

Soft-Train



*At Soft-Train
Technology Works*

How to Write Better Business Letters (2 Days)

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. Business Style:

- A. Tone
- B. Attitude
- C. The “You Approval”
- D. “Sexist” Language
- E. Organization
- F. Electronic Mail

II. Letter Format:

- A. Parts of a Business Letter
- B. Arrangement Styles
- C. Punctuation Styles
- D. Postscripts
- E. Special Paragraphing
- F. The Envelope
- G. Facsimiles

III. Request Letters:

- A. Inquiries
- B. Orders

IV. Replies:

- A. Acknowledgments
- B. Follow-Ups
- C. Confirmations
- D. Remittances
- E. Order Acknowledgments
- F. Stopgap Letters
- G. Inquiry Replies
- H. Referrals
- I. Refusals

V. Complaints, Claims and Adjustments:

- A. Credit Letters
- B. Collection Letters

VI. Complaints, Claims, and Adjustments:

- A. Complaints
- B. Claims
- C. Adjustments

VII. Sales and Public Relations Letters:

- A. Sales Letters
- B. Public Relations Letters

VIII. Social Business Letters:

- A. Letters of Congratulations
- B. Letters of Sympathy
- C. Letters of Appreciation
- D. Invitations
- E. Announcements

IX. Employment Correspondence:

- A. The Résumé
- B. Letters of Application
- C. Follow-Up Letters
- D. Letters of Reference and Recommendation
- E. Declining a Job Offer
- F. Rejecting a Job Applicant
- G. Letters Of Resignation
- H. Letters of Introduction

X. In-House Correspondence:

- A. The Interoffice Memorandum
- B. Minutes

XI. News Releases:

XII. Business Reports and Proposals:

- A. Informal Reports
- B. Formal Reports
- C. Proposals