

C Offers

1 VOCABULARY CHECK: OFFERS

>> SB pages 102–104, ex 1–3

Complete the sentences with words used in offers. The German words will help you.

- 1 Delivery is made within 14 days after
receipt _____ of order. (Eingang/
Erhalt)
- 2 All our goods come with a two-year
guarantee _____. (Garantie)
- 3 The price per unit _____ is
€2.76. (Einheit)
- 4 We are pleased to provide you with _____
the following quotation. (abgeben)
- 5 We offer a 10% discount _____ on regular orders. (Rabatt)
- 6 Unfortunately, we will have to pay 25% import tax _____. (Einfuhrsteuer)
- 7 Could you tell me when the cargo _____ leaves the port? (Ladung)
- 8 The delivery period _____ is 15 days. (Lieferzeitraum)



2 LISTENING: TALKING ABOUT THE DETAILS OF AN OFFER

>> SB pages 102–104, ex 1–3



Listen to the conversation between Thomas Becker and Jiang Gong. Complete the missing information in the checklist.

Enquiry about?	low-cost _____
Which _____?	the smallest
Price per unit?	_____ euros
_____ price?	yes
Discounts?	_____ on orders of more than 250 units
Delivery CIP to Cologne?	yes
_____?	35 days
Terms of payment?	_____, 20% with order, 80% before loading
Guarantee period?	_____

3 READING ABOUT TERMS OF PAYMENT

>> SB pages 107, ex 6

Choose the correct word to complete this text.

Before a _____ (~~transaction~~ / ~~contract~~ / ~~deal~~) of sale can be signed, the seller/exporter, and the buyer/importer, must agree on the terms of payment, which means when and how payment must be made. In trade, the seller and buyer are on different sides of the transaction and so they have different goals when agreeing payment terms. The seller wants to _____ (~~receive~~ / ~~make~~ / ~~send~~) payment as early as possible whereas the buyer wants a long time to pay for the goods. A customer who _____ (~~places~~ / ~~sends~~ / ~~quotes~~) regular orders or is recommended by other sellers is often granted a _____ (~~pay~~ / ~~credit~~ / ~~account~~) period of 30, 60 or 90 days. A long-standing and trusted _____ (~~buyer~~ / ~~seller~~ / ~~supplier~~) may even get _____ (~~long~~ / ~~extended~~ / ~~open~~) account terms meaning that a monthly or quarterly _____ (~~receipt~~ / ~~settlement~~ / ~~business~~) is agreed.

If the seller has not done any business with the customer before or the customer cannot show any good _____ (~~offers~~ / ~~references~~ / ~~reports~~) from other business partners, payment in advance or _____ (~~payment~~ / ~~money~~ / ~~cash~~) with order is often agreed. Another payment method is by _____ (~~letter of credit~~ / ~~bank transfer~~ / ~~credit card~~), which involves a guarantee by the importer's bank that the exporter will be paid.

4 UNDERSTANDING AN OFFER

>> SB pages 108, ex 8

A Match the typical points in an offer (1–8) with the sentences (a–h) from an offer.

- | | |
|---|---------|
| 1 Referring to an enquiry | d _____ |
| 2 Describing your company's goods or services | f _____ |
| 3 Offering sales material | e _____ |
| 4 Quoting prices | a _____ |
| 5 Describing discounts and terms | h _____ |
| 6 Giving details about delivery | b _____ |
| 7 Ending politely | c _____ |
| 8 Mentioning enclosures (letter) or attachments (email) | g _____ |

- a We are pleased to submit the following quotation: the price per unit is €24.00.
- b Delivery can be made immediately from stock.
- c We hope our offer is to your liking and look forward to doing business with you.
- d Thank you for your enquiry dated 23 March 20...
- e Our catalogue is available as a download on our website at www.hafa-co.wst.
- f We are a major manufacturer of high-quality products with many satisfied customers throughout Europe.
- g price list
- h Our usual terms of payment are CWO by bank transfer



B Complete the email with words and phrases from the list.

an excellent reputation • our company manufactures • please refer to the attached brochure • quote you for the following • we were delighted to receive • will convince you of the quality of our products

To: alison.dawson@DIY.ger
Subject: Your enquiry about mosaic tables
From: asha.okoye@AM.saf **Attachment(s):** price list_eng.pdf; brochure_eng.pdf

Dear Ms Dawson

we were delighted to receive ¹ your enquiry of 23 March 20... I am sure we can supply you with the goods you require.

Our company manufactures ² high-quality mosaic tables with an excellent reputation ³ throughout Africa, Europe and the USA.

For further information please refer to the attached brochure ⁴ with our complete range of products and the current price list.

We are pleased to quote you for the following ⁵:

Article: mosaic table, round, design 'desert rose'
 Basic price: €349.00, CIP Cologne
 Discount: 10% on orders larger than 50 units
 Payment: L/C for an initial order or CWO; 10 days 2%, 30 days net
 Delivery: within six weeks after receipt of order
 Guarantee: 4 years

We are sure that this order will convince you of the quality of our products ⁶ and look forward to doing business with you.

Yours sincerely

5 WRITING AN OFFER

>> SB pages 109, ex 9

Use the useful phrases on SB pages 110–111 to write an offer as a letter.

Situation:

Ihre Position: Sie arbeiten in der Exportabteilung der Firma Ergonomic Office Solutions (EOS) GmbH in Essen (Palmstraße 410, 45129 Essen, E-Mail-Adresse: Vorname.Nachname@EOS.de)

Ihre Firma: stellt hochwertige ergonomische Büromöbel (*ergonomic office furniture*) her und hat viele zufriedene Kunden in ganz Europa und darüberhinaus.

Sie haben: gestern telefonisch eine Anfrage erhalten von Ms Judith Van Dyck, Einkaufsabteilung der Firma Conference.World SA, 7 Quince Street, Pretoria 0186, Südafrika, j.van.dyck@conference.world.saf. Die südafrikanische Firma ist am Import von verstellbaren (*adjustable*) Schreibtischen interessiert.

Aufgabe: Schreiben Sie eine Antwort (Brief) auf die Anfrage mit heutigem Datum, die folgende Punkte enthält:

- Bedanken Sie sich für die Anfrage
- Sie fügen den aktuellen Katalog und die Preisliste bei
- Sie bieten Mengenrabatt von 12 % bei Bestellungen von mehr als 50 Stück
- Ihre Preise verstehen sich CIP Johannesburg
- Zahlungsbedingungen bei einem Erstauftrag: Akkreditiv
- Lieferung innerhalb 21 Tagen nach Auftragseingang
- Sie freuen sich auf zukünftige Geschäftsbeziehung.

Verwenden Sie dafür die Vorlage auf Seite 61.

EOS**Ergonomic Office Solutions GmbH**

Palmstraße 410 • 45129 Essen • Germany

HS/BK

31 August 20..

Ms Judith Van Dyck
Purchasing Director
Conference.World SA
7 Quince Street
Pretoria 0186
SOUTH AFRICA

Dear Ms Van Dyck

Offer for _____¹

As agreed in our pleasant telephone conversation yesterday, I would like to let you have details of our offer in writing.

We manufacture high-quality ergonomic office furniture and have _____
_____ ² and beyond. We have enclosed
_____ ³ for your information.

On orders of more than 50 units we _____⁴.

_____ ⁵ are quoted CIP Johannesburg. Our terms of payment are
_____ ⁶.

_____ ⁷ 21 days after receipt of order._____ ⁸ to contact us if you require further details.We look forward _____⁹.

Yours sincerely

EOS – Ergonomic Office Solutions GmbH



Hendrik Schulz
Export Sales Department