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WRITING BUSINESS LETTERS

Посібник для студентів вищих навчальних закладів

CV

Cover letter

Letter of complaint

Letter of apology

Enquiry letter

Reply letter

Letter of confirmation

Letter of recommendation

Memo

Івано-Франківськ

2011

УДК 811.111 (07)
ББК 81.2. Англ.
Ч 12

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Ч 12 Writing Business Letters: Посібник для студентів вищих навчальних закладів. – Івано-Франківськ: Гостинець, 2011. – 60 с.

Посібник призначений для студентів та викладачів вищих навчальних закладів, а також для усіх, хто зацікавлений веденням ділової кореспонденції англійською мовою. Наведено теоретичний і практичний матеріал для розвитку та вдосконалення письмового ділового англійського мовлення. Зразки ділових паперів допоможуть у веденні бізнес-кореспонденції.

Затверджено до друку Вченою радою Інституту туризму Прикарпатського національного університету імені Василя Стефаника (Протокол № 7 від 03 березня 2011 р.)

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INTRODUCTION

“Writing Business Letters” has been written for anyone involved in the teaching and learning of business English, including teachers, students, materials writers, as well as language consultants and trainers working in companies.

The use of English as the language for business is increasingly widespread. This book is designed to offer practical advice to anyone involved in business English correspondence. It deals with the writing skills common in business English teaching.

Chapter 1 – Business Writing – deals with business writing skills and guidelines for writing CV, Cover letter, Letter of complaint, Letter of apology, Enquiry letter, Reply letter, Letter of confirmation, Letter of recommendation, and Memo. Chapter 2 – Writing Bank – gives models of writing some business papers.

BUSINESS WRITING

Writing is a key part of day-to day activities of most businesses and, like speaking, is used in a vast range of different situations. It allows communication across time and space, and provides an invaluable medium for storing records and other information. Written communication offers different challenges from spoken interaction. In one way, writing is easier than speaking, in that it is not usually spontaneous. There is time to think about what the sender has sent and what the reply should contain. On the other hand, speaking is more natural, and writing more contrived; it is a skill that needs to be learned. Writing requires planning and organizational skills, as well as skills in linking paragraphs and sentences together, skills in spelling, punctuation, word order, word choice, and so on.

The structure of writing

Structure - how paragraphs and sentences work together. There are two principal ways to do this. The first way, is to ensure *coherence*, which involves creating a logical argument or sequence which makes sense to the reader. There is an example on the next page, designed to give practice at this (the correct order is written above each paragraph).

Secondly, *cohesion* is about how sentences connect with each other to form a sense of unity. This is done through various grammatical devices, such as conjunctions and pronouns, as well as lexical items. The following brief analysis of an extract from a press release shows how this works:

The context of writing

Like business speaking, business writing happens in context; it must relate appropriately to its setting. This means that a business English writer needs to consider the audience, the purpose of the document, and the expected response.

- *Audience* — the readers of a piece of business writing may be experts, or customers, or laypersons. They may come from a different cultural context from that of the writer, and what works in one cultural setting may not work in another. For example, we have just seen that it is considered good practice to start off a paragraph with a topic sentence that explains what is to come. However, such a practice is only common in the West; in many Asian contexts, for

example, it is more common to lead up to a topic gradually. The audience may also come from a different professional context. Knowing the audience will also affect the style of the letter: is it to be formal or informal, for example? You would probably write a letter to your favorite client differently from one to your best friend at work, even if the message is essentially the same. Furthermore, international business documents need to be kept as simple as possible if the audience is not as proficient at English as the writer.

- *Purpose* — the practical intent of the letter is of key importance. Acceptability in the business world is rarely judged by grammatical niceties, but by whether or not the document can be used. Business people are more likely to read an email and say, 'Great, we've got the contract', rather than, 'This email is unacceptable - it's full of mistakes'. Some companies have a policy about the quality of their email, preferring speed and efficiency to linguistic accuracy (particularly with internal emails).

Of course, some documents do have to be very precise — contracts, for example, or minutes which will be referred to again and again. How important accuracy is depends on the purpose of the document.

Another point here has to do with the degree of vagueness of the language in the document. Sometimes writing has to be very precise; it is no good giving the wrong amount of money in a price quotation, for example, or supplying incorrect delivery dates. But sometimes sentences like, 'It looks like we should be finished by the end of June', rather than, 'We will be finished by the end of June', can be far more flexible if something goes wrong. Writers do not always wish to commit themselves in writing.

- *Response* — the expected or desired response to the writing should also be considered. If you write a letter of complaint when they are angry or stressed, your letter may be far more direct and impolite than the one you might have otherwise written. The important thing with any document is to ensure that you try and place yourself in the reader's shoes and ask, 'How would I respond if I had received this document?' Here are some questions which might help you assess response:

- What is the relationship between me and my reader (or between the companies we work for)? (Long term, short term, customer, partner etc)

- What are the main issues at stake? (Loss of business, profits, details on a project, loss of trust etc)
- Is there enough information? Will my reader know what I need or want them to do?

Guidelines for correspondence:

A Formal letters

- 1 Use headed paper with the phone number, email address, etc. when writing on behalf of your hotel or company.
- 2 Remember to include the date. This is very important when filing correspondence.
- 3 You can include the address of the recipient on the left hand side of the letter.
- 4 You can include the reference number, code or title at the top of the letter.
- 5 When you know the name of the person, start with *Dear* and the correct title and name of the person followed by a comma.
- 6 Always make sure your letter is formal and polite. Use words like *please*, *thank you*, etc.
- 7 Organise your letter in short paragraphs.
- 8 When you know the name of the person, close with *Yours sincerely*.
- 9 Write your job position after your signature and name.

B Faxes

- 1 Give a contact phone number if it is not on the letterhead.
- 2 Salutation – include the title (*Mrs, Miss, Ms, Mr, Dr*, and so on) and copy the name exactly as that person writes it. If you don't know the name or

whether the person is a man or woman, put *Dear Sir or Madam*.

- 3 Reference line – this describes the main purpose of the fax or letter.
- 4 If you are responding to a letter, fax or email, refer to its subject and date in the first paragraph or sentence.
- 5 State the main reason for the fax in the first sentence. Remember that the recipient may have to read a lot of business correspondence.
- 6 The paragraph of business letters and faxes can be short, usually between three or eight lines long. This helps the recipient to read and remember the important facts.
- 7 Yours sincerely is the most frequently used closing expression. Only the first letter is capitalized. Kind regards, With best regards and Best regards are also possible for clients you know well as these are less formal.
- 8 Write your signature and type your name below the closing expression. Whenever possible, include your job title below your name.

C Emails

The style of an email depends on the relationship between the writer and reader. When you send an email to someone you don't know, a style similar to a formal letter is appropriate. Emails to colleagues and friends can be very informal and close to spoken English.

However, with both formal and informal emails you should:

- 1 Always complete the subject / reference line.
- 2 Keep the message reasonably short.
- 3 Leave a line before new paragraphs.
- 4 Check the content for spelling and vocabulary mistakes.
- 5 Check that the receiver's email address is correct.

- 6 Attach any documents you want to send. It is a good idea to attach them before you start typing.
- 7 Avoid underlining words, it looks like hyperlink to a website.
- 8 Avoid CAPITAL letters, it looks aggressive.

D Memos

Memos are usually for internal communication. The level of formality depends on the relationship between the writer and reader. In case, the language is neutral.

- 1 Use a standard format. It should include:
 - the name of the sender
 - the names of the staff or the department who are to receive the memo
 - the date it was issued
 - the names of any people who are to receive copies.
- 2 Be brief and to the point.

E B2B (business to business) communication

- 1 Start by a word of welcome and make it clear how the reader can benefit.
- 2 Make a new point in each paragraph.
- 3 Use numbers, bullet points or colour to focus the reader's attention on essential points and make the document easy to read.
- 4 Keep sentences reasonably short.
- 5 Use a neutral, informative style.

RULES FOR WRITING FORMAL LETTERS IN ENGLISH

In English there are a number of conventions that should be used when writing a formal or business letter. Furthermore, you try to write as simply and as clearly as possible, and not to make the letter longer than necessary. Remember not to use informal language like contractions.

Addresses

Your Address. The return address should be written in the top right-hand corner of the letter.

The Address of the person you are writing to. The inside address should be written on the left, starting below your address.

Date:

Different people put the date on different sides of the page. You can write this on the right or the left on the line after the address you are writing to. Write the month as a word.

Salutation or greeting:

If you do not know the name of the person you are writing to, use this. It is always advisable to try to find out a name.

Dear Mr Jenkins,

If you know the name, use the title (Mr, Mrs, Miss or Ms, Dr, etc.) and the surname only. If you are writing to a woman and do not know if she uses Mrs or Miss, you can use Ms, which is for married and single women.

Ending a letter:

Yours faithfully

If you do not know the name of the person, end the letter this way.

Yours sincerely

If you know the name of the person, end the letter this way.

Your signature

Sign your name, then print it underneath the signature. If you think the person you are writing to might not know whether you are male or female, put your title in brackets after your name.

CONTENT OF A FORMAL LETTER

First paragraph

The first paragraph should be short and state the purpose of the letter- to make an enquiry, complain, request something, etc.

The paragraph or **paragraphs in the middle** of the letter should contain the relevant information behind the writing of the letter. Most letters in English are not very long, so keep the information to the essentials and concentrate on organising it in a clear and logical manner rather than expanding too much.

Last Paragraph

The last paragraph of a formal letter should state what action you expect the recipient to take- to refund, send you information, etc.

Abbreviations Used in Letter Writing

The following abbreviations are widely used in letters:

- **asap** = as soon as possible
- **cc** = carbon copy (when you send a copy of a letter to more than one person, you use this abbreviation to let them know)
- **enc.** = enclosure (when you include other papers with your letter)
- **pp** = per procuracionem (A Latin phrase meaning that you are signing the letter on somebody else's behalf; if they are not there to sign it themselves, etc)
- **ps** = postscript (when you want to add something after you've finished and signed it)
- **pto (informal)** = please turn over (to make sure that the other person knows the letter continues on the other side of the page)
- **RSVP** = please reply

USEFUL PHRASES:

Making reference

With reference to your email of 14 March ...

Thank you for your email of 14 March ...

Explaining the reasons for writing

I am writing to confirm / inform you that / apologise for / enquire about ...

Apologising

*I am sorry for any inconvenience caused by the delay on your recent flight ...
I regret to tell you that we are fully booked for the dates ...
Please be assured that we will ...*

Requesting

*Please quote this reference number ...
I would be grateful if you could confirm ...*

Offering

I am pleased to offer you ...

Referring to the future contact

*I look forward to hearing from you.
We look forward to your stay at the ... in the future.
Please do not hesitate to contact us if you require any further information.*

Referring to enclosed documents

I have enclosed / attached the timetable / your tickets / our brochure.

CV AND COVER LETTER

Curriculum Vitae - a short written document that lists your education and previous jobs, which you send to employers when you are looking for a job [= resume American English] (Longman Dictionary of Contemporary English)

Covering Letter - a letter that you send with documents or a package that gives information about its contents [= cover letter American English] (Longman Dictionary of Contemporary English)

You are often asked to send a CV (called a Resume in the US) when applying for a job. This document can be difficult to get right. One reason for this is that the style (and therefore effectiveness) of a CV depends on who is going to read it. This can be especially problematic in an international setting. No hard and fast rules exist, and yet decisions have to be made about length, type (most CVs are chronological or functional), what personal information to include, and so on. Secondly, there is often conflicting advice from so-called 'experts'. Thirdly, CV writing is influenced by level within a company. High-level executives have CVs that look different (and not only with respect to content) from workers on the

shop floor. With CVs, it is important to recognize that no one size fits all.

Yet there is a glimmer of hope. Sometimes it is possible to find out what a particular company actually wants in a CV (they may even have a standard format that they can provide). Institutions like the European Commission have created a standard document for use in Europe. Again, Microsoft Word™ comes complete with standard template formats which are commonly used.

Remember, when applying for a job you will be in competition with a number of other candidates. So your CV is important – interviewers will decide whether or not to see you on the strength of what you have written. Don't just think of it as a list of facts; it should sum up your personal, educational and career history, as well as being an indication of your strength and weaknesses.

CVs are normally sent together with a Covering Letter. This is the applicant's chance to highlight what they have to offer, and how they might benefit the company they are applying to.

Guidelines for CVs

Personal information and experience:

- Include personal, educational and career history.
- Write list of important headings: name, date of birth, address, phone number.
- Give employment record, including any years you did not work for any reason.
- Explain what you do at work.
- Include your outside interests and skills.
- Mention language skills and sports played.
- Be positive about yourself, but don't lie. Demonstrate that you are a potential asset.

Layout, language and style:

- Use wide margins and leave lots of white space. It makes your CV easier to read.

- Use a clear, easy-to-read typeface. Don't use *Italics* or a small type size. Be consistent with the typefaces you use.
- Make the section headings clear and leave a clear space between sections.
- Separate each part of your work experience and education clearly.
- Don't assume the reader will know what some abbreviations and acronyms mean. If in doubt, use the full name.
- Watch out for grammar and spelling mistakes. Do a spell and grammar check on your computer when you finish your CV and ask someone else to check it for you.

Guidelines for Cover letter

- Your covering letter should state why you are writing and maintain the employer's interest in you.
- In a personal letter you can put your name, address, telephone number and email on the right-hand or left-hand side of the letter.
- There are different ways of writing dates: 15 April 2002, April 15th 2002, or 15/4/2002 but in US English the month comes first, e.g. 4/15/2002.
- If you don't know the name of the person you are writing to, start with *Dear Sir / Madam*.
- Write in short paragraphs so that the letter is well organised and easy to read.
- When you don't know the name of the person you are writing to, close with *Yours faithfully*, followed by a comma.
- Remember to write your full name clearly after your signature.

If you follow this basic format but customize your letter to the job you are applying for, you are sure to make a great impression. Remember, a cover letter is just as important as your resume and by taking the time to introduce yourself, you can entice the potential employer to want to learn more about you. Just take your time, tailor the cover letter to the job and follow these tips. Writing a cover letter has never been easier.

MEMO

When choosing a business memo format to communicate within your company or organization, remember that though memos are shorter in nature, they are generally considered a formal method of communication. Be sure to copy members of your department, department heads, and even employees who work at another company location, when applicable. The three basic reasons to write a memo are: to persuade action, to issue a directive or to provide a report.

Purpose of the Business Memo Format

- The purpose of the business memo layout is to communicate in an effective, concise method that connects the purpose of the writer with the interests or needs of memo recipients. Memos are written to: Solve problems by introducing new information like policy changes
- Imparts information regarding new products
- To present goals or expectations requiring the recipient to take action such as attending a meeting or changing a current work procedure

Except for memos that serve as informal reports or instructional documents, the standard memo format is no more than one page long.

Memo Heading

Within an organization, memos are used rather than business letters. The business memo is somewhat formal, but the wording doesn't have to sound intimidating. A memo should be written in the same manner as other correspondence to effectively communicate your purpose to your reader.

Memo Format-the Heading	
To:	Recipient names and job titles
From:	Your name and job title-hand sign your initials here
Date:	Date the memo is written or disbursed
Subject:	Specific memo topic

The first segment in a business memo format is known as the heading. As with any correspondence, it's important to check that you have the correct spelling and job titles of all recipients. Job titles are not always used, but the correct spelling of names is necessary in every memo. Don't use nicknames, no matter how familiar you are with those receiving it.

In order to confirm that you are responsible for the contents of the memo, include a job title after your name and then hand-write your initials next to your name.

The subject line should include a specific explanation of the memo's topic in a few words. For example, "dress code" could mean anything from ties and jackets are required to the institution of casual Friday. If the subject line reads, Christmas Party Dress Code-it's clear. Recipients know what to expect to learn as they read the memo, and proper headings make filing and retrieving the memo easy.

Memo Opening

The next segment within the memo format is known as the opening. This opening explains a problem, need or can be used to announce new information. The opening explains the reason for the correspondence. Perhaps a software program is not working, or a meeting is scheduled or a meeting time change needs to be announced, or new information such as a promotion.

After you state the problem, need or announcement, subsequent information should make the purpose of the memo clear. If you are looking for input, welcoming a new employee, or adopting a new policy keep the information concise and easy-to-read.

Brief Discussion

The discussion segment of the memo format gives details about the problem, need or announcement. You'll want to keep it short and to the point. However, be sure to offer enough information for decision makers to resolve a problem, or team players to pull together pertinent input. Offer details that describe the job or assignment. These details should support your opening.

Closing

The closing of a professional memo format is courteous and states clearly the action you expect the recipient to take. Can they email reports or do you require hard copies? Are they expected to attend a meeting? Or are they expected to respond in writing?

When to Use a Summary

Remember, memos should be no longer than one page. If you must make an exception and make this form of correspondence longer, often a summary segment is included. This segment presents recommendations reached as bulleted key points.

LETTER OF COMPLAINT

Good complaints letters with the above features tend to produce better outcomes:

- **Concise** letters can be understood quickly.
- **Authoritative** letters - letters that are well written and professionally presented - have more credibility and are taken more seriously.
- **Factual** letters enable the reader to see immediately the relevant details, dates, requirements, etc., and to justify action to resolve the complaint.
- **Constructive** letters - with positive statements, suggesting positive actions - encourage action and quicker decisions.
- **Friendly** letters - with a considerate, cooperative and complimentary tone - are prioritised because the reader responds positively to the writer and wants to help.

These complaints methods are based on cooperation, relationships, constructive problem-solving, and are therefore transferable to phone and face-to-face complaints.

What are the tips and secrets of effective complaints letter writing?

Write concise letters

We all receive too many communications these days, especially letters. People in complaints departments receive more letters than most, and cannot read every letter fully. The only letters that are read fully are the most concise, clear, compact letters. Letters that ramble or are vague will not be read properly. So it's simple - to be acted upon, first your letter must be read. To be read your letter must be concise. A concise letter of complaint must make its main point in less than five seconds. The complaint letter may subsequently take a few more seconds to explain the situation, but first the main point must be understood in a few seconds.

Structuring the letter is important. Think in terms of the acronym AIDA - attention, interest, desire, action. This is the fundamental process of persuasion. It's been used by the selling profession for fifty years or more. It applies to letters of complaints too, which after all, are letters of persuasion. The complaint letter attempts to persuade the reader to take action.

Structure your letter so that you include a heading - which identifies the issue and name of product, service, person, location, with code or reference number if applicable. Then state the simple facts, with relevant dates and details. Next state what you'd like to happen - a positive request for the reader to react to. Include also, (as a sign-off point is usually best), something complimentary about the organization and/or its products, service, or people. For example: "I've long been a user of your products/services and up until now have always regarded you as an excellent supplier/organization. I have every faith therefore that you will do what you can to rectify this situation." Even if you are very angry, it's always important to make a positive, complimentary comment. It will make the reader and the organization more inclined to 'want' to help you.

If the situation is very complex with a lot of history, it's a good idea to keep the letter itself very short and concise, and then append or attach the details, in whatever format is appropriate (photocopies, written notes, explanation, etc). This enables the reader of the letter to understand the main point of the complaint, and then to process it, without having to read twenty pages of history and detail. The main point is, do not bury your main points in a long letter about the problem. Make your main points first in a short letter, and attach the details.

Authoritative complaints letters have credibility and carry more weight

An authoritative letter is especially important for serious complaints or one with significant financial implications. What makes a letter authoritative? Professional presentation, good grammar and spelling, firmness and clarity. Using sophisticated words (providing they are used correctly) - the language of a broadsheet newspaper rather than a tabloid - can also help to give your letter a more authoritative impression. What your letter looks like, its presentation, language and tone, can all help to establish your credibility - that you can be trusted and believed, that you know your facts, and that you probably have a point.

So think about your letter layout - if writing as a private consumer use a letterhead preferably - ensure the name and address details of the addressee are correct, include the date, keep it tidy, well-spaced, and print your name under your signature.

If you copy the letter to anyone show that this has been done (normally by using the abbreviation 'c.c.' with the names of copy letter recipients and their organizations if appropriate, beneath the signature.) If you attach other pages of details or photocopies, or enclose anything else such as packaging, state so on the letter (normally by using the abbreviation 'enc.' the foot of the page).

When people read letters, rightly or wrongly they form an impression about the writer, which can affect response and attitude. Writing a letter that creates an authoritative impression is therefore helpful.

Complaints letters must include all the facts

In the organization concerned, you need someone at some stage to decide a course of action in response to your letter, that will resolve your complaint. For any complaint of reasonable significance, the solution will normally involve someone committing organizational resources or cost. Where people commit resources or costs there needs to be proper accountability and justification. This is generally because organizations of all sorts are geared to providing a return on investment. Resolving your complaint will involve a cost or 'investment' of some sort, however small, which needs justifying. If there's insufficient justification, the

investment needed to solve the problem cannot be committed. So ensure you provide the relevant facts, dates, names, and details, clearly. Make sure you include all the necessary facts that will justify why your complaint should be resolved (according to your suggestion assuming you make one). But be brief and concise. Not chapter and verse. Just the key facts, especially dates and reference numbers. For example: "The above part number 1234 was delivered to xyz address on 00/00/00 date and developed abc fault on 00/00/00 date..."

Constructive letters and suggestions make complaints easier to resolve

Accentuate the positive wherever possible. This means presenting things in a positive light. Dealing with a whole load of negative statements is not easy for anyone, especially customer service staff, who'll be dealing with mostly negative and critical communication all day. Be different by being positive and constructive. State the facts and then suggest what needs to be done to resolve matters. If the situation is complex, suggest that you'll be as flexible as you can in helping to arrive at a positive outcome. Say that you'd like to find a way forward, rather than terminate the relationship. If you tell them that you're taking your business elsewhere, and that you're never using them again, etc., then there's little incentive for them to look for a good outcome. If you give a very negative, final, 'unsavable' impression, they'll treat you accordingly. Suppliers of all sorts work harder for people who stay loyal and are prepared to work through difficulties, rather than jump ship whenever there's a problem. Many suppliers and organizations actually welcome complaints as opportunities to improve (which they should do) - if yours does, or can be persuaded to take this view, it's very well worth sticking with them and helping them to find a solution. So it helps to be seen as a positive and constructive customer rather than a negative, critical one. It helps for your complaint to be seen as an opportunity to improve things, rather than an arena for confrontation and divorce.

Write letters with a friendly and complimentary tone

It may be surprising to some, but threatening people generally does not produce good results. This applies whether you are writing, phoning or meeting face-to-face. A friendly complimentary approach encourages the other person to reciprocate - they'll want to return your faith, build the relationship, and keep you as a loyal customer or user of their products or services. People like helping nice

friendly people. People do not find it easy to help nasty people who attack them. This is perhaps the most important rule of all when complaining. Be kind to people and they will be kind to you. Ask for their help - it's really so simple - and they will want to help you.

Contrast a friendly complimentary complaint letter with a complaint letter full of anger and negativity: readers of angry bitter letters are not naturally inclined to want to help - they are more likely to retreat, make excuses, defend, or worse still to respond aggressively or confrontationally. It's human nature.

Also remember that the person reading the letter is just like you - they just want to do a good job, be happy, to get through the day without being upset. What earthly benefit will you get by upsetting them? Be nice to people. Respect their worth and motives. Don't transfer your frustration to them personally - they've not done anything to upset you. They are there to help. The person reading the letter is your best ally - keep them on your side and they will do everything they can to resolve the problem - it's their job.

Try to see things from their point of view. Take the trouble to find out how they work and what the root causes of the problems might be.

This friendly approach is essential as well if you cannot resist the urge to pick up the phone and complain. Remember that the person at the other end is only trying to do their job, and that they can only work within the policy that has been issued to them. Don't take it out on them - it's not their fault.

In fact, complaints are best and quickest resolved if you take the view that it's nobody's fault. Attaching blame causes defensiveness - the barriers go up and conflict develops.

Take an objective view - it's happened, for whatever reason; it can't be undone, now let's find out how it can best be resolved. Try to take a cooperative, understanding, objective tone. Not confrontational; instead you and them both looking at the problem from the same side.

If you use phrases like - "I realise that mistakes happen..."; "I'm not blaming anyone...."; "I'm sure this is a rare problem...", your letter (or phone call)

will be seen as friendly, non-threatening, and non-confrontational. This relaxes the person at the other end, and makes them more inclined to help you, because you are obviously friendly and reasonable.

The use of humour often works wonders if your letter is to a senior person. Humour dissipates conflict, and immediately attracts attention because it's different. A bit of humour in a complaint letter also creates a friendly, intelligent and cooperative impression. Senior people dealing with complaints tend to react on a personal level, rather than a procedural level, as with customer services departments. If you brighten someone's day by raising a smile there's a good chance that your letter will be given favourable treatment.

Complaints letter template

name and address (eg., for the customer services department, or CEO)

date

Dear Sir or Madam (or name)

heading with relevant reference numbers

(Optional, especially if writing to a named person) ask for the person's help, e.g. "I'd really appreciate your help with this."

State facts of situation, including dates, names, reference numbers, but keep this very concise and brief (append details, history, photocopies if applicable, for example if the situation is very complex and has a long history).

State your suggested solution. If the situation and solution is complex, state also that you'll be as flexible as you can to come to an agreed way forward.

(Optional, and normally worth including) *state some positive things* about your normal experience with the organization concerned, for example:

that you've no wish to go elsewhere and hope that a solution can be found; compliment any of their people who have given good service; compliment their products and say that normally you are very happy with things.

State that you look forward to hearing from them soon and that you appreciate their help.

Yours faithfully (if not sent to a named person) or *sincerely* (if sent to a named person)

Your signature

Your printed name (and title/position if applicable)

c.c. (plus names and organizations, if copying the letter to anyone)

enc. (if enclosing something, such as packaging or attachments)

LETTER OF APOLOGY

Responding to complaints letters is of course a different matter than doing the complaining. If you are in a customer service position of any sort, and you receive complaints from customers, consider the following:

Firstly it is important to refer to, and be aware of, and be fully versed in your organisation's policies and procedures for dealing with customer complaints. If your organisation does not have a procedure for complaints handling then you should suggest that it produces one. And publishes it to all staff and customers. For large, complex supply or service arrangements, and for large customer accounts, it is normal and sensible for specific 'service level agreements' (SLA's) to be negotiated and published on an individual customer basis. Again, if none exists, do your best to help to establish them - your customers will thank you.

It is essential to refer to the standards and published deliverables relating to the particular complaint. Your response needs to be sympathetic, but also

needs to reflect the responsibility and accountability that your organisation bears in relation to the complaint. All organisations should have a policy for dealing with complaints, especially where the complaint is justified and results from a failure to deliver a service or product to a stated and agreed quality, specification, cost or timescale. Your organisation ideally should also have guidelines for dealing with complaints that might not be justified; ie., where the customer's complaint is based on an expectation that is beyond or outside what was agreed or stated in whatever constitutes the supply contract. Matters such as these, in which a complaint might not be justified, generally require pragmatic judgement since the cost and implications of resolving such matters can be significant and far-reaching.

Aside from the judgement about solutions, remedial action, or compensation, etc., it is always vital to respond to all complaints with empathy and sympathy. Remember that the person on the other end of the phone, or the writer of the complaint letter, is another human being, trying to do the best they can, with the same pressures and challenges that you have. Respect the other person. Focus on the issues and solutions, not the personality or the emotion. You should therefore always demonstrate a willingness, and the capability, to understand a customer's feelings and situation, whether or not you actually agree with their stand-point. The demonstration of empathic understanding goes a long long way towards soothing a customer's anger and disappointment, even if you are unable to provide a response which fully meets their expectations or their initial demands. Use phrases like, "Oh dear, I understand that must be very upsetting for you," rather than "Yes, I agree, you've been badly treated." You can understand without necessarily agreeing. There is a difference, moreover, angry and upset people need mainly to be understood. For this reason, all communications with complaining customers must be very sympathetic and understanding. An understanding tone should also be used in writing response letters to customer complaints, and in dealing with any failure to meet expectations, whether the customer's expectations are realistic and fair, or not.

Here is a simple template example of a letter of apology / response letter to a customer complaint. There are many ways to alter it. Use it as a guide.

Name and address

Date

Reference

Dear.....

I am writing with reference to (situation or complaint) of (date).

Firstly I apologise ('apologize' in US) for the inconvenience/distress/problems created by our error/failure.

We take great care to ensure that important matters such as this are properly managed/processed/implemented, although due to (give reason - be careful as to how much detail you provide - generally you need only outline the reason broadly), so on this occasion an acceptable standard has clearly not been met/we have clearly not succeeded in meeting your expectations.

In light of this, we have decided to (solution or offer), which we hope will be acceptable to you, and hope also that this will provide a basis for continuing our relationship/your continued custom.

I will call you soon to check that this meets with your approval/Please contact me should you have any further cause for concern.

Yours, etc.

Other points of note when dealing with customer complaints and complaints letters:

Always take personal responsibility for problems until they are fully resolved. Don't just 'throw it over the wall' and hope that a colleague sees it through. You must be the guardian of the complaint and look after the customer to ensure that your organisation does the right thing, even when someone else

has responsibility to deal with it. Always check that the customer has been looked after, and the problem finally resolved - it's just a phone call.

Always check your policies, procedures, standing instructions, latest bulletins, etc relating to service delivery levels and complaints resolution. If procedures and standards are hazy then do your best to encourage management or directors to create and publish clearer expectations and procedures for staff and customers. When things go wrong it's normally because people don't understand what expectations are, rather than a failure of an individual, or the action or reaction of a customer.

Be careful about accepting liability if you have no guideline or policy enabling you to do so, and in any event, wherever you perceive potentially significant liability could exist, delay any decision or commitment until seeking advice from a person in suitable authority.

Always try to speak to people on the phone - even if you're writing a letter – make contact by phone as well. Voice contact is so much more reliable and effective when trying to diffuse conflict and rebuild trust.

Before you send anything - read it back to yourself and ask, "What would I think if I received this? How would I feel?" If your answers are less than positive you should re-write the letter.

In responding to serious, large complaints and implications, you should initially respond with an immediate solution to resolve the current issue, and then arrange with the customer how best to develop and agree a remedial change that will prevent re-occurrence, which for large contracts should probably entail a meeting, involving relevant people from both sides. In some situations you will find that the need is actually for a fully blown re-negotiation of the service level agreement. In such cases do embrace the opportunity as a very positive one - a chance to consolidate and strengthen the relationship, and normally an opportunity to extend the length of the contract. In dealing with complaints of any sort, take heart from the fact that customers whose complaints are satisfactorily resolved, become even more loyal than they were before the complaint arose.

LETTER OF ENQUIRY

We write an inquiry when we want to ask for more information concerning a product, service or other information about a product or service that interests us. These letters are often written in response to an advertisement that we have seen in the paper, a magazine, a commercial on television when we are interested in purchasing a product, but would like more information before making a decision. For further types of business letters use this guide to different types of business letters to refine your skills for specific business purposes such as making inquiries, adjusting claims, writing cover letters and more.

Remember to place your or your company's address at the top of the letter (or use your company's letterhead) followed by the address of the company you are writing to. The date can either be placed double spaced down or to the right.

Important Language to Remember

The Start:

Dear Sir or Madam

To Whom It May Concern - (very formal as you do not know the person to whom you are writing)

Giving Reference:

With reference to your advertisement (ad) in...

Regarding your advertisement (ad) in ...

Requesting a Catalog, Brochure, Etc.:

After the reference, add a comma and continue - ... , would (Could) you please send me ...

Requesting Further Information:

I would also like to know ...

Could you tell me whether ...

Signature:

Yours faithfully - (very formal as you do not know the person to whom you are writing)

An Example Letter

Kenneth Beare
2520 Visita Avenue
Olympia, WA 98501

Jackson Brothers
3487 23rd Street
New York, NY 12009

September 12, 2000

To Whom It May Concern:

With reference to your advertisement in yesterday's New York Times, could you please send me a copy of your latest catalog? I would also like to know if it is possible to make purchases online.

Yours faithfully

(Signature)

Kenneth Beare
Administrative Director
English Learners & Company

LETTER OF REPLY

It is very important to make a good impression when responding to inquiries from potential customers. Of course, the best impression will be made by providing the materials or information that the perspective client has asked for, this positive impression will be improved by a well written response.

Remember to place your or your company's address at the top of the letter (or use your company's letterhead) followed by the address of the company you

are writing to. The date can either be placed double spaced down or to the right. You can also include a reference number for correspondence.

For further types of business letters use this guide to different types of business letters to refine your skills for specific business purposes such as making inquiries, adjusting claims, writing cover letters and more.

Important Language to Remember

The Start:

Dear Mr, Ms (Mrs, Miss VERY IMPORTANT use Ms for women unless asked to use Mrs or Miss)

Thanking the Potential Customer for His/Her Interest:

Thank you for your letter of ... inquiring (asking for information) about ...
We would like to thank you for your letter of ... inquiring (asking for information) about ...

Providing Requested Materials:

We are pleased to enclose ...
Enclosed you will find ...
We enclose ...

Providing Additional Information:

We would also like to inform you ...
Regarding your question about ...
In answer to your question (inquiry) about ...

Closing a Letter Hoping for Future Business:

We look forward to ... hearing from you / receiving your order / welcoming you as our client (customer).

Signature:

Yours sincerely (remember use 'Yours faithfully' when you don't know the name of the person you are writing and 'Yours sincerely' when you do.

Example Letter

Jackson Brothers
3487 23rd Street
New York, NY 12009

Kenneth Beare
Administrative Director
English Learners Company
2520 Visita Avenue
Olympia, WA 98501

September 12, 2000

Dear Mr Beare

Thank you for your inquiry of 12 September asking for the latest edition of our catalogue.

We are pleased to enclose our latest brochure. We would also like to inform you that it is possible to make purchases online at <http://jacksonbros.com>.

We look forward to welcoming you as our customer.

Yours sincerely

(Signature)

Dennis Jackson
Marketing Director
Jackson Brothers

WRITING BANK

CURRICULUM VITAE

Name: Michel Battler
Address: 112 Sunday Road, Kutztown, PA 19530 USA
Tel: 310 683 7430
E-mail: mbattler@hotmail.com
D.O.B. 24-03-82
Marital status Single

Qualifications:

- 09/2003-02/2004 Certificate of Theme Park Management: Miami University, Florida, USA
- 05/2002-02/2003 Diploma in Hospitality Management: Neath College, Wales
- 09/2000-04/2002 Higher National Diploma in Tourism and Recreation Management: Swansea Institute of Higher Education, Wales
- 09/1998-06/2000 BTEC National Diploma in Business and Finance: Fermanagh College of Further Education, Enniskillen, Northern Ireland
- 09/1993-07/1998 8 GCSEs - Grade B
St Joseph's School, Enniskillen, Northern Ireland

Employment History:

PANNSYLVANIA THEME PARK

Jim Thorb, PA

12/2006 - present

Attractions Lead Coordinator

- Pre-opening, supervised the personal development of staff on standards of customer care
- Compiled and arranged Safety Operating Procedures for Attractions
- Managed employees' daily schedule and delegation of tasks
- Monitored safe operation of major attractions in the Park
- Coordinated the show quality, ensured high standards of maintenance

SUPERWORLD THEME PARK

Miami, Florida

2/2005-12/2006

Intern Supervisor

- Implemented the Intern Program
- Planned and presided over Special VIP Events
- Supervised the training of new employees on operating procedures
- Participated in leadership development and trainer classes

03/2004-02/2005

International cultural representative

- Greeted guests and answered questions
- Took inventory of stock, organized shop displays
- Organized international cultural exchange events

THE NEWBERN GROTTTO

Newbern, Northern Ireland

06/2000-09/2000

Tourist Information Assistant/Grotto Tour Guide

- Provided tourist information for local area
- Guided international parties in one of the largest caves in Europe
- Trained new employees on all aspects of cave guiding

- Languages:**
- ENGLISH, mother tongue
 - FRENCH, fluent
 - SPANISH, elementary

Interests: Folk music, judo, water sports

Additional Information:

1900-2003 Sports club treasurer

1997-2000 Youth group leader

Referee: *Christophe Allain*, 28 Old Main, Sugarloaf 19680 PA USA

COVER LETTER

Company
26 Cane Road
Boston, MA 02115
Jack.Williams@email.com

(Your address would normally go directly above the recipient's address and the date would be in between the two.)

Date:

Dear Mr. Williams,

I noticed your posting on the Best Jobs website and am quite interested in pursuing this opportunity. Please accept my resume and cover letter as expressed interest for the Manager of National Publicity position.

(Notice how the introductory paragraph expresses interest in the available position and tells the employer there is a resume for review.)

As a savvy publicity pro, I have had the opportunity to work as a Senior Publicist for the renowned Tibio PR firm for the past seven years. With my strong public relations experience and educational background I feel I can bring a refreshing approach to your company. A few of my key strengths include: thriving in any environment, great attention to detail, and excellent communication skills.

With a double Bachelors degree in Communications and English, I have a solid understanding of how a public relations firm works. I also have excellent writing skills.

Please do not hesitate to contact me to schedule an interview at your earliest convenience. I can be reached either via email at firstname@email.com or on my cell phone at 000-000-0000. Thank you for your time and consideration and I look forward to speaking with you soon.

Sincerely,
Your Full Name

COVER LETTER

Michel Battler
112 Sunday Road, Kutztown PA
19530 USA
Tel: 310 683 7430
mbattler@hotmail.com

14 March 2009

Dear Sir/Madam

In reply to the advertisement in *The Travel Journal* of 12 March 2009, I would like to apply for the post of Tour Coordinator.

As you will see from my CV, I enjoy a successful career in tourism and hospitality and have some experience in supervising and management.

For the last three years I have worked as an Attractions Lead Coordinator at Pennsylvania Theme Park and therefore feel I can offer Travel Unlimited Commitment enthusiasm and dedication.

I also believe I am hard working and reliable and would very much like to gain greater work experience.

I look forward to hearing from you in the near future.

Yours faithfully,

Michael Battler

MEMO

Memorandum (Persuasive)

To: Andy Andler, Benita Buchanan, Charles Chavez
CC: Darcy Danko
From: Heady the Head Honcho
Date: June 1, 2006
Re: Need for New Memo Format

I've noticed we don't seem to be able to communicate important changes, requirements and progress reports throughout the company as effectively as we should. I propose developing one consistent memo format, recognizable by all staff as the official means of communicating company directives.

While I know this seems like a simple solution, I believe it will cut down on needless e-mail, improve universal communication and allow the staff to save necessary information for later referral. Please talk among yourselves to determine the proper points of memo writing and return the input to me by 12 noon. I will then send out a notice to the entire staff regarding the new memo format.

Thank you for your prompt attention to this.

Memo (Directive)

To: All Staff
From: Heady the Head Honcho
Date: June 1, 2006
Re: New Memo Format Effective June 1

In order to make interoffice communications easier, please adhere to the following guidelines for writing effective memos:

- Clearly state the purpose of the memo in the subject line and in the first paragraph.
- Keep language professional, simple and polite.
- Use short sentences.
- Use bullets if a lot of information is conveyed.
- Proofread before sending.
- Address the memo to the person(s) who will take action on the subject, and CC those who need to know about the action.
- Attach additional information: don't place it in the body of the memo if possible.

Please put this format into practice immediately. We appreciate your assistance in developing clear communications. If you have any questions, please don't hesitate to call me. Thank you.

Memo

TO: David
FROM: Sandra, Ops
Date: 15 May
CC:

Seat Allocation

Could you pls arrange to allocate sts 14A and 14B for Mr and Mrs Patel asap on 06 May – flight BHX - MCO ULE 707 departing 11.15 and on their return flight on 20 May ULE 708 departing 16.40.

These are passengers who complained about their previous flights and Nigel assured them we would 'look after them' on this year's holiday. Could you pls advise Leisure to take care of them on the flight as well.

Many thanks.

Gill

Some common abbreviations:

pls = please

asap = as soon as possible

sts = seats

CC = copy to

Memo

TO: Peter
FROM: Sandra, Manager
Date: 15 May 2011

Conference Arrangements

As you know, Ms Brown, the British Council Conference Coordinator has booked our hotel to hold seven meetings in June.

In order to provide our regular client (Ukrainian Office of British Council) with the best conference facilities and services, could you please do your best to make all the conference arrangements for tomorrow's meeting at 10 a.m.:

- prepare 402 conference hall;
- provide them with our new conference facilities;
- check the Internet access (there were some problems yesterday);
- book a bus to transport 30 guests to the Office of British Council at tomorrow 3 p.m.

Many thanks.

LETTER OF COMPLAINT

(complaints letter example - faulty product)

(use letterheaded paper showing home/business address and phone number)
name and address (of customer service department)

date

Dear Sirs

Faulty (xyz) product

I'm afraid that the enclosed (xyz) product doesn't work. It is the third one I've had to return this month (see attached correspondence).

I bought it from ABC stores at Newtown, Big County on (date). I was careful to follow the instructions for use, honestly. Other than the three I've had to return recently, I've always found your products to be excellent.

I'd be grateful if you could send a replacement and refund my postage (state amount).

I really appreciate your help.

Yours faithfully

signature
J Smith (Mrs)

LETTER OF COMPLAINT

(complaints letter example - poor service)

(use letter headed paper showing home/business address and phone number)
name and address (for example to a service manager)

date

Dear (name)

Outstanding service problem - contract ref (number)

I really need your help with this.

Your engineer (name if appropriate) called for the third time in the past ten days to repair our (machine and model) at the above address, and I am still without a working machine. He was unable to carry out the repair once more because the spare part (type/description/ref) was again not compatible. (I attach copies of the service visit reports.) Your engineers have been excellent as always, but without the correct parts they can't do the job required.

Can I ask that you look into this to ensure that the next service visit, arranged for (date), resolves the matter?

Please telephone me to let me know how you'd like to deal with this. When the matter is resolved I'd be grateful for a suitable refund of some of my service contract costs.

I greatly appreciate your help.

Yours sincerely

signature

J Smith (Mrs)

Enc.

LETTER OF COMPLAINT
(complaints letter example – ruined holiday)

Sunrise Hotel
112 Harbor str.
Miami FL 33010

27 August 2010

Dear Sir / Madam

We are writing to complain about the appalling standard of service we received at Sunrise Hotel (Main Beach Resort). We arrived there on 14 August, having booked a villa room (ref: BMT 324).

The villa room accommodation was basic; the floor was uncarpeted and dirty. Worse, water was dripping through a green stain on the bathroom ceiling and the bathroom stank.

After much discussion with the staff (consisting entirely, it seems, of trainees) we persuaded them on deposit of cash sum to allow us to move into a sea-view room in the building. The room was simple but barely adequate.

However, it can never justify the description in your brochure of “luxury accommodation”. We did not have “antique-style furniture” as advertised in your brochure. The air conditioning was broken and we did not find a TV in the room. The room was noisy with continuous music from the disco at night and the swimming pool by day. It is certainly not “a superbly appointed hotel, the perfect choice for discerning guests who seek deluxe comfort in a tranquil setting” as described so misleadingly in the brochure.

We have no intension of letting this matter drop until we have received full compensation for a ruined holiday in circumstances, which at best are negligent and at worst fraudulent.

Yours faithfully,
Carla and Peter Watson

LETTER OF APOLOGY

Sunrise Hotel

1 1 2 HARBOR STR. MIAMI FL 33010

28 August 2010

Dear Mr and Mrs Watson,

Thank you for bringing this matter to our attention.

We are very sorry to hear that you did not enjoy your holiday at Sunrise Hotel. We apologise for any inconvenience caused, but we would like to explain some points.

Firstly, as August was a very busy period at our resort we had a shortage of staff and had to involve some trainees to our regular client servicing.

Secondly, we are afraid that we are not responsible for the sound of the waves in the pool – there are always many people swimming there.

Finally, the brochure says that Sunrise Hotel has a policy of no TVs as part of its charm and antiques are in reception area, not in room.

Please accept our apologies for the broken air conditioning and faulty equipment in the bathroom. Please be assured that we will shoot a trouble there and this will not happen again.

We value your custom highly but we are not able to return your money – the Sunrise Hotel was a hot offer at special rates. As you are our regular clients and your satisfaction is our priority, we would like to offer you a voucher for free room (three nights) at our hotel.

Yours sincerely,

Amanda Harrison,
Assistant Manager

LETTER OF APOLOGY

Sun Bay Café

112 Harbor street
Miami FL 33010
Tel / fax 31045024711
Email: piper@sunbay.com.us

10 July 2009

Dear Ms Phillips

Thank you for your letter of 7 July. Please accept my apologies for your unfortunate experience in our café.

We pride ourselves on our high standard of service. Unfortunately, July is not only a very busy season but also a time for annual leave. On this particular day 3 employees were off sick. As a result, we have now taken on extra staff and are developing a training program.

I enclose a voucher for a free meal and glass of wine and hope you will notice improvements in our service.

Yours sincerely,

Peter Piper,
Assistant Manager
Sun Bay Cafe

ENQUIRY LETTER

01 August 2009

Dear Sir or Madam

My wife and I wish to celebrate our silver wedding anniversary by visiting Ukraine for the first time in October. In particular we would like to see as much as possible of the cultural sights and mountain tours of Ukraine and sample the gastronomic delights of the country.

I would be grateful if you could send me a brochure on cultural and mountain tours and give me full details about the places we should visit, the accommodation and transport, and the prices.

Thanking you in advance, I look forward to hearing from you in the near future.

Yours faithfully,

David Brown

REPLY LETTER

UKRAINE Tour

43 University str.
Ivano-Frankivsk 76000
Tel / fax 0342 77 88 20
Email: mlutziv@uatour.com

04 August 2009

Dear Mr. Brown,

Thank you for your letter requesting information about touring holiday in Ukraine.

We enclose our brochure where you will find a wide selection of coach and self-drive tours of Ukraine.

Since this is your first trip we would recommend that you look in particular at the Grand Coach Tour of Ukraine on page 32. This round trip in deluxe air conditioned coaches takes you to all the major sites: Kyiv – the capital, Kamjanetz-Podilskyi – the fortress town, the castles of Lviv, and the Carpathian mountain tour. It also includes visits to the famous Hutzul region.

These tours are accompanied by an experienced guide and accommodation in first class hotels with service charges and portorage included in the price.

I do hope that you will find the holiday of your choice in our brochure. Our travel consultants on our Helpline 0342 77 88 19 will be delighted to help you with your booking and to answer any queries.

We look forward to welcoming you on Ukraine Tour.

Yours sincerely,

Martha Lutziv,
Senior Travel Consultant

ENQUIRY LETTER

School of Country Studies
12 Green Street
Manchester
WC2 14X

14 March 2011

Dear Sir / Madam

The above-named institute is intending to hold its forthcoming conference on “Cross-Culture Communication at Universities” in Berlin from 20-24 June 2011.

I would be grateful if you would let me know whether your hotel would be in a position to host this conference and provide me with a description of your facilities and tariffs for approximately 100 delegates.

I look forward to hearing from you.

Yours faithfully,

Halyna Petrenko
Conference Coordinator

REPLY LETTER

GRAND HOTEL
BERLIN

Goethestrasse 24, Berlin 10713. Tel/Fax: 030 41 34 814

School of Country Studies
12 Green Street
Manchester, WC2 14X

15 March 2011

Dear Mrs. Petrenko,

Thank you very much for your interest in our hotel.

The Grand Hotel is situated in the centre of Berlin near the famous Brandenburg Gate. We would be glad to host the conference and provide your delegates with the best facilities and service.

We can allocate up to 300 guests. Our banqueting and conference facilities include:

- 18 air-conditioned conference halls (1850 sq m)
- simultaneous translating/interpreter's booths
- 12 seminar rooms
- swimming pool, sauna
- hairdresser's and fitness facilities
- restaurants and bars
- excursion service
- multi-storey car park (250 cars)

Price for 100 delegates (full board and conference facilities) x 3 days is €7500.

Enclosed we send you our hotel brochure. Please do not hesitate to contact us if you have any questions. For the reservation please email or call on the above given tel. number.

We would be happy to welcome you in our hotel.

Yours sincerely,

Maria Althaus, Assistant Manager

LETTER OF CONFIRMATION (Fax)

7-AUG-2009 13:40
FROM LGW
01264 639102 P.01

AUS Travel

FROM: Jackie Bassett
FAX No.: 0033
RE: Confirmation of reservation
No. of pages including this one: 1

In reply to your fax of today's date, we are pleased to confirm your reservation. I have included the information you will need to make your check-in as simple as possible.

Your confirmation number: BF015H
Arrival date: January 10, 2010
Departure date: January 12, 2010
Room type: Double
Rate: \$80.00

Your room will be ready for occupancy after 12 noon.
If any of this information is incorrect, please contact us immediately. If you have any additional questions, or need to make changes to this reservation, please fax us or call our phone number at the top of this fax. Thank you for choosing our hotel and I hope you enjoy your stay.

Yours sincerely,

Silvia Roth, Reservations Manager

Please note: Reservations cancelled without 24 hours' notice will be subject to a charge of one night's stay.

LETTER OF CONFIRMATION (Email)

From: Schneider@bismark.de
Subject: 15-18 Oct
Re: Your booking 15-18 Oct.

Dear Ms Grey,

Thank you for your email of 2 September. We are delighted to confirm the booking for you and your party of five guests. We have reserved three double rooms with en suite bath for 15-18 October.

I can confirm the room rates will be €180 per person per night. This is inclusive of the 10 percent group discount.

We look forward to welcoming you on the 15 October.

Best regards,

Suzanne Schneider

Reservations Manager
Berlin Hotel Bismarck

LETTER OF CONFIRMATION
(confirmation of the agreement)

28 January 2011

Dear Mrs Powers

This is to confirm our recent discussions. At the meeting held on 25 January it was agreed that:

1. 500 rooms with a sea view would be / will be made available at the Grand Canyon hotel from 30 March – 25 November on a weekly basis.
2. We, Global Tours, are required to inform the hotelier (at least) four weeks in advance if we wish our allocation to be cancelled. The account is to be / will be settled one month after the close of the holiday period, i.e. by or before 25 December.
3. All payments are to be / will be made in US\$. The rates for this year have been fixed in advance at \$1 = 7.95 UAH.
4. It has been / was / had been brought to our attention that our tour information was not displayed last year. Therefore suitable space must be provided for our company leaflets and notices to be displayed.

We trust we are in agreement on all these points. I remain at your disposal should you wish to raise any further points. It has also come to our notice that your copy of the contract has never been returned. I would be grateful if it was / were completed without delay and returned to our Head Office.

It is noted that this agreement is valid for two years and six months' notice is required in writing in order for it to be terminated.

Yours sincerely,

Stephan Wide,
Chair

RECOMMENDATION LETTER

To Whom It May Concern:

I highly recommend Jane Doe as a candidate for employment. Jane was employed by Company Name as an Administrative Assistant from 2002 - 2005. Jane was responsible for office support including word processing, scheduling appointments and creating brochures, newsletters, and other office literature.

Jane has excellent communication skills. In addition, she is extremely organized, reliable and computer literate. Jane can work independently and is able to follow through to ensure that the job gets done. She is flexible and willing to work on any project that is assigned to her. Jane was quick to volunteer to assist in other areas of company operations, as well.

Jane would be a tremendous asset for your company and has my highest recommendation. If you have any further questions with regard to her background or qualifications, please do not hesitate to call me.

Sincerely,

John Smith
Title
Company

RECOMMENDATION LETTER

Attn: Julia M. Jones

Re: Katie Kingston

Dear Ms. Jones:

I am writing this reference at the request of Katie Kingston who is applying for Student Volunteer Program at St. Francis Hospital this summer.

I have known Katie for two years in my capacity as a teacher at Smithtown College. Katie took English and Spanish from me and earned superior grades in those classes. Based on Katie's grades, attendance and class participation, I'd rate Katie's academic performance in my class as superior.

Katie has a number of strengths to offer an employer. Katie is always interested in supporting others. For example, this year when we worked on our class community service project, Katie was helpful to me in collecting and organizing the food for the food pantry here in Smithtown.

In conclusion, I would highly recommend Katie Kingston. If her performance in my class is any indication of how she'd perform in your position, Katie will be a positive addition to your organization. If you should ever need any additional information you can feel free to contact me at 555-5555 or by email at email@email.com anytime.

Sincerely,

Susan Samuels
Teacher, Smithtown College

RECOMMENDATION LETTER

(College Recommendation Letter from a Teacher)

Reference for Beth Crawley

I have known Beth Crawley for the past two years, having served as both her English teacher and her supervisor on the ABC High School newspaper. I believe Beth would be an excellent addition to XYZ College.

While a student at ABC High School, Beth has always challenged herself academically. She is an active participant in class discussions, and grasps material quickly. She has superb written and verbal skills that are a pleasure for any teacher to encounter. Beth even tutors incoming high school freshmen who are struggling with their English courses.

Beth also excels in extracurricular activities. She has served as the features editor of our high school paper for the past two years, and has written a number of insightful, thought-provoking articles. Her ability to delegate work to her assistant editors also reflects her organizational skills and strong leadership abilities.

Beth would bring so much to your school, both inside and outside of the classroom. If you have any questions regarding Beth's qualifications, please feel free to contact me at (555) 555-5555 or Kara.White@email.com

Sincerely,

Kara White
English Teacher and Department Chair
ABC High School

RECOMMENDATION LETTER

(Recommendation Letter Sample for College Student Worker)

Recommendation for John Brown

I have had the pleasure of working with John for the past three years while he has worked in various capacities for the Career Office at ABCD College. Mr. Brown has been a superb performer in each role which he has played with the office and has far exceeded expectations for productivity. I have worked with over 200 student workers during my tenure with the office and John stands out as one of the very, very best. In fact, staff view him more as a professional colleague than a student worker and have assigned complex and responsible tasks to him which would not usually be entrusted to students. These tasks include responsibility for maintaining our vital recruiting database which has a very confusing and complex structure.

John is extremely well organized and detail oriented in his approach to tasks. He masters projects quickly due to his keen intellect and carries them out in a precise and error free manner. We often exclaim with surprise that John has already finished a task and marvel about how he has done with such thoroughness and efficiency.

John was originally hired in a reception role due to his strong interpersonal and communication skills. He quickly learned about an extensive array of resources and services available to our clients and excelled at sharing information with his peers. John's consistently positive attitude and air of calm confidence enabled him to comfortably interface with students, alumni, employers and other clientele. Based on his strong performance in this role, he was hired as our summer office assistant where he provided outstanding administrative support to the entire staff. John worked independently on office projects and took the initiative to improve systems when it was warranted. The following fall we hired John again to help manage our recruiting database based on his very successful summer stint with the office.

I give John my highest recommendation as an extremely bright employee with an extraordinarily positive attitude toward work. I am confident that any surprises with John will be pleasant ones since he will perform better on the job than you

might even imagine from his interview. Please feel free to contact me if you have any questions about this exceptional young man.

Sincerely,

FirstName LastName

Director, Career Office
518-580-5888
email@college.edu

EDUCATIONAL REPORT

Nassau House

Key Information:

Specialty Category: Back roads

Location: Florida

Metropolitan areas: Miami

Region: USA

Min Price: 95 US Dollar (USD) per day

Max Price: 195 US Dollar (USD) per day

A warm tropical setting awaits your arrival at The Nassau House located on historic Fleming Street in the heart of Old Town Key West. The Nassau House has long been a favourite of visitors to Key West. Under new ownership the interior and exterior have recently been given a fresh new look with new colours and amenities.

Location:

154 miles south of Miami

Nearest major airport:

Key West, FL (EYW) 2 miles

Directions from airport:

Approximately 2 miles from Key West Airport. \$10.00-\$15.00 cab ride. Cabs are available at the Key West Airport.

Resort Shuttle

Runs regularly from Miami to the Nassau House area until late at night.

Room Rates (USD American Dollars)

Accommodations: Standard Queen Room

There are 9 guest accommodations (9 with private baths)

Single occupancy rate is \$ 209.00

Double occupancy rate is \$ 209.00

The rate for each additional person is \$ 25.00

Other Accommodations:

2 Room Suites at higher price

The Treetop Suites go for \$229 per night & The Bahama King is \$219 per night.

Property amenities:

All rooms have private bath, air condition, ceiling fans, radios, hair dryers, coffee makers. Suites offer full kitchen and accommodate up to 4. Lagoon / Jacuzzi pool.

In Room

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Air conditioning | <input type="checkbox"/> Alarm clock |
| <input type="checkbox"/> Amenities Basket | <input type="checkbox"/> Ceiling fans |
| <input type="checkbox"/> Coffee/Tea facilities | <input type="checkbox"/> Data port |
| <input type="checkbox"/> Fridge | <input type="checkbox"/> Hairdryer |
| <input type="checkbox"/> Ironing Board | <input type="checkbox"/> Microwave |
| <input type="checkbox"/> Private entrance | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Satellite/Cable TV | <input type="checkbox"/> TV |
| <input type="checkbox"/> Telephone | |
-

On Site

- | | |
|--|---|
| <input type="checkbox"/> Board games | <input type="checkbox"/> Computer |
| <input type="checkbox"/> Copier | <input type="checkbox"/> Fax Machine |
| <input type="checkbox"/> Hot tub/whirlpool tub | <input type="checkbox"/> Internet Service |
| <input type="checkbox"/> Library | <input type="checkbox"/> VCR |
| <input type="checkbox"/> Wedding Facilities | |
-

Other Amenities

- | | |
|--|---|
| <input type="checkbox"/> Iron and ironing boards | <input type="checkbox"/> Ionic Air Cleaners all rooms |
| <input type="checkbox"/> Full concierge service | <input type="checkbox"/> Tour & Excursion Tickets
Sold at Front Desk |
| <input type="checkbox"/> Refrigerators in rooms | Some rooms with wet bars |

Facilities for Children

Nursery / childcare: for children aged 6 months to 6 years. Provides games / puppet shows / arts and crafts for all children.

Kids' Vacation Center: for children aged 2 to 14 years. Swim instruction and supervision in a special area just for children.

K.C.'s night club: evening childcare for children. Advance reservations required.

Meals

A Continental breakfast is included with room rate

Breakfast is served from: 9am-11am daily

Breakfast is served in the kitchen guests dine outside, lagoon side on the deck, breakfast/dining area.

Additional food services included in room rate: Afternoon social hour

Area Attractions

Aquarium, Art Galleries, Beach, Gourmet/Fine Dining, Historical interests, Live Music, Nature area, Ocean, Snorkeling, Writers, Poets, Painters, Scuba Diving, Performing Theater, Religious Services

Onsite or Nearby Activities

Bicycle rental, Bicycles, Boating, Canoeing, Fishing, Golfing, Kayaking, Excursion Tickets On Site, Trolley Tours, Jet Ski Rental, Romantic Sunset Sails, Train Tours, Dolphin Excursions, Sailing, Shopping, Sight-seeing, Swimming, Swimming pool, Water sports

Policy:

A one night deposit including tax is required to either American Express, Visa, MasterCard, at the time a reservation is made. Cancellation policy 14 days prior to arrival. Outside 14 days a \$25.00 cancel fee. Cancellation within 14 days the deposit is non refundable. In the event of early departure there is no refund for unused nights. Special Events and Holidays may require higher deposit amounts and are subject to 30 & 60 day notice of cancellation, and may be subject to higher cancellation fee. Check in 2:00 PM, Check out 11:00 AM. No smoking rooms, smoking permitted outside only. We do not accept pets.