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Business Communication



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Objective

- **This course is designed to help students learn business communication by developing in them both written and oral skills of communication, they need to be successful in their professional lives. To make students familiar with the real communication issues, personal interviews with business associates and academics other than the theoretical discussions will be the hallmark of this course.**

Why Study Business Communication?

Five ways that make a difference

- **First, the subject matter is different: here you will get a chance to practice communicating with concepts and techniques.**
- **Second, you will, for example, practice writing memos, letters and business reports.**
- **Third, you will have a chance to practice your oral presentation skills, being extensively used in business world.**

Why Study Business Communication?

- **Forth, you may learn a slightly different style of writing and speaking: In general, business communication is more objective, systematic, and concise than creative or personal writings.**
- **Finally, – unlike assignments in other courses, which may emphasize the message itself or the personal expression of the writer or speaker – business communication focuses on the response you elicit from your reader or listener.**

What People Required to be Skilled Communicators?

They need extensive and complex body of knowledge that includes:

Semantics (the study of word choice)

- 1. Linguistics (the study of language)**
- 2. Rhetoric (the study of writing and speaking effectively)**
- 3. Psychology (the study of human behavior)**
- 4. Sociology (the studying of society)**
- 5. Graphic Design (the ability to communicate through visuals)**
- 6. Computer Sciences (to handle word processing etc.)**

What is Communication?

- **The word communication means the act or process of giving or exchanging of information, signals or messages as by talk, gestures or writing. Technically speaking, in the act of communication, we make opinions, feelings, information etc. known or understood by others through speech, writing or bodily movement.**

Why do we Communication?

The purpose of any given communication is:

- **stimulating some action.**
- **giving information, ideas, attitudes, beliefs or feelings.**
- **establishing links or relations with other people.**

Stimulating Action

Stimulating action may be achieved by two ways:

- **Expressing needs and requirements.**
- **Persuading and motivating others the way you want them to act.**

Giving Information

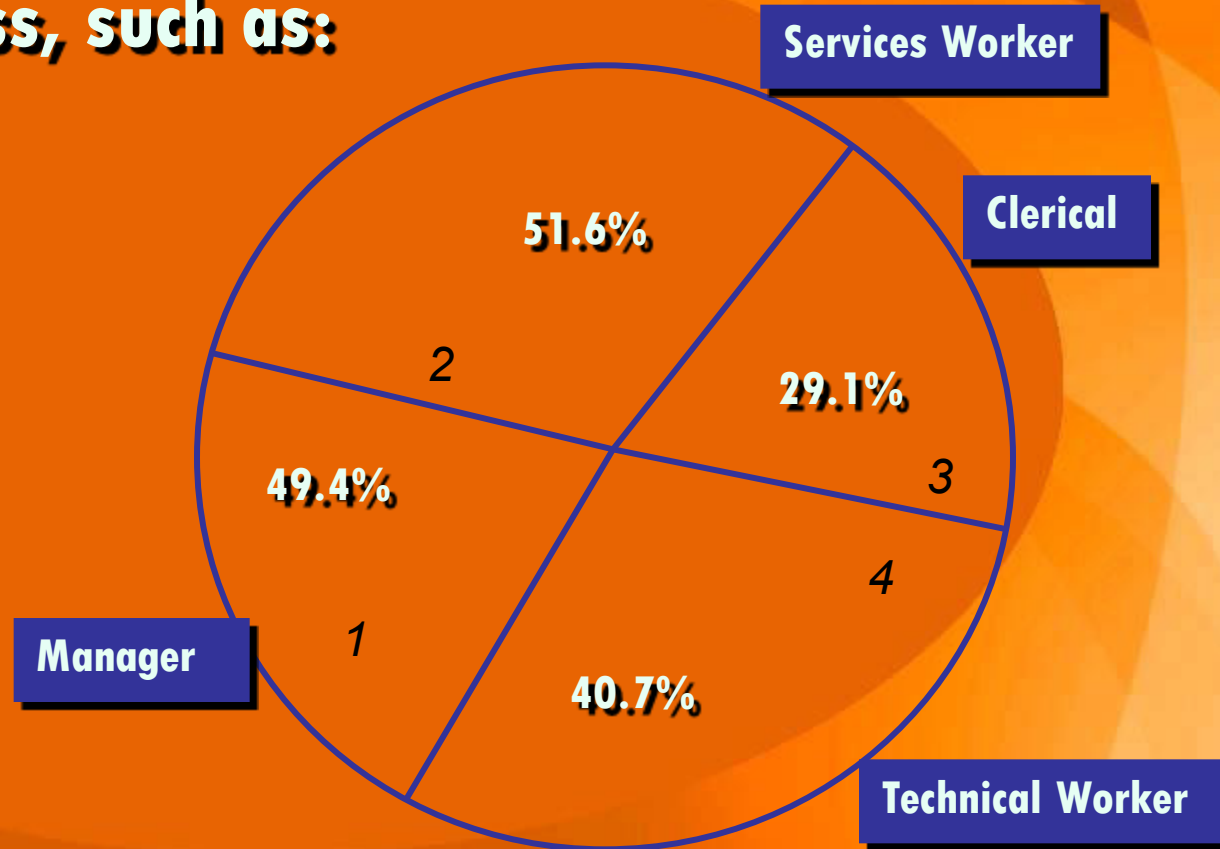
Giving information, ideas, attitudes, beliefs and feelings may be done for any number of purposes:

- **Creating awareness**
- **Creating understanding**
- **Persuading others**
- **Influencing others**

Importance of Communication

Effectively in speaking and writing is useful in all areas of business, such as:

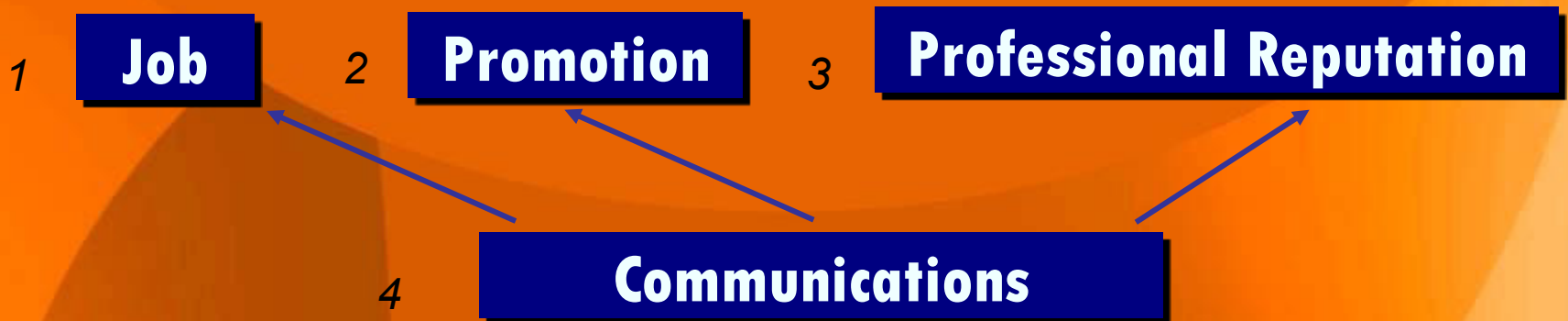
- **Management**
- **Technical**
- **Clerical**
- **Social positions**



So poorly written messages result in loss of time, money and even life.

Advantages of Communication in your Career

- **Success in your career is based on your ability to communicate effectively is a valuable asset.**
- **This is a valuable asset of you.**
- **Strong communication skills are found in every job description listed by companies advertising positions.**
- **Communication is a primary responsibility in many career**
- **Community clearly internally and externally.**



Requisite for Promotion

- **Prime requisite of a promo table executive is ability to communicate.**
- **Your ability to communicate is, in fact, your trademark. The memos, letters and reports you write, demonstrate your ability or lack of ability to communicate.**
- **Poor communication remain buried in lower, dead-end jobs.**

Requisite for Promotion

You may have capacity for hard work.

- **Ability to get thing done with and through people**
- **Good appearance**
- **Self-confidence**
- **Sound decision-making skills**
- **College education**

Requisite for Promotion

Three top responses of promotable executive:

- **Business letter**
- **Report Writing**
- **Oral Communication**

Developing the Right Attitude

- **“To the customer, you are the company.”**
- **Each message communicates the essential quality and culture of your company.**

To develop the right attitude, you need certain qualities:

- **Careful and sound judgment while choosing ideas & facts.**
- **Patience and understanding while dealing with unjustly persons or managers.**

Developing the Right Attitude

- **Integrity.**
- **knowledge of English language.**
- **processes and principals of successful communication.**
- **Knowledge of cultural conventions of your audience.**

Cultural Diversity at Work

- **Today's workplace is increasingly diverse in age, gender, and national origin.**
- **Diversity has brought problems to organizations and has brought strengths too.**
- **To handle diversity issues in the workplace, companies need to take certain measures:**
 - **Seminars.**
 - **Managers needs to be open minded.**
 - **Language problems.**

Business Communication



Organization

- **An organization is a group of people associated for business, political, professional, religious, social or other purposes.**
- **Its activities require human beings to interact and react, that is, to communicate.**
- **They exchange information, ideas, plans, order needed supplies and make decisions, rules, proposals, contracts, and agreements.**
- **Communication is the “Lifeline” of every organization OR “lifeblood” of any organization.**

Flow of Communication

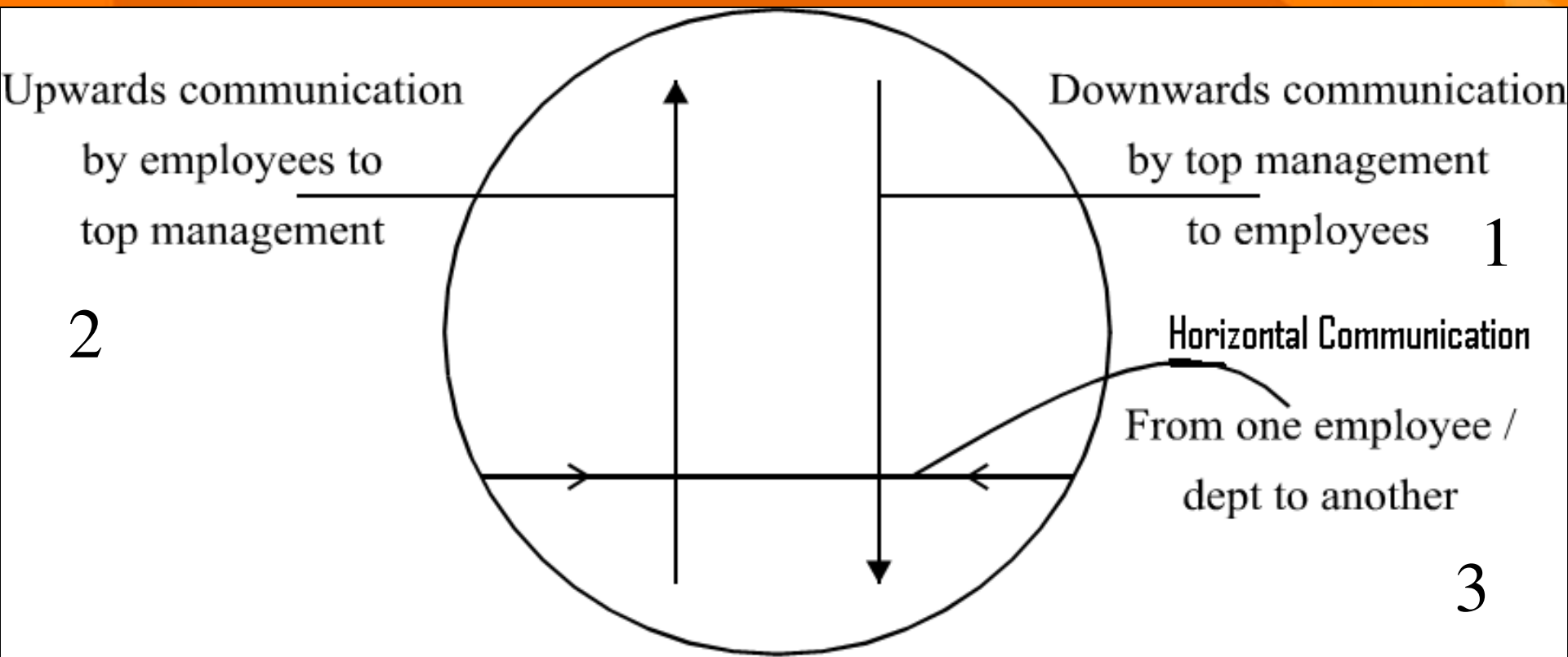
Formal

- **Planned communication.**
- **Memo, letter, report, e-mail faxes that follow company's chain of command.**

Informal Communication

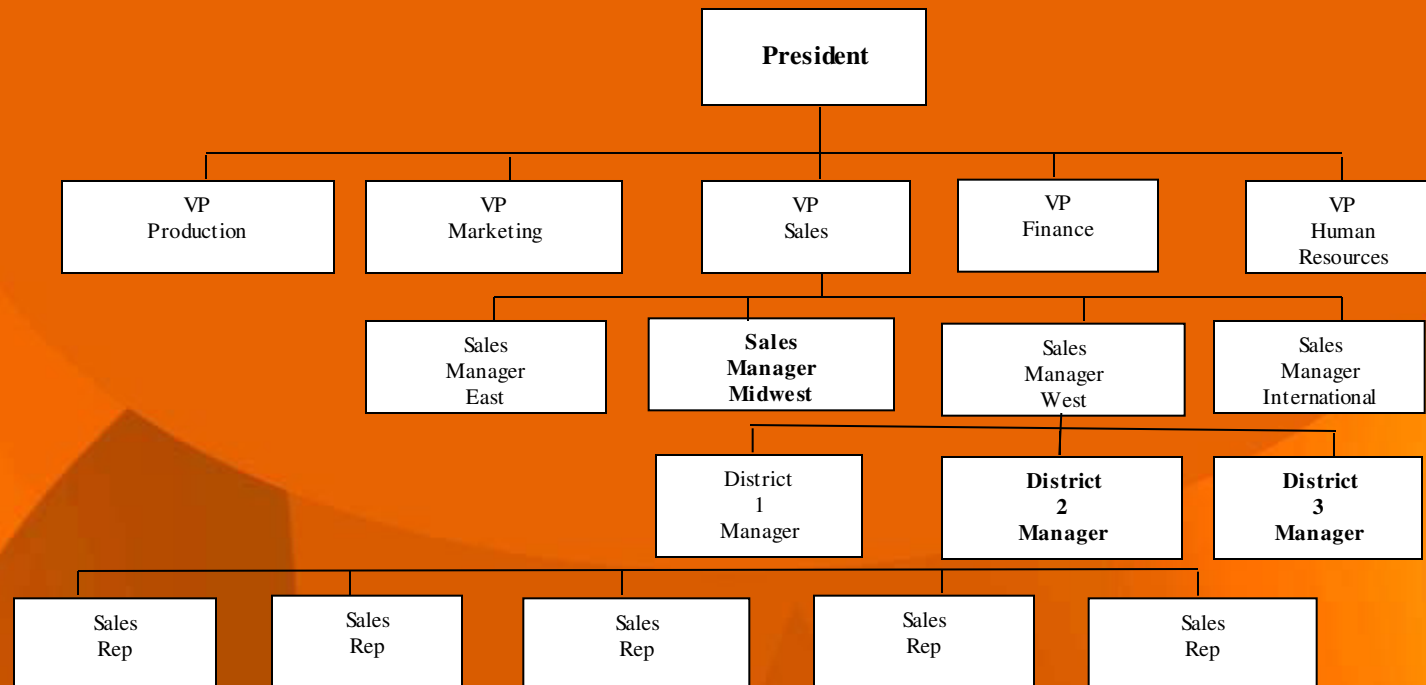
- **Casual Communication among employees, e-mails, face to face conversation, phone calls and discussions.**

- Direction of flow within the organization



Internal Communication

- **The formal flow of information follows the official chain of command.**



Downward Communication

- **Organizational decision are made at top level and then flow down to the people who carry them.**
- **Employees become motivated and more efficient.**
- **It increases satisfaction.**
- **They need clear job directions, safety rules, facts about organizational strategies, products, and viewpoints on important controversial issues.**

Upward Communication

- **Communication that takes place from the lower management to the upper management.**
- **It helps the top management to make intelligent decisions.**
- **Upward communication can be formal and informal.**

Horizontal Communication

- **Horizontal flow enables two departments or two people to function properly.**
- **It solves problems, performs job duties, prepares for meetings and cooperates on important projects.**

Informal Internal Communication

- **Every organization has an informal communication network – a grapevine – that supplements official channel.**
- **It is important source of information.**
- **It is casual conversation of an organization.**

External Communication

- **Communication that takes place between two or more than two organizations is called external communication. The right letter, proposal, report, telephone call, or personal conversation can win back an angry customer, create a desire for a firm's product or services, encourage collections, motivate performance and in general, create goodwill.**

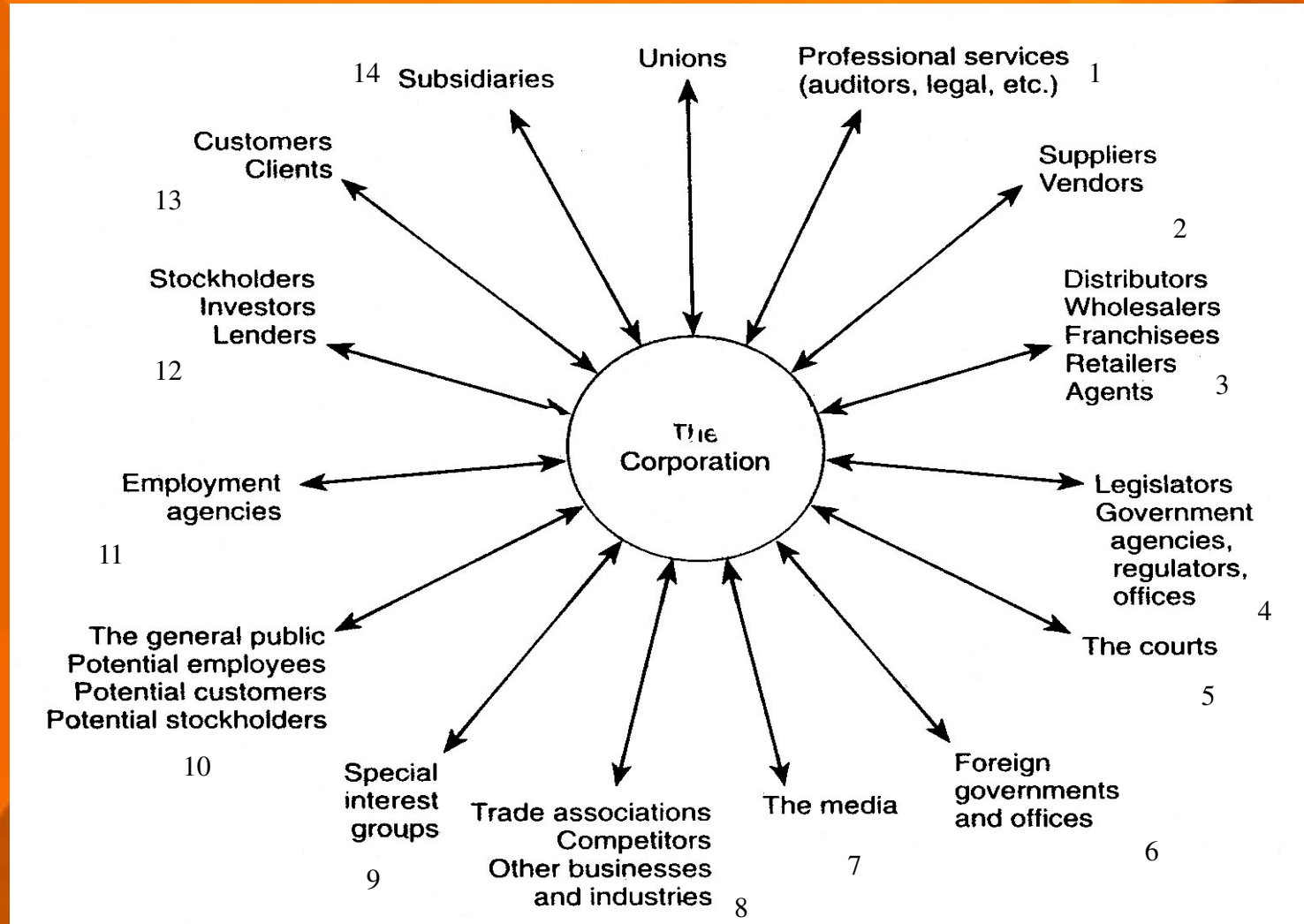
Formal

Planned communication with outsiders, memo, letter, Report, e-mail, Faxes that follow company's chain of Command.

External Communication

Casual Communication among Customers, suppliers, investors, e-mails, face to face conversation, phone calls, discussions

Various Aspects of External Communication



Business Communication



Communication

- **Transmitting information from one person to other person.**

Theories of Communication

Electronic Theory

- One very influential theory is called the mathematical or electronic theory of communication.
- This idea emphasized the technical problems of transmitting a message from a sender to a receiver.
- It is based on, and uses the language of electronics.
- The message begins with an *information source*, the mind of the sender (writer or speaker), who *encodes* a message into words and sentences.

Electronic Theory

- The message is *transmitted* as a signal (marks on paper or sound waves) through a channel, where it may be distorted by *noise* (such as smudged typing or acoustical problems). As a last step, the receiver (listener or reader) *decodes* the message.



- **The electronic theory is helpful because it introduces the ideas of senders and receivers and of possible interference. It emphasizes one important aspect of communication:**
 - **Accuracy.**

Limitations of Electronic Theory

- **Its usefulness is limited , people are not machines**
- **An accurate electronic communication system can be design but not a human one.**
- **It ignores many other important dimensions of the situation in which we communicate.**

Social Environment Theory

- **Social environment theory was coined by social and behavioral scientists.**
- **We must consider the situation, the social context in which we work.**
- **When we work and communicate together, we all participate in a social situation.**
- **Within that situation, each agrees to assume certain roles – such as “compromiser,” “initiator,” “or “encourager” – based on our part in the activity.**
- **We each have a certain status prescribed officially, such as our job title.**

Social Environment Theory

- **We need to understand the rules, or the “culture,” of the environment in order to communicate: both the official rules – such as company policies and practices – and those unwritten rules regarding to whom, how and when, and for how long it is appropriate for us to communicate within a certain organization.**

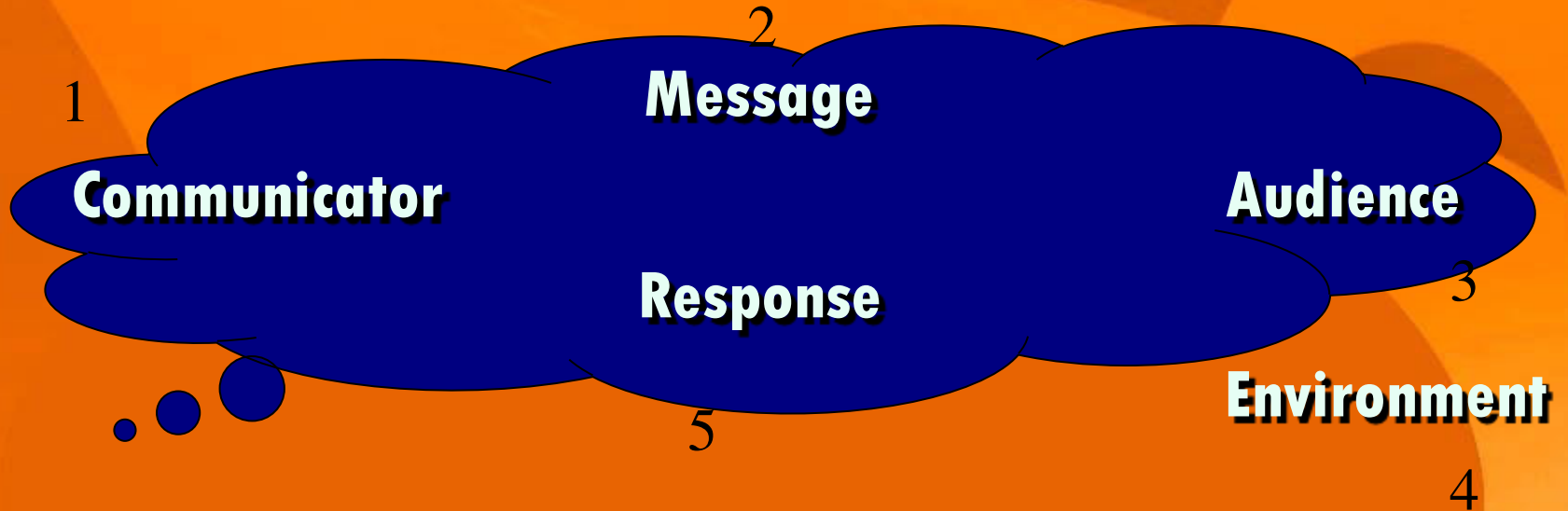


- **Social environment is helpful because it adds the important dimension of the specific social situation.**

Rhetorical Theory

- **Third set of theorists add more dimensions to our understanding of the communication process: communication is not linear, but circular.**
- **It is not just sending a message to be received, but producing a response; not static, but dynamic.**
- **Rhetorical theorists provide an important addition to the communication model for business communicators.**
- **Many people caught up in the accuracy and forget third crucial variable, producing the desired *response* from their audience.**
- **This model is circular, not linear.**

Rhetorical Theory



- **The most important difference between business communication and other forms of communication is this circular quality.**
- **Your business communication effectiveness depends on the result you achieve.**

The Communication Process

- **Communication is a process of sending and receiving verbal and nonverbal messages.**
- **Communication is considered effective when it achieves the desired reaction or response from the receiver.**
- **Communication is a two way process of exchanging ideas or information.**

The Communication Process

- **The process of communication has six components:**
 - 1. Context**
 - 2. Sender/Encoder**
 - 3. Message**
 - 4. Medium**
 - 5. Receiver/Decoder**
 - 6. Feedback**

Context

- **Every message, whether oral or written, begins with context.**
- **Context is a broad field that includes country, culture, organization and external and internal stimuli.**
- **Your attitudes, opinions, emotions, past experiences, likes and dislikes, education, job status and confidence.**

Business Communication

Message

- **The message is the main idea that you wish to communicate.**
- **It is of both verbal (written or spoken) symbols and nonverbal (unspoken) symbols.**
- **First decide exactly what your message is, also consider the receiver of your message.**

Medium/Channel

- **It means the way by which a message is communicated.**
- **You can choose electronic mail, the printed word.**
- **The choice of medium is affected by the relationship between the sender and the receiver.**

Oral Communication

- **The oral communication brings back immediate feedback.**
- **It has a conversational nature with shorter words and sentences.**
- **It stresses on interpersonal relations.**
- **This medium needs less technical details.**
- **Its sentence structures are simple.**

Written Communication

- **This medium is more formal with focus on contents.**
- **It can convey any amount of technical information.**
- **It is best for permanent record.**
- **This medium uses longer words and longer sentences.**
- **It brings delayed feedback.**

Inside Your Organization

For internal communication, written media may be:

- **Memos, reports, bulletins, job descriptions, posters, notes, employee manuals, electronic bulletin boards and even internal faxes.**

Oral communication may take the form of:

- **Staff meeting reports, face to face discussions, presentations, audio tapes, telephonic chats, teleconferences or videotapes.**

Outside Your Organization

External written communication media may be:

- **Letters, reports, telegrams, cablegrams, mailgrams, faxes, telexes, postcards, contracts, ads, brochures, catalogs, news releases etc.**

Orally, it may be

- **Face to face discussions, telephone or presentations in solo or panel situations.**

Receiver / Decoder

- **The receiver / decoder of your message is your reader or listener.**
- **He is influenced by nonverbal factors such as touch, taste, and smell.**

Receiver/Encoder

(experiences, attitudes, skills)

Receptor mechanisms Perception Decoding

Idea interpretation

Business Communication

Barriers in Effective Communication /

Communication falloff

- People in the world are not exactly alike. Cultures or countries are not the same. These differences, however, can cause problems in conveying your meanings. Each person's mind is different from others. As a result, message sender's meanings and the receiver's responses are affected by many factors.
- ***Semantic barriers***

Problem in Conventions of Meaning

Denotation

- A denotation is usually the dictionary definition of a word. Denotative meanings name objects, people or events without indicating positive or negative qualities. Such words as car, desk, book, house, and water convey denotative meanings. The receiver has a similar understanding of the thing in which the word is used.

Problem in Conventions of Meaning

Connotation

- A connotation is an implication of a word or a suggestion separate from the usual definition. Some words have connotative meanings, that is, qualitative judgments or personal reactions. The word man is denotative, father, prophet, brother are connotative. Some words have positive connotations in one context and negative meanings in others. For example, slim girl and slim chances.

Physical Barriers

- Communication does not consist of words alone. Another set of barriers is caused by your own physical appearance, your audience or the context of the document or the presentation. Your ideas, however good and however skillfully imparted, are at the mercy of various potential physical barriers.

Physical Barriers

For Writing

- There is a whole barrage of possible physical blocks, jammed or jagged margins, fingerprints or smudges, unclear photocopies, unreadable word processor printout, water, coffee or tea spots etc.

For Speaking

- Mumbling, not enunciating, speaking too quickly, noises, hissing ventilation, blowing air conditioner, ringing telephones, slamming doors etc.

Psychological Barriers

- Because of the changing world, everyone has his own concept of reality. Our sensory perceptions – touch, sight, hearing, smell and taste are limited and each person's mental filter is unique. In our daily interaction with others, we make various abstractions, inferences and evaluations of the world around us.

Perceptual of Reality

Abstracting

- Selecting some details and omitting others is a process called abstracting.
- Differences in abstracting take place not only when persons describe events but also when they describe people and objects.

Perceptual of Reality

Inferring

- Conclusions made by reasoning from evidence are called inferences. We make assumptions and draw conclusions even though we are not able to immediately verify the evidence. Some inferences are both necessary and desirable; others are risky, even dangerous.

Inferences are necessary. e.g. ss

- When we reach a foreign country, we are sure that we will be treated politely.
- When we post a letter, we infer that it will reach its destination.

Barriers Involving Values, Attitudes etc.

- Both personality and attitude are complex cognitive process. The difference is that personality usually is thought of as the whole person whereas attitude may makeup the personality. The term attitude describes people and explain their behavior. More precisely an attitude can be defined as a persistent tendency to feel and behave in a particular way towards some object.

Barriers Involving Values, Attitudes etc.

- A receiver's attitude toward a message can determine whether it is accepted or rejected. The effectiveness is influenced also by the values, attitudes and opinions of the communicators. People react favorably when they receive agreeable message. Receivers' views of the information will affect their response. This response could be what the sender desires or just the opposite.

Barriers Involving Values, Attitudes etc.

Closed Mind

- Some people hold rigid views on certain subjects. They maintain their rigid views regardless of the circumstances. Such a closed minded person is very difficult to communicate to.

Clarity

Appropriate words

•Synonyms

Accept - Except	Amount – Number
Access - Excess	Appraise – Apprise
Adapt – Adept - Adopt	Assistance - Assistants
Addition - Edition	Attendance - Attendants
Advice - Advise	Balance – Remainder
Affect - Effect	Beside - Besides

Clarity

Latin	English
Ab initio	From the beginning
Ad infinitum	Without end
Ad Libidum	At pleasure
Ad nauseum	Until disgust, till surfeit

French	English
A la mode	Fashionable
A prpose	To the pointy (lit. purpose)
Amende honourable	Satisfactory apology
Amour propre	Vanity, self-respect

Business Communication

Objectives of Nonverbal Communication

- **Define the Term 'nonverbal Communication.**
- **List and define the four types of nonverbal communication.**
- **Identify its importance to the total message.**
- **Distinguish four ways of grouping nonverbal communication.**
- **Identify seven aspects of nonverbal behavior.**
- **Highlight the role of nonverbal behavior in the communication process.**
- **Confirm with the sender of a message the meaning of their nonverbal behavior communication.**
- **Interpret and use your own nonverbal communication appropriately.**
- **Use nonverbal communication.**

Interpreting the nonverbal part of the message.

Nonverbal communication consists of that part of a message that is not encoded in words. The nonverbal part of the message tends to be less conscious and often reveals the sender's feelings and preferences more spontaneously and honestly than the verbal part. If the verbal message does not match the nonverbal communication, people tend to believe the nonverbal message.

Four types of nonverbal messages²

- 1. Personal (to the individual)**
- 2. common to a group of people or culture**
- 3. universal (to humankind)**
- 4. unrelated to the message (random)**

Four types of nonverbal messages²

Nonverbal communication involves kinds of nonverbal behavior that are unique to a person. The meaning is also unique to the person sending the message.

Cultural nonverbal communication, by contrast, is characteristics of, or common to, a group of people.

Four types of nonverbal messages²

Universal nonverbal communication is behavior that is common to humankind.

Unrelated nonverbal communication, such as a sneeze, is unrelated to the verbal message.

Analyzing Nonverbal Communication

- **People communicate nonverbally with body movement and with personal relationship behaviors. This nonverbal communication changes or complements the verbal communication. Nonverbal communication always occurs in a context or framework. The context often determines the meaning of the nonverbal behavior. On different occasions, the same nonverbal gesture may have completely different meanings. Without context and spoken words, nonverbal behavior is almost impossible to interpret with any accuracy.**

Analyzing Nonverbal Communication

Theoretical writings and research classify nonverbal communication into seven main areas:

- 1. Body movement**
- 2. Physical characteristics**
- 3. Touching behavior**
- 4. Vocal qualities (paralanguage)**
- 5. Space (proximity)**
- 6. Artifacts**
- 7. Environment**

Body Movement

- **Body movement includes movement of the hands, head, feet and legs, posture, eye movements and facial expressions – all these affect the message.**

Physical Characteristics

- **Physical characteristics such as body, shape, general attractiveness, body and breathe odors, weight, hair and skin colour are important parts of nonverbal communication.**
- **Because people react and respond to these factors, they all determine their responses in interpersonal encounters. First impressions and images of others can be associated unconsciously with past experiences of people with similar physical characteristics.**

Paralanguage (Vocal Qualities)

- **Paralanguage** is that part of language associated with, but not involving the word system. It consists of the voice qualities and vocalizations that affect how something is said rather than *what* is said.
- **Voice qualities include:**
 - **Pitch range**
 - **Pitch control**
 - **Rhythm control**
 - **Tempo**
 - **Articulation control**
 - **Resonance.**

Paralanguage (Vocal Qualities)

- Vocalizations also give clue to the total message. Three of these are shown in table. The tones of voice, rate of speaking and voice inflection are an important part of the total message. A tired person, for example, will speak more slowly than usual, a disappointed person may speak with a flat tone, while the tone of voice of someone excited about a coming holiday reflects this excitement.**

Type	Examples
Vocal characterizers	laughing, crying, sighing, yawning, clearing the throat, groaning, yelling, whispering
Vocal Qualifiers	intensity (loud/soft); pitch height (high/low).
Vocal Segregates	sounds such as 'uh-huh', 'um', 'uh'; silent pauses.

Business Communication

Proximity (Use of Space)

- **Proximity means nearness, in terms of physical space. How people use their personal space and that of others communicates a message. This response to spatial relationships in formal, informal and intimate setting indicates how that person perceives and feels in that space.**

Proximity (Use of Space)

- **Personal space varies according to:**
 - **Gender**
 - **Status**
 - **Roles**
 - **Culture**

Artifacts

- **Artifacts are those objects used to convey nonverbal messages about self-concept, image, mood, feeling or style. For example, perfume, clothes, lipstick, glasses project the style or mood of the wearer. Many artifacts are common to the group but we also use artifacts, particularly clothing, as an individual form of communication.**
- **Even if you decide you will not bother about personal appearance or clothes, others will read this message as part of your nonverbal communication.**

Environmental Factors

- **The environment can influence the outcome of communication. For this reason, organization gives careful consideration to office space, factory layout, the sales area and conference venues. The environment should put people at ease and match their expectations; an unsuitable environment can produce 'noise' that causes communication barriers and interferes with the communication process.**
- **Certain instincts, such as desire for privacy, familiarity and security, need to be satisfied. Careful design of the workplace can meet these needs and in so doing improve communication, productivity and morale.**

Your Response to Behavior

Nonverbal Behavior	Teacher	Student
Body movement		
Physical characteristics		
Touching behaviour		
Vocal qualities		
Use of Space		
Artifacts		
Environment		

Your Response to an Organization

characteristics	Organization you Like	Organization you dislike
Atmosphere		
Use of space		
Smells		
Colour		
Service		
Building		
Inclusions and fittings		
Sounds		

Matching Nonverbal & Verbal Part

- **Matching the nonverbal and verbal parts of the total message, the total message combines spoken words with the nonverbal communication. Nonverbal communication adds meaning, modifies or changes the spoken word.**
- **Five traits of matching nonverbal and verbal parts are:**
 - **Repeating**
 - **Contradicting: i.e. looking at something else you say to somebody.**
 - **Substituting: using facial expression as a substitute for words to show pleasure, disappointment etc.**
 - **Accenting: moving the head and hand to emphasis parts of the verbal message shaking head to say 'No' or 'Yes'.**
 - **Controlling the flow of communication:**

Dealing with contradiction between Nonverbal & Verbal Communication

- **Dealing with contradiction between verbal and non verbal message.**
- **Nonverbal message may contradict or complement verbal message.**
- **Nonverbal communication is seldom consciously observed unless it confuses the receiver.**
- **When the nonverbal message such as pitch of voice, facial expression, posture lack agreement with verbal message. It is useful to check the meaning when you:**
 - **Are in doubt.**
 - **Are comfortable with communication.**
 - **Have to make a decision on the basis of total message.**

Business Communication

Traits of Good Communicators

- **Perception**
- **Precision**
- **Credibility**
- **Control**
- **Congeniality**

Traits of Good Communicators

- ***Perception:*** They are able to predict how you will receive their message. They anticipate your reaction and shape the message accordingly. They read your response correctly and constantly adjust to correct any misunderstanding.
- ***Precision:*** They create a 'meeting of the minds'. When they finish expressing themselves, they share the same mental picture.
- ***Credibility:*** They are believable. They have faith in the substance of their message. You trust their information and their intentions.
- ***Control:*** They shape your response. Depending on their purpose, they can make you laugh or cry, calm down, change your mind or take action.

Traits of Good Communicators

Congeniality: They maintain friendly, pleasure relations with you. Regardless of whether you agree with them. Good communicators command your respond and good will. You are willing to work with them again, despite their differences.

Careful Creation of the Message

- **Give your audience a framework for understanding the ideas you communicate**
- **To make your message memorable:**
 - **Use words that evoke a physical, sensory impression.**
 - **Use telling statistics.**
- **The key to brevity is to limit the number of ideas.**
- **Tie the message to your audience's frame of reference.**
- **By highlighting and summarizing key points, you help your audience understand and remember the message.**

Feedback

Make feedback more useful by:

- **Planning how and when to accept it.**
- **Being receptive to your audience's responses.**
- **Encouraging frankness.**
- **Using it to improve communication.**

Business Communication

Principles of Business Communication

Dear Mr. Naeem,

In accordance with your request of recent date, in which you expressed concern about the damaged merchandise you received on May 18, I have reviewed your case and have reached the decision that full restitution should be made to you.

Sincerely,

Principles of Business Communication

Dear Customer,

Now is the time when all smart shoppers are taking advantage of the special money-saving buys at Bright, while our Back-to-School Sale is in progress.

School will be starting soon and crowds of shoppers are trying to buy their children's clothes.

Why not come in now while we offer the lowest prices of the year and a pleasant shopping atmosphere.

Sincerely,

Principles of Business Communication

Dear Mr. Tariq

I regret to inform you that we are completely booked up for the week of August 22. we have no rooms available because the Word Processors Association will be holding their convention at our hotel during the week of August 22. As you will surely understand, we have to reserve as many rooms as possible for members of the association.

If you can't change the date of your trip, maybe you could find the double room with bath that you want at another hotel here in Murree.

Cordially,

Principles of Business Communication

Dear Mr. Asif:

With reference to your order for our 35 mm camera, we are in receipt of your cheque and are returning same.

I beg to inform you that, as a manufacturer, our company sells cameras to dealers only. In compliance with our wholesale agreements, we deem it best to refrain from direct business with private consumers.

For your information, there are many retailers in your vicinity who carry cameras. Attached please find a list of said dealers.

Hoping you understand.

Yours truly,

Principles of Business Communication

Dear Mr Ali:

We have received your order for a 35mm camera but, unfortunately, must return your cheque.

As a manufacturer, we sell cameras only to dealers, with whom we have very explicit wholesale agreements.

Nevertheless, we sincerely appreciate your interest in our product. We are therefore enclosing a list of retailers in your community who carry a full line of our cameras. Any one of them will be happy to serve you.

Sincerely yours,

Principles of Business Communication

- **Communication is an important part of our world today. The ability to communicate effectively with others is considered a prized quality of the successful business people. To communicate easily and effectively with your readers, you should apply the following Seven 'C' principles:**

1. Clarity

2. Conciseness

3. Consideration

4. Concreteness

5. Correctness

6. Courtesy

7. Completeness

Clarity

- **Clarity means getting your message across so that the receiver will understand what you are trying to convey.**
- **Choose precise, concrete and familiar words.**
- **Clarity is achieved in part through a balance between precise language and familiar language. Put right word to convey the meaning. Familiar words are often conversational.**

Clarity

- **Choose, Short, Familiar, Conversational words**

Simple Words

Complex Words	Simple Words
A substantial segment of the population	Many people
Affords an opportunity	Allows

Clarity

Concise Words

Complex Words	Concise Words
Arrived at the conclusion	Concluded
At a later date	Later

Clarity

- **Avoid repetitive words. In the following redundant expressions, the italicized words are unnecessary and should be omitted”**

<i>Absolutely</i> free	<i>Meet</i> together
Adequate <i>enough</i>	Over <i>with</i>
<i>As to</i> whether	<i>Past</i> experience
<i>At</i> about	<i>Personal</i> opinion
Attached <i>hereto</i>	<i>Quite</i> unique

Clarity

Conversational Words.

Trite Expressions	Choose these conversational words
Acknowledge receipt of	thank you for
Agreeable with your desires in the matter	as you suggested
are in receipt of	have
as per our conversation	as we discussed
at the earliest possible date	as soon as (you) can
at the present writing	now
At your earliest convenience	As soon as you can or when you are ready

Clarity

Clichés

- **Here are some of the more popular clichés; use them sparingly—only when you're sure they best express your intent**
 - All things being equal
 - Break the ice
 - Business as usual
 - By leaps and bounds
 - By rule of thumb

Clarity

Construct effective sentences and paragraphs.

- **At the core of clarity is the sentence. A sentence moves thought clearly within a paragraph. Important characteristics are as follows:**
 - **Length**
 - **Unity**
 - **Coherence**
 - **Vague:** Being the chief executive, we can expect help from you.
 - **Clear:** Being the chief executive, you can surely help us.
 - **Emphasis**
 - **Little Emphasis:** The order was received and the manager started preparing for it.
 - **Better Emphasis:** As the letter was received, the manager started preparing for it.

Business Communication

Correctness

Sir,

“Marketing Links” with collaboration of ABC making efforts to create an awareness to the *public and tell the people* how the *institute*, universities, software houses and computer vendors are working for the betterment of the new generation in the field of advance computer education for information technology.

... *there* advertisement in the shape of banners and display tables, stalls with *there* valuable opinion/guidance

.... In the light of above information we are hopeful to have your participation in the program, which will be *grate owner* for us....

Yours sincerely,

Correctness

- **The correctness principle is more than proper grammar, punctuation and spelling.**
- **A message may be perfect grammatically mechanically but still lose a customer and fail to achieve a purpose. Though mistakes are never intentional, they spoil our image. Errors in the messages fall in the following categories:**
 - ❖ **Mistakes in names, figures, facts, and words.**
 - ❖ **Mistakes in punctuation and capitalization**
 - ❖ **Mistakes in the level of Language**

Correctness

Mistakes in names, figures, facts, and words

- **Any mistakes in names, figures, facts, etc, can make your message unclear. Such mistakes can also create problems for you. Imagine if you write 2000 where you were supposed to write 200.**
- **Mistakes in punctuation and capitalization must be avoided.**
- **So be careful to:**
 - **Verify your statistical data.**
 - **Double-check your totals.**
 - **Avoid guessing at laws that have an Impact on you and your receiver.**

Correctness

Mistakes in the level of Language

- **There are two types of writings: formal and informal. In formal writing, our style is unconversational. In informal writing, we use words that are short, familiar and conversational.**

Correctness

- **A formal style is characterized by more complex sentences.**
- **An informal style is characterized by Short words and sentences (Thanks a lot for your letter).**
- **Contraction & Abbreviations (I haven't, there's) simple words.**

Conciseness

- **A concise message saves time and expenses for both sender and receiver. Conciseness means that you have to convey your message in the fewest possible words without sacrificing the other 'C' qualities. Conciseness is a very desirable quality. But conciseness should not be confused with brevity. To achieve conciseness, notice the following suggestions:**

- ❖ **Eliminate wordy expressions.**
- ❖ **Include only relevant material.**
- ❖ **Avoid unnecessary repetition.**

Conciseness

Mr Hassan

In reply to yours of recent date. I wish to advise your that Mr Naeem, about whom you inquired was terminated from his employment at Bright's on July 30, due to the fact that he frequently did not appear for word at the appointed hour.

Mr Hassan

Mr Naeem's employment at Brights ended on July 30 because of excessive slackness.

Conciseness

Eliminate wordy expressions:

- **To avoid wordy expressions, use single words whenever possible. Here are some examples of how word economy saves the reader's time and effort.**
 - **Wordy:** I want to take this opportunity to tell you that we are grateful to you.
 - **Concise:** Thank you.

Include only relevant material:

- **Your reader will lose interest in your message if he/she finds irrelevant things in your message. Using only well-chosen words can help you convey relevant facts.**
- **Avoid, information obvious to the reader.**
- **Avoid long introduction, excessive adjectives, pompous works.**

Conciseness

Avoid unnecessary repetition.

- **Avoid repetition by using pronouns, short names or acronyms, etc.**
- **Stick to the purpose of the message.**
- **Writing concisely means using only necessary, meaningful words.**

Courtesy

- **Courtesy does not mean the use of old-fashioned expressions such as 'your kind enquiry', 'thank you' and 'please'. Rather, it is politeness that grows out of respect and concern for others. Courtesy is a quality that enables a request to be refused without killing all hope of future business. Courtesy also means replying promptly to all letters. If you feel your correspondent's comments are unfair, try to answer tactfully. In short, the whole letter should have a courteous tone. It is not what you say, it is how you say it.**
- **The following are suggestions for producing a courteous tone:**
 - ❖ Be sincerely tactful, thoughtful, and appreciative
 - ❖ Use expressions that show respect
 - ❖ Choose nondiscriminatory expressions

Courtesy

Be sincerely tactful and thoughtful.

- **Sometimes you have to deal with unpleasant messages. Always remember that by using tact and being thoughtful you can convey anything, however unpleasant it may be, to your readers.**

Use expressions that show respect.

Courtesy

Choose nondiscriminatory expressions

- **Courtesy also requires use of nondiscriminatory expressions that refer to any particular, gender, race, ethnic. origin, etc.**

Instead of these gender-specific words.	Choose these Bias Free words
Businessman	Business person or busiess worker
Chairman	Chair, chairperson
Manpower	Worker, employee
Newsman	Newscaster or reporter or journalist
Salesman	Salesperson, representative, agent

Business Communication

Consideration

Dear Mr. Naeem

We have been pleased to sell fine furniture items for more than two decades. We supply the finest products to customers from all over the country. We are proud to be the only dealer in this area for both the AB & Co and BC & Co. Our record shows at least a ten percent increase in sales every year since Classic furniture was founded in 1965.

Consideration

- **Consideration means writing every letter with your reader in mind. It also means acting on the 'you attitude'. When we put ourselves in our reader's place, we are considerate. We can understand our reader's desires, problems, circumstances and emotions. This thoughtful consideration is exactly 'you attitude'. Three specific ways to indicate consideration are:**

- ❖ **Focus on 'you' instead of 'I' and 'we'.**
- ❖ **Show audience benefits or interest.**
- ❖ **Emphasize positive, pleasant facts.**

Consideration

Focus on 'you' instead of 'I' and 'we'

- **For writing considerate message, think how your reader will benefit from your messages. For example.**
 - **'I' or 'We' attitude: we are delighted to inform you.....**
 - **'You' attitude: you will be pleased to know.....**

We are pleased to have you as a new student at Business College. We offer many advantages to our students. We have the latest equipment in our labs. We have the latest equipment in our classrooms, and our faculty and staff are among the most dedicated in the country. We are very proud of our 100 percent placement rate for our graduates.

Consideration

Show audience benefits or interest.

- **Your reader is likely to response positively when you show them benefits. Even in conveying unfavorable message to your reader, you can plan it in a way the reader finds some benefit in it.**

Emphasize positive, pleasant facts.

- **Another way to show ‘you attitude’ for your reader is to present facts in a positive, pleasant way. For example;**

Consideration

Dear Mr. Tariq,

I'm sorry that we are presently out of stock of Black Hand bags and will be unable to fill your order at this time.

An order has been placed with the manufacturer in the color you want, we will receive shipment after then days.

I trust this delay will not inconvenience you.

Yours very sincerely,

Consideration

Dear Mr. Tariq,

Thank you for ordering a black hand bag.

The color you chose proved to be very popular, and we quickly sold all we had in stock. However, we've placed a rush order for more and are promised delivery within ten days. Yours will be shipped the same day our new supply arrives.

I know you'll be delighted with the unique carry-on hand bag Mr Hassan. It's not only very handsome, but incredibly inexpensive.

Your very sincerely,

Completeness

- **A business message is complete when it contains all facts that the reader or listener needs for the reaction you desire. Senders and receivers are influenced by their background, viewpoint, needs, experience, attitude, status and emotions. Because of their difference, the receiver needs to be sure that he has included all relevant information. Completeness is closely related to clarity.**

Completeness

Provide all necessary information.

- **Your reader needs to know how much, what size, what type, and other details. To achieve this, your message should answer the “five Ws and one H”.**

Answer all questions asked.

- **Replying to an inquiry or request, answer all questions asked, and even anticipate the reader's reaction by providing other relevant information.**

Give something extra when desirable.

- **Sometimes, as an intelligent writer, you know what your reader may need to know about any certain thing. In this case you must include anything that is of your reader's benefit.**

Completeness

Dear Mr. Naeem,

WE are setting up our new course programme on Monday, Aug 21. We should very much like to have you as our guest speaker.

Our members have a particular interest in hearing a talk on “How to give better presentation.” As a matter of fact, we are all interested in finding out how we could help ourselves with our presentation problems. Our programme calls for a fifty minutes presentation by the speaker, but you may take more or less time as you wish.

I hope you can accept this invitation. If you can, I shall write you again giving you all the details; time, place and complete programme plans.

Cordially yours,

Concreteness

- **Concreteness means that a message is specific, definite and vivid. If a message lacks these qualities, it will be vague and general. To achieve concreteness, denotative words will be used instead of connotative words. By using concrete facts and figures, you can make your reader show exactly what is required or desired. Concrete messages are more richly textured. They avoid vagueness.**

Concreteness

1. Use specific facts and figures

Always use specific facts and figures in your messages. For example:

Vague: Please send us the following items by the end of this month.

Clear: The following items should reach us on or before 21st August.

Concreteness

Active verbs also make sentence specific, personal and concise.

- 1. Specific. “The chief executive decided” is more explicit than “A decision has been made.”**
- 2. Personal. “You will note” is both personal and specific; “it will be noted” is impersonal.**
- 3. Concise. The passive requires more words and thus slows both writing and reading. Compare “Figures show” with “it is shown by figures.”**
- 4. Emphatic. Passive verbs dull action. Compare “The students held a contest” with “a contest was held by the students.”**

Concreteness

1. *When you want to avoid person, blunt accusations or comments.*
2. *When you want to stress the object of the action. “You are invited” is better than “we invite you”*
3. *When the doer isn't important in the sentence. “You were asked to take their seats”.*

Use verbs instead of nouns.

Concreteness

Action in the verb:

This office collects bad debts.

Put action in verb, not in infinitive.

Business Communication

Recognizing incorrect words

- 1. A conference call will afford us an opportunity to interrogate the numerous remuneration proposals and consummate the rumors.**
- 2. I want to take this opportunity to thank you for arranging to send me a computer that is exactly identical to the one in my office. This letter is to acknowledge receipt of and thank you for your check no 389939 in the amount of Rs. 1000.**

3. We have 30 reservations at the present writing, so I am taking the liberty of sending you an updated list.
4. Between you and I she has a long ways to go to be an estate agent. Irregardless of the person which you select, I am real pleased with the candidates. I don't have but two pair of shoes.
5. **Correct Sentence:** Between you and me, she has a long way to go to be a an estate agent. Regardless of the person who you select, I am really pleased with the candidate.

Hi // Dear Mr Imran

Thanks // thank you for your recent letter. We were happy // pleased to hear that you are interest in marketing our range of children garments.

But//however, before we make any firm decision make up our mind, we would be grateful if you would provide us with // give us further information concerning // about the organization of your firm, the territory it covers, the number of retail outlets and your market share.

You would have to get us // We would expect a minimum turnover of 600,000 before being in a position to // we could offer you an agency. We would want to get // we would wish to achieve a market share of at least 10% in the first two years.

Anyway// this said, if you feel your firm is able to meet these targets it would be nice // it would be useful to arrange an appointment to have a chat about // discuss the project in a bit more detail further.

I will be in English from 5 – 12 May and suggest we meet / get together then, if this is convenient /OK.

Please confirm with my secretary if this is all right // satisfactory.

I look forward to hearing from you in the near future / hope to get a letter from you soon.

Yours sincerely, /All the best,

Intercultural Communication

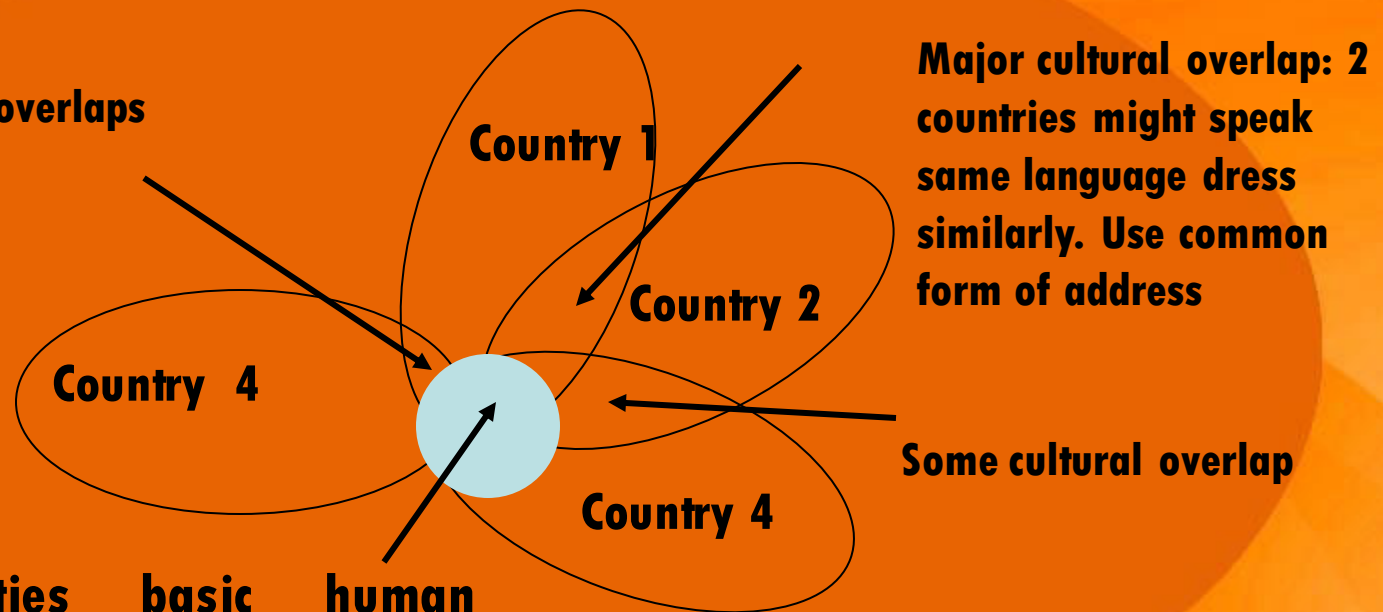
Globalization means that for a Company to survive, it must establish markets not only in its own country but also in money foreign countries.

Intercultural Communication

A Concept of Culture

Culture refers to the behavioral characteristic typical of a group.

An Intercultural Communication Model



Core similarities basic human characteristics common to all of us. Physical, anatomical traits are common to humankind regardless of race or cultural differences, acts of walking, love of family etc.

An Intercultural Communication Model

Some Cultural & National Variables:

Education

Regulation

Economics

Politics

Social

Norms

Language

Business Communication

An Intercultural Communication Model

While communicating, the message sender and the receiver are both affected by external and internal stimuli. Communicating with business people in a foreign country you must realize that overall national and individual cultural differences within the culture further affect these stimuli.

An Intercultural Communication Model

Some National Variables

Education

Regulation

Economics

Politics

Social Norms

Language

Education

Many managers in foreign countries are not very well educated. Most Asian and Chinese managers have had a less formal education than American and European managers.

Education levels of Chinese, Asian, and US Managers`			
Less than high school	5.4	2.5	0.1
High school graduate	31.8	12.4	3.2
Some college	34.5	19.4	16.9
Undergraduate degree	27.6	65.4	79.8
Postgraduate degree	0.7	25.0	30.0

Education

Course	US	Asian	China
Oral Communication	79.5%	71.8%	8.6%
Written Communication	78.0	69.7	8.0

- **Attitudes towards education:**
 - a. What is the level of education of middle managers?
 - b. To what degree is education of women supported in the country?
 - c. Does education constitutes a significant portion of the national budget?

Law and Regulations

In both the developed and developing nations, various government regulations affect business communications and the sale of products. For example, advertising directed at children is restricted in the United States, Canada, and Scandinavia. Other countries, such as France, Mexico, and the Province of Quebec, have a restriction on the use of foreign languages in advertisements.

In some Muslim countries, fashion magazines are not allowed and cosmetic makeup is also prohibited.

Law and Regulations

1. Laws and regulations: degree of formality

- a. To what extent are the laws of the country codified?**
- b. Is there uniform enforcement for the laws and regulations of the country?**
- c. Are the laws and regulations of your country accepted and enforced?**

Economics

Availability of capital and transportation and the standard of living per capita vary from nation to nation. The opportunity to borrow money, the rate of inflation and the exchange rates influence business and a country's ability to communicate concerning that business.

Economics: Past history and projections

- a. Which economic changes have occurred within the past 5 years that will affect the future?**
- b. Is the government supportive of the economic changes occurring?**
- c. How welcome are outside investors in your host country?**

The event – such as antigovernment demonstrations, arrests, assassinations, elections, exile, guerrilla warfare, government crises, revolutions and riots – are important in determining the stability of a country.

Politics:

- a. which political changes have occurred within the past five years?**
- b. how supportive is the government of outside investors? of joint ventures?**
- c. what are the protocols, the conventions individuals must respect in the host country?**

Religion: Homogeneity and diversity of belief structure

- a. Are you aware of the major religious beliefs that could affect your business relationships?**
- b. will the religious holidays affect your rhythm of conducting business?**
- c. what personal behavior is acceptable and nonacceptable?**

Social Norms

In various ways any national environmental constraints such as education, law and regulations, economics, politics, religion – affect a nation's social norms. In many countries a male line of the family profoundly influences some business decisions. Decisions, buying patterns, pooling of resources, special interests affect behavior and business communication.

Beyond the immediate family a bond may exist between persons, based on caste, class, age, or even special interests.

Social Norms: importance of family, influence of past colonial influences:

- a. are you aware of the social hierarchies of the country?**
- b. Is there a rank order of importance for participants at meetings?**
- c. Who will really make the business decision?**
- d. Which country's influence is still evident after previous colonial control?**

Language

An important constraint that undergirds all the preceding variables is language. Obviously, unless both sender and receiver understand a common language, the opportunities for successful business communication are significantly limited.

Language: Use of English and other languages used in business relationships:

- a. Is it necessary to have an interpreter at business sessions?**
- b. is English understood at the oral or written level?**
- c. Is there a protocol to follow for formal and informal communication.**

Individual Cultural Variables

He or she exhibits a unique lifestyle of personal habits and ethnic diversity. Thus, within each culture, on the micro and more personal level, are differences in verbal and nonverbal cues expressed through varying concepts of time, individual speech, food, acceptable dress, managers at home and at work, decision-making patterns, and other nonverbal variations.

Time

Persons in Latin America and the Middle East treat time more casually than do Americans who prefer promptness. Germans are time-precise. In Latin America – and in Buddhist cultures – you may wait an hour; just reflecting a different concept of time.

Individual Cultural Variables

Even when referring to seasons of a year, countries differ.

It should not take you long to recognize which is the time conscious culture and which is the one less concerned with precision in time. Knowing cultural perceptions of time helps you understand why some responses are slow – by your standards.

Perceptions of time

- a. Is the concept of time considered linear or circular?**
- b. What impact will time have upon business decisions?**
- c. Is time considered valuable or an intangible asset?**

Individual Cultural Variables

Perception of space – What is the average acceptable personal space between natives of the host country?

Individual Cultural Variables

Acceptable Dress

It is better to ask about the mode of dress for an occasion in your host country than to risk making an embarrassing mistake.

It most American businesses males wear the business suit whereas women wear dresses or tailored suits.

Some British friends might still wear the bowler along with a dark suit and carry an umbrella .

Perception of Dress

a. How much skin may be exposed in both an informal and in a formal situation?

b. Are certain colors disturbing?

c. Will western attire be accepted?

Individual Cultural Variables

Manners

Children shake your hand in Germany, hug you in Italy, and often stay in the background in Pakistan/India. In fact, the ritual of the greeting and the farewell is more formal overseas with children and adults. You avoid gifts of red roses in Germany or white chrysanthemums in France, Belgium and Japan.

Be prepared to sit close together in Asia. In Saudi Arabia sons defer to their fathers. At the heart of their system is the family.

Perceptions of Manners

a. What is the protocol regarding the introduction of persons in a business situation?

b. What are the “rules” of gift giving?

Individual Cultural Variables

Decision Making

Patience – above all – is needed in intercultural communication, in doing business with other countries. Americans are typecast as moving too quickly in asking for a decision. Give more thought to inductive communication.

Americans are accused of being brusque; we wish to get to the point – fast, “Getting down to business” is a trait of the western culture. The Germans, Singaporeans, Swiss, Dutch, and Scandinavians are similar, quickly getting to the issue. Chinese, Italians, French, and British prefer more leisurely social amenities.

In Japan, decision time is held back as group consensus moves toward a decision.

Individual Cultural Variables

***Ringi* process (stamps of approval by many people on a proposal)**

Your understanding of the decision process – add to your success in dealing with a foreign environment.

Perceptions of decision making

- a. Is the pattern for making decisions consistent from one company to another?**
- b. Is placement of the major decision maker consistent in a meeting situations?**
- c. Is an inductive or a deductive pattern of decision making preferred?**

Verbal and Nonverbal Communication

Verbal

We judge people to a great extent by their voice. Some native languages demand many tonal variations, giving the impression to a nonnative of loudness, even arrogance.

Nonverbal

A Myriad of nonverbal symbols exist for every culture, even in subcultures. Knowing the major desirable and undesirable cues helps knowing both intended and unintended communication errors.

Verbal and Nonverbal Communication

Oral Team reports on a Country's Variables that May affect Business and communication. Appoint several teams within the class. Each time is responsible for selecting a single country and then orally reporting the class some of that country's national environmental variables that may affect business and communication. A possible outline might include the following points:

Business Communication

Individual Cultural Variables

Food

It may be a good idea prior to visiting your host country to visit various ethnic restaurants in your home country. Then you'll have an initial idea as to the kinds of foods available: how they are served, fixed or eaten.

Perceptions of Food

- a. Are you aware of the eating habits of your hosts?**
- b. Are there table conventions you should be aware of?**
- c. Are there foods you might find disagreeable?**

Individual Cultural Variables

Acceptable Dress

It is better to ask about the mode of dress for an occasion in your host country than to risk making an embarrassing mistake.

Most American businesses men wear the business suit whereas women wear dressed or tailored suits.

Perception of Dress

- a. How much skin may be exposed in both an informal and in a formal situation?**
- b. Are certain colors disturbing?**

Individual Cultural Variables

Manners

Knowing manner is also very important. Children shake your hand in Germany, hug you in Italy, and often stay in the background in Pakistan. In fact, the ritual of the greeting and the farewell is more formal many countries with children.

Perceptions of Manners

- a. What is the protocol regarding the introduction of persons in a business situation?**
- b. What are the “rules” of gift giving?**

Individual Cultural Variables

Decision Making

Americans are accused of being brusque, curt and impolite; they wish to get to the point – fast, “Getting down to business” is a trait of the western culture. The Germans, Singaporeans, Swiss, Dutch, and Scandinavians are similar, quickly getting to the issue.

Individual Cultural Variables

Perceptions of decision making

- a) Is the pattern for making decisions consistent from one company to another company?**
- b) Is placement of the major decision maker consistent in a meeting situations?**
- c) Is an inductive or a deductive pattern of decision making preferred?**

Verbal and Nonverbal Communication

A. Accept cultural differences

- 1. studying your own culture**
- 2. Learn about other cultures through books, articles, videos, and other resources.**
- 3. encourages employees to discuss their culture's customs**
- 4. Avoid being judgmental**
- 5. Create a formal forum to teach employees about the customers of all cultures represented in the firm reader's forum.**

Verbal and Nonverbal Communication

B. improve oral and written communications

- 1. define the terms people need to know on the job**
- 2. emphasize major points with repetition and recap.**
- 3. Use familiar words whenever possible.**
- 4. Be concise.**
- 5. Don't cover too much information at one time.**
- 6. Adjust your message to employees' education level.**
- 7. Be specific and explicit – using descriptive words, exact measurements, and examples when possible.**

Verbal and Nonverbal Communication

8. Demonstrate and encourage the right way to complete a task, use a tool, and so on.

9. Reduce language barriers: Train managers in the language of their employees, train employees in the language of most customers and of most people in the company, ask bilingual employees to serve as translators, print important health and safety instructions in as many languages as necessary.

Verbal and Nonverbal Communication

C. Assess how well you've been understood

- 1. Research the nonverbal reactions of other cultures; then be alert to facial expressions and other nonverbal signs that indicate confusion or embarrassment.**
- 2. probe for comprehension.**
- 3. Encourage employees to ask questions in private and in writing.**
- 4. Observe how employees use the information you've provided, and review any misunderstood points.**

Five Planning Steps

Before writing a message, the following steps are necessary for effective communication.

- 1. Define the purpose of the message.**
- 2. Analyze your audience – readers or listeners.**
- 3. Choose the ideas to include.**
- 4. Collect all the facts to back up these ideas.**
- 5. Organize your message.**

Five Planning Steps

1. Define the purpose of the message.

i. General Purpose

- **To inform**
- **To persuade**
- **To collaborate**

Five Planning Steps

Specific purpose

Is your purpose realistic?

Is this the right time?

Is the right person delivering the message?

Is your purpose acceptable to your organization?

Five Planning Steps

Analyze your audience

As yourself some key question about your audience

- 1. Who are they?**
- 2. What is their probable reaction to your message.**
- 3. How much do they already know about the subject?**
- 4. what is their relationship to you.**

Audience profile

- 1. Who is your primary audience?**
- 2. How big is your audience?**
- 3. What is your audience's composition?**
- 4. What is your audience's level of understanding?**
- 5. What is your audience's probable reaction?**

Business Communication

Five Planning Steps

3. Choose the ideas to include.

While answering a letter, one can underline the main points to discuss and get the ideas briefly on a pad. If one is writing unsolicited or a complex message, one can begin by listing ideas as they come to mind. Then most important facts can be changed into message. It is better that the message written to welcome a customer should have other incentives or policies what the firm offers.

- * Consider your reader's viewpoint (be in his place).
- * Read company's document.
- * Talk with your colleagues, customers etc.
- * Ask your audience for input.

Five Planning Steps

4. Collect all the facts to back up these ideas.

After the main ideas, the writer / speaker should ask himself what specific facts, updated figures or quotations he needs. The knowledge of the company's policies, procedures, and product details is necessary for an effective communication.

Find out

- * be sure the information is accurate.
- * be sure the information is ethical.
- * be sure the information is pertinent.
- * select appropriate channel.

Basic Organizational Plans

Direct (Deductive) Approach

Indirect (Inductive) Approach

Basic Organizational Plans

Direct-Request Plan

- 1. State the request or main idea.**
- 2. Give necessary desirable details for easy reading.**
- 3. Close with a cordial request for specific action.**

Basic Organizational Plans

Dear Sir,

We intend to purchase a new office copier. We would like to consider a BHP copier and wonder if you have a model that would suit our needs.

Our office is small, and a copier would generally be used by only three secretaries. We run approximately 3,000 copies a month and prefer a machine that uses regular paper. We rarely need to run off more than 25 copies at any one time.

We would also like to know about your warranty and repair service. We hope to hear from you soon.

Basic Organizational Plans

Good-News Plan

- 1. Best news or main idea.**
- 2. Explain necessary and desirable details with any helpful material.**
- 3. End positively and friendly stating clearly the desired action and offering any further help. Give date of action if necessary.**

Basic Organizational Plans

Dear Mr. Gul,

In a courier service, I am sending you six copies of our catalog, “Prime Gifts”. I am very pleased that you want to circulate it.

The catalog explains everything but I do want to say that for quantities of 20 or more gifts we offer an attractive discount.

Please let me know if I can be of help in other ways.

Yours cordially,

Basic Organizational Plans

Indirect (Inductive) Approach

If you think that your message might upset your reader or listener, you use the indirect plan to ease your audience into the part of your message that shows that you are fair-minded and eager to do business with him on some other terms. This approach consists of four parts:

- (1) A buffer,**
- (2) Explanation of your decision supported by reason**
- (3) Negative decision tactfully expressed or understood with helpful suggestion;**
- (4) A helpful, friendly, and positive close.**

Beginnings & Endings

Dear Mr. Hassan,

You are right to expect high-quality merchandise from The Automatic Door Company; we try to give you the best for your money and to stand behind our products when they fail as a result of defects in material and workmanship, as our warranty states.

We appreciate your sending the door opener to us for analysis. It appears that the opener has got wet. Excess moisture over a period of time causes this defect.

Our service manager estimates that cleaning and repairing your door opener would cost Rs. 250.

Beginnings & Endings

Since your door opener is several years old, you may want to consider buying a new one. We have made many improvements to our door openers since yours was manufactured, including a sealed circuit board that would prevent the possibility of damage from moisture. A new door opener, which costs Rs. 3500.00 postpaid, should give you even longer service than your old one did. Please let us know whether you want us to repair or replace your opener.

Yours sincerely,

Basic Organizational Plans

As good-news plan is similar to direct-request plan, so is persuasive plan to bad-news plan. Persuasion is the attempt to change a reader's attitude, beliefs or action in your favour. This plan is used to influence the readers who may resist otherwise. One way to organize persuasive messages is the AIDA plan, which is of four stages:

1. Attention

2. Interest

3. Desire

4. Action

- In the attention stage, you convince the reader that you have something interesting or useful for him.**
- In interest stage you explain how your message is related to your reader.**
- In the desire stage you provide relevant evidence to prove your claim drawing attention to any enclosures.**

In the action stage you close the message with an action

Beginnings & Endings

Dear Friend,

The most comprehensive selection of Quaid-e-Azam's speeches, public writings, and private letters ever published!

Quaid-e-Azam was not only the founder of Pakistan but also a great orator.

Here are all the of Quaid's speeches, From the early days in his politics including all his addresses to the students of different institutions. It includes Quaid's personal and political correspondence.

Above all, here is Quaid's absolutely distinctive language, resonant with dignity, wit and uniquely patriot flavor.

Write today for your copy of the book. You'll be awfully glad.

Sincerely yours,

Beginnings & Endings

The way you begin your message makes it clear whether your reader will respond favorably or unfavorably to the message. When you are sure that your message has something favorable or neutral for the reader, you must begin your message with the main idea or good-news in the beginning. The opening must be impressive in a way that it captures the attention of the reader. So always choose appropriate openings that suit the purpose of your message. The following openings are desirable in direct-request, good-news and neutral messages.

Main Idea: The goods which you ordered in March have been sent to you by passenger train.

Request: So that your order can be filled promptly, please send us another copy of the requisition.

Beginnings & Endings

Announcement: Now you can take an air – conditioned coach from Lahore to Islamabad any hour of the day.

Whenever required, employ 5Ws and one H to give clarity to your messages.

Poor: It is impossible to open your account unless you send us the following information.

With buffer: The moment you send us the following information your account will be opened.

Beginnings & Endings

Poor: We never exchange damaged goods.

With buffer: We are happy to exchange the merchandise that is returned to us in good condition.

In persuasive request (sales letter), begin the message with an attention-getting statement.

A challenge: Don't waste another day wondering how you're going to become the success you've always wanted to be!

Beginnings & Endings

Never open your letter with an incomplete sentence like:

Reference to your letter of March 6 regarding opening of a current account.

Close Paragraph

An effective ending will motivate the reader to act as requested. If no direct request is required, leave the reader with some expression of regard, assurance, appreciation or willingness to help. Always remember that closings should be strong, clear and polite. They should leave a sense of closure and goodwill with the receiver.

- 1. Make your request clear and complete with Five Ws and the H.**
- 2. Include your phone number and extension if you want the reader to phone you.**
- 3. Enclose a form (card, order, blank, or questionnaire) and an addressed reply envelope.**
- 4. Give complete instructions regarding *how* and *where* if you do not include a form and envelope.**
- 5. State your office hours and location if you want the reader to come to you in person. Do you have a free parking lot?**

Close Paragraph

Make Action

- **Vague:** I look forward to hearing from you regarding this matter.
Better: So that we can make appropriate arrangements for your visit, please call me at 541000, before Friday, November 16, anytime between 9 A.M. and 5 P.M.

2. End on a Positive, Courteous Thought

Negative: I'm sorry we can't be more encouraging at this time.

Positive: We wish you success in your search for a position.

Business Communication

Revising your Message

- 1. Does your message accomplish its purpose?**
- 2. Have you chosen the most effective organizational plan?**
- 3. Are your points supported by adequate material?**
- 4. Is your language complete, concise, considerate, concrete, clear, courteous and correct?**
- 5. Have you used variety in sentence structure?**

Editing & Proofreading you Messages

The Appearance and Design of Business Messages

Standard Parts of the Letter

Most business letters have the following parts:

- 1. Heading**
- 2. Date**
- 3. Inside address**
- 4. Salutation**
- 5. Body**
- 6. Complimentary close**
- 7. Signature**
- 8. Reference Section**

Standard Parts of the Letter

1. Heading

2. Date

3. Inside Address

Courtesy title

Name

Executive or professional title

Standard Parts of the Letter

4. Salutation

	For Men;	For Women;
Most Formal:	Sir,	Madam,
Formal:	My dear sir,	My dear Madam,
Less Formal:	Dear sir,	Dear Madam,
	My dear Mr. Khan,	My dear Mrs. Khan,
Friendly:	My dear Haleem,	My dear Mah Noor,
	Dear Naeem,	Dear Sara,

Standard Parts of the Letter

5. Body

6. Complimentary Close

Salutation	Complimentary Close
Dear sir,	Yours sincerely,
Dear Madam,	Yours sincerely,
Sir,	Yours respectfully,

7. Signature

8. Reference Section

Optional Parts of the Letter

When appropriate, any of these optional parts can be included:

- 1. Attention line**
- 2. Subject Line**
- 3. Enclosure(s)**
- 4. Copy Notation**
- 5. File or Account number**
- 6. Postscript**

Optional Parts of the Letter

- 1. Attention line**
- 2. Subject Line**
- 3. Enclosure(s)**
- 4. Copy Notation**
- 5. File or Account number and mailing notation**
- 6. Postscript**

Business Communication

Layout of a Business Letter

- 1. The / Modified Block form / Block form**
- 2. The Semi-Block form**
- 3. Full-Block form**

Layout of a Business Letter

- 1. The Block-form / Modified – Block**
- 2. Full-Block**
- 3. The Semi-Block**
- 4. AMS (Administrative Management Society)**

Punctuation Styles

1. Close Punctuation

Parts of heading, date, inside address, salutation and complimentary close are punctuated.

2. Standard Punctuation

No line of heading or inside address is punctuated. After salutation and complimentary close a comma is placed.

3. Open Punctuation

It requires no punctuation even after the salutation and the complimentary close.

Modified Block Form (1)

Heading or Letter Head	Public Bank, 30, The Mall, Lahore.
Date	March 7, 2002
Inside Address	The General Manager, Allied Traders, 13, Empress Market, Karachi.
Salutation	Dear Mr. Ali,

Modified Block Form (2)

Body



_____.

_____.

Complimentary Close



Yours sincerely,

Signature Area



**Ali Hassan
Sale Manager**

Reference Initial



MA/na

Full Block Form (1)

Heading or Letter	
Head →	Public Bank, 30, The Mall, Lahore.
Date →	March 7, 2002
Inside Address →	The General Manager, Allied Traders, 13, Empress Market, Karachi.
Salutation →	Dear Mr. Ali,

Punctuation Styles

1. Close Punctuation

Parts of heading, date, inside address, salutation and complimentary close are punctuated.

2. Standard Punctuation

No line of heading or inside address is punctuated. After salutation and complimentary close a comma is placed.

3. Open Punctuation

It requires no punctuation even after the salutation and the complimentary close.

Full Block Form (2)

Body



_____.

_____.

Complimentary Close



Yours sincerely,

Signature Area



**Ali Hassan
Sale Manager**

Reference Initial



MA/na

Semi Block Form (1)

Heading or Letter Head	Public Bank, 30, The Mall, Lahore.
Date	March 7, 2002
Inside Address	The General Manager, Allied Traders, 13, Empress Market, Karachi.
Salutation	Dear Mr. Ali,

Semi Block Form (2)

Body



_____.

_____.

Complimentary Close



Yours sincerely,

Signature Area



**Ali Hassan
Sale Manager**

Reference Initial



MA/na

Layout of a Business Letter

4. AMS (Administrative Management Society)

It has been in use since 1950, AMS is simple style. It uses full—block form and open punctuation. No salutation or complimentary close is used. Reader's name, is used in the first and last sentences. Subject and writer's name are typed in capitals.

Parts of the Memorandum

13

MEMO TO:

FROM:

DATE:

SUBJECT:

Parts of the Memorandum

INTEROFFICE MEMORADUM

TO:

Distribution

From:

Dept:

Dept:

Floor:

Floor & Ext:

Subject:

Date:

Parts of the Memorandum

15

Distribution

2

August 14, 2006

Ka

Distribution:

- 1.**
- 2.**
- 3.**

Parts of the Memorandum

Memorandum

(Company name)

Date: _____

Form: _____

To: _____

Telephone: _____

Dept: _____

Subject: _____

For your

Message, comment, or reply

Approval

Information

Comment

Write it * Date it * Sign it

**Oral message waste time, cause annoying
Interruptions, and are likely to be
misunderstood or forgotten**

Parts of the Memorandum (1)

ABC Company

Interoffice Communication

To: _____ **Plant/department:** _____

From: _____ **Plant/department:** _____

Subject: _____ **Date:** _____

Message _____

Signed _____

Parts of the Memorandum (1)

18

Reply: _____

Date: _____ **Signed:** _____

=====

Person receiving communication: retain this copy for your records (1st page white)

=====

**Originator: detach this copy, send remaining set, carbon instant, for use for replier
(2nd p yellow)**

=====

Replier: return this copy to sender (3rd page pink)

Business Communication

Challenges to the organization Made by New Technologies

2

Defining Email

Email refers to messages send over computers and includes everything from casual notes to friends to multimedia presentations send access the world.

Challenges to the organization Made by New Technologies

Several basic components make up email systems, including

- 1. Users**
- 2. Messages**
- 3. Senders' and Recipients' Addresses**
- 4. Protocols**
- 5. Messaging Transports**
- 6. Gateways**
- 7. Directory Systems**

Challenges to the organization Made by New Technologies

1. Users

Users are often people, but users can also be other computer application programs.

2. Message

A message is the actual information send by one user to another.

3. Addresses

Challenges to the organization Made by New Technologies

4. Protocol

Each email system uses a protocol that describes the structure of the message.

5. Message Transport

The software that moves the message from one system to another is called the transport.

Challenges to the organization Made by New Technologies

6. Gateways

If the message sent from one system must get to a user on another system, it must pass through a gateway to be delivered. A gateway is an application program that translates between two protocols of different email system.

7. Valued-added Networks (VANs)

Valued-added Networks (VANs) are public telecommunication companies, such as AT&T or PTCL, that handle email services to users for a fee.

8. Directory Systems

As a user, you can access directory that contains names, addresses, and sometimes other information about each user.

Challenges to the organization Made by New Technologies

Using email:

With email, you can reach individuals, groups, or other computers anywhere in the world.

Email can save your time in printing, copying and distributing your message. You can use email to send and receive faxes and telexes.

Email is also useful in your personal communications.

Writing conventions

Understanding how Email Works

To send an email message, you do the following:

Log on.

Choose the receivers of your message.

Compose the message.

Instruct the program to send the message.

Email Etiquette

Planning

- **Decide on the purpose**
- **Decide on the content**
- **Write all the ideas in point form**
- **Put these ideas into sequence appropriate to the purpose**

Advantages and Disadvantages of email¹⁰

Advantages	Disadvantages
Email is a faster and more efficient channel than regular mail (sometimes referred to as snail mail). Most messages reach anywhere in the world within minutes of being sent.	It can be difficult to distinguish between casual and formal messages.
It can be send to different receivers at the same time.	The system is inaccessible to those who are computer illiterate or not online.

Advantages and Disadvantages of email¹

Advantages	Disadvantages
Email can be stored and sent at off-peak telephone rates	Its contents may reappear later in a variety of printed forms.
It saves paper	It lacks nonverbal communication cues to add meaning
A message can be written and edited quickly by several people before it is sent	It can be overused

Elements of a Good Online Writing Style

Key element	Purpose	Strategies
Clarity	The communicate clearly	• Simple Words • Conversational Words • Small Sentences • Small Paragraphs • Focus on the subject and purpose

Elements of a Good Online Writing Style¹³

Key element	Purpose	Strategies
Readability	To make information accessible	• Remove ambiguity in your message. • Use vivid, definite language. • Concreteness.

Elements of a Good Online Writing Style¹⁴

Key element	Purpose	Strategies
Punctuation	To keep the meaning clear	Start a sentence with a capital and end with a full stop. Check that the sentence is not too long. Separate ideas by using paragraphs. In general, use more full stops than commas.

Electronic Media

Faxes

A facsimile machine scans a printed page, converts it to a signal, and transmits the signal over a telephone line to a receiving fax machine. Although faxes have been available for many years but recently they were slow and expensive.

Electronic Media

Faxes

Today's fax machines do not require the same kind of machine at the receiving end, and they can transmit a page in less than 1 minute. The newest fax machines use digital transmission, which makes it possible to use a computer program as a receiver. These new faxes are also much faster.

Electronic Media

Voice Mail

Voice mail records messages on a computer disk for later retrieval by the receiver.

Electronic Media

Voice mail

Voice mail can be used:

- **It replace short memos and phone calls that need no response.**
- **It is most effective for short, unambiguous messages**
- **It solves time-zone difficulties.**
- **Reduces a substantial amount of interoffice paperwork.**

Voice mail is:

- **A powerful tool when you need to communicate your emotion and tone**
- **It is especially useful for goodwill and other positive messages**

Other Communication Technologies

Groupware

Groupware allows several people to use software at the same time to create documents, keep track of projects and manage deadlines. Groupware enables a supervisor to manage work flow via individual computers instead of physically moving people from place to place or having face-to-face meetings.

Other Communication Technologies ²⁰

CD-ROM database

Compact Disk – Read Only Memory (CD-ROM) has been available for several years and is becoming more popular. It is powerful tool for putting masses of information into it.

Electronic Media

Teleconferencing

It is a rapidly developing technology that will eventually change the way companies do business

Teleconferencing is

- **Best for informational meetings,**
- **Ineffective for negotiation**
- **Efficient alternative to a face-to-face meeting**
- **Discourages the “secondary” conversations**
- **Helps participants focus on a topic but prevents participants from sharing valuable information.**

Electronic Media

Videotape

Computer Conferencing

Computer conferencing allows users to meet and collaborate in real time while viewing and sharing documents electronically. It offers democracy because more attention is focused on ideas than on who communicates them. But overemphasizing a message (to the neglect of the person communicating it) can threaten corporate culture, which needs a richer medium.

Editing an Online Document

Have I consider the receivers:

- **Viewpoint?**
- **Experience?**
- **Knowledge?**
- **Need?**
- **Position in the company?**
- **Cultural differences?**
- **Technology?**

Editing an Online Document

Have I presented:

- **A clear purpose statement?**
- **A logical order of information?**
- **An appropriate, concise and complete message?**
- **A clear, readable writing style?**
- **Positive language?**
- **Paragraphs focused on the ideas?**
- **A courteous and confident tone?**
- **Carefully edited work etc.**

Editing an Online Document

Have I Met:

- **The reader's need to understand the information?**
- **The document's purpose**
- **The writer's need to convey particular information?**

Business Communication

Supplying Detailed Information on a Service

Gentlemen,

**Please repair or replace my calculator watch, Model C863,
and send it to me at the address above.**

After six months of use, the musical alarm has quit working.

**Enclosed is my watch, a copy of the sales receipt showing the
date of purchase, and your warranty, which guarantees
material and workmanship for one year.**

Yours Sincerely,

Supplying Detailed Information on a Service

Dear Mr. Hafiz,

I am delighted to know that you are interested in our Executive Book Club and am happy to answer your questions about it.

Between 30 and 40 new books in the field of management are made available each year to the members of the Executive Book club. And, as you have mentioned, the topics treated vary widely. From four to six of these belong to personnel administration; in addition, a similar number of general management books carry some aspects of personnel management.

Although we have several specialized book clubs but there isn't yet one in personnel administration. Considering the increasing demand, it is possible that we will one day establish a club in personnel. Certainly, there is a growing interest in this field.

Supplying Detailed Information on a Service

The Circular enclosed contains complete information about the Executive Book Club. Please note that the average price of books distributed by the club, if purchased separately, is about Rs.300. However, as a member you would pay only about three-fourth of that amount.

I do hope you will want to become a member of the Executive Book Club, Mr. Hafiz. You can do so by filling out the coupon on the back of the circular.

Yours truly,

Organization Plan Direct Request

- **Direct-Request Plan**
 1. State the request or main idea.
 2. Give necessary desirable details for easy reading.
 3. Close with a cordial request for specific action.

Organization Plan Direct Request

Good-News Plan

1. Best news or main idea.
2. Explain necessary and desirable details with any helpful material.
3. End positively and friendly stating clearly the desired action and offering any further help. Give date of action if necessary.

Writing Goodwill Letters

The goodwill letter you write will probably be successful when you can answer yes to the following questions:

1. If you were the reader, would you honestly like to receive this letter?

A letter does its job only when it makes the reader feel good.

2. Will the reader feel that you enjoyed writing the letter and that you mean everything you wrote? If the reader feels bored, or indifferent tone, he or she may doubt your sincerity and interest.

Writing Goodwill Letters

3. Did you keep the spotlight on the reader?

To make the reader feel important, put your organization and yourself in the background and convince the reader that you have written the letter *just for him or her*.

4. Did you omit specific sales material?

The reader will feel let down if your personal good wishes are only a prelude to a sales pitch.

Indirect or Inductive Organizational Plan

Bad-News Plan

1. Buffer (using positive, pleasant rather than negative statement).
2. Explanation (reader's benefit, reasons supporting the negative decision).
3. Decision (expressed or implied in clear but tactful manner).
4. Helpful, friendly and positive, stressing on goodwill.

Indirect or Inductive Organizational Plan¹⁰

Persuasive request plan

1. Attention
2. Interest
3. Desire
4. Action

Indirect or Inductive Organizational Plan

Agreement

Find a point on which you and the reader share similar views.

For example;

We both know how hard it is to make a profit in this industry.

Appreciation

Express sincere thanks for receiving something. For example;

Your check for Rs.25000/- arrived yesterday. Thank you.

Cooperation

Convey your willingness to help in any way you realistically can. For example;

Employee Service is here to smooth the way for all of you who work to achieve company goals.

Indirect or Inductive Organizational Plan

Fairness

Assure the reader that you've closely examined and carefully considered the problem, or mention an appropriate action that has already been taken. For example;

For the past week, we have carefully monitored those using the photocopying machine to see whether we can detect any pattern of use that might explain its frequent breakdowns.

Good News

Start with the part of your message that is favourable. For example;

A replacement knob for your range is on its way, shipped February 10 via TCS.

Indirect or Inductive Organizational Plan

Understanding

**Demonstrate that you understand the reader's goals and needs.
For example;**

So that you can more easily find the printer with the features you need, we are enclosing a brochure that describes all the Panasonic printers currently available.

Indirect or Inductive Organizational Plan

Here are some other things to avoid the following thing when writing a buffer:

- *Avoid saying no.*
- *Avoid using a know-it-all tone.*
- *Avoid wordy and irrelevant phrases and sentences.*
- *Avoid apologizing.*
- *Avoid writing a buffer that is too long.*

Worksheet

1. To confirm a reservation.

Reaction: _____ **Approach:** _____

2. To refuse a request for credit.

Reaction: _____ **Approach:** _____

3. To send a brochure that a client requested.

Reaction: _____ **Approach:** _____

Worksheet

4. To ask for an opportunity to demonstrate your new energy-saving device.

Reaction: _____ **Approach:** _____

5. To decline a speaking invitation.

Reaction: _____ **Approach:** _____

6. To thank a customer for placing a large order.

Reaction: _____ **Approach:** _____

Worksheet

7. To reject a job applicant.

Reaction: _____ **Approach:** _____

8. To ask for more information about a product advertised on TV.

Reaction: _____ **Approach:** _____

9. To compromise on an adjustment.

Reaction: _____ **Approach:** _____

10. To collect an overdue account.

Reaction: _____ **Approach:** _____

11. To congratulate a former classmate on a promotion.

Reaction: _____ **Approach:** _____

Business Communication

Guidelines

- 1. Use common courtesy in your request – ask rather than demand.**
- 2. Include all the information the recipients will need in order to give your maximum help, but don't waste the readers' time with irrelevant details.**

Direct Requests

Dear Sir

Send me the latest catalogue of your office supplies

Yours sincerely

Direct Requests

Dear Sir,

In consulting our files of catalogues of office equipment and supplies and checking them off against various manufacturers and distributors, I discovered that I do not have your latest catalogs and price lists and other information concerning your products. (I have some materials, of course, but they are out of date.

I have just been promoted to the position of office services manager of Bright Associates, and I think one of the first things I must do is build a good reference source for me and my staff to use in selecting appropriate equipment, materials,

Direct Requests

and supplies. For this reason I would like to request that you send me your latest catalogs and price lists and other product information you may have in your possession at your earliest convenience. In addition, I would be most grateful if you would put my name on your mailing list so that I will receive all new materials.

Thanking you for your cooperation, I remain,

Yours sincerely,

Direct Requests

Analysis

- 1. Certainly, B satisfies the first guideline: it is courteous. If you were the recipient, you would quickly be able to sense the writer's sincerity and gratitude.**
- 2. On the other hand, the writer has completely ignored the second guideline – conciseness. There is no reason for writers to tell their life's story in a simple request letter.**
- 3. This letter is full of deadwood and hackneyed expressions: “For this reason I would like to request” (say “Please”); “I would be most grateful if you would put” (say “I would appreciate you putting”); “Thanking you for your cooperation, I remain” (say “Thank you”).**

Direct Requests

Dear Sir,

May I have your latest catalogues and price lists and other information about your office supplies and equipment. I would also like to be placed on your regular mailing list so that I will receive all new sales and promotional literature.

Thank you

Yours sincerely,

Guidelines and Alternate Phrases

State the purpose of the appointment you're requesting up front. If you need to “sell” the meeting idea to the other person, be sure to state the purpose in terms of benefits to the other person.

May we talk? I have a couple of ideas that could save us some money—ideas about how you can

A colleague of mine and yours, Ahmed Hassan, mentioned you and I should get together to discuss our mutual interest in distributing our products in Multan. I have some information you may find useful, and I'm sure you, too, can share some insights with me about appropriate markets.

Guidelines and Alternate Phrases

Suggest a meeting place, date, and time, but show concern for the reader's own schedule by asking for him or her to confirm or to suggest an alternate time, if possible.

- I can be at your office at 11:00 Monday morning if that's convenient for you. If not, call me with another suggestion.**
- If this date is not acceptable, let me know when you're free, and I'll arrange my schedule accordingly.**

Guidelines and Alternate Phrases

Give all the details for the reader to confirm the appointment.

- **Would you mind phoning my secretary to confirm?**
- **If I don't hear from you otherwise, I'll see you in your office on May 15 at 4:00.**

Guidelines and Alternate Phrases

Include any preparation that either of you needs to make for the meeting.

- **I've enclosed an agenda. I'd like your comments particularly on the dry clearing project.**
- **Please bring the annual report with you to the meeting.**
- **I'm looking forward to your comments about the contract clause in dispute.**
- **Could you be ready to present your opinion about the new labour policy?**

Direct Requests

Dear Ahmed,

As we discussed in Islamabad several weeks ago, I would like to stop by your office when I'm in Karachi in June to discuss our magazine's project. I'll be available all day May 6 and the morning of May 7. Would you let me know where and when would be convenient for you? I'll be confirming traveling arrangements on Tuesday, so I'd appreciate a call before then.

See you in Karachi,

Direct Requests

Dear Naeem,

Could we get together for lunch about 12:30 August 21 at the Pearl across the street from your office? I now have available the latest figures on the project cost and need your comments about them.

Please call my office to confirm whether you will be able to make lunch that day. If not, would you please give me an alternative date?

Regards,

Direct Requests

Dear Mr. Ali,

I would like to demonstrate our new XEL Fax machine to you in your office on Monday, March 21, at 3 p.m.

**You will be able to judge the accurate performance of this new model as described on the enclosed brochure.
I'll call you next week to make sure this date.**

Yours faithfully,

Direct Requests

Gentlemen,

Please reserve a room with one double bed for one adult for six nights – Sunday, March 21, Through Friday, April 29.

I would appreciate receiving written confirmation before March 9.

Sincerely yours,

Direct Requests

In request for reservations include the following details:

- **Number of adult and number of children.**
- **Number of rooms.**
- **Number and size of beds per room.**
- **Duration of stay.**
- **Arrival and departure times, days and dates.**

Business Communication

Persuasive Requests

- 1. Begin with something that will Interest the Reader.**
 - **Altruistic Appeal.**
 - **Reader-benefit appeal.**
 - **Individual benefit.**
- 2. Follow through with the Reason for the Request.**
 - **Emphasize an advantage to someone other than the writer.**
 - **Compliment the Reader.**
- 3. State the Request in Definite and Specific Terms.**
- 4. Stimulate action with closing remarks.**
- 5. Reflect an optimistic Outlook.**

Persuasive Requests

Dear Residents

The Welfare Society of G Block is conducting a survey of our members in an attempt to obtain information which will help in improving the quality of our services and thereby benefiting our worthy members. The information received from you will help us in identifying the problem areas.

In addition, our project Review Committee can benefit from information regarding strength and weaknesses of our programs as well as suggestions for improving them.

Other members and I eagerly await your reply. Please return the survey in the enclosed enveloped by September 20.

Yours Sincerely,

Copyright By vuways

Regards By Zarva Chaudhary & Chaudhary Moazzam

Replies to Inquiries

1. Give the Exact Information Requested.

Replies to Inquiries

Dear Mr. Ali,

We are happy to receive your registration form and deposit for the 21st Century Marketing Conference to be held April 3-7 in Lahore. The Lahore Hilton has set aside a block of rooms at a special discounted rate for conference attendees. The rate is Rs. 1000 for a single, Rs. 1500 for a double. To make reservations, call 00 – 11 - 22 before February 1.

Pakistan International Airlines is offering conference attendees up to 40 percent off the regular fares. To make flight reservations, call 800-684-4000, and refer to identification number J0969.

When you arrive at the conference, be sure to register before noon on Monday, April 3, so that you can attend the 1:00 p.m. special roundtable discussion by market analysts.

Yours truly,

Replies to Inquiries

2. Express Appreciation for the Inquiry.

Tell the customer, either directly or by implication, that you are glad he or she has written to you about one of your organization's products or services. Write in the spirit of service and goodwill. The tone of your reply should express your appreciation.

3. Sell Your Organization or Product.

4. End with a Positive Closing

If appropriate, offer to give further assistance, and end with a goodwill closing.

Replies to Inquiries

Dear Mr Hassan,

Thank you very much for your letter of May 21 in which you request us to send you the latest Catalogue and pricelist of our office supplies and equipment. I send them this morning, by First Courier Service.

The Catalogue gives complete details of our products I am sure you would find them as usual suitable to your requirements.

I am looking forward to hearing from you soon.

Yours sincerely,

Replies to Persuasive Requests

1. Start with a Cheerful “Yes”

Open your letter with the good news that will make your reader happy:

“I’ll be at the seminar to help in any way I can. The solution to the problem of tax increases is important to me too, and I’m glad you planned the seminar”.

Replies to Persuasive Requests

2. Confirm Details of the Request and Acceptance

The confirmation can be included with the “Yes” in the first paragraph, as in this opening sentence:

Offer to Do More Than Requested

The “something extra” may be an offer to do more than requested.

Since I will be in Islamabad that week on other business. I shall be happy to speak to the convention on Monday, May 1, or Tuesday, May 2, at no expense to your organization.

Model Letters

Gentlemen,

A few days ago I visited the office of a large corporation in Karachi, and was much impressed with the layouts of their various departments in which modular furniture is displayed. During my visit, I inquired about manufactures of such equipment and was told that you have an entire building in which various modular furniture's and equipment are displayed.

I would like very much to visit your Exhibit Building. I can come any time that is convenient for you. If I do not hear from you to the contrary, I will plan to visit you on Thursday, March 8.

Cordially yours,

Regards By Zarva Chaudhary & Chaudhary Moazzam

Model Letters

Dear Mr. Abid,

I am delighted to know that you are planning to visit us on Tuesday, March 8. The Exhibit Building is open from 8:00 a.m. to 5:00 p.m., so you can come anytime.

I thank you for your interest.

Sincerely yours,

Refusal to Inquiries / Requests

- 1. Start With a Friendly Buffer Paragraph.**
- 2. Tell the Reader Why You Cannot Say Yes.**
- 3. Avoid a Negative Refusal.**
- 4. Give Encouragement and, When You Can, Give Help.**

Refusal to Inquiries / Requests

Dear Sir,

We are very sorry that your portrait has been damaged. This rarely happens to Malik photos.

I regret to advise that we cannot hold negatives for a long period of time, because we lack sufficient storage space; therefore, we will not be able to reprint your portrait. I am, however, processing a refund in the amount of Rs. 500/-, which you should receive within the next six weeks.

Please accept our apologies for this problem, as we greatly value your patronage.

With kindest personal regards.

Refusal to Inquiries / Requests

Dear Mr. Babar,

We were happy to hear that your family was so pleased with your portraits. And we are sorry that one was damaged. Because our storage space is limited; however, all negatives are destroyed ten days after an order has been filled.

A refund in the amount of Rs. 500/- is being processed and you will receive it soon.

Please do let us know if there is anything else we can do for you.

Sincerely,

Model Letters

Gentlemen,

Please send me two copies of your free catalogue, “Prime gifts” which was advertised in the March issue of Ad Vision International. I plan to keep a copy and send the other to my friend.

Thank you!

Yours very truly,

Use the Good-News Plan for Recommendations

When facts are mainly favorable or neutral, follow these guidelines:

- 1. Main Idea**
- 2. Explanation**
- 3. Ending**

Writing Thank You Letters

Writing Letters of Congratulation

Business Communication

Placing Orders

- . Tell Where, When, & How you Want the Merchandise Shipped.**
Give the shipping address, or say that you want the merchandise sent to the address above (your return address) or below (if your address is typed below your typed signature).
- . Tell How You Will Pay for the Order.**
- . Tell How You Will Pay for the Order.**

Placing Orders

Merchandise is shipped *FOB destination* or *FOB shipping point*. The initials *FOB* stand for “free on board.” If merchandise is shipped FOB shipping point, the buyer pays shipping charges over and above the cost of the merchandise.

Organization Plan for Orders

A. Direct Statement of the Request:

- Use wording that indicates an order rather than a request: “Please send me” or “please ship” instead of “I want” or “I need,” which are neither polite nor legally appropriate for a business order.
- Open with a general description of your order that encompasses all the details.

Organization Plan for Orders

B. Justification, Explanation, and Details:

- **For complex orders, provide a general explanation of how the requested materials will be used.**
- **Provide all specifications: quantity, price (including discounts), size, catalog number, product description, shipping instructions (date and place), arrangements for payment (method, time, deposits), and cost totals.**
- **Use a format that presents information clearly and makes it easy to total amounts.**
- **Double-check the completeness of your order and the cost totals.**

Organization Plan for Orders

C. Courteous Close with Request for Specific Action:

- **Include a clear summary of the desired action.**
- **Whenever possible, suggest a future reader benefit of complying with the order.**
- **Close on a cordial note.**
- **Clearly state any time limits that apply to your order, and explain why they are important.**

Organization Plan for Orders

Dear Sir,

Thank you for your letter of March 23 along with the catalog for computer hardware. Please send us the following goods by TCS Land Cargo Service.

- | | |
|-----------------------------|--------------|
| i. Hard Disk (60 GB) | 6 Nos |
| ii. Ram (256 MB) | 6 Nos |

The consignment may please be packed in strong cases. The booking receipt may be sent with other document through our bank from which you will receive the payment . Please make sure to send the consignment before April 3.

Yours truly,

Acknowledging an Order

While answering use the following plan.

- i. Thank/appreciate the customer.**
- ii. Restate the order to illuminate any likely misunderstanding.**
- iii. Tell the customer that his order is being processed and should reach him within the given time frame.**
- iv. Express your pleasure in serving him.**

Acknowledging an Order

1. A Customer's First Order

Dear Mr. Naveed,

We are pleased to have received your order of September 15 and would like to welcome you as our new customer.

Your order (No. 62997) for one dozen spark plugs is being processed and will be ready for shipment on September 21, it will be delivered to your workshop by our own van, and payment will be c.o.d. (our policy for all orders under Rs. 1000/-).

We are assure you will appreciate this item of our auto line. Mr. Gul, our sales representative, will call on you soon with a catalog and samples.

Cordially,

Acknowledging an Order

Dear Mr. Ali,

Thank you for your order of October 22 for 6 shirts. We are eager to deliver order 129 to your store as soon as possible.

But first, please let us know which collar size you'd like. These are made in different sizes: small, medium and large. If you note your preference on the bottom of this letter and mail it back to us today, we can have your order ready by the beginning of next week. We're sure you'd like to receive your purchase without further delay.

Sincerely Yours,

Refusing an Order

1. Start with a “Buffer”

Thank the customer for the order, and repeat the details.

2. Give an Explanation

In a positive way, tell why you cannot complete the order and stress what you can do, along with the advantages to the reader.

Refusing an Order

3. Say No

Many times your explanation will imply the “No” that is coming. Be sure the refusal is clear.

4. End With a “Buffer”

Resell your organization and your products.

Refusing an Order

Gentlemen,

Many thanks for your order of April 12 for Seabreeze window air conditioner. You can be sure that your decision to buy a Seabreeze was a decision to buy the best in the market.

Your order cannot be filled as the line has been discontinued. However, we offer you, latest range of split air conditioner. This latest model has several improvements and new features. We now stock the new split air conditioners. This model has these improved features.

remote controlled

heavy – duty compressor

noiseless

available in 3 sizes

Delayed Shipment

For all these advantages the split air-condition is inexpensive. To give your approval for shipment, just call me at 000.000.111 any weekday between 9 and 5. I'll have it on its way to you the same day.

I look forward to hearing from you soon.

Your sincerely,

Placing Orders

Dear Sir,

Please send me the plastic terrace chair which is so advertised for Rs. 5,000. We have recently constructed a new house with a beautiful terrace and terrace chair would be a wonderful addition to its settings.

My cheque is enclosed.

Sincerely yours,