

DOCUMENT ANALYSIS ACTIVITY**Examining Cultural Variables in a Business Letter**

Server Solutions
Cincinnati, OH 46539

Nadine Meyer
Director of Marketing

July 3, 2017

Mr. Philip Henryson, Director of Purchasing
Allied Manufacturing
1321 Industrial Boulevard
Boise, ID 83756

1 Dear Mr. Henryson:

Thank you for your inquiry about our PowerServer servers. I'm happy to answer your questions.

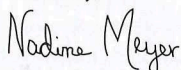
The most popular configuration is our PowerServer 3000. This model is based on the Intel® Xeon ES-4600 processor, ServerSure High-End UltraLite chipset with quadpeer PCI architecture, and embedded RAID. The system comes with our InstallIt system-management CD, which lets you install the server and monitor and manage your network with a simple graphical interface. With six PCI slots, the PowerServer 3000 is equipped with redundant cooling as well as redundant power, and storage expandability to 1.0TB. I'm taking the liberty of enclosing the brochure for this system to fill you in on the technical details.

The PowerServer 3000 has performed extremely well on a number of industry benchmark tests. I'm including with this letter copies of feature articles on the system from *PC World*, *CIO*, and *DigiTimes*.

It would be a pleasure for me to arrange for an on-site demo at your convenience. I will phone you on Monday to see what dates would be best for you. In the meantime, please do not hesitate to get in touch with me directly if you have any questions about the PowerServer line.

I look forward to talking with you next week.

Sincerely,



Nadine Meyer
Director of Marketing

Attachments:

- "PowerServer 3000 Facts at a Glance"
- "Another Winner from Server Solutions"
- "Mid-Range Servers for 2016"
- "Four New Dual-Processor Workhorses"

These two versions of the same business letter were written by a sales manager for an American computer company. The first letter was addressed to a potential customer in the United States; the second version was addressed to a potential customer in Japan. The questions in the margin ask you to think about how cultural variables affect the nature of the evidence, the structure of the letters, and their tone (see pp. 58–64).

(continued)

Examining Cultural Variables in a Business Letter (continued)

1. How does the difference in the salutations (the "Dear ..." part of the letter) reflect a cultural difference?
2. Does the first paragraph of the second letter have any function beyond delaying the discussion of business?
3. What is the point of telling Mr. Kirisawa about his own company? How does this paragraph help the writer introduce her own company's products?
4. To a reader from the United States, the third paragraph of the second letter would probably seem thin. What aspect of Japanese culture makes it effective in the context of this letter?
5. Why doesn't the writer make a more explicit sales pitch at the end of the second letter?

Server Solutions
Cincinnati, OH 46539

Nadine Meyer
Director of Marketing

Mr. Kato Kirisawa, Director of Purchasing
Allied Manufacturing
3-7-32 Kita Urawa
Saitama City, Saitama Pref. 336-0002
Japan

- 1 Dear Sir:
- 2 It is my sincere hope that you and your loved ones are healthy and enjoying the pleasures of summer. Here in the American Midwest, the warm rays of the summer sun are accompanied by the sounds of happy children playing in the neighborhood swimming pools. I trust that the same pleasant sounds greet you in Saitama City.
- 3 Your inquiry about our PowerServer 3000 suggests that your company is growing. Allied Manufacturing has earned a reputation in Japan and all of Asia for a wide range of products manufactured to the most demanding standards of quality. We are not surprised that your company requires new servers that can be expanded to provide fast service for more and more clients.
- 4 For more than 20 years, Server Solutions has had the great honor of manufacturing the finest computer servers to meet the needs of our valued customers all over the world. We use only the finest materials and most innovative techniques to ensure that our customers receive the highest-quality, uninterrupted service that they have come to expect from us.
- 5 One of my great pleasures is to talk with esteemed representatives such as yourself about how Server Solutions can help them meet their needs for the most advanced servers. I would be most gratified if our two companies could enter into an agreement that would be of mutual benefit.

Sincerely,

Nadine Meyer

Nadine Meyer
Director of Marketing

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