



# **BUSINESS COMMUNICATION**

## **(UNIT –V)**

**PRIYA.So,**  
**ASSISTANT PROFESSOR,**  
**COMMERCE WITH COMPUTER APLICATION,**  
**Dr.SNS RAJALAKSHMI COLLEGE OF ARTS & SCIENCE,**  
**COIMBATORE.**

# PUBLIC RELATIONS LETTERS



- Public relations letters are also known as goodwill letters or friendly letters. They are sent by organisation to their customer.
- The idea behind such letters is to build goodwill among the public.
- A goodwill message is one that is sent strictly out of a sense of kindness & friendliness.





# TYPES OF GOODWILL MESSAGE



**CONGRATULATORY  
MESSAGE**

**THANK – YOU  
NOTES**

**SYMPATHY NOTES**

**APPRECIATION**

**SEASONAL  
GREETINGS**



# CONGRATULATORY MESSAGE



# CONGRATULATORY MESSAGE

- Congratulatory notes are sent for major business **achievement's such as receiving a promotion, announcing a retirement winning an award, opening a new branch etc.,**
- And like such a **personal or public milestone namely, engagement, weddings, birthday's, birth, anniversary, graduations, & other noteworthy occasions.**
- Its should be written **both to employee's within the company & to customers, suppliers, & others outside the firm with whom you have a relationship.**

# A MODEL CONGRATULATORY NOTE:

## Congratulations Messages on Success

Congratulate to your close ones on their success and wish them to keep it up for always. The success only comes with the focus on your aim and a congratulation message respect the efforts behind the success. Write congratulation text message to your friends and closed ones.

“Success comes in your way only because you are always prepared to take any challenges. You convert the difficulty into an easy process, pressure into fun with your strength and confidence. Go ahead in your life, success will always be yours.”



# THANK – YOU NOTES



# THANK – YOU NOTES

- ▶ A note of thanks or **appreciation is often valued more than a monetary reward**. A handwritten thank – you is especially appreciated today.
- ▶ Thank – you notes should be sent whenever someone **does you a favour, gives a gift, write a letter of recommendation for you, comes to your support unexpectedly, give a speech or appears on a panel etc.**,
- ▶ **Unexpected thank you notes are often the most appreciated to the salesperson, instructor, secretary, restaurant server or anyone else who provided service beyond the call of duty.**



# A MODEL THANK - YOU NOTE

## Thank-You Letter for a Team Leader

Dear Malia,

I really appreciate the effort you have put in leading your team's current project. I know you have been putting in a lot of extra time, and you are truly inspiring and getting the most out of the skills and talents of your team members. A number of them have expressed to me their gratitude for the one-on-one guidance and support you've provided them, particularly as deadlines loom.

I've been analyzing your project's benchmarks, and it's clear that your great work is paying off in tangible results. I'm so happy to see your leadership yielding such success!

You've really proven your mettle as a very talented team leader, and I'm looking forward to seeing the direction in which you are going to take your upcoming projects.

Sincerely,

George



# SYMPATHY NOTES



Though our words  
can do little,  
we hope our  
thoughts  
and prayers  
will support  
you at this time.

Those we love don't go away,  
they walk beside us everyday.  
Unseen, unheard, but always  
near, so loved,  
so missed, so very dear.  
— Anonymous

*My Deepest  
Sympathy*

My words cannot fully express the  
sorrow I feel after having shared  
the death of your beloved one.  
May you rest assured the  
world will miss you and my  
prayers are with your whole family.

What to write in  
a condolence  
card  
(and what not to)

*With Deepest Sympathy*

My mama was an amazing lady.  
I feel privileged to have known her.  
I know you will miss her dearly.  
I'll be keeping you  
in my thoughts and prayers.

There can be no pain  
more terrible and deep  
than that of losing a son.  
My heart, soul and  
prayers go out to you

[sympathymessageideas.com](http://sympathymessageideas.com)

WITH HEARTFELT  
**Sympathy**  
WISHING YOU PEACE TO  
BRING COMFORT

<http://www.southerncomfortyouaremissing.com>



# SYMPATHY NOTES

- ▶ Expressions of **sympathy or condolence to a person who have experienced pain, grief, loss of business or misfortune are difficult to write.**
- ▶ Some of the **most difficult message to write are those expressing sympathy over someone's death.** Mostly, sympathy notes are short.

# A MODEL SYMPATHY NOTE

## Sympathy Letter for a Condolence

Dear \_\_\_\_\_,

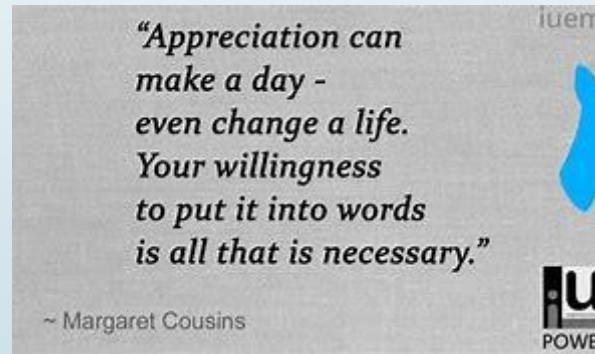
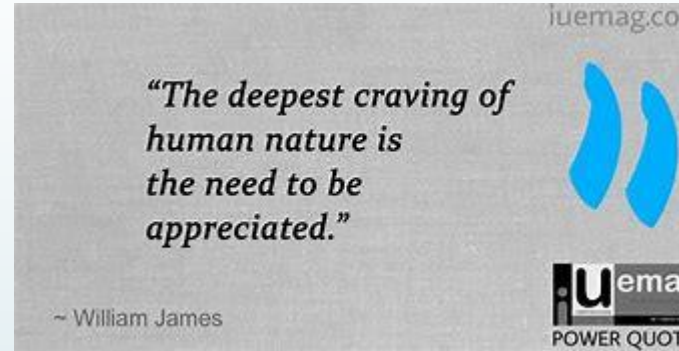
I'm sorry to hear about your loss. \_\_\_\_\_ was a very thoughtful and wonderful person. We will never forget those trips we had with \_\_\_\_\_, and we will always miss \_\_\_\_\_. We love you. Our deepest sympathies are with you.

Please call us if you want someone to talk to during this tough moment and we will be there for you.

May \_\_\_\_\_ rest in peace,



# APPRECIATION



# APPRECIATION

- It's a good practice to **appreciate employees who performed their function properly.** If one's good work is recognised by giving praise, it will act as a great motivating force.
- It's necessary on a part of the **executives to recognise the work of employees, customer, supplier's, etc.,**
- Appreciation letters are drafted exactly as that of letters of congratulation.

# A MODEL APPRECIATION NOTE

## Appreciation Letter for Support

Dear XYZ,

I am writing this letter to appreciate your kind support during the hectic season. It is impossible for me to handle all the paperwork and data entry without the staff members. In the absence of team members, I feel low and lose motivation to work. The workload is taking a toll on my health and I would like to thank you for pointing this out. If you had not mentioned this, I would never have taken a serious life decision. It was all because of your kind words and support that I am able to start the work once again. It is a blessing to have someone like you in my life and once again, I would like to thank you to be there for me.

# SEASONAL GREETINGS





# SEASONAL GREETINGS

- ▶ **During festival seasons like Diwali, Pongal, Christmas, Holidays et., business concerns share their happiness & joy with their customers, dealers, supplier's, etc., by sending greetings.**
- ▶ Some concerns given **token gifts also**. Such as **Calendar, diary, key chain, brief case, pen** etc.,
- ▶ Seasonal greetings may be sent in the form of **letters of greeting cards**. Its readily available in market.

# A MODEL SEASONAL GREETINGS

## A Specimen of Diwali greetings



## A Specimen of Christmas greetings



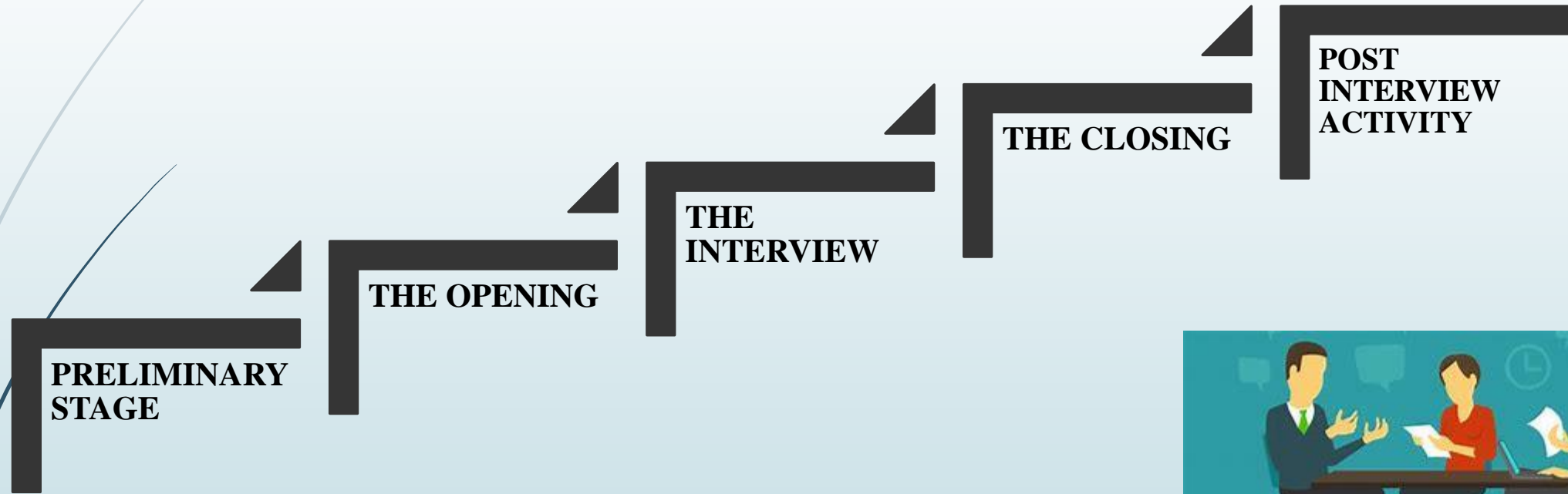
# INTERVIEWS

- ❖ Interviews in an employment context are typically called job interviews which describe a formal consultation for the purpose of evaluating the qualifications of the interviewee for a specific position.

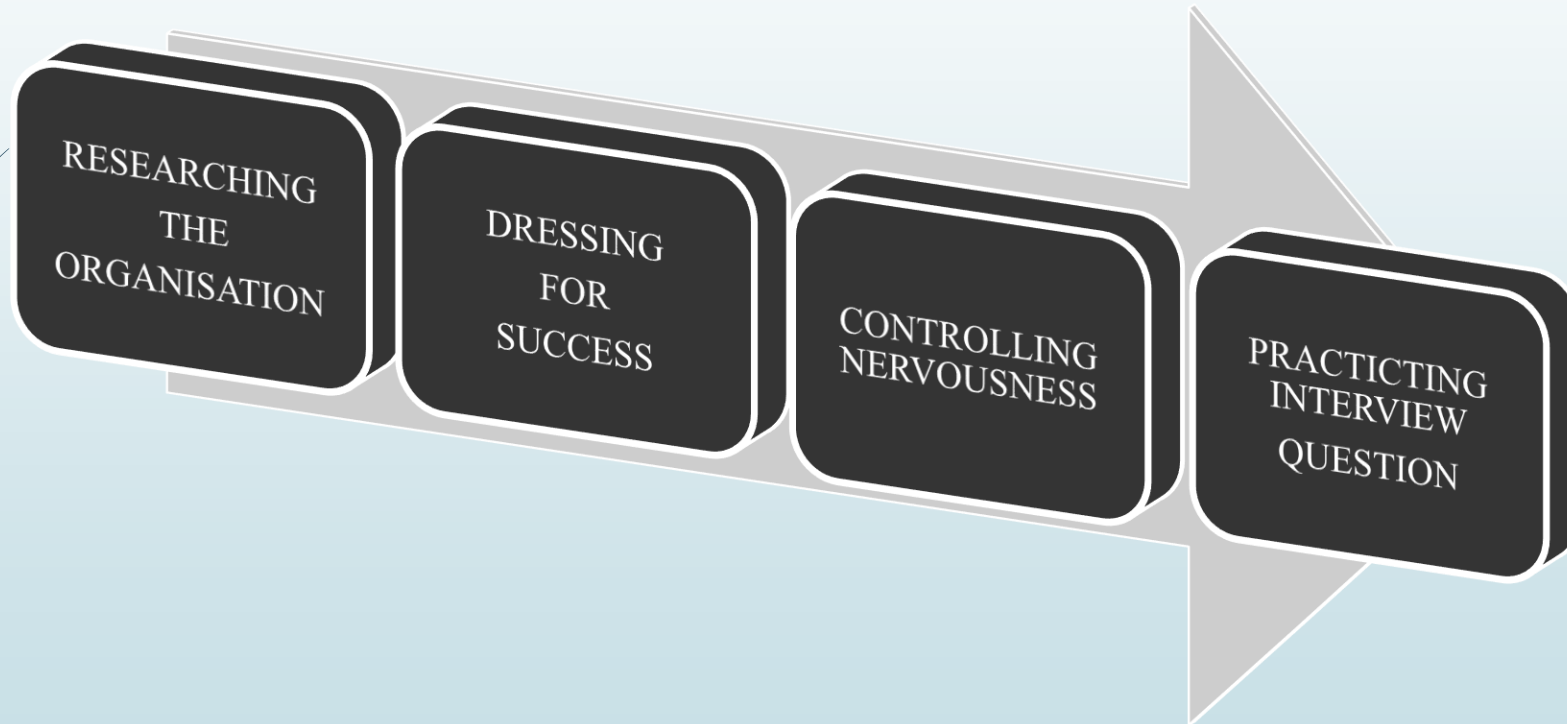


- ❖ In common parlance, the word "**interview**" refers to a one-on-one conversation between an **interviewer and an interviewee.**

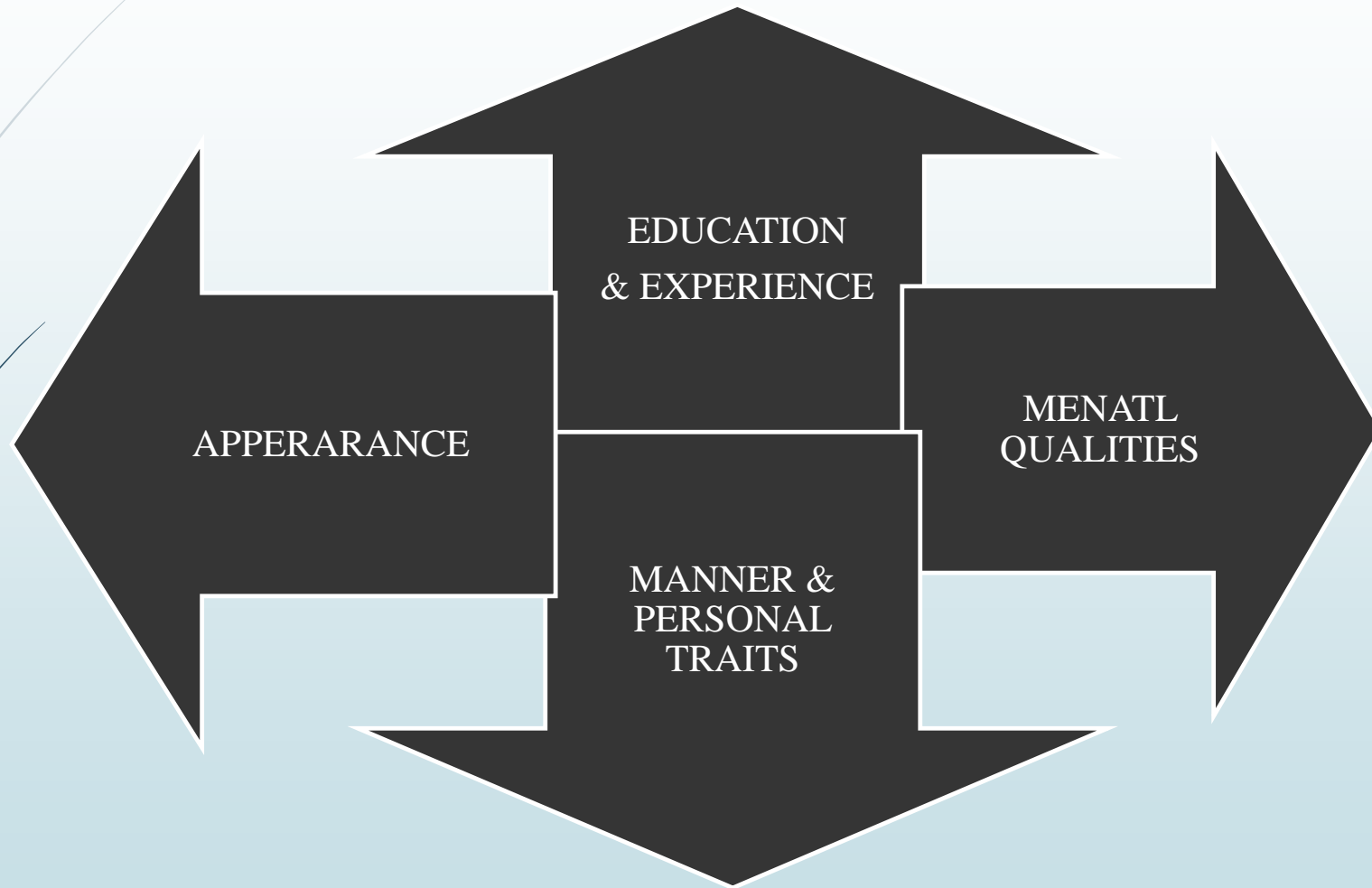
# STAGES OF AN INTERVIEW



# PREPARING FOR JOB INTREVIEW



# EVALUATION CRITERIA OF INTERVIEWS



# TYPES OF INTERVIEWS

STRUCTURED  
INTERVIEWS

FREE  
INTERVIEWS

DEPTH  
INTERVIEWS

GROUP  
INTERVIEWS

LEADERLESS  
GROUP  
DISCUSSION  
INTREVIEWS

STREES  
INTREVIEWS