

BUSINESS EMAIL Examples

商务邮件案例集

A business email of request
A business email of response/reply
An email of complaint
An email of apology
An email of feedback
An email to ask for help
An email to disagree with somebody
An email to invite people to an event
An email to reject a business offer
A proposal email

*Presented by
Matt*

For 中软个人理财交付部WEALTH MANAGEMENT项目组

Credits: blairenglish.com

Dear Mr Mitchell,

I am writing in reference to the current situation with the Skipton Airport Project. We have a number of questions **which we hope you could answer**.

First of all, could you please provide us with an update on where you are on the Skipton Airport Project. We would also appreciate it if you could **clarify** what the current issues with the delivery system are, and confirm when you expect them to be resolved.

In addition, at the end of our last meeting **we requested** a copy of the latest project update report. Unfortunately, we have still not received it. **We would appreciate it if you could forward this to us**.

Could you also please confirm whether the post-installation support covers the equipment 24 hours a day? And what is actually included in the support? **In particular**, we would like to have confirmation if the cost of parts and labour are included in the package? **We require** this information as soon as possible.

And lastly, **we are considering** extending the period of the post-installation support from your company from 6 months to 12 months. **We would be very grateful if** you could provide us with a quote for this extension.

I would really appreciate it if you could deal with these matters urgently.

I look forward to hearing from you.

Yours sincerely,

Ian McAdam
Development Manager

which we hope you could answer: a polite way to introduce the section of the email where you ask the person your questions

first of all: first

clarify: ask the person to 'explain' something to you

in addition: a more formal way to say 'also'

we requested: a formal way to say that you 'asked the person for' something before

we would appreciate it if you could forward this to us: a polite way to ask the person to send you something (e.g. a file, a document etc...) by email

could you also please confirm: a question to ask the person to tell you if something will happen or not

in particular: specifically

we require: a politer way to say 'we want'

we are considering: a formal way to say 'we are thinking about' doing something

we would be very grateful if: a formal way to say that 'you would be pleased' if they do something for you

Dear Mr McAdam,

With reference to your last email regarding the current situation with the Skipton Airport Project, **I can confirm the following:**

We successfully completed stage 2 on Monday and **at present** we are preparing to start stage 3. **On the whole**, the project is going well. We have not encountered any problems with the machinery but there are still some minor issues with the delivery system.

As was pointed out in our last meeting, the problem with the delivery system is **due to** the software. It is a very common software issue and we just need time to correct the code. **Rest assured that** this issue is being looked into and **we are confident that** it will be resolved by the end of the month.

Please accept my apologies for not receiving a copy of the updated project report earlier. **Please find attached** a copy of the report at the end of the email.

Concerning your question about the post-installation support package, I can confirm that we provide both remote and call-out site support 24 hours a day, 365 days a year. This covers remote monitoring, a service every 3 months, service engineer visits and the cost of all parts and labour.

With regards to your request to extend the period of post-installation support from 6 months to 12 months. **May I suggest that** we discuss this **matter** at the next project update meeting?

I hope that this answers your questions.

If you require any further assistance, please do not hesitate to contact me on my mobile, 07340 7602133.

I look forward to hearing from you.

Yours sincerely,

David Mitchell
Project Manager

I can confirm the following: a formal way to introduce the answers in an email/letter

at present: a more formal way to say 'currently'

on the whole: a more formal way to say 'in general'

as was pointed out: a formal way to inform somebody that they have already been told about something before

due to: same as 'on account of'; a formal way to say 'because of'

rest assured that: a formal way to say 'don't worry'

we are confident that: a clever way to say 'we expect that', because it doesn't confirm 100% that it will be finished

please find attached: when you tell the person that the email includes a file or document

concerning: a different way to say 'with regards to'

with regards to: a different way to say 'concerning' or 'about'

may I suggest that: a polite way to say 'I think we should'

matter: a more formal way to say 'subject' or 'topic'

Dear Mrs Boswell,

I wish to draw your attention to an issue we have with a recent order from yourselves (ref no. 34ED12QP). **Not only** was the delivery four days later than agreed, but when we tried to use the components, we found that 40% of them were damaged and basically useless.

As is normal, I spoke to your Customer Service Manager, Peter Taylor on this matter. I expected that you would replace the damaged components, **but this has not been the case**. When I last spoke to Peter, last week, he informed me that the components were undamaged when delivered to us and that it was our fault. **To make matters worse**, he has still not replied to an email I sent to him on Monday. Not very professional customer service.

As you are aware, we have been a customer of your company for over 5 years. The damaged components are **severely impacting** our production at the moment. We have orders which we can not send because of this problem with the components.

Although, I appreciate that you are all very busy. I believe that **I am entitled to** an explanation why Peter Taylor has not answered my email, and is refusing to replace the components.

Unless this issue is resolved promptly, then unfortunately, **we will be forced to take further action**.

I expect an email from yourself by 5pm today **at the latest**, to inform me how you are going to resolve this issue.

Yours sincerely,

Craig Smith
EGO Production Director

I wish to draw your attention to: a way to introduce what the subject of the complaint is, to somebody who you believe doesn't know about the problem

not only: a way to connect two complaints together, like 'in addition'

but this has not been the case: a very formal and good way of saying 'but this hasn't happened'

to make matters worse: a way to connect two complaints together, like 'not only' or 'in addition'

severely impacting: another way to say that something is causing damage to your business

although, I appreciate: a formal way of saying that you understand their situation, but you still want to complain or demand

I am entitled to: a formal way of saying you deserve something (like an answer or refund), and a polite way of saying 'I demand'

unless this issue is resolved promptly: a formal way of saying 'if you don't fix this problem quickly'; used as a threat

we will be forced to take further action: same as 'we will have no alternative but to take matters further'; used as a formal unspecified threat, suggesting legal action

at the latest: when you tell a person to do something before or on a certain time or date, opposite to 'at the earliest'

Dear Mr Smith,

Further to your email of the 17th December 2009 regarding your order (ref no. 34ED12QP). First of all, **please allow me to apologise for** Peter Taylor not responding to your email. I can confirm that Peter has been on sick leave for the whole of this week. And although this explains the issue, it does not justify it.

It transpires that there was a miscommunication in his department and the person who should have been taking care of this issue, did not. **I have already taken all the necessary measures to ensure** that this does not happen again in the future. **Thank you for bringing this matter to my attention.**

With regards to the issues about your order, **I have taken personal charge of them.** First of all, let me apologise for the late delivery. We should have made you aware about the delay at the time.

Regarding the damaged components, I can confirm the following:

It is normal policy here that **we do not accept liability for** problems with components if we are not notified within 7 working days of delivery. And due to the fact that you did not notify us until after 15 working days of the delivery, the Customer Service Department followed procedure.

But as we **view you as a valuable customer**, and we have worked together for over five years, **rest assured that I will sort out this issue as a matter of urgency.** I have already spoken to the Production Director here and he will confirm tomorrow when we can send the replacement components to you. I will update you about the situation with the components by the end of tomorrow at the latest.

Could you please confirm if this is adequate?

I do hope that this situation **has not damaged your confidence in working with us.**

Once again, **please accept our apologies for any inconvenience caused.**

If you have any questions, do not hesitate to contact me by mobile on 07995 348236.

Yours sincerely,

Mrs Sally Boswell
Rugger Sales Director

please allow me to apologise for: a formal way of apologising, normally used as the first apology in a letter or email

it transpires: a way to explain the cause of a problem

I have already taken all the necessary measures to ensure: a formal way of telling somebody that the problem is fixed and won't happen again

thank you for bringing this matter to my attention: a formal way of saying 'thank for telling me about it'

I have taken personal charge of them: a different way of saying 'I'm now managing this situation'; often used by a senior manager when taking over responsibility of an issue

we do not accept liability for: a very formal way of saying 'it's not our fault or problem'

view you as a valuable customer: a polite way of saying your money is still important to us

rest assured that I will sort out this issue as a matter of urgency: a formal way of saying 'don't worry, I'm going to fix the problem quickly' or 'we're doing everything possible to fix/resolve it quickly'

has not damaged your confidence in working with us: a formal way of saying 'I hope it hasn't hurt our working relationship'

please accept our apologies for an inconvenience caused: a formal way to re-apologise, normally at the end of the email

Hi Simon,

I hope you are well?

As you asked, I've been using your new software application for adding customer information for the past couple of days. **Overall, I've been very impressed with** how easy it is to learn. Within 5 minutes of opening it, I knew what I had to do. I wish other applications were so easy to learn.

Also, I love the design of the application. It looks modern and simple.

There are a few things which I think could be improved:

I'm not sure that it's necessary to have so many input fields for the information. It took me nearly 10 minutes to complete the form for each new customer. I don't think that it's necessary to know if the customer is married or what their nationality is. The longer we keep new customers on the phone when adding their personal details to our database, **the less likely they are to return.**

In addition, **have you thought about** making some of the input fields automatically complete information? **You could use** the post/zip code to automatically add the street name, town and country for each customer. **Making the form quicker to complete.**

A couple of times I couldn't see what I had written. **For me,** the size of the letters/fonts isn't big enough. **If I were you, I would consider** making the letters/font bigger.

Although I think experienced staff will find it easy to complete the form with customers' information on the application, new staff may struggle. As you know, new staff often don't know exactly what information to take from a customer or they complete fields with the wrong type of information. **Can you think of a way to** help new staff complete the form correctly without them having to ask other staff in the call centre?

As I said before, overall I think the application is very good. I just think with some minor changes, it could be even better.

Contact me if you want to go over what I've suggested.

Take care,

Chris

overall, I've been very impressed with: a way to introduce the good things about something when giving feedback

there are a few things which I think could be improved: a sentence used to introduce the part of the email which gives negative feedback

I'm not sure that it's necessary: a polite way to tell somebody not to do or include something

the less likely they are to return: an example of a negative consequence of a problem you are telling them about

have you thought about: a way to make a suggestion of something they could do

you could use: a way to make a suggestion of something they could do

making the form quicker to complete: an example of a benefit which would happen if the person uses one of the suggestions to improve the application

a couple of times: a way to give evidence that something isn't working well

for me: a way to introduce the reason why something isn't working

if I were you, I would consider: a way to make a suggestion of something they could do

can you think of a way to: a way to make the person receiving the feedback think of a solution to a problem themselves

contact me if you want to go over what I've suggested: a way to invite the person to contact you to speak about the feedback you've given them

Hi Simon,

I hope you are fine and had a good holiday?

We went to Portugal two years ago. It's a beautiful place and the people are very friendly.

I was wondering if you could do me a favour. I'm writing a presentation on 'changes in modern marketing' to give at the international marketing conference next week. I've nearly finished it and I think it sounds ok. But I think that the PowerPoint slides for the presentation look terrible.

I know that you are very good at creating slides on PowerPoint (your slides always look very professional). Would you mind having a look at them?

I just need you to have a look at them and suggest how I can make them look more professional. There are about 12 slides for the presentation. **It shouldn't take longer than** an hour to do it. **I'd really appreciate it** if you could help me.

I would have asked Kevin in my team to check them for me, but he's on holiday until after the conference.

It's no problem if you can't, but could you let me know as soon as you can?

Sorry for asking you to do this, but **I wouldn't ask you if it wasn't important**.

Regards,

Ian Flynn

I was wondering if you could do me a favour: a way to tell the person first in the email that you need some help from them
I know that you are very good at: a way to compliment the person about their ability to do the thing that you want help with
Would you mind: a way to tell the person first what you need them to help with
I just need you to: a way to explain to the person what exactly they will have to do when they help you
It shouldn't take longer than: a way to tell the person how long it will take them to do it
I'd really appreciate it: a way to say that you would be very 'thankful' or 'grateful' if they helped you
I would have asked: a way to tell the person that you would have asked somebody else to help you if you could have
It's no problem if you can't: a way to tell the person that it's not an issue if they don't want to do it
Sorry for asking you to do this: a way to apologise for asking the person to help you
I wouldn't ask you if it wasn't important: a way to explain to the person the importance their help would be to you

Good Afternoon Peter,

Further to your last email regarding the proposed changes to the design of the company's website. I can confirm that no decision has yet been taken and will not be until next month.

With regards to your concerns about the cost of the new design of the website being excessive, **I'm afraid that I cannot agree with your opinion. I appreciate** why you believe that spending \$600,000 is excessive. **I can reassure you that** we have done everything possible to reduce the overall cost of the project. **In fact**, the original offers we received for the project were around \$750,000.

Taking into consideration both the size of the website and the work involved in redesigning and updating the website, **in my opinion**, \$600,000 is a very good price.

You yourself agreed that the current design of our company's website looks old and the website is difficult to use. If we do not carry out design changes in the near future, we will not only lose more potential customers, but it will also damage our brand image in the market.

I would be happy to forward to you a copy of the project plan and the estimated costs. **May I suggest that** you look at these first and if you have any suggestions of how the cost can be reduced further, **I would be pleased to hear them**.

I hope this addresses your concerns.

If you want to discuss this matter further, don't hesitate to contact me on my mobile, 676 005 451.

Best regards,

William Smith
IT Web Manager

with regards to your concerns about: a way to first introduce the name of the subject/opinion that you disagree with
I'm afraid that I cannot agree with: basically a polite way of saying 'you are wrong' (never use the word wrong when you are disagreeing, it will offend people)

I appreciate: a different way to say "I understand", which is used to show empathy/understanding of the other person's opinion/point

I can reassure you that: a formal way to give an answer to a concern/doubt/worry that the person you disagree has

in fact: a way to introduce a reason which contradicts/proves wrong something which the person you are writing to believes

taking into consideration: a more formal way of saying 'if you consider' or 'if you think about'

in my opinion: a way to give your 'belief' or 'view' about a subject

you yourself: a way to put emphasis on something that the person you are writing to has done or said

I would be happy to forward to you: a way to offer to send a document to the person receiving the email/letter

may I suggest that: a polite way to ask somebody to do something

I would be pleased to hear them: a polite way to ask somebody for their suggestions

I hope this addresses your concerns: a polite to express 'I hope I have convinced you that I am right' at the end of an email

If you want to discuss this matter further, don't hesitate to contact me on: a sentence where you offer somebody the opportunity to talk to you about the subject/issue

Dear Mr Smith,

My name is Sue Jenkins and **I am writing on behalf of** Reef Technologies plc.

We are pleased to announce that we are sponsoring a series of presentations on the future of renewable energy. The presentations are going to be performed by world-renowned experts in the field (for example Dr Josh Bartlett from MIT and Mrs Jennifer Woods from Clean Future inc.) and will consider future advances in the technology of renewable technology.

Due to your company having worked with Reef Technologies plc in the past, **we would like to invite you to** the event. **The event will be held** at the Randalls Conference Centre in Leeds between 3pm and 8pm on the 12 April 2017. **If you require directions to the venue, please let me know.**

If you would like to attend, please confirm your attendance by replying to this email by the 18 March 2017.

If you have any questions about the event, please do not hesitate to contact me by email (on sjenkins@reeftech.com) or by mobile/cell (on 07867 7433123).

I look forward to receiving your reply.

Yours faithfully,

Sue Jenkins
PR Manager
Reef Technologies plc

I am writing on behalf of: a formal way to say which company you work for/represent

We are pleased to announce: a very formal phrase used to introduce what type of event you are inviting the person to

We would like to invite you: a formal way to ask somebody to attend/go to an event

The event will be held: a formal way of saying 'will take place'

If you require directions to the venue, please let me know: a way to offer to send the person directions to get to the place/location

If you would like to attend, please confirm your attendance by: a formal way to ask somebody to confirm if they can attend/go to the event/meeting

I look forward to receiving your reply: a way to tell the person that you are for them to confirm at the very end of an email

Dear Mrs Robinson,

Thank you for submitting a bid for the re-design of our website. **After careful consideration** of all the proposals we received for the contract, **I regret to inform you** that on this occasion your bid has been unsuccessful. **We have decided to offer** the contract to one of the other bidders.

Although your proposal was very professional and well-thought out, **we felt that** the design didn't focus enough on the social media channels our company uses and it was a little over complicated and confusing to use.

We will be more than happy to consider you for any web development or redesign projects we have in the future.

If you require any further feedback, please do not hesitate to contact me by email on dmitchell@powersports.com or by phone on 01535 6547196.

Yours sincerely,

David Mitchell
Project Manager

thank you for submitting a bid: a way to start an email of rejection to somebody who has submitted a contract bid

after careful consideration: a way to express you have thought long and hard before reaching a decision

I regret to inform you: a formal way to say 'sorry to tell you' that is used to introduce a rejection

we have decided to offer: a way to tell the person/company that you have given the contract/project/work to somebody else

although your proposal was: a way to introduce some good things about a bid or offer which has been submitted

we felt that: a way to tell somebody the actual reason why they have been rejected

we will be more than happy to consider you for: a way to tell the company/person you will consider them for any future contracts/work you have

if you require any further feedback, please do not hesitate to contact me by: a polite way to offer somebody the chance to contact you to talk about the rejection

Hi Sally,

Further to our conversation yesterday about the sales training course for the members of my staff, **please find below the proposal** that I would like you to consider:

As you are aware, all staff in the customer services department are now expected to promote our company's products and services when speaking to existing customers by phone. Since the beginning of this year, the performance of the department is now partly based on how many sales are generated.

As you yourself have said, the results since we started promoting have been disappointing. We have not met any of the sales targets which have been set for the call centre. No matter what we have done to improve sales rate (increasing commissions per sale, punishing staff who don't try to promote etc...), they have not increased.

After conducting an extensive investigation into the issue, through monitoring incoming customer calls into the call centre and performing interviews with staff, I have created a report (a copy of which is attached at the bottom of the email). This report identifies that the problem lies with the staff.

It shows that it's not that the staff don't want to sell and promote the products or services, but that they don't know how to do it. Few have any prior experience of selling any type of products or services. They don't understand how to persuade/convince people to buy or identify what products or services would be of most use or interest to the person they are speaking to. No matter what we do, **until they learn how to do this**, sales conversions are going to continue to remain low.

That is why I propose we undertake a sales training course to teach essential sales skills to the customer services staff in the call centre. After contacting a number of different companies, I have found a training course which would be the most suitable for our needs. It's run by APC Sales Training. **Not only do they** have one of the best reputations in the industry (they are used by Barclays, HSBC, ING etc...) but one of my ex-colleagues used them in the customer services department which she runs and said **sales conversions more than doubled as a result**.

I have already contacted APC Sales Training and they have devised a three day sales training course designed specifically for our needs (their proposed course outline is attached at the bottom of the email).

The cost of the three day course they are proposing is £1,200 per participant. That includes all materials, food and drinks, and room hire.

I appreciate that money is a concern. And I admit that the three day training course is not cheap. That is why I propose that we initially limit the number of staff who undertake the course to four customer service assistants. We can then monitor their performance when they return to see if the course has led to a significant improvement in their sales conversion. If it does, we can talk about enrolling the rest of the customer service assistants

in the call centre on to the course.

***I really believe that this proposal** is both the most effective and quickest way that we can improve our sales performance. If we don't train the staff how to sell, the chances of meeting the sales targets for the call centre are extremely low.*

***I'd appreciate to hear what you think about** the proposal.*

If you have any questions, please don't hesitate to contact me by either email or phone (07930 522356).

Regards,

Peter Smith

further to our conversation yesterday about: a way to start the email that you are sending

please find below the proposal: a way to tell the person receiving it what the purpose of the rest of the email is

as you are aware: a way to tell the person something they already know and starts the paragraph where you introduce the problem your proposal will solve

as you yourself have said: a way to remind the person receiving the email what they said about something in the past

after conducting an extensive investigation: a way to express that you have spent a long time examining/looking into a problem or situation

until they learn how to do this: a way to introduce a negative consequence of not doing the proposal you suggest

that is why I propose: a way to introduce the part of the email where you talk about the details of the proposal

not only do they: a way to introduce two benefits of doing something

sales conversions more than doubled as a result: a piece of evidence that the proposal you are making has been shown to work

I appreciate that money is a concern: a doubt/problem which you think the person you are sending the proposal to, will have about it

I really believe that this proposal: a way to introduce why you think the proposal is essential and needs to happen at the end

I'd appreciate to hear what your think about: a way to ask for the opinion of the person you are sending the proposal to