

## **LETTER WRITING SKILLS**

### **Course Objectives**

- To use modern techniques in writing business letters
- To plan and produce effective sales letters
- To handle letters of complaint
- To edit and proofread business letters

### **Course Outline**

- The Business Letter
  - Format
  - Writing Technique
- The Sales Letter
  - Arouse Interest
  - Create Desire
  - Carry Conviction
  - Induce Action
- To handle letters of complaint
  - Writing a letter of complaint
  - Responding to a letter of complaint
- To edit and proofread business letters
  - Using the electronic dictionary