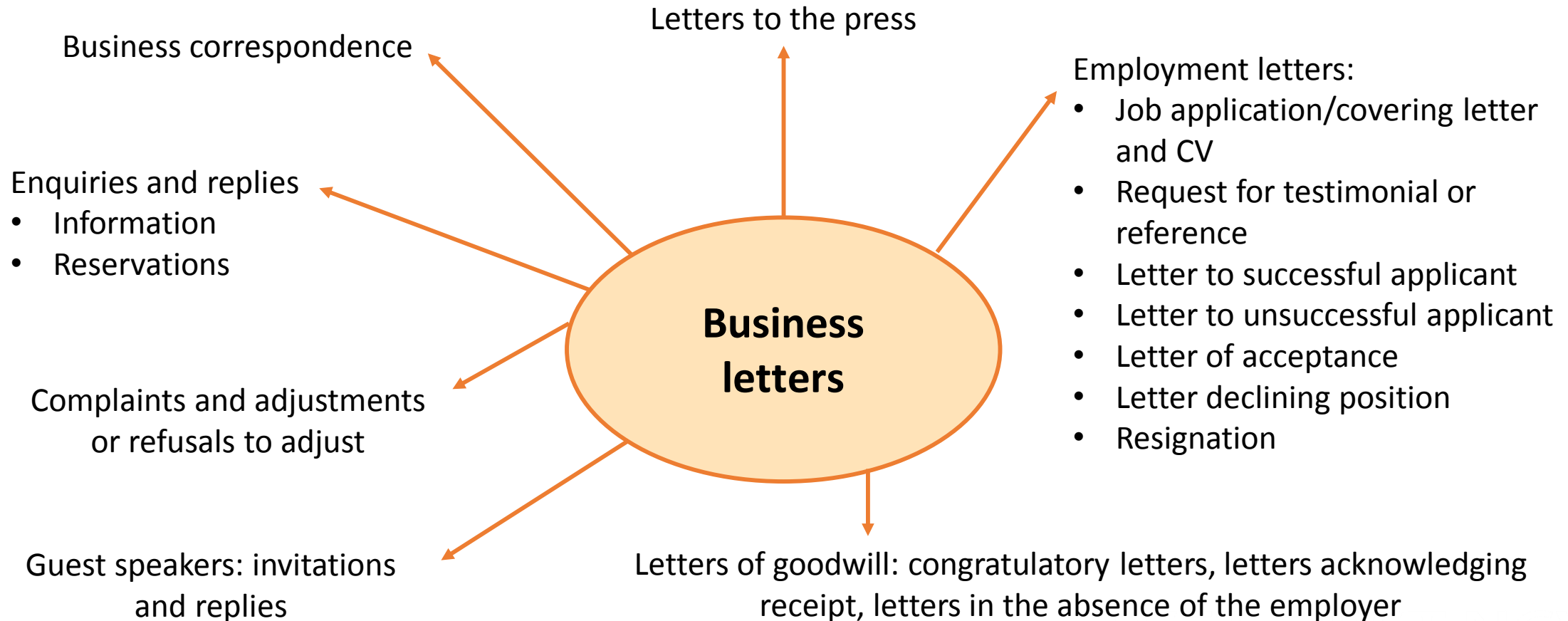


Business letters

— TWENTY FIRST NOV

Overview



General business correspondence

IVET FIRST NOV

Writing a business letter

- Identify the receiver.
- Get the facts together.
- Decide the relevant facts.
- Decide the format and layout.
- Draft a rough version.
- Think of the audience.
- Proofread the letter.
- Finalise the letter.
- Print the letter on an official letterhead.
- Sign and send it.



You represent the company
in every letter you send

SAMEDAY CARPETS

Tel: (031) 678 6567
Fax: (031) 678 9878
samedaycarpets@iafrica.com

245 Barr Street
MORNINGSIDE
4001



Ref: MN/709

8 May 20_

Mrs S Sinclair
The Manager
Glitterati Gifts & Stationers
45 Barnes Road
STANGER
4449

Dear Mrs Sinclair

COMPLAINT ABOUT CARPETING

Thank you for your letter of 4 May 20_

We also

We regret

I can assure you that your problem will be sorted out soon. Thank you for your patience.

Yours sincerely

K. Knight

K KNIGHT
MANAGER

Letterhead with sender's details

Reference number (only if applicable)

• Line open above

Date

• Line open above
• Month written out

Receiver's address

• Line open above
• Starts with receiver's name – Mrs S Sinclair and/or job title – The Manager
• Company or organisation name if receiver works there
• PO Box number OR street number, then street name
• CITY IN CAPITAL LETTERS
• Postal code

Salutation

• Line open above
• If name of receiver is known: Dear Mrs Sinclair
• Never put in the initial or use a first name
• If name of receiver is not known: Dear Sir OR Dear Madam OR Dear Sir/Madam

Subject line

• Line open above
• CAPITAL LETTERS
• Very specific summary for letter

Introductory paragraph

• Line open above
• Initial letter – give reason for writing
• Reply letter – Say "thank you" for letter received and summarise the request or complaint in it

Body

• Line open above each paragraph
• One main point with sub-points per paragraph
• Numbered list allowed in paragraph

Closing paragraph

• Line open above
• Express goodwill in these ways
– For enquiry or complaint, express thanks or confidence in the receiver's ability to sort out matters
– For apology, repeat apology made at the beginning

Complimentary close

• Line open above
• Dear (Name): Yours sincerely
Dear Sir or Madam: Yours faithfully
Signature
Name
Title in capital letters (if applicable)

Enquiries and replies concerning information

Making an enquiry

- Give the relevant account number, etc.
- Use a suitable line opening.
- State what you want to know.
- Specify your requests.
- End with an appropriate closing line.



CC BY-NC-SA

Enquiries and replies concerning information

Replying to an enquiry

- It is important to respond quickly.
- If unable, acknowledge receipt.
- If necessary, offer an explanation.
- End with an appropriate closing line.



Gather as much information as possible

Letters of complaint

Lodging a complaint

- Write an opening line expressing goodwill.
- Give the reference and other details.
- State what caused the present complaint.
- Propose a reasonable solution.
- End with an appropriate closing line.



A rude comment will only annoy the recipient and cause unpleasantness

Letters of complaint

Replying to a complaint

- Check the facts and get both sides of the story.
- Decide on the degree of subjectivity from your side.
- Thank the person bringing the matter to your attention.
- If you or your company is wrong, apologise and offer a solution.
- If the complainant is wrong, explain the matter and provide details.
- End with a closing line of goodwill.

Letters requesting or refusing adjustment

Whether you are asking for, or denying the adjustment, in all cases:

- Give all the necessary details.
- Explain the situation objectively.
- Remain polite and use correct language.
- End with an expression of goodwill.



Click to play

Invitation and letters to the press

WEDNESDAY 14 NOV 2012

Invitations to, and replies from, guest speakers

Inviting a guest speaker

- The invitation should contain the:
 - Date, time and place
 - Reason for the event
 - Brief company background
 - Proposed programme, etc.



An organisation may want to invite a guest speaker for a formal event

Invitations to, and replies from, guest speakers

Replying to an invitation as a guest speaker

- The person may return a negative or positive reply.
- If accepted, arrangements may be done over the phone.
- Confirm everything in writing, however, to keep records.

Letters to the press

**Whether mailed, faxed or emailed,
letters to the press should:**

- Give your full name and address
- Have “Sir” or “Madam” as a salutation



Don't abuse any public platform
available to you

© 2012 The Press Complaints Commission

Employment letters

IVET FIRST NOV

Covering letters for job applications

The covering letter should contain the following:

- Yours and the recipient's name and address
- The position being advertised
- Where you saw the advertisement
- Your interests and strengths
- Why you are applying
- Your availability for an interview and work
- Attached CV

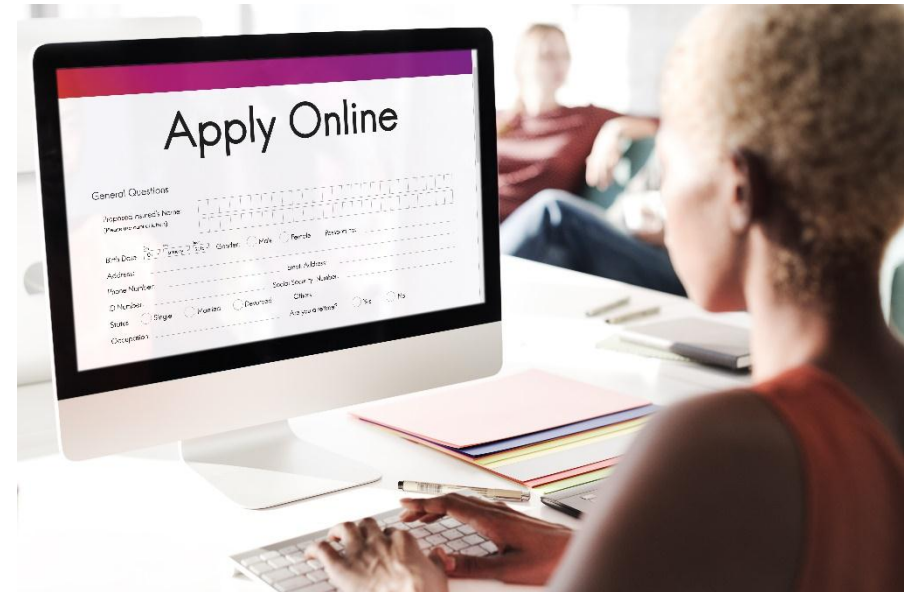


Even a prescribed application form would benefit from a short covering letter

Job application forms

When filling in a job application form you should:

- Read through it
- Use a pencil to mark information that's not at hand
- Print clearly
- Reread the form
- Take care to post or email it



Type carefully when completing an online form

Requests for testimonials

A testimonial is a formal letter by your previous employer in which he or she states:

- How long you worked there (starting date to ending date)
- What position(s) you held and your main duties
- Your best qualities as an employee and as a person
- His or her full name, work address and contact details

Letters of appointment

Confirming a successful application

- **Details that need to be put in writing include:**
 - Date of commencing work
 - Working hours
 - Job title and salary
 - Job description, etc.



A successful job applicant

WELFARE NOW

Letters of appointment

Confirming an unsuccessful application

- Contact all other applicants.
- State that they were unsuccessful.
- If you can, give a reason why.
- Thank them for their interest.
- Wish them success in their future employment.



An unsuccessful job applicant

Letters of resignation

- When resigning, it's always best to do it in such a way that you don't harm any existing relationships.
- Think the matter over carefully and weigh up your reasons.



Take time and think straight before resigning

Letters of goodwill

IVET FIRST NOV

Congratulatory letters

Use the correct language and style to convey information:

- Use a formal style if you don't know the person well.
- With an informal goodwill letter you can be less formal.



Letters acknowledging receipt

**Use the company letterhead and state the topic of the sender's letter.
Then:**

- Thank the person for sending.
- Explain the next step.
- Say when they can expect to hear from you.
- Give your full contact details.
- If you cannot be of assistance, suggest helpful alternatives.



Tackle a difficult response letter first thing in the morning

Letters in the absence of the employer

In some cases, you will be allowed to answer certain letters while your superior is absent. For instance:

- You can help the customer.
- If you can't assist, redirect to someone who can.
- The client needs to know if they can be helped when the superior is back.



Always consult a senior colleague if uncertain