

2. Characteristics and Organization of Reply Letters

Reply letters are letters that provide the information asked for or give the answer to certain questions. Whether the reply letters grant or deny the information or favor requested, the characteristics of reply letters need to be observed.

2.1 Promptness Reply letters granting or denying the information or favor requested have to be immediately written. This shows that the company pays attention to its correspondence and creates goodwill toward its customers.

The following are examples of reply letters that grant the information requested as soon as the request letter has been received.

Miller Enterprises
30 Oakland Park, Detroit
Michigan 49445, USA

13 May 19..

Mr. Tom Wood
85 Fairleigh Avenue
Auckland 3
New Zealand

Dear Mr. Wood :

Thank you very much for your interest in our product, **Atec** adding machine, model A 375/90.

Enclosed is the product literature including its cost and terms of payment you requested for. A 10 percent discount also applies to all customers ordering the product before 30 June 19. . .

We would be very pleased to have Mr. John Simpson, our sales representative meet you at your place to demonstrate the effectiveness of the machine at your convenience. We look forward to having your order soon.

Yours Sincerely,

Richard Baker

Richard Baker, Manager

B.

McGraw-Hill, Inc.
322 East 72 Street
New York, NY 10021

10 June 19..

Mr. Robert **Martin**
St. Bernard Secretary School
15 George Boulevard
Chicago 37845, Illinois

Dear Mr. martin :

Thank you for your request for the list of books on business writing newly published by our company.

Enclosed is the business writing catalog and a price list you requested for. Delivery takes two weeks after we receive the order.

We look forward to receiving your order and please feel free to write to us in case your need more information.

Sincerely,

Donald Baylor

Donald Baylor

Sales Manager

2.2 Completeness Take time answering request letters. This shows that you care and you are willing to do your job. Remember to answer all the questions asked and to provide as much detail as possible.

Here is an example of a reply answer that provides complete information requested for.

Sneiber & Son Company

87 Rustic Aqenue

Baroda, Singapore

20May 19..

Mr. Gorge Stevenson

Managing Director

Benson Supplies

7/7 1 Toa Payoh

Sarangoon, Singapore

Dear Mr. Stevenson :

Referring to your request for the information about the advantages of dictating machines, we are pleased to provide you the details.

Our company installed ten machines and they prove beneficial to our business. Moreover, they save a lot of time for both the boss and **the** secretary. We would highly recommend your installation of **the** machines.

We believe that our information will enable you to decide to install then useful machines to maximize the benefit out of them very soon.

Sincerely your,

Donald Martin

Donald Martin

Manager

2.3 **Courtesy:** Sometimes requests are denied because some information is confidential or some **favours** are not available. It is always more difficult to deny the requests than to grant them. Whatever is the case, you need to remember to write your answer with courtesy or politeness. Do not begin your letter with negative phrases or sentence. It is advisable that you thank the writer for his/her request first. Then the reason of your refusal follows. The actual refusal that comes after wards will not create hostility in the reader's mind. The concluding paragraph, however, maintains goodwill of the company toward the customers.

The examples of a reply letter that denies the information requested for are as follows :

Shuttle X Company
1847 West Peachtree Street
Chicago, Illinois 60612

2 August 19..

Mr. John Milton
Montgomery Unique Enterprises
Lincoln Avenue
Arlington, TX 76284

Dear Mr. Milton :

Thank you for your interest in our system of paying our salesmen in your letter of 25 July 1997. We are pleased to be asked such question because it shows that we are so successful.

We, however, sincerely regret that we cannot provide you the information because each salesperson has signed an individual contract and it is agreed to be kept confidential. We believe you understand why we are unable to comply with your request.

We have found a booklet entitled "Setting Up a Sales Organization" by E.J. Smith very useful in its practical suggestions for dealing with specific problems. You might also find it valuable at the present time.

If we can be of any help, please write to us. We would like to offer our best wishes for the success in your new business and beeline that our relationship will remain.

Sincerely yours,

John Shuttle

John Shuttle

B.

J & J Applicances, Inc.

848 South Loop

Atlanta, GA 30312

20 April 19. .

Mrs. **Amary** Smith
2085 Mondell Parkway
Atlanta, GA 34416

Dear Mrs. Smith :

Thank you for your letter of 16 April asking us about our maintenance Semite for your refrigerator model 748 MKS. However, we must inform you that our

company services only commercial accounts. Nevertheless, we have located a well-reputed appliance maintenance company. It is Tom's Appliance Services, Inc., 198 Peachier Boulevard, Atlanta, GA 33439. The company telephone number is (714) 888-0099.

We believe you will get a satisfactory Semite from Tom's Appliance Services, Inc. Please write to us if we could help you in any way.

Sincerely,

John Jacobs

John Jacobs

Director

As a business correspondence writer, you need to be familiar with the characteristics and organization of reply letters. Take an appropriate approach when you have to deny the request. Make sure that you write your reply sincerely, promptly, completely, and politely. A hint of your willingness to help in any way possible will definitely promote goodwill of your company toward its customers.

The following are some expressions that you find useful in writing a reply letter :

- We thank you for your interest in
- Enclosed is the information you have requested for.
- **Thank you for your letter of** askingusabout
- The confidentiality of such matter does not allow us to provide you with the information you've requested for.

- We hope you understand why it is not possible for us to supply you with the information concerning
- We would be pleased to help you in other matters next time, but because of we are unable to help you in this time.

Activity 2 A

Read the following letter. then write a reply letter from John F. Young. the director of the Chamber of Commerce providing the information as requested.

Alpha Speedometers, Inc.

115 Elliot Close, Market street

Azusa, California 91702

2 May 19. .

The Chamber of Commerce

1172 Tiensin Street

Opaque Square

Chinese Taipei

Dear Sir / Madam :

I have read a gust deal about your country that it is a good place for industry to locate.

Our company, which manufactures speedometers for one of the largest automobile manufacturers, is considering expanding its facilities and is thinking of your area as a possible site for this expansion.

We should like to know about the advantages your city might have for an enterprise such as ours. Our proposed expansion would involve a plant employing approximately 1,000 workers, many of whom would have to be recruited in the place where we decide to locate.

Will you please reply as soon as possible?

Sincerely,

Thomas Jones

Thomas Jones,

President

Activity 2 B

Read the following letter, then write a reply letter from Linda Stuart, Editor-in-Chief of Pleasant Magazine, refusing to publish the story submitted by Lucite Shaw.

18 The Oaks
Fry Street
Denton, TX 76201

28 April 19..

The Editor
Pleasant Magazine
1340 Sunrise Highway
Charlottesville, Virginia 22903

Dear Editor :

Enclosed is my short story "Country Rebels" for your consideration. If you find it agreeable to the reader of your magazine, please publish.

I look forward to hearing from your soon.

Sincerely,
Lucretia Shaw
Lucretia Shaw

3. Grammar Review : Present tenses

Tenses are useful elements of grammar that enhance an effective business writing style. The ability to distinguish tenses is necessary since they concern aspects of time. The following exercises aim to review the usage of present tenses : present simple, present continuous, present perfect, and present perfect continuous. Before completing there exercises, review the usage of present tenses carefully and thoroughly.

Activity 3 A

Underline the correct tenses

1. Bob and John hardly ever (are missing, miss) their meetings.
2. Usually Mary (come, comes) to work by bus, but today she (takes, is taking) a taxi.
3. At the moment, the committee (are discussing, discuss) the company's financial problem.
4. The president frequently (goes, is going) abroad to negotiate business deals.
5. Four times a year, the department managers (attend, are attending) the personnel development programs.

6. Listen! The sale representative (demonstrates, is demonstrating) the new alarm system.
7. At the present time, the flight attendants (negotiate, are negotiating) a contract.
8. The personnel manager (isn't believing, doesn't believe) one of the candidates' story.
9. Please (wait, be waiting/here, the vies president (has, is having) a guest.
10. The chairperson (prepares, is preparing) a sputa today for the company meeting.

Activity 3B

Write the correct tenses in the blanks.

1. Mary and Don have as partners for fifteen years. (work)
2. So far the committee a decision on that project get. (make)
3. Barbara for 6 months in an executive program. (train)

4. There members from many different countries in each **annual** meeting. (be)
5. Because of poor sales, corporate profit lately. (decrease)
6. All managers sales strategies since nine o'clock. (discuss)
7. The company with electronics products since I came here. (deal)
8. The last four years, the company in their export business. (prosper)
9. The company a ten percent discount since last June. (offer)
10. Lately environmentalists concerns about non-recyclable products.
(express)

Activity 3 C

Underline the correct answers.

1. The law requires employers to pay the wages that they (owe, are owing).
2. There is a warning to stay away from the machinery while it (spins, is spinning).
3. The accountants (examine, are examining) the new calculators now.
4. The new policy (has been used, has used) since Monday.
5. His managerial skill is excellent because he (works, has been working) as a manager for twenty years.
6. The bankers (hold, are holding) a branch meeting annually.
7. The plant manager (left, has left) the country to negotiate a contract in Europe at the moment.
8. Mr. Nagamichi's promotion (has been announced, has announced) since 1 March.
9. Look! The company's advertising balloons (are, are being) magnificent.

10. Whenever the company sales (are dropping, drop), the manager (launches, is launching) a promotion campaign.

Since business letters represent business people in dealing with their customers and business associates, it is important that the letters leave the reader with a good impression of the writer and his or her company. Building goodwill—and maintaining it—is an important job of the business letter.

Marie M. Stewart, et al.
Business English and Communication, 5th ed., 282.