

Writing to your partner

Start: Use the person's first name or nickname

Ending: "Take care", or "Love", or "Thinking of you"

Signature: Your first name, or nickname

Writing to a friend

Start: Use the person's first name

Ending: "Best wishes", or "Yours", or "Take care"

Signature: Your first name

Writing to someone in your own company

Start: Use "Dear" followed the person's first name (in a few companies you might need to be more formal, but this is rare in the UK)

Ending: "Regards", or "Best wishes"

Signature: Your first name and last name, and below this your job title and department, and phone number (or extension)

Writing to someone in another organisation or someone in a formal position of responsibility

Start: Use "Dear" followed by the person's title (eg: *Mr, Mrs, Ms, Dr*) and surname (eg: *Smith*), or just "*Sir/Madam*" if you don't know the name.

Ending: "Regards"

Signature: Your first name and last name (you might add your title after this in brackets if you want to make it clear if you are a man or woman).
Below this your job title (if appropriate) and contact details (you may want to include your telephone number or address)

Open the e-mail: reasons for writing

- I am writing to apply for a position in your firm as (seeking employment)

- I am writing to complain about (complain about services received)

- I am sorry I was not available to take your call yesterday.

- I am sorry for the delay in replying to your e-mail

Thank you for your e-mail. There is a point I don't quite understand

I am writing to confirm arrangements.

I would like to check some details with you

I am sorry to inform you that we have to cancel this order

Could you please send me information on your products and services?

First remind the reader of the first of the first contact or previous meeting:

- It was good to meet you at the seminar in Paris

- Do you remember we met at the Expo presentation?

- We spoke at the recent conference.

- In reply to your request I can confirm that...

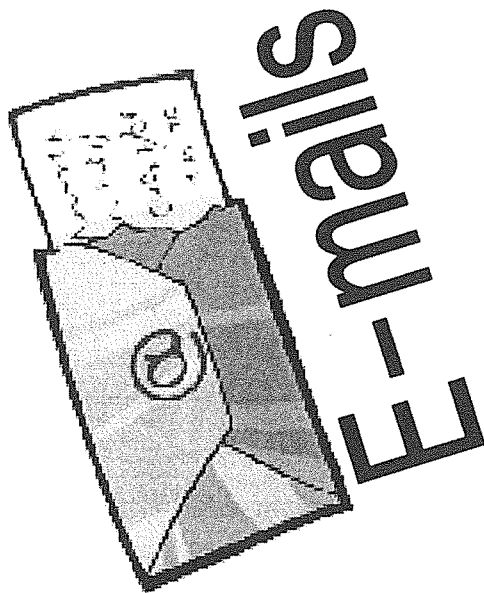
- Thank you for sending me your catalogue...

- Thank you for your interest in our products/company

- Thank you for your e-mail of the (date)

- Further to our phone call (if you have spoken to the person on the phone)

- Following our (telephone)conversation on (date)



Documents are attached in an e-mail and enclosed in a letter:

- Please find attached/enclosed the report as requested.

- The report is attached.

- I've attached a copy of the documents

Saying sorry and giving bad news:

- I'm sorry I did not send this earlier

- I'm sorry I could not contact you earlier.

- Please accept our/my apologies for...

- We/I regret to inform you that...

Request of action:

- Could you please call me later today?

- Please confirm that the arrangements are OK.

- Could you let me know as soon as possible?

- Could you call me?

- Please reply as soon as possible.

Other useful phrases to end an e-mail

- Please do not hesitate to contact us if you have any queries.

- Please let me know if you have any queries

Emails in English
 how to write an
 email in English
 how to write a business email
 Business English writing
 met English TV

1A4

Formatting Business Email

When using email in business, most of the guidelines for standard formatting in business letters apply. Here are a few differences:

- Choose a subject line that is simple and straightforward. Refrain from using key words that might cause an email to go into another person's trash box. (no desende)
- Repeat the subject line in the body of the email, beneath the salutation (as with a letter).
- Use the "cc" address line to copy more than one person with your correspondence.
- You can request a receipt for important letters. The system will automatically let you know when someone has opened your email.
- Instead of a signature, include your typed name, and below it include your email address, business name and address, phone and fax number, and website if appropriate.
- Remember that people often print out emails, so your own email address and the subject line would be lost if you had not included them in the body of the email.
- Internal electronic mail may be formatted more like a memo than a formal letter.

Important Points to Remember

- Email is much less formal than a written letter. Emails are usually short and concise.
- If you are writing to someone you don't know, a simple "Hello" is adequate. Using a salutation such as "Dear Mr Smith," is too formal.
- When writing to someone you know well, feel free to write as if you are speaking to the person.
- Use abbreviated verb forms (He's, We're, He'd, etc.)
- Include a telephone number to the signature of the email. This will give the recipient the chance to telephone if necessary.
- It is not necessary to include your email address as the recipient can just reply to the email.
- When replying eliminate all the information that is not necessary. Only leave the sections of text that are related to your reply. This will save your reader time when reading your email.

Always write a subject line
 short, brief, informative
 eliminate filler words

Be clear & specific
 keep it simple & focused

Place the most relevant words at
 the beginning

If using verbs, using forms eg
 requiring, want, design, answer

Sample email

a
b
c
d
e
f
g
h
i
j

style guide - Message

From: Lou Patos
To: Patricia Marcos
Cc: Mike Fernandez
Sent: 20 February 200_ 09:30
Subject: Re: Sales meeting
Attachment: Sales figures

Hi Patricia

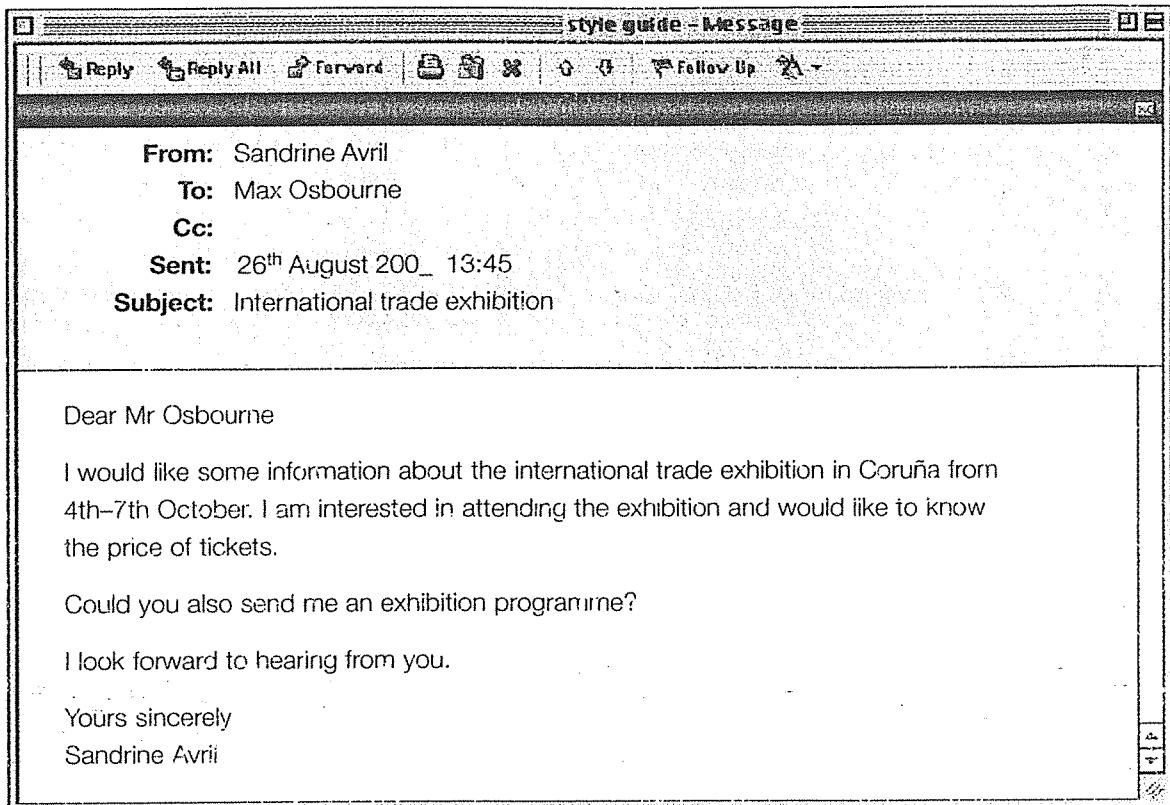
It was good to see you at the sales meeting yesterday. I've attached the sales figures that you wanted. Let me know if you need any more information.

Best wishes
Lou

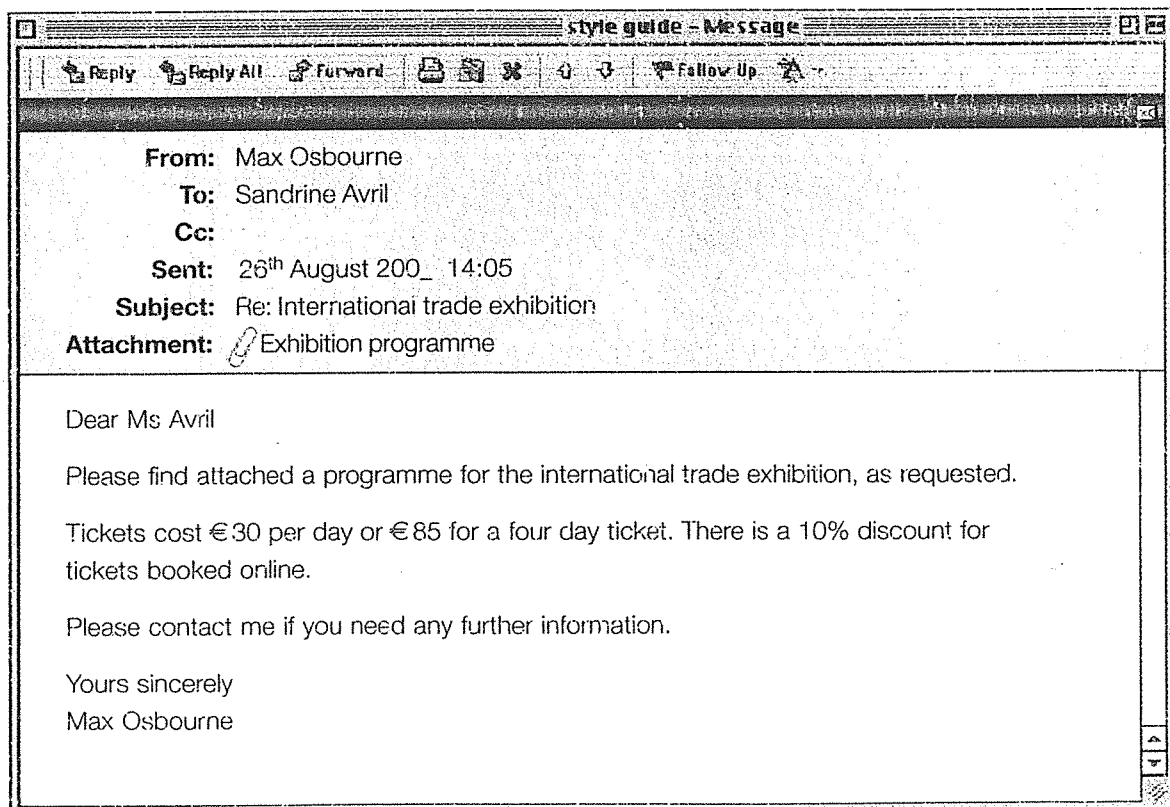
Useful phrases for emails	Formal	Semi-formal
Opening	Dear Mr / Mrs / Ms / Miss Williams	Hello! Hi Frank
Thanking	Thank you for sending ...	Thanks for the ...
Apologising	We are sorry that the documents are late. Please accept our apologies.	Sorry the documents are late.
Making a request	Could you please send me a new price list?	Can you send me a new price list, please?
Asking for information	I would like some information about ...	Can I have some information about ...
Giving information	Please find attached the information you required.	Here's the information that you wanted.
Final sentence	I look forward to hearing from you.	Hope to hear from you soon.
Closing phrases	Yours sincerely	Best wishes Regards

Sample emails

Formal



Reply



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Enquiries

If you receive any business letters in English, use them to learn more vocabulary. Note down any useful words and phrases and then try to write similar letters of your own. In the same way, write your own letters based on those that you find in this book.

Below you will see parts of three letters of enquiry. Put the correct word or phrase in each blank. Choose from the following list. Use each item once only.

advertisement	discount	latest catalogue	price list
advise	faithfully	model	price range
current issue	forward	particularly	reference
Dear	information	payment	still available

A.

1..... Sir

I have seen your 2..... in the 3..... of 'Office Weekly' and am interested in your range of office stationery.

Could you please send me your 4..... and 5..... I look 6..... to hearing from you.

Yours 7.....

B.

With 8..... to your advertisement in today's 'Times', could you please send me 9..... about your office furniture. I am 10..... interested in your adjustable typist's chairs.

C.

Some time ago we purchased from you some JF72 solar-powered pocket calculators.

As this 11..... was so popular with our customers, we would like to know if it is 12..... If so, would you kindly 13..... us of your terms of 14..... and any quantity 15..... available. Could you also include details of any new models in the same 16.....

Dy

LETTERS OF ENQUIRY

Opening

Tell your supplier what sort of firm you are. 2

We are a co-operative wholesale society based in Zurich.

Our company is a subsidiary of Universal Business Machines and we specialize in...

We are one of the main producers of industrial chemicals in Germany, and we are interested in ...

How did you hear about the firm you are writing to? 1

We were given your name by the Hoteliers' Association in Paris.

You were recommended to us by Mr John King, of Lawson & Davies.

We were advised by Spett. Marco Gennovisa of Milan that you were interested in supplying...

We were impressed by the selection of gardening tools that were displayed on your stand at this year's Gardening Exhibition held in Hamburg.

Our associates in the packaging industry speak highly of your Zeta packing machines and we would like to have more information about them.

Asking for catalogues, price-lists, prospectuses 3

It is not necessary to give a lot of informaton about yourself when asking for catalogues, brochures, booklets, etc., but remember to supply your address, unless it is already printed, phone number and fax number if you have one. It would also be helpful if you could briefly point out any particular items you are interested in.

Could you please send your current catalogue and price list for exhibition stands? We are particularly interested in furniture display stands.

Would you let us have your summer brochure for holidays to Greece and the Greek Islands, and supply details of any low fares and tariffs for the month of September?

I would appreciate your sending me an up-to-date price-list for your building materials

I am planning to come and study in London next autumn and I would like a prospectus for your college giving me information about fees and special courses in computing.

Asking for details

When asking for goods or services you must be specific and state exactly what you want. If replying to an advertisement you should mention the journal or newspaper, the date, and quote any box number or department number given, e.g. Box No. 341; Dept. 4/12B. And if referring to, or ordering from a catalogue, brochure, leaflet, or prospectus, always quote the reference, e.g. Cat. No. A149; Holiday No. J/M3; Item No. 351; Course Bl 362.

I am replying to your advertisement in the June edition of 'Tailor and Cutter'. I would like to know more about the 'steam pressers' which you offered at cost price.

I am interested in holiday No. J/M/3, the South Yugoslavian tour.

I will be attending the auction to be held in Turner House on 16 February this year, and am particularly interested in the job lot listed as item No. 351.

Could you please give me more information about course BL 362 which appears in the language learning section of your summer prospectus?

I would appreciate more details about the 'University Communications System' which you are advertising on Grampian Television.

Asking for samples, patterns, demonstrations

You might want to see what a material or item looks like before placing an order. Most suppliers are willing to provide samples or patterns so that you can make a selection.

However, few would send a complex piece of machinery for you to look at. In that case you would be invited to visit a showroom, or the supplier would offer to send a representative.

Nevertheless, if it is practical, ask to see an example of the article you want to buy.

When replying, could you please enclose a pattern card?

We would also appreciate it if you could send some samples of the material so that we can examine the texture and quality.

Before selling toys we prefer to test them for safety. Could you therefore send us at least two examples of these children's cars in the 'Sprite' range?

I would like to discuss the problem of maintenance before deciding which model to install in my factory. I would be grateful if you could arrange for one of your representatives to call on me within the next two weeks.

Closing

Usually a simple 'thank you' is sufficient to close an enquiry. However you could mention that a prompt reply would be appreciated, or as the examples show, that certain terms or guarantees would be necessary.

Thank you for your attention. We hope to hear from you in the near future.

We would be grateful for an early reply

Finally, we would like to point out that delivery before Christmas is essential and hope that you can offer us that guarantee.

If the concessions we have asked for could be met, we would place a substantial order.

You can also indicate further business, or other lines you be interested in if you think they could be supplied. If a supplier thinks that you may become a regular customer, rather than someone who has placed the odd order, he would be more inclined to quote competitive terms and offer concessions.

No. 6. 1. 1955

17

REQUESTING INFORMATION.

- Will you please let us know your prices for ..
whether you could supply ...
give us a quotation
- Please send us further details of
your current price list
your export catalogue
quantities required
details of goods which can be supplied from
stock
delivered
immediately
shipped
immediately.
- Could you let us know what you allow for cash or trade discounts you offer for large orders.
- Would you also forward details of ^{embalage} packing and delivery charges as well as terms of payment and discounts?
- Prompt delivery is essential and we would need your assurance that you could meet all the delivery dates.
- We should be grateful if you would forward any further information you may be able to give us about...
- We can supply the usual trade references.

FINAL PHRASES.

- We look forward to hearing from you as we should like to make a decision as soon as possible.
- We should like to make a decision on this soon, so we would appreciate an early reply.
- If the prices quoted are competitive, we shall be able to place regular and substantial orders.

REPLIES.POSITIVE REPLIES.

an invoice that is sent in
advance of goods supplied

- We have pleasure in submitting the following quotation .
- We can supply from stock and meet your delivery date.
- We can offer a large variety of at attractive prices.
- For orders of ... and more we allow a special discount of ... %
- Our usual terms are bank draft against pro forma invoice.
↓ % discount for payments within 28

days

- All list prices are quoted FOB and are subject to... % discount paid by letter of credit .

- Please note that these prices will be held for ... days. If an order is not received within that period the prices quoted are subject to change.

NEGATIVE REPLIES.

- We regret no longer supply this product and suggest to try...

- Owing to insufficient demand we no longer produce the... you are interested in ; however we can supply a similar type and details of these are enclosed.

- The product you enquired about is manufactured by us but can only be supplied through one of our agents. Please contact (name and address) who will be pleased to deal with your enquiry .

FINAL PHRASES.

- If there is any further information you require, please don't hesitate to con-tact us. Meanwhile we look forward to hearing from you soon.

- We hope we have the pleasure of receiving your order for the above and we...

- We are sure our offer will interest you and look forward to receiving your order.

- We hope to hear from you soon and can assure you that your order will be dealt with promptly.

- As you can see our prices are extremely competitive and as they are likely to increase within the next three months, we advise you to place yor order as soon as possible .

- We recommend that your order is forwarded as soon as possible since supplies are limited.

ENQUIRIES

TERMS AND METHODS OF PAYMENT. DISCOUNTS.

Could you let us know if you allow cash of trade discounts?
If the samples are satisfactory we intend to place a substantial order, and would therefore like to know what quantity discounts you allow.

We allow a 3% discount for payment within one month
The prices quoted are C&F Yokohama but are subject to a 20% trade discount off the net price, and we will allow a further 20% trade discount off net prices for orders of more than 2,000 units.

METHODS OF PAYMENT

Payment for initial orders should be made by bank transfer, payable at Den Norske Credit Bank

ASKING FOR GOODS ON APPROVAL OR ON SALE OR RETURN BASIS.

Your products interested us. However, we would only consider placing an order provided it was on the usual basis of sale or return.
Would it be possible to supply us with a range on an approval basis?

QUOTING DELIVERY

We are pleased to say that we can deliver by December 22nd
We have the materials in stock and will ship them immediately we receive your order
As there is a heavy demand at this time of year for heaters, you will have to allow at least six weeks for delivery.
We could not deliver within two weeks of receipt of order, as we would need time to prepare the materials.

BUSINESS LETTERS SPECIFIC LANGUAGE

MAKING ENQUIRIES (SOLICITAR INFORMACIÓN)

1.- Opening

1.1.- Tell your supplier who you are or the sort of organization you are.

- We are a cooperative wholesale society based in Zurich	- Somos una sociedad cooperativa de venta al por mayor con base en Zúrich.
- Our company is a subsidiary of Universal Business Machines and we specialize in ...	- Nuestra empresa es una sucursal de Universal Business Machines y nos especializamos en
- We are one of the main producers of industrial chemicals in Germany and we are interested in	- Somos uno de los principales productores de productos químicos industriales de Alemania y estamos interesados en ...

1.2.- How did you hear about the company you are contacting

- We were given your name by the Hoteliers' Association Paris.	- Se nos facilitó su nombre a través de
- You were recommended to us by Mr John King of Lawson & Davies.	- Usted nos fue recomendado por Mr. John King de Lawson & Davies.
- The British Consulate in Madrid has told us that	- El consulado británico de Madrid nos ha informado que
- We were impressed by the selection of gardening tools displayed on your stand at this year's Hamburg Gardening Exhibition .	- Nos impresionó la selección de herramientas de jardinería expuesta en su stand de la Exposición de Jardinería de Hamburgo de este año.

2.- Body

2.1.-Asking for information, catalogues, price lists, etc.

- Could you please send your current catalogue and price list for ...?	- ¿Nos podría enviar catálogo actual y lista de precios de ...?
- We have heard about your latest (equipment in laser surgery) and would like more details. Please send us any information you can supply.	- Hemos tenido noticia de su último equipamiento de cirugía laser y nos gustaría tener más detalles. Por favor, envíenos cualquier información que nos pueda dar al respecto.
- I would be grateful if you could send me a prospectus and details of your fees.	- Le agradeceríamos si nos pudiera mandar un programa / folleto y detalles de su tasas / tarifas / precio de matrícula.
- I am replying to your advertisement in the June edition of "Tailor" and would like to know more about	- Le escribo en respuesta de su anuncio en la edición de Junio de "Taylor" y me gustaría saber más sobre
- Could you please give more information about your business English course?	- ¿Me podría, por favor, dar más información sobre su curso de Inglés Comercial?
- I would appreciate more details about the University Communications System which you are currently advertising on your website.	- Le agradecería (me enviara) más detalles sobre University Communications System que usted anuncia actualmente en su página web.

2.2.- Asking for samples, patterns and demonstrations

- When replying, could you enclose a pattern card?	- Cuando responda, ¿nos podría adjuntar un muestrario?
- We would also appreciate it if you could send us some samples of the material / product.	- También le agradeceríamos si nos pudiera mandar una muestra del material / producto.
- I would be grateful if you could arrange for one of your	- Le agradeceríamos si pudiera concertar la visita

representatives to call on me within the next two weeks.	de su representante dentro del plazo de dos semanas.
- Where can I see a demonstration of this system?	- ¿Dónde puedo ver una demonstración de este sistema?
2.3.- Suggesting terms, methods of payment, and discounts	
- We usually deal on a 30% trade discount basis with an additional quantity discount for orders over 1,000 units.	- Normalmente tratamos (hacemos trato) en base a un descuento comercial del 30 % con un descuento adicional por cantidad para pedidos de más de 1.000 unidades.
- As a rule, our suppliers allow us to settle by monthly statement .	- Como norma, nuestros proveedores nos permiten saldar las cuentas por medio de un extracto mensual .
- We would also like to point out that we usually settle our accounts on a D/A (documents against acceptance) basis with payment by 30-day bill of exchange .	- Nos gustaría señalar que normalmente saldamos nuestras cuentas en base a documento contra aceptación con pago a través de letra bancaria a 30 días.
- Could you let us know if you allow cash discounts ?	- Nos podría informar si conceden descuentos por pago en efectivo ?
- As we intend to place a substantial order , we would like to know what quantity discounts you allow.	- Ya que tenemos la intención de hacer un pedido considerable , nos gustaría saber qué descuento por cantidad conceden ustedes.
2.4.- Asking for goods ON APPROVAL, or ON SALE OR RETURN	
- We would only consider placing an order if it was on the usual basis of sale or return . If this is acceptable, we will send you a firm order.	- Únicamente considerariamos realizar un pedido si este fuera en depósito . Si encuentran esto aceptable, le mandariamos un pedido en firme.
- Would it be possible for you to supply us with a range of designs on an approval basis ?	- ¿Sería posible que usted nos suministrara una gama de diseños a prueba ?
3.- Closing	
- If the product is satisfactory, we will place further orders with you in the future.	- Si el producto es satisfactorio, le haremos más pedidos en el futuro.
- If the prices quoted are competitive, we will order on a regular basis.	- Si los precios establecidos son competitivos, haremos pedidos regularmente.
- We would be grateful for an early reply...	- Agradeciéndole su pronta respuesta...
- We look forward to hearing from you (soon).	- Esperando tener noticias tuyas...
- We hope to hear from you in the near future.	- Esperando tener noticias tuyas en un futuro próximo.



3.f Complete the following letter of enquiry with the correct prepositions.

<p>Admissions Dept. The International College 145-8 Regents Road Falmer Brighton BN1 9QN</p>	<p>Avda. San Antonio 501 80260 Bellaterra Barcelona</p>
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12 October 20 —

Dear Sir/Madam,

I am a Spanish student (1)_____ the University
(2)_____ Barcelona doing a Master's Course
(3)_____ Business Studies, and I intend to spend six
months (4)_____ England, (5)_____ January next
year, preparing (6)_____ the Cambridge First
Certificate.

Your college was recommended (7)_____ me
(8)_____ a fellow student and I would like details
(9)_____ the First Certificate course, including fees and
dates. Could you also let me know if you can provide
accommodation (10)_____ me (11)_____ Brighton
(12)_____ an English family.

Thank you for your attention, and I look forward to hearing
from you soon.

Yours faithfully,
Maria Ortega

Maria Ortega

3.g You are Carol Ross, and you are organizing a business trip to Frankfurt for yourself and two colleagues. Write to a travel agency for information, using the following guide.

- Say what you are planning to do.
- Ask the travel agency to send details of flights and hotel tariffs for the month of March. Find out if it is necessary to pay a deposit on the trip.
- Tell them that you would also like to hire a car for two days during your stay, and ask them to send you details.
- Thank them, mentioning that you need a prompt reply.

1.e Complete the following letter of enquiry with the correct prepositions.

Velo Sport AG
 Karlstr. 45
 0-5230 Sömmerda

15 February 19—

The Sales Director
 UK Cycles Ltd
 Borough House
 Borough Road
 Cleveland TS8 3BA

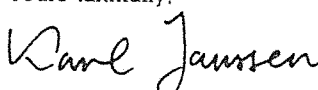
Dear Sir,

We read your advertisement (1)_____, racing cycles
 (2)_____ the current edition (3)_____ *Cyclists*
 and are interested (4)_____ your products, particularly
 touring bikes.

We are a large retail company, (5)_____ cycle shops
 throughout Germany and would like your catalogue and a price-
 list, quoting c.i.f. Berlin prices.

Please let us know your terms (6)_____ trade, including
 quantity discounts, delivery dates, and any credit facilities you
 are prepared to offer (7)_____ large orders.

We look forward (8)_____ hearing (9)_____
 you soon.

Yours faithfully,

 Karl Janssen
 Managing Director

1.f Write a letter of reply from Robert Morris, Sales Director of UK Cycles, to Karl Janssen.

- Thank him for his letter, quoting the date.
- Give him the following information:
 Discounts – quantity discounts on orders over £10,000.
 Delivery time – usually three months after receipt of order.
 Credit – facilities only after trading for at least one year with the company.
- Thank him for his interest in your company, and close the letter in the appropriate manner.

4 A. Aikley: A Handbook of Commercial Correspondence
 Workbook. OUP

3.3.3

Enquiry from a buying agent

Firms often have agents in other countries who either sell or buy products for them (see Unit 10 *Agents and agencies*). In this letter the agent is acting on behalf of her principals in Canada.

Sanders & Lowe Ltd.

Import and Export, (London Office), Planter House, Princes Street, London EC1 7DO
 Birmingham Office: 28 Bradshaw Street, Birmingham B5 1TQ
 Manchester Office: 343 Oxford Street, Manchester M2 7 2LR
 Liverpool Office: 54 Bakers Road, Liverpool L3 9FW
 Stockport Office: 5 Island Road, Stockport SM3 12K
 Directors: L.W. Lowe, D.R. Sanders

Telephone: 071 543 1615
 Fax: 071 543 1925
 Telex: 928537

Reg. No. England 155134
 VAT No. 013 7001 21

Your ref: _____

Our ref: 180/MB

Date: 7 June 10

The Sales Manager
 Glaston Potteries Ltd.
 Clayfield
 Burnley BB10 1RQ

Dear Sir or Madam,

We are writing to you on behalf of our principals in Canada who are interested in importing chinaware from England.

Could you send us your latest catalogue and price-list, quoting your most competitive prices?

Our principals are a large chain store in North America and will probably place substantial orders if the quality and prices of your products are suitable.

We look forward to hearing from you soon.

Yours faithfully,



L.W. Lowe (Mrs)

A. Ashley: A Handbook of Commercial Correspondence OUP