There are a number of types of business letters in English. Accomplished speakers of English also need to be able to write the following types of business letters to be successful in business

**Sales Letters**

Sales Letters are used to introduce new products to new customers and past clients. It's important to outline an important problem that needs to be solved and provide the solution in sales letters. This example letter provides an outline, as well as important phrases to use when sending out a wide variety of sales letters. Sales letters can be improved through the use of personalization in some means in order to ensure attention.

* **Ensure the message matches the needs of the target audience.**   
  Does your offer of products and/or services match the needs of the recipient? Don't make your pitch to a company president if your message only applies to the marketing staff.
* **Get to the point.**   
  If you begin your letter with general, hazy information - you risk losing the reader. It's critical you make your point in those first few lines.
* **Be clear and concise.**   
  "Brevity is the soul of wit" - William Shakespeare.
* **Sell benefits, not features.**   
  Many businesspersons love to list and discuss product features. However, your potential customers want to know how he/she will benefit from using the product. It's okay to list features, but also include the end-user benefits. The benefits are that it saves a lot of time, and increases productivity.
* **Keep it personal and conversational.**   
  Given today's access to current data, there is no excuse for sending out form letters. Personalize each letter you send out in your direct mail campaign. In terms of writing style, just write like you talk - and you're sure to make a warm, genuine appeal to your reader.
* **Use letters to generate leads - not sales.**   
  The goal of a direct-mail letter is to generate a response, not a sale -whether it be a return mail card, a fax, email, phone call, or fax. The purpose is to open doors - the sale is the next separate and distinct step in the process.
* **Postscript (P.S.) is your friend!**   
  Case studies indicate that the typical letter recipient's eye moves down the page to the P.S. before they read everything in the letter! Try to restate your proposition in the P.S.
* **Use white space.**   
  Readers are often turned off by large gobs of text. Try to use short paragraphs, and bullets and/or numbered lists. Give the reader some breathing room!
* **Keep it to one page.**   
  Most presidents, purchasing agents, plant engineers, and other decision makers are very busy people. Make your point, sell the benefits, make it easy to read - and keep it to one page.
* **Make a "no-risk" offer.**   
  Offer the recipient something - and make it no risk. Offer free information, an article, some industry tips, free tutorial, or product sample.
* **Include a guarantee.**   
  If you can offer a guarantee - be it your follow-up, delivery, customer service, or pricing - do it. By offering a guarantee, you offer integrity and credibility to your products/services.
* **H is for headline.** The headline of the sales letter needs to get the reader’s attention. Its job is to make the reader want to know more (and actually read your sales letter). The secret? Make sure the headline makes a specific promise that relates to your prospects’ needs or interests.
* **O is for Offer** You need to tell your prospective customers what you’re offering them first. The trick is that you have to make them want your product or service.
* **P is for Proof** Another thing you need to do in the body of the sales letter is assure your readers that they will be satisfied with their purchase. Testimonials (statements of satisfaction from past customers) are an excellent way of doing this.
* **P is for Persuade to Action** be sure you come right out and say what you want the reader of your letter to do, whether it’s to call you, or come into your store
* **P is for P.S. (Postscript).** You’ve asked your reader once. Hopefully he’s thinking about it. Add a P.S. to your sales letter to light a fire under your customer and get him to act RIGHT NOW. Use a carrot such as throwing in an additional bonus (such as, “If you act right now, you’ll also receive….), or a stick, such as reminding the customer that quantities are limited

**Making An Inquiry**

Make an inquiry when you are requesting more information about a product or service. This type of business letter tends to include specific information such as product type, as well as asking for further details in the form of brochures, catalogs, telephone contact, etc. Making inquiries can also help you keep up on your competition. Use this letter template to ensure you receive a prompt reply.

**Replying to an Inquiry**

Replying to inquiries are one of the most important business letters that you write. Successfully replying to an inquiry can help you complete a sale or lead to new sales. Customers who make inquiries are interested in specific information, and are excellent business prospects. Learn how to thank the customers, provide as much information as possible, as well as make a call to action for a positive outcome.

**Making a Claim**

Unfortunately, from time to time it is necessary to make a claim against unsatisfactory work. This example business letter provides a strong example of a claim letter and includes important phrases to express your dissatisfaction and future expectations when making a claim.

**Adjusting a Claim**

Even the best business may make a mistake from time to time. In this case, you may be called upon to adjust a claim. This type of business letter provides an example to send to unsatisfied customers making sure that you address their specific concerns, as well as retain them as future customers.

**Acknowledgment**

The following letters acknowledge the receipt of various items

**Useful Key Phrases**

* I hereby acknowledge the receipt of the following documents...
* I am acknowledging receipt of...
* It will be brought to his attention immediately upon his return.
* If I may be of any assistance..., please do not hesitate to call.

[date] ACKNOWLEDGMENT OF RECEIPT

I hereby acknowledge the receipt of the following documents from the firm of [firm]

**Acknowledgment Of Letter**

Dear \_\_\_\_\_\_

Because \_\_\_\_\_\_ is out of the office for the next two weeks I am acknowledging receipt of your letter dated May 20, l983. It will be brought to his attention immediately upon his return.

If I may be of any assistance during Mr. Jones' absence, please do not hesitate to call.

Yours Sincerely,

**The Start**

*The start of any business letter begins by addressing the recipient of the letter.*

Dear Personnel Director,

Dear Sir or Madam: (use if you don't know who you are writing to)

Dear Dr, Mr, Mrs, Miss or Ms Smith: (use if you know who you are writing to, and have a formal relationship with - **VERY IMPORTANT** use Ms for women unless asked to use Mrs or Miss)

Dear Frank: (use if the person is a close business contact or friend)

**Note:** If you are unsure how formal you should be, always choose a more formal form. Writing to a specific person is always preferred if at all possible

**The Reason for Writing**

**I am writing to...**

... inquire about  
... apologize for  
... confirm  
... comment on  
... apply for

**Examples:**

*I am writing to inquire about the position posted in The Daily Mail.  
I am writing to confirm the shipment details on order # 2346.  
I am writing to apologize for the difficulties you experienced last week at our branch.*

Once you have introduced the reason for writing your business letter, move on to stating more specifically the purpose of your letter. Here are a number of possibilities:

**Requesting**

Could you possibly?  
I would be grateful if you could

**Agreeing to Requests**

I would be delighted to

**Giving Bad News**

Unfortunately  
I am afraid that

**Examples:**

*Could you possible forward your job requirements?  
I am afraid that I will be able to attend the conference next week.  
I would be delighted to give you a tour of our facility this coming month.*

**Closing Remarks**

Thank you for your help Please contact us again if we can help in any way.  
there are any problems.  
you have any questions.

**Reference to Future Contact**

I look forward to ...  
hearing from you soon.  
meeting you next Tuesday.  
seeing you next Thursday.

**The Finish**

Yours faithfully, (If you don't know the name of the person you're writing to)

Yours sincerely, (If you know the name of the person you're writing to)

Best wishes,

Best regards, (If the person is a close business contact or friend)

**E-mail**

When you are sending employment-related email messages, it's really important to get it right. If you don't, your message probably won't be opened let alone read.

Review these email message examples, including email subject lines, signatures, email cover letters, networking letters, thank you letters, farewell messages, resignation letters, and other sample email messages, templates and formatting advice, so you're sure to send the right message.

**Subject Line of Email Message:** Store Manager Position - Your Name

**Email Message:**

**Salutation:**

Dear Mr./Ms. Last Name or Dear Hiring Manager,

**First Paragraph:**  
The first paragraph of your letter should include information on why you are writing.

**Middle Paragraph:**   
The next section of your email message should describe what you have to offer the employer or, if you're writing to ask for help, what type of help you are seeking.

**Final Paragraph:**   
Conclude your cover letter by thanking the employer for considering you for the position or your connection for helping with your job search.

**Email Signature**

FirstName LastName  
Email Address  
Phone  
LinkedIn Profile (Optional)

**Cover Letter Salutation**

The following is a list of letter salutation examples that are appropriate for cover letters and other employment-related correspondence.

**Examples**

* Dear Mr. Jones
* Dear Ms. Jones
* Dear Jane Doe
* Dear Dr. Haven

Follow the salutation with a colon or comma, a space, and then start the first paragraph of your letter. For example:

Dear Mr. Smith:

**When You Don't Have a Contact Person**

If you don't have a contact person at the company either leave off the salutation from your cover letter and start with the first paragraph of your letter or use a general salutation.

**General Salutations for Cover Letters**

* Dear Hiring Manager
* To Whom It May Concern
* Dear Human Resources Manager
* Dear Sir or Madam
* Dear Company Name Recruiter

**To Whom It May Concern** is a letter salutation that is used in business correspondence when you don't have a specific person to whom you are writing.

It is appropriate to use To Whom It May Concern when making an inquiry, but you don't have a contact person to address your letter to.

When addressing a letter To Whom It May Concern, the entire phrase is typically capitalized, then followed by a colon:

To Whom It May Concern: