



Business Letter

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In reality, the term "business letter" is very general, and could refer to any one of scores of specific-purpose letters. Typical business letters include: introduction letters, employee letters, covering letters, marketing letters, publicity letters, project letters, customer relation letters, financial and credit letters, order-related letters, sales letters, follow-up letters, announcements, fundraising letters, among many others. The sample below (in full-block format) is a typical "meeting follow-up letter".

(print Business Letters on corporate letterhead stationery)

July 20, 20xx

Mr. Rodney Giles
Manager, Customer Support
Inter-Office Solutions Inc.
1289 Luxor Station Rd.
Cedar Springs, IL, 34985

Dear Rodney:

This is further to our meeting of last week at which we agreed to hold a series of meetings over the next two months to review your experiences with the pilot implementation of the 1to1 Customer Relationship Management Program.

As discussed at that meeting, the objectives of our review sessions will be to:

- Review and assess the overall effectiveness of the program;
- Identify and document strengths weaknesses of the program;
- Propose customer-focused solutions to address areas of weakness;
- Develop an approach and action plan for Phase 2 of the project;
- Determine the staff members who will make up the Phase 2 Team.

As agreed, meetings will be held every second Tuesday from 9:00 a.m. until noon, and the location will alternate between our two offices, the first one to be convened here at Inter-Office on August 14, 20xx. Fred Johnson of your CRM group is to act as the meeting co-ordinator and recording secretary throughout the process.

As discussed, at the end of the process, Deborah Buxton of Consultek will draft the summary report for review by the steering committee. As you requested, a copy of her c.v. has been enclosed.

I trust I have covered all of the points that we discussed. If you have any questions or would like to add anything please give me a call at 745-9878. We look forward to seeing you at the August 14th meeting.

Sincerely,

Marilyn French
Senior Consultant

Encl.

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