

Forms of Technical Communication

Sales & Credit

Letters of Enquiry

Letter of Quotation

Order

Claim and Adjustment letters

Job Application and Resume

Sales & Credit

- Sales letters can be defined as detailed advertisement, which directly reach the doorstep of a prospective customer or consumer.
- Sales letters are written to draw the attention of the customers towards the sale of a product. It should be persuasive and action oriented. Sales letter has two functions. The first is to introduce the company and its products and the second is to direct the customers towards the product. Effective sales letters generally have four objectives.

- Gaining attention of the readers
- Arousing interest and desire in them
- Tactfully convincing the readers that the product is the best.
- Ensuring action through motivation.

We can say the main purpose of sales letters is AIDA-

A- Attention

I- Interest

D- Desire

A- Action

CREDIT LETTERS

- The word 'credit' has become the watchword of all business activities these days. The policy of 'Buy now and pay later' is fast gaining ground, among the business organizations as well as consumers. Credit facilities generally 'demand and supply' of the market. Sometimes credit is offered voluntarily; sometimes it is sanctioned on request. Likewise, sometimes the request is turned down by the companies; sometimes the consumer turns down the credit offer. In limited words we can say 'A Letter of Credit is a document issued by bank. It acts as an irrevocable guarantee of payment to a beneficiary.'

There are five types of credit letters-

- Requesting of Credit
- Enquiries about Status
- Response to Status Enquiries
- Letters Granting Credit
- Letters Refusing Credit

Letters of Enquiry

- In business a lot of information is gathered from many organizations. Information is requested through letters of enquiry. Letters of enquiry can be of two types.
- Solicited Enquiry
- Unsolicited Enquiry

- Enquiry made in response to the advertisement seller is known as Solicited enquiry.
- Enquiry made by the buyer at his own accord is known as unsolicited enquiry

- Name of Sender,
- Address of Sender,
- Date,
- Name of Recipient,
- Address of Recipient,
- Dear Sir/ Madam,
- Sub-
- **First Paragraph**- introduce your inquiry
- **Second Paragraph**- here you need to give detail of inquiry
- **Third Paragraph** if required- ask for the prompt response
- Thanking you,

Letter of Quotation

- Letter of quotation are quite similar to letters of enquiry, infact, they serve as a sequel to letters of enquiry. The letter of quotation are written, when writer, having been satisfied with the response to his enquiries and wants to know the price of the product, or rent/ remuneration for providing a service. In other words, it is a letter enquiring about the price, the financial part of a job assigned, or hiring up a specific. Usually quotation are invited through a tender notice, which appear almost daily in newspapers, but they are on a considerable big scale.

Letter of order

- To run the business smoothly, many things are required and so to arrange those things, letters of order are written. In letters of order, request is made for dispatch and delivery of goods against payment or on credit.

Claim and Adjustment letter

- Claim letters are those letters which bring the mistakes to the knowledge of those who must own the responsibility for them. Sometimes the quality of a product or a service is unsatisfactory, or the consignment has been wrongly packed, damaged due to careless packing or handling, or dispatched to a wrong destination. Letters written to point out such mistakes and to ask the defaulters to make amends for the same are called claim or complaint letters.

- But while writing a letter of claim or complaint, the writer should keep in mind that the tone of the letter should not be rude or harsh at any cost, otherwise it would have an adverse effect on business relations, something which is not at all desirable.
- **A complaint letter can have three parts:-**
 - **1. Opening**
 - **2. Main body**
 - **3. Closing**

- In the opening of the letter, the purpose of writing the letter is made clear.
- In the main body the facts are stated with more detail, so as to convince the receiver that the problem is genuine.
- In the closing the writer makes his claims, and requests the receiver to make necessary action or adjustment.

Letters of Adjustment

- Letters of adjustment or regret express apology for the inconvenience caused through some defect occurred in the product. It is written to satisfy the customer so that future business transactions can continue.
- The language that can convince and satisfied the whim of the customer should be used. In order to maintain goodwill in business relations it is the duty of the receiver of the complaint to attend to it promptly.

It shows the positive attitude of the receiver with which he deals with the problems and tries to put an end to it as soon as possible.