postcode]

Re: [Account number, product, service etc]

Dear [Name of Authorized Person or Customer Care Manager],

On [date], I [bought, rented, had serviced etc] a [name of product with model number, service performed etc] at [location and other details of the transaction].

I am disappointed because your [product, service, billing etc.] has [not performed as it should, was wrong etc] because [state the problem as you understand it, giving as much detail as possible].

To resolve the problem I would appreciate your [state the action you require, e.g. refund, service performed again etc]. Enclosed is a copy/are copies of the [receipt, contract etc].

I look forward to hearing from you and to a resolution of this problem. I will wait for [set a time limit] before seeking help from [Trading Standards, consumer group, lawyer, etc. (details of relevant authorities can be found through our complaints procedures section)]. Please contact me at the above address or by phone [give numbers].

Yours sincerely

[Sign]

[Print Your Name]

Enclosures: [state documents you have enclosed , if any]

Cc: [Include Name, Company if you want to send a copy of this letter to someone]

### **Enquiry letter**

Golden Gate Engineering  
Prince Square, Prince Street, Kowloon

8 May 2007

ProSkills Training Centre,  
Jubilee Building,  
Silver Road,  
Wan Chai .

Dear Sir or Madam,

Enquiry about Quality Control Course

I am writing to enquire whether your company could offer a course on Quality Control for our managers.

I saw your advert in the HK Daily on Friday, 4 May 2007, and the Quality Control Training Course (Ref.: QC 101 ) mentioned in the advert might be suitable for us. I would like to know if it is possible for you to offer a 3-month training course starting before or, at the latest, on Friday, 25 May 2007, for a group of 20. Could you send us some information about the teaching staff and the possible schedule for this course?

I am looking forward to receiving your reply.

Yours faithfully,

Chapmen Au

Chapmen Au  
Managing Director

**Enquiry letter asking for Catalogue**

Rich Lucky Trading Company  
345, Nathan Rd, Kowloon, H.K.

10 May 2007

Hi-fashion Garment Ltd  
Unit 398  
Shek Kip Mei Industrial Estate

Dear Sir or Madam

Request for Catalogue

Please send me your current catalogue.

Your company was recommended to me by Ms. Elsie Wong of Far Eastern Logistics. Our African customer is interested in importing a range of printed 100% cotton cloth.

I look forward to hearing from you.

Yours

K.K. Chan

K.K. Chan  
Merchandiser

## **Order letter**

{Your company's address / letterhead}

{Date}

Dear {Contact Name},

We would like to order the following office supplies from you today:

{Make a list of the items you request, along with specific requirements for each if applicable.  
List all prices next to the items in question, and be sure to state what quantity you need of each}.

The order total is {amount}, and we will be paying you immediately via {method}. Please ship our items within {number} days via {shipping method}. We will also be paying you {amount} to cover the cost of shipping via {carrier method}.

{List further instructions here if you have them.}

Please give me a call if you have any questions. Thanks for your cooperation.

Sincerely,

{Name}

{Phone number and extension}

## **Purchase Order Letter**

As per the life cycle of a product an enquiry about it does not always end in a sale. Once a customer likes a product it results in a sale but only through a verbal order or a written one. A Purchase Order is the document that initiates the purchase and helps close the sale. In today's times of multiple companies available for all products, there is some amount of trust in the customer and even a verbal confirmation of an order is acceptable. But most of the times it is only against some advance.

A Purchase Order Letter is a document that confirms to the seller that the customer in a specified time frame requires a particular quantity of the product. Nowadays one company to the other confirming the order, which is generally a bulk order, writes Purchase Order Letters or it is written by an individual to a company again in the case of placing a bulk order.

### **DOS AND DON'T'S OF PURCHASE ORDER LETTER**

- A Purchase Order Letter should be written as soon as the decision for the purchase has been made
- The company with whom the order is being placed should be given enough time to execute the order
- The letter should clearly indicate the product code or item number, the size and the quantities being ordered
- The date when the Purchase Order Letter is being generated is very important because that identifies when the order was placed
- If the order is being placed by a company then it usually should be in a Purchase Order format
- The Purchase Order Letter should also indicate the date by when the order is expected to be executed or delivered
- The mode of delivery of the material should also be identified in the letter
- The letter should also carry the mode of payment by which the payment will be made
- If any advance has already been paid against the order, it must be mentioned in the Purchase Order Letter
- The address where the order has to be delivered should be very clearly mentioned in the letter along with any landmarks, if any, to locate the address
- The Purchase Order Letter should give the details of the costing of the price including taxes, etc so that there is no confusion while making the payment
- The name of the company or dealer with which the order is being placed should be clearly written on the letter to avoid any miscommunication of details
- There is no scope for any grammatical or punctuation errors in the Purchase Order Letter
- The contents of the letter must be carefully read through to ensure that the order details have been correctly mentioned
- The Purchase Order Letter should ideally be typed but the signatory should personally sign it

### **SAMPLE PURCHASE ORDER LETTER**

\_\_\_\_\_ (Name and address of company with whom order is being placed)

\_\_\_\_\_ (Date)

**Subject: Purchase Order for 1000 pairs of socks**

Dear Sir or Madam

This is with reference to our meeting on \_\_\_\_\_ (date) when we visited your factory in connection with purchase of socks for our school children.

We are pleased to place an order for 1000 pairs of white summer socks against item number \_\_\_\_\_ and size \_\_\_\_\_. We would appreciate if the order is delivered at the address given below latest by \_\_\_\_\_ (deadline date) so that we can start selling it to the children before the onset of summers.

\_\_\_\_\_ (Name and address where delivery will be made)

The terms and conditions of the purchase order are as follows:

1. Order for 1000 pairs of white summer socks with item number \_\_\_\_\_ and size \_\_\_\_\_.
2. Delivery will be made at the address mentioned above.
3. The order should be delivered latest by \_\_\_\_\_.
4. 100% payment will be made on delivery.
5. If the order is not delivered by the due date, please consider it as cancelled.
6. The price per pair, as mutually agreed, is Rs. \_\_\_\_\_ inclusive of all taxes.

We hope to have a long business relationship with you.

Please feel free to contact the undersigned for any clarifications or discrepancy in the order details.

Best regards,

(Name of signing authority)

### **Order Letter**

An “Order” is an expense for the person placing the order and an income for the one getting it. But this is not all. The company that bags the order has to fulfill lot of commitments to ensure that it has a satisfied customer, which can be an individual or another company. Timely delivery of the order, quality of delivery and after sale service – are all part and parcel of getting an order.

An Order Letter is the one that is written by the person/company placing the request of purchase from another company. This letter comes into action only when a detailed study of the desired product has been done in the market and based on promised service, quality and price of the product, a decision for a purchase has been made.

An Order Letter should be drafted very carefully as it needs to pen down all the terms and conditions of the purchase for the benefit of both involved parties. It should have details such as product specifications, quantities, price agreed upon, delivery date, late delivery clauses, etc. It



should be addressed to the person responsible for the execution of the order with a copy to the head of department. Since it is totally an official letter it should be typed.

### **DOS AND DON'T'S OF ORDER LETTER**

- An Order Letter should be addressed to the person responsible for executing the order
- It should include all the terms and conditions agreed upon by both involved parties
- Since it is purely an official letter it should be typed out
- There is no need to use too many adjectives in the letter since it is purely for an order being placed
- The letter should have all relevant details related to the order, for example, quantity, price and other terms and conditions

### **SAMPLE ORDER LETTER**

Name of the person to whom order is being placed

Name and address of the organization

Name of the person placing the order

Name and address of the organization

Date:

### **Subject: Order for 100 copies of Mastering Mathematics**

Dear Sir or Madam,

As per our discussions on \_\_\_\_\_ (date of meeting) we are pleased to place an order for 100 copies of Mastering Mathematics book by \_\_\_\_\_ (writer) for Class VII for the ICSE Board on the following terms and conditions:

1. The cost of each book will be Rs. \_\_\_\_\_ (inclusive of all taxes)
2. Payment terms will be a post-dated cheque for 50% advance with order. This cheque will be cleared on the day of the deliver. The balance payment of 50% 7 days after delivery and after random inspection
3. Delivery will be done within 7 days from the order date
4. Delivery will be done at \_\_\_\_\_ (address of organization)
5. If the order is not delivered as per the above terms and conditions, the order stands cancelled

Please find enclosed chequenumber \_\_\_\_\_ dated \_\_\_\_\_ for Rs. \_\_\_\_\_ towards advance for the order.

Hoping to have a long business relationship with you.

Best regards,

(Name of signing authority)

### **Letter to Cancel an Order**

Dear name,

This is reference to the order of kitchen items which I ordered through your sales person please cancel the order as my husband has already bought them from your store which I was unaware of.

The list of the order is

Jug -1

Vessel-2

Dinner set-1

Glass cookware-2

Please cancel the order and as per the policy I am aware if the order is canceled the same day the charges are refunded.

I am sorry for the inconvenience caused.

Sincerely,

Your Name.

[Read More](#)

### **Cancel or Withdraw Customers Account**

From:

Your name

Your Address

Your City state, zip

Your Phone number,

Your Email

Date

To:

Name

Position,

Department

Office address,

City, State, Zip.

Dear Name,

This is to notify that your account has been temporarily cancelled because of the delay in payments. Your payments for the month of April, May and June have been consistently late and from last two months you have not paid the amount, we reviewed your file for last year and found that you were very irregular in payments. We constantly tried contacting you but you have never responded to our calls. As per the contract we are canceling your account and we assume that you are going through financial crisis and would like to sort things with us.

We request you to call our customer service center and we can discuss different ways of payment so that you can be back on track, but for now your account is cancelled. Your business is very important to us and we hope that you are out from this difficult time soon. We appreciate the association with you and look forward that the crisis is solved and continue the relationship.

Sincerely,

Your Name

[Read More](#)

### **Sample Cancellation Of Membership Letter**

#### **CANCELATION OF MEMBERSHIP**

Mr/Mrs \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_

Subject:- Cancellation of Membership

Dear Mr/Mrs

I would like to request for the cancellation of my membership from the club. I am forced to cancel the membership due to my transfer and I may not be available for club activities in the future.

The club has been good place to be associated and it has been a good place for socializing. The facilities provided by the club are also excellent and are in par with any another club in the city. The sports facilities and health facilities are also worth mentioning. The holidays arranged by club have also been exotic experience.

The association with the club has been fruitful and hope that it will continue to enrich people's life in future.

Yours

Name

[Read More](#)

**Cancel Customers Credit Card**

Ms/Mr. \_\_\_\_\_

Address

Date: \_\_\_\_\_

Subject: Cancellation of credit card

Dear Ms/Mr. \_\_\_\_\_

It is with regret we announce that we are cancelling your credit card with no. \_\_\_\_\_ (credit card number) , due to irregular and late payment.

We have informed you earlier also in letters dated \_\_\_\_\_ (date) that you have been not been paying the due interest on the amount deducted from your credit card. As no communication was made from your side stating the reason for the delay in the payments we are forced to cancel your card and bare all transactions to be made from it.

You have failed to pay last 5 installments of interest and amount in your account is too low to make any deduction.

We expect you to contact us at the earliest and make the payments, hence we may have to cancel and close your account.

To gather more information in this regard you may contact the manager at your nearest branch.

Yours

Name

Designation

## **Sample Cancellation Letter**

Ms/Mr. \_\_\_\_\_

Address

Date: \_\_\_\_\_

Subject: Cancellation of orders

To,

Dear Ms/Mr. \_\_\_\_\_

This is with regard to the cancellation of orders placed by us to your company in the order no \_\_\_\_\_ (order no.) dated \_\_\_\_\_ (date of placing orders).

We request you to kindly cancel all the orders and delivery of items as mentioned in the said document. We will like to bring to your notice that due to changes in the plan of company to manufacture certain kind of products we may not require the items provided by you, hence we are forced to cancel all the orders in this regard.

We regret the inconvenience caused due to this. Kindly contact us in any case of settlement pertaining to the orders and delivery of items. We hope that any issue, if at all will be settled by mutual consent.

Any further communication in this regard may be directly mentioned and forwarded to me or any managers.

Yours

\_\_\_\_\_ (Signature)

\_\_\_\_\_ (Name)

\_\_\_\_\_ (Designation)

Cancellation occurs when an individual or organization comes to a point realizing s/he or they have taken an incorrect decision either about a membership or product or service. A Cancellation Letter is basically to inform the service provider or institution or company that the writer is dissatisfied with the purchase or membership and would like to discontinue it. It could also be written for any unforeseen circumstances have occurred resulting in the decision to cancel a function.

A Cancellation Letter can be given requesting any of the following:

1. Membership
2. Appointment
3. Function – wedding, birthday, anniversary

4. Order
5. Service
6. Contract or agreement

### **DOS AND DON'T'S OF CANCELLATION LETTER**

- A Cancellation Letter should be written when the decision is absolutely final
- It should be given well in advance to give enough notice to the other party/parties
- The tone of the letter should be apologetic as your decision to cancel has caused inconvenience to the other person
- A Cancellation Letter should be brief and to the point
- It should give reasons why the cancellation is taking place to keep the channel of communication absolutely transparent
- The letter can be typed or even hand written depending upon the nature of the occasion
- Any typographical, punctuation or grammatical errors should be avoided
- A Cancellation Letter may be formal or informal in nature

### **SAMPLE CANCELLATION LETTER**

(This is a sample informal letter for a cancellation of a party)

\_\_\_\_\_ (Date)

Dear \_\_\_\_\_ (individual names of people)

We regret to inform you that our anniversary party scheduled for the \_\_\_\_\_ (date) stands cancelled. The reason for the cancellation is that there has been a sudden death in the family.

We hope you will understand the circumstances under which we have taken this decision. We once again apologize for the inconvenience caused.

Please keep praying for the peace of the departed soul.

Best regards,

(Name of sender)

## **Complaint Letter Template**

A complaint letter in general used to report anything that works in a wrong way. For example, you may buy a product from a good dealer, but it may malfunction on the first day of its use and you can use the complaint letter to inform the dealer about this and also to claim for a refund or repair service if you have warranty. Check the template below.

Template:

Receivers name.

Receivers designation.

Company details.

Date.

Dear Mr./Mrs. Name,

I am Madan writing from the state of Michigan. Yesterday I bought a electronic gadget from you shop with a warranty of one year. Unfortunately, the electronic gadget is not working good anymore and it spoiled my another electronic gadget coupled to it.

Since, you have a big and reputed dealer ship with good customer service, I request you to repair my malfunctioned gadget or to replace the product under warranty. Details about receipts and warranty card is enclosed with this letter.

Kindly make this service as soon as possible, so that there is no need for me to approach a solicitor or consumer group.

Thanking you,

Yours sincerely,

Signature,

Name.

## **Customer Complaint Letter**

This letter is from an irate customer, who had purchased a particular model of a watch but on reaching home finds a different one from what he had chosen. Such types of letters should contain precise information about the product and nature of the complaint.

Here is a sample customer complaint letter:

From:

Jonathan Price

27<sup>th</sup> lane,

House #8,

Park Avenue,

Vancouver,

Canada

To:

The Branch Manager

Tiscot Showroom,

Maple Avenue,

Vancouver,

Canada

21<sup>st</sup> June 2010

Dear Sir,

On the 20<sup>th</sup> of June i.e. yesterday I had visited the showroom with my fiancée. We had gone through the vast and lovely collection of watches there. We were attended by Mr. Samuel. After looking at the collection, we had selected a model as a gift, for my fiancée. We paid for it and asked to pack the selected watch.

Imagine our horror and surprise when we opened the packet at home and found an entirely different make and model watch from the one that we had selected. Beside this watch is of inferior quality costing less than the chosen one.

I have retained the cash receipt of the watch purchased. The amount that we paid was for the watch that we had selected. I request you to kindly look into the matter. I shall be visiting the showroom tomorrow.

Thanking you,

Yours truly,

Jonathan Price



## **Sales Letter Template**

A sales letter is used in much customer-producer relationship. For example, a sales letter can be used for promotion of product or even to offer a service for the currently malfunctioning product. A sample sales letter for customer service can be seen below. Keep a sales letter short and brief.

Template:

To,

Client name,

Address of client.

Date.

Dear client name,

We heard from you that you are having problems with our product that you purchased last month. We, from this company, offer always good quality products with good service life.

As our product caused inconvenience, our company offers you a free service in order to make sure that everything is working in order and you are satisfied with it. Soon, a officer will be at your doors to take care of our product.

For additional information, you can call us at our customer service desk or visit our website.

Thanking you,

Yours truly,

Name,

Designation.

**Read More**

### **Sample Letter for introducing a Product for Sale**

Summary: Sales letters play a major role in business activities like product introduction, product distribution, and product definition. The following letter shows an example for introducing a product for sale. You describe few necessary things about the product, which is available on sale. You can read this and understand the ideas for writing such letters.

From:

(Beauty Herbals Limited)  
(10, General Market)  
(Mumbai)

To:

(General Manager)  
(PPKK Beauty Clinic)  
(Delhi)  
(16th June, 2010)

Dear Madam,

We are introducing our new product with great pride and pleasure 'Fair and Beauty Lotion' to you.

It is one of the best beauty making products available in the market today. It is famous product in many overseas market. We are providing this to you at very low cost. Our claims are only based on different feedbacks received from various clients and not based on self-judgment.

We humbly request you to try this item in your centers and we assure you that you would be in a great pleasure with the results. Our Senior Sales men would be ready to keep in touch with you to describe you more about our product.

Thanking You,

Sincerely,

(Manoj Maman)  
(Vice President-Sales)

**[Read More](#)**

## **Sales Letter Sample**

Summary: writing a sales letter is not an easy thing to do so follow a sample sales letter for this purpose. Samples sales letter are written specially for those people who do not have any idea about sales letters and they need it to carry forward their business. One professional sample sales letter is given here.

Mr. Charles A. Forster

Editor,

Reading for All Magazine,

38 Thompsons Lane  
SN12 6GW  
MELKSHAM

14<sup>th</sup> September 2010

Dear Mr. Foster,

Are you facing trouble with the printers or copiers you are using? Is it possible for you to get the top quality with your printers and copiers? If not Park Limited could help you solve your problem. Park Limited is a London based company engaged in the manufacture of printers and copiers.

Park Printers and copiers are reputed and are well known all over the world. These printers and copiers are guaranteed on performance and come with a warranty period of 3 years. Therefore they carry value for money. We are offering both brand new and refurbished copiers and printers. Also you could choose them in either color or black and white at reasonable prices.

For more details please visit our website at [www.parklimited.com](http://www.parklimited.com). Prices include delivery charges too.

## **What is Report Writing?**

**A report can be defined as a testimonial or account of some happening.** It is purely based on observation and analysis. A report gives an explanation of any circumstance. In today's corporate world, reports play a crucial role. They are a strong base for planning and control in an organization, i.e., reports give information which can be utilized by the management team in an organization for making plans and for solving complex issues in the organization.

A report discusses a particular problem in detail. It brings significant and reliable information to the limelight of top management in an organization. Hence, on the basis of such information, the management can make strong decisions. Reports are required for judging the performances of various departments in an organization.

### **An effective report can be written going through the following steps-**

1. Determine the objective of the report, i.e., identify the problem.
2. Collect the required material (facts) for the report.
3. Study and examine the facts gathered.
4. Plan the facts for the report.
5. Prepare an outline for the report, i.e., draft the report.
6. Edit the drafted report.
7. Distribute the draft report to the advisory team and ask for feedback and recommendations.

## **The essentials of good/effective report writing are as follows-**

1. Know your objective, i.e., be focused.
2. Analyze the niche audience, i.e., make an analysis of the target audience, the purpose for which audience requires the report, kind of data audience is looking for in the report, the implications of report reading, etc.
3. Decide the length of report.
4. Disclose correct and true information in a report.
5. Discuss all sides of the problem reasonably and impartially. Include all relevant facts in a report.
6. Concentrate on the report structure and matter. Pre-decide the report writing style. Use vivid structure of sentences.
7. The report should be neatly presented and should be carefully documented.
8. Highlight and recap the main message in a report.
9. Encourage feedback on the report from the critics. The feedback, if negative, might be useful if properly supported with reasons by the critics. The report can be modified based on such feedback.
10. Use graphs, pie-charts, etc to show the numerical data records over years.
11. Decide on the margins on a report. Ideally, the top and the side margins should be the same (minimum 1 inch broad), but the lower/bottom margins can be one and a half times as broad as others.
12. Attempt to generate reader's interest by making appropriate paragraphs, giving bold headings for each paragraph, using bullets wherever required, etc.

## **Checklist for Effective Resume Writing**

A resume is also known as CV or curriculum vitae. Resume is an influential and credible summary of an individual's employment qualifications. It gives an idea to the reader that how you can be an asset to their organization. A resume should be:

- Neat
- Have factual and relevant information
- Self describing
- Clearly indicate why you are best suited for this job
- Up to date

Resumes should be written not for yourself but for the reader. A good resume must be properly planned, drafted and finally revised. Regard your resume as work in progress and give it a polish every couple of months. You never know when you will be asked for it. Your resume needs to recap and capture the spirit of our competency/what's best about you.

### **Resumes are of two types:**

- i. **Chronological Resume-** These resume gives a quick brief up of what the candidate has done in a timeline-beginning with the latest events and moving back in reverse chronology. It stresses upon the degrees, job headings and the dates. Such a resume demonstrates steady development/movement to the current time.
- ii. **Skills Resume-** These resume stresses upon the skills and competencies possessed and used by the candidate, rather than the job and the date in which those skills have been used. It is generally prepared when the candidate frequently changes his job or when his education and experience do not harmonize/match with the position for which the candidate is applying.

## **Do's and Don'ts in your Resume**

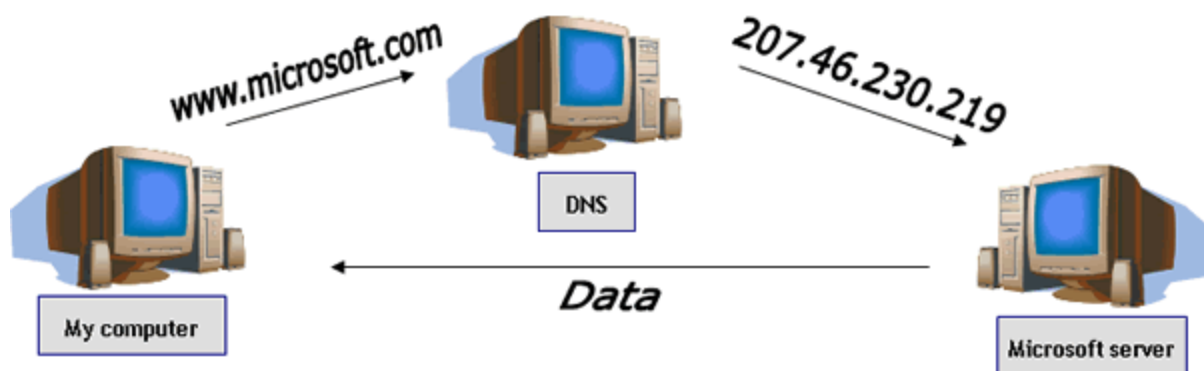
1. Shouldn't be too long. It should not exceed two pages generally.
2. CV should be true and factual.
3. The first page should contain enough personal details for a recruitment consultant or potential employer to contact you easily.
4. Choose a format that highlights key skills, key competencies, key achievements or key attributes.
5. Your employment background should begin with your current job and work backwards.
6. List all relevant qualifications.
7. Do not include negative or irrelevant information.
8. Include details of training or skills development events attended.
9. Include personal details.
10. Use a very good quality paper.
11. Do not use a type size less than 11pt.
12. Typefaces such as Times New Roman or Arial should be used.
13. CV should be carefully typed. No spelling errors should be there.
14. Use bulleted paragraphs. This will save space and make the CV more effective.
15. Emphasize achievements that are recent, and are most relevant for the position for which the candidate is applying.
16. Items in resume must be concise and parallel.
17. While submitting a resume, it must be accompanied with a cover letter to make the readers aware of what is being sent, and how can it be beneficial to the readers.
18. Include references if possible in a resume. If giving references, use three to five. Include at least one lecturer, and at least one employer.
19. To stress upon the key points in a resume, put them in appropriate headings, list them vertically, and provide details.

# INTERNET

- The Internet is a network of millions of computers all over the world that are connected with each other and work together.
- It started in the USA in the 1970s and 1980s as a government project.
- The World Wide Web , which came up in the middle of the 1990s , made the Internet easy to use for everybody.
- Education, business, entertainment and government are changing as the Internet moves into the lives of more and more people.

## How the Internet Works

- All computers that are connected to the Internet must speak the same language.
- It is called TCP/IP (Transmission Control Protocol/ Internet Protocol).
- It makes sure that information sent by one computer arrives at a certain destination.
- Every computer on the Internet has an IP address.
- It is made up of 4 groups of up to 3 numbers, separated by a dot. For example : 207.46.230.219.
- Such an IP number can only occur once in the whole world.
- Because such numbers are difficult to remember, computers have names, like “*www.news.at*” or “[www.cnn.com](http://www.cnn.com)”.
- If we want to get information from a certain computer we must type in its name.
- Special computers on the net have the job of turning names into numbers which computers can understand. Such computers are called Domain Name Servers (DNS).





When a computer sends **data** to another computer it is **broken up** into many small **packets**. These small **packets** can travel **on their own** . When they get to their **destination** , the packets are put together again in the **right order**. Each of them may take different **routes** and they pass by many other computers to get there.

## Internet services

1. E-Mail is the oldest and most popular form of communication between computers. People send messages to each other using an email address . Such an address has two parts: the user name of a person and the name of the computer itself. These two parts are separated by the “@”.



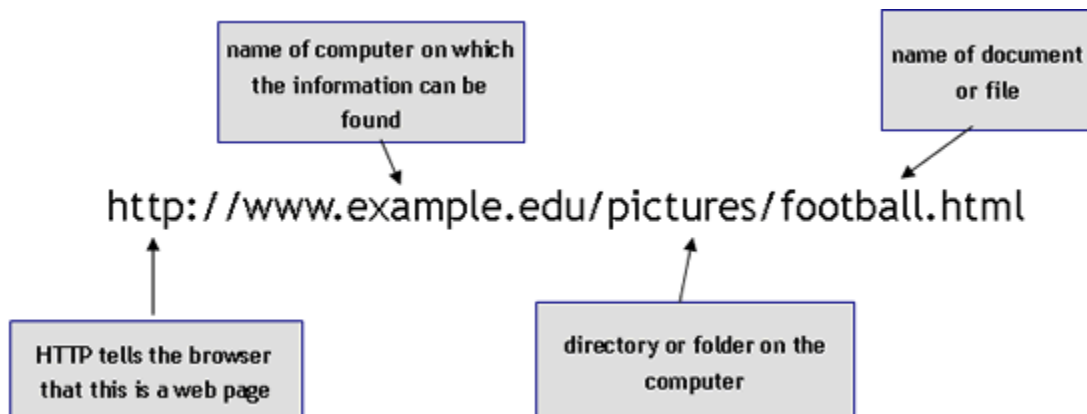
*Structure of an email address*

2. Newsgroups are discussion boards that let many people all over the world post messages on a certain topic . These messages are saved and people can read them over and over again.
3. Chats are live Internet meetings in which you type a message into your keyboard and it appears immediately on the screens of other chatters. Groups of people meet in chat rooms where they talk about subjects they like.
4. The World Wide Web is another popular way of sharing information on the Internet. It uses a special language called HTML , which stands for “ *Hypertext Markup Language*”. A document on the web can have text, pictures, animations, videos and music. Hyperlinks allow you to move to other documents on the same computer or let you travel around the world to another computer on the Internet.

If you want to read web pages you need a special kind of programme called a web browser, that can understand these documents . Common web browsers are the Internet Explorer, Netscape Navigator or Firefox.

There are over 10 billion documents on the web. Each one of them has a unique address called a URL (Uniform Resource Locator). It looks like this:

People today like to start their web browser and click from one website to another to find information or to see what's new. This is called browsing the net .



## Finding Information

The Internet and the World Wide Web have put a world of information at our doorstep. But how can we find what we're looking for? Search engines help us find the information we need. Most of them use programmes called spiders that visit as many websites as they can and put them into a catalogue or index.

However, Internet users must be careful. Just about anyone can put information on the web. Some of that information may be very accurate, but other information may be completely wrong. So it's up to us to find out what's right and what's wrong.

# How we use the Internet

The Internet and the World Wide Web play important roles in many areas of life:

- More and more products are sold over the net. Companies [advertise](#) their products on websites and customers can buy them online without going to a shop.
- Software can be downloaded from servers .
- News agencies, [newspapers](#) and TV stations bring breaking news stories to a worldwide audience. You can watch videos, listen to interviews and look at photos of major events whenever you want to.
- People buy fewer CDs in music stores. More and more songs are downloaded from the Internet and copied to a discman or an MP3 player.
- Schools and universities use the Internet to find information. Pupils often get their homework over the Internet or send teachers essays and other homework. Pupils and teachers communicate with each other by email and in chat sessions.
- Scientists all over the world share information on different kinds of projects and experiments. It is even possible to make instruments, like telescopes or microscopes, work by remote control.
- The Internet has made travelling easier. You can book holidays and buy flight tickets on the net.

## **E-mail**

- E-mail stands for "Electronic Mail".
- The electronic transmission of mail allows you to send formatted text and images to someone else with an email address.
- Each E-mail user has a mailbox with a unique address into which messages can be sent ready for the recipient to collect and read.
- If you have an account with an Internet Service Provider (ISP) such as Yahoo, then they will provide you with an email address and let you see their email service for no extra cost.
- You can also get an email address from one of the many free providers such as Gmail or Hotmail.
- Email is now one of the most common methods of communication - most people will probably have an email address.
- Without email, many businesses would not be able to operate.

### **Advantages**

- Easy to send email.
- Emails are free to send.
- Emails are received fairly quickly.
- People don't have to be present to receive the email.
- Emails can be sent any time of the day or night, 365 days a year.
- Files and images can be attached to an email.
- Multiple copies of a message can be sent to a group of people.
- A carbon copy of an email can be sent to other people.
- Messages can be prepared in advance and saved until you are ready to send them.

### **Disadvantages**

- Both the sender and receiver must have an email message.
- Without knowing email address, messages cannot be sent anyone.
- When people change their email address, it is not possible to trace them.
- Spam is a big problem.
- You may have to wait a long time to get a reply.
- Email attachments can contain viruses.

## Video Conferencing

Video conferencing is a technology that allows users in different locations to hold face-to-face meetings without having to move to a single location.

- A video conference uses a computer, camera, speakers, microphone, coder/decoder and network (such as the Internet) to conduct a live conference between two or more people.
- It uses audio and video telecommunication to bring people at different sites together for a meeting.
- This can be as simple as a conversation between two people in private offices (point-to-point) or involve several sites (multi-point) with more than one person in large rooms at different sites.
- Besides the audio and visual transmission of meeting activities, videoconferencing can be used to share documents, computer-displayed information and even whiteboards.

### Why would you use video conferencing?

Video conferencing is an extremely useful method of communication.

- **In education...**
  - Students from diverse communities and backgrounds can explore, communicate, analyze and share information and ideas through two-way communication forums.
  - Teachers and lecturers can communicate with one another from remote or otherwise isolated educational facilities.
  - Faculty members can keep in touch with classes while attending conferences.
  - Faculty members can participate in thesis defenses at other institutions.
  - Administrators on tight schedules can collaborate on budget preparations from different parts of campus.
  - Faculty committee members can audition scholarship candidates.
  - Guest lecturers can be brought into the classroom from other institutions.
  - Researchers can collaborate with colleagues at other institutions on a regular basis without loss of time due to travel.
  - Schools with multiple campuses can collaborate and share professors.
  - Researchers can answer questions about grant proposals from agencies or review committees.

- **In business...**
  - ❖ People in distant locations can participate in meetings on short notice; saving them time and money.
  - ❖ Job interviews can be conducted from different cities, removing the need to fly candidates around the country.
- **In law...** testimony can be given by an individual who is not able to attend the physical legal settings.
- **In media...** journalists can participate in international press conferences from any location, without having to leave their offices.



## **Advantages & Disadvantages of Video Conferencing**

With air travel and hotel costs on the rise, businesses are taking a fresh look at video conferencing. Do the benefits in travel savings outweigh the benefits of traditional in-person meetings? Can an organization become more efficient by replacing conference calls with video conferences? What about reports about early video conferencing technology unreliability? Can video conferencing enhance collaboration with presentations and document sharing?

Video conferencing connects individuals in real time through audio and video communication over broadband networks enabling visual meetings and collaboration on digital documents and shared presentations. In the early days, participants connected between central meeting rooms outfitted with video conference hardware, but new technologies allow participants to connect remotely over a network through multiple devices like laptops, desktops, smartphones and tablets.

Business leaders know it's best to evaluate both the advantages and disadvantages of any technology, and we'll explore the most important considerations for potential buyers:

### **Advantages**

#### **1. Significant Travel Savings**

The constant climb of air travel prices barely seems like news anymore, and smart organizations are finding alternatives. Not only is video conferencing a direct replacement for many in-person business trips, but because there is virtually no cost to add additional key employees to a virtual meeting, you can easily bring the right team together.

#### **2. Improved Communication**

Video conferencing restores many visual cues necessary in long distance communication. Social psychologist Ray Birdwhistell demonstrated years ago that non-verbal communication constitutes about two-thirds of the communication between people. For example, eye contact enables us to 'get' a message from a speaker that voice communication alone may not successfully convey, creating essential social bonds and shared understandings. Audio conferencing and e-mail lose these non-verbal cues.

### **3. Increased Productivity**

Everyone has experienced the classic never ending “conference call from hell,” and video conferencing all but eliminates those problems, even from large group calls. Important meetings are shorter and more effective. Video conferencing users report saving a minimum of two hours a week with the technology. The interactivity of group collaboration and document sharing greatly increases productivity.

### **Conferencing Quality**

All of the pros and cons of video conferencing hinge on quality. Early versions of video conferencing quality had uneven clarity of the audio and video broadcast. Today, these problem still remain for low-end and consumer systems. However, state-of-the-art technology now delivers excellent, reliable audio and video quality, making this one-time disadvantage one of perception, not reality.

## **Disadvantages**

### **1. Physical Presence**

Are virtual meetings a perfect replacement for physical, face-to-face meetings? People communicate non-verbally through gestures such as handshakes, high fives, and fist bumps. Today, HD video conferencing ensures these cues transmit in high fidelity. Salespeople can truly read a potential customer’s response, customers can assess a salesperson’s credibility, leaders can gauge their audience to see whether they caught the organization’s vision, and managers determine whether to hire an applicant. Organizations concerned about physical presence can begin by using video conferencing in the most appropriate applications, such as training and internal meetings, where the gains from video conferencing are dramatically superior to a traditional audio conference call.

### **2. Quality Systems are Not Free**

Some perceive conferencing systems to be expensive, but this is no longer true. In the early days, organizations installed fully-outfitted central meeting rooms with cameras, lighting and hardware. Today, high quality video conferencing is possible via cloud-based systems, and the need for expensive end-point hardware has dropped significantly. Many organizations now install a centralized gateway that connects participants via a broadband network. While this installation does entail some up-front costs, it’s much lower than before, saves on bandwidth, and makes video conferencing much more widely available within an organization.



### **3. User Familiarity**

While some people seamlessly adapt to change, including new technology, others find change disruptive. Today's video conferencing systems are significantly easier to use, and some systems (like those available from LifeSize) eliminate intimidating remote controls and multiple devices that were common in the past. In fact, LifeSize now supports workers' existing mobile devices (the "bring your own device" or BYOD phenomenon) such as mobile phones and tablets, making the experience far more familiar and accessible than in the past.