

## Business email writing (Communication)

Besides playing a major role in most individuals' personal lives, technology plays a major role in most businesspersons' professional lives, as it's convenient, reliable, and efficient. From text messaging to emailing and scanning files to Skyping, high-tech practices are common in companies. To benefit as much as possible from these practices, businesspersons must craft and send professional business emails, or emails that serve an official, company-related purpose and are appropriately written. Professional business emails are appreciated by coworkers, customers, and potential clients alike.

Professional general emails are carefully worded and concise messages about any company subject. For example, one can send a professional general email to a coworker in regards to supply information, to a customer in regards to purchase needs, and so on and so forth. It's important that professional general emails be attentively worded and as brief as possible, to help receivers digest the enclosed information and requests.

Professional response emails are courteous and useful messages sent to a person or organization that sent an initial message. For example, a business manager who's asked about his company's outlook in an email would send a professional response email to address the sender's questions and concerns. This type of email should provide answers and data that're useful to the recipients, based upon what he or she stated initially.

Perhaps the most considerable difficulty in sending professional business emails is remaining calm and official. For example, it might be tempting to send an angry email in response to a customer complaint, but doing so would negatively impact one's company, reputation, and performance. Instead, one should form an email response that is collected, helpful, and useful. The short-term benefits of sending professional business emails are enhanced productivity, optimal cooperation, and a minimal amount of wasted resources. In the long-term, however, someone who consistently sends professional business emails will likely develop a professional reputation.

### Did you understand the text?

#### 1) What are professional business emails?

- a) Fun emails exchanged between friends
- b) Text messages sent during work
- c) Emails that serve an official, company-related purpose and are appropriately written
- d) Emails sent in response to other emails

#### 2) What are professional general emails?

- a) Unimportant emails sent by a company's president
- b) Emails sent to a company's stockholders
- c) Carefully worded and concise messages about any company subject
- d) None of the above

#### 3) What are professional response emails?

- a) Emails sent to ask a question
- b) Emails sent for an official, company-related purpose
- c) Courteous and useful messages sent to a person or organization that sent an initial message
- d) B and C

#### 4) How should professional response emails be composed?

- a) Calmly and professionally
- b) Angrily
- c) Without consideration for the recipient's concerns
- d) As unprofessionally as possible

#### 5) What are the benefits of sending professional business emails?

- a) Improved relationships
- b) Effective communication
- c) Saved money
- d) All of the above