

# Order Letter

A purchase order

An order form

# Order Letter

- 1. the name of the item (s) being ordered,
- 2. the item's number ( catalog number, style number, model number, etc.),
- 3. quantity desired (in units such as dozens, cases, reams, etc.),
- 4. description (such as size, weight, colour, material, finish, extra features),
- 5. unit price,
- 6. applicable discounts,
- 7. applicable sales tax,
- 8. total price,
- 9. method of payment (such as charge account, c.o.d., check, etc.),
- 10. desired delivery date,
- 11. method of shipment (such as parcel post, UPS, air express, air freight, etc.)
- 12. delivery address,
- 13. mentioning the source (such as the title and issue date of a magazine, newspaper or catalogue).

# Order Letter

- **Opening.**
- Authorization for purchase,
- Method of delivery,
- Catalogue source

# Order Letter

- **Opening.**
- Please supply 50 copies “...” at a price of \$15 less 5% by carrier.
- Please send us by rail 6 “Midget” Note books - \$180, in Elephant-grey.
- Please supply the under mentioned goods advertised in the ...

# Order Letter

- **Body.**
- Quantity,
- Order number,
- Complete description,
- Unit price,
- Total price,
- Tax,
- Shipping costs.

# Order Letter

• 250 No. OC-18	Payroll greeting cards	\$102.50
• 250 No. OC-22	Payroll card-envelopes	\$21.95
• 100 No. OM-01	Performance greeting cards	<u>\$102.50</u>
• Subtotal		\$226.95
• Tax at 7%		\$14.31
• Shipping		<u>\$24.00</u>
• Total		\$255.26

# Order Letter

- **Closing.**
- Express appreciation,
- Tell when items are expected,
- Identify method of payment.

## Order Letter. **Closing.**

- Charged, with any applicable sales tax and handling costs, to my VISA account (number 003 0971 A109),
- My check for \$ ... is enclosed,
- Payment will be effected in cash in London through the ... Bank within 45 days of the date of dispatch to the above address,
- Payment will be effected only after complete shipment of the goods,



## Order Letter. **Closing.**

- We would appreciate delivery within the next six week, and look forward to your acknowledgement,
- We would appreciate receiving items listed above by ...,
- As our own customers are pressing us for the receiving we hope you will be able to send these items within a fortnight from today's date,
- Since the holidays will soon be under way, we have to ask you to send ... by the end of this month,
- Our terms are payment on invoice.

# Business Letters. Positive letters.

- **1. Clear content.**
- **A clearly written letter:**
  - Separates ideas into paragraphs,
  - Uses short sentences and paragraphs,
  - Uses transitional expressions,
  - Uses familiar words,
  - Uses active-voice verbs,
  - Answers all the reader's questions to avoid further correspondence.

# Business Letters. Positive letters.

- **2. A tone of goodwill.**
- **Good letters must:**
  - Build goodwill,
  - Emphasize the “YOU” view,
  - Point out benefits to the reader,
  - Be sensitive to words that might suggest gender, racial, age, or disability bias,
  - Frame ideas positively,
  - Be courteous.

# Business Letters. Positive letters.

- **3. Correct form.**
- You need to select an appropriate format.

# Business Letters. Positive letters.

- **Opening:** a statement that announces the purpose immediately
- **Body:** details that explain the purpose
- **Closing:** a request for action or a courteous conclusion

# Business Letters.

- **Indirect opening**
- Our company is experiencing difficulty in retaining employees. We also need help in screening job applications. Our current testing programme is unsatisfactory. I understand that you offer employee testing materials and I have a number of questions to ask.

# Business Letters.

- **Direct opening**
- Please answer the following questions about your personnel testing materials.

# Business Letters.

- **Types of business letters:**

- 1) Order
- 2) Request
- 3) Claim Letter
- 4) Letter of Application
- 5) Refuse request
- 6) Letters of Apology
- 7) Letter of Sympathy
- 8) Letter of Recommendation
- 9) Invitations



## Order reply. (Acknowledging).

- The main goals of confirming an order are to:
- welcome the new or regular client;
- express appreciation for the order;
- assure the customer that it will be filled;
- establish goodwill by reassuring the customer that the order has been received;
- encourage further business;
- win a new client.

# Order reply.

- Specific information: what is being done about the order. You should:
- Mention the date of the order;
- Include the order or invoice number;
- explain the date and method of shipment;
- acknowledge the method of payment;
- include a description of the merchandise to reaffirm the wisdom of the customer's purchase;
- mention other related products to spark the customer's interest and future orders.

# Order reply.

- **Opening.**
- In the **opening** you should:
- welcome the client;
- thank for the order or express the appreciation;
- refer to customer's letter;
- inform the customer when and how the delivery will be made.

# Order reply. Opening.

- We are pleased to have received your order of September 15 and would like to welcome you as a new customer of Payton's Plastics.
- Thank you for the recent order ...
- Your computer paper and printer ribbons were sent by UPS, and you should be receiving them by December 4, two days ahead of your deadline.
- Thanks for your December 1 order, which was sent by Federal Express on December 4 and should arrive by December 6.

# Order reply. Opening.

- We were pleased with your order because it represents our first dealing with you.
- We were pleased to get such a good order from you.
- We were pleased to receive your order of June 18 for cotton prints, and welcome you as one of our customers.
- Thank you for your order ( NORD 4316) which we are now making up.
- Your order (N 6297) is being processed and will be ready for shipment on September 21. It will be delivered to your workshop by our own van and payment will be c.o.d.

# Order reply. Body.

- **Body.**

- In the **body** you should:
- Promote new products;
- Reassure customers that their choices were good ones;
- Emphasize a product's best features;
- Focuses on additional products the customer may want;
- Show how the customer can benefit from the products;
- Discuss details of the order, including any irregularities

# Order reply. Body.

- The ribbons you have selected are the best we made;
- We have always felt that our high quality merchandize should have a ready sale in a fashionable shop like yours.
- The goods will be dispatched next week and we hope that today's order will be followed by many more.

# Order reply. Body.

- We feel confident that you will be completely satisfied with these goods and that you will find them of exceptional value for money.
- Unfortunately Model 739/6 is out of stock at present. We can offer very similar model 739/4 and even more suitable. Please let us know whether we may send it.
- Sadly “Introduction” is no longer in print, and I’m returning your check for \$125. But to satisfy your interest I’d like to suggest an alternative; ...
- We regret that we can’t book the order at the prices we quoted 6 weeks ago.



# Order reply. Closing.

- In the **closing** you should:
- express appreciation;
- convey the expectation of good relations;
- show reader's benefits;
- offer further help.

# Order reply. Closing.

- We appreciate the confidence you have placed in us and assure you that our aim is to serve you well.
- As you may not aware of the wide range of goods we have available, we are enclosing a copy of our catalog.
- We hope that our handling of your first order with us will lead to further business between us and mark the beginning of a happy working relationship.

# Order reply. Closing.

- We are sure you will appreciate our entire line of plastics. Ms J.H., our sales rep., will call you with a catalogue and samples.
- Thanks for your order. If you have any questions about installing the ribbon cartridges or ordering other office supplies, give our experts a call at 1 800 555.
- It is our hope that this first transaction will be the beginning of long and happy relations; you can be sure that we will do our best to satisfy you.

# Order reply. Closing.

- We have always appreciated our friendly relations with your firm and shall do our best to maintain them.
- If there is any further information you require, please contact us.