

Situation: You work at Berlin Medical Systems, a company that manufactures computer hardware for clinics and hospitals. This week, you are helping out in the Sales department.

→ You write an offer to a new customer in the UK.

1 Reading an English business letter

Your supervisor gives you a letter of enquiry from a new customer.

Task: Study the layout and match the parts (1-11) of the letter on the last page to the labels below (a - k)

- | | | | | | | | |
|---|---------------------|---|-----------|---|--------------------|---|--------------|
| a | address | d | copies | g | inside address | j | signature |
| b | body of the letter | e | date | h | reference initials | k | subject line |
| c | complimentary close | f | enclosure | i | salutation | | |

2 Writing an English business letter

Your supervisor asks you to write an offer to Ms Lambert at the Dryden Clinic.

A Complete the letter with suitable words and phrases from the list.

confirmation • deal with • delivery • discount • enclosing • enquiry •
guaranteed • look forward to • offer • packed • price • this date

Thank you for your ■¹ about operating theatre monitors. We are pleased to send you the following ■²:

One (1) 32" OT-HD monitor. ■³: €2700.00.

We can deliver within two weeks of ■⁴ of your order. Terms of ■⁵ are DAP your clinic.

This offer is valid for two weeks from ■⁶. If you place your order within one week, we can also offer a 2% ■⁷. All of our monitors are ■⁸ for two years.

We will ■⁹ your order carefully and quickly. The monitor will be ■¹⁰ in a wooden packing crate.

I am ■¹¹ a copy of our latest catalogue and price list and ■¹² future orders.

› Useful phrases: Writing offers, page 159

B Write the complete offer, using the correct layout for a business letter, a suitable salutation and complimentary close, today's date, etc. Use the addresses from the letter on page 99.

› Useful phrases: Writing business letters, page 158

➔ Salutation and complimentary closes in letters

	Salutation	Complimentary close
to a firm	Dear Sir or Madam	Yours faithfully (BE)
		Yours very truly / Cordially yours (AE)
to a person	Dear Mr Brown	Yours sincerely (BE)
	Dear Sharon	Sincerely yours / Best personal regards (AE)

Writing offers

Unit 9, Unit 10

Reference to enquiry

- Many thanks for your letter of ... (date) enquiring about ... (*general enquiry*)
- We refer to your enquiry of ... (date) for ... (*specific enquiry*)
- Vielen Dank für Ihren Brief vom ... (Datum) mit Ihrer Anfrage bzgl. ...
- Wir beziehen uns auf Ihre Anfrage vom ... (Datum) bzgl. ...

Reference to information, samples, etc.

- Enclosed (please find) our latest brochure / catalogue / price list.
- We are sending you a selection of samples.
- Anbei finden Sie unsere(n) aktuelle(n) Prospekt/ Katalog/Preisliste.
- Wir übersenden Ihnen eine Auswahl an Mustern/ Proben.

Terms

- We would like to point out that our prices are quoted DAP / EXW / ...
- We draw your attention to the fact that our guarantee / warranty period extends over ... / is valid for ...
- Terms of payment: we offer a ...% cash discount for payment within ... days.
- For orders over ... we offer a discount of ...%.
- Wir möchten darauf hinweisen, dass sich unsere Preise DAP / EXW / ... verstehen.
- Wir möchten Sie darauf hinweisen, dass unser Garantie-/Haftungszeitraum ... beträgt / gültig ist.
- Zahlungsbedingungen: Bei Zahlung innerhalb von ... Tagen gewähren wir ... % Skonto.
- Für Bestellungen über ... räumen wir einen (Mengen-) Rabatt von ... % ein.

Further information

- Our delivery date is approximately ... days/weeks after receipt of your order.
- Delivery time is about ... weeks/months.
- We can guarantee immediate delivery.
- Die Lieferung erfolgt etwa ... Tage/Wochen nach Eingang Ihrer Bestellung.
- Der Lieferzeitraum beträgt etwa ... Wochen/Monate.
- Wir können Ihnen eine sofortige Lieferung garantieren.

Polite ending

- We look forward to receiving your order and assure you that we will give it our prompt and careful attention.
- Wir freuen uns auf Ihre Bestellung und sichern Ihnen eine zügige und gewissenhafte Abwicklung zu.

1 Dryden Clinic
17 Dryden Street
London SE9 2BS
+44 (0)20 129546783
info@drydenclinic.com

2 29 April 20..

3 Our ref: LL/DC

4 Berlin Medical Systems
Rudower Straße 250
12489 Berlin
GERMANY

5 Dear Sir or Madam

6 Enquiry about operating theatre monitors

7 We have seen your advertisement in this month's edition of the trade magazine "Medical Business". We see that your company sells medical hardware.

We are a large outpatient clinic in London. We are planning to update our operating theatres and are interested in high-definition operating theatre monitors. We would like to place a trial order for one 32" OT-HD monitor. If the product is suitable, we may place further orders.

Please note that the housing of the monitor should be completely sealed and DIN EN60601 certified dust- and waterproof.

Please let us have details of your terms of delivery and payment. We would also like to know what type of packaging you use to protect the monitor during transport.

Many thanks for your attention to our enquiry. We look forward to hearing from you soon.

8 Yours faithfully

9 *Linda Lambert*
Linda Lambert
Clinic Manager

10 cc Dr Alice Black

11 Enc: Information pack "Dryden Clinic"