

Write a Business Letter

Business Communication

Write a Business Letter

Overview: We will examine the importance of good writing techniques when crafting a business letter.

Objectives:

- Recognize several good and not-so-good practices
- Describe a suggested process for writing a good business letter
- Contemplate your response to a hypothetical business situation

Outline:

- Take notes on three short videos and discuss as a class
- Summarize/rephrase four paragraphs and discuss as a class
- Complete a R.A.C.E. summary
- Draw a poster or diagram.

Why should a business person be concerned about business letter writing?

Thought Starter

Assume you receive two business letters on the same day. Your job is in customer service. Both letters are written from customers. One of the letters is difficult to read. The other letter is easy to understand. Which of these two letters would you respond to first?



What is your opinion?

Difficult to read ...or
Easy to understand

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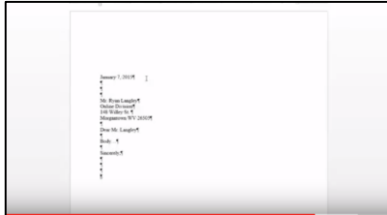
5:46



How to change Basic English into Business English

https://youtu.be/_2ZDNgtAsbw

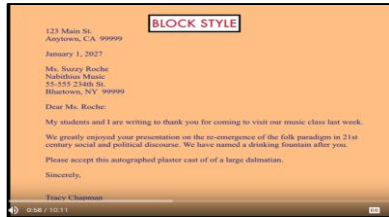
5:34



Business Letter in Block Style

<https://youtu.be/qa5i4nyzeAg>

10:11



How (and why) to write a business letter

<https://youtu.be/PTvtmGFWR8g>



Wikipedia Link: Business Letter

https://en.wikipedia.org/wiki/Business_letter

Standard Write business letters. (MKTC.05.05.f)

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Summarize each paragraph individually.

Discuss each summary as a class.

Summarize your understanding of each paragraph.

Price is one of the 5-P's in the marketing mix (Product, Price, Packaging, Place, and Promotion). Sometimes other "P's" are included in the list (People, Process, Physical Attributes).

Charging too much or too little for a product or service is usually bad for business. However, there may be times when either of these extremes is appropriate.

Loss leaders are products and services priced below the market price. These are intended to attract customers with the intention of customer purchases of other, higher priced products or services.

Premium pricing is used when a good or service is difficult to find, or otherwise in high demand. When customer demand exceeds available supply, premium pricing might be a good strategy.

Standard Identify pricing strategies to set prices for marketing. (MKCO.12.01)

R.A.C.E.

Assume you are in charge of Accounts Payable within the Finance and Accounting Department of a large company.

A colleague from another department insists her group was over-charged for service provided from a long-time vendor.

Your colleague is outraged. Part of your job is to investigate whether your company was in fact over-charged for services rendered.

**How would you respond to the situation?
Complete the R.A.C.E. page in your worksheets.**

Rephrase, Answer, Citation, Example.

Rephrase the instructor's question regarding the topic.

Answer the question above in three ways. Use your notes from the videos, the summarized paragraphs, or the discussion.

1 _____

2 _____

3 _____

Cite the source (video/paragraph) you used in your answers.

1 Your source: _____ 2 Your source: _____ 3 Your source: _____

Example write an example situation related to the topic.