

**Soft-Train**



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Technology Works*

# How to Write Better Business Letters (1 Day) ST00099

**COURSE GOAL:** To learn current word processing software and Internet communication, as well as to review standard business correspondence formats.

**PREREQUISITES:** None.

**LEARNING OBJECTIVES:**

Upon completion of this course the student will be able to:

- Write letters in categories that include credit applications, letters of inquiry, orders of goods and services, formal business announcements, letters of recommendation, and sales promotional letters.
- Learn different letter formatting styles.

**KEY TOPICS:**

**I. Organizing Your Message**

- A. Brainstorming
- B. Choosing a Format
- C. Consider the Reader
- D. Organization
- E. What You Will Find in the Book

**II. General Business Letters**

- A. The Value of a Letter
- B. Salutations
- C. Transitions
- D. Closings
- E. Introducing Yourself
- F. Introducing Another Person
- G. Announcing a New Location
- H. Announcing a Policy Change
- I. Announcing a Price Change
- J. Announcing a Price Increase
- K. Invitation to Attend
- L. Invitation to Speak
- M. Declining an Invitation
- N. Request for Pricing Information
- O. Responding to a Request for Something
- P. Thank You Letter
- Q. Congratulations Letter

**III. Specific Types of Business Letters**

- A. Specific Letters
- B. Sales Letter: Introducing Yourself
- C. Sales Letter: Cold Call

- D.** Sales Letter: Follow-Up to Previous Letter
- E.** Sales Letter: To New Customers
- F.** Sales Letter: New Product Announcements
- G.** Sales Letter: To Win Back or Regain Inactive Customer
- H.** Sales Letter: Trade Show Follow-Up
- I.** Customer Service Letter: Apology Letter
- J.** Customer Service Letter: Apology for a Delayed Order
- K.** Customer Service Letter: To Regain Customer's Confidence
- L.** Complaint Letter: To a Vendor/ Supplier
- M.** Complaint Letter: To an Employee
- N.** Response to Complaint Letter: When You Are Not at Fault
- O.** Response to Complaint Letter: When the Company is at Fault
- P.** Letter of Apology: For an Attitude or an Error
- Q.** Letter of Apology: For Being Late
- R.** Letter Requesting a Leave of Absence
- S.** Letter of Sympathy
- T.** Letter of Termination
- U.** Letter Requesting Donations or Sponsorship
- V.** Letter Turning Down a Donation Request
- W.** Reference Letters: Asking for a Letter of Recommendation
- X.** Reference Letters: Giving a Recommendation

#### **IV. Memos**

- A.** Announcing a New Policy

- B.** Providing Routine Information
- C.** Conveying Sensitive News About Merger or Layoffs
- D.** Conveying Disappointing News
- E.** Asking Reader to Do Something
- F.** Announcing a Change in an Existing Policy
- G.** Announcing a New Program
- H.** Announcing a Meeting
- I.** Status Report
- J.** Asking for Permission
- K.** Proposing an Idea
- L.** Recommending a Course of Action

#### **V. News Releases**

- A.** Announcing a Merger
- B.** New Business Model Announcement
- C.** New Product Announcement
- D.** New Appointment
- E.** Announcing Earnings

#### **VI. E-Mail**

- A.** A List of Do's and Don'ts
- B.** Announcing a New Program
- C.** E-mail Complaint
- D.** E-mail Policy Announcements
- E.** Routine Response Providing Information
- F.** Asking Reader to Do Something
- G.** Proposing an Idea
- H.** Conveying Disappointing News