

Business Communications II: Sample Business Letters

June 2014

National Association of Elevator Contractors



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About this Study Guide

This guide is intended to supplement your individualized Skillsoft learning by providing materials and examples specific to the vertical transport industry.

This guide provides sample letters used in business communications, as well as suggestions to help make the letters more professional, accurate and effective.

Information included in this study guide is intended for educational purposes only. Check with your company for specific guidelines.

Introductory Letter

Allen Allan, Sales Representative
Company XYZ
PO Box 2029
West Chester, PA 19380

April 13, 2013

John Bluffton, Sales Manager
Bluffton Building Management Company
1112 East False Road
Dover, DE 18932

Dear Mr. Bluffton,

I'm writing to introduce myself and my company, Company XYZ, to you. Company XYZ currently serves Delaware, New Jersey, Maryland, and Pennsylvania for elevator maintenance, repair, and installation. We are a full-service company that is on-call 24-hours a day, 7-days a week for our clients. We pride ourselves on being leaders in our field for ongoing technician education and certification as well. We have also received national recognition for our safety standards.

I'm writing you because your company represents strong partnerships with its clients in the Dover area, and I am interested to learn if there may be any relationship we could create to generate mutual referrals for business in your area?

I welcome the opportunity to meet in person to discuss possible collaboration on future work projects together. We take your business very seriously, and respect your time and consideration.

Thank you.

Very truly yours,

Allen Allan
Sales Representative

VERSION WITH COMMENTS

Allen Allan, Sales Representative

Company XYZ

PO Box 2029

West Chester, PA 19380¹

April 13, 2013²

John Bluffton, Sales Manager

Bluffton Building Management Company

1112 East False Road

Dover, DE 18932³

Dear Mr. Bluffton,

I'm writing to introduce myself and my company, Company XYZ, to you. Company XYZ currently serves Delaware, New Jersey, Maryland, and Pennsylvania for elevator maintenance, repair, and installation. We are a full-service company that is on-call 24-hours a day, 7-days a week for our clients. We pride ourselves on being leaders in our field for ongoing technician education and certification as well. We have also received national recognition for our safety standards.⁴

I'm writing you because your company represents strong partnerships with its clients in the Dover area, and I am interested to learn if there may be any relationship we could create to generate mutual referrals for business in your area?⁵

I welcome the opportunity to meet in person to discuss possible collaboration on future work projects together.⁶ We take your business very seriously, and respect your time and consideration.

Thank you.

Very truly yours,

Allen Allan

Sales Representative

#	Comment
1	Return address
2	Date
3	Recipient address. Specify the recipient's name and title if possible.
4	This is a rather general introduction. Other introductions could be targeted to maintenance or safety or education, for example.
5	This might be found in an inquiry letter, which is similar to an introductory letter. An inquiry letter has an objective. In this case, it is to generate mutual referrals with a new business.
6	It's always good to give your reader a clear idea of what they can do next to continue the conversation. Here, it would be to "meet in person."

Sales Letter

Allen Allan, Sales Representative
Company XYZ
PO Box 2029
West Chester, PA 19380

April 30, 2013

Lisa Faux, Buildings Manager
Newland University
1000 University Road
West Chester, PA 19380

Dear Ms. Faux,

As a bustling University and ADA-compliant campus, you are familiar with the role of elevators in delivering service and speed to your students, faculty, and staff. However, the maintenance of a complex network of elevator systems can be daunting for in-house management. Company XYZ has the knowledge, experience, and reliability to offer your campus a full maintenance, service, and installation package.

By coordinating maintenance, service, and installation, we ensure fewer down elevators because we take responsibility for your elevator systems. Furthermore, we are on-call 24-hours a day, 7-days a week to our customers to resolve down elevators quickly and confidently. Finally, we have successfully upgraded elevator systems in university contexts as well as other institutional settings while working within budgets.

Company XYZ is a local company that appreciates the business of other local organizations. I welcome the opportunity to meet in person to discuss the opportunity to work together. We take your business very seriously, and respect your time and consideration.

Thank you.

Very truly yours,

Allen Allan

Sales Representative

VERSION WITH COMMENTS

Allen Allan, Sales Representative

Company XYZ

PO Box 2029

West Chester, PA 19380¹

April 30, 2013²

Lisa Faux, Buildings Manager

Newland University

1000 University Road

West Chester, PA 19380³

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Thank you.

Very truly yours,

Allen Allan

Sales Representative

#	Comment
1	Return address
2	Date
3	Recipient. Name the recipient as much as possible and include title.
4	Identify a need that your company can solve.
5	Immediately follow the need with your company's solution.
6	Introduces the customer to the specific features of the company that are relevant to the sale at hand.
7	Encourages a next step – meeting the potential customer.

Follow-Up Letter

Allen Allan, Sales Representative
Company XYZ
PO Box 2029
West Chester, PA 19380

May 1, 2013

Lisa Faux, Buildings Manager
Newland University
1000 University Road
West Chester, PA 19380

Dear Ms. Faux,

Thank you for meeting me yesterday to discuss a possible working relationship between Newland University and Company XYZ. I enjoyed meeting you and learning more about your role as Buildings Manager and identifying the needs of the University regarding elevator maintenance, repair, and installation.

My enthusiasm for a professional partnership between the University and Company XYZ has been strengthened because of our meeting. Newland University's emphasis on ADA compliance and anticipated response to elevator maintenance mesh well with our own philosophy of preventive maintenance. Furthermore, I am confident that our team of skilled technicians will deliver consistent, quality service to you.

I want to reiterate my strong desire to work with you. If you have any additional questions or comments, please do not hesitate to contact me at 610-555-0000.

Thank you again for your time and consideration.

Very truly yours,

Allen Allan

Sales Representative

VERSION WITH COMMENTS

Allen Allan, Sales Representative

Company XYZ

PO Box 2029

West Chester, PA 19380¹

May 1, 2013²

Lisa Faux, Buildings Manager

Newland University

1000 University Road

West Chester, PA 19380³

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Thank you again for your time and consideration.

Very truly yours,

Allen Allan

Sales Representative

#	Comment
1	Return address
2	Date
3	Recipient address, including specific name of recipient if possible along with title.
4	An immediate "thank you" is customary followed by a reminder of what you are thanking them for.
5	A firm, positive statement which should be proven in the following sentence(s).
6	Close with a reminder of your intention.
7	Give the potential customer a way to continue to act to start up a relationship.

Complaint Letter

Allen Allan, Sales Representative
Company XYZ
PO Box 2029
West Chester, PA 19380

April 26, 2013

Morris Bluffton, Vice President
Bluffton Vertical Transportation Supplies
1112 East False Road
Dover, DE 18932

Dear Mr. Bluffton,

I'm writing to lodge a complaint regarding a recent repair part (item code #657432) which was purchased on April 20th, 2013. Upon receipt of the part, there were visible signs of previous use, even though the part was supposed to be new. Furthermore, those signs of use prevented my technicians from being able to use the part whatsoever.

I am seeking a full refund of the part— \$324.00—or a new replacement part to be shipped immediately by rush delivery. Please inform me which method of recompense you will choose as soon as possible so that I may make appropriate arrangements.

I am disappointed to receive this poor service and hope it is an exception because we do hope to continue doing business with you in the future. Thank you for doing what you can to set the issue aright.

Very truly yours,

Allen Allan
Sales Representative

VERSION WITH COMMENTS

Allen Allan, Sales Representative

Company XYZ

PO Box 2029

West Chester, PA 19380¹

April 26, 2013²

Morris Bluffton, Vice President

Bluffton Vertical Transportation Supplies

1112 East False Road

Dover, DE 18932³

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Very truly yours,

Allen Allan

Sales Representative

#	Comment
1	Return address
2	Date
3	Recipient address. Take time to find a recipient who is authorized to resolve a complaint in the company.
4	Identify the faulty part or parts, if applicable, with the most detail possible.
5	Include purchase dates and receipts, if possible.
6	Also include a narrative of what is wrong or what went wrong with the part.
7	Give the company your demands for how to rectify the situation. That may include a refund, a replacement, or something else.