

ŽIVILĖ NEMICKIENĖ

VERSLO LAIŠKŲ PRAKTINIS VADOVAS

A practical guide to writing business letters

Practical aid for higher school students

Studying International and Public communication, Business communication, Modern business correspondence and Information Management, Verbal Communication

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Praktinis vadovas aukštųjų mokyklų studentams.

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PREFACE

Business Correspondence or commercial correspondence is the written communication between businesspeople. Written communication has always been an important part of the business and in the globalization of the business environment, communication in English gains its importance.

The aim of this practical guide is to consolidate the practical skills of written business communication. This guide is compiled with the study unit of Foreign Language for Finance and Accountancy students and is aimed at students studying *International and Public communication, Business communication, Modern Business Correspondence and Information Management, Verbal and Non-Verbal Communication* and who specialize in communication.

This guide is a complementary aid to Z. Nemickiene's *Business Correspondence* and presents the major types of business letters along with explanatory descriptions (Letter of Application, Follow-up Letter, Resume and Curriculum Vitae, Letters of Enquiry, Sales Letters, Orders, Invoices, Complaints, and Collection Letter) and exercises to practice letter-writing skills.

The guide consists of two parts: Part 1 Pre-writing Letters, Part 2 Letter Writing Exercises for Business English, and Bibliography.

1. PRE-WRITING LETTERS

Routine business letters can be divided differently according to certain features and purposes. One of the divisions divide business letters into three types that are of *information*, *bad news*, and *persuasion* letters:

- *Information letters* request or send facts and convey good news.
- A group of *letters of bad news* uses the indirect approach. The letter starts with a neutral idea. Then it provides facts supporting evidence reason for writing (i.e. bad news) and ends with a neutral close.
- The *persuasion letters* aim at selling a product, service or idea to the reader. Such letters start with an attention-getter, introduce the product, service or idea, present certain details, offer various benefits to the reader, and end with a call for an immediate reaction.

Another type of division can split business letters into short or routine ones, which can be written or dictated without any special preparation. Those letters that are not such routine require thought and careful planning.

Replying to a letter, each part of the letter is recommended to underscore or highlight. These parts are the ones that ask for information or/and requires comments. The reply should be arranged in the appropriate planned order deciding which point should be mention first, which one will be second, and so on.

1.1. The Body of the Letter

Any letter, private or business, should not be a stream of consciousness or thoughts. A business letter is a matter-of-fact document with a restricted structure allowing little variations. Thus, any letter consists of the opening part, the main body of a letter and the closing part.

The opening is the first paragraph acknowledging all the previous correspondence or introducing to the matter being discussed. It may consist of just one opening letter.

The main part is the section where the writer lays out all the information i.e. the information which has been requested, the information the recipient needs to know, or the information or advice the writer could request. All the facts should be stated in the central section. The facts should be arranged logically in a separate paragraph each.

In **the closing part**, it is logical to state the response required from the recipient or the actions the writer wish the recipient to take.

1.2. Before Writing a Letter

Before starting writing, it is essential to plan what is to be said to the reader before the beginning to write the actual letter. An outline will help to organize thoughts and not to miss the points needed to discuss. The following checklist might help to organize the thoughts and content of the letter:

- What is the purpose/ or why / you are writing?
- What are the expectations of the writing?
- What are the main points? (three points in one letter mostly)
- What related facts can support the matter?
- What information is necessary to know about the recipient allowing choosing the right tone, arguments, etc.?

- What does the reader know, need to know, or what does the writer want him/her to know?
- What other related questions could be appropriate to ask in the same letter - Who? What? When? Where? Why? How?

Organizing ideas

Letters can be organized according to different plans:

1. The order of the presentation of facts can be *chronological (sequential)* i.e. showing the cause and the effect, or vice versa, the effect and the cause.
2. *The spatial* strategy of the presentation is convenient when describing an item or a place from top to bottom, from side to side and vice versa, etc.
3. The strategy of *classification* is planning according to the parts or functions of an idea, item, or event.
4. The presentation of facts according to the *order of importance* begins from the most important to the least important points, especially writing a routine letter when readers might lose the interest and quit reading the entire letter. While providing arguments it is wise to start with the least important ones.
5. The strategy of *comparison and contrast* shows the similarities and differences between the items.
6. The strategy of *problem and solution* requires identifying the problem and offering a solution.

Drafting

Writing a business letter is a time consuming, hard, and rigorous occupation. Having decided the strategy of the writing, it is suggested to write the first draft of the letter without editing or slowing down, strictly following the plan.

Having finished the draft letter, the text should be closely revised item by item.

First of all, the text must be strictly divided into paragraphs where one paragraph comprises one idea. The paragraph should start with a statement sentence, which presents a subject matter of the paragraph in a very succinct sentence. The following sentences explain, support and expand the first focus sentence by arguments.

The language of the first draft has always be corrected. It should correspond to the reader's awareness and understanding. However, whatever understanding of the recipient is, it is advisable to use simple words to ensure a correct interpretation of the message though non-ignoring specific phrases. Slang or clichés should never be used in business letters, while professional jargon can be appropriate if the writer is sure about the reader's competence in it.

The tone of the letter depends on the letter type. It also reflects the writer's personality and relationship to the addressee. A professional business letter though sometimes strict or demanding is always respectful and friendly as far as possible without any sarcasm or humor.

It is worth to remember that the average sentence length is approximately about 15 to 25 words. Longer sentences give necessary background information and shorter ones provide new information to make the point.

As has been mentioned above, writing a letter takes time. To make this process automatic with immediately perfect results is possible, but after some practicing. Meanwhile, during the training process, there should be at least two drafts of the letter. After the first draft has been written, it is wise to leave it aside for the time being.

Checking the first draft, authors must revise the structure itself i.e. if it contains the first paragraph mentioning the aim of the letter, the middle presenting the subject matter, and the closing. Sometimes, trying to impress the reader or mending the structure of the sentence might be lost clarity of the message or forgotten the information needed. That is why wordiness and vagueness should be eliminated.

The second draft editing is for spelling typos, grammar, capitalization of proper nouns, and punctuation checking, especially apostrophes talking about the latter. Reading the text several times does not help to trace spelling mistakes, it is easier to do that reading the text backward.

1.3. E-Mail Subject Line

The purpose of a subject line is to state the purpose of the letter and topic. Writing letters by the electronic mail, a subject line is the first thing the receiver sees, reads and reacts or not reacts at. A poor subject line means and leads to poor communication and can be considered as spam without a proper formulation. A non-informative and poor subject line is mostly a waste of time as the recipient/s can simply ignore the message because of the information lack in the subject line and the sender will be forced to write again, individually to each or send the additional explanatory information. Thus, the subject line must include details. It cannot just say e.g. *Debt due, Ad, Meeting* or *Meeting tomorrow*, instead, it should say e.g. *9 am 10 of May, MEETING ON BOARD ELECTION procedure*.

The advantage of electronic mails is that they have no costs; therefore, it is not reasonable to combine several matters into one routine letter. Businesspeople admit that most of the time the routine letters containing several issues that need details and discussion receive answers only into one, the first question in the list. Thus, the writer is forced to write again to get the answer to the other questions. As common sense asks to discuss one issue in one email letter, the subject line will also concern just one issue. Separation of emails helps to find letters in the inbox and deleting unnecessary ones with tasks completed.

If the subject matter requires certain actions, it is wise to include such keywords as *call, write, response* into the subject line and the contact information (telephone number, address, etc.) should be indicated inside the mail.

Sometimes, when the information is very short and simple, it is convenient and time-saving to both correspondents to make a subject line a message. To do this, the sender adds the *EOM* (end of message) abbreviation. There is no need even to open the mail as the EOM says that all information is already stated in the subject line.

ELEMENTS OF A SUBJECT LINE

- Find specific, if not original, details including keywords/information
- Separate letters: one letter – one important issue – one subject line
- Keep it short and to the point
- Use the keywords
- For short messages use the abbreviation EOM

EXERCISES

Exercise 1. Use the appropriate preposition

Use prepositions: about, to, from, for, on, into,

1.	Complaint (problem)	<i>about</i>
2.	Apology (problem)	
3.	Information (topic)	
4.	Warning (danger)	
5.	Report (topic)	
6.	Investigation (topic)	
7.	Proposal (a verb)	
8.	Congratulations (a person who has done well)	
9.	Congratulations (a person sending the message)	
10.	Congratulations (a topic)	
11.	Request (a noun phrase)	
12.	Request (a verb)	
13.	Application (a verb)	
14.	Application (a noun phrase)	

Choose the appropriate phrasal verb for the following words and phrases

1.	Complaint	A.	a business partner
2.	Apology	B.	your promotion
3.	Information	C.	quotation
4.	Warning	D.	pay
5.	Report	E.	get a credit
6.	Investigation	F.	employee motivation
7.	Proposal	G.	disbursement of holiday allowance
8.	Congratulations	H.	quality
9.	Congratulations	I.	the project winners
10.	Congratulations	J.	delay
11.	Request	K.	elections
12.	Request	L.	spam
13.	Application	M.	malfunction
14.	Application	N.	hire additional staff

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.

2. LETTER WRITING EXERCISES FOR BUSINESS ENGLISH

2.1. LETTERS OF APPLICATION

Letters of application/motivation are written to a prospective employer or, sometimes, to an employment agency. Their primary purpose is to generate interest and obtain an interview. In addition, the letter also gives the employer an example of your communication and writing skills and creates the first impression. And finally, it is a nice opportunity to demonstrate your ‘elevator pitch’, which means an ability to present a brief summary of the matter in the time span of an elevator ride. Most of the time this is the first, the only, and the last opportunity to show off.

Most applications are written in response to an advertisement for a specific job. When your application is in response to an advertisement in a newspaper or journal, this should always be mentioned in the opening paragraph or in the subject heading. Study the advertisement carefully and find out as much as you can about the organization to which you are applying. Make your letter the one that will be remembered when read. Be confident, enthusiastic and show that you have the qualifications necessary for the position. Your letter should be neat, well spaced and free of mistakes.

Having all those elements in mind, the applicant must clearly realize that applicants and HR specialists have different world perspective. Time is money and the letters are the last thing that clerks read or want to read. Nobody in HR cares who you are and what your story is.

Both the cover letter and the motivational letter serve the same purpose, as it has been mentioned above i.e. to present yourself; however; what is the difference between cover and application/motivation letters, if any? The *motives* are different. The difference lies in the lexical meaning of the nouns i.e. a motivation letter motivates and a cover letter covers.

The official website of International Hellenic University (<http://ecs.ihu.edu.gr/co/employment-business-letters/what-motivation-letter>) explains the difference between the two letters very clearly.

The motivation letter is when you are applying for something e.g. for acceptance to a university, to a non-profit organization for voluntary work etc. and you have to state your *motives*, why you want to study or attend the programme, why you choose the specific university or programme etc.

The cover letter is useful when you apply for a job, where you cover facts answering the question of *why you* fit this position perfectly.

Thus the aim of those letters is the same – to obtain an interview, the style is also the same – brief and concise, however, the causes to achieve the aim are different – to motivate or to enumerate and emphasize.

THE STRUCTURE AND THE CONTENTS OF AN APPLICATION LETTER

Application letters are generally arranged into three or four paragraphs:

The first paragraph: Introduce yourself

- Start your letter with the information briefly stating *how and where* you have learned about the company or opening (e.g. a newspaper ad, mutual contact, website, etc.)

- Tell *why* you are writing by indicating the position you are applying for

The second paragraph: Sound informed

- Show your knowledge of the vacancy and interest in the company briefly

The third paragraphs: needs of a recruiting company

- Using the list of requirements for a position listed in an advertisement, highlight your accomplishments fitting them
- The fourth paragraph: Conclude briefly and in a professional manner
- This paragraph, usually one-two-sentence, talks about the future
 - Thank the interviewer for the time and consideration
 - Indicate the means for future contact or/and the time of a future meeting (i.e. I will contact you next week...; I will be traveling to Vilnius next Monday on November 10-15..., or so)

Finally, neither of the letters should be too wordy. Proofread several times for content and grammar, remember, your task is to demonstrate your writing skills. Be sure you have a couple of good references.

EXERCISES¹

Exercise 1. Write sentences as directed:

1. Inform people that their application has been unsuccessful.
2. Formally offer the export director position.
3. Formally welcome to Broadway Autos plc.
4. Express a willingness to provide further information, further opportunity to discuss the plans in greater detail.
5. Complete this letter of Walter Heath Ltd to Arthur Bank, who has applied for the position of Export Manager, but has not been selected for the interview.

WALTER HEATH LTD
21 Cowslip Way, Devon DE2 7CL

<p>Arthur Bank 116 Brockway Hill London</p>	<p>Your ref: Our ref: HH / CL</p>
	<p>(1)</p>
<p>Dear Mr. Bank</p>	
<p>Thank you for your (2)</p> <p>.....</p>	
<p>I have read your letter and curriculum vitae (3)</p> <p>but am sorry (4)</p> <p>..... We have had a large</p> <p>number of applications and have been able (5)</p> <p>.....</p>	
<p>With many thanks for (6)</p> <p>.....</p>	
<p>Yours sincerely</p>	

¹ To complete the exercises of this practical aid, consult *Modern Business Correspondence. Metodinė priemonė aukštųjų mokyklų studentams* Z. Nemickiene for useful patterns, phrases, examples, and explanations.

Exercise 2. Write a letter from Walter Heath Ltd calling Arthur Bank for the interview. He has applied for the position of Export Manager.

Exercise 3. Mr. Bank had a successful interview. Write a formal letter of appointment for Walter Heath Ltd. His salary will be £10,000. He must start work at the Head Office at 9 a.m. on a date to be chosen by you.

Exercise 4. Using the information below, write a full letter of application, not to be accompanied by a C.V.

Name – Adam Bown

Job wanted – Export Manager for Altea Acces (21-15 Van Iseghemlaan, Oostende 8400), advertised in yesterday's *Promenade*

Age – 36

Address – 116 Jozef II straat, Oostende

Education – Worthing Grammar School, Lancaster University

Qualifications – BA in Economics, MA in Business Administration

Languages – Fluent in French and Arabic

Present position – Willian Ltd., 33 Gardens ter., Littlehampton, Hampshire. Assistant Export Manager for the last 8 years.

Reason for – Wants more responsibility and move to Oostende, Belgium.

References – Mr. Walker and Mr. Platt (at Willian Ltd.).

Availability – Start a new job - one month's notice.

Exercise 5. Complete the letter from Kail Dophs to accompany his curriculum vitae. He is applying for the post of Marketing Manager with Willian Ltd., which he saw, advertised in yesterday's *The Sun*. He has had 8 years' experience in marketing and for the last three years has been the Marketing Manager of a small firm. He now wants to work for a larger firm. He could attend for interview on any afternoon in August and could start a new job on 1 November.

73 Bayswater str
Brighton
West Kensington
London

22 July 2016

Rita Leterson
Willian Ltd.
33 Gardens ter.
Hampshire
HR3 6LT

Dear (1).....

I would like (2)
..... advertised
in (3).....

As you can see (4)..... I have had
8 years (5)..... Three of these have
been as (6)..... and I am
keen to (7).....

I enclose (8)..... and will be
available (9)..... I will be
free (10).....
I (11).....

Yours sincerely
Kail Dophs

Kail Dophs
Enc: 1

2.2. FOLLOW-UP LETTER

Follow-up letters are not essential, but it is courteous to write one after an interview if you cannot give a phone call. First, it shows good manners. The letter should thank the person you met for giving you the interview and let him or her know that you find the job attractive. Secondly, it is a nice opportunity to mention anything you forgot to say during the meeting, and what is more, review once again important points, subtly restate your strongest qualifications that might help you to get the position. Just pick up a point made at the interview and expand on it, as though the conversation was still continuing. Thirdly, it could give a second chance for your application if it was passed over for some reason. This kind of letter is a good chance to fix problems. The follow-up letter is usually written within a day of the interview.

THE STRUCTURE AND THE CONTENTS OF A FOLLOW-UP LETTER

The first paragraph. Thank for the interview:

- Thank the interviewer for the time.
- Remind your personal details:
- State your name;
- The date you spoke;
- The position you seek;
- The date you have sent the application etc.

The second paragraph. Give a brief summary of the conversation:

- Tell why you're a good candidate;
- List specific skills related to the job;
- Restate your valuable contribution to the company.

The third paragraph (if necessary). Add new details:

- Details you forgot initially;
- You failed to answer or gave a lame answer during the interview.

The closing paragraph. Future actions:

- Repeat your appreciation;
- Tell you are looking forward to hearing from them soon.

Proofread:

- Check for mistakes*;
- Chek* for mistakes;
- And check for mistakes again.

EXERCISES

Exercise 1. Write sentences as directed:

1. Write that you have submitted a letter of application and a CV, indicate that the application was sent 22/Sept/2016, and the position you applied for is a programmer.
2. Indicate that you saw the ad in the Business Times.
3. Reiterate your interest in the job.
4. Tell you are interested in working for By@N.
5. Tell why your skills and experience are ideal for the company: worked for a CCB company for 5 years, won an award as a programmer.
6. Offer to provide more information about yourself.
7. Give your contact information

Exercise 2. Complete the letter to a follow-up letter.

Mr. Geoffrey Whet
BYN Company
445 Mount Eden Road,
Mount Eden, Auckland

November 22, 2016

Dear Mr. Whet,

I have submitted a letter of application and 1.....
.....
advertised 2. To date, I have not heard from your office.
I would like to confirm receipt of my application and 3.

I am very interested in working at 4..... and I believe my skills and
experience would be an ideal match for this position.

In particular, 5. make
me a strong fit for this position and company.

Please let me know if 6. 7.
(+370) 656-6336 or tukas@gmail.com. I look forward to hearing from you.

Thank you for your consideration.

Sincerely yours,

Tomas Ukas (hard copy letter)

Tomas Ukas

Exercise 3. Using the information below, write a follow-up letter by e-mail.

Remember, official e-mail messages like letters have to be divided into short paragraphs and a blank line in between each paragraph should be left to facilitate the catching of the idea of each paragraph and makes easier the reading itself².

1. Thank for the opportunity to speak to the interviewer.
2. Express eagerness about the opportunity to work with the company in the position of sales executive.
3. Tell you are experienced in sales. Tell and ground why this position is a good match for the position.
4. Tell how you can benefit/contribute to the company.
5. Tell about your extensive knowledge of the market.
6. Enumerate your strong communications skills (motivate your team, edge over others in the market)

² Read more *Modern Business Correspondence. Metodinė priemonė aukštųjų mokyklų studentams Z. Nemickiene*. 3.12 Email Messages.

7. Tell about your presentation skills (good upward and downward communication)
8. Tell what you forgot to mention during the interview: classes in public speaking, which added you confidence in project presentations.
9. Thank for the interviewer's time.
10. Express hope that you will hear from the company soon.

Subject: Job Title - Your Name Surname.

Dear Mr./Ms. Surname,

The body of the message.

The body of the message.

The body of the message.

Thank you for your consideration.

Yours sincerely,

Your Name Surname

Email

Phone Number

2.3. RESUMES/CURRICULUM VITAE (CV)

Resumes/Curriculum Vitae (CV) summarise work experience and qualifications. The phrase not derived, but imply imported from Latin, which means a course of life. CVs allow the employer to see at a glance the extent of the applicant's education, training, and practical experience. Thus, it should be killing at a glimpse.

What is the difference between resume and CV? Resumes are much shorter than CVs. Resumes are only one page in length covering your work and educational history and perhaps some important affiliations. They are not about all achievement in your life, but only relevant skills and experiences, necessary to fill a particular position. Entries in a resume should be short and exciting. Resumes are chronological and functional. Your goal here is not to emphasize your past jobs,). Nowhere on the Resume has it said “Resume,” but on the CVs, “CURRICULUM VITAE” is written in capital letters. CVs are much more comprehensive documents comprising applicant’s education, employment history, achievements, awards and what not. It might be 10 pages long if you have accomplished a lot. You should also include some personal information. In addition, there is no age listed on the resume (in America it can be illegal to ask about age), whereas the age of the applicant is the second thing listed on a CV.

Though the CVs and Resumes are not exactly alike, they have more similarities than differences. The Resume (in America) or the Curriculum Vitae (in most parts of Europe) are documents that quickly tell a potential employer all about you. The resume or CV is a general outline of achievements and qualifications. Most likely, the sentences one puts into one of these documents will be short fragments that start with catchy “power words”. They should give a lot of information (in a positive light) about your work and educational history.

In conclusion, we have to admit, that writing a CV or Resume nowadays is not enough. Recruitment specialists suggest creating your personal brand just in case, which could pop out searching for your surname if the interviewer with a short list of candidates on hands is indecisive which candidate to choose. How to create a reasonable personal social media presence in order ‘to stand out from the crowd’, without cat videos or pie recipes, might advise Mike Simpson in his article ‘Personal Branding for Job Seekers 101’(<http://theinterviewguys.com/personal-branding-for-job-seekers-101>).

ELEMENTS OF A RESUME

Information relevant in a resume:

- depends on the job you are applying for
- think of your prospective employer's expectations
- the present level of your education, experience, skills, and certifications desired
- work history

A succinct resume summary statement. Make it distinctive and condensed:

- write three great phrases
- avoid “I” and “me”

Education paragraph:

- research the company you apply, find its values, check requirements in the job ad
- write your educational experiences on a separate piece of paper, then reorder them according to importance and relevance to the position you apply, focus on your latest achievements

Work experience paragraph:

- be sure you use action verbs, such as, accomplished, achieved, collaborated, communicated, delegated, educated, enforced, expanded, filed, familiarized, identified, managed, etc.

- choose which type of resume is more favorable for you: chronological (start with a recent position and go down, indicating dates) and functional (start with the most prominent employment in your work history without indicated dates)

- include or just keep a list of references for yourself to save space in the resume

Skills paragraph:

- make a list of your talents and unique abilities on a separate piece of paper, and choose the most relevant to the position you apply

- add a list of soft skills (a combination of interpersonal social, communication skills, etc), such as the technical ability of coding or foreign language skills

Read aloud and double-check the text. (<https://www.livecareer.com>)

EXERCISES

Exercise 1. Use Europass template³ and write your personal curriculum vitae.

Exercise 2. Design and write a Resume for *IT Project Manager* using the information below.

- 1) Geoffrey Whet, 445 Mount Eden Road, Home: (123) 123-4567 | geffrey@byn.com | LinkedIn URL
- 2) SOFTWARE/ABC DEVELOPMENT | SYSTEMS ENGINEERING
- 3) **Skills Summary, Career Progression, Representative Projects (1999 to 2011), Early Career**
- 4) **Education & Credentials**
- 5) ABC CONSULTING (Auckland), Senior Project Manager, 2010 to Present
- 6) CBA CONSULTING (Auckland), Project Manager, 2007 to 2016
- 7) Coca-Cola Enterprises, H. J. Heinz Company, Caterpillar, McDonald's
- 8) MBA (GPA: 3.8), XXX University (Auckland)
- 9) AS in Accounting, DEF College (Auckland)
- 10) Project Management Professional (PMP), Project Management Institute (PMI)
- 11) Diligent project manager, Business strategist, Excellent communicator.
- 12) Computer programming and business finance experience, plan and manage multimillion-dollar projects, line up business goals with technology solutions to drive process improvements,
- 13) leverage technical, business and financial expertise to communicate effectively with client executives and their respective teams.
- 14) Project Management, IT Project Lifecycle, Value-Added Leadership.

³ <https://europass.cedefop.europa.eu/documents/curriculum-vitae/templates-instructions>

- 15) Custom Software Development, Team Building & Mentoring, Requirements Analysis, Database Design, Costing & Budgeting, Systems Engineering, Business & IT Planning, Cross-Functional Supervision, Project Scheduling, Testing/ Support.
- 16) Drove the high-quality completion of systems engineering, and software/database development projects for major clients including:
- 17) Mitigated risk factors through careful analysis of financial and statistical data.
- 18) Recruited by two of the nation's leading IT consulting firms to provide project management over large-scale, top-priority and complex technology initiatives. Managed budgets of up to \$8M and cross-functional teams of up to 25 programmers, analysts and network specialists.
- 19) Led teams across broad technical, financial and business disciplines. Focused teams on business objectives and tracked progress to ensure project were completed on time, on budget and with the desired results.
- 20) Defined processes and tools best suited to each project. Moved between agile and waterfall approaches depending on project specifics and client goals, creating detailed project road maps, plans, schedules, and work breakdown structures.
- 21) Honored with ABC's "CEO Award" in 2011 in recognition of outstanding project results.
- 22) Custom Software Developments: Managed all phases of the software development lifecycle (ABA) for dozens of custom solutions.
- 23) Results: Delivered industry-leading software that saved clients millions of dollars, generated up to \$21M in annual revenues within year one of launch.
- 24) DEF COMPANY (Auckland), COMPUTER PROGRAMMER, 2004 to 2007
- 25) Completed programming assignments to enhance automated data/voice applications.
- 26) Improved functioning of databases, communication systems, and storage area.

Exercise 3. Imagine the job you would most like to have. Write a letter of application for it to accompany your curriculum vitae.

2.4. A LETTER OF ENQUIRY

A **letter of enquiry** is written to obtain information or to make a request. A direct enquiry asks a company about its products or services. Suppliers receive many routine requests for catalogues and price lists. Be precise and polite in explaining what you need. Remember that direct questions are considered rude and informal. Thus, use indirect questions instead as they are considered more formal.

ELEMENTS OF AN ENQUIRY

- Addresses / Date
- Opening salutation
- Reason for writing
- Asking for specific information
- Closing: request for a quick answer
- Closing salutation

HOW TO FORM AN INDIRECT QUESTION

Use the introductory sentence
+ *add a question word (who, where, when, why ...)*
+ *the question without auxiliary verbs (positive/negative sentence)*
+ *full stop/question mark at the end.*

If it is a 'yes/no' question:

Use the introductory sentence
+ *add whether/if*
+ *the question without auxiliary verbs*
+ *full stop at the end.*

The introductory sentences:

Do you know ... ? Can/Could you tell me ... ? Can I ask . . .? May I ask you . . .? Do you happen to know ...? I wonder / was wondering if you could tell me... I wonder if you would mind telling me. . Would you mind telling me . . .? I'd be interested to know ... I'd like to know ...

E.g.: Direct Question: What is the minimum order?

Indirect Question with a question mark: Could you tell + what the minimum order is?

Indirect Question with a full stop: I'd be interested to know what the minimum order is.

EXERCISES

Exercise 1. Match the parts of indirect questions.

1	Could you tell me	A	if you could give us a free quotation for replacement
2	I am interested in finding out	B	if it would be possible to have discounts for retailers
3	I wonder	C	if you can send us a free proof garment
4	Could you let me know	D	if there is a discount for bulk orders
5	I would like to know	E	what you include in the range of your services
6	I would be grateful	F	if this is a price of a unit
7	I would like to know	G	what the minimum order is

1	2	3	4	5	6	7

Exercise 2. Write indirect questions using the introductory phrases from the box.

I would be grateful if...	I am interested in finding out if/what ...	Could you let me know if ...
I would like to know whether...	I wonder if it would be possible ...	
I wonder if...	I would appreciate it if you could tell us about ...	
	I am interested in ...	I would like to know if ...

E.g.: 13. Can I ask for a catalogue? - I wonder if it would be possible to ask for a catalogue.

1. Can you organise European wide delivery?

2. Could you send us some extra stationery?

3. Would it possible to check up on an order?

4. Can you send us some samples for inspection?

5. Do you have some technical information about this product?

6. Could you send us an illustrated catalogue?

7. Can I find out some information about your new models?

8. Do you have a copy of your latest price list?

9. What is the cost for a batch?

10. Do you supply only shops?

11. What are your methods of payment?

12. What are your delivery terms?

Exercise 3. You run a small business in your country. You have visited a trade fair or saw an advertisement for products or services that you need for your company. Write a letter of enquiry to a company-supplier asking for additional information (a free colour brochure, price-lists, and samples of their leaflets, etc.). Also, ask whether airfreight can be arranged for your country. Design your letter according to the given plan below. Write addresses, date, and names⁴.

- Opening salutation
- Tell how you knew about the supplier
- Tell about your company
- Tell why you are writing
- Place you enquiry, another enquiry, one more enquiry...
- Write the standard phrases of politeness and the future actions, ask for a reply in the last paragraph
- Closing salutation

Exercise 4. Compose a letter out of the following.

We/ pleasure / enclosing/ copy / latest catalogue.

With reference /enquiry /3 August /we/ pleased / advise / you / exhibition / be held / premises. We / enclose / convenience.

We / obliged /you confirm /date / time / arrival /New York / whether / you / like /us/ book / hotel accommodation. We / look / reply.

As /we/ particularly/ interested /having /trainees/your course/ we/ writing/ you/ ask/you/ send/ us/detailed curriculum/time/fees. We look forward/ hearing...

Exercise 5. Write to one of your regular suppliers in England or America and ask for their latest catalogue and price-list.

⁴For useful phrases and sentences, address *Modern Business Correspondence. Metodinė priemonė aukštųjų mokyklų studentams Z. Nemickiene.* p. 34, p. 107.

2.5. SALES LETTERS

A **sales letter** aims to create interest in your product or service to introduce a new article, to offer a special discount, or to promote sales. Thus, writing a sales letter the author must be sure about the information s/he wants to provide.

The style and tone of the letter are formal. It should be written in a simple language, easy to understand, and typed not handwritten. It is better to refrain from being clever and funny. A letter should sound positive and convincing. A sales letter should start with a strong, convincing statement that would grab the reader's attention creating the initial desire for the product. There should be no confusion and no chance of errors, and information. The sales letter should convince the reader that the product or service excels in every respect, that it has benefits surpassing all competition. A sales letter should include a succinct summary of the facts. These letters are best when brief, thus only relevant information should be included. If more information is needed, it is provided by accompanying literature.

ELEMENTS OF A SALES LETTER

- A headline to capture attention to increase the responsiveness (*see section 1.3*)
- Appealing opening sentence
- Construct a Unique Selling Proposition: tell what is unique that differentiates the product from direct competitors, reveal and list every possible benefit to customers, tell exactly what customers will get when they buy your product or service, tell the product cannot be copied by competitors easily, make sure the product can be easily understood by customers etc.
 - Add testimonials that increase credibility to the product or service
 - Evoke interest, desire, conviction, and action
 - Decrease risks involved with the purchase offering 100 percent reimbursement
 - Determine the immediate action customers must take to acquire the product or service
 - PS (post scriptum) is a must to summarize your offer

EXERCISES

Exercise 1. Write a letter of sales appealing to the economy. Invent the name of the company. Put paragraphs in the correct order. Name the four points of the effectiveness of the letter⁵.

.....

Dear Ms

The Stenogram (be) efficient, reliable, timesaving and economical. Backed as it (be) by our international reputation for reliability, it (be) in regular use in thousands of offices all over the country. It (give) superb reproduction quality, with every syllable as clear as a bell. It (be) unbelievably simple (use) - just (slip) in a preloaded cassette, (press) a button, and it (be) ready (record) your dictation, interviews, telephone conversations, reports, instructions, whatever. What could be simpler? And with our unique after-sales service contract, you (assure) lasting operation at the peak of efficiency.

You (think) how much time your typist wastes in taking down your dictation? It (can) be as much as a third of the time (spend) on correspondence. Why (not record) your dictation - on our Stenogram - and she (can be do) other jobs while you (dictate)?

Some of your business friends (be) sure (be use) our Stenogram. (Ask) them about it before you (place) an order and we (be) sure they (back up) our claims. If you prefer, (return) the enclosed prepaid card and we (arrange) for our representative (call) and (arrange) a demonstration for you. Just (state) the day and time which (be) most convenient for you.

Yours sincerely

You (be surprise) at how little it (cost). For 52 weeks in the year your Stenogram (work) hard for you, and you can never (give) it too much (to do) - all for less than average month's salary for a secretary! It (take) dictation anywhere at any time - during lunch-hour, in the evening, at home - you can even (dictate) while you (travel) or away on business, and simply (post) the recorded messages back to your secretary for typing.

A name

⁵For useful phrases and sentences, address *Modern Business Correspondence. Metodinė priemonė aukštųjų mokyklų studentams Z. Nemickiene.* p. 40, p. 107.

Exercise 2. Compose a description of a particular product in a sales letter out of the following.

Dear Sir/Madam,

It is my pleasure/, user-friendly software/ an effective assistant/reduce workloads. I /create awareness to/ the past six months.

Many insurance companies/ accepted software/ and my visit. I am proud to help / work easier / reduce operational costs.

I / happy to show/ features/ demonstrate the function/ of software/, greater capabilities/ to help you. If / reduce / number of workers/ firm,/ software is an outstanding tool/ to that.

Best regards,

ABS Software Developers

Exercise 3. Analyze the letter and improve it if necessary. Tell what is a Unique Selling Proposition. Follow the checklist:

- ✓ *Appealing opening sentence*
- ✓ *A Unique Selling Proposition*
- ✓ *Testimonials*
- ✓ *Four points: interest, desire, conviction, and action*
- ✓ *A money-back policy*
- ✓ *Actions customers must take*
- ✓ *PS (post scriptum)*

Roy Stevenson
Purchasing Manager,
Instol Ltd.
Gothenburg, Sweden

Date

ABS Software Developers,
Mumbai,
India.

Dear Sir/Madam,

We are glad to introduce to you our new software. It is very user-friendly, mighty, and capable to reduce workloads. This software appeared in the market three months ago and earned positive responses from users. We are eager to offer great help in performing tasks a much easier and reduce your operational cost.

It is our pleasure to familiarise you with the features of the software and demonstrate them personally to you. This tool will make your work more effective and efficient. We hope for a good business prospect.

Yours faithfully,

Exercise 4. Write a sales letter of any product or service using the template below. Expand the template with the necessary sales letter elements.

Dear Mrs. _____,

his is to inform you about _____

_____ (business, service or product). We are looking forward for _____ (purpose).

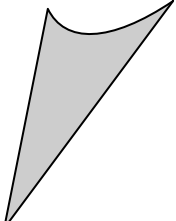
We have launched _____

_____ (details, quality, features and benefits of your business, service, product). The price that has been quoted _____ (the price quotes)...

We are looking for _____ (restate purpose). Thank you for your valuable time. (Hope for a further business).

...

Yours sincerely,



2.6. ORDERS

An order is a common formal form of correspondence written by a company or person for obtaining equipment, services, and supplies. The letter should be written after careful research about the desired product or service. Orders are usually based on a received quotation, or on a catalogue. It is short, accurate, detailed, and usually, but not always, written on a printed order form. If the order has legal standing, printed order forms are normally used. The supplier fills in the details of the contract, delivery, insurance, and terms of payment. The order must contain specific, detailed information in the order letter. It comprises the order, the quality of the delivery and after sale service. It must contain details about the product specification:

- model and catalogue number, size, colour and description using correct numbers
- quantity;
- price per item, the total price;
- specific shipping details (delivery, late delivery date, final destination)
- special handling or packaging details;
- payment procedures.

This should have, the quantities and the price agreed on. In addition to this, it should also have clauses. The letter should be addressed to the person responsible who will carry out the execution of the order with the copy of the head of the department.

ELEMENTS OF AN ORDER LETTER

- indicate the product code or an item number, the size, the number of quantities
- indicate the letter date and this will be the time of the order placement
- follow the purchase order format, if the order is placed by the company
- indicate the mode of delivery
- indicate the mode of payment
- indicate the exact address
- indicate the details of the costing, include the taxes to avoid confusion later
- indicate the dealer's name
- check the spelling, grammar, and punctuation in the letter
- type the letter and put the personal signature of the person placing the order

EXERCISES

Exercise 1. Using the template, write an email order letter.

Date: _____

From: _____

(insert your name and address here)

To: _____

(insert the name and address of the recipient)

Subject: _____

Dear _____

This letter is with reference to _____ when we visited your _____ for purchasing

_____.

We are glad to inform that we would like to order _____ which include _____ sized, _____ sized and _____ sized for our pupils. We will appreciate if the order can be delivered to _____ at the latest _____. Please, note that 100 % of the payment will be made _____ delivery. If the order is not made on the said date, then please consider it to be cancelled. The price of _____ is \$ _____ as it was agreed during the meeting.

Please, review the letter and if you have any objections or any recommendations or suggestion, please contact me. We hope for _____ with you.

Sincerely,

(Insert your name)

Exercise 2. Compose letter out of the following.

We/ thank / order.../ which /attention. With regard / terms /we /regret / owing /a flow of order/ product / obliged / /temporarily/ extend /arranged / mean delay /delivery. /Apologize/delay. /We trust / this/ not inconvenience / you.

Exercise 3. Write an order letter using the information below.

1. From Bensons Company Ltd., 16 Bedford st., London, England W 8 5JE
2. To Prinston Ltd., Warwick Rd 18, Liverpool 12, England
3. Thank for a catalogue
4. Enclose an official order form
5. State payment conditions (irrevocable Letter of Credit opened on receipt of pro forma invoice)
6. Request delivery within three months.

2.7. INVOICES

Invoices and accounts. Sending an invoice to a customer is one of the stages in the execution of an order. The invoice can be issued and send together with goods or later. There are several kinds of invoices, such as the Consular Invoice, the Customs Invoice, the Pro Forma Invoice, and they are not for payment. The Commercial Invoice is written or printed and is an extremely brief recalling of the main points of the contract. The client specifies in what form the document should be issued. it can be a hard copy or submitted by email in pdf format. The invoice shows information on the merchandise and its transport i.e. the running total, the sales or value added tax, quantity, and price of the merchandise, discounts, if any, packing weight, a number of parcels or containers, names of forwarders, etc. The invoice should include two dates: the date the invoice was issued and the date by which the payment should be made (standard is 30 days after the invoice date). It is prepared in several copies if needed, e.g. for export trade, a tax inspector, etc.

ELEMENTS OF INVOICES

- Accurate information about the company: name, address, telephone, fax number, email
- Accurate date and due date, payer and payee information, invoice number, other unique details
- Detailed information about goods or services, such as name, quantity, rate, price, etc.
- Terms of payment i.e. standard terms, penalties, late fees, etc.
- Other levied fees, taxes, and charges
- Accurate the total amount due
- Invoice number

EXERCISES

Exercise 1. Using the information below, compose the invoice letter.

The invoice for goods to be sent to S Leblanc, 24/30 Avenue de Wagram, Paris, France 75017. The order (No. MS / 77388) is for 100 x Cat. No. 7721 at £15 each, 200 x Cat. No. 8855 at £7 and 50 x Cat. No. 6671 at £10. The goods are to be sent c.i.f. Paris. There is a 10% discount. Terms are 30 days with an additional 1.5% discount if the account is settled within that period. The goods will be two cases marked C6/198/77 and C6/198/78 and will be shipped on 'M.V. Pisa'.

Broasway Autos Plc
 Lexham Gardens
 Kensington
 London W8 5JE

Tel: 071 835 1155
 Fax: 071 370 4853
 Telex: 264189 Autos

Company #:123456
 VAT: 11-222-333

(1)

Date: (2).....
 Due date:

INVOICE No. JL /177331

Your order No: (3).....


Catalogue No	Quantity	Price	£
(4).....
(5).....
(6).....
	(8)		(7)
(10)	(11)		(9)

Please Pay

Amount Shown → (12) £

Exercise 2. Using the information and template below, compose the invoice letter.

The invoice for Led downlight (200 items) to be sent to Shenzhen Light Solutions, Block C 50 Soft Shabian Drive, Guangdong, P.R. China E1 3FR. Telephone number: 0086 546 546 78910, Fax 0086 546 546 1100223. Company #:112334, Value added tax: 66-777-888, Invoice Number: ZXC001. Date of invoice issuing is the 12 of December 2019, the term to sink a debt is the 12 of January 2020. The company issuing the invoice is UAB A&B, which covers the contracting services: 20 days @ 60 € per day, subtotal amount 1.200.00 €. VAT @ 20% 240.00 €. The insurance terms: FOB Shenzhen for order amount $\geq 10,000$ €. Money should be transferred to the UAB A&B's account No: 12345678, Code: 20-21-22. Led downlight Aluminum+PMMA, IP 40, dimensions (mm) 140x69 Model No. HR-DL-9. Price per unit 249 €. Discount 5 percent.

INVOICE			
Your Company Name			DATE
123 Street Address			
City, State, Zip/Post Code			INVOICE NO.
Phone Number, Email			

		<i>Payment terms</i>	
BILL TO		SHIP TO	
Contact Name		Name / Dept	
Client Company Name		Client Company Name	
Address		Address	
Phone		Phone	

DESCRIPTION	QTY	UNIT PRICE	TOTAL
			0.00
			0.00
Payment Instructions:		SUBTOTAL	0.00
		DISCOUNT	0.00
		TAX RATE	0.00%
		SHIPPING/HANDLING	0.00
		Balance Due	€ -

2.8. A LETTER OF COMPLAINT

A **letter of complaint** is written to inform the seller of goods that something went wrong and some steps to correct the situation are needed. A letter of complaint is an important letter, as it puts the document on record and is important in the case of legal handling. What is more, it demonstrates your serious vein and builds an appropriate reputation. That is why it requires to have the nerve and tact.

Before writing a complaint, efforts to solve the situation orally should be made. If the solution is obvious, a phone call will bring the fastest results; however, if the problem is complex, a letter is the most effective response. The utmost tact must be exercised when making a complaint, or when dealing with one. Complaints may be made because of discrepancies or errors, such as:

- the wrong goods, wrong size, colour, order
- not the same product as in advertisement
- quality inferior,
- a shortage of quantity or weight,
- defective, damaged goods,
- shipment never arrived, late,
- expensive delivery charges,
- an instruction manual is missing,
- no refunds for faulty products,
- the guarantee has expired,
- poor service has been received,
- lost receipt for faulty goods,
- prices charged are not as agreed.

Having received a complaint, annoyance and anger is the first reaction to it, though the utmost restraint must be shown.

Errors happen in the best companies and it is not a sin to admit the mistake and responsibility. Before starting writing a prompt response it is necessary to find out the company's policy before handling the complaint. The letter should be very thoughtful and aim at a goodwill restoration of the dissatisfied customer.

Customers are not always right, though a sound maxim that the customer is always right should be not forgotten. After having investigated the case it may appear that the company is not at fault and the customer is not entitled to the requests. In this case, a pro-organization response should be written politely rejecting the customer's request. The main task here is to maintain the customer's goodwill and explain the organization's position. It is wise to find a way to make small concessions as a gesture of goodwill, and thank the client to leave a sugar taste.

ELEMENTS OF A COMPLAINT LETTER

- Be sure it is a clear, concise and straightforward content (who, what, when, where and why with the problem-solving offers)
 - Research accurately the matter (the place and date of injuries, incidents, etc.)
 - Base reasoning on facts not on emotions
 - Mind the tone and style; make it the utmost polite with a non-threatening content
 - Show the plan of actions (replacement, refund, concessions, discounts, etc.)
 - Put aside the first draft for 24 hours; send it after the second draft!

EXERCISES

Exercise 1. Complete the letter of complaint.

SUBJECT: SHIPMENT RETURNED

Dear Ms.,

We are returning/5.000 led lamps/ shipment/ (order # 1234)/ copy of the purchase order.

The logo on the boxes misprinted/ should be reproduced/ the original title of the product is *Led Life*.

You sent *Lead Life*/ therefore unacceptable.

Make necessary corrections/ another shipment with correct title/ by the 10th of November.
To complete our customers' order/ to meet terms according to the agreement.

Prompt attention to the matter.

Sincerely yours,

Name Surname/ Signature

Sales Manager

Exercise 2.

1. Write the sentences:

Politely disagree with a customer's calculations, an interpretation of a contract.

Politely request agreement to our interpretation of the contract.

2. Complete the reply to a letter of complaint.

Appolo House Ltd.

18 Lexham Gardens Kensington, London

Tel: 071 835 1133

Alte a Acces Ltd.
21-25 Van Iseghamlaan,
Oostende 8400

17 September 1999

Dear

Invoice No JD / 588001

Thank / 14 September / cheque for £722.20.

We / invoice / cannot agree / calculation. Overlooked / carriage charge (£20) / item six / entered separately / on / invoice.

Hope / agree / calculations. enclose / debit note / £20 / be grateful if / could let us / cheque / for / amount / at / convenience.

Yours faithfully

Name Surname/ Signature

Accounts Director

Encl: 1

Exercise 3. Write sentences complaining about:

- 1) about expensive delivery charges.
- 2) about the fact that I got the wrong order.
- 3) with the fact that the shop refuses to sell goods on display.
- 4) your shipment has never arrived at us.
- 5) damaged products that we bought.
- 6) about bad customer service.
- 7) about the fact that the instruction manual is missing.
- 8) with the wrong quantity.
- 9) not received the same product as in advert.
- 10) with broken goods.

Exercise 4. Write a complaint letter.

Appolo House Ltd. 18 Lexham Gardens Kensington, London Tel: 071 835 1133	
Alte a Acces Ltd. 21-25Van Iseghamlaan, Oostende 8400	17 September 1999
Dear Sirs	
Reference / invoice LB / 6731 / 10 September, / point out / seem / made / error / calculating / total cost / second item. / 100 calculators at £19.25 / should be £925, / not £955, / total payment / therefore / be £2705 /not £2775.	
enclose / draft for £2705 / obliged if / you / either let / credit note for £70 / or / amend / invoice / appropriately.	
Yours faithfully	
Name Surname/ Signature	
Accounts Director	
Encl: 1	

Exercise 5. Match the two parts of complaint sentences below:

1.	I am writing to express my dissatisfaction with	A	about faulty product
2.	We were extremely disappointed	B	we do not want this product anymore
3.	We regret to inform you	C	'No Refunds' for faulty products
4.	I am writing to express my dissatisfaction	D	the fact that purchased clothes do not fit
5.	I am writing to express my concern about	E	with the lost receipt for faulty goods
6.	I am writing to complain about	F	that the guarantee has expired
7.	We were extremely disappointed with	G	with faulty goods not accepted in the shop
8.	We regret to inform you that	H	faulty goods bought on 'sale'
9.	I am writing to express my concern	I	defective goods
10.	I am writing to complain	J	about the fact that there was no product to exchange in the shop

1	2	3	4	5	6	7	8	9	10

Exercise 6. Write your own letter of complaint

- Opening Salutation
- Your order details
- Express concern / dissatisfaction/ disappointment/ etc.
- The problem with the goods/ batch/ service/ etc.
- Suggestion/ demand/ replacement/ reimbursement/replacement/discount etc.
- Closing Salutation

2.9. COLLECTION LETTER

A **statement/collection letter reminds** the customer of his debt and collects payment on overdue accounts. Unfortunately, a letter of collection is a business really. A common procedure is to reissue the bill with a reminder informing that payment is overdue. The message should suggest no more than that perhaps the customer has overlooked the previous bill. Though there is no place for subtlety, the tone must always be careful as it is always annoying to the supplier and the content should be highly clear as the final goal is to obtain the payment retaining the customer. Usually, two reminders are sent. If these standard reminders do not bring a response from the customer, write a collection letter. Letters requesting payment of overdue accounts are termed 'collection letters'.

Nowadays in big enterprises, it is taken care of by the computers, which automatically send out new invoices if the old ones have not been paid by a set date. Smaller firms still use collection letters.

ELEMENTS OF A COLLECTION LETTER

- State very clearly the matter without padding (what is owed, what you expect, and what actions will be taken if the customer does not react), however, remain friendly and professional
- provide the details in question (goods purchased, amount due, invoice due date, agreed terms, terms past due)
- State clearly your expectations setting dates for checks e.g. by the 26th of January.
- Give clear steps you want the customer to follow e.g. send a copy of payment to (address), inform us by telephone (number)
- Writing the last letter, state clearly the possible consequences in the case of inaction
- Consider offering incentives for paying the overdue account for you first
- Use a template for collection letters to save time

EXERCISES

Exercise 1. Write a collection letter

1. Politely state that your cheque has not been received, the balance has not been cleared.
2. Threaten legal action unless the account is settled within 7 days.
3. Write a final demand from Broasway Autos Plc to S Leblanc, 24/30 Avenue de Wagram, Paris, France 75017.
4. Complete this reminder from Broasway Autos Plc to S Leblanc, 24/30 Avenue de Wagram, Paris, France 75017 concerning the non-payment of the account sent on 30 January. Amount: £4275; first reminder sent 17 January.

Broasway Autos Plc	Tel: 071 835 1155
Lexham Gardens	Fax: 071 370 4853
Kensington	Telex: 264189 Autos
London W8 5JE	
S Leblanc	
(1)	
.....	
.....	(2)
(3)	
(4)	
On (5) According to
.....	our records (6)
.....
Please give this matter (7)
.....
Yours (8)	
Name Surname/ Signature	
Chief Accountant	
Enc: 1	

Exercise 2. Write a Statement letter

Send the statement to S Lablanc, 24/30 Avenue de Wagram, Paris, France 75017. The items are Invoice No. (Reference) JM/ 19958 on 5 January for £ 1220, No JM/ 18553 on 20 January for £ 895 and No. JM/ 18674 on 27 January for £2160. Terms 30 days.

Broasway Autos Plc
Lexham Gardens
Kensington
London W8 5JE

Tel: 071 835 1155
Fax: 071 370 4853
Telex: 264189 Autos

(1)
.....
.....

Date: 30 January 1999

STATEMENT

Date	Reference	Debit	Credit	Balance
(2).....
(3).....
(4).....

Terms (5).....

AMOUNT
DUE → (6)

Exercise 3. Write a collection letter using the following information.

According to your records, the client's account is 14 days past due. Remind that you have sent 2 reminders about his account. Offer the customer's status once again. Purchased items: item A, item AB, and item BC. The amount due is 800 €, agreed terms are 30 days. An invoice was issued May 2 and the due date is May 31, 2019, and now is 14 days past due.

You ask the customer to send a check for the indicated amount by June 30, 2019. Contact for any questions +370 676 000000, email@email.com

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10. QuickBooks Resource Center. [Available at] <https://quickbooks.intuit.com/r/bookkeeping/invoices-everything-you-need-to-know-2/>
11. Online editor: Curriculum Vitae / European Skills Passport – Europass. [Available at] <https://europass.cedefop.europa.eu/editors/en/cv/compose>
12. Effective Techniques of Better Communication – Verbal and Written. [Available at] <http://EzineArticles.com/297887>)