

1532 1st Lane
Edinburg, Texas 78541
July 5, 20XX

Mr. Joseph Castillo
InnoTech Associates
817 Freddy Gonzalez Drive
Edinburg, TX 78539

Dear Mr. Castillo:

We appreciated the customer service training program you provided to our company last month. This letter is intended as a follow-up to that training and to thank you for your time and attention to detail.

The training was effective and productive. Our customer service agents have greatly increased morale and motivation when interacting with customers. We have seen great results from your training just in the last month.

We are considering a telephone etiquette course as a follow-up to the customer service training you provided. We were impressed with your demeanor, training style, and attention to detail, and would like InnoTech Associates to conduct the training program. If you are interested in providing us with a training program in customer service telephone etiquette, please contact me.

Once again, thank you for your interest in helping our employees work to improve their customer service skills. You have taught us some invaluable lessons and our company and workers are grateful.

Sincerely,

Sylvia Rodriguez

Sylvia Rodriguez
Training Department Supervisor
PemCo Inc., West Call Center
Phone: (956) 989-3347
Fax: (956) 989-3300
srodriguez@pemcowest.org

FIGURE 14.2 Sample Business Letter

- *Explaining the bad news rather than simply stating it.* For example, an explanation of a hiring decision might be, "Because of the extensive pool of applicants, we have chosen to place someone in the position with ten years of experience who will need minimum training to begin."
- *Closing with a goodwill message that reinforces a positive relationship with the recipient.* For example, you might close with a statement such as, "With your excellent academic record and ability to put others at ease, we have no doubt you will be successful in finding a position with another organization."

USE A STANDARD FORMAT When developing a business letter, you also need to consider the format. A common format for correspondence is the full-block, or standard letter style shown in Figure 14.2. Although organizations may have their own preferred correspondence

TRH Incorporated

TO: Kay Marquez, Service Manager
FROM: Stephanie Ramos, Local Store Marketer
DATE: May 17, 20XX
SUBJECT: Opportunity for local ad campaign

TRH has been offered an opportunity to participate in a local advertising campaign in conjunction with the Chamber of Commerce's "Local Tastes" program.

"Local Tastes" is an annual program featuring community restaurants and other businesses, including a two-week mailer campaign and events at local stores. This campaign culminates in a well-attended day-long event at the convention center featuring products from each participating business.

Participating businesses will be featured on a front page of the mailer, get a 30-second spot with a local news outlet, and be given a booth with banner at the "Local Tastes" event on July 3.

I think this would be an excellent opportunity to get the company recognized in the community and interact with the Chamber of Commerce as well as work with other businesses in the area.

Please respond by May 25 with a decision regarding participating in this event. I need to respond to the Chamber of Commerce and turn in a deposit by June 1.

cc: Juan Brown, Managing Partner

FIGURE 14.3 Sample Memo

CLOSING Most memos don't require the standard signature you would find in a letter or other correspondence. It is helpful, however, to include notation of any attachments and a list of people who received copies of the memo. When considering who within the organization should receive copies of your memo, keep in mind that in most companies this can be a highly political issue. Send copies only to those who need the information.

Progress and Activity Reports

A **progress report** gives updates on the status of a project. Figure 14.4 shows an example of a progress report. Most project reports are generated by a company that has been contracted to do a particular job or provide a service. In such cases, it is appropriate to submit project reports at regular intervals to communicate the project's status and keep all personnel on task.³⁶ Although the format for project reports varies depending on the project, the policies of the organization providing the report, and the requirements of the client or customer, all reports should maintain the same format for any particular project. Progress reports may contain information about whether a project is within budget. If you anticipate going over budget, mention that and discuss some possible reasons and solutions. A progress report should also include information about how the work is progressing—what has been completed as well as what is anticipated. If you expect you may not complete the work on schedule, discuss this in the progress report and explain what arrangements need to be made to complete the project.

terms : definitions

Progress report a report that outlines for a customer or a client the status of a project.