



**BHARATHIDASAN UNIVERSITY**  
**Tiruchirappalli- 620024,**  
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Programme: M.A.,HUMAN RESOURCE MANAGEMENT

**Course Title : COMMUNICATION SKILLS FOR MANAGERS**

**Course Code : 22HRM1CC6**

**UNIT-III**  
**Forms of letter**

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# Forms of Letters: A Foundation

## Enquiries

Initiate communication to seek information or clarification about products, services, or opportunities.

Example: Requesting a product brochure, price list, or availability details.

## Replies

Respond to enquiries, providing requested information, addressing questions, or offering proposals.

Example: Providing detailed product descriptions, price quotes, or delivery timelines.

# Proposial Propes



## Offers and Quotations: Formal Proposals

### Offers

Formal proposals outlining terms and conditions for providing goods or services.

Example: Proposing a project scope, pricing structure, and delivery timeframe.

### Quotations

Detailed price lists or estimates for specific goods or services requested.

Example: Providing a breakdown of costs for materials, labor, and shipping.



# Orders: Placing and Processing

1

## Order Confirmation

Acknowledgement of receipt of the order, confirming details like quantity, price, and delivery date.

2

## Order Processing

Notification of order status, including shipment tracking details and estimated delivery timeframe.

# Execution of Orders: Timely Delivery

1

## Order Fulfillment

Efficiently processing and packaging orders, ensuring accurate items and quantities.

2

## Shipping and Tracking

Dispatching orders through appropriate carriers, providing tracking numbers for monitoring delivery status.

3

## Delivery Confirmation

Notifying customers of successful delivery, resolving any potential issues promptly.





# Credit and Status Enquiries: Maintaining Transparency



## Credit Checks

Verifying customer creditworthiness for large orders or extended payment terms.



## Status Updates

Providing regular updates on order processing, shipment status, and any delays encountered.





# Trade and Bank References: Building Trust

1

## Trade References

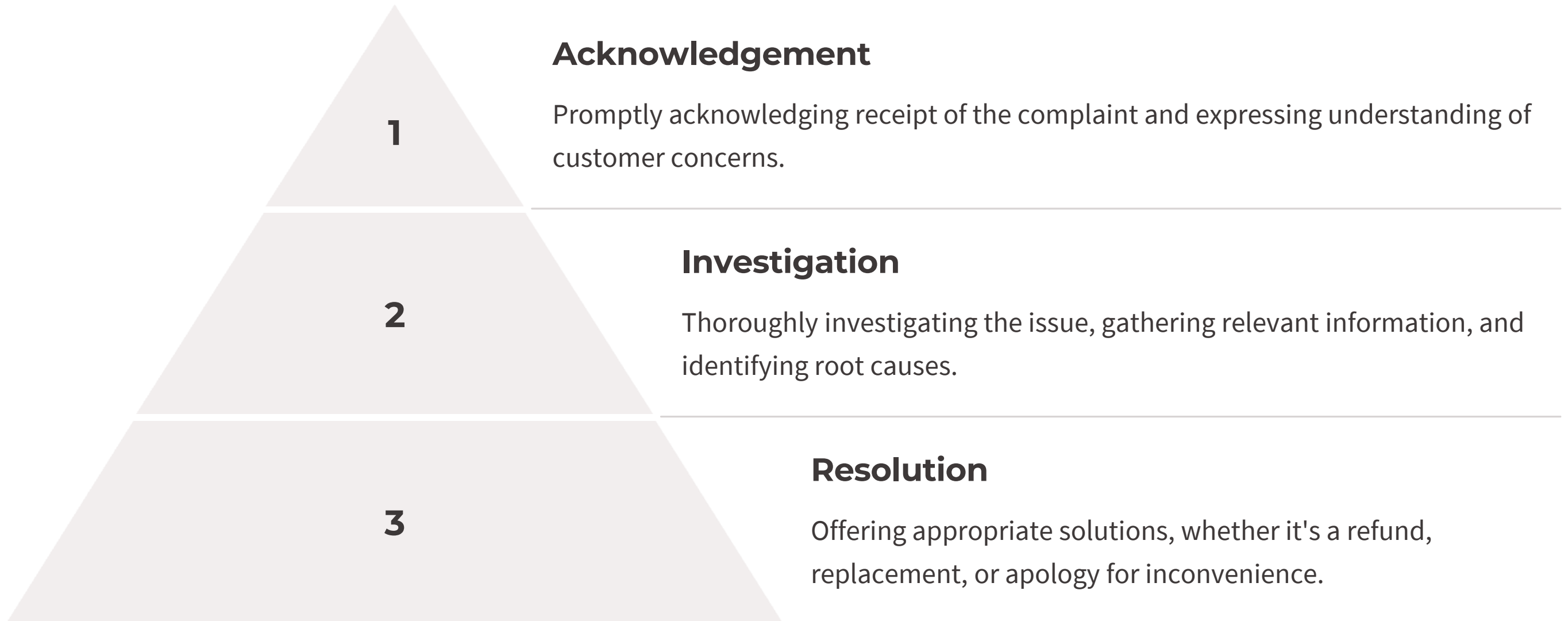
Providing contact information of previous business partners for verification of reputation and reliability.

2

## Bank References

Providing details of financial institutions for validating financial standing and credit history.

# Complaints and Adjustments: Addressing Concerns





# Key Takeaways and Next Steps

1

## Clarity

Ensure your letters are well-structured, clear, and easy to understand.

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2

## Professionalism

Maintain a professional tone, avoiding slang or casual language.

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3

## Accuracy

Double-check for errors in grammar, spelling, and factual information.