

Letter Writing Standards

Standard	Standard Achieved	Standard Not Met
All letters must include the address (at the top left-hand side of the page) of the person you are writing to, and the correct date below.	<ul style="list-style-type: none"> Address and date used in all letters. 	<ul style="list-style-type: none"> No Address or date included in letters.
Letters must start with a standard salutation of Dear ____, with the correct title used.	<ul style="list-style-type: none"> The letter is started with both the correct salutation and title. The letter reflects the style/tone used by the customer. 	<ul style="list-style-type: none"> Failure to use standard greeting or use the correct title.
Ensure all grammar, spelling and punctuation is checked before the letter is sent. (Using UK spell check).	<ul style="list-style-type: none"> Spell check is used to ensure spelling and grammar are correct. A dictionary should be used if there is uncertainty with the meaning of any words. 	<ul style="list-style-type: none"> Letter is sent out without being checked. Letter contains spelling mistakes and incorrect grammar.
Abbreviations must only be used when there is a common understanding. When used for the first time, the full title should be used, followed by the abbreviation in brackets.	<ul style="list-style-type: none"> Abbreviations explained before use. Full terms used rather than shortened ones. 	<ul style="list-style-type: none"> Abbreviations used when reader is unclear of meaning-leading to misunderstanding and misinterpretation. (generating unnecessary communication)
Respond fully to any requests for information, ensuring it is relevant to questions asked.	<ul style="list-style-type: none"> Answer all questions that are asked-if unsure ask someone to help. If appropriate include details on the parts of the website that will show the relevant information. 	<ul style="list-style-type: none"> Avoid/ignore questions that are tricky, or that you are unsure of the answer. Giving short, superficial answers, when a longer more in-depth answer would be more appropriate, or vice versa.

Use the correct sign off	<ul style="list-style-type: none"> • Use the appropriate close to end the letter. i.e Yours Sincerely, Faithfully, Kind Regards etc.. • Include your full name/title. 	<ul style="list-style-type: none"> • Failure to close the letter in the correct manner. • No inclusion of full name.
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