IIT ROORKEE

NPTEL ONLINE CERTIFICATION COURSE

EFFECTIVE WRITING

Lecture 15: Types of Business Letter

BINOD MISHRA

DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES



Types of Business Letters

- Letters of Credit & Placing Orders
- Refusal Letter
- Collection Letter
- Sales Letter
- Complaint /Claim Letter
- Adjustment Letter

Requisites of a Credit Letter

- ✓ Source of information about the product
- ✓ Order indicating the desired terms of credit
- ✓ Essential information about the business
- ✓ Credit references
- ✓ Willingness to supply further information if required to establish financial credibility

Refusal Letter

- ✓Express cordiality for credit request.
- ✓Mention reasons for refusals.
- ✓Retain the customer by encouraging to pay cash for the present transaction.
- ✓Suggest the possibility of making credit arrangements in future.

Some Examples

- We must deny your credit application because your record shows a history of late payments, non payments and irregular employment.

Revd.: As per the company policy, timely and regular payments qualify for grant of credit applications.

Frankly, we like your resume, but we were hoping to hire someone a little younger who might be able to stay with us longer.

Revd.: We appreciate your resume. However, presently we are looking for fresh graduates who is proficient in Dot net.

Because of the holiday period, all our billboard space was used this month. Therefore, we are sorry to say that we could not give your charitable group free display space. However, next month, after the holidays, we hope to display your messages as promised.

Revd.: All our billboard space was used this month because of the holiday period. Therefore, charitable group free display space could not be given to anyone. However, as promised, your messages will be displayed next month.

A Sample Refusal Letter

Dear X

Thanks for your letter dated 25 September, 2019 and your enquiry regarding your credit order for 20 ASUS VivoBook 15 X509 laptops for your new employees.

It is a matter of utmost pride that we had maintained a very sound business relationship for the last five years. We also had a very transparent credit reputation with each other. But of late because of the market tumble, we are encouraging all our clients to deal with us in cash. While it may offend old clients like you for sometime. But we are hopeful that with improvement in market conditions by March 2020, we'll treat all our valued clients as earlier. Moreover, we are offering a 10 percent discount for our old customers for advanced orders.

Thanks again for continuing your business relations with us. We look forward to hearing from you soon.

Sincerely

Collection Letter

- A series of letters
- Light tone to stern
- Starts from gentle and direct message
- Concludes with a strong and direct message

First Letter

Dear Mr. X

Hope you remember our previous dealings. Of late, we have neither heard from you nor received any orders.

As a reminder, our credit terms are usually of a month. The previous credits are yet to paid and this affects business relationships. Credits which become outstanding for more than a month are subject to 5 percent interest on the principal amount.

We expect the credit amount to be cleared soon to cause any further inconvenience. In case of any clarification, please feel free to call on my personal number ……

Sincerely

Third Letter

Dear Mr. X

We are extremely pained to note that an outstanding credit amount of Rs. 65,000/ stands pending against your firm. In business such credits become a liability.

We would be happy to answer any queries in this regard. In addition, we expect the cheque as early as possible.

Thanking you

Sincerely

Final Letter

Dear Mr. X

An outstanding amount of Rs. 65000/ has not been paid despite several requests. This reflects very poorly on your business relationship with you

Financial negligence, as per our agreement, is bound to terminate our business relationship. This will damage your reputation and force us to seek legal help in this matter.

I hope you will avoid this embarrassment and send the cheque without any loss of time, latest by 25th December 2019.

Sincerely

Recommendation Letters

- Honesty
- Confidentiality
- Proper estimate of the candidate
- Evaluation of a candidate's traits such as communication skills, behavioural skills, organizational skills, team skills and initiative

Writing a Recommendation Letter

- ✓ State the purpose of the letter
- ✓ Mention time frame of your acquaintance
- ✓ Describe the attributes of the candidate
- ✓ End with the willingness to provide further information, if any.

- Mr. X has demonstrated a superior ability to work with peers. His colleagues proudly remember his affable nature, ability to volunteer and guide during crisis, in addition to his excellent communication and negotiation skills. They cite him as a team player.

Sample Recommendation Letter

Dear Prof. Sharma

Thank you for the pleasant opportunity to recommend to you Ms. Jasmine D' Souja for the position of Assistant Professor in your department. Ms. Jasmine possesses not only a strong academic background but also an affable and cooperative individual.

I came to know her eight years ago when she joined as my doctoral student at Vishwehsaraiyah Institute of Technology and Management, Rudrapur in 2010. I am familiar with her work and contributions to academia as she keeps me informed about her progress from time to time.

Ms. Jasmine is well read in her field and her work *on Women Artisans in Rajasthan* is a significant contribution in the field of gender and development. I have found in her an excellent researcher having a fine blend of innovative research abilities and communication skills, which make her a leader to be reckoned with. Her command over her area of expertise came to light when she excelled as a teaching assistant after her Ph.D. I have seen her responding to students queries patiently , using interactive approach and modern day teaching learning methods.

She is techno-savvy and has updated her skills by participating in technical workshops and conferences. She is competent in qualitative and participatory research methods, proficient in designing, project monitoring and evaluation instruments. She is well versed with MS office suite, NVivo, SPSS, MOOC. She is a good listener, a people friendly person and empathetic towards others.

I believe that Dr. Jasmine can contribute both to academia and research most efficiently. Her vision and dedication to contribute to marginalized people and communities distinguishes her from the rest. I recommend her for the post of Assistant Professor and wish her all the success in her future ventures.

(Binod Mishra)

Thank You