About Rockhurst University Continuing Education Center, Inc.

Rockhurst University Continuing Education Center, Inc. is committed to providing lifelong learning opportunities through the integration of innovative education and training.

National Seminars Group, a division of Rockhurst University Continuing Education Center, Inc., has its finger on the pulse of America's business community. We've trained more than 2 million people in every imaginable occupation to be more productive and advance their careers. Along the way, we've learned a few things — what it takes to be successful ... how to build the skills to make it happen ... and how to translate learning into results. Millions of people from thousands of companies around the world turn to National Seminars for training solutions.

National Press Publications is our product and publishing division. We offer a complete line of the finest self-study and continuous-learning resources a alabic anywhere. These products present our industry-acclaimed correction and training expertise in a concise, action-oriented format votice points work right away. Packed with real-world strategies and hands-on experiments, these resources are guaranteed to help you meet the career and periodal challenges you careerery day.

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Business Letters for Busy People is designed to be used, not just read. You not only get the easy-to-read impact of chapter-irc chapter "how to" information, but each section is else called with checklists, ready-to-use letters and guited ness obely you do your job better, more effectively, more easily — right now! a strength of you a user's manual for the bistness professional.

Business ceners for Busy People 1, probed with the most to get information, is full to a request and practical tips possible in the smallest space. So you don't have to wade through endless pages of fluff searching for that elusive kernel of wisdom.

Business Letters for Busy People gives you concise, easy-touse learning resources that get results. Check out the format and don't be surprised if you find yourself leafing through the pages for tidbits of fact and business trivia. The margins deliberately focus your attention, acting like a thumbnail index. And, each chapter is tabbed on the margins so you can turn right to the chapter you need to see. Read the chapters that are immediately important to you. Although there is a logic and order to the design of the book, you can read it in the order that best suits you. Each chapter stands alone.

One of the problems you may run into is writing to a person with a name that is not gender specific; for example, the name Terry. The simplest solution in the salutation is to say, "Dear Terry Lucas." If you are addressing a group of people in general, such as the shipping department, do not assume they are all male. The old "Gentlemen" is not acceptable. "Shipping Agents" is preferred. The way around having to use a salutation when you are unsure of whom you are writing is to use the Simplified Letter (see Chapter 3).

Subject Line

The subject line is most commonly used in the Simplified Letter. It announces the subject of the letter and provides a Body of the Letter Sale. CO. U

This is where ke requests provide information or reason, a reply to someone. It is the main part of the business e Chapter 3 for the parious body formats).

nentary Close

This varies in formality and is found in all business letters with the exception of the Simplified Letter and the Memo (see Chapter 3 for its placement). The following complimentary closes are in order of decreasing formality:

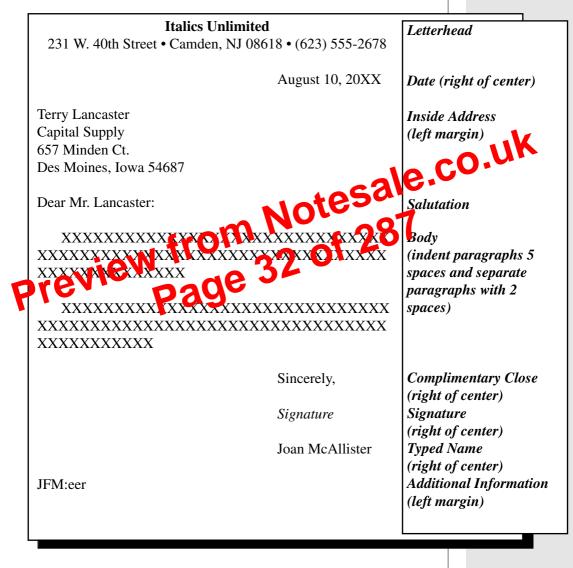
- Very truly yours,
- Respectfully,
- Sincerely yours,
- Cordially,
- Sincerely,

The most appropriate, in general situations, is the last.

Unless you're aiming for the Nobel prize, you shouldn't worry about your writing talent Writing goda bus ess documents is a craft, not an art. It requires skill, not talent, and you can learn skills.

Modified Semi-Block

You will recognize the Modified Semi-Block as the format most commonly taught as "the business letter." It is the same as the Modified Block except that the paragraphs are indented five spaces. All spacing remains the same.



Step-by-Step Guide

The purpose of the collection letter is to get the customer to pay an overdue bill.

- **Step 1:** Check the spelling of the recipient's name. Use a gender-specific courtesy title only if you are certain of the recipient's gender. There is nothing more embarrassing or irritating than getting a collection letter, except getting one that is addressed improperly.
- **Step 2:** The first part of the letter should state the concern and the situation (date purchased, amount owed and date due).
- Step 3: The next part of the letter should indicate the deadline for paying the bill and any penalties that making the You may also wish to indicate you congrany's policy concerning late payments grant periods, penalties or alternative payments grant periods.

Step 4 The thro part of the letter hould indicate the consequences of ot proving the bill. Initially, these may be penalted but, as the bill becomes more collingaent, it may include warnings of ruined credit ratings or involvement of a collection agency.

- **Step 5:** The final part of the letter should encourage the recipient to send full payment or contact you to arrange a payment schedule. End with goodwill and a positive attitude that this situation will be resolved satisfactorily.
- **Note:** At the end of this chapter is a checklist to use when you write collection letters.

Preview f

Checklist

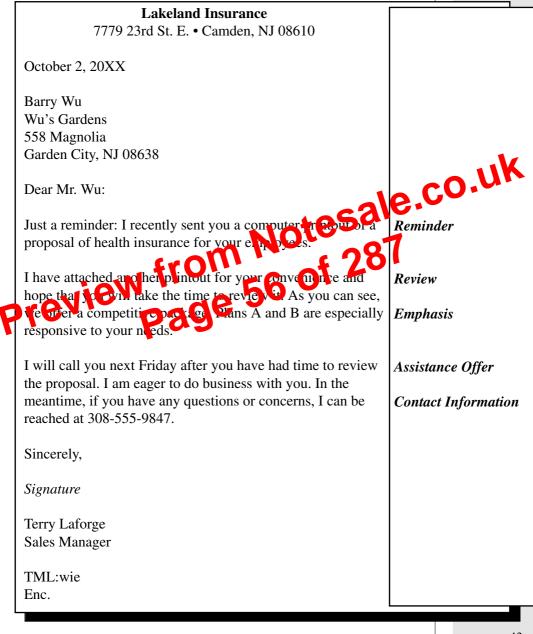
- Did you verify the name of the recipient? •
- Was the tone of the letter firm but understanding? •
- Did you state the amount owed?
- Did you state when the bill was originally due? •
- Did you state the penalties, if any? •
- Did you suggest an alternative payment plan? •
- Did you state the grace period, if any?
- Did you state the new deadline?
- Did you summarize telephone contacts?
- Preview from A6 of 287 Page 46 of 287





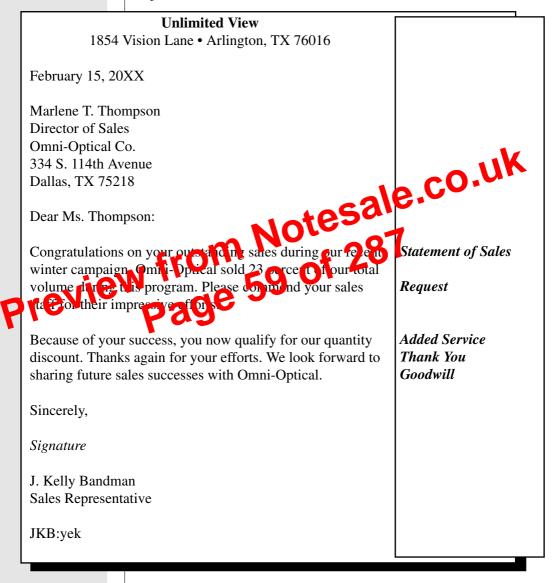
Delinquent Reply

This letter is used to remind a customer who has not responded to a recent letter.



Sales Follow-Up

This letter is used to follow up on a sale that has been made. It may be a thank you for the business, a clarification of the sale or a pitch for future sales.



Goodwill

Benefit

Complimentary Close

Maximum Sales, Inc. 555 West Access Road Columbia, MO 65217

March 14, 20XX

Andrew Roberts, President **University Sports** 468 Baltimore Kansas City, MO 64105

Dear Mr. Roberts:

le.co.uk This is to confirm your phone order made Martin Confirmation 50-count cases of mini-flying disks in h cent color (green, yellow and pirk) to be ivered no later than May Q Details 20XX. Your logonal copy of which is enclosed v printed in each disk in black in

Thank you for placing an order with Maximum Sales. I understand that these flying disks will be included in the registration packets of all participants at the Mid-America Soccerama scheduled for Memorial Day weekend. I believe you will be pleased with the increase in sales and name recognition that will result due to this marketing promotion.

We look forward to being of service to you in the future.

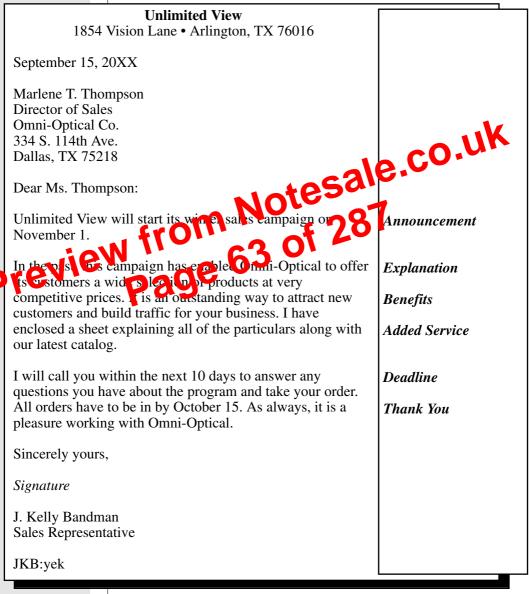
Sincerely,

Signature

Lisa Nixon Sales Consultant

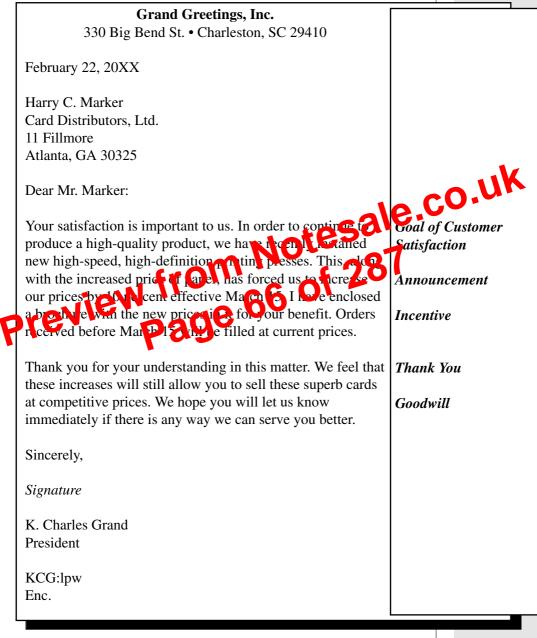
Announcing a Sales Campaign, Promotion or Incentive Program

This type of letter informs clients of upcoming sales promotions, incentive programs or special sales packages that are available. It is followed by a personal call from the salesperson.



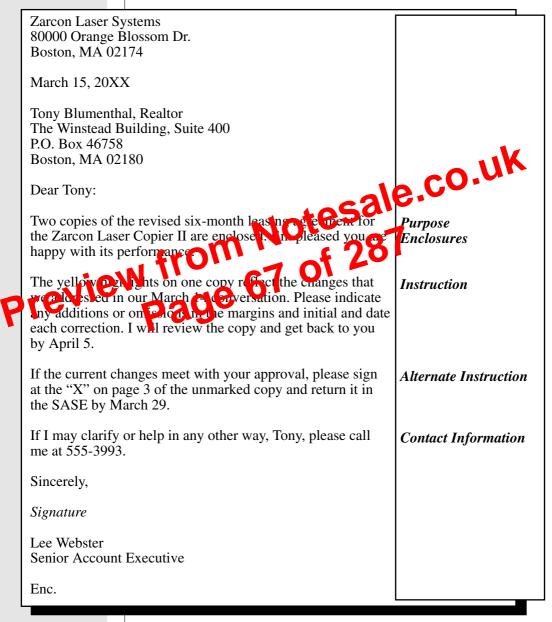
Announcing a Price Increase

Announce a price increase and soften the blow to the customer.



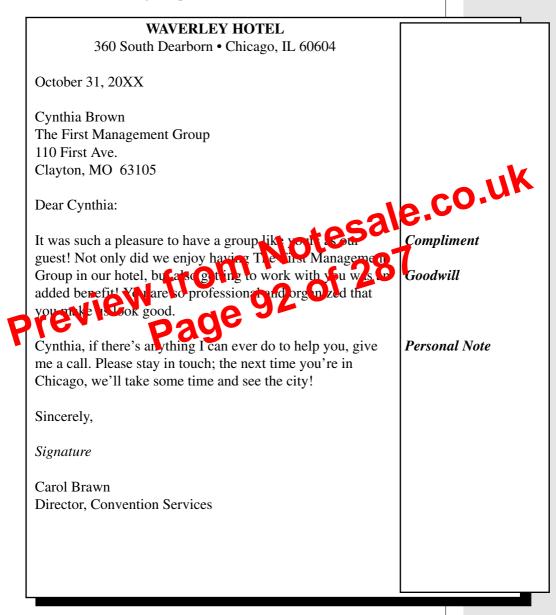
Transmittal With Instructions

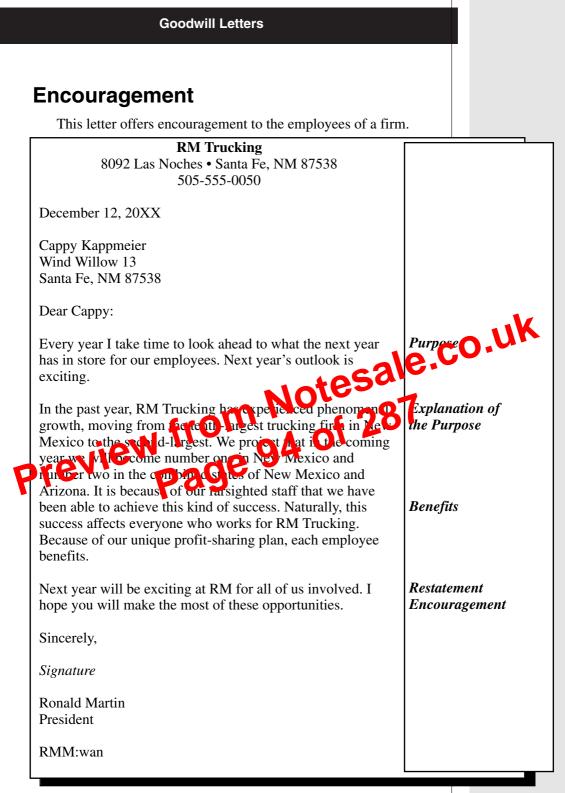
Complicated instructions can be handled in a cover letter such as this one. Part of each sale is to get the reader/buyer to perform an action that brings him closer to the close of the sale or resale.



Follow-up After a Sale

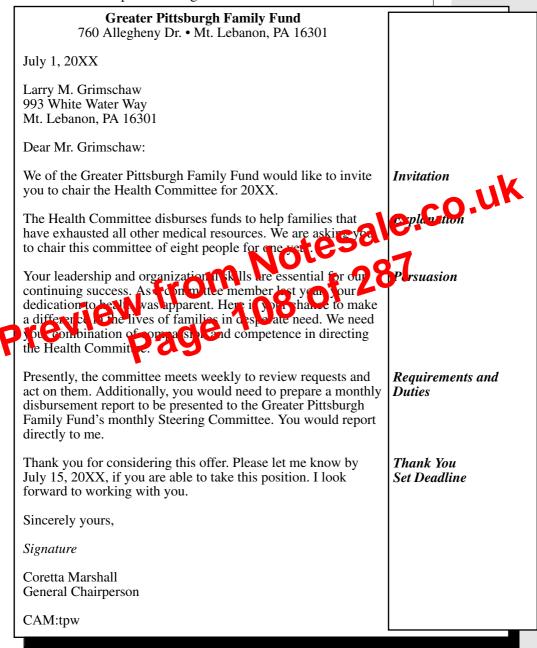
This letter is a follow-up to an event. It maintains positive contact and encourages repeat business from the client.





Invitation to Serve

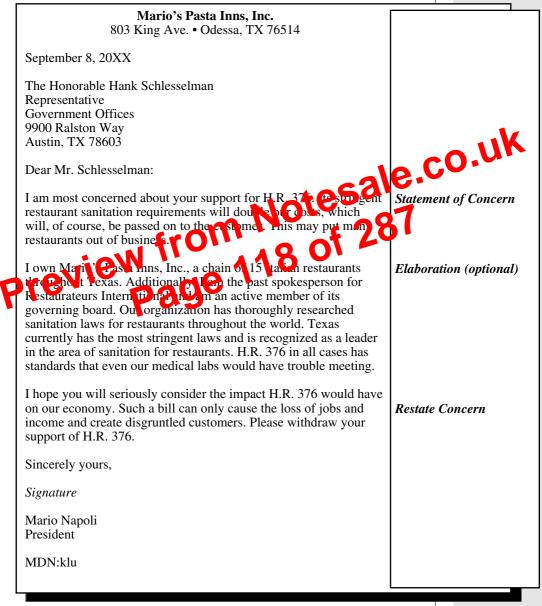
This letter invites someone with the company to serve on a committee or in a position — governmental or charitable.



7

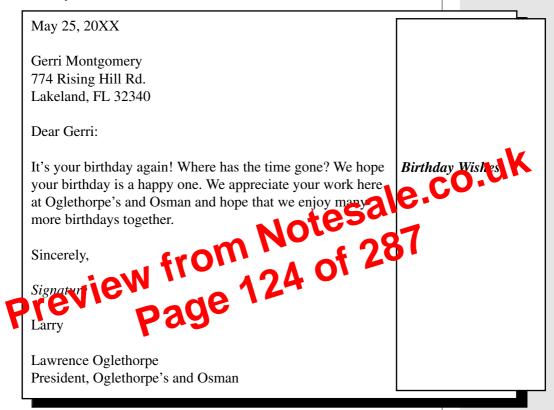
Letter to Legislator Showing Concern

This letter shows concern over a bill being considered. Although elaboration is still optional in the second paragraph, it builds credibility for the writer's opinion and offers a persuasive comparison. This paragraph cannot be discounted easily.



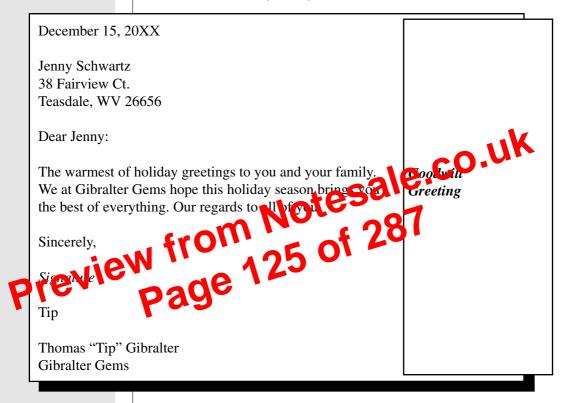
Birthday Wishes

This brief letter wishes someone (employee, relative of an employee, friend of the company, business associate) a happy birthday.



Holiday Greetings

This short letter wishes an employee or business associate holiday greetings. This is particularly useful for those employees or business associates whose religion is not covered by the standard business greeting cards.



Illness — Hospital

This letter offers sympathy for an employee who is hospitalized.

January 10, 20XX

Dear Carrie:

I am sorry to hear that you have been hospitalized. I'm sure that the staff at Trinity General will take good care of you and get you on your way. Please call us if you have any questions regarding the company's health insurance.

Ft. Dodge Furnaces relies heavily on its employees and will feel your absence. I hope that you will recover quickly. We look forward to your return.

Sincerely,

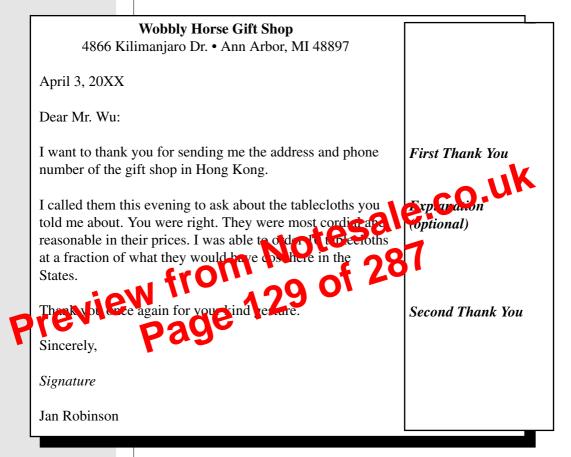
Signature

Ole Munson President Ft. Dodge Furnaces **Sympathy** Goodwill Assistance

8

Thank You

This letter thanks someone (employee, relative of an employee, business associate) for something that was done.



Step-by-Step Guide

Although sympathy cards are available, a letter of condolence is more personal. Letters of condolence should be written with a sincere tone. If at all possible, reflect on the person who has died.

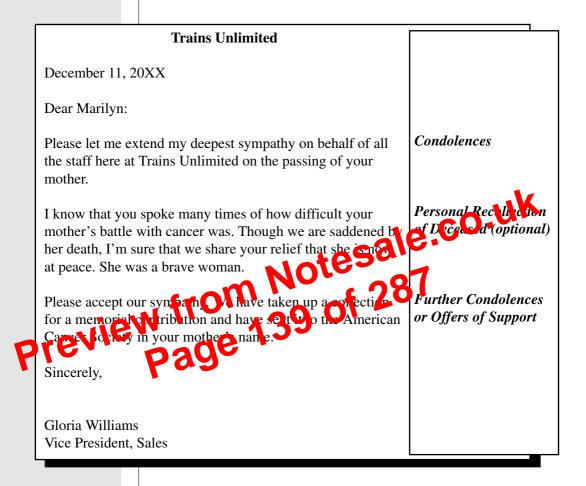
Step 1: The first part of the letter offers your condolences.

- Step 2: The second part of the letter, if possible, should reflect on the person who has died. If you knew the person well, personal recollections are appropriate. If you did not know the person well or at all, this part is optional; although, if you can relate this person's life to your own in some way, you should include this part.
- Step 3: The last part of the letter offers further condolences or support.
- At the end of this chapter is a ecclust to use when Note: you write a condel

Remember

Consic @ cr enters should always l taxte to type a letteroof concelence. ritten. It is in very poor

On the Death of a Mother



On the Death of a Father

Lindlemeier's Tree Farms R.R. 2 • Marlboro, VT 00192

November 1, 20XX

Dear Truk:

We were saddened to hear that your father died last Friday and wish to extend our sympathy.

Although we did not know your father well, we did have a chance to meet him on a couple of occasions. He was proved of his new country and of being able to help his charles. The become established here in the United have. Though this loss is painful, there are many reasons to be proud of your

father.

If there is some way that Till y and I can help you and your family, let us know clear and e as much time from work as you need to get your father's affairs in order.

Sincerely,

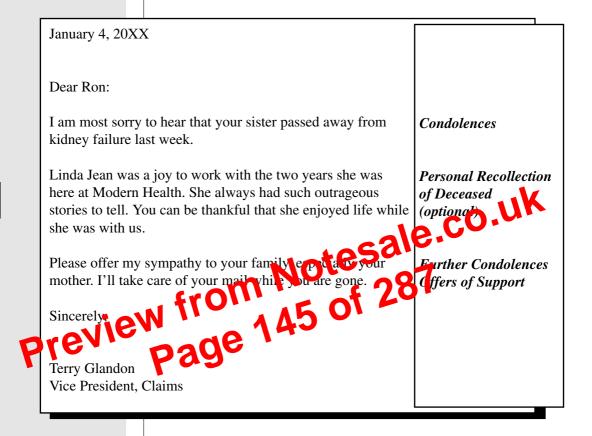
Jake and Tilly Lindlemeier

Condolences

Persena Recollection 7 Deceased (optional)

Further Condolences or Offers of Support

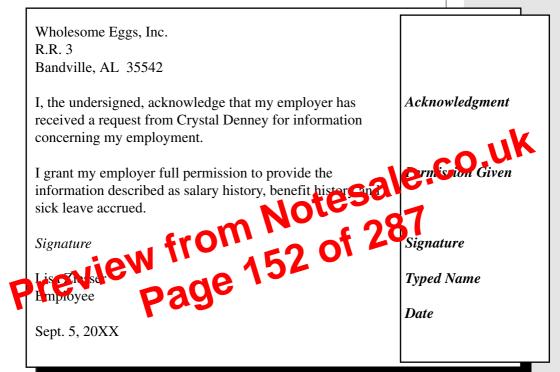
On the Death of a Sister



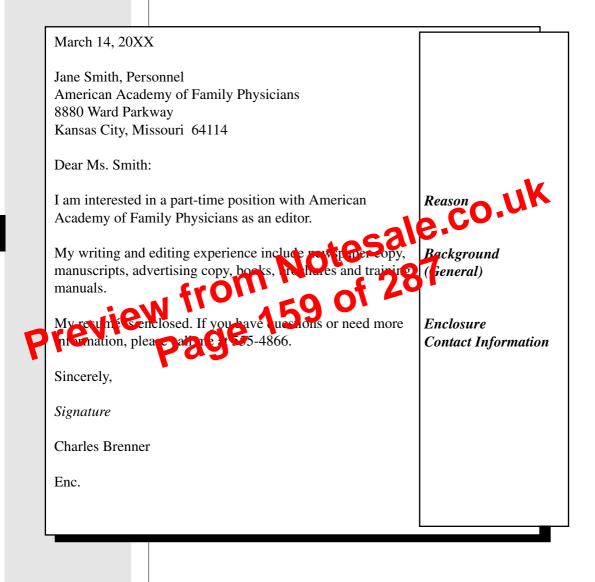
9

Waiver of Confidentiality

This letter is a form signed by an employee giving the employer permission to provide information to parties such as welfare agencies or spouses who request it. This protects the employer from a lawsuit for invasion of privacy.

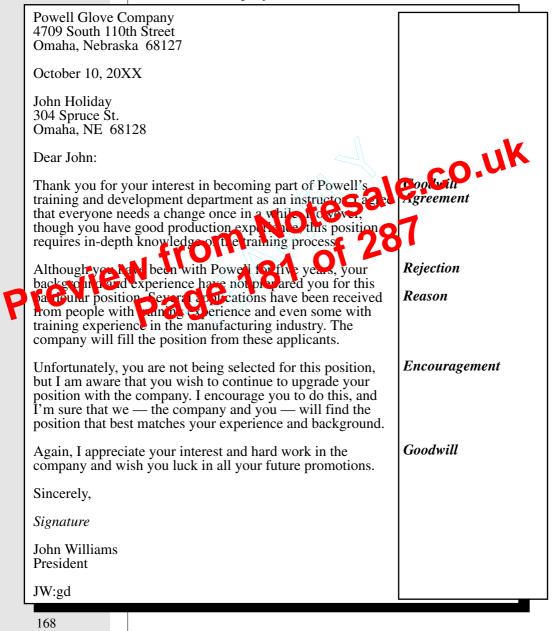


This is an example of a short cover letter for a resumé when there is no knowledge of an available position.



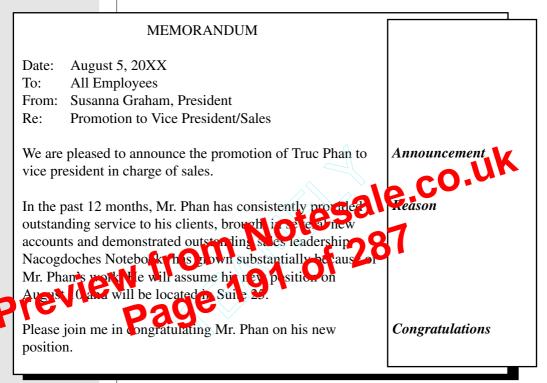
Rejection of an In-House Job Applicant

This letter turns down an employee's request for a new job within the company.



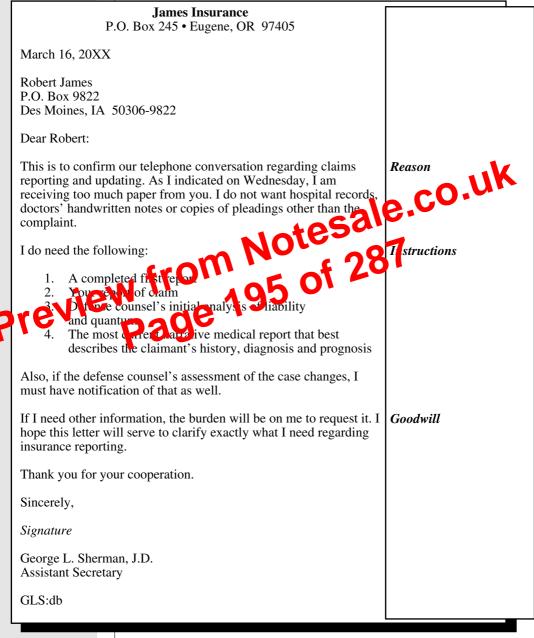
Announcing a Promotion — Internal

This memo announces the promotion of an employee to other members of the firm. In certain circumstances a letter may be used, also.



Request for Material

In giving instructions, this letter states clearly what is needed — as well as what is not needed.



Giving Information

This memo informs employees of a change in the company medical insurance plan and gives information and a contact for information.

MEMORANDUM

Date: September 18, 20XX To: All Employees From: Martha Landers, Office Manager Re: Change in Health Insurance Provider

Beginning October 1, First Coverage will be the health insurance provider for our employees.

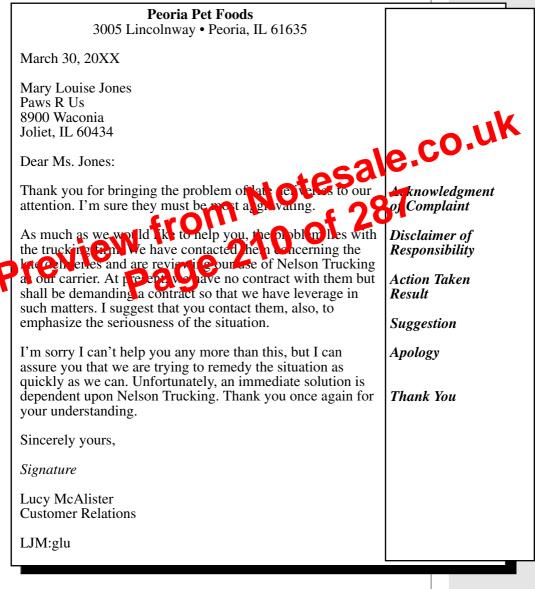
Information UK e. Although few changes will occur as a result of our switcher Details health insurance coverage, you should note Coverage designates certain medical prov signals as "preferred providers." These Daviduals have agreed to 20 accept predetermined files for certain service employees a effice to choose their health care provider, fees vil cenerally be hower her using preferred providers. This will result in lower costs to you on services not covered in our policy or performed before individual deductions are met.

Detailed insurance information will be distributed to all employees when our new policy becomes effective October 1. In the meantime, if you have any questions regarding this change, please contact me at ext. 432.

Contact Information

Acknowledging a Complaint — Disclaiming Responsibility

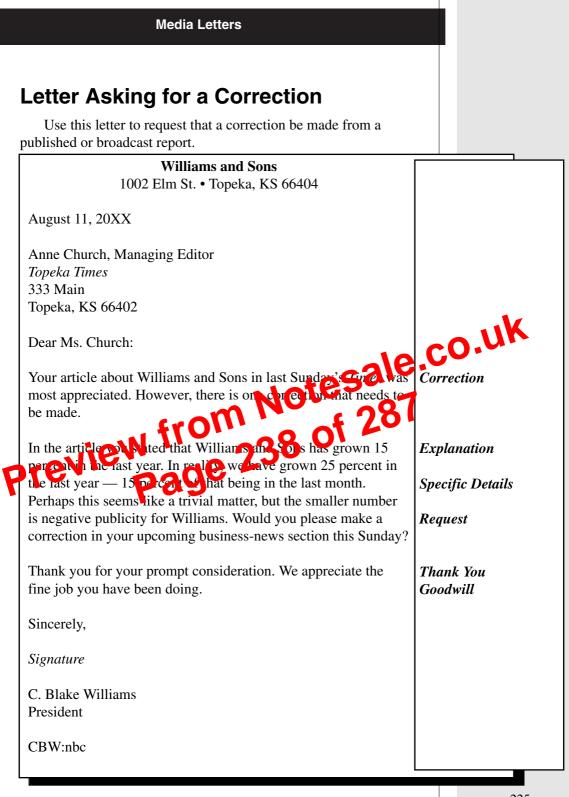
This letter acknowledges a customer's complaint in order to maintain good relations; however, it refers the customer to another source that is responsible for the problem.



Acknowledging an Order — Back Order

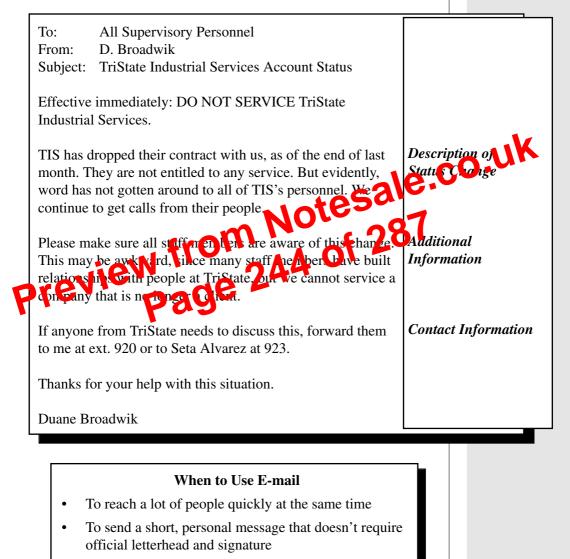
This letter is used to acknowledge that a customer's order has been received but that it is back-ordered, thus causing a delay.





Change in Client Status Announcement

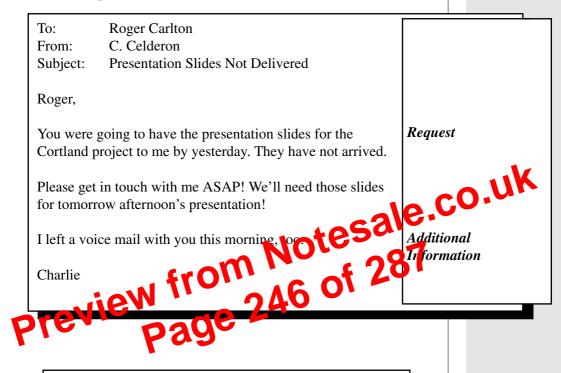
This message announces the change in status of a client and explains an unusual situation and how it is to be handled.



• To send a message that does not need the security or confidentiality of traditional mail

Request for Materials Ordered

A direct e-mail can be a very effective way of making a quick, informal request.

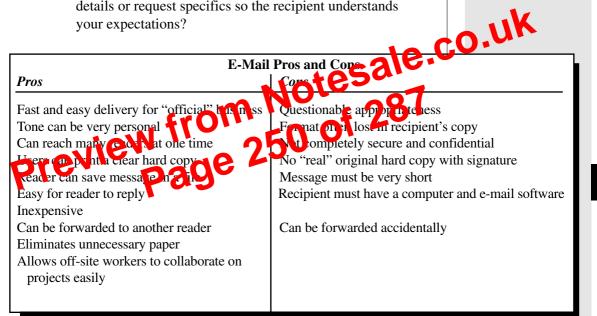


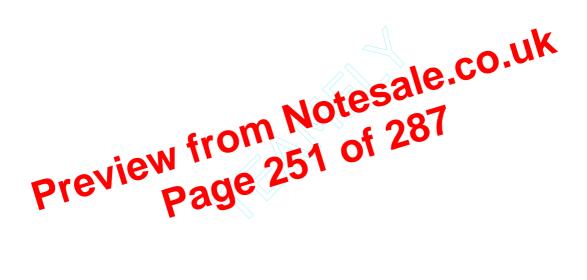
Be Considerate

The more serious the message, the less appropriate the use of e-mail for communication. Bad news of any kind should never be sent via e-mail. Formal information can be altered, forged or duplicated easily in an e-mail format. Never send any communication that you would not be willing to say to someone's face. Always consider whether the joke or witty memo is one you would share with your boss before forwarding it on to someone else.

Checklist

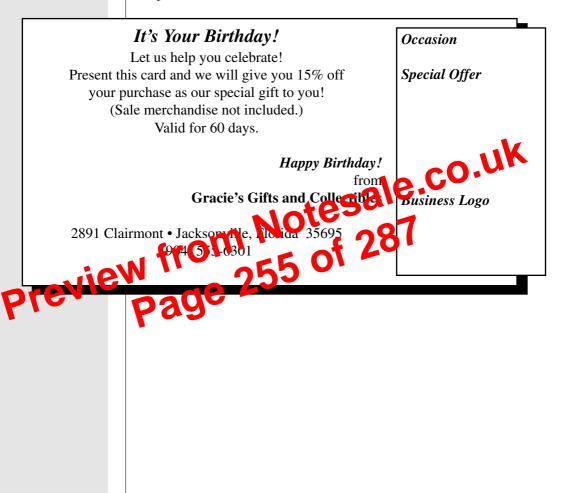
- Did you complete the to/from/subject information?
- Did you make your request or share your purpose in the first sentence or two?
- Did you keep the format and text plain and simple to • avoid a garbled transmission?
- Did you write with clarity, effectiveness and courtesy? •
- Did you check the content of your message for sensitivity, • confidentiality and privacy issues?
- Did you include all the background information, project • details or request specifics so the recipient understands your expectations?

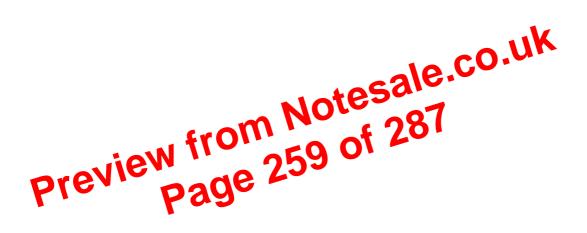




Acknowledging a Customer for a Special Occasion

This postcard acknowledges a customer's birthday with a special discount.





Governor

The Honorable Mary Simpson

Governor of Utah

Dear Governor Simpson

Judge, Federal

The Honorable Tomas Gonzales

United States District Judge

Dear Judge Gonzales

Judge, State or Local

The Hondal

Chief Judge of the Court of Appeals le.co.uk

The Honorable Larry Nelson

u el ant Governor of New

Dear Judge Nelson

Lieutenant Governor

Preview f he Honorable W.M. Tied Mayor of Greenville

Dear Mayor Tied

President, U.S.

The President

Dear Mr. President

Representative, State (same format for assemblyman)

The Honorable Amanda Brown House of Representatives

State Capitol

Dear Ms. Brown

Appendix

Representative, U.S.

The Honorable Blake Grahame The United States House of Representatives Dear Mr. Grahame

Senator, State

The Honorable Matthew K. Billings

The State Senate

State Capitol

Dear Senator Billings

Senator, U.S.

Dear Senator Vries Speaker, U.S. House of Representative Ote 538 The Honorable Jamer B.C. Is le Speaker while House of Representatives Dear Mr. Speaker Vice President ACS

The Vice President **Executive Office Building** Dear Mr. Vice President

Military Ranks

Admiral, Vice Admiral, Rear Admiral

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

Dear Admiral Rhodes

Airman

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

Dear Airman Smith

Cadet

Cadet Jack Roberts

United States Military Academy

Dear Cadet Roberts

Captain (Ain For e) Arky, Coast Guard, Marine Corps

e.co.uk

(Full Rank + Jull Naile + Comma + Abbreviation of Branch (f. ard)e)

Dear Captain Lane

Colonel, Lieutenant Colonel (Air Force, Army or Marine Corps)

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

Dear Colonel Arnold

Commander (Coast Guard or Navy)

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

Dear Commander Grove

Corporal

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

Dear Corporal Jones

Preview

Appendix

Earl

The Right Honorable the Earl of Tropingham

Dear Lord Cresswell or My Lord Cresswell

Earl's Wife

The Right Honorable the Countess of Tropingham Dear Lady Cresswell or Madam Cresswell

Knight

Sir Reginald Williams

Marquess

The Most Honorable the Marques of Onlewshire Dear Lord Panse Orlewshire Mex Lord Ranson Minness The Most Honorable

Dear Lady Ranson or

My Lady Ranson

Viscount

The Right Honorable the Viscount Lindsay

Dear Lord Lindsay or *My* Lord Lindsay

Viscountess

The Right Honorable the Viscountess Lindsay

Dear Lady Lindsay or

My Lady Lindsay

Clerical and Religious Orders

Abbot

The Right Reverend Walter Jones, O.S.B. Right Reverend and Abbot of St. Benedict's Dear Father Archbishop The Most Reverend Archbishop Terrance Smith Archbishop of Canada Your Excellency or Dear Archbishop Archbishop, Anglican of Gaterour To His Grace the Lord Archbi Your Grace of he Archdeacon of New York Vener ble enerable Sir **Bishop**, Catholic The Most Reverend Andrew Duncan Bishop of New York Your Excellency or Dear Bishop Duncan **Bishop**, Episcopal The Right Reverend Samuel Thomas

Bishop of South Carolina

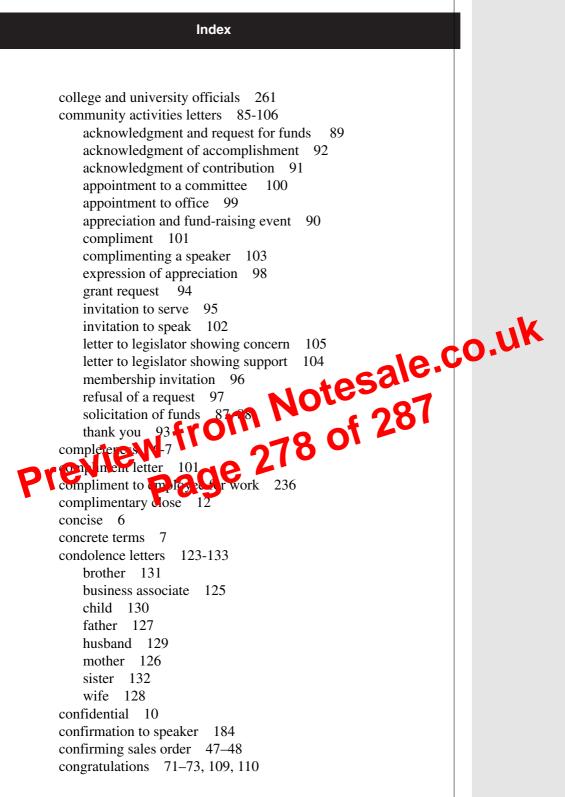
Dear Bishop Thomas

Bishop, Other Denominations

The Reverend Sandra Wright

Reverend Madam or Dear Bishop Wright

Preview



transmittal with instructions 54 transmittal with request 55 transmittal with sales information 58–59 transmittal with suggestion 56 sales follow-up 46 sales letter to client 39 sales letter to current client 40 salutation 11-12 seasonal promotion 241 seven "C's" of style 6-7 signature 13 simplified letter 20 solicitation of funds 87-88 esale.co.uk solicited application 151 speech, acknowledging 68 speech, asking to make a 224 style/organization 3 if 287 subject subject Preview f 31 thank ment 93.116 5u thanks for good work: outside vendor 74 thanks for interview 143 transmittal to current client 60 with information 57 with instructions 54 with request 55 with sales information 58-59with suggestion 56 U ultimatum 29 unsolicited application 144, 148 W waiver of confidentiality 139