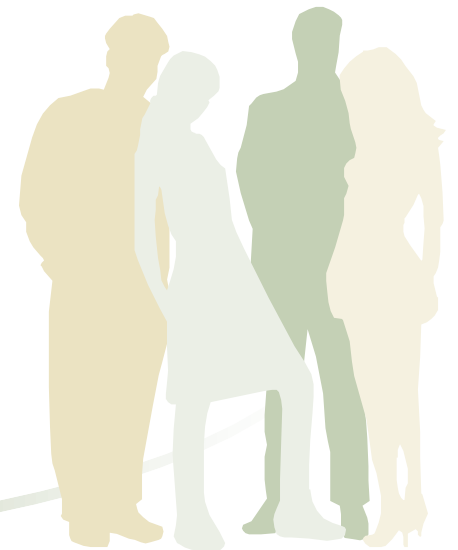




# Templates & Case Analysis





## Opening

- Greeting
- Extend a welcome

## Understanding customer's issue

- Restate issues
- Introduce general solutions

## Solution


Explain and recommend

## Closing

- Summary
  - Leave a positive impression
- 



## Consider:

1. What is customer's question/issue?
  2. Do you understand customer's issue?
  3. If you don't, post your understanding of customer's description and provide assumed solutions/answers via using something like:
    - a. "if you mean... you could try to...."
    - b. "May I know...In this situation we could..."
    - c. "I am not sure what you mean by... but according to my knowledge, you could..."
    - d. " Do you mean...An alternative would be to..."
- 




## **Confirm the following before writing:**

1. The urgency of the issue
2. The key purpose and information to deliver.

## **Have the right attitude:**

1. Don't write words with all uppercase, e.g. THANKS,  
= which means you are shouting
2. Don't write threads when you are emotional (angry, depressed, etc.) Write it later.

- 
- ❑ Review 6C Strategies(correct, concise, clear, complete, courteous, concrete)

## **Be Concise**


1. Use simply words
2. Use short sentences.
3. Use short paragraphs

## **Be Clear**

- use bullet lists or numerical lists for clarify
- 




## **Provide adequate information**

1. Provide necessary information, e.g. supporting data, background information, and make sure that readers can easily understand these.
  2. provide the URL/link to thread if the content is too big, and provide an abstract for easy understanding.
  3. use official documents as your reference if possible
- 

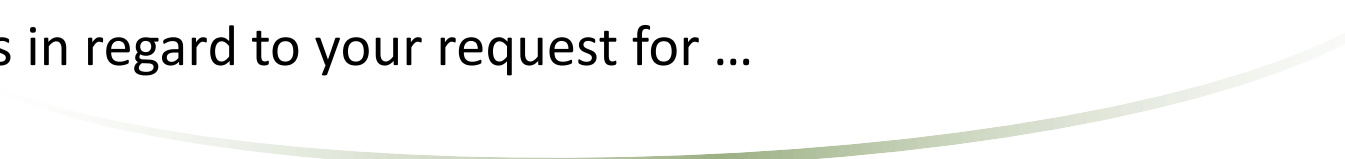


## Some tips

1. acknowledge other's effort first, then state our ideas clearly,  
e.g.  
“I understand what you are coming from, and my point of view is...”
  2. follow PODRE Writing Process
  3. run “Spelling & Grammar” in documents to check for errors  
before submitting
- 



# Opening Expression

- I am writing to inform...
  - I want to/I would like to
  - I would appreciate it if you could...
  - I am just wondering if you could..
  - It is regard to/ is to/In regard to/Regarding/Concerning...
  - The purpose/reason I am writing this email is to...
  - Could you please ...
  - Thanks for asking me about...
  - Thank you for asking information on...
  - I am pleased that you thought of me for...
  - It is in regard to your request for ...
- 





# Making a Request

## More formal

- I would be grateful if you could...
- I would appreciate if you could...

## Less formal


- Could you possibly...?
- Could you please...?

## When we agree to a request someone has made

### More formal


- I would be delighted to...

### Less formal

- I will be happy to...
- 



# Appreciating

- It was nice to
  - Thank you for taking the time to
  - Thank you very much for
  - It would not have been possible without
  - I sincerely appreciate your
  - I would be honored if I could
  - Please accept my sincerest appreciation for
  - It was good to
  - ...have the chance to
  - It was indeed a pleasure to have
- 



## Example-Appreciating

Dear Mr. Spillway,

Thank you very much for taking the time to congratulate us on our overtaking IRVING in total sales last year. This achievement would not have been possible without the outstanding performance of distributors like you.


We are determined to make this year an even bigger one for us all and would like to again ask for your continuing support and cooperation.

Yours sincerely,  
Jin-do Kim






# Requiring /Requesting

- I am writing to request...
  - I would like to learn more about...
  - Is it possible to receive a copy of...
  - I would appreciate receiving information on...
  - I would be grateful if you could send
  - I learn about... through/from..
  - According to..., we're interested in receiving further information on...
  - ... was given to us by...
  - It would be helpful if you could provide us with detailed information on...
- 



## Requiring/Requesting

- I'd like to get more information about...
  - Thanks for the information you sent, but I am still looking for:
  - I am interested in getting more information about...
  - It would reply us if you could forward us additional information about...
  - Although... is helpful, we would like specific information...
  - Could you provide more detail on...
  - We would appreciate it if you could send us further information on...
  - Please send me additional information on...
  - Please receive more specific information on your products, such as...
- 



## Analysis- Requiring

Dear Sales Manager,

We saw an ad in the February issue of Generating Magazine for your generators and would like to request a full brochure of your generators, with a price list and warranty information.

We are a chemical materials manufacturer in China and are planning to purchase several generators for a new factory. As we need to make a decision by the end of March, could you send the requested brochure by March 1?

Thank you for your anticipated cooperation.

Sincerely,  
J.K.Li





# Refusing

- I'm sorry to say that.../ As for your request for..., I'm sorry that...
- I could understand why..., but because of... , I'd like to ask you to...
- It is not possible for us to consider your proposal since
- I would like to help you... , but I really don't have any...
- I would be glad to help any way I can, but/however...
- I wish I could forward, but
- ...can/cannot be considered only if
- ...have no choice but to decline
- ...make it impossible for me to
- out of my sphere of competence/ I have no authority to grant...
- Regretfully, we will not be able to.../ Unfortunately, I do not control the rights to...
- The rights to... belong to.... We recommend that you...
- Due to ... , we will not be able to ...



# Analysis-Refusing

Dear Mr. Spellman,

Thank you for your email of July 6 which clarified my question on details regarding participation in your conference. In the same email you request a copy of my presentation in English.

Unfortunately, the lead time required and work constraints make it impossible for me to comply with your request before the conference. Instead, I have enclosed an extended abstract on the subject I will be covering.

I certainly hope this arrangement will be enough to satisfy your requirements.

Sincerely yours,  
Benson








# Apologizing

## More formal

- I apologize for the delay in replying.
- I/We apologize for the inconvenience.
- I/We apologize for any inconvenience caused.
- Please accept our/my sincere apologies.

## Less formal

- Sorry for the delay in replying.
  - Sorry for the inconvenience.
  - Sorry for any trouble caused.
  - I/We are very sorry...
- 




# Giving Bad News

## More formal

- I/We regret that...
- I/We regret to inform you that...
- I am afraid that I must inform you of/that

## Less formal

- Unfortunately...
  - I am sorry to have tell you that...
  - I am sorry to have tell you that...
- 



# Complaining

## More formal

Opening:

- I/We wish to draw your attention to...

Closing:

- I would be appreciate your immediate attention to the matter.



## Less formal

Opening:


- I wanted to notice about...

Closing:

- I would appreciate if you could assist in your convenience.
- 



# Attaching

- I am enclosing...
  - Attached here to...
  - Attached please find the most up-to-date information on/regarding/concerning..
  - Attached please find...for your review and comment.
- 



## Closing

- We look forward to hearing from you.
- Thank you for your help resolving the issue./Thank you for your support and understanding.
- I hope this information is useful.
- Your early reply will be greatly appreciated./I appreciate your time and efforts on this case.
- Please notify me at your earliest convenience.
- If there is any other questions, please feel free to contact us for further information.
- Let me know if I can help you in some other way.
- You might want to contact... to request...
- Perhaps you could check with...
- I sincerely hope you will be able to find someone else who can help you.




# Task

## **Scenario:**

***Please reply to the customer using effective soft skills.***

Your customer Sandi has some questions related to the common data service in scope of Dynamics 365. However, you're responsible for O365.

1. How to introduce yourself.
  2. How to gather information from your customer politely.
  3. If you cannot support your customer's issue, how to transfer his request to the other team.
  4. If customer is irritated with your service, how can you conform him.
  5. How to appreciate your customer and provide the most suitable solution?
- 



**Thank you for Listening!**

