







Previous Lecture

- Basics, Purposes and Advantages of Letter Writing
- Formal vs. Informal Letters
- Inquiry Letter

Letter Writing



Complaint Letter

-  • Also known as **Claim Letters**
-  • Letter written to bring mistakes into notice
-  • Usually written by a buyer to a seller highlighting all the problems faced at the time of receiving the order and its payment for resolution
-  • Written after phones and emails
-  • Formalizing a situation by bringing it in written form
-  • Highlights customer's dissatisfaction with the provided service/product

Complaint Letter

Sender Name
Sender's Title or Position
Sender's Organization Name
Sender Street Address
City, State, Zip Code

Date: DD/MM/YYYY

Recipient's Name
Recipient's Position or Title
Recipient's Organization Name
Recipient's Street Address
City, State, Zip Code

Dear Sir/ Madam,

I am writing this letter to bring your attention that I am not satisfied with your quality of services provided at _____ (business name). I am talking about the services I took on DD/MM/YYYY and want to let you know I was very upset with your staff's performance. They used to deal with me quite inefficiently and did not show their interest which they must show while dealing with regular customers.

I have been a regular client of your business but now I am completely disappointed. I expect quality services from you and request you to address this issue with immediate attention. I expect full compensation and look forward to your replies within shortest time.

Yours Sincerely




Write Your Name Here



Letter Writing







Complaint Letter: Introduction

-  • In the introduction, politely state the problem. Although you might be angry over the service you've received, you want to suppress that anger.
-  • Angry comments don't lead to communication; they lead to combat. Because the angry reader won't go out of their way to help you, your best approach is diplomacy.
-  • To strengthen your assertions, in the introduction, include supporting documents such as the following:
 - Serial numbers, dates of purchases, invoice numbers, cheque numbers, names of sales people involved in the purchase
 - Also state that copies of these documents are enclosed

Letter Writing





Complaint Letter: Discussion

-  • In the discussion paragraph, explain in detail the problems experienced.
-  • This could include dates, contact names, information about shipping, breakage information, or itemized listing of defects.
-  • In a complaint letter, everything should be explained with proof.
-  • Help your audience understand the extent of the problem.

Letter Writing



Complaint Letter: Conclusion

-  • End your letter positively.
-  • Remember, you want to ensure cooperation with the vendor and you want to be courteous, reflecting your company's professionalism.



October 29, 2007

Attn: Mr David Choi
Sales Manager
Everlong Batteries
171 Choi Hung Road
Hung Hom
Hong Kong

Dear Mr Choi

Subject: **Re. Order No. 768197**

I am writing to inform you that the goods we ordered from your company have not been supplied correctly.

On 22 October 2007 we placed an order with your firm for 12,000 ultra super long-life batteries. The consignment arrived yesterday but contained only 1,200 batteries.

This error put our firm in a difficult position, as we had to make some emergency purchases to fulfil our commitments to all our customers. This caused us considerable inconvenience.

I am writing to ask you to please make up the shortfall immediately and to ensure that such errors do not happen again. Otherwise, we may have to look elsewhere for our supplies.

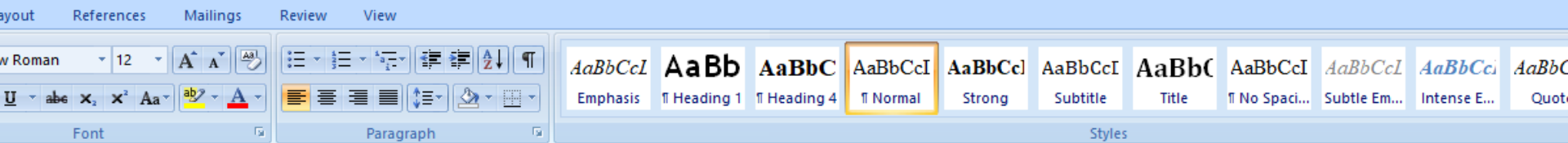
I look forward to hearing from you by return.

Yours sincerely

J. Wong

J. Wong
Purchasing Officer

Sample:
Complaint
Letter



October 26, 2007

The Administrative Officer
 Exhibition Services
 Exhibitions International
 33 Kadoorie Avenue
 Kowloon

Dear Sir/Madam

I attended your exhibition Sound Systems 2007 at the Fortune Hotel (22-25 January) and found it informative and interesting. Unfortunately, my enjoyment of the event was spoiled by a number of organisational problems. I explain each of the problems below.

Firstly, I had difficulty in registering to attend the event. You set up an on-line registration facility, but I found the facility totally unworkable. Even after spending several wasted hours trying to register in this way, the computer would not accept my application. I eventually succeeded in registering by faxing you.

Secondly, the Sound Systems 2007 exhibition was held at one of Hong Kong's most prestigious hotels, but frankly the venue was better suited to a medium-sized business conference than to a large exhibition open by registration to the public. The lack of space led to serious overcrowding at the venue, particularly at peak visiting times (i.e. lunch times and early evening). On one or two occasions I was also seriously concerned about the physical safety of attendees.

The final point I want to make concerns product information. It is very enjoyable to see and test a range of excellent sound systems, but it is also important to be able to take away leaflets on interesting products, so that more research can be done before deciding which system to buy. However, by the time I attended the exhibition all the leaflets had been taken.

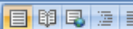
Could I please ask you to look into these matters - not only on my behalf but also on behalf of other attendees, and in fact on behalf of your company, too.

I look forward to hearing from you.

Yours faithfully

Michael Leung

Sample: Complaint Letter



Letter Writing



Cover Letter






- A supplement to the resume that includes more detailed information about yourself.
- Shows off your qualifications to a prospective employer.
- Expresses your interest in a position.
- Highlights key points in your resume.



Letter Writing











Cover Letter: Prior Preparations

-  • Research regarding the employer and company
-  • Review websites, brochures, pamphlets and any other pertinent materials
-  • Try to speak with current employees for getting the inside perspective
-  • Time to demonstrate yourself better than the rest
-  • Brainstorm to prove why you are the ideal candidate for the job

Letter Writing



Cover Letter: Precautions

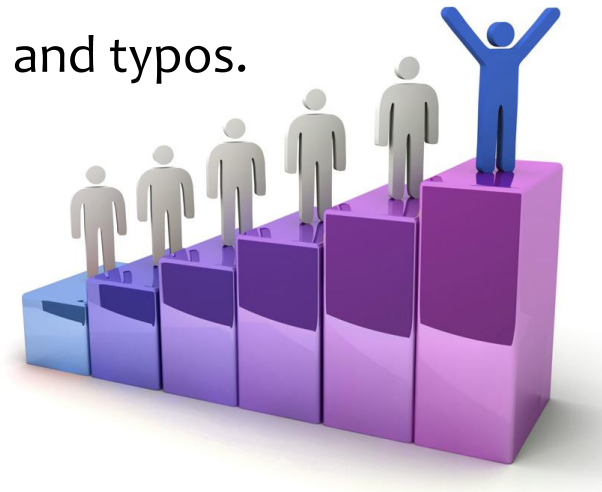
-  • You-Attitude: Maintaining focus on the employer instead of using ‘I’
-  • Not more than one page, Not more than three to four paragraphs (to save time of the employers)
-  • Purpose is to highlight your resume’s selling points
-  • No need to mention any weak side of your personality
-  • Stay positive and mention all the good points to impress your employers
-  • Remember to sign your letter as well
-  • Do not go over a page
-  • Maintain friendly and professional tone throughout the letter

Letter Writing



Cover Letter: Writing Steps





- First, set the scene and explain why you are writing.
- Secondly, provide details and supporting evidence for what makes you better than the other candidates.
- Lastly, you make a space to receive an interview call.
- Proofread and edit to remove spelling errors and typos.



Letter Writing



Cover Letter: Opening Paragraph

-  • Grabbing the readers' attention
-  • Discuss the position you are applying for
-  • You can mention the source through which you received the information about the job
-  • Highlight the main points covered in the letter

Letter Writing



Cover Letter: Opening Paragraph Example





Dear Mr. Pierce:

As the enclosed resume attests, the customer support position advertised in the *Atlas Group* is a perfect fit with my qualifications. My experience working as a Help Desk Student Assistant in the Division of Information Technology at San Francisco State University and my vast experience in the audio field has prepared me for the technological and user support this job requires, making me an ideal candidate for this position.

Letter Writing



Cover Letter: Body Paragraph

-  • Emphasize your top selling points or highest qualification
-  • Show how these qualifications will benefit the company you are applying for
-  • Provide examples of your achievements that have benefited previous companies
-  • Be specific in your description

Letter Writing







Cover Letter: Body Paragraph Example

As my resume highlights, I have offered high-responsibility computer and software support for faculty, staff and students. This experience, along with constant home use of computers, has given me a thorough background of many different forms of software and operating systems including the Windows and Apple families, Microsoft Office, and Dreamweaver. I have also become very comfortable Performing hardware and software upgrades on Windows and Mac machines and working with various types of networks including wireless and LAN. In addition, I master new skills quickly and complete tasks efficiently.

Letter Writing



Cover Letter: Closing Paragraph

-  • Thank the readers for their time spent
-  • Ask for an interview
-  • Set date and time
-  • Create an active ending (you contacting them rather than the organization contacting you for further correspondence)

Letter Writing

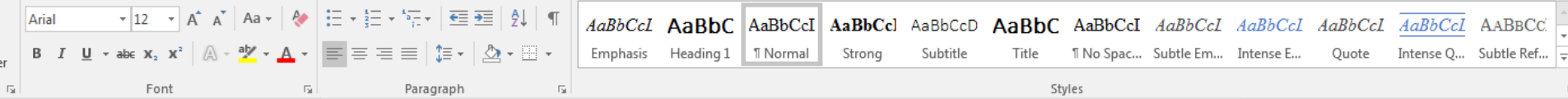


Cover Letter: Closing Paragraph Example

Please take the time to look over my resume, and feel free to contact my references. I would love to further discuss this position in person. I will follow up with you in a few days to answer any preliminary questions you might have. In the meantime, please do not hesitate to contact me at 03XX-XXXXXXX (your number).

Thank you for your time and consideration.

Insert Design Layout References Mailings Review View Zotero Add-ins Tell me what you want to do



Sample 1

1. Standard, conservative style for sectors such as business, law, accountancy, retail. Don't send a letter like this for a creative position - they'll stick it straight in the bin.

Dear Mr. Feroz.

Please find enclosed my CV in application for the post advertised in The News on 31 November.

The nature of my degree course has prepared me for this position. It involved a great deal of independent research, requiring initiative, self-motivation and a wide range of skills. For one course, **[insert course]**, an understanding of the **[insert sector]** industry was essential. I found this subject very stimulating.

I am a fast and accurate writer, with a keen eye for detail and I should be very grateful for the opportunity to progress to market reporting. I have not only the ability to take on the responsibility of this position immediately, but also the enthusiasm and determination to ensure that I make a success of it.

Thank you for taking the time to consider this application and I look forward to hearing from you in the near future.

Yours sincerely |

Design Layout References Mailings Review View Zotero Add-ins Tell me what you want to do

Arial 12 A Aa Font Paragraph Styles

AaBbCcI **AaBbC** **AaBbCcI** **AaBbCcI** AaBbCcD **AaBbC** AaBbCcI *AaBbCcI* *AaBbCcI* *AaBbCcI* *AaBbCcI* AaBbCcI

Emphasis Heading 1 Normal Strong Subtitle Title No Spac... Subtle Em... Intense E... Quote Intense Q... Subtle Ref...

Font Paragraph Styles

Sample 2

2. Standard speculative letter - vary according to the nature of the company.

Dear Ms. Shaheen,

I am writing to enquire if you have any vacancies in your company. I enclose my CV for your information.

As you can see, I have had extensive vacation work experience in office environments, the retail sector and service industries, giving me varied skills and the ability to work with many types of people. I believe I could fit easily into your team.

I am a conscientious person who works hard and pays attention to detail. I'm flexible, quick to pick up new skills and eager to learn from others. I also have lots of ideas and enthusiasm. I'm keen to work for a company with a great reputation and high profile like [insert company name].




I have excellent references and would be delighted to discuss any possible vacancy with you at your convenience. In case you do not have any suitable openings at the moment, I would be grateful if you would keep my CV on file for any future possibilities.

Yours sincerely

Letter Writing








Good News Letter

-  • Letter which provides a good news/ good message/ favorable information
-  • Appreciation/thanking/felicitations
-  • Positive/encouraging/uplifting/desirable content

Letter Writing



Good News Letter: Steps







-  Audience analysis
-  Clarity of subject
-  Search for all the factual information to be included within the newsletter
-  Use of comprehensible vocabulary
-  Editing and proofreading



Letter Writing






Good News Letter: Introduction

-  • Explain purpose and subject matter
-  • As the focus is a good news so begin with a positive tone
-  • Example: Appreciation of a colleague
 -  “*You have proved to be indispensable again. Your work for the text book committee has made all of our jobs easier.*”
-  • Example: Promoting an employee
 -  “*Congratulations! We’re proud to offer you early promotion.*”

Letter Writing



Good News Letter: Discussion [1/2]

-  • The next step is to justify the point which you have made in the introduction
-  • Providing relevant details
-  • In the case of appreciation:
 - *“Thank you for performing the following services:*
 - *Meeting with all the sales reps to convey our departmental requirement*
 - *Reviewing those texts with computer aided design components*
 - *Screening the textbook options and selecting the three most suited to our needs”*

Letter Writing



Good News Letter: Discussion [2/2]








• In the case of promotion:

- *“You’ve earned a grade raise to PKR XYZ for the following reasons:*
 - **Productivity:** *Your line personnel produced 2,000 units per month throughout this quarter.*
 - **Efficiency:** *You maintained a 95 percent manufacturing efficiency rating.*
 - **Supervisory skills:** *You receive only four grievances and your annual performance appraisals showed that your subordinates appreciated your motivational management techniques .”*

Letter Writing



Good News Letter: Conclusion [1/2]

-  Your last paragraph should state what you plan next
-  Date and time to execute the future plan
-  Significance of the shared date and time
-  In case of appreciation:
 -  *“Due to your assistance, we have decided on the text and plan to place our orders this April. That will allow us to stock the bookstore for the fall semester. Your work has made a difference, and we appreciate your efforts another job well done!”*

Letter Writing



Good News Letter: Conclusion [2/2]









• In case of promotion:

- *“Because of your excellent work, you will receive your pay increase the first of next month. You deserve it. Good work.”*

Letter Writing









Bad News Letter

-  • Letter which provides a bad news/ bad message/ unfavorable information
-  • Rejecting a job applicant
-  • Denying an employee's raise
-  • Rejection of a proposal
-  • Rejecting a customer's request for refund
-  • As the main point is a bad news, structure your correspondence to avoid offending your readers

Letter Writing



Bad News Letter: Introduction [1/2]

-  • Be very careful while structuring this section as it should not directly state the bad news which would directly offend the reader.
-  • No need for concisely stating the bad news as it would be harsh and abrupt.
-  • Prepare the reader for the upcoming information.
-  • Start with content which your reader can accept as valid.
-  • In case of rejecting a job applicant:
 -  *“Thank you for your recent letter of application. As you can imagine, we received many letters from highly qualified applicants.”*

Letter Writing



Bad News Letter: Introduction [2/2]



• In case of Terminating a Client/Vendor Relationship:

- *“As you know, our business demands exact tolerances and precise work man ship. Because of these requirements and the reputation your company has for quality production, we were happy to pursue a long term contract with you.”*

Letter Writing



Bad News Letter: Discussion [1/2]



- No more delays



- Present the inevitable bad news



- In case of rejecting a job applicant:

- *“Although we appreciate your interest in Nayatel, the advertisement specifically required that all applicants have an M.S. in computer science and at least five years of experience in telecommunications. We also suggested that a knowledge of fiber optics would be preferred. Your degree meets our criteria successfully. However, your years of experience fall below our requirements, and your resume does not mention fiber optics expertise. Therefore, we must reject your application.”*

Letter Writing



Bad News Letter: Discussion [2/2]








• In case of ending the Client/Vendor relations:

- *“However your last two shipments contained flawed goods. In fact, we found these problems:*
 - *37 percent of your shipped components were off tolerance by 0.25 mm.*
 - *Your O-rings suffered stress fractures when under 2,000 lb. of pressure.*
 - *Because of these failures, we are returning the products.”*

Letter Writing



Bad News Letter: Conclusion [1/3]

-  • Do not leave your readers feeling defeated and hopeless
-  • Try to maintain the following relations at the end:
 - *Customer/client*
 - *Supervisor/subordinate*
 - *Employer/employee*
-  • Conclude by giving your readers an opportunity for future success
-  • Provide options which will allow your readers to
 - *Get back in your good graces*
 - *Seek employment in future*
 - *Reapply for refund*
-  • Try to make your readers feel as happy as possible

Letter Writing



Bad News Letter: Conclusion [2/3]



- In case of rejecting a job applicant:
 - *“If you have fiber optics knowledge or have acquired additional job experiences which pertain to our work requirements, we would be happy to reconsider your application. In any case, we will keep your letter on file. When new positions open up, your letter will reassessed. Good luck in your job search.”*

Letter Writing



Bad News Letter: Conclusion [3/3]







- In case of ending a vendor/client relations:
 - *“If you can correct these problems and document to our satisfaction that the errors have eliminated, we would be willing to reconsider our stance. We have enjoyed working with you, John and look forward to the possibility of future contracts.”*

Letter Writing







Essential Tips for Letter Writing [1/2]

-  • Be professional and courteous by sending your letter in a timely manner. Do not procrastinate.
-  • When responding to previous correspondence, it is often a good idea to repeat important information. Your response letter is also a wonderful opportunity to ask any questions or clear up any misunderstandings you might have.
-  • When asked for advice, respond quickly. Give advice only on the subject you have been asked about. Keep your advice simple and to the point, and make it easy for the person to respond if he or she wants to discuss the subject at greater length.
-  • If you have been asked for advice and do not feel that you can give it, express your regret, and suggest that someone else would be in a better position to be of assistance.

Letter Writing



Essential Tips for Letter Writing [2/2]

-  • Avoid comments or expressions of personal opinion, unless they are complimentary.
-  • Even if your letter contains negative information (such as declining a job offer, denying someone credit, or declining to follow a suggestion), the tone should still be positive and courteous.
-  • When responding to your reader, a long letter is generally not necessary. Just include enough information to address the issue at hand.
-  • It is often a good idea to thank the reader for his or her time and interest.

Conclusions

- Complaint Letter
- Cover Letter
- Good News Letter
- Bad News Letter