Situation
- You’ve been in your house for 18 months
- Brush pile from construction is still in front yard
- Flue in chimney does not work
- Have talked to the contractor on the phone numerous times about both

Situation
- A professional organization has asked you to speak at their regional meeting, but they require your firm to pay your expenses. Because your firm declined the request, you must write a letter and turn down the invitation.

Situation
- As a water quality agent, you want local farmers to test their runoff for pesticide contamination and send the samples to their local county extension office.

Objectives
- Choose the appropriate type of correspondence based on a situation.
- Construct effective business letters that properly address each situation while maintaining favorable relationships.
- Apply the “rules for good letters” discussed in class.

Things to Know About Writing
- Identify the name of the person you are writing.
- Focus the reader’s attention with a brief opening
- Keep the language natural
- Maintain the “you” viewpoint
- “Frame” the correspondence
Good News or Bad News?

Keep in mind that:
- Readers form impressions and attitudes early in letters.
- Readers may not finish reading a letter when presented with bad news first.
- Readers may form predetermined opinions if a letter presents bad news at the outset.
- Future business relationships may be jeopardized.

"Bad News" Letters

- Follow a general pattern:
  - buffer
  - bad news
  - goodwill

Bad News Letters

- Begin with a friendly opener - establish common ground; express regret over the situation
- Avoid being discourteous, even if the customer has been downright abusive
- Explain the reason for the refusal (and at some length, which indicates that you’ve considered the problem seriously)
- After the explanation, state the actual refusal (and inoffensively as possible)
- If possible, offer a partial or substitute adjustment
- Close the letter in a friendly way

"Good News" Letters

- Good news
- Explanation or facts
- Goodwill

Good News Letters

- Begin by expressing regret over the problem or stating that you are pleased to hear from the customer, or both
- Adopt the you-attitude; maintain a positive, cheerful tone
- Explain the circumstances that caused the problem
- State specifically what the adjustment will be
- Handle any special problems that may have accompanied the letter; then close

Types of Business Letters

- Complaint
- Adjustment
- Refusal
- Application
- Acceptance
- Resignation
- Acknowledgement
- Inquiry
- Reference
Complaint Letter
- Open with information about the transaction
- Explanation
- Friendly conclusion that requests action
- Include copies of support information if necessary

Adjustment Letter
- Good news
- Explanation
  - Problem
  - How you intend to make adjustment
- Express appreciation
- Steps to prevent recurrence
- Close pleasantly
  - Avoid recalling the problem

Refusal Letter
- A buffer beginning
- A review of the facts
- Bad news
- A positive and pleasant closing

Application Letter
- State specific job and source of information about the job
- Qualifications tailored to job requirements
- Refer to resume specifically
- Ask for interview

Acceptance Letter
- Accept the job
  - Identify specific job and salary
- Indicate moving and reporting for work dates
- State you are looking forward to working with the company

Resignation Letter
- Positive note
- Explain why you are leaving in an objective and factual manner
- Give enough notice
- Close positively
- Don’t burn bridges
Acknowledgement Letter
- Short
- Polite
- Note when item arrived
- Express thanks

Inquiry Letter
- Keep questions specific and clear so reader will know immediately what information you are seeking, why you are seeking it, and how you will use it
- Offer inducement for the reader to respond
- Promise confidentiality (where appropriate)
- Express appreciation

Reference Letter
- Identify yourself with your name, title or position, employer, and address
- State under what circumstances and how long you have known applicant
- Specifically address applicant’s skills, abilities, knowledge, and personal characteristics
- Statement of recommendation and summary of qualifications
- Truthfully communicate your evaluation

Guidelines
- Identify writing style
  - Formal
  - Informal
- Appearance
  - Paper quality
  - Framed
- Check for accuracy
  - Contents
  - Form
- Determine format
  - Full block
  - Modified block

Application
- Lab assignment
- Letter assignment
- Review Web site
- Refer to the table on “Types of Business Letters”
  - http://www.aged.tamu.edu/agjour/howto/LetterTypes.htm

Evaluation
- Letter assignment
- Midterm examination