COMMERCIAL CORRESPONDENCE

- Commercial correspondence is the correspondence you share with another party during the course of or in continuation of a business transaction. It is a very important part of business, primarily because it is a form of written documentation of the client's requirements, your statement of intent and ability, and all the other things, good and bad, associated with a business transaction.

COMMERCIAL CORRESPONDENCE

- Commercial correspondence is not only important to business, it is a critical aspect of business. Commercial correspondence acts as a reference point for any queries regarding a project completed in the past. There can be different kinds of commercial correspondence - a requirement document, a courtesy letter, a complaint letter, etc.

USAES OF A BUSINESS LETTER

- A business letter is a formal way of communication between two or more parties. There are many different uses and business letters. Business letters can be informational, persuasive, motivational, or promotional.

- A business letter can...
  - tell an employer why you want the job.
  - tell a company that you don’t like their service.
  - ask someone for information.
  - tell someone in government what you think.
THE IMPORTANCE OF LETTERS

1. Letters represent your company’s public image and your competence
2. Letters are more personal than a report, yet more formal than memos or e-mail
3. Letters are more permanent than e-mail
4. Letters constitute an official legal record of an agreement

THE IMPORTANCE OF LETTERS

5. Letters follow up on telephone calls and other types of oral communications
6. Letters provide a wide range of corporate information
7. Letters can support action
8. Letters sell
9. Letters are efficient for targeted mass mailings

ELEMENTS OF A GOOD LETTER

- The most important element of writing a good letter is your ability to identify and write to your audience. If you are addressing your letter to the department of human resources, avoid using highly technical terms that only engineers would understand, even if your letter is addressed to an engineering company, chances are that the personnel in human resources does not have an engineering background.

ELEMENTS OF A GOOD LETTER

- The next element is that you make sure your present your objective in a clear and concise manner. Don't be vague about your objective, most people will not have the patience to sit there and guess at the meaning of your letter or the time to read a long-winded letter, just get to the point without going into unnecessary details.
Elements of a Good Letter

- Another important element to remember is to remain professional. Even if you are writing a complaint letter, remain polite and courteous, simply state the problem(s) along with any other relevant information and be sure to avoid threats and slander.

Letter Formats

- Full-block format
  - All text flush left, spaces between paragraphs

- Semi-block/Modified format
  - The writer’s address, date, complementary close, and signature to the right side of the letter
  - The date aligns with the complementary close
  - Notations of enclosures flush left below signature

Letter Formats

- Indented paragraph format
  - Identical to the semi-block format except that each paragraph is indented five spaces

- Continuing pages
  - If your letter runs beyond one page, use name, page number, or address in the header of the second page
PARTS OF A LETTER

- **Address**
- **Date line**
- **Inside address**
- **Salutation**
- **Subject line**
- **Text of the letter (body)**
- **Complementary close**
- **Signature**
- **Enclosure(s) line**
- **Copy notation/Reference Initials**

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PARTS OF A LETTER

1. **Your Address**: (Not needed if the letter is printed on paper with the company letterhead already on it.) The return address of the sender of the letter so the recipient can easily find out where to send a reply to. Skip a line between your address and the date.

2. **Date**: Put the date on which the letter was written in the format Month Day Year i.e. August 30, 2003. Skip a line between the date and the inside address (some people skip 3 or 4 lines after the date).

3. **Inside Address**: The address of the person you are writing to along with the name of the recipient, their title and company name, if you are not sure who the letter should be addressed to either leave it blank, but try to put in a title, i.e. "Director of Human Resources". Skip a line between the date and the salutation.

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PARTS OF A LETTER

4. **Salutation**: Dear Ms./Mrs./Mr. Last Name:; Dear Director of Department Name:; or To Whom It May Concern: if recipient’s name is unknown. Note that there is a colon after the salutation. Skip a line between the salutation and the subject line or body.

5. **Subject Line (optional)**: Makes it easier for the recipient to find out what the letter is about. Skip a line between the subject line and the body.

6. **Body**: The body is where you write the content of the letter; the paragraphs should be single spaced with a skipped line between each paragraph. Skip a line between the end of the body and the closing.

7. **Closing**: Let’s the reader know that you are finished with your letter; usually ends with Sincerely, Sincerely yours, Thank you, and so on. Note that there is a comma after the end of the closing and only the first word in the closing is capitalized. Skip 3-4 lines between the closing and the printed name, so that there is room for the signature.

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PARTS OF A LETTER

8. **Signature**: Your signature will go in this section, usually signed in black or blue ink with a pen.

9. **Printed Name**: The printed version of your name, and if desired you can put your title or position on the line underneath it. Skip a line between the printed name and the enclosure.

10. **Enclosure**: If letter contains other document other than the letter itself your letter will include the word “Enclosure.” If there is more than one you would type, “Enclosures (#)” with the # being the number of other documents enclosed that doesn’t include the letter itself.

11. **Reference Initials**: If someone other than yourself typed the letter you will include your initials in capital letters followed by the typist’s initials in lower case in the following format; AG/gs or AG.gs.
HOW DOES A BUSINESS LETTER LOOK?

- A business letter is a special kind of letter.
- There is a correct order for each part of the letter.

Business Letter Format

Mohammed Ali
924 First Avenue North
St. Louis, MO 57844

Make two empty lines.

Your name and address are the first thing on a business letter.

April 1, 2004

Then type the date.
<table>
<thead>
<tr>
<th>Business Letter Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make two empty lines.</td>
</tr>
<tr>
<td>Type the name, title, company, and address of the person you are sending the letter to.</td>
</tr>
<tr>
<td>Make one empty line.</td>
</tr>
<tr>
<td>Type the greeting.</td>
</tr>
<tr>
<td>Use titles such as Dr., Mr., or Ms. If you don’t know the name of the person you can type To Whom it May Concern:</td>
</tr>
<tr>
<td>Make one empty line.</td>
</tr>
<tr>
<td>Type the body of the letter. This is where you give information, ask questions, or tell the person what you think.</td>
</tr>
<tr>
<td>Make one empty line.</td>
</tr>
<tr>
<td>Type the closing.</td>
</tr>
<tr>
<td>Sincerely,</td>
</tr>
</tbody>
</table>
Dear Ms. Brown,

I am writing to request information about your computer class, Training For Employable Computer Skills. Specifically, I would like to know when the class meets, what topics are covered, and how I can register for the class. Thank you for your time. I look forward to hearing from you soon.

Sincerely,

Mohammed Ali
A friendly letter is a way of communication between two people (sometimes more) who are usually well acquainted. There are many uses and reasons for writing a friendly letter, but usually friendly letters will consist of topics on a personal level. Friendly letters can either be printed or hand-written.
The friendly letter is typically less formal than that of a business letter. Usually the first paragraph of the body will consist of an introduction which will give the recipient an idea about you're writing to them with a short summary of the main topic of your letter. If you don't know the person you are writing to, you may want to introduce yourself in this introductory paragraph as well.

The next few paragraphs will usually consist of the message you want to get across along with any details you may want to convey. The last paragraph will usually be the conclusion where you wrap everything up. You can sum up your main idea in this paragraph, thank the recipient for their time, wish the recipient well, and/or ask any questions. Since friendly letters are less formal, you can feel free to write it however you like, but the above format is fairly common.

A friendly letter has five parts

- The Heading
- The Salutation (greeting)
- The Body
- The Closing
- The Signature

What are the parts of a friendly letter?

1. The Heading. This includes the address, line by line, with the last line giving date. Skip a line after the heading. The heading is indented to the right side of the page. If using preaddressed stationery, add just the date.

2. The Greeting. The greeting always ends with a comma. The greeting may be formal, beginning with the word "dear" and using the person's given name or relationship, or it may be informal if appropriate

   Formal: Dear Uncle Jim, Dear Mr. Wilkins,
   Informal: Hi Joe, Greetings,
PARTS OF A FRIENDLY LETTER

3. The body. Also known as the main text. This includes the message you want to write. Normally in a friendly letter, the beginning of paragraphs is indented. If not indented, be sure to skip a space between paragraphs. Skip a line after the greeting and before the close.

4. The complimentary close. This short expression is always a few words on a single line. It ends in a comma. It should be indented to the same column as the heading. Skip one to three spaces (two is usual) for the signature line.

5. The signature line. Type or print your name. The handwritten signature goes above this line and below the close. The signature line and the handwritten signature are indented to the same column as the close. The signature should be written in blue or black ink. If the letter is quite informal, you may omit the signature line as long as you sign the letter.

Postscript (optional). If your letter contains a postscript, begin it with P.S. and write the message. Skip a line after the signature line to begin the postscript (P.S. will be written on the left side of the page).

THE HEADING

The heading can include your address and the date. In casual, friendly letters your address is not necessary.

Heading

Dear Sameer,

Greeting
**THE BODY**

- The body of the letter is the information you are writing in your letter.

**Body**

**THE CLOSING**

- The Closing: In the closing the first word is capitalized and you put a comma after the last word.

Some examples of closings are: Sincerely, Your friend, Love, Very truly yours.

**Closing**

**YOUR SIGNATURE**

- This is your name. It goes under the closing.

**Signature**

**WHERE DOES THE DATE GO?**

- The date goes on the first line, after the salutation.
July 4, 2002

Dear Moiz,

Thank you for taking me shopping yesterday. I had a great time finding new school clothes. I can’t wait for school to start so everyone can see my new clothes.

Love,

Ali
A SAMPLE FRIENDLY LETTER

July 4, 2002

Dear Moiz,

Thank you for taking me shopping yesterday. I had a great time finding new school clothes. I can’t wait for school to start so everyone can see my new clothes.

Love,
Ali

July 4, 2002

Dear Phil,

Thank you for taking me shopping yesterday. I had a great time finding new school clothes. I can’t wait for school to start so everyone can see my new clothes.

Love,
Ali

311 East Duke Street
Stanley, N.C. 28164
August 15, 2004

Dear Phil,

How has your summer been? Not too hot I hope. Did you get to visit your grandparents? Did you go on your trip to Toronto as you had hoped? They say Toronto is a beautiful city.

This is my second season at Camp Bellaire. I just passed my swimming test. Now I can swim out to the raft and also use the boats. To pass I had to jump into the water with my clothes on (as if I had just fallen out of a boat). But finally I swam back to shore. It was tough, but I did it!

I’m looking forward to seeing you soon. There is lots of news to catch up on!

Your friend,
Mike

311 East Duke Street
Stanley, N.C. 28164
August 15, 2004

Dear Phil,

How has your summer been? Not too hot I hope. Did you get to visit your grandparents? Did you go on your trip to Toronto as you had hoped? They say Toronto is a beautiful city.

This is my second season at Camp Bellaire. I just passed my swimming test. Now I can swim out to the raft and also use the boats. To pass I had to jump into the water with my clothes on (as if I had just fallen out of a boat). But finally I swam back to shore. It was tough, but I did it!

I’m looking forward to seeing you soon. There is lots of news to catch up on!

Your friend,
Mike
TO MIKHAIL NAIMY BY KHALIL GIBRAN

Boston, Jan. 1, 1921

Dear Meesha:

Good morning, and a happy New Year. May the Lord burden your vines with bunches of grapes, and fill your bins with wheat and oil. May Providence allow your jars to be replenished with honey and wine, and may Providence place your hand upon the heart of Life, to feel the pulse of Life's heart.

This is my first letter to you in the New Year. Were I in New York, I would ask you to spend the evening with me in the peaceful hermitage. But how far am I from New York, and how far is the hermitage from me?

How are you, and what are you writing or composing, and what are you thinking? Is the special issue of As-Sayeh about to come out, or is it still waiting for those machines which run fast when we wish them to slow down, and slow down when we wish them to run fast? The West is a machine and everything in it is at the mercy of the machine. Yes, Meesha, even your poems. "Do the Brambles Know," is at the mercy of Salloum Mokarzel's wheels. I was indisposed last week, and for this reason I did not write anything new. But I have reviewed my article, "The Lost One," smoothed it out, and mailed it to Al-Hilal.

Remember me, Meesha, with love and affection to our comrades, and may God protect you as a dear brother to Gibran.

GIBRAN

ASSIGNMENT # 1

- Write a courteous letter to your neighbor whose dog annoys you by barking at night.
- To a friend, describing a pleasant dream.
- Write a letter to the manager of the factory, asking permission for a party to visit the factory.
- To the Editor of a newspaper, on reckless driving.

COMPLAINT LETTERS’ WRITING

- The complaint letter should be addressed to the customer service/consumer affairs department or the head office if there is no customer service department. The address and contact information of the customer service department should be available on the company’s products or website.

- The complaint letter should be written in the business letter format. When writing a complaint letter you want to keep it short and to the point to help ensure that your letter will be read in its entirety, if you write a seven page complaint letter, it’s highly unlikely that someone will sit down and read all seven pages.
COMPLAINT LETTERS’ WRITING

- In the first paragraph you should identify what the issue is and any relevant information that you believe is important. Be sure to include the following information if it's applicable to the situation: the date/time of the issue, location, name of person on duty, name of product, what the problem was, your account number, model number, price, warranty information and reference number. Be sure to stick with the facts and avoid putting emotions into your letter.

- The next paragraph should state what you would like done to resolve the situation. If you received poor service, you could request an apology or a coupon. If a product malfunctioned, you could request that you could exchange the product for a new one or request a refund.

- The last paragraph should thank the reader for the time. You can also throw in some compliments about something you liked about their company's product or service.

- You should include your telephone number/e-mail address after your printed name so that they can contact you.

- Be sure to keep a copy of the letter for yourself and include photocopies of any relevant documents and enclose them with your letter.

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June 30, 2004

Customer Service
Cool Sports, LLC
8423 Green Terrace Road
Astonville, WA 45435

Dear Sir or Madam,

I have recently ordered a new pair of soccer cleats (item #6542951) from your website on June 21. Unfortunately, when I opened the box I saw that the cleats were used. The cleats had dirt all over it and there was a small tear in front of the part where the left toe would go. My order number is AF26168156.

To resolve the problem, I would like you to credit my account for the amount charged for my cleats. I have already went out and bought a new pair of cleats at my local sporting goods store so sending another would result in me having two pairs of the same cleats.

Thank you for taking the time to read this letter. I have been a satisfied customer of your company for many years and this is the first time I have encountered a problem. If you need to contact me, you can reach me at (555) 555-5555.

Sincerely,

Signature
There are many reasons for writing a thank you note. Thank you notes may be written after receiving a gift, help from a friend, for attendance at an important event, or for any other occasion where you feel it is necessary. A simple thank you note shows your appreciation, it will make the person you are thanking feel better, improve your image as a grateful person, and/or increase the likelihood the person you are thanking will help out again.

Thank you notes can be written on just about anything but writing it on something nicer than just plain white paper or through email will add to the value and presentation of your note. A thank you note that is hand written on a card will look more personalized and sincere than a note printed off the computer. Notes can either be mailed or given in person but the sooner it is done the better, usually within two weeks is a good time frame to use. Thank you notes are usually simple but thoughtful messages you write to express your gratitude. The following is a guideline that you can use when writing your thank you note.

Hi Aunt Kelly!
Thanks for the new bike you bought me for my birthday; it's just what I wanted. The color red fits the bike well! It is my favorite color. I plan on riding the bike around my neighborhood everyday right after school. I look forward to seeing you soon!
Thanks again for the bike.

Love,
Signature
**Writing Thank You Notes**

- **Add a personal note**
  Add a personal note to the recipient, it doesn't have to be very long or detailed, e.g. "I look forward to seeing you soon!"

- **Thank them again**
  You can never say thank you too much, and since this is a thank you note it is a very appropriate place to do it, e.g. "Thanks again for the bike."

- **Closing**
  End the letter with a simple closing followed by your signature on the next line, e.g. "Love, (Line Break) Your Signature"

- **Notes & Tips**
  If you received money, don't mention the amount, you may want to write something along the lines of, "Thank you for your generosity, it is greatly appreciated."

**Business Email Writing**

- The following are some tips to help you when you are writing business letters through email:
  - A heading is not necessary in an email (your return address, their address, and the date).
  - Use a descriptive subject line.
  - Avoid using an inappropriate or silly email, register a professional sounding address if you don't have one.
  - Use simple formatting, keep everything flush with the left margin; avoid special formatting and tabs.

**Business Email Writing**

- Keep your letter formal, just because it's an email instead of a hard copy is no excuse for informality (don't forget to use spell check and proper grammar).
- Try to keep your letter less than 80 characters wide, some email readers will create line breaks on anything longer and ruin the formatting.
- If possible avoid attachments unless the recipient has requested or is expecting an attachment. If it is a text document, simply cut and paste the text below your letter and strip off any special formatting.
- If the persons name is unknown, address the person's title i.e. Dear Director of Human Resources.

**Addressing an Envelope**

- In the upper-left hand corner should be your name, and underneath that should be your return address.
- In the upper-right hand corner should be the postage stamp (with the correct postage amount).
- In the middle-center should be the recipient's name and recipient's address.
- If you are writing a friendly letter with a small envelope, you can write the return address on the flap of the envelope if there is no room on the top-left hand corner.