<table>
<thead>
<tr>
<th>Name of instructor</th>
<th>Ms. Munaza Akhter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course title</td>
<td>Business Communication</td>
</tr>
<tr>
<td>Lesson title for the week</td>
<td>Formal letter writing</td>
</tr>
<tr>
<td></td>
<td>(Business letter and types)</td>
</tr>
<tr>
<td>Lesson topic for the class</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Format of a formal letter</td>
</tr>
<tr>
<td></td>
<td>• Essentials of good business letter content</td>
</tr>
<tr>
<td></td>
<td>• Sales letter</td>
</tr>
<tr>
<td>Number of students in class</td>
<td>30</td>
</tr>
<tr>
<td>Level</td>
<td>Intermediate to Advanced</td>
</tr>
<tr>
<td>Time</td>
<td>50 minutes</td>
</tr>
</tbody>
</table>
Lesson Objective:
Upon completion of this lecture students will be able to:

a) Identify situations that require formal business letter writing
b) Identify elements of a formal letter (block format)
c) Understand essentials of good sales letter content
d) Write sales letter

Before Class
Sample business letter format copies
Sample sales letter format copies
Business letter rubric copies

Home Task
none

Assessment
MENTIONED IN PERFORMANCE PART OF LESSON PLAN
BUSINESS LETTER BLOCK STYLE

FRIENDS AND NEIGHBORS
516 W. Iowa Street
Dermott, AR 71638-2039
(370) 555-0183

December 7, 200-

Mr. Alex P. Perkla
Homemade Construction
571 S. Pecan Street
Dermott, AR 71638-2225

Dear Mr. Perkla

Thank you for helping to make this year’s Friends and Neighbors Dinner a success.

The tables and benches your crews built, delivered, and set up were put to good use. Meals were enjoyed by 376 people who might otherwise have spent their holiday alone and hungry.

Homemade Construction has a positive reputation in the community. That reputation is well deserved.

Sincerely

Chuck L. Fosgate, Chair
Friends and Neighbors Dinner

Enclosures

Reference Guide

Cembloong.com
Sample Sales Letter

Home National Bank
902 Home Avenue
Portland, Oregon 97207

March 8, 2008

Mr. George W. Marlon
Boston Transit Authority
57 West City Avenue Boston, MA 02110

Subject: Magic Loans

Dear Mr. Marlon,

At this time, people thoughts turn to vacation plans and home improvements. If you are considering a major recreational purchase or home improvement this year, you may want to find out about Magic Loans Home National Bank.

Magic Loans is a loan that is made against equity that you have in your home. Magic Loans can be used to buy the car or anything you have always wanted. They can also be used for conventional FHA home improvement loans, such as a private swimming pool. Of course, a Magic Loans does not have to be used only for recreational items. You may want to use money that is now equity to pay for college expenses for your children.

So if you have equity in your home and would like to talk with someone about the possibility of borrowing against that equity, please complete the postage-paid reply card included with this letter. Just drop it in the mail and a Home National Bank loan officer will call you to explain Magic Loans possibilities as well as to answer any question you may have. Let us help make your dream come true.

Sincerely,
Lesson Plan 2

<table>
<thead>
<tr>
<th>Name of instructor</th>
<th>Ms. Munaza Akhter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course title</td>
<td>Business Communication</td>
</tr>
<tr>
<td>Lesson title for the week</td>
<td>Formal letter writing</td>
</tr>
<tr>
<td></td>
<td>(Business letter and types)</td>
</tr>
<tr>
<td>Lesson topic for the class</td>
<td>Inquiry Letter and Order Letter</td>
</tr>
<tr>
<td>Number of students in class</td>
<td>30</td>
</tr>
<tr>
<td>Level</td>
<td>Intermediate to Advanced</td>
</tr>
<tr>
<td>Time</td>
<td>50 minutes</td>
</tr>
</tbody>
</table>

**Lesson Objective:**
Upon completion of this lecture students will be able to:

- a) Understand what an Inquiry letter is and why it is written.
- b) Know essential elements of a good Inquiry letter.
- c) Understand what an order letter is.
- d) Know essential elements of an order letter.

**Before Class**
Sample business letter copies  
Business letter rubric copies
Make students sit in pairs from the beginning of class

**Preparation** (10 minutes)

Teacher will remind students about sales letter they discussed in last class about selling a multifunctional pen.
Teacher will say let us now suppose that someone else is selling that pen and we want to buy it but we are not sure whether to buy it or not, so let’s ask the seller a few questions before buying. What are the questions you will ask from seller of such a pen?

Think about this statement for a minute and then I will ask you for answers at the end

Teacher will ask from few students the questions they will ask the seller.

**Objective:** students will relate information of last lecture with the present lecture

**Presentation** (15 minutes)

_Distribute sample inquiry letter among all students_

Teacher talk/lecture:

1) Once you have received a sales letter or through other sources you get to know about a product that you want to order, you don’t just right away buy it. You want to make sure it has all attributes that you are interested in buying. Therefore, inquiry letters are written.

2) What is an inquiry letter?
   i) Inquiries about product features, quality and price.

3) Teacher will start discussing inquiry sample letter with students that is already distributed before teacher’s talk.

4) Teacher will discuss the importance of to the point and clear inquiry about product and payment terms.

5) Then teacher will move to Order Letter and tell that order letter is written in response to inquiry letter (if satisfied with response of inquiry).

6) Order letter needs focused attention because inaccurate order letter may cause receiving of wrong order, faulted product and waste of money.

7) Order letter needs to express clearly what item is required, how many, what quality and what discount is expected.

**Objective:** Know essential elements of a good inquiry letter and know essential elements of an order letter
**Practice** (10 minutes)

Each pair of students will be given two copies of sample order letter and rubric that was distributed in last class

- Students will be instructed to read the sample letter and highlight strengths and weaknesses according to the rubric and mention them in margin area of letter.
- Teacher will keep looking at the students’ performance while they are writing strengths and weaknesses in the margin and will discuss with each pair while moving around the class.

**Objective:** students will practice identification of strong and weak elements of a sales letter.

**Performance** (15 minutes)

Written quiz with following statement

Select a product you are familiar with and imagine that you are the manufacturer, trying to get a local retail outlet to carry it. Use your imagination to make up information about the product (information should seem realistic).

**Your Task:** write a letter to the owner or (manager) of the store, proposing that the item should be stocked in his/her store. Use the information you formed to describe some of the product’s features and benefits to the store. Then make up some reasonable figures, highlighting what item costs, what it can be sold for, and what services your company provides (return of unsold items, free replacement of unsatisfactory items, necessary repairs, and so on).

**Objective:**
- Students will express their learning and marked quizzes will equip them with a formal record of their learning about sales letter
<table>
<thead>
<tr>
<th>Home Task</th>
<th>none</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment</td>
<td>a) Quiz</td>
</tr>
</tbody>
</table>
Sample Inquiry Letter

Better Widget Makers, Inc.
5555 Widget Avenue
Silver City, CO 80456

September 26, 2003

Mr. Russ Hamilton
Vice President, Sales and Marketing
Golden Bread Company
123 Loaf Street
Silver City, CO 80451

Dear Mr. Hamilton:

Construction on the new employee cafeteria at Better Widget Makers, Inc. is nearing completion and I am looking for a supplier capable of fulfilling our weekly bakery needs.

Do you have an information packet that would help me project the cost of doing business with your company? We will need daily deliveries of pastries, pies, dinner rolls and sandwich bread. Our facility operates 24/7, Monday through Friday, with a flextime workforce of 1,500 employees. To complete my operational budget I will need the following information:

- Wholesale price sheets
- Quantity cost breaks
- Annual contract discounts
- Delivery and or any other service charges.

To submit my proposal to the finance committee at their October 20th meeting I will need to receive your information by the 10th. I will also need to meet with you after reviewing the requested materials. Please call me for an appointment at your earliest convenience. My personal extension is 216-8080, # 29.

In keeping with long-standing policy we would like to place this contract locally. I look forward to working with you and am hopeful that the Golden Bread Company can fulfill our needs.

Sincerely,

Ida Mae Knott
Purchasing Agent
Maria Interiors, Inc
12, Andheri West
Mumbai - 400 012

July 1, 2001
Silvania Office Products
B-27, Lajpat Nagar
New Delhi
Attention: Order Department

Dear Sir,

Please send me the following office supplies as listed and priced in your summer catalogue:

- 8 pkgs D33E-086 Colour-coded files with heavy manila folders—letter size
- 4 boxes D33E-276 Square box-files—capacity 2
- 24 D33E-3325 Large capacity 3-ring binders—letter size

Please charge these to the Maria Interiors account. I would appreciate quick delivery of these items. Please ship by the fastest freight available.

Sincerely,
Akshay Sharma
Office Manager

Silvania Office Products
B-27, Lajpat Nagar
New Delhi

July 12, 2009
Mr Akshay Sharma
Office Manager
Maria Interiors, Inc.
12, Andheri West
Mumbai - 400 012

Dear Mr Sharma,

The following items were shipped to you today by Worldwide Express, rush service:

- 8 pkgs D33E Colour-coded files with heavy manila folders—letter size
- 24 D33E-3325 Large capacity 3-ring binders—letter size

Enclosed is the invoice for Rs. 4000, which includes sales tax. Your order for four boxes of square box-files—2 in capacity (D33E-276) should reach you within 14 days, also by Worldwide Express. Because of the great popularity of these durable, high-capacity hole punches, they are currently out of stock. A shipment from the supplier is due shortly, and when it arrives, we will fulfill your order immediately.

Thank you for your order, and please let me know if I can be of service in the future. For your convenience, I am enclosing a preview copy of the new catalogue, No. 107, which will be mailed to our customers in early December.

Sincerely,
Rajesh Bhatia
Sales Manager

Encl. : Catalogue No. 107
 : Invoice
Lesson Plan 3

<table>
<thead>
<tr>
<th>Name of instructor</th>
<th>Ms. Munaza Akhter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Business Communication</td>
</tr>
<tr>
<td>Lesson title for the week</td>
<td>Formal letter writing (Business letter and types)</td>
</tr>
<tr>
<td>Lesson topic for the class</td>
<td>Letter types</td>
</tr>
<tr>
<td></td>
<td>Claim/complaint and adjustment letters</td>
</tr>
<tr>
<td>Number of students in class</td>
<td>30</td>
</tr>
<tr>
<td>Level</td>
<td>Intermediate to Advanced</td>
</tr>
<tr>
<td>Time</td>
<td>50 minutes</td>
</tr>
</tbody>
</table>

**Lesson Objective:**
Upon completion of this lecture students will be able to:
- a) Know what a claim letter is.
- b) Understand essentials of an effective claim letter.
- c) Know what an adjustment letter is.
- d) Understand elements of an effective adjustment letter.

**Before Class**
Sample business letter copies
Make students sit in pairs from the beginning of class

**Preparation** (10 minutes)

- Ask students about inquiry and order letter
- Then tell them the following scenario:

**Small situation**
You ordered 100 T-shirts for your sports league, 20 of them are of wrong size and wrong color, in your opinion

- How would you inform your seller about the mistake in received order?
- What are the elements you will take care of? Will you reflect your anger and frustration as the league is approaching?

Think about it for 2 minutes (you may discuss with your pair member) and then I will ask from different students

**Objective:** students will remember their previous knowledge related to inquiry and order letter and will be able to relate that information with present topic, which will help them in understanding present topic effectively.

**Presentation** (25 minutes)

Distribute claim/complaint letter copies

Teacher talk/lecture:

8) What is a *claim/complaint* letter?
   a. Informing about fault in received order.
9) Teacher will start discussing claim/complaint sample letter with students that is already distributed before the beginning of teacher lecture/talk.
10) Teacher will discuss the importance of to the point and clear information about default product to the seller.
11) Teacher will also mention importance of courtesy despite having a complaint.

At this point sample *adjustment Letter* will be distributed among students

1) Then teacher will move to adjustment Letter and tell that adjustment letters are written in response to complaint letters.

2) Adjustment letter can be replied with Yes (to accept mistake and fix it) or No (to explain why it is not sender’s/seller’s fault) and that the claim is unjustified.
3) In all cases in an adjustment letter courtesy and polite tone is maintained.

4) Teacher will discuss sample adjustment letter with students.

5) Teacher will discuss how a No response to claim is a disappointing letter and therefore should be written with a lot of care to not offend the receiver and one must sound accommodating.

6) Strong points of sample letter will be discussed.

**Objective:** students will learn tactics to smartly report a claim and to respond to a claim in the form of an adjustment letter.

**Practice** (10 minutes)

Write an adjustment letter refusing a complaint

**Activity Statement**

Amtex Internet Provider is a leading internet provider of the country and is recognized for its quality products and efficient service. The company tests all the products before they leave for selling. Internet Wireless Hub Model 1234 is one of your most sold items and for this model your company has not received any complaint except for a few repair requests due to customers’ mistake of mishandling the device. But now you have received a complaint letter from Mr. Jameel Khan asking for an exchange of Wireless Hub Model 1234.

**Your task:** As Sales Manager of Amtex Internet Provider, write a letter to Mr. Jameel Khan refusing his claim for exchange of wireless hub model WMZ321. But make sure your letter is polite in its tone and accommodates its customers in some form so that you don’t lose the customer for future because Amtex values every single customer of its products

**Objective:** students will practice writing an adjustment letter, with negative response, tactfully and smartly.

**Performance** (5 minutes)

1) Peer checking of adjustment letter in the view of rubric.
2) Teacher will move around class to review each student’s marking of their fellow’s work and provide his/her input where necessary.

**Objective:**

Students will have an informal record of their learning of the very topic.
<table>
<thead>
<tr>
<th><strong>Home Task</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>none</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Assessment</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Peer review under teacher’s guidance</td>
</tr>
<tr>
<td>b) Marked quizzes of previous class will be handed back to students with improvement comments.</td>
</tr>
</tbody>
</table>
BUSINESS LETTER COMPLAINT

New York: May 12, 2011
No: XXI complaint letter PD VII 2011
Subject: Damaged Goods Complaint

Dear Sirs,

SUNRISE Ltd.
Green street
New York

Dear Sirs,

We hereby inform you that there are some items that we received our order in a damaged condition. The following is a list of the damaged items and a description of the damage:

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Qty</th>
<th>Letter Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rectangular Dining Table</td>
<td>1</td>
<td>Dimensions 180x180x75 cm X VI SJ-PO-AM VII 2011</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>There are 4 wooden slat off without tapping screws</td>
</tr>
<tr>
<td>2</td>
<td>Place X VI SJ-PO-AM VII 2011 Newspapers and Magazines Canvas galvanize torn and faded</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Desk Phone X VI SJ-PO-AM VII 2011 Part 2 feet cracked and loose connection with the table top</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>TV Cabinet 1 Glass X VI SJ-PO-AM VII 2011 Cracks along the 50 cm and the handle does not match the order</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

We have sent some photos via email that shows the condition of the damaged goods. Please remember to follow-up on schedule imminent stuffing.

Similarly, the letter claims we made in the hope of an improvement in the quality of goods and packing system security so that future does not happen the same problems.

For your attention and good cooperation we thank you.

Sincerely,

DIAMOND Ltd.

Manda Flow
Purchase dept
Adjustment letter sample (Negative response)

Village Electronics

May 3, 2006

Mr. David Jacobsen

123 Main Street

Dear Mr. Jacobsen,

Thank you for your letter about the defective television set we shipped to you last month. We apologize for any inconvenience caused by this situation.

Upon reviewing our records, we have noticed that your warranty coverage was not renewed after its initial term expired. This is why we were unable to honor your claim.

However, we understand the importance of a quality product and customer satisfaction. We would like to offer you a discount on a new television set, which may interest you. Please let us know if you would like to proceed with this offer.

Sincerely,

Walter Biddle

Customer Service Manager

P.S. We value our customer relationship and hope to serve you again in the future.
# Rubric for Business Letter Writing

**Task Description:** *(Teacher may explain specific assignment in this space.)*

<table>
<thead>
<tr>
<th>Criteria</th>
<th>weight</th>
<th>4 – Exemplary</th>
<th>3 – Accomplished</th>
<th>2 – Developing</th>
<th>1 – Beginning</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organization</strong></td>
<td>25%</td>
<td>☐ Accurately uses correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy)</td>
<td>☐ Mostly uses correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy)</td>
<td>☐ Some noticeable errors in use of correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy)</td>
<td>☐ Several noticeable errors in use of correct business letter format (heading, greeting, introduction, body, closure, signature, enclosure, and copy)</td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td>25%</td>
<td>☐ Letter clearly states the purpose</td>
<td>☐ Letter clearly states the purpose</td>
<td>☐ Purpose of letter is unclear</td>
<td>☐ Purpose of letter is unclear</td>
</tr>
<tr>
<td></td>
<td></td>
<td>☐ Appropriate explanations or facts used to support the main idea</td>
<td>☐ Some explanations or facts need to be used to support the main idea</td>
<td>☐ More explanations or facts need to be used to support the main idea</td>
<td>☐ Main idea is not supported by explanations or facts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>☐ Easy to follow</td>
<td>☐ Somewhat hard to follow</td>
<td>☐ Hard to follow</td>
<td>☐ Letter rambles; hard to follow or understand</td>
</tr>
<tr>
<td></td>
<td></td>
<td>☐ Tone is appropriate for intended audience</td>
<td>☐ Tone is generally appropriate for intended audience</td>
<td>☐ Tone is too formal or too informal for intended audience</td>
<td>☐ Tone is inappropriate for intended audience</td>
</tr>
<tr>
<td><strong>Appearance</strong></td>
<td>25%</td>
<td>☐ Typed, using correct spacing, font, and format</td>
<td>☐ Letter typed with few problems in spacing, font, or format</td>
<td>☐ Letter typed with frequent problems in spacing, font, or format</td>
<td>☐ Letter not typed; wrong format used and hard to read</td>
</tr>
<tr>
<td><strong>Language Usage</strong></td>
<td>25%</td>
<td>☐ Accurate use of punctuation and grammar</td>
<td>☐ One or two mistakes with punctuation or grammar</td>
<td>☐ More than two mistakes in punctuation or grammar</td>
<td>☐ Incorrect use throughout the letter of punctuation or grammar</td>
</tr>
<tr>
<td></td>
<td></td>
<td>☐ No spelling errors</td>
<td>☐ One or two spelling errors</td>
<td>☐ More than two spelling errors</td>
<td>☐ Frequent spelling errors distract from letter</td>
</tr>
</tbody>
</table>
**References for lesson plan 1**

1- Teacher talk material taken from:  

2- Block letter taken from following link


3- Sample sales letter taken from following link

https://www.template.net/business/letters/sales-letter/

**References for lesson plan 2**

1- Teacher talk material taken from:  

2- Sample Inquiry letter taken from following link:

https://www.google.com/search?biw=1920&bih=966&tbm=isch&sa=1&ei=KmMoxbKLPMGb1fAP1a672AE&q=sample+inquiry+letter+better+widget+makers&oq=sample+inquiry+letter+better+widget+makers&gs_l=img.3...33591.37090..37204...0.0.247.3948.0j13j7......0....1..gws-wiz-img.......0j0i30j0i8i30.hqPfLET CJ0Q#imgrc=mSo0yI7fgI2isM:

3- Sample order letter taken from:  

**References for lesson plan 3**

1- Teacher talk material taken from:  

2- Sample claim letter taken from following link:

https://www.google.com/search?biw=1920&bih=966&tbm=isch&sa=1&ei=UWMOXbaLNZ-
3- Sample Adjustment letter taken from:

*Business Letter Rubric Reference*