BUSINESS CORRESPONDENCE
A Guide to Everyday Writing
INTERMEDIATE

Lin Lougheed
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August 2002

Dear Reader:

I wrote the second edition of Business Correspondence for you. It will help you become a successful member of an office team. You will learn how to write clear and effective letters, faxes, memos, and e-mails. You will learn common expressions and procedures used in business. You will also improve your basic English skills.

This book provides many models of the most common types of correspondence, with grammar exercises and lots of practice in preparing letters, faxes, memos, and e-mails. There is also a Reference Section, which is a handy summary of key information for business correspondence.

You may use this book with or without a teacher. All the answers are in the Answer Key on page 144. You can correct your own work and build your business skills. Good luck!

Sincerely yours,

Lin Lougheed
TEST YOURSELF

Before you begin, see how much you know about business correspondence.
1. Label the different elements of this letter.
2. What is the format of this letter: block, semi-block, or indented? ______
3. The shaded boxes show fifteen errors. Write the correct word or punctuation above the errors.

The answers are in the Answer Key on page 144. If you need help, look at the Reference section on page 131. After you finish this book, try the test again. You will see a big improvement!

Polycomp Worldwide
459-34 Grand Hotel Avenue
Taipei
Taiwan

(1), (2) aug 15 20
(3), (4) mr. Gilbert m Ramirez
Vice President, Marketing
soup and Salads Restaurant
5632 Western Avenue
Los angeles, California 90026
(5), (6) dear Mr ramirez
(7), (8), (9)
(10), (11) your letter of March 15 arrived this morning
(12), (13) Tell us your travel plans and we'll meet you at the airport?
We appreciate your interest in our company. I look forward to your visit next month.
(14) Sincerely yours
Bill Chang
(15) bill Chang
President
Teaching Suggestions

Learning how to write business correspondence is not as difficult as students think. Business correspondence is very formulaic. There are standard phrases and expressions that are commonly used. When students become familiar with these expressions, they will find it easy to write a business letter.

This book teaches standard formats and phrases used in letters for the most common business situations. By following the book, students will have an excellent introduction to business correspondence. You can make their experience richer by expanding the book activities. Here are some suggestions for expansion activities to enrich your students’ classroom experience.

General Activities

Encourage your students to engage in real correspondence. If they have access to the Internet, have them log on to www.longmead.com, click on Learning Center, then click Business Correspondence. Your students, along with students around the world, can post their writing. There is no better way for students to improve their writing ability than by writing.

First Day of Class

Purpose: Establish a starting point.

Activity 1: Have students write a letter in English. All students must write on the same subject. Give them a subject that they might have some interest in (asking for a college catalog, applying for a job). Then collect the letters without grading them. On the last day of class, have the students write a letter on the same subject. Return their original letters to them and have them evaluate their own progress. It should be significant.

Activity 2: Once the students have handed in the English business letter, have them write a letter in their own language on the same subject. The purpose of this activity is to see how much they know about the conventions of writing a business letter in their own language. Ask them questions about the format of the letter, such as, “Where is the date? Are the paragraphs indented?” (Look at the reference section in this book for help.)

Activity 3: Next have the class as a whole write a business letter in English on the same subject. As they compose the letter, you write the letter on the board. When you are finished, have the students compare the letter on the board with their own letters. Have them note what is the same and what is different between the letter on the board and their own letters. They can do this in pairs, small groups, or in front of the whole class.

Warm-up before Each Unit

Purpose: Let the students use previous knowledge. Provide a basis for learning.

Activity: Have the students read the unit title. Ask if anyone can explain why a person would write that kind of letter. Have students write a letter on the unit focus. Don’t collect, correct, or read the letters. The students should keep them to correct during the course of the unit.

Unit-Specific Activities

Following are expansion activities for the different sections in each unit.

Getting Started

The first page of each unit provides the context for the unit. There has to be a reason to write or respond to a letter. The material on this first page provides the reason.

Tell your students that the language, format, and style in internal (interoffice) correspondence is much more informal than the language used for external correspondence. See if they can spot differences. For example, salutations are often not used in e-mail, especially within a company. Sometimes subjects are dropped from sentences. This would never happen in correspondence addressed to a stranger or to a client. (Note: Some style differences are explained in the Language Style section on page viii.)

There are generally two pieces of correspondence at the start of each unit followed by a form with blanks. Students are required to read the correspondence to complete the form. If they complete the form accurately, they understood the material.

Purpose: Provide context for letter writing.

Activity 1: Before students read the page in detail, have them skim it and make assumptions about the context. Ask questions such as: What is the sender writing about? How do you think the sender feels? How would you handle the situation/correspondence?

Activity 2: Bring in real examples of business writing and discuss them. Have students bring in writing that is relevant to the unit topic.

Models

Well-written business correspondence comes quickly to the point. It is thorough, concise, and polite. Good business writing maintains good customer relations. With each model, point out
how the correspondence clarifies the issue and encourages a response.

In reality, it often takes more than two letters to resolve a problem. There is sometimes a need for further clarification. Sometimes, problems are solved on the phone and then followed up in writing. Nonetheless, these models will serve as examples of how to write clearly, concisely, and effectively.

**Purpose:** Establish a model.

Teach students to “get the point.”

**Activity 1:** Have the students scan each letter to look for specific information such as date, sender, etc.

**Activity 2:** Have the students skim each letter to look for key words and phrases. In small groups, have them discuss the content and describe the purpose of each letter.

**Activity 3:** Dictate the letter to the class or have pairs of students dictate to each other.

**Composing Your Message** This section graphically illustrates the parts of a letter. Using this as a guide, students will easily remember the parts when they start to compose a letter.

There are many ways a writer might express an idea in a letter. The most frequent activity in this section gives students examples of these variations mixed with sentences that are inappropriate because of style or content. This is challenging because students must determine not only if the content is correct, but also if the style is appropriate. Of the three choices, two are appropriate. Those that are inappropriate because of style are identified as such in the answer key.

**Purpose:** Give students a formula to guide their letter writing.

**Activity 1:** Help students understand and learn the parts of each letter.

**Activity 2:** Have students look at the letters they wrote the first day of class and find the parts; rewrite if necessary.

**Writing Your Message** This section focuses on grammar and style. You can also go back to letters in earlier units to find examples of topics being discussed.

**Grammar Practices**

**Purpose:** Focus on common grammar found in business correspondence.

**Activity 1:** Have the students underline or circle the grammar point under discussion in letters throughout the chapter.

**Activity 2:** Have the students write a sentence similar to the ones they have marked.

**Style Practices**

**Purpose:** Focus on common stylistic devices in business correspondence.

**Activity 1:** Have the students rewrite letters using a different opening/complimentary close.

**Activity 2:** Have the students write sentences in different business contexts using the phrases and expressions used in the model letters.

**Activity 3:** Have the students write letters using the phrases in the Useful Language boxes.

**Letter Practice 1**

**Purpose:** Reinforce business communication vocabulary, phrases, and patterns.

**Activity 1:** Ask questions such as: Who wrote it? When was it written? What does the writer want done?

**Activity 2:** If students are familiar with the parts of speech, have them examine the letter; determine what kind of word could go in the blanks.

**Activity 3:** Have the students try to fill in the blanks without looking at the word box.

**Activity 4:** If students are familiar with the parts of speech, have them identify words in the box by part of speech.

**Activity 5:** In pairs, have the students correct and/or compare work.

**Activity 6:** Have the students identify the parts of the letter.

**Letter Practice 2**

**Purpose:** Guide students to reread and proof letters for possible errors.

**Activity 1:** Individually or in pairs, have students proofread the letter line by line.

**Activity 2:** Have students rewrite the letter.

**Activity 3:** Have students rewrite the letter with different openings and/or complimentary closes.

**Activity 4:** Point out grammar and/or punctuation rules.

**Letter Practice 3**

**Purpose:** Let students apply what they have learned to create their own letters.

**Activity 1:** Have students write the letters.

**Activity 2:** Have peers proofread the letters.

**Words and Expressions to Know**

**Purpose:** Provide list of relevant business vocabulary. These words are defined in the Glossary on page 139.
Purpose: Use vocabulary in context.

Activity 1: Review the unit and identify words that might be new to students in addition to those found at the end of the unit. Make a list of these words to review with the students.

Activity 2: Dictate the list; students can make assumptions about meaning and spelling, and practice proofing by correcting their words (or partner’s words) against the list.

Activity 3: Have students choose one or more word(s) to use in a sentence. As a class, in groups, or in pairs, compare their words and sentences.

Activity 4: Choose words that weren’t picked. Use them in sentences. Ask students to guess the meaning from context.

Activity 5: In pairs, have students ask questions.
Student 1 asks, “How do you spell that word?”
Student 2 spells the new word and asks, “What does that word mean?” Student 1 gives the meaning.

Activity 6: Have students pick words from the list and: 1) name words from the same word family, or 2) name words with the opposite meaning.

Language Style
This section provides further explanation on the differences between informal and formal written English. Informal English is often used between two people who work closely together or know one another very well. Formal English is used when writing to someone you don’t know or don’t know very well. It is also used when writing to a superior and when writing to someone for the first time.

Each unit opens with a few pieces of material, including e-mails, ads, notes, charts, and Web pages. Some of this material contains informal language that your students may not be familiar with. Below is a unit-by-unit explanation of some of this language. The alternatives given show the more formal way to say the same thing.

Unit 1 Ads (p. 1)
Informal (ad) A college degree is a must.
Formal A college degree is an essential requirement. The use of must is idiomatic. It is often used in ads or conversations. It is generally not used in formal written English.
Informal (ad) E-mail résumé to...
Formal Please e-mail your résumé to...

In ads, words are often deleted to conserve space. The word résumé comes from the French. It can also be written without the accent marks: resume.

Informal (ad) The admin. asst. will...
Formal The administrative assistant will...
Administrative assistant is shortened to admin. asst. This is common in advertisements, where space is at a premium, or in conversations. Similarly the administrative department in a company is often referred to as the Admin Department or simply admin (I’ll be in admin all morning.)

Unit 2 Interoffice e-mail (p. 9)
Informal Thanks for sending out the acknowledgment e-mails.
Formal I would like to thank you for sending the e-mails to the job applicants acknowledging the receipt of their applications.

Unit 3 Interoffice e-mails (p. 19)
Informal I got a brochure.
Formal I received a brochure.
Informal See if they can...
Formal If you have time, would you please call them and ask if they could...
Informal Lunch is no problem.
Formal They would be pleased to cater a lunch.

Unit 4 Interoffice memos (p. 27)
Informal They haven’t gotten back to me.
Formal They haven’t returned my call to tell me what they want.
Informal Could you follow up?
Formal Would you be able to contact them and determine what they need?
Informal ... a buffet lunch would be OK.
Formal ... a buffet lunch would be fine.
Informal Any other problems? Let me know.
Formal If you have any other problems you would like to discuss, please let me know.

Unit 5 Note from the Desk of M. Simpson (p. 35)
The verb order in the last sentence is not followed by a direct object. In informal interoffice correspondence, the writer may not think it necessary to write order them today. The object them is understood.
Unit 6  E-mail (p. 43)

Informal  They're going to be a week behind schedule.

Formal  They will be a week behind schedule.

Informal  Please call customers who ordered this chip set.

Formal  Would you please call those customers who ordered this chip set?

There is no rule that governs when you can or can't delete an article or demonstrative pronoun like those. It is safer to use the formal form.

Informal  Ask if we can substitute ACB 5/x/233.

Formal  Would you please ask if it would be possible to substitute ACB 5/x/233 for the Intex 440SX chip?

Informal  We have those chip sets on hand.

Formal  We currently have those chip sets in stock.

Unit 7  Interoffice e-mail (p. 51)

Informal  Could you check it out?

Formal  Would you please research the information?

Unit 8  Interoffice e-mails (p. 59)

Most of the language used in these e-mails would be appropriate for any type of business communications. In more formal correspondence, the abbreviations reps and info would be spelled out: representatives and information. Note these two abbreviations are used as words; they are not followed by periods.

Unit 9  Interoffice e-mails (p. 67)

The e-mail begins with "Mark, . . ." as if H. Park were actually talking to Mark. E-mails can be very conversational. The e-mail continues with a rhetorical question: Doesn't anyone read our POs? When you ask a rhetorical question, you don't expect an answer.

Mark replies that MarvelSoft has real problems. In this instance, real means "a lot of" problems or "very serious" problems.

Unit 10 Interoffice e-mails (p. 75)

Informal  Best Ads Online returned 4 manuals—old editions.

Formal  Best Ads Online returned four manuals because the manuals were out-of-date.

Informal  Empress Trading sent back the accounting package—damaged CD.

Formal  Empress Trading company returned the accounting package because the CD was damaged.

Ms. Gerard lists the reasons for the return using a dash. This is an informal, conversational style.

Informal  I'll check into it.

Formal  I'll investigate the problem.

Ms. Gerard asks many questions: Why are we getting so many returns? What's going on here? Who's filling these orders? These are not rhetorical questions. She expects answers. Sometimes it is hard to tell when a question is rhetorical, especially in e-mails.

Mr. Weiss begins his response by saying: It seems our customer service . . . By saying, It seems, he puts the responsibility for the problem on someone other than himself.

Unit 11 Interoffice e-mails (p. 83)

Informal  Check receivables.

Formal  Would you please look over the list of accounts receivable?

Informal  See if we received payment from Gornan Industries.

Formal  Would you please determine if we received payment from Gornan Industries?

Informal  Have other reminders gone out?

Formal  Would you tell me if other reminder letters have been sent?

Formal  What next?

Informal  Please tell me if there is anything else you would like me to do.

The verb is is dropped in What next? This is written in a conversational style.

S. Caffey uses the plural possessive (their) referring to a company Alliance. This acknowledges the fact that there are people working in the company who do the work. A company may be singular, but the employees are plural. The writer could say, For their May invoice, For Alliance's May invoice, or For its May invoice.

Unit 12 Interoffice e-mails (p. 91)

Tone 1  Do I have authorization to pay these invoices?

Tone 2  Would you please authorize me to pay these invoices?
These sentences illustrate differences in tone and content rather than formality. The writer doesn't have authorization to pay invoices without permission from a superior. In the first sentence, the writer uses the pronoun I which makes it seem as if he has some power. In the second sentence, it is clearly the superior, you, with the power.

Informal Wait for now.

Formal Please don't pay the invoice until further notice.

A stop-payment order is also called a stop-check order. A check lost in the mail could be found by someone and cashed. To avoid this potential problem, the writer of the check can call the bank and place a stop-payment order on the check, which means that nobody can cash the check. There is a fee for this service.

Unit 15 Interoffice e-mails (p. 121)

Informal Would you draft a thank-you letter to May Wing for referring us to Xenest?

Formal Would you please draft a letter to May Wing thanking her for referring us to Xenest?

Informal Lisa,

Formal Dear Lisa,

Remember in interoffice communication between colleagues, you can address the person as if you were talking in person or you can omit the salutation all together.

Informal Sorry to hear about Jeong-tae’s father.

Formal I am sorry to hear the news about Jeong-tae’s father.

Informal When you get a chance,

Formal If you have the opportunity,

Informal BTW,

Formal By the way,

BTW is generally used in e-mails only.

In Also, the father of Park Jeong-tae, CEO of PacMoon.com, passed away yesterday, the writer uses also to mean another task.

The writer uses the conditional tense Would you draft . . . to be polite. Adding the word please would make the request even more polite.

I’m at a loss for words means “It is difficult for me to compose a letter of condolence.” Speaking of . . . means “While we are discussing the matter . . .”

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When you apply for a job, you need to send a résumé and a cover letter. A résumé is a written list that describes your education and the jobs you have had. (A sample résumé is in the reference section of this book on page 134.) A cover letter introduces you to the person who is hiring for the job.

Before you write the cover letter, you need information about the job, especially the qualifications needed. The best place to find this information is in the advertisement where you learned about the job.

**GETTING STARTED**

1. Read the two job advertisements. Pay attention to the qualifications needed.

2. Complete the Job Requirements Chart. Write a check (✓) if the job advertisement asks for the requirement.

3. Write a check (✓) if your skills match the requirement.

---

### NetLives

The ADMINISTRATIVE ASSISTANT will work with the general manager. The individual will manage schedules, order supplies, prepare expense reports, and perform general word processing. The admin. asst. will be responsible for mailings, faxes, photocopying, and filing.

A high school degree and a minimum of 2 years of experience are required. NetLives offers a fun, dynamic, and innovative work environment.

Contact Information
- Maria Sanchez
- Human Resource Specialist
- 632 Garrison Road
- Cambridge CB4 1HD
- Tel: 1223 334566
- Fax: 1223 534987

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### Administrative Assistant

A local internet service provider has a full-time position available for an administrative assistant. This individual will perform general administrative duties. Candidates must be familiar with word processing programs. Successful candidates must also have excellent communication skills. A college degree is a must. Salary: $25,000 to $35,000 per year.

E-mail résumé to resumesptsrv@caison.net.

---

<table>
<thead>
<tr>
<th>Web site Ad</th>
<th>Newspaper Ad</th>
<th>Requirement</th>
<th>Your Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td></td>
<td>Will perform general administrative duties such as photocopying and filing.</td>
<td></td>
</tr>
<tr>
<td>(2)</td>
<td></td>
<td>Will have a college degree.</td>
<td></td>
</tr>
<tr>
<td>(3)</td>
<td></td>
<td>Must be familiar with word processing programs.</td>
<td></td>
</tr>
<tr>
<td>(4)</td>
<td></td>
<td>Will have at least 2 years of experience as an administrative assistant.</td>
<td></td>
</tr>
<tr>
<td>(5)</td>
<td></td>
<td>Must have excellent communication skills.</td>
<td></td>
</tr>
</tbody>
</table>
Look at the different elements of a cover letter.

Return Address
This is your personal letterhead. Put your contact information here.

Michele Peters
45 Agate Road
London NW6 0AH
Tel: 208 847 9746
Fax: 208 774 8094
E-mail: mpeters@londonmail.com

Date

Inside Address
Write a cover letter to a specific person, if possible.

March 1, 20—

Salutation
Use a colon after the name.

Dear Ms. Sanchez:

Opening
Tell (1) that you are applying for a job and (2) the source of your information.

I read about a job opening for an administrative assistant on the NetLives Web site.

Focus
Tell why you are suited for the job.

I am a recent graduate of EMP Secretarial School, and I was in the top of my class. I am looking for a challenging work environment like that at NetLives.

Action
Tell what you plan to do.

I will call you next Monday to discuss my enclosed résumé.

Closing
Be positive.

I look forward to meeting with you soon.

Complimentary Close

Sincerely yours,

Michele Peters

Signature
Sign your name.

Typed Name

Michele Peters

Enclosure
Add this if you are sending something with the letter.

Enclosure

Useful Language
I read about a job opening for _______.
I will call you _______.
I look forward to meeting you.
The body of a cover letter generally has four parts.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Tell (1) that you are applying for a job and (2) the source of your information.</td>
<td>I read about a job opening for an administrative assistant on the NetLives Web site.</td>
</tr>
<tr>
<td>Focus</td>
<td>Tell why you are suited for the job.</td>
<td>I am a recent graduate of EMP Secretarial School, and I was in the top of my class. I am looking for a challenging work environment like that at NetLives.</td>
</tr>
<tr>
<td>Action</td>
<td>Tell what you plan to do.</td>
<td>I will call you next Monday to discuss my enclosed résumé.</td>
</tr>
<tr>
<td>Closing</td>
<td>Be positive.</td>
<td>I look forward to meeting with you soon.</td>
</tr>
</tbody>
</table>

**Practice 1**

Circle the letter of the sentence that is most similar to the sentence in the Model Cover Letter on page 2.

1. Opening
   a. I am applying for the position of administrative assistant.
   b. I need a job.
   c. I saw your advertisement for an administrative assistant in the November 14 *International Herald Tribune*.

2. Focus
   a. My work experience matches your requirements. I worked as an administrative assistant for two years.
   b. I'm a quick learner. I've never worked before.
   c. I have the skills required. I am familiar with word processing programs.

3. Action
   a. I will contact you early next week.
   b. I will call you on Tuesday morning to discuss the position.
   c. I'll be at home if you need me.

4. Closing
   a. Looks good, right?
   b. I look forward to working with NetLives.
   c. I look forward to talking to you next week.
Writing Your Message

Salutation

That's Good Business!

You want to make a good first impression with your cover letter. You want your letter to stand out from the others. Be positive. Let the employer know how you are suited for the job. Follow up your letter with a phone call.

- Write to a specific person. Before you write, try to find out the name (and gender) of the person you are writing to. You can call the company or check their Web site.
  - Dear Ms. Maroon:
  - Dear Mr. Ping:

- If you don’t know the gender, use the person’s full name or initial.
  - Dear Lin Croft:
  - Dear D. Maxon:

- If you don’t know the name, use the person’s title.
  - Dear Human Resource Specialist:
  - Dear Recruiter:

- If you know only the address, use a generic salutation.
  - Good morning:

Practice 2

Write the salutation for a cover letter for the following jobs. Don’t forget the colon.

<table>
<thead>
<tr>
<th>Position</th>
<th>Source</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Customer Service Representative</td>
<td>May 13 Herald Tribune</td>
<td>M. Pollard</td>
</tr>
<tr>
<td>2. Administrative Assistant</td>
<td>A-Way.com Web site</td>
<td><a href="mailto:recruiter@a-way.com">recruiter@a-way.com</a></td>
</tr>
<tr>
<td>3. Receptionist</td>
<td>IronGate.com Web site</td>
<td>Jane Bowles</td>
</tr>
<tr>
<td>4. Executive Assistant</td>
<td>Word-of-mouth</td>
<td>Chee Yu</td>
</tr>
</tbody>
</table>

1. Dear [Name]
2. ___________________________
3. ___________________________
4. ___________________________

Opening

In the opening of a cover letter, tell the reader two things: (1) what job you are applying for and (2) the source of your information.

Practice 3

Complete these opening sentences for cover letters for the jobs in Practice 2. Use the prepositions about, for, in, and on. Some prepositions will be used more than one time.

1. I saw your advertisement ___________ a customer service representative ___________ the May 13 Herald Tribune.
2. I am applying ___________ the position of administrative assistant announced ___________ the A-Way.com Web site.
3. ___________ the IronGate.com Web site, I read ___________ an opening ___________ a receptionist.
4. Your colleague, Jannie Qin, told me ___________ the executive assistant opening.
Focus

The body of a cover letter focuses on your skills. Briefly describe why you are suited for the job. Tell the reader how your skills match the job requirements.

Practice 4

Look at the skills you checked for the administrative assistant positions on page 1. Write sentences that describe your experience and skills and explain how you are suited for the job.

1. My work experience matches your requirements.  
   _I worked as an administrative assistant for two years._

2. My qualifications fit your needs. 

3. My skills match the job requirements. 

4. I have the skills required. 

5. I meet the job requirements. 

Action

Follow-up is very important. After you send a cover letter and résumé, contact the employer. In your cover letter, give either a general or a specific time that you will call or e-mail.

   General: I will call you _early next week._ 
   Specific: I will call you _next Monday._

Practice 5

Write _G_ if the action has a general time or _S_ if the action has a specific time.

1. _G_ I will contact you _early next week._

2. _G_ I will call you on _Tuesday morning to make an appointment._

3. _G_ I will e-mail you _next week to arrange an interview._

4. _G_ On _Friday, I will call your assistant to set up an interview._

5. _G_ I will telephone you _tomorrow to answer any questions you have._

Closing

In the closing, be sure to thank the reader for looking at your letter. Be positive. Mention a future conversation or meeting.

Practice 6

Rewrite these sentences using the expression _I look forward to [+ -ing verb]._

1. I want to work with IronGate.  
   _I look forward to working with IronGate._

2. I'd like to talk to you next week. 

3. I'd like to meet with you. 

4. I probably should discuss my interest in A-Way with you. 

5. I hope I can contribute to your team. 

Writing a Cover Letter
Complete the sentences in this letter. Use the job advertisement and the words below.

<table>
<thead>
<tr>
<th>Changi News</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2, 20—</td>
</tr>
<tr>
<td>File clerk wanted. Must have high school degree. Send résumé to Mr. Paul Rook, Human Resource Director, Island International Airport, Singapore 659589.</td>
</tr>
</tbody>
</table>

applying  forward  part-time  Resource
enclosed  interview  position  Sincerely

Well Said

In this letter, the writer uses 2nd in the date July 2nd. This is called an ordinal number. The number 2 alone is a cardinal number.

You can use either type of number in the body of a letter, but in the date at the top always use a cardinal number (July 17).

Be consistent in your letter. If you use an ordinal number in one sentence, use ordinal numbers in the other sentences.

That's Good Business!

When you send material, such as a résumé, with a letter, add the word Enclosure at the end of the letter. You can write what is enclosed (Enclosure: Résumé), but it is not necessary.
Liu Shia saw this job advertisement on a Web site and answered it. The shaded boxes show ten places where she made errors. Write the correct word or punctuation above the errors. The first one is done for you.

JobsUnLtd.com          Job Opportunities          August 16, 20-

Secretary. Candidates should be proficient in Microsoft Word and have basic skills in Excel and PowerPoint. Some knowledge of Access and Lotus Notes is a plus. Successful candidates will meet the firm’s standards for typing (60 wpm) and other skills. E-mail your resume to secy6433@JobsUnLtt.com.

To: secy6433@JobsUnLtd.com

Subject: Secretarial Position

Dear Recruiter,

I am responding for the secretarial vacancy posted on August 16 in your Web site.

I have been an executive secretary since five years. I also have trained other secretaries how to use word processing and accounting software. I type over 90 wpm, and I am very organized. I have attached my résumé to this e-mail.

I will e-mail you next week to follow up on my apply. I look forward to hear from you soon.

Sincere yours,

Liu Shia

That's Good Business!

On Web sites, ads for job vacancies are posted (put on the Web site). The ad will tell you how to send your résumé. To send your résumé by e-mail, you can attach it as a file. Follow up to make sure the recipient was able to open your file.
On a separate piece of paper, write responses to one of the following job advertisements.

### Job Advertisement 1

**Receptionist**

Entry-level position for receptionist in dynamic construction company. You will enter data, greet customers, maintain database, and type memos. Prefer individual with good communication skills. Great compensation. Apply today!

**Job Experience**

Filing, General Office, Data Entry

**Additional Information**

Salary: $9.00 to $12.00 per hour

**Contact Information**

Account Executive, myan@constructnow.com

### Job Advertisement 2

Web Discount Corporation of Barcelona, Spain, seeks full-time Client Services Coordinator. Responsibilities include greeting clients, answering telephones, and performing other clerical functions.

**REQUIREMENTS:**

1. High school diploma and/or business college program
2. 2–4 years of clerical or administrative experience
3. Excellent organizational skills
4. Typing speed of 30 wpm
5. Word processing and database experience
6. Good communication skills

If you would like to work in an exciting environment, fax or e-mail your résumé to:

Pablo Cavero
Fax: 93 412 1044
E-mail: pcavero@webdiscount.org.es

---

**Well Said**

Most people use one of two styles for writing dates.

<table>
<thead>
<tr>
<th>U.S. style</th>
<th>Non-U.S. style</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 1, 20--</td>
<td>1 March 20--</td>
</tr>
</tbody>
</table>

This book uses U.S. style. Of course, you should use your country’s style when you write letters.

The month in a date is usually written out in a letter. In business forms, the month can be written as a number. Be sure it is clear which number is the month. In a letter, it may be unclear to use all numbers, especially if the writer and the reader use different styles.

<table>
<thead>
<tr>
<th>U.S. style</th>
<th>Non-U.S. style</th>
</tr>
</thead>
<tbody>
<tr>
<td>03/01/03 is March 1, 2003</td>
<td>03/01/03 is 3 January 2003</td>
</tr>
</tbody>
</table>

**Words and Expressions to Know**

Look at this list of words and expressions that were used in the unit. Their definitions are in the glossary at the end of the book.

- attach
- candidate
- colleague
- follow up
- follow-up
- opening
- post
- proficient
- requirement
- vacancy
Replying to a Job Applicant

A résumé and cover letter make up a job application. When you receive a job application, first send a letter acknowledging that you received it. After you read the job application, decide whether to interview or reject the applicant. Send all applicants either an interview letter or a rejection letter.

Before you reply to job applicants, you must evaluate their skills. Compare the skills they listed in their résumé and cover letter with the requirements you listed in your job advertisement.

GETTING STARTED

1. Read the e-mail from a human resource specialist to her assistant. She discusses replying to job applicants. The assistant will send interview letters to applicants who meet four or all five of the requirements.
2. Think about your skills. Do you meet the requirements?
3. Complete the Applicant Evaluation Chart. Write I for interview or R for reject for each applicant and yourself in the bottom row.

---

From: Maria Sanchez <msanchez@netlives.com>
To: "Grace Chen" <gchen@netlives.com>
Subject: Applicants for Administrative Assistant
Date: Fri, Mar 3, 20—8:45:03

Thanks for sending out the acknowledgment e-mails yesterday to the ten applicants for the administrative assistant position. Please read their résumés and decide whether to interview the applicants or reject them. Then send them the appropriate e-mail.

---

<table>
<thead>
<tr>
<th>APPLICANT EVALUATION CHART</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
</tr>
<tr>
<td>(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)</td>
</tr>
<tr>
<td>y y n y y y ? y y n</td>
</tr>
<tr>
<td>y n ? n y y ? n y ?</td>
</tr>
<tr>
<td>y y' n n y ? y y y y'</td>
</tr>
<tr>
<td>y ? n ? y n n y y' n</td>
</tr>
</tbody>
</table>

y = applicant has the skill
y' = applicant has the skill and is a very good candidate
n = applicant doesn't have the skill
? = résumé doesn't say if applicant has the skill
Model E-Mails: Replying to Job Applicants

Look at the different elements of e-mails replying to job applicants.

Reply 1: Acknowledging Receipt of an Application

| From: Grace Chen <gchen@netlives.com> |
| To: 'Michele Peters' <mpeters@londonmail.com> |
| Subject: NetLives Administrative Assistant Position |
| Date: Thu, Mar 2, 2010 10:51:18 |

- **Opening**
  - We received your application for the position of administrative assistant on March 1.
  - At this time, we are reviewing the résumés. We will contact all applicants that we would like to interview by March 10.
  - We appreciate your interest in NetLives.

**Useful Language**
- We received your application ___.
- We are reviewing ___.
- We will contact ___.
- We appreciate your interest in ___.

Reply 2: Requesting an Interview

| From: Grace Chen <gchen@netlives.com> |
| To: 'Michele Peters' <mpeters@londonmail.com> |
| Subject: NetLives Administrative Assistant Position |
| Date: Tue, Mar 7, 2010 11:51:18 |

- **Opening**
  - After reviewing your résumé, we are pleased to invite you for an interview for the position of administrative assistant.
  - Your interview is scheduled for Monday, March 13th at 10:00 A.M. Please come to the Human Resource Department of our main office. If that is not convenient, please contact me immediately to reschedule.

- **Closing**
  - We look forward to meeting you at NetLives.

**Useful Language**
- We are pleased to invite you for an interview _____.
- Your interview is scheduled for _____.
- Please come to _____.
- We look forward to meeting you _____.

**Useful Language**
- We received your application _____.
- We are reviewing _____.
- We will contact _____.
- We appreciate your interest in _____.

<table>
<thead>
<tr>
<th>Heading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is supplied automatically by the e-mail program.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tell you received the application.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explain the process.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Closing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thank the applicant for her interest.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Useful Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>We received your application _____.</td>
</tr>
</tbody>
</table>
| We are reviewing _____.
- We will contact _____. |
| We appreciate your interest in _____. |

<table>
<thead>
<tr>
<th>Useful Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are pleased to invite you for an interview _____.</td>
</tr>
<tr>
<td>Your interview is scheduled for _____.</td>
</tr>
<tr>
<td>Please come to _____.</td>
</tr>
<tr>
<td>We look forward to meeting you _____.</td>
</tr>
</tbody>
</table>
Reply 3: Rejecting an Applicant

From: Grace Chen <gchen@netlives.com>
To: ‘Bob Hopkins’ <bob.hopkins@dol.com>
Subject: NetLives Administrative Assistant Position
Date: Tue, Mar 7, 2012 12:26:35

---

Thank you for sending us your résumé for the position of administrative assistant.

Unfortunately, your qualifications do not match our needs at this time. We will keep your résumé on file. If a position that matches your qualifications becomes available in the future, we will contact you.

We wish you every success in your career.

Useful Language

Thank you for sending ______.

Unfortunately, your qualifications do not match our needs.

We will keep your résumé on file.

We wish you every success in your career.

Well Said

When acknowledging receipt of a letter, the writer usually includes the date the letter was received. If there is a lot of correspondence, it is acceptable to acknowledge the receipt of the correspondence without the date.

That’s Good Business!

A job applicant must always be treated with respect and kindness. People will judge your company by your response.
A letter replying to a job applicant is short and direct. Its tone is formal. The body of a letter replying to a job applicant generally has three parts.

**Acknowledgment Letter**

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Tell you received the application.</td>
<td>We received your application for the position on March 1.</td>
</tr>
<tr>
<td>Action</td>
<td>Explain the process.</td>
<td>At this time, we are reviewing the résumés...</td>
</tr>
<tr>
<td>Closing</td>
<td>Thank the applicant for her interest.</td>
<td>We appreciate your interest in NetLives.</td>
</tr>
</tbody>
</table>

**Interview Letter**

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Invite the applicant for an interview.</td>
<td>After reviewing your résumé, we are pleased to invite you for an interview...</td>
</tr>
<tr>
<td>Action</td>
<td>Explain what will happen.</td>
<td>Your interview is scheduled for Monday, March 13th at 10:00 A.M...</td>
</tr>
<tr>
<td>Closing</td>
<td>Be enthusiastic.</td>
<td>We look forward to meeting you at NetLives.</td>
</tr>
</tbody>
</table>

**Rejection Letter**

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Tell you received the application.</td>
<td>Thank you for sending us your résumé for the position of administrative assistant.</td>
</tr>
<tr>
<td>Action</td>
<td>Explain why the applicant is rejected.</td>
<td>Unfortunately, your qualifications do not match our needs at this time...</td>
</tr>
<tr>
<td>Closing</td>
<td>Be polite and positive.</td>
<td>We wish you every success in your career.</td>
</tr>
</tbody>
</table>

**Practice 1**

Write A if the sentence is for an acknowledgment letter, I for an interview letter, or R for a rejection letter. Some sentences may be found in more than one type of letter. Discuss your answers with your classmates.

1. Opening
   a. **A** We have received your application materials for the executive assistant position.
   b. ____ After reviewing your résumé, we would like to schedule a time to meet with you.
   c. ____ We are interested in speaking further with you.
   d. ____ Thank you for applying for the position of customer service representative.
Writing Your Message

2. Action
   a. ____ Our human resource department is currently collecting résumés.
   b. ____ We are looking for someone with more experience.
   c. ____ We will be reviewing applications over the next few weeks.
   d. ____ If the time is not convenient, please contact me immediately.

3. Closing
   a. ____ I look forward to meeting you.
   b. ____ We appreciate your interest in our company.
   c. ____ We wish you much success in your job pursuit.
   d. ____ Thank you for your interest in the position.

Opening

In the opening of any business letter or e-mail, tell why you are writing. Remember to use a formal tone.

Practice 2

In each question, two of the sentences are appropriate to use in the opening of a letter replying to a job applicant. Circle the letters of the two sentences.

1. a. I received your résumé last Friday.
    b. We received your résumé yesterday.
    c. My assistant opened your application yesterday.

2. a. Thank you for applying for the executive assistant position.
    b. Thank you for trying for that executive assistant job.
    c. Thank you for your interest in the position listed in our advertisement.

3. a. Your résumé is very impressive, and I would like to schedule an interview.
    b. I would like to meet you to discuss your résumé.
    c. I want to talk with you sometime.

4. a. Thank you for responding to the advertisement.
    b. Thank you for sending your résumé.
    c. Hi! It's great that you sent your application.

5. a. I have checked out your résumé and I'm really happy to invite you for an interview.
    b. After reviewing your résumé, we would like to schedule a time to meet.
    c. Your qualifications seem to match our needs. We are pleased to arrange an interview with you.

That's Good Business!

You may not receive a reply to your job application. Often, businesses get hundreds of applicants. They only respond to applicants they want to interview. Applications sent to a Web site may receive a simple, automated response.

Replying to a Job Applicant
**Action**

In the action part of the letter, explain the process or what will happen.
- In an acknowledgment letter, explain that someone is reviewing the materials.
- In an interview letter, suggest a specific time and date for the interview.
- In a rejection letter, explain why the applicant was not considered.

### Practice 3

Match the beginning of the sentence with the appropriate ending. Then, write A if the sentence is for an acknowledgment letter, I for an interview letter, or R for a rejection letter. Use each ending one time.

<table>
<thead>
<tr>
<th></th>
<th>1. Your application has been carefully examined; however, ______</th>
<th>a. is currently reviewing all files.</th>
</tr>
</thead>
<tbody>
<tr>
<td>R</td>
<td>2. Our human resource department ______</td>
<td>b. invite you to talk with our General Manager.</td>
</tr>
<tr>
<td></td>
<td>3. We are pleased to ______</td>
<td>c. your experience does not match the job description.</td>
</tr>
<tr>
<td></td>
<td>4. We are in the process ______</td>
<td>a. meet with you on April 1.</td>
</tr>
<tr>
<td></td>
<td>5. We would like to ______</td>
<td>b. of collecting résumés.</td>
</tr>
<tr>
<td></td>
<td>6. Your résumé is excellent but ______</td>
<td>c. you don’t have the experience necessary for the job.</td>
</tr>
<tr>
<td></td>
<td>7. We have scheduled ______</td>
<td>a. we are reviewing application materials.</td>
</tr>
<tr>
<td></td>
<td>8. At this time ______</td>
<td>b. we need someone with advanced computer skills.</td>
</tr>
<tr>
<td></td>
<td>9. Unfortunately, ______</td>
<td>c. an interview with you at 4:00 P.M. next Thursday.</td>
</tr>
<tr>
<td></td>
<td>10. We reviewed your application, but ______</td>
<td>a. schedule an interview with you.</td>
</tr>
<tr>
<td></td>
<td>11. I would like to ______</td>
<td>b. we need to hire someone with more experience.</td>
</tr>
<tr>
<td></td>
<td>12. The manager ______</td>
<td>c. is reading all cover letters and résumés.</td>
</tr>
</tbody>
</table>
Closing

In the closing, be positive and polite.
- In an acknowledgment letter, thank the applicant.
- In an interview letter, show your enthusiasm for the upcoming interview.
- In a rejection letter, be polite.

Practice 4
Read the sentences from job applicants. Then write appropriate closing sentences.

1. I am interested in the executive assistant position.
   Acknowledgment  Thank you for your interest in the executive assistant position.

   Acknowledgment

3. I have six months of experience as an administrative assistant.
   Rejection

4. I meet the job requirements.
   Interview

5. I have been an executive secretary for more than five years.
   Interview

6. Although I do not have a college degree, I am a hard worker.
   Rejection

7. I am applying for the receptionist position announced on IronGate.com.
   Acknowledgment
Paul Rook is responding to the letter that you completed on page 6 in Unit 1. Complete the sentences in this letter using the information in that letter and the words below.

advertisement  openings  response  search
applicant    received  résumé  wish

Island International Airport
Human Resource Office
Singapore 659589

July 28, 20—
________________________ (Write your name and address here.)

________________________

Dear __________________ (Write your name here.)

Your résumé was (1) ___________ and reviewed by our human resource office. The (2) ___________ to our (3) ___________ was overwhelming. Unfortunately, we cannot interview every (4) ___________. We will keep your (5) ___________ on file for future (6) ___________.

We (7) ___________ you well in your job (8) ___________.

Sincerely,

Paul Rook
Paul Rook
Human Resource Director
Maki Ishii sent an acknowledgment letter to a job applicant. The shaded boxes show ten places where she made errors. Write the correct word or punctuation above the errors.

March 26, 20—

Mr. Sandy Hill  
999 Pine Avenue  
New Haven, CT 06540

Dear Mr. Sandy Hill,

We have received your résumé and application to the position of executive assistant. We are collecting résumés later and will notified those candidates we wish to interview.

Thank you for your interest in BCL Globalcom.

Sincerely:  
Maki Ishii  
Human Resource Director

Maki Ishii
The following log lists two applicants for Job Advertisement 2 on page 8 in Unit 1. The human resource department at Web Discount Corporation wants to interview only those applicants who have all three of the listed skills. Interviews should be scheduled on July 7 for one hour, between 10:00 A.M. and 2:00 P.M. On a separate piece of paper, write an acknowledgment letter to one of the applicants. Then write an interview letter or a rejection letter for the applicant.

<table>
<thead>
<tr>
<th>Applicant Log</th>
<th>Skill</th>
<th>Skill</th>
<th>Skill</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Title: Client</td>
<td>High school or business college program</td>
<td>Two to four years of experience</td>
<td>Word processing and database experience</td>
</tr>
<tr>
<td>Services Coordinator</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Name: Web</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discount Corporation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Akiko Yamamoto</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>12-A Liverpool Place</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>London BH1 4WP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>John Kim</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>55 Havana Drive</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Long Beach, CA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>90803</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Words and Expressions to Know

Look at this list of words and expressions that were used in the unit. Their definitions are in the glossary at the end of the book.

acknowledge  keep [something] on file  rejection  review
applicant    meet the requirement  reschedule  search
equivalent
When you send a letter requesting a service, you must give detailed information so the service provider can give you a complete and accurate response. Many people call the provider to discuss their needs before writing their letter. If your letter isn't detailed, you may have to write again to explain the information.

Before you write the letter, contact the people in your company who are involved with the request. Ask them if they have anything to add. Make a list or fill out a form or a log to outline your needs.

GETTING STARTED

1. Read the two e-mails about the CellFirst training seminar.
2. Complete the Planning Log.

---

**PLANNING LOG**

<table>
<thead>
<tr>
<th>Company:</th>
<th>CellFirst, Inc.</th>
<th>Audiovisual needs:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact person:</td>
<td>(1)</td>
<td>System</td>
</tr>
<tr>
<td>E-mail address:</td>
<td>(2)</td>
<td>computer projection system</td>
</tr>
<tr>
<td>Phone number:</td>
<td>443-555-5522, ext. 23</td>
<td>microphone/speakers</td>
</tr>
<tr>
<td>Dates: arrival</td>
<td>(3)</td>
<td>slide projector</td>
</tr>
<tr>
<td>departure</td>
<td>(4)</td>
<td>tape recorder</td>
</tr>
<tr>
<td>Number of people:</td>
<td>(5)</td>
<td>monitor/VCR</td>
</tr>
<tr>
<td>Number of rooms:</td>
<td>large (6)</td>
<td>Catering:</td>
</tr>
<tr>
<td></td>
<td>small (7)</td>
<td>Meal</td>
</tr>
<tr>
<td>Furniture:</td>
<td>tables</td>
<td>breakfast</td>
</tr>
<tr>
<td></td>
<td>large room</td>
<td>lunch</td>
</tr>
<tr>
<td></td>
<td>small room</td>
<td>dinner</td>
</tr>
<tr>
<td></td>
<td>chairs</td>
<td>coffee breaks</td>
</tr>
</tbody>
</table>
Jan Turner
Arrowhead East Conference Center
412 Bellevue Lane
Annapolis, MD 21401

Dear Ms. Turner:

In our telephone conversation yesterday, we discussed plans to conduct our training seminar at your conference center. I would like to confirm those plans.

The dates of the seminar are March 15th and 16th. The hours are 1:00 P.M. to 6:00 P.M. on the 15th and 9:00 A.M. to 3:00 P.M. on the 16th. Eighty people will be attending. We will need a total of four rooms: one large room and three smaller break-out rooms.

As we discussed, we will need a microphone and speakers in the large room as well as a computer projection system. In each break-out room, we will need five tables, and a monitor and VCR.

On March 16th, we will have a catered lunch. I would appreciate your faxing me the menu choices as soon as possible, but no later than Friday, February 4th.

I would also appreciate receiving the projected costs for our two-day meeting. You do not need to include the lunch catering costs at this time. Could you fax or e-mail me your cost projections by January 31st? I will give you final confirmation of our reservation by close-of-business on the 31st.

I want to thank you for your help in planning our seminar. I look forward to meeting you next week when I come to look over your facilities.

Best wishes,

Curt Marks
Special Projects Officer
CM/Is
The body of a letter requesting a service generally has four parts.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Tell why you are writing.</td>
<td>In our telephone conversation yesterday, we discussed plans to conduct our training seminar at your conference center. . . .</td>
</tr>
<tr>
<td>Focus</td>
<td>Give details about your request.</td>
<td>The dates of the seminar are March 15th and 16th. The hours are 1:00 P.M. to 6:00 P.M. on the 15th and 9:00 A.M. to 3:00 P.M. on the 16th.</td>
</tr>
<tr>
<td>Action</td>
<td>Give a time frame.</td>
<td>. . . Could you fax or e-mail me your cost projections by January 31st? . . .</td>
</tr>
<tr>
<td>Closing</td>
<td>Thank the reader and mention future communication.</td>
<td>I want to thank you for your help in planning our seminar. I look forward to meeting you next week . . .</td>
</tr>
</tbody>
</table>

**Practice 1**

Write O if the sentence is for the opening, F for focus, A for action, or C for closing.

1. **C** I look forward to your response.
2. **A** We expect 25 participants.
3. **F** Please call me to confirm the rooms by next Friday.
4. **A** I'm sending you confirmation today of the details that we discussed.
5. **O** We are holding our annual meeting and I would like to get information about your facilities.
6. **A** I will get back to you by COB April 1 with the names of the participants.
7. **O** I look forward to your phone call.
8. **A** In addition to the meeting rooms, we will reserve five guest rooms.
9. **O** We now need chairs and tables for 35 attendees.
10. **A** I would like to confirm the information that we discussed on the phone today.
11. **O** We look forward to meeting with you.
12. **A** Are you available to meet on Thursday at 3:00?
13. **O** I would like you to confirm the menu by the end of the week.
14. **A** I await your confirmation.
15. **O** We will need a buffet lunch for Monday, Tuesday, and Wednesday.
16. **O** I would like to receive information about your conference facilities.
Writing Your Message

Opening

In the opening of the letter, explain why you are writing. Often, when requesting a service, you are following up on a previous conversation. Make specific reference to the earlier communication.

Practice 2

Complete these sentences. Use the prepositions at, by, for, in, of, or on. Some of the prepositions may be used more than one time.

1. Thank you ______ your telephone call this morning.
2. We would like to hold our meeting ______ Barnaby Place.
3. Please e-mail the menu ______ Wednesday morning.
4. We will need sixty chairs ______ the large room.
5. I would like a list ______ rates for the meeting rooms.
6. The meeting will end ______ July 14th.

Focus

The focus of a letter requesting a service is to let the service provider know what you need. Be as clear and exact as possible.

Not clear and exact

We need some rooms.

Clear and exact

We will need a total of four rooms: one large room and three smaller break-out rooms.

Practice 3

Choose the sentence that is more clear and exact.

1. a. We will need a microphone and speakers.
   b. We need sound equipment.
2. a. Can you get back to me sometime?
   b. Could you fax or e-mail me your response tomorrow?
3. a. Eighty people will attend the meeting.
   b. Fewer than one hundred people will attend the meeting.
4. a. We are going to have a two-day meeting, March 15th and 16th.
   b. We are going to have a meeting.
5. a. The training seminar will take place on March 15 and 16.
   b. The training seminar will take place in March.
6. a. Would it be possible to have audiovisual equipment in the break-out rooms?
   b. Would it be possible to have a monitor and VCR in each of the three smaller break-out rooms?
7. a. We'll need a few rooms.
   b. We will need a total of four rooms.
8. a. Could you e-mail or fax me your cost projections by tomorrow?
   b. Could you e-mail me your cost projections ASAP?

Well Said

ASAP means as soon as possible. Using ASAP means that you need something very quickly, but it doesn't give an exact date and time. If you need something done by a certain time or date, be specific.
Action

In the action part of the letter, give a time frame for some action to be done. You may promise to do something, or you may ask the recipient of the letter to do something. Again, it is important to be specific.

You also must be polite. Use would or could to ask someone to do something.

I would also appreciate receiving the projected costs for our two-day meeting.

Could you fax or e-mail me your costs by January 31st?

Practice 4 Rewrite these sentences as polite requests using would or could. Add your own time frame.

1. Fax me the menus. Would you fax me the menus by May 7th?
2. Send me the cost projections.
3. Provide lunch.
4. Open three additional rooms for break-out meetings.
5. Give me the price per person for coffee breaks.
6. Put audiovisual equipment in the three break-out rooms.
7. E-mail me the cost per person.
8. Get back to me on the dates of the training seminar.
9. Add two more speakers in the large room.
10. Tell me the total number of attendees.

Well Said

Many conferences begin with a session attended by all the participants. After this session, the large group breaks out into smaller groups. The smaller sessions are held in break-out rooms.

The expression per person means for each person. For example, if the price of the coffee break is $5.00 per person and there are 100 people, the total cost of the coffee break is $500.00.

Closing

In the closing, mention some further communication. The communication may be a phone call, a meeting, a letter, a fax, or an e-mail.

Practice 5 Write sentences using the expression I look forward to [+ -ing verb]. Use each type of communication listed below. Add a specific time.

1. receiving an e-mail I look forward to receiving your e-mail tomorrow.
2. receiving a fax
3. receiving a letter
4. receiving a phone call
5. meeting
June 11, 20—

Ms. Joanne Way
California Convention and Trade Center
155 Figueroa Street
Los Angeles, CA 91335

Dear Ms. Way:

In our telephone (1) approximately this morning, we discussed the upcoming convention of the Association of Electrical Engineering. I want to (2) forward the following information.

The conference will (3) confirm December 3–4. We expect (4) available 700 engineers and exhibitors to attend the conference. We will need one large hall for the welcome speech and fifteen break-out (5) rooms, each with a 50-person capacity. Overhead projectors and computers should be (6) forward for each room.

Would it be (7) possible for you to provide a formal lunch on the final day of the conference? If so, please fax the menu selections to me before Friday.

I also look (8) forward to receiving your price estimates by next Monday. Please call me if you need additional information.

Sincerely,

John Onal
John Onal
Events Manager
Frank Feder sent a letter requesting a service. The shaded boxes show ten places where he made errors. Write the correct word or punctuation above the errors.

February 23, 20—

Ms. Rachel Glass
Sunburst Conference Planning
P.O. Box 61875
Monterey, CA 93940

Dear Ms. Glass:

We were held our annual meeting from May 2-5.

I would like to receive information about your meeting locations.

It will be twenty-five executives coming from around the world. While our will hold meetings during the day, we want to scheduled some outdoor activities. Because our organization is dedicated on the health of our oceans, perhaps some event on the water could be arranged?

Please to my attention send the materials at the above address. I will be leaving for a business trip on March 3, so I would like to receive the materials before I leave.

I look for to hearing from you.

Sincerely:

Frank Feder
Director of Operations
Jan Turner, a meeting planner at Arrowhead East Conference Center, has kept a log with information from the letters requesting a service. Pretend that you are the assistant to one of the contact people below. Use the information in the log to write a letter requesting service. Remember to put your initials at the bottom of the letter after the contact person's initials.

<table>
<thead>
<tr>
<th>Company</th>
<th>WRTG Radio</th>
<th>Hanoi Star</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Person</td>
<td>Mary Smith</td>
<td>Le Ngo Quang</td>
</tr>
<tr>
<td>Address</td>
<td>1 Longman Plaza</td>
<td>14 Thuy Khue</td>
</tr>
<tr>
<td></td>
<td>White Plains, NY 10606</td>
<td>Tay Ho</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hanoi, Vietnam</td>
</tr>
<tr>
<td>E-mail</td>
<td><a href="mailto:m_smith@wrtg.com">m_smith@wrtg.com</a></td>
<td><a href="mailto:inq@hanoistar.net">inq@hanoistar.net</a></td>
</tr>
<tr>
<td>Phone</td>
<td>914-555-8100</td>
<td>84-4-971-2282</td>
</tr>
<tr>
<td>Fax</td>
<td>914-555-8765</td>
<td>84-4-971-2285</td>
</tr>
<tr>
<td>Event Dates</td>
<td>Sept. 15-17</td>
<td>Oct. 5-10</td>
</tr>
<tr>
<td>Number of Attendees</td>
<td>50</td>
<td>1000</td>
</tr>
</tbody>
</table>

Rooms Required

<table>
<thead>
<tr>
<th></th>
<th>Large</th>
<th>Small</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>25</td>
</tr>
</tbody>
</table>

Audiovisual Equipment

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Projection System</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Microphone</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Speakers</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Slide Projector</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Overhead Projector</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Monitor/VCR</td>
<td>5</td>
<td>25</td>
</tr>
</tbody>
</table>

Equipment

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tables: 6' rectangular</td>
<td>10 per large room</td>
</tr>
<tr>
<td>Tables: 4' round</td>
<td></td>
</tr>
<tr>
<td>Podium</td>
<td>5</td>
</tr>
<tr>
<td>Flipchart</td>
<td>5</td>
</tr>
</tbody>
</table>

Catering: Dates/Number of People

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch</td>
<td>Sept. 17/50</td>
</tr>
<tr>
<td>Dinner</td>
<td>Sept. 16/50</td>
</tr>
<tr>
<td>Breaks</td>
<td>Sept. 16 P M/50</td>
</tr>
</tbody>
</table>

Words and Expressions to Know

Look at this list of words and expressions that were used in the unit. Their definitions are in the glossary at the end of the book.

accommodate  confirmation  look over  rate  see (find out)
confirm  fax  projected  reserve
UNIT 4

Confirming a Service

When you send a letter confirming a service, you must restate all of the details. The recipient needs to know that you understand the information and will fulfill the request accurately.

Before you write the letter, review all the information. If necessary, contact other people in your company who are involved. Ask them if they have anything to add. Make a list or fill out a form or a log outlining the information.

GETTING STARTED

1. Read the internal memos between the managers at Arrowhead East Conference Center about the upcoming CellFirst seminar.
2. Complete the Action Log with information about CellFirst’s responses and Arrowhead’s actions.

---

**Arrowhead East Conference Center INTEROFFICE MEMO**

**To:** Jan Turner, Meeting Planner  
**From:** Mark Wilson, Catering Manager  
**Date:** February 3, 20—  
**Subject:** Catering for CellFirst lunch

I have attached three menu choices for the March 16 lunch for the CellFirst group. I asked the client on Feb. 1 if they would prefer a buffet lunch or served lunch. They haven’t gotten back to me. Could you follow up?

**Arrowhead East Conference Center INTEROFFICE MEMO**

**To:** Mark Wilson, Catering  
**From:** Jan Turner, Meeting Planner  
**cc:** Janice Jackson, Audiovisual  
**Date:** February 4, 20—  
**Subject:** Re: Catering for CellFirst lunch  
**Re:** Your memo of February 3

I spoke to the client today. A buffet lunch is OK. I also asked what kind of computer they are using. They are bringing their own computer. We will provide the cables and a technician to set it up. We will provide five tables, but they have to tell us what size. We’ve already talked about rooms. Any other problems? Let me know.

---

**ACTION LOG**

<table>
<thead>
<tr>
<th>Department</th>
<th>Contacted by Arrowhead (month/day)</th>
<th>Response from client CellFirst (month/day)</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room reservations</td>
<td>2/1</td>
<td>2/3</td>
<td>All rooms available.</td>
</tr>
<tr>
<td>Audiovisual</td>
<td>2/1</td>
<td>(1) ___</td>
<td>(2) ___</td>
</tr>
<tr>
<td>Furniture and equipment</td>
<td>2/1</td>
<td>?</td>
<td>What size tables do they need?</td>
</tr>
<tr>
<td>Catering</td>
<td>2/1</td>
<td>(3) ___</td>
<td>(4) ___</td>
</tr>
</tbody>
</table>
Model Letter: Confirming a Service

Look at the different elements of a letter confirming a service.

---

**Arrowhead East Conference Center**

412 Bellevue Lane
Annapolis, MD 21401

February 4, 20——
Mr. Curt Marks
Special Projects Officer
CellFirst, Inc.
10 Harbor Place
Baltimore, Maryland 21220

Dear Mr. Marks:

Thank you for your January 28 letter expressing interest in Arrowhead East Conference Center. This letter will confirm our subsequent telephone call discussing plans for your meeting.

We understand your company would like to reserve our conference facilities March 15 and 16. Eighty people will attend your meeting. You will need a total of four rooms: one large room and three smaller break-out rooms.

As you requested, we will provide a microphone and speakers in the large room, as well as a computer projection system. We understand that you are bringing your own computer. We need to know the computer's model and operating system. Please provide us this information four weeks before the start of the conference.

In each break-out room, we will provide five tables and a monitor and VCR. Please let us know whether you want 6' rectangular tables or 4' round tables. This request can be submitted one week before the conference.

On March 16, we will provide a buffet lunch. The menu choices were faxed to you last Friday. Please tell us your menu selections one week before the conference.

As you requested, I faxed the projected costs last week. After you decide on the required equipment and the type of lunch, we can finalize the cost estimate.

I appreciate having the opportunity to plan your meeting. We look forward to showing you our facility when you visit this week.

Sincerely,

Jan Turner

Jan Turner
Meeting Planner
JT/sv

---

**Useful Language**

This letter will confirm _______.
We understand your company would like _______.
As you requested, _______.
Please provide us this information _______.

---
The body of a letter confirming a service generally has four parts.

**Part** | **Content** | **Example**
---|---|---
**Opening** | Tell why you are writing. | . . . This letter will confirm our subsequent telephone call discussing plans for your meeting.
**Focus** | Restate the client's needs completely. | We understand your company would like to reserve our conference facilities March 15 and 16. . . .
**Action** | Discuss problems, if any. | On March 16, we will provide a buffet lunch. The menu choices were faxed to you last Friday. Please tell us your menu selections one week before the conference. . . .
**Closing** | Thank the reader. | I appreciate having the opportunity to plan your meeting. . . .

---

**Practice 1**

In each question, two of the sentences are appropriate to use in a letter confirming a service. Circle the letters of the two sentences.

1. **Opening**
   a. We are pleased to confirm the plans for your conference, March 12–13.
   b. Did you need a place for your meeting?
   c. I am confirming the arrangements for your company’s reception on May 11.

2. **Focus**
   a. As you outlined in your fax, we can provide six large rooms equipped with microphones and speakers.
   b. As you said on the phone, you will need one room that can be made larger or smaller.
   c. I know you need many different services for your meeting.

3. **Action**
   a. Please let us know a week before your conference begins whether you will need a technician’s assistance.
   b. Our meeting rooms are very large.
   c. We will fax the price estimates to you today.

4. **Closing**
   a. We thank you for this opportunity to serve you.
   b. I will fax the estimates tomorrow.
   c. We are happy that you have chosen Sunburst as your event planner.
Personal Pronouns

Personal pronouns refer to something or someone mentioned before. In the model letter on page 28, Jan Turner is writing to Curt Marks.

Thank you for your January 28 letter expressing interest in Arrowhead East Conference Center.

you = Curt Marks  
your = Curt Marks's (letter)

This letter will confirm our subsequent telephone call discussing plans for your meeting.

our = Jan Turner and the Arrowhead staff’s (plans)

your = Curt Marks and the CellFirst staff’s (meeting)

Practice 2

Underline the personal pronouns in these sentences from the model letter. Write whether the pronouns refer to Marks, Turner, Turner/Arrowhead, or Marks/CellFirst.

Marks  

1. We understand your company would like to reserve our conference facilities.

2. As you requested, we will provide a microphone and speakers.

3. Please provide us this information.

4. As you requested, I faxed the projected costs last week.

5. I appreciate the opportunity to plan your meeting.

Sentence Order

The order of sentences in a paragraph helps the reader understand the meaning. Usually, a general statement or a restatement of the request comes before a specific statement about the request.

We will provide five tables and a monitor and VCR. Please let us know whether you want 6' rectangular tables or 4' round tables.

Practice 3

Match the general restatement with the specific statement.

a. We will provide a VCR in each room.

b. There will be a computer projection system in the auditorium.

c. Coffee breaks will be provided between the morning sessions.

d. You requested five rooms for your meetings.

e. You will need 50 chairs.

1. ___ We need your computer’s model and operating system by Friday.

2. ___ We will need to know the day before the conference whether you would like the chairs set up theater style or horseshoe style.

3. ___ Let us know Monday which VCR format (NSTC or PAL) you need.

4. ___ We have rooms in four different sizes: rooms for 10, 30, 60, or 100 people. Which sizes would meet your needs?

5. ___ We can also provide cake and cookies at this time. Please complete the catering request form and send it to us by June 3.
Whether . . . or, either . . . or, and if

When you give a choice to a client, you must be clear. Whether . . . or, either . . . or, and if are used in sentences with a choice.

Please let us know whether you want 6' rectangular tables or 4' round tables.

Practice 4

Write sentences that give choices for these general restatements.

1. We will provide lunch on the first day. (buffet or served lunch)

   Please let us know whether you want a buffet or a served lunch or 
   you can have either a buffet or a served lunch or

   Please let us know if you want a buffet or a served lunch.

2. There will be two tables in each room. (rectangular or round)

3. You requested a VCR for each break-out room. (NSTC or PAL format)

4. I am faxing you menus for the three meals and coffee breaks. (coffee breaks in morning, afternoon, or both)

5. We will put 100 chairs in the large room. (theater style or horseshoe style)

Well Said

Chairs set up theater style are in rows.

Chairs set up horseshoe style line three sides of the room.

Gerunds and Infinitives

Some verbs can be followed by the -ing (gerund) form of a verb. Some verbs can be followed by the to (infinitive) form of a verb. Some verbs can be followed by either. In addition, a phrase that ends in a preposition (such as to, in, of, on, for, or at) is always followed by the gerund form.

I appreciate having the opportunity to plan your meeting.

We look forward to showing you our facility when you visit this week.

Practice 5

Complete the sentences below with the correct form of the verb.

1. I want to thank you for ________ Arrowhead plan your meeting.

   We look forward to ________ you our facility.

2. Arrowhead tries hard ________ and keep your loyalty. If you have any questions, please do not hesitate ________ me.

3. If you need ________ any changes, please call me immediately.

4. I enjoy ________ people to our facility and I look forward to ________ you a personal tour.

5. Our staff is ________ sure everything happens on schedule.
Complete the sentences in this letter. Use the words below.

as well as  contact  discussions  place
attached  deciding  In addition  selected

Arrowhead East Conference Center
412 Bellevue Lane
Annapolis, MD 21401

April 17, 20—
Mr. Mark Foster
E-Z Network Communications
23232 Greens Lane
Reston, VA 22096

Dear Mr. Foster:

We are pleased that you have selected Arrowhead East Conference Center to host your training seminar. This letter will confirm our understanding of our telephone contact discussions.

The seminar will take place on June 3. You are expecting 35 participants and will need one large room with six 4' round tables and 35 chairs. In addition, you will require a computer projection system, a flip chart.

This morning, our catering manager, Virginia Wu, faxed the menu choices for your lunch on the 3rd. She will call you tomorrow to discuss these options with you.

I have attached a projected cost for your seminar. If you have any questions, please do not hesitate to contact me.

We understand that you have choices when deciding where to hold your seminar. I'm sure you will be pleased that you chose Arrowhead.

Sincerely,

Jan Turner

Jan Turner
Meeting Planner
JT/ss
Alicia Rosas sent a letter confirming a service. The shaded boxes show ten places where she made errors. Write the correct word or punctuation above the errors.

August 10, 20—

Mr. Jim Kraft
Moran Products
10023 Commonwealth Avenue
Monterey, CA 93942

Dear Mr Kraft:

We are pleased to confirming the arrangements for your November 24–26 conferance at Sunburst.

As you indication on the phone, you are expecting between 200 and 300 people for the three-day event. We will reserved a room that can be closed off or opened up to accommodate the final number of people. You say you will provide your own audiovisual equipment, but if you need anything on the last minute, we have equipment available.

We understand you will not need any catering. Should you change your mind, please let us know before November 20?

I have attached a projection cost for your review. Please call me if anything needs further explanation.

Again, I want to thank you for choosing Sunburst. I'm sure you will be pleased with the quality of service we offer.

Sincerely,

Alicia Rosas
Events Manager

ARjab
On a separate piece of paper, write a response to one of the following requests for service.

### That's Good Business!

In most correspondence, feet are abbreviated with the symbol '. Inches are abbreviated with the symbol ". For example, 6' 2" means six feet and two inches.

### Words and Expressions to Know

- estimate
- expect
- indicate
- negotiable
- restate

### Study Notes

<table>
<thead>
<tr>
<th>Request</th>
<th>Client A</th>
<th>Client B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>seminar</td>
<td>conference</td>
</tr>
<tr>
<td>Dates</td>
<td>March 10</td>
<td>March 11-12</td>
</tr>
<tr>
<td>Number of participants</td>
<td>20</td>
<td>300</td>
</tr>
<tr>
<td>Room reservations</td>
<td>1 large 3 small</td>
<td>2 large</td>
</tr>
<tr>
<td>Audiovisual</td>
<td>computer projection</td>
<td>speakers and microphone</td>
</tr>
<tr>
<td>Equipment</td>
<td>four 4' round tables</td>
<td>chairs in theater style</td>
</tr>
<tr>
<td>Catering</td>
<td>lunch</td>
<td>none</td>
</tr>
</tbody>
</table>
All businesses order supplies. Supplies include many different items: computers, parts for assembly, and pens and pencils, for example. It is very important for businesses to have supplies when they need them. When you need supplies, first call the vendor to discuss price and availability. Then send a letter with a formal purchase order.

Before you write the letter and complete the purchase order, make sure you know exactly what items you need and on what dates you need them.

GETTING STARTED

1. Read the note about components that need to be ordered from Component Outsource Ltd. Then look at the production schedule. It is important that both the quantities and the dates are accurate.
2. Complete Purchase Order 113512.

From the Desk of M. Simpson

10/24

Mark,

I received this production schedule from the factory that assembles our computers. Yesterday, I talked to Ms. Chen, our supplier from Component Outsource Ltd. I told her that our stock date has to be 10 days before our assembly start dates. She said she'll waive shipping costs and give us a 10% discount.

Please make up a purchase order for the chip sets and drives, and order today.

MS

<table>
<thead>
<tr>
<th>Production Schedule: Computer Assembly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Model</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>G34</td>
</tr>
<tr>
<td>SUX600</td>
</tr>
<tr>
<td>550 PL</td>
</tr>
<tr>
<td>PC1000x</td>
</tr>
</tbody>
</table>

*50,000 of each component required per model.

<table>
<thead>
<tr>
<th>PURCHASE ORDER 113512</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component</td>
</tr>
<tr>
<td>Intex 440SX</td>
</tr>
<tr>
<td>AGB 5/x/233</td>
</tr>
<tr>
<td>Intex 600</td>
</tr>
<tr>
<td>Ultra ATA/88</td>
</tr>
<tr>
<td>Ardo 6L</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
</tbody>
</table>

Deliver by stock date to:  
Mr. Walter Granger  
Shipping and Receiving Department  
Dalway Computers  
Address on file

Send invoice to:  
Ms. Marcia Collins  
Accounting Department  
Dalway Computers  
Address on file
Model Fax: Ordering Supplies

Look at the different elements of a fax ordering supplies.

```
To: Ms. Jackie Chen
Title: Export Manager
Company: Component Outsource Ltd.
Address: 50 Orchard Road
          Singapore 238865
Telephone: (65) 735 58 09
Fax: (65) 735 58 11
Pages: Cover plus 1
Date: November 24, 20-
Ref: Customer Number: DC 43223-A

Dear Ms. Chen:

I am sending by fax Purchase Order 113512 for the following chip sets and drives.

<table>
<thead>
<tr>
<th>Chip sets</th>
<th>Intex 440 SX</th>
<th>100,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AGB 5/x/233</td>
<td>50,000</td>
</tr>
<tr>
<td></td>
<td>Intex 600</td>
<td>50,000</td>
</tr>
<tr>
<td>Drives</td>
<td>Ultra ATA/88</td>
<td>100,000</td>
</tr>
<tr>
<td></td>
<td>Ardo 6L</td>
<td>100,000</td>
</tr>
</tbody>
</table>

These components should arrive no later than the stock dates noted in the purchase order. Delivery instructions are detailed in the purchase order.

As you discussed in your November 23 telephone conversation with M. Simpson, you offered to waive shipping costs and to give a 10 percent discount. We appreciate the offer and, as with previous orders, will pay upon receipt of an invoice and the components. Invoicing instructions are detailed in the purchase order.

If you have any questions concerning our order, please do not hesitate to contact me.

Sincerely,

Mark Wu
Purchasing Specialist
```

Useful Language

```
I am sending _____.
Instructions are detailed in _____.
We will pay upon receipt _____.
If you have any questions concerning _____.
```
Composing Your Message

The body of a fax ordering supplies generally has four parts.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Tell what you are ordering.</td>
<td>I am sending by fax Purchase Order 113512 for the following chip sets and drives.</td>
</tr>
<tr>
<td>Focus</td>
<td>Tell when you need the item. Tell how to deliver the item.</td>
<td>These components should arrive no later than the stock dates noted in the purchase order. Delivery instructions are detailed in the purchase order.</td>
</tr>
<tr>
<td>Action</td>
<td>Tell how you will pay for the item</td>
<td>As you discussed in your November 23 telephone conversation with M. Simpson, you offered to waive shipping costs and to give a 10 percent discount. We appreciate the offer and, as with previous orders, will pay upon receipt of an invoice and the components. . . .</td>
</tr>
<tr>
<td>Closing</td>
<td>Ask them to contact you if necessary.</td>
<td>If you have any questions concerning our order, please do not hesitate to contact me.</td>
</tr>
</tbody>
</table>

Practice 1

In each question, two of the sentences are appropriate to use in a letter ordering supplies. Circle the letters of the two sentences.

1. Opening
   a. I have enclosed Purchase Order A-342 for 50,000 hard drives.
   b. To confirm our telephone conversation, I am sending Purchase Order 85-3425 for the following items.
   c. Could you send me some chip sets, please?

2. Focus
   a. The items should be shipped to arrive no later than March 15.
   b. Are these items in stock?
   c. We would appreciate receiving the items as soon as possible, but no later than April 15.

3. Action
   a. Let us know how much we owe.
   b. As we agreed, your invoice will be paid 30 days after delivery of the chips and drives.
   c. Your invoice will be processed upon receipt of the components.

4. Closing
   a. We appreciate your cooperation in filling our order.
   b. You're not the only supplier, so do a good job for us.
   c. We look forward to continued good relations with Component Outsource Ltd.
Writing Your Message

The Body of an Order Fax

When you place an order, you must be very precise. Give the reader all the information needed to fill the order.

What  What items do you want to order?
How  How many items are you ordering?
When  When do you need the items?
Who  Who will receive the order?
Who  Who will receive the invoice?
When  When will the invoice be paid?

Practice 2  Answer the questions. Use the purchase order on page 35 and the model fax on page 36.

1. What items did Mr. Wu order? ____________________________
2. How many of each did he order? ____________________________
3. When does he need the items? ____________________________
4. Who will receive the shipment of components? ________________
5. Who will receive the invoice for the components? ________________
6. When will the invoice be paid? ____________________________

Opening

The opening tells the reader exactly why you are writing. Be very specific.

Practice 3  Complete these opening sentences for a fax ordering supplies. Use the prepositions of, for, on, and with. Use each preposition one time.

1. I am sending purchase order 64-321 along _______ the completed credit reference form.
2. Our order _______ 50,000 drives, model number AB-3, is enclosed.
3. We are canceling our order _______ June 3.
4. As we discussed _______ the phone this morning, I am sending purchase order 4858D for 10,000 chip sets.

Focus

You must also be very specific with delivery details. Compare these sentences.

General  We need the components next week.
Specific  These components should arrive no later than the stock dates noted in the purchase order.

Here are some prepositions and prepositional phrases that are used for deadlines:

before  by  no later than  on or before
Practice 4
Rewrite these general statements. Replace the underlined word or phrase with specific times and dates. Use the prepositions and prepositional phrases on page 38 and add your own specific times and dates.

1. Please deliver the product ASAP.
   Please deliver the product by COB January 10th.

2. We look forward to receiving the chip sets soon.

3. The components should be sent to our warehouse in a few days.

4. It is important that the goods be received in the near future.

5. The items must be on hand next month.

Action
The customer and the vendor usually agree on the payment method before the customer places the order. The order letter confirms the payment method. Some expressions beginning with as are used to discuss facts that both people already know. When you begin a sentence with one of these expressions, use a comma.

As you discussed in your November 23 telephone conversation with M. Simpson, you offered to waive shipping costs and to give a 10 percent discount.

Here are some expressions using as:
As usual, As we discussed,
As we agreed, As we have done in the past,

Practice 5
Rewrite these sentences using one of the as expressions.

1. We talked about paying within 30 days of receipt of the invoice.
   As we discussed, we will pay within 30 days of receipt of the invoice.

2. We always pay upon receipt of the goods in satisfactory condition.

3. During our meeting we agreed to send a deposit of half the amount and pay the balance when the goods are delivered.

4. Last time we paid by credit card when we placed the order.

5. You requested we enclose a completed credit reference form.
March 18, 20—

Ms. Carmen Santana
Go Manufacturing
Western Industrial Zone
Guangzhou 511356

Dear Ms. Santana:

I am enclosing Purchase Order A-53 for the (1) ________

office supplies:

10 boxes of printer paper
5 boxes of #10 envelopes

We would like these (2) ________ delivered no later than
Monday afternoon. (3) ________ instructions are on the
(4) ________ purchase order.

As usual, please apply the total of this (5) ________ against our
credit line. We will pay the (6) ________ at the end of the month
when you (7) ________ an invoice.

If you have any questions (8) ________ our order, please do not
hesitate to contact me.

Sincerely yours,

John Yu

John Yu
Purchasing Supervisor
Enclosure
Marcia Wess sent an e-mail ordering supplies. The shaded boxes show ten places where she made errors. Write the correct word or punctuation above the errors.

To: order@YourSupplies.net  
Sub: Furniture Order  
Date: Tue, Mar 12, 20—

Dear Ordered Department:

We would like to ordering the following items at your spring catalog?

Page 32
One oval conference table, 48" x 96", dark oak
BVS-OV4896TDO, $187.00

Page 49
Two 72" bookcases with six 11" deep shelves, walnut
CEG-4952M, $299.00/bookcase

We would like the table and bookcases delivers as soon as possible, but no later than April 12.

Please ship for the address below.

Please let me know the total costing including shipping and handling. We will then provide you with a credit card number.

Since you have any questions, you can telephone me to (310) 555-2424.

Sincerely yours:
Marcia Wess
Better Business Inc.
1647 West Lake St.
Los Angeles, CA 90020
On a separate piece of paper, order the supplies listed in one of the following purchase orders. Look in your local telephone book or on the Internet for addresses to use in your letter.

### Purchase Order AX-36-443

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Unit price/\ thousand</th>
<th>Cost</th>
<th>Cost less 10% discount</th>
<th>Stock date (month/day)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intex 440SX chip sets</td>
<td>50,000</td>
<td>$100</td>
<td>$5,000</td>
<td>$4,500</td>
<td>06/18</td>
</tr>
<tr>
<td>AGB 5/6233 drives</td>
<td>100,000</td>
<td>$200</td>
<td>$20,000</td>
<td>$18,000</td>
<td>06/18</td>
</tr>
</tbody>
</table>

Ship to: Mr. Peter Liu  
Send invoice to: Mr. Max Gonzales  
Shipping and Receiving Department  
Accounting Department

### Purchase Order 8940

<table>
<thead>
<tr>
<th>Item</th>
<th>Item number</th>
<th>Quantity</th>
<th>Unit price</th>
<th>Cost</th>
<th>Stock date (month/day)</th>
</tr>
</thead>
<tbody>
<tr>
<td>File folders</td>
<td>ESS-128</td>
<td>6 boxes</td>
<td>$25.50</td>
<td>$153</td>
<td>03/24</td>
</tr>
<tr>
<td>Stick-on notes</td>
<td>MMM-7662</td>
<td>100 packs</td>
<td>$13.85</td>
<td>$1385</td>
<td>03/24</td>
</tr>
</tbody>
</table>

Ship to: Melanie Brown  
Send invoice to: Same  
Office Services

### Words and Expressions to Know

- apply [something] against  
- balance  
- fill [an] order  
- goods  
- on hand  
- in stock  
- pay upon receipt  
- process  
- waive  
- make up
When you send a letter confirming an order, be specific. Give any additional information about the order, such as items that are out of stock or on back order.

Before you write the letter, make sure that you can fulfill the order. If there is a problem with availability or schedule, write about it in the letter.

GETTING STARTED

1. Read the following fax and the e-mail response to the fax. The export manager at Component Outsource Ltd. found out about a delay in the shipment they expect from A-Tech Inc. Some of the orders Computer Outsource has to ship will be delayed.

2. Complete the Order Log. Write a check (✓) next to the names of the customers who have to be contacted about the shipping problem.

A-Tech Inc.
Chip Manufacturing Division
19-3 Banpo-dong
Seocho-Ku
Seoul 137-040
Korea

82-2-6284-6566 Telephone
82-2-6284-7700 Fax
info@atech.com E-mail

FAX TRANSMISSION
Fax: (65) 735 58 11
Pages: 1

Date: December 3, 20—
To: Ms. Jackie Chen
Export Manager
Component Outsource Ltd.
Telephone: (65) 735 58 09

From: Yon Mi Lee
Production Supervisor

Ref: Your November 28 order

Subj: Shipping Delay

We regret to inform you that the Intex 440SX chip sets will not be shipped as scheduled. They will be shipped on February 1st. All other chip sets will be delivered on time. We apologize for any inconvenience this delay may cause.

To: J. Wilson <jwilson@ComponentOut.com>
Fr: J. Chen <jchen@ComponentOut.com>
Sub: Delay of Intex 440SX
Date: Fri, Dec 3, 20—

I received a fax from A-Tech this morning. They're going to be a week behind schedule for the Intex 440SX shipment. Please call the customers who ordered this chip set, then fax a confirmation letter about the delay. Ask if we can substitute AGB Sx/233. We have those chip sets on hand.

<table>
<thead>
<tr>
<th>Customer number</th>
<th>DC 3223-A</th>
<th>DC 3223-A</th>
<th>DE 32232-A</th>
<th>DD 01244-C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component</td>
<td>Intex 440SX</td>
<td>Intex 600</td>
<td>Intex 600</td>
<td>Intex 440SX</td>
</tr>
<tr>
<td>Quantity</td>
<td>100,000</td>
<td>50,000</td>
<td>450,000</td>
<td>200,000</td>
</tr>
<tr>
<td>Order date (month/day)</td>
<td>11/24</td>
<td>11/24</td>
<td>11/10</td>
<td>11/10</td>
</tr>
<tr>
<td>Ship date (month/day)</td>
<td>01/15</td>
<td>02/15</td>
<td>03/15</td>
<td>03/15</td>
</tr>
</tbody>
</table>

ORDER LOG
Model Letter: Confirming an Order

Look at the different elements of a letter confirming an order.

Component Outsource Ltd.
350 Orchard Road
Singapore 238865
Telephone (65) 735 58 09
Fax (65) 735 58 11

December 3, 20-

Mr. Mark Wu
Dalway Computers
Jl. Barito II, No. 48
Kby baru
Jakarta 11001, Indonesia

Ref: Purchase Order 113512 of November 24

Dear Mr. Wu:

We received your November 24 fax and Purchase Order 113512. We are pleased to supply the components you requested on the dates specified, with the exception noted below.

As we discussed in our phone call this morning, the chip set Intex 440SX is not in stock.

We will back order this item and will ship it on February 5.

If I can be of further assistance, please do not hesitate to call. Your business is very important to us, and we look forward to serving you in the future.

Sincerely yours,

John Wilson
Product Manager

Useful Language

We received your _____ fax and Purchase Order _____.
We are pleased to supply _____.
As we discussed, _____ is not in stock.
If I can be of further assistance, _____.
Your business is very important to us.
The body of a letter confirming an order generally has four parts.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Refer to the specific order and the date it was sent or arrived.</td>
<td>We received your November 24 fax and Purchase Order 113512. ...</td>
</tr>
<tr>
<td>Focus</td>
<td>State the problem, if any.</td>
<td>As we discussed in our phone call this morning, the chip set Intex 440SX is not in stock.</td>
</tr>
<tr>
<td>Action</td>
<td>Tell what you plan to do.</td>
<td>We will back order this item and will ship it on February 5.</td>
</tr>
<tr>
<td>Closing</td>
<td>Thank the reader.</td>
<td>If I can be of further assistance, please do not hesitate to call. Your business is very important to us, and we look forward to serving you in the future.</td>
</tr>
</tbody>
</table>

Practice 1 Circle the letter of the sentence that is most similar to the sentence in the Model Letter: Confirming an Order on page 44.

1. Opening
   a. Your e-mail ordering office furniture was received.
   b. We are pleased to confirm your order for the office supplies listed in your letter of May 3.
   c. We got your order.

2. Focus
   a. We don’t have any left.
   b. Item number OSD-32 is very popular this year.
   c. In our telephone conversation, I offered you a choice between 10- or 20-pound copy paper.

3. Action
   a. You’ll get the items eventually.
   b. We will substitute the oak for the walnut desk.
   c. We will ship the items in stock and will ship the back-ordered items no later than May 15.

4. Closing
   a. Our products are the best in the business.
   b. We are having a special sale at the end of the month. Please call customer service if you would like a catalog.
   c. If there’s any way we can improve our service, please do not hesitate to tell us.
Writing Your Message

The Subject or Reference Line

In many business letters and in all e-mails, there is a line that tells the reader what the focus of the letter is. This is called the subject line or the reference line. It is important that this line be clear and concise.

Ref: Purchase Order 113512 of November 24

Practice 2

Write a check (✓) next to the phrases that are good subject or reference lines.

1. ___ Your order
2. ___ G. Barton’s fax of June 12
3. ___ Back-ordered items
4. ___ Our August 15 telephone conversation
5. ___ PO 466-43A
6. ___ What are we going to do about PO 684?
7. ___ Out-of-stock item: ODD-344 oak desk
8. ___ Fax

Opening

The opening of the confirmation letter repeats the information found in the subject or reference line. Here are some phrases that are used in an opening paragraph.

We received your November 24 fax and Purchase Order 113512.

Your letter of June 6 arrived today.

In response to your e-mail of May 10, we are confirming your order.

This letter confirms the receipt of your faxed Purchase Order 34-442.

Thank you for your letter of January 13.

Practice 3

Write an opening sentence for a letter or an e-mail with these subject or reference lines. Use each of the phrases above one time.

1. Ref: Your Purchase Order X-32BA of June 10
   
   We received your Purchase Order X-32BA of June 10.

2. Re: Your furniture order of September 6

3. Sub: Your e-mail of August 10

4. Sub: Your fax and purchase order of March 2

5. Re: Your order letter of January 9
Focus

If the customer is angry about a problem, you should call rather than just send a letter. Follow up the telephone call with a letter. In the letter, refer to the phone conversation. Here are some common phrases often used at the beginning of a sentence to refer to a previous meeting or conversation.

As we discussed in our phone call this morning, the chip set Intex 440SX is not in stock.

As I told you in our telephone conversation today, we are unable to fill your order at this time.

In our meeting yesterday, I told you that the desk is not available in oak.

Practice 4 Combine the two sentences into one sentence. Use the phrases above.

1. We had a meeting Friday. I told you that the #5 pens are back ordered.

   In our meeting Friday, I told you that the #5 pens are back ordered.

2. We talked on the phone this morning. Intex chip sets are out of stock.

3. Our telephone conversation was last week. All items on your purchase order are no longer in production.

4. We spoke in my office Monday. We are unable to fill your order at this time.

Action

When there is a problem, you must give a solution.

Problem Chip set Intex 440SX is not in stock.

Solution We will back order this item and will ship it on February 5.

Practice 5 Write the letter of the solution that best solves the problem.

Problems

1. All components are out of stock.
2. The bookcase is not available in white.
3. Item ODS, printer paper, is back ordered.
4. The items you ordered are available only in larger quantities.

Solutions

a. We have it in brown and black.
b. We will ship the larger quantities, but charge you only for the number you ordered.
c. It will be in stock by June 10.
d. We will forward them to you as soon as they are available.
Letter Practice 1

Complete the sentences in this letter. Use the words below.
additional fax in stock ordered anything important number requested

West Virginia Office Supplies
220 First Ave.
Morgantown, WV 26505

March 3, 20--

Javier Perez
Office Manager
Winston and Peras, LP
1400 16th Street, Suite 330
Washington, DC 20036-1301

Re: Purchase Order 6453

Dear Mr. Perez:

Thank you for your (1) _______ and Purchase Order 6453. All of the items are (2) _______ and will be shipped overnight as you (3) _______.

You (4) _______ 100 black pens, stock number 3245. As we discussed on the telephone, these pens now come in boxes of twelve. We will send you 10 boxes of twelve for no (5) _______ charge.

Your business is very (6) _______ to us. If we can do (7) _______ else for you, please call me at my toll-free (8) _______, (888) 555-2323, ext. 24, or e-mail me at rnaire@wvooffice.com.

Sincerely yours,

Rajan Nair
Account Manager
Nguyen Tan sent an e-mail confirming an order. The shaded boxes show ten places where he made errors. Write the correct word or punctuation above the errors.

```
To: mweiss@betterbusinessinc.com
From: nguyen_tan@yoursupplies.net
Subj: Your April 3 furniture order

Dear Ms. Weiss:

I received your e-mail order on the following items:

1. (One) oval conference table, 48 x 96 inches, white, BVS-OV4896TDO, $187.00
2. (Two) 72-inch bookcases with six 11-inch-deep shelves, walnut CEG-4952M, $299.00 per bookcase

The table is been shipped today and should arrive to your office no later than April 12.

Unfortunately, the black bookcases is out-of-stock, but we can substitute them with white bookcases if you wish. Let me know.

I apologize about the inconvenience, and hope we can work out an acceptable solutions for you.

Sincerely yours,

Nguyen Tan
Sales Manager
```
On a separate piece of paper, write a letter to confirm the orders listed in one of the following order logs. Look in your local telephone book or on the Internet for names and addresses to use in your letter.

**Order Log 827-A**

<table>
<thead>
<tr>
<th>Item Ordered</th>
<th>Stock Number</th>
<th>Status</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>17&quot; monitor</td>
<td>PV-17</td>
<td>unavailable</td>
<td>In phone conversation yesterday, client agreed to upgrade to 21&quot; monitor; to be shipped overnight at our expense.</td>
</tr>
<tr>
<td>keyboard</td>
<td>AP-324</td>
<td>in stock</td>
<td>Shipped overnight.</td>
</tr>
</tbody>
</table>

**Order Log 76889**

<table>
<thead>
<tr>
<th>Item Ordered</th>
<th>Stock Number</th>
<th>Status</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>file folders</td>
<td>ESS-128</td>
<td>back ordered</td>
<td>Phoned client; promised to ship 2/12.</td>
</tr>
<tr>
<td>stick-on notes</td>
<td>MMM-7662</td>
<td>in stock</td>
<td>To be shipped overnight.</td>
</tr>
</tbody>
</table>

**Words and Expressions to Know**

Look at this list of words and expressions that were used in the unit. Their definitions are in the glossary at the end of the book.

- back order
- behind schedule
- chip set
- concise
- inconvenience
- out of stock
- reference line
- regret
- subject line
- substitute
- upgrade
When you send a letter requesting information, you usually want to find out something that was not included in a newspaper article, a company Web site, or other source.

Before you write the letter, organize your information so you know what to ask. In your letter, you may mention where you heard about something, so be sure to keep a record of where and when you got your information.

GETTING STARTED

1. Read the newspaper article, the e-mail, and the Web site about the XL-Lite digital camera.
2. Complete the New Product Information Chart. Include the source of the information. Write N if the source is the newspaper article, E if it is the e-mail, W if it is the Web site, or ? if the information is not given. If there is more than one source, list all sources.

NEW YORK—Click Camera Company Announces New Camera.

Today Click Camera Company announced a new addition to their digital camera line. The camera, called XL-Lite, takes pictures without light. This feature will appeal to the home photographer taking pictures in low-light situations. The camera also has a long-life battery and can take up to 260 digital images.

Subject: Boston Daily News article
To: b_gomez@camara.com.pe
From: s_sanchez@camara.com.pe
Date: Fri, Mar 17, 20 10:42:51 AM

Did you read the article about the XL-Lite, the new digital camera? It’s going to be on the market in the fall. I heard it would take 80 images at high resolution and up to 260 at low resolution. I don’t have time to check the Web site for more information. Could you check it out?

NEW PRODUCT INFORMATION CHART

<table>
<thead>
<tr>
<th>Company</th>
<th>Click Camera Company</th>
<th>N.W.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>(1)</td>
<td></td>
</tr>
<tr>
<td>Brand</td>
<td>(2)</td>
<td></td>
</tr>
<tr>
<td>Availability</td>
<td>(3)</td>
<td></td>
</tr>
<tr>
<td>Compact body</td>
<td>(4)</td>
<td></td>
</tr>
<tr>
<td>Zoom lens</td>
<td>(5)</td>
<td></td>
</tr>
<tr>
<td>Power sources</td>
<td>(6)</td>
<td></td>
</tr>
<tr>
<td>Number of digital images</td>
<td>(7)</td>
<td></td>
</tr>
<tr>
<td>Low resolution</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High resolution</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>(9)</td>
<td></td>
</tr>
<tr>
<td>Sales discount</td>
<td>(10)</td>
<td></td>
</tr>
<tr>
<td>Promotional materials</td>
<td>(11)</td>
<td></td>
</tr>
<tr>
<td>More information</td>
<td>(12)</td>
<td></td>
</tr>
</tbody>
</table>

New Product Click Camera Company XL-Lite Digital Camera
- Compact body, 270 g (9.5 oz.)
- 2x Optical zoom lens
- Digital interface: USB and serial
- Low light sensitivity
- Three power sources
  - lithium battery
  - rechargeable battery
  - AC adapter

Questions! E-mail us for more information.
Model E-mail: Requesting Information

Look at the different elements of an e-mail requesting information.

To:   Websales@click.net
From: b_gomez@camara.com.pe
Subj: XL-Lite digital camera
Date: Fri, Mar 17, 20—02:23 PM

Opening

My colleagues and I read the announcement in the March 17 Boston Daily News about your new digital camera, the XL-Lite.

Our company is the largest seller of digital cameras in South America. You can learn more about us at our Web site, http://www.camara.com.pe.

Focus

We would like to consider selling the XL-Lite camera. Our customers will like the features in the XL-Lite. The low-light capability is one feature that sets this camera apart from the others.

Action

We understand the cameras will be shipped this fall. I would appreciate having your sales representative call me. I would like to discuss the price and vendor discount, promotional materials provided, and other issues.

Closing

Thank you for your attention. I look forward to hearing from you at your earliest convenience.

Bea Gomez
New Products Department
Camara.com.pe

Useful Language

I read the announcement .
We would like to consider .
I would appreciate .
I would like to discuss .
Thank you for your attention.

That's Good Business!

Look at the e-mail on page 51. An interoffice e-mail or an e-mail between close associates does not have to look like a letter. You can type your message in the space without a greeting or a signature.

If you are sending an e-mail to someone you don't know, you should be more formal. You can use a letter format in your e-mail, including a greeting and signature, or you can use a memo format.

Many e-mail programs add an automatic signature. Your name, contact information, and sometimes a scanned signature can be automatically placed at the bottom of each e-mail.
Composing Your Message

The body of an e-mail requesting information generally has four parts.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Tell why you are writing.</td>
<td>My colleagues and I read the announcement in the March 17 Boston Daily News about your new digital camera, the XL-Lite.</td>
</tr>
<tr>
<td>Focus</td>
<td>Tell who you are.</td>
<td>Our company is the largest seller of digital cameras in South America.</td>
</tr>
<tr>
<td>Action</td>
<td>Tell what you need to know.</td>
<td>We understand the cameras will be shipped this fall. I would appreciate having your sales representative call me. I would like to discuss the price and vendor discount, promotional materials provided, and other issues.</td>
</tr>
<tr>
<td>Closing</td>
<td>Thank them for their assistance.</td>
<td>Thank you for your attention. I look forward to hearing from you at your earliest convenience.</td>
</tr>
</tbody>
</table>

Practice 1

In each question, two of the sentences are appropriate to use in a letter requesting information. Circle the letters of the two sentences.

1. Opening
   a. We have learned from our supplier, Marcus Auto Parts, Inc., that you are producing a new car radio.
   b. What’s new?
   c. In the September issue of Business Travel Express, you announced the opening of your new hotel.

2. Focus
   a. For forty-five years, we have supplied schools around the world with audiovisual equipment.
   b. Our company is the leading distributor of electronic equipment.
   c. We need no introduction.

3. Action
   a. Would you please send me a copy of your latest price list?
   b. If possible, I would like to have your catalog.
   c. Send me something, please.

4. Closing
   a. I appreciate your prompt attention to my request.
   b. Could you send it quickly?
   c. Thank you in advance for sending the brochures.

That’s Good Business!

Look at the e-mail on page 51. The e-mail address includes the letters pe at the end. These letters are called a country code. The letters pe mean Peru. Some e-mail addresses have country codes and some do not.
Prepositions of Place

Prepositions of place tell *where* you heard about something. *In* is used for print sources, such as newspapers, journals, and magazines. *On* is used for all other media sources, such as radio, TV, and the Internet.

My colleagues and I read the announcement *in the March 17 Boston Daily News.*

I heard with interest your commercial *on radio station WRTG.*

Practice 2 Complete these sentences. Use the prepositions *in* or *on.*

1. I read ________ the April 3rd *New York Journal* about your new computer, the Magna PC.

2. My manager saw a report ________ *CNN* that your new model is being introduced this month.

3. ________ the January issue of *Asia Globe,* I learned that you have developed a new laser printer.

4. I would like more information about the cellular phone listed ________ your spring catalog.

5. We heard about your software, Add Up, ________ *Cable News Today.*

6. I saw an article about your company ________ the Internet.

Sentence Fragments

All sentences in a letter must be complete sentences. A sentence fragment is a sentence that is not complete.

There are three types of sentence fragments.

- Missing a noun Is the largest seller of digital cameras in South America.
- Missing a verb Our company the largest seller of digital cameras in South America.
- Dependent clause Which is the largest seller of digital cameras in South America.
- Complete sentence Our company is the largest seller of digital cameras in South America.

Practice 3 Write *S* if the sentence is a complete sentence. Write *F* if the sentence is a fragment. Rewrite the fragments to make sentences.

1. *F* Our company the leading producer of computer keyboards.

   *Our company is the leading producer of computer keyboards.*

2. _______ For the last ten years, we have had over 50 percent of the market.
3. ____ Our main office and its branches, which are located on every continent, can your company promote its products.

4. ____ Since 1959, have been the major supplier of electronic equipment for hospitals.

5. ____ As the largest provider of Internet services, we have put businesses all over the country on the Web.

Requests

In business letters, you must always be polite. You should make requests rather than give commands.

Command  Have your sales representative call me.
Request   I would appreciate having your sales representative call me.

Command  Tell me about your camera.
Request   Would you please tell me more about your camera?

Here are some suggestions used in polite requests:

Could you possibly . . . If it isn't too much trouble . . .
I would appreciate if you would/could . . .
I would be grateful if you would/could . . .
May I ask you to . . .
If possible, would/could you please . . .
If you have the time . . .
Would/could you possibly . . .

Practice 4 Rewrite these commands as polite requests. Use a different expression for each sentence.

1. Send me a brochure about your new camera.

   If possible, could you send me a brochure about your new camera?

2. Give me your most current prices.

3. Have your sales representative call me.

4. Tell me when the product is available.

5. Fax me a list of distributors.
December 1, 20—

Jouris Knockaert
Memphis Design
Tulpplein 4
1018 GX Amsterdam
Netherlands

Dear Mr. Knockaert:

I (1) appreciated your spring catalog and was pleased to see you are again making your line of Memphis furniture. As you know, our furniture store is (2) known in Europe as the biggest distributor of original Memphis designs.

We would like to carry your new line of Memphis furniture, but we do not want to confuse our customers. Many of our customers will only buy the "original" Memphis furniture from the 1980s. Is the date of manufacture noted on the furniture? If not, would it be (3) possible to do so?

Your catalog does not make any (4) reference to custom orders. Our customers often want specific colors of fabric and wood. Is it possible to (5) order these?

I would (6) appreciate hearing from you at your (7) earliest convenience and look forward to (8) establishing good relations with Memphis Design.

Sincerely,

R. Caracciolo
R. Caracciolo
Senior Partner
Marian Chu sent a letter requesting information. The shaded boxes show ten places where she made errors. Write the correct word or punctuation above the errors.

April 13, 20—

Mr. Lester Freed
Metia Mobile Technology
Michelin House
81 Fulham Road
London, SW3 6RD
United Kingdom

Dearest Mr. Freed:

I read on the April issue of the trade journal, *Cellular Today*, about your new cell phone, the Metia 9444. As we is the major distributor of wireless accessories on the Internet, the 9444 is of great interest to us.

We would be interested in selling the batteries, chargers, speakers, and other accessories that accompany the 9444.

Would you please send at my attention the accessories that will accompany the 9444 and the proposed list prices? I could appreciate the opportunity to meet with a sales representative to discussing volume discounts.

I look forward to hearing from you at your earliest convenience.

Sincerely yours,

Marian Chu
Product Manager
Pretend that you are a major distributor of one of the following products. On a separate piece of paper, write a letter requesting more information about the product.

<table>
<thead>
<tr>
<th>Source</th>
<th>March 15 Photo Journal</th>
<th>Web site</th>
<th>Metia Mobile Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company</td>
<td>Click Camera Company</td>
<td>Digital video camera</td>
<td>Satellite phone</td>
</tr>
<tr>
<td>Product</td>
<td>EZ-Con</td>
<td>Summer</td>
<td>GBX 14</td>
</tr>
<tr>
<td>Availability</td>
<td>PC connection</td>
<td>5 hours of video</td>
<td>Weight?</td>
</tr>
<tr>
<td>Features</td>
<td>JPEG compression</td>
<td>Self-timer?</td>
<td>Dimensions?</td>
</tr>
<tr>
<td>Price</td>
<td>?</td>
<td>?</td>
<td>$1,348.95</td>
</tr>
<tr>
<td>Sales discount</td>
<td>?</td>
<td>?</td>
<td>?</td>
</tr>
<tr>
<td>Promotional information</td>
<td>?</td>
<td>?</td>
<td>?</td>
</tr>
<tr>
<td>Sales contact info</td>
<td>Local sales representative</td>
<td>Ms. Jean Chin</td>
<td></td>
</tr>
</tbody>
</table>

Words and Expressions to Know

Look at this list of words and expressions that were used in the unit. Their definitions are in the glossary at the end of the book.

- accessory
- brochure
- carry
- distributor
- on the market
- option
- set apart
- ship
- source

58 Unit 7
Providing Information

When you send a letter providing information to customers, be sure to answer their specific questions. After you answer the questions, give the customer additional information about your company and its products and services.

Before you write the letter, make sure you are giving the right information to the right person. You may be answering many requests at the same time, and not all customers have the same needs.

GETTING STARTED

1. Read the e-mails between two customer service representatives at Click Camera Company. Note that different companies are requesting different information and services.

2. Complete the Customer Service Checklist.

```
From: "Ali Marquez" <ali@click.net>
To: "Michael Salgado" <michael@click.net>
Subject: Requests for information
Date: Tue, Mar 20, 20-- 16:23

Since we introduced our new camera, we've been getting a lot of requests for more information. I started a checklist to make sure we keep track of what our potential customers want. New Prints sent me an e-mail yesterday requesting 100 brochures and a display stand. (Are the brochures back from the printer yet?) Inside Photo asked me this morning to ask a sales rep to call. All the reps are at a meeting and won't be able to return calls until Friday.

From: "Michael Salgado" <michael@click.net>
To: "Ali Marquez" <ari@click.net>
Subject: Re: Requests for information
Date: Tue, Mar 20, 20-- 17:35

Today, I received requests for brochures from Marvel Film, Digital Zip, and Media Top. Bea Gomez of Camara.com sent an e-mail on March 18; she wants a sales rep to call, and she also wants to get info on promotional materials. Unfortunately, the brochures won't be ready until next week. This afternoon, I'll fax a promotional flyer to each of them and tell them the brochures will be sent on March 27. I'll also tell them about our new processing service.
```

<table>
<thead>
<tr>
<th>Client</th>
<th>Brochures Requested/Sent</th>
<th>Promotional materials Requested/Sent</th>
<th>Call from sales rep Requested/Made</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Prints</td>
<td>(1)</td>
<td>(6)</td>
<td>(12)</td>
</tr>
<tr>
<td>Inside Photo</td>
<td>(2)</td>
<td>(7)</td>
<td>Mar 20 / Mar 23</td>
</tr>
<tr>
<td>Marvel Film</td>
<td>Mar 20 / Mar 27</td>
<td>(8)</td>
<td>(13)</td>
</tr>
<tr>
<td>Digital Zip</td>
<td>(3)</td>
<td>(9)</td>
<td>(14)</td>
</tr>
<tr>
<td>Media Top</td>
<td>(4)</td>
<td>(10)</td>
<td>(15)</td>
</tr>
<tr>
<td>Camara.com</td>
<td>(5)</td>
<td>(11)</td>
<td>(16)</td>
</tr>
</tbody>
</table>
Model Fax: Providing Information

Look at the different elements of a fax providing information.

<table>
<thead>
<tr>
<th>FAX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>To:</strong> Bea Gomez, New Products Department, Camara.com</td>
</tr>
<tr>
<td><strong>From:</strong> Michael Salgado, Customer Service Department, Click Camera</td>
</tr>
<tr>
<td><strong>Subject:</strong> The XL-Lite digital camera</td>
</tr>
<tr>
<td><strong>Date:</strong> March 20, 20___</td>
</tr>
<tr>
<td><strong>Pages:</strong> 1</td>
</tr>
<tr>
<td><strong>Message</strong></td>
</tr>
</tbody>
</table>

Dear Ms. Gomez:

Thank you for your e-mail of March 18 expressing interest in Click Camera's new digital camera, the XL-Lite.

The camera will be available this October, and the cost will be approximately three hundred and fifty dollars ($350.00).

I will be forwarding next week a brochure on the camera. Jim Markham, one of our sales representatives, will be in touch with you on Friday, March 23, to discuss the promotional services and discounts we offer our distributors.

I am also forwarding information on our new video camera, the Digicam. Mr. Markham will provide more information on this product when you speak with him.

If there is anything else I can help you with, please do not hesitate to contact me. Your business means a great deal to Click Camera, and we appreciate the opportunity to provide you with quality cameras.

Again, thank you for your inquiry.

Sincerely yours,

Michael Salgado

Customer Service Representative

Useful Language

Thank you for your e-mail of ______.
The ______ will be available ______.
I will be forwarding ______.
We appreciate the opportunity to ______.
Again, thank you for your inquiry.
The body of a fax providing information generally has four parts.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Acknowledge the initial correspondence.</td>
<td>Thank you for your e-mail of March 18 expressing interest in Click Camera's new digital camera, the XL-Lite.</td>
</tr>
<tr>
<td>Focus</td>
<td>Provide the information requested.</td>
<td>The camera will be available this October, and the cost will be approximately three hundred and fifty dollars ($350.00).</td>
</tr>
<tr>
<td>Action</td>
<td>Provide additional information.</td>
<td>I will be forwarding next week a brochure on the camera. Jim Markham, one of our sales representatives, will be in touch with you on Friday, March 27, to discuss the promotional services and discounts we offer our distributors.</td>
</tr>
<tr>
<td>Closing</td>
<td>Offer additional help and thank them for their inquiry.</td>
<td>If there is anything else I can help you with, please do not hesitate to contact me. Your business means a great deal to Click Camera, and we appreciate the opportunity to provide you with quality cameras. Again, thank you for your inquiry.</td>
</tr>
</tbody>
</table>

Practice 1

In each question, two of the sentences are appropriate to use in a letter providing information. Circle the letters of the two sentences.

1. Opening
   a. Thank you for your letter of June 3rd inquiring about our new Digicam digital video camera.
   b. We are pleased to have the opportunity to respond to your request for more information on our digital cameras.
   c. This is your last chance to buy a camera that uses film.

2. Focus
   a. We wondered why you want a sales representative to call you.
   b. The promotional materials you inquired about will be ready on Friday.
   c. We are sending you, under separate cover, a distribution agreement.

3. Action
   a. Part of our expanding product line is a mobile phone that takes and sends photos over the phone lines.
   b. We hope you will continue to take good photos.
   c. I am sending a catalog of software developed for our digital cameras.

4. Closing
   a. I look forward to working with you in the future.
   b. I'll call you if we want to sell you a camera.
   c. If I can answer any other questions, please call me on my direct line.
When you write numbers in a business letter, it is a good idea to spell out the number in words. Spelling out the number helps to clarify the information.

The camera will be available this October, and the cost will be approximately three hundred and fifty dollars ($350.00).

Here are some examples of spelling out numbers in letters.

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Clarification</th>
<th>Amount</th>
<th>Clarification</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 boxes</td>
<td>five (5) boxes</td>
<td>$6.42</td>
<td>six dollars and forty-two cents ($6.42)</td>
</tr>
<tr>
<td>10 gross</td>
<td>ten (10) gross</td>
<td>$3,500</td>
<td>three thousand five hundred dollars ($3,500)</td>
</tr>
</tbody>
</table>

- **Practice 2**

These sentences have unclear information. Ask for clarification. Write out the number first, and follow it with the number in parentheses.

1. Unclear The total is thirty-twó dollars ($3.20).
   Clarification Is the total thirty-two dollars ($32.00) or three dollars and twenty cents ($3.20)?

2. Unclear We will need six (60) boxes of printer paper.
   Clarification Do you want six (____) boxes of printer paper or sixty (____) boxes of printer paper?

3. Unclear Please send us one (100) dozen brochures.
   Clarification Do you need (____) dozen brochures or (____) dozen brochures?

4. Unclear We asked that payment be received no later than 01/02.
   Clarification Is payment due by (____) 1st or (____) 2nd?

5. Unclear Please submit the report on the fifteenth of every month (for example, June 5).
   Clarification Are reports to be submitted on the (____) or the (____) of every month?

6. Unclear I ordered four (40) boxes of envelopes.
   Clarification Did you order (____) or (____) boxes of envelopes?

**Commas with Conjunctions**

Use a comma when you combine two sentences with a conjunction (that, and, or, nor, yet). The comma always comes before the conjunction.

The camera will be available this October, and the cost will be approximately three hundred and fifty dollars ($350.00).
Practice 3

Combine the following sentences into one sentence. Choose the correct conjunction, and use a comma.

1. I am enclosing the price list with this letter. I am forwarding the catalog under separate cover. (and / or)
   - I am enclosing the price list with this letter, and I am
   - forwarding the catalog under separate cover.

2. A sales representative will e-mail you. She will telephone you. (yet / or)
   - A sales representative will e-mail you, and she will telephone you.

3. We do not have the 999X camera. We have a newer model. (but / nor)
   - We do not have the 999X camera, but we have a newer model.

4. We appreciate your order. We hope to work with you again. (or / and)
   - We appreciate your order, and we hope to work with you again.

5. The brochure is ready now. The camera will be sent next week. (yet / but)
   - The brochure is ready now, but the camera will be sent next week.

Also and In Addition

Use the words also and in addition when you write about more than one action. These words provide continuity and rhythm in a letter.

Also comes before the action verb. In addition usually comes at the beginning of a sentence.

I am forwarding a brochure.
   - I am also forwarding information on our new video camera.

In addition, I am enclosing a list of our distributors.

Practice 4

Write new sentences that provide continuity. Use the words provided.

1. I will be sending you our new brochure when it is available. also free samples
   - I will also be sending free samples

2. We are shipping the new cameras this week. In addition the software

3. I look forward to answering any questions you might have. In addition to working with you in the future

4. I am attaching a price list to this letter. also an order form

5. I am enclosing information on the camera you inquired about. In addition information on our new video camera
December 10, 20—

Mr. Roberto Caracciolo  
Design 80  
Piazza della Republica, 17  
20124 Milano  
Italy  

Dear Mr. Caracciolo:

Thank you for (1) _________ letter of December 1. We, too, are excited about our line of Memphis furniture reproductions.

I am (2) _________ to tell you that all reproductions are labeled and cannot be confused with the original Memphis furniture we produced in the 1980s. In (3) _________, each reproduction is stamped with the date it was produced.

I am sorry that we cannot fulfill your request for custom orders of fabric or wood at this time. Perhaps we will do this in the future. Our Roma line of fine furniture can be (4) _________ . A Roma catalog will be sent to you under (5) _________ cover.

If you have any (6) _________ questions, please do not (7) _________ to contact me directly.

Again, thank you for your (8) _________

Sincerely yours,

Jouris Knockaert  
President, Memphis Design
Lester Freed sent a letter providing information. The shaded boxes show ten places where he made errors. Write the correct word or punctuation above the errors.

III

Metia Mobile Technology

April 21, 20—

Marian Chu
Wireless Accessories
Building 2-A, Floor 3
Walland Industrial Park
Walland TN 37886

(1)

Dear Ms. Chu:

(2) Thank you for your inquiry about our new cell phone, the Metia 9444.

(3) As you requested, I am sending under separate cover our accessory catalog.

(4) I also am sending the price list.

(5) You will be hearing from our U.S. sales manager, Marcia Jansen, to

(6) discussing volume discounts and any other concerns you have. She will be

(7) sending you a video of our latest television commercials, which you might

(8) find interesting.

(9) We look forward to working with Wireless Accessories and appreciate the

(10) opportunity to being of service.

Again, thank you for your inquiry.

Sincerely yours,

Lester Freed
Lester Freed
Product Information Specialist

Providing Information
Letter Practice 3

On a separate piece of paper, reply to the letter that you wrote in Unit 7. Make up the prices, sales discounts, and information about the promotional materials.

Words and Expressions to Know

Look at this list of words and expressions that were used in the unit. Their definitions are in the glossary at the end of the book.

<table>
<thead>
<tr>
<th>clarification</th>
<th>forward</th>
<th>initial</th>
<th>price list</th>
</tr>
</thead>
<tbody>
<tr>
<td>continuity</td>
<td>fulfill</td>
<td>inquiry</td>
<td>return</td>
</tr>
<tr>
<td>flyer</td>
<td>in touch</td>
<td>order form</td>
<td>under separate cover</td>
</tr>
</tbody>
</table>
Writing Claim Letters

A claim letter is a letter that you write to a company to point out a problem. Some problems that you write about in claim letters include: receiving the wrong products, receiving damaged products, or receiving an incorrect invoice.

Before you write the letter, make sure you have all the information about the problem. If necessary, contact other people in your company. Ask them if they have anything to add.

GETTING STARTED

1. Read the e-mails between two co-workers at Wils & Company, Ltd. They are having problems with several shipments.

2. Complete the Shipments Received Log.

---

To: M. Greers/Shipping <mgreers@wilsco.net.ca>
From: H. Park/Purchasing <hpark@wilsco.net.ca>
Subj: Receivables
Date: May 7, 20-- 10:52:38

Mark, this is the second package I've received this week that is wrong. Doesn't anyone read our POs? New Tech Answers made two big mistakes. They sent the wrong manuals and they got the invoice wrong. Yesterday, we received only one copy of the word processing software from Marvel Solutions. We ordered three copies, and they billed us for three!

To: H. Park/Purchasing <hpark@wilsco.net.ca>
From: M. Greers/Shipping <mgreers@wilsco.net.ca>
Subj: Re: Receivables
Date: May 7, 20-- 11:15:42

I'm also having problems with incorrect orders. Marvel Solutions has big problems in their shipping department. I ordered BookBest, their new accounting software, and they sent me two copies of GolfBest. Then, Furniture Future shipped a bookcase without the shelves!

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Ordered</th>
<th>Date (mo./day)</th>
<th>Received</th>
<th>Date (mo./day)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Tech Answers</td>
<td>1 Manual TM-0053-3</td>
<td>4/1</td>
<td>2 Manual TM-0035-3</td>
<td>5/7</td>
<td>Invoice received for US$32.50; should be Can$32.50 or US$22.18.</td>
</tr>
<tr>
<td></td>
<td>1 Manual TM-0056-7</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marvel Solutions</td>
<td>3 Word processing software</td>
<td>5/2 (1)</td>
<td></td>
<td>2</td>
<td>Request they send two more copies of word processing software.</td>
</tr>
<tr>
<td></td>
<td>(3)</td>
<td>4/10 (4)</td>
<td></td>
<td>4/14 (7)</td>
<td>Return GolfBest; request BookBest.</td>
</tr>
<tr>
<td>Furniture Future</td>
<td>(5)</td>
<td>4/11 (6)</td>
<td></td>
<td>7</td>
<td>Request they send missing shelves.</td>
</tr>
</tbody>
</table>
Model Claim Letter

Look at the different elements of a claim letter.

May 7, 20—

Ms. Rowanda Fisher
Customer Service Manager
New Tech Answers
454 Liberty Road
Philadelphia, PA 19148

Dear Ms. Fisher:

In a recent shipment from New Tech Answers, there were two problems: we received the wrong manuals and our account was incorrectly billed.

On April 1, we placed the following order: one copy of TM-0053-3 and one copy of TM-0056-7. On May 7, we received two copies of TM-0035-3. We did not receive TM-0053-3 or TM-0056-7.

We are returning—under separate cover—the two copies of TM-0035-3.

Please send us the two (2) manuals that we ordered. Also, please correct our account, no. 594-NT. The invoice was for US$32.50 (thirty-two United States dollars and fifty cents). The correct invoice total should be Can$32.50 (thirty-two Canadian dollars and fifty cents), or, at today's exchange rate, US$22.18 (twenty-two United States dollars and eighteen cents). A copy of the invoice is enclosed.

Thank you for your attention to this matter.

Cordially yours,

Holly Park
Purchasing Supervisor

Enclosure: Invoice (photocopy)

Useful Language

In a recent shipment from ______.
On ______ we ordered ______.
On ______ we received ______.
We are returning ______.
Also, please correct ______.
A copy of ______ is enclosed.
The body of a claim letter generally has four parts.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Explain the problem.</td>
<td>In a recent shipment from New Tech Answers, there were two problems: we received the wrong manuals and our account was incorrectly billed. . .</td>
</tr>
<tr>
<td>Focus</td>
<td>Give your reaction.</td>
<td>We are returning—under separate cover—the two copies of TM-0035-3.</td>
</tr>
<tr>
<td>Action</td>
<td>Give a solution.</td>
<td>Please send us the two (2) manuals that we ordered. Also please correct our account, no. 594-NT. . .</td>
</tr>
<tr>
<td>Closing</td>
<td>Thank the reader.</td>
<td>Thank you for your attention to this matter.</td>
</tr>
</tbody>
</table>

Practice 1  
In each question, two of the sentences are appropriate to use in a claim letter. Circle the letters of the two sentences.

1. Opening
   a. Your shipment of file cabinets arrived damaged on March 12.
   b. We only received two of the three cartons of copy paper that we ordered on April 10.
   c. We would like to receive a catalog.

2. Focus
   a. You will receive, by overnight courier, the incorrectly addressed software package.
   b. Thank you for sending the pens, even if they were the wrong color.
   c. I have returned the manuals to your attention.

3. Action
   a. I would like you to cancel the order and credit our account for the two manuals we did not receive.
   b. I would like to receive the two additional software packages by November 15.
   c. Your company makes too many mistakes.

4. Closing
   a. Don't let it happen again!
   b. Thank you for your attention to this matter.
   c. I appreciate your taking care of this for me.
**Formal versus Informal Style: Contractions**

In business letters, you should always use a formal writing style. One point to remember is that you should not use contractions. Contractions are used in informal or personal correspondence.

Informal  
- We didn't receive TM-0053-3 or TM-0056-7.  
- We can't complete your order because Item 42-A is back ordered.

Formal  
- We did not receive TM-0053-3 or TM-0056-7.  
- We cannot complete your order because Item 42-A is back ordered.

---

**Practice 2**

Circle the contractions in each sentence. Then rewrite the sentences without using contractions.

1. Please don't add shipping and handling to the revised invoice.

```
Please do not add shipping and handling to the revised invoice.
```

2. We're going to send back the incorrect invoice.

```
We are going to send back the incorrect invoice.
```

3. We can't approve your shipment.

```
We cannot approve your shipment.
```

4. The order wasn't received by the agreed upon date.

```
The order was not received by the agreed upon date.
```

5. If the item isn't in stock, you may substitute another.

```
If the item is not in stock, you may substitute another.
```

---

**That's Good Business!**

When a business letter includes currencies of two or more countries, include the symbol for the countries and their currencies. (See page 67: US$32.50 and Can$32.50.)

---

**Being Concise: Descriptive Adverbs**

Business correspondence should be concise. Being concise means that you should use as few words as possible. One way to be concise is to use modifiers, such as descriptive adverbs.

<table>
<thead>
<tr>
<th>Not concise</th>
<th>Concise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our account was billed with a lot of different mistakes in it.</td>
<td>Our account was incorrectly billed.</td>
</tr>
</tbody>
</table>

---

**Practice 3**

Rewrite these sentences to make them concise. Use the phrases below.

illegibly written  
insufficiently insured  
loosely packed  
incorrectly added  
poorly wrapped

1. The label was written by someone with bad handwriting, which was impossible to read.

```
The label was illegibly written.
```

---

Page 70

Unit 9
2. The package was wrapped in a very messy way.

3. The items were all tossed into the box and the wrapping came off.

4. The goods were not insured a sufficient amount to cover damages.

5. The invoice had numbers that didn’t add up, and I even used a calculator.

---

### Using Dashes

A dash (—), or a pair of dashes, can sometimes be used instead of a comma, colon, or parentheses. Dashes can add information, show emphasis, or set off lists.

- **Add information**: We are returning—under separate cover—the two copies of TM-0035-3.
- **Show emphasis**: The damaged packaged—the one sent by overnight mail—was refused by the recipient.
- **Set off lists**: The order form containing the information—date, time, and cost of the shipment—was delivered by messenger.

---

#### Practice 4

Rewrite these sentences using dashes.

1. These manuals (423 and 455) are not the ones we ordered.
   
   **These manuals—423 and 455—are not the ones we ordered**

2. Four packages, all from New Media Publishers, were sent to the wrong address.

3. The final order form (the one with so many changes) was difficult to read.

4. The entire contents of the shipment were damaged: bookcases, chairs, and desks.

5. All of the supplies were lost in transit: the books, paper, tape, and disks.
October 20, 20-

Mr. Gerry Kindlet  
Telephone Accessories  
1746 Park Avenue  
New York, NY 10007  

Ref: Web order: AF342.56 on October 15, 20-

Dear Mr. Kindlet:

On October 15, we placed an (1) _____________ for an Amsta 3245 telephone. We received the following: one telephone without a handset, a headset we did not order, and an (2) _____________ invoice.

I am (3) _____________ the headset—under separate (4) _____________ to you by overnight mail.

Please send the (5) _____________ handset. Also, please (6) _____________ the invoice, and send a new one. We did not order a headset, yet we received one and were charged for two!

I appreciate your making the adjustments to our (7) _____________ and look forward to (8) _____________ the handset.

Sincerely yours,

Marian Godal  
Purchasing Department
Lorinda Sanchez sent a claim letter about an incorrect order. The shaded boxes show ten places where she made errors. Write the correct word or punctuation above the errors.

CHEARSLEY TEMP AGENCY
Watts Green
Chearsley
Buckinghamshire HP18 0DD

August 6, 20—

Mr. Murat Ali, President
Ali's Office Furniture
6 Between Towns Road
Oxford OX4 3PP

Dear Mr. Ali:

(1) We were disappointing to receive your delivery of August 6. None of the items
where what we ordered.

(2) We did not sign for the Shipment, and we asked the shipping firm to back take
the goods.

(3), (4) We had ordered the following— one (10) walnut computer desks, three (3) walnut
bookcases, and two (2) executive office chairs.

(5) We are receiving four (4) file cabinets and an oak bookcase without the shelves.

(6) Maybe someone else received ours furniture? Please sort this out quick, yet send
our furniture here as soon as possible.

(10) Thank you to assisting us with this problem.

Sincerely yours,

Lorinda Sanchez
Lorinda Sanchez
Purchasing Supervisor
Letter Practice 3

Look at the Shipments Received Log you completed on page 67. On a separate piece of paper, write a claim letter to New Tech Answers, Marvel Solutions, or Furniture Future. Look in your local telephone book or on the Internet for addresses to use for the companies.

Words and Expressions to Know

Look at this list of words and expressions that were used in the unit. Their definitions are in the glossary at the end of the book.

account  claim letter  invoice  receive
bill      courier       make an adjustment  shipping and handling
cancel   credit        point out
Writing Adjustment Letters

An adjustment letter is a letter that corrects a mistake. When a company has made a mistake, it is important to acknowledge it, correct it, and apologize for any inconvenience.

Before you write the letter, make sure you have all the information about the situation. If necessary, contact other people in your company. Ask them if they have anything to add. In some cases, you may want to offer something as an apology: a coupon, a discount, or a small gift.

GETTING STARTED

1. Read the e-mails between two executives at New Tech Answers. They have heard complaints about several shipments they have sent.
2. Complete the Adjustment Log.

---

**ADJUSTMENT LOG**

<table>
<thead>
<tr>
<th>Client</th>
<th>Best Ads Online</th>
<th>Empress Trading</th>
<th>Hardin Shipping</th>
<th>Merrywood Hotels</th>
<th>(1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Claim</td>
<td>old editions of manuals (four)</td>
<td>(2)</td>
<td>(3)</td>
<td>damaged accounting</td>
<td>(4)</td>
</tr>
<tr>
<td></td>
<td>incorrect invoice</td>
<td></td>
<td></td>
<td>CD-ROM</td>
<td></td>
</tr>
<tr>
<td>Adjustment</td>
<td>(5)</td>
<td>(6)</td>
<td>Sent new version with 10% discount</td>
<td>(7)</td>
<td>Sent replacement CD-ROM with a complimentary video coupon</td>
</tr>
</tbody>
</table>
Model Adjustment Letter

Look at the different elements of an adjustment letter.

May 16, 20—

Ms. Holly Park
Wils & Company, Ltd.
51 Wimbleton Road
Toronto, Ontario M4D 2V8
Canada

Dear Ms. Park:

Opening

We have received your letter of May 7 about the shipment of the wrong manuals.

Focus

We apologize for the error and will correct it to your satisfaction.

Action

Two manuals—TM-0053-3 and TM-0056-7—have been sent to your attention under separate cover. In this letter, I have enclosed a discount coupon for ten percent off your next purchase. In addition, a revised invoice is enclosed. We have also deducted the cost of shipping and handling.

Closing

Again, we regret the error and apologize for any inconvenience. We look forward to serving you in the future.

Sincerely yours,

Rowanda Fisher
Customer Service Manager

Useful Language

We apologize for the error.

A revised ____ is enclosed.

Again, we regret the error and apologize for any inconvenience.

We look forward to serving you in the future.
The body of an adjustment letter generally has four parts.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Acknowledge the mistake.</td>
<td>We have received your letter of May 7 about the shipment of the wrong manuals.</td>
</tr>
<tr>
<td>Focus</td>
<td>Apologize for the error.</td>
<td>We apologize for the error and will correct it to your satisfaction.</td>
</tr>
<tr>
<td>Action</td>
<td>Give a solution.</td>
<td>Two manuals—TM-0053-3 and TM-0056-7—have been sent to your attention under separate cover. . .</td>
</tr>
<tr>
<td>Closing</td>
<td>Apologize again to the reader.</td>
<td>Again, we regret the error and apologize for any inconvenience. We look forward to serving you in the future.</td>
</tr>
</tbody>
</table>

Practice 1

In each question, two of the sentences are appropriate for an adjustment letter. Circle the letters of the two sentences.

1. Opening
   a. We have received your March 13th letter regarding the damaged file cabinets.
   b. Thank you for your June 3rd fax detailing the items missing from our shipment.
   c. I’m sorry we don’t have any recent catalogs.

2. Focus
   a. The post office has been making many mistakes lately.
   b. Please accept our apologies for the inconvenience.
   c. I’m sorry that we did not fill your order to your satisfaction.

3. Action
   a. We don’t have what you need, so try another company.
   b. The pencils you ordered have been shipped in the color you requested, along with a complimentary pencil sharpener.
   c. You will receive by overnight courier the latest version of the accounting package.

4. Closing
   a. Next time, spend more for shipping and this won’t happen.
   b. Let me say again how much we regret any inconvenience.
   c. We cannot apologize enough. Your satisfaction is very important to us.
**Adjustment Letter Actions**

Most adjustment letters have one of these three actions.

- **refund**: The business sends the customer's money back.
- **replacement**: The business sends the customer the same item or a similar one in perfect condition.
- **credit**: The business sends the customer a credit to purchase other items that cost the same amount.

These are the three most common actions, but other options are possible. For example, the business could give the customer a choice, or the business could give nothing. Each situation is different.

**Practice 2**

Write *refund, replacement, or credit* for each sentence.

1. __________ You will receive a check for the full amount in the mail.
2. __________ Please return the software package and select another one.
3. __________ Forty-five dollars ($45.00) was credited to your account.
4. __________ The money will be sent to you tomorrow.
5. __________ Please choose another color for your desk.
6. __________ We are out of that particular item, but please select something else from the catalog.

**Apologies and Actions**

An adjustment letter begins with acknowledging the mistake. Then the writer apologizes, suggests an action, and apologizes again.

<table>
<thead>
<tr>
<th>First apology</th>
<th>We apologize for the error.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action</td>
<td>Two manuals—TM-0053-3 and TM-0056-7—have been sent to your attention under separate cover. In this letter, I have enclosed a discount coupon for ten percent off your next purchase. In addition, a revised invoice is enclosed. We have also deducted the cost of shipping and handling.</td>
</tr>
<tr>
<td>Second apology</td>
<td>Again, we regret the error and apologize for any inconvenience.</td>
</tr>
</tbody>
</table>

**That's Good Business!**

One way that companies apologize for errors is to pay for shipping and handling costs. If the customer already paid their bill, the company can reimburse them. If the company hasn't sent the bill yet, they can deduct the costs before they send the bill.
Practice 3  Write apology or action for each sentence.

1. ________ You may exchange the item at your convenience.
2. ________ I regret any inconvenience.
3. ________ You will receive a refund for your shipping costs.
4. ________ Please accept this discount coupon.
5. ________ I am sorry that the item you ordered was not in stock.
6. ________ A new fax machine will be sent to you.

Numbers in Sentences

A number that starts a sentence should be spelled out. You can also rewrite the sentence with the number coming later. Review Clarifying Numbers in Unit 8, page 62. Remember that it is sometimes better to use both numbers and words.

Incorrect  2 manuals have been sent to your attention.
Correct  Two manuals—TM-0053-3 and TM 0056-7—have been sent to your attention.
          Two (2) manuals have been sent to your attention.

We have sent two (2) manuals to your attention.

Practice 4  Rewrite the following sentences to correct the numbers.

1. $65.00 will be sent to you by check.
   
   A check for $65.00 will be sent to you. or
   
   Sixty-five dollars will be sent to you by check. or
   
   Sixty-five dollars ($65.00) will be sent to you by check.

2. 3 CDs were replaced.

3. 12 accounting packages have been sent to your attention.

4. $1,000 will be credited to your account.

5. 2 manuals have been sent under separate cover.

6. $80 will be given to you as a store credit.
Complete the sentences in this letter. Use the words below.
apologize  enclosing  providing  regret
damaged  inconvenience  regarding  replacement

May 17, 20—

Ms. Vanessa Idris
Office Manager
Empress Trading Corporation
62504 Putrajaya
Selangor, Malaysia

Dear Ms. Idris:

Thank you for your fax of May 10 (1) ________ the damaged CD-ROM you received. We (2) ________, for the damage and for the (3) ________.

We are shipping by overnight mail a (4) ________ CD-ROM. In addition, we are (5) ________ a complimentary training video. This video will help you make the most of your new accounting software.

Again, we (6) ________ the fact that the accounting software package arrived with a (7) ________ CD-ROM. We are sure you will find the accounting package useful, and we look forward to (8) ________ you with other high quality products.

Sincerely yours,

Rowanda Fisher

Rowanda Fisher
Customer Service Manager
Keri Spelling sent an adjustment letter about an incorrect order. She made ten errors. Find the errors, and write the correct word or punctuation above the errors.

May 16

Ms. Holly Park
Wils & Company, Ltd.
51 Wimbleton Road
Toronto, Ontario M4D 2V8
Canada

Dear Ms. Park:

Thank you for your May 7 letter. We have receiving the two (12) copies of GolfBest you incorrectly were sent. We apologize for the error.

1 copy of our new accounting software, BookBest, has been sent to you by overnight mail as you request.

Please accept our compliments discount coupon good for ten percent off future purchases of software from Marvel Solutions.

Again, we are sorry you were inconveniencing. Our goal is to provide you with the highest quality of products or services.

Sincerely yours:

Keri Spelling
Keri Spelling
Customer Service Department
Letter Practice 3

Look at the adjustment log you completed on page 75. On a separate piece of paper, write an adjustment letter to Best Ads Online, Empress Trading, Hardin Shipping, Merrywood Hotels, or Virtual Plan. Look in your local telephone book or on the Internet for addresses to use in your letter.

Words and Expressions to Know

Look at this list of words and expressions that were used in the unit. Their definitions are in the glossary at the end of the book.

- adjustment letter
- apology
- attention
- complimentary
- credit
- customer service
- good for
- make the most of
- refund
- satisfaction
A reminder letter is a letter that asks if a client has forgotten to pay a bill. It gently reminds clients that they owe payment to a company. If the client does not send payment, the company sends a collection letter. A collection letter is a letter that asks for a late payment (a collection) from a client. Both reminder letters and collection letters must be clear and firm, but also polite and professional.

Before you write the letter, make sure you have all the information about the problem. If necessary, contact other people in your company. Ask them if they have anything to add.

GETTING STARTED

1. Read the e-mails between two co-workers at Santrak Industries. They are waiting for several late payments.

2. Complete the Collection Chart. Write the date a check was received or a letter was sent. Write n/a (not applicable) if a letter did not need to be sent. Write ? if the information is not given.

<table>
<thead>
<tr>
<th>Client</th>
<th>Invoice(s) sent</th>
<th>Check received</th>
<th>Reminder/Collection sent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gornan Ind.</td>
<td>May 30</td>
<td>(1)</td>
<td>(2)</td>
</tr>
<tr>
<td></td>
<td>June 30</td>
<td>(3)</td>
<td>(4)</td>
</tr>
<tr>
<td></td>
<td>July 30</td>
<td>(5)</td>
<td>(6)</td>
</tr>
<tr>
<td>Maltech</td>
<td>May 30</td>
<td>(7)</td>
<td>(8)</td>
</tr>
<tr>
<td></td>
<td>July 1</td>
<td>(9)</td>
<td>(10)</td>
</tr>
<tr>
<td>PTD Group</td>
<td>May 15</td>
<td>6/12</td>
<td>(11)</td>
</tr>
<tr>
<td></td>
<td>June 15</td>
<td>7/12</td>
<td>(12)</td>
</tr>
<tr>
<td>AB Alliance Ltd.</td>
<td>May 1</td>
<td>(13)</td>
<td>(14)</td>
</tr>
<tr>
<td></td>
<td>June 1</td>
<td>(15)</td>
<td>(16)</td>
</tr>
<tr>
<td></td>
<td>July 1</td>
<td>(17)</td>
<td>(18)</td>
</tr>
<tr>
<td>Aberanderal</td>
<td>May 30</td>
<td>7/2</td>
<td>(19)</td>
</tr>
<tr>
<td>Teladyne</td>
<td>May 15</td>
<td>5/27</td>
<td>(20)</td>
</tr>
<tr>
<td></td>
<td>June 15</td>
<td>(21)</td>
<td>(22)</td>
</tr>
</tbody>
</table>
Model Reminder Letter or Collection Letter

Look at the different elements of a reminder letter or collection letter.

August 20, 20—

Mr. Kamur Lana
Accountant
Maltech Medical Equipment
90088 Analayar Road
Selangor, Malaysia

Dear Mr. Lana:

Your account balance of $2,456 for the invoice dated May 30 was due on June 30.

All payments are due, in full, within 30 days of receiving an invoice.

Please remit payment no later than August 31.

We look forward to continuing our valuable relationship with Maltech.

Sincerely yours,

Safiah Caffey
Accountant

Useful Language

Your account balance of ____ was due ____.
All payments are due, in full, ____.
Please remit payment ____.
We look forward to continuing our valuable relationship with ____.
The body of a reminder letter or collection letter generally has four parts.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Identify the missing payment(s).</td>
<td>Your account balance of $2,456 for the invoice dated May 30 was due on June 30.</td>
</tr>
<tr>
<td>Focus</td>
<td>Give details about payment.</td>
<td>All payments are due, in full, within 30 days of receiving an invoice.</td>
</tr>
<tr>
<td>Closing</td>
<td>Be positive about the business relationship.</td>
<td>We look forward to continuing our valuable relationship with Maltech.</td>
</tr>
</tbody>
</table>

**Practice 1**

In each question, two of the sentences are appropriate to use in a reminder letter or collection letter. Circle the letters of the two sentences.

1. **Opening**
   a. Our invoice of February 28, for $777.56, has not been paid yet.
   b. We have not yet received payment on invoice #445-98 for the sum of $1,223.40.
   c. It is time for you to pay us.

2. **Focus**
   a. Payment was due by September 30.
   b. We find it hard to believe that you haven’t paid yet.
   c. As we agreed, your credit of $450 cannot be applied against this invoice.

3. **Action**
   a. If you would like to discuss terms of payment, please call me.
   b. Please send the full payment by October 31.
   c. Your financial difficulties are not our problem.

4. **Closing**
   a. Our invoice of October 6th, for $233.11, has not been paid yet.
   b. If you do not pay immediately, we will forward this claim to a collection agency.
   c. We look forward to receiving payment immediately.

**That's Good Business!**

A collection agency is a company that finds people who owe money to another business and forces them to pay it. It is best to make payments to the original business where you owe money before that business sends your account to a collection agency.
Writing Your Message

Time Expressions

Well Said
In all business letters, including reminder and collection letters, it is important to be polite and professional. All clients are important, including clients who pay late.

The time expressions no later than, by, on, and within are close in meaning. It is important to use the correct expression so readers understand what they have to do. Look at the explanations below.

- **No later than August 31** means payment can be received at any time but must be received by that specific date.
- **By August 31** means payment can be received at any time but must be received by that specific date.
- **On August 31** means payment is due on that specific date.
- **Within the month of August** means payment can be received any time during that month but must be received before the month ends.

Practice 2
Choose the words that best complete the sentences.

1. We expect payment by / within May 31.
2. Invoices are sent on / no later than 14 days after we ship the order.
3. The check should be there on / within the week.
4. We will turn this matter over to a collection agency on / within March 3rd if we have not heard from you.
5. Please contact me by / on the end of the week to discuss this matter.
6. We sent your first invoice by / on April 22nd.

Articles

The words the, a, and an are articles. Use the to refer to something specific; use a and an to refer to something general or unknown.

Your account balance of $2,456 for the invoice dated May 30 was due on June 30.

All payments are due, in full, within 30 days of receiving an invoice.

Practice 3
Choose the articles that best complete the sentences.

1. This is a / the fourth reminder we have sent.
2. An / The amount of $5,699 is still due on this account.
3. We look forward to serving you in a / the future.
4. We received an / the empty envelope from your accounting department.
5. We must receive payment by the end of a / the week.
6. At this point, a / the partial payment would be better than no payment at all.
**Look forward to + gerund**

Use the expression *look forward to* followed by a gerund [-ing verb functioning as a noun] to talk about something positive that will happen in the future. Do not use an infinitive or other verb form. You may also use a noun that is not a gerund.

Incorrect | Infinitive | Other verb form | Correct | Gerund | Other noun
--- | --- | --- | --- | --- | ---
We look forward to *continue* our valuable relationship with Maltech. | We look forward to *continued* our valuable relationship with Maltech. | We look forward to *continuing* our valuable relationship with Maltech. | We look forward to *our next project* with Maltech.

**Practice 4** Rewrite these incorrect sentences using the expression *look forward to* + gerund.

1. We look forward to receive payment immediately.
   
   **We look forward to receiving payment immediately.**

2. I look forward to hear from you about this issue.
   
   **I look forward to hearing from you about this issue.**

3. Singalay looks forward to serves you in the future.
   
   **Singalay looks forward to serving you in the future.**

4. I look forward to discuss a payment plan that will work for both of us.
   
   **I look forward to discussing a payment plan that will work for both of us.**

5. We look forward to continue our relationship with Gornan Industries.
   
   **We look forward to continuing our relationship with Gornan Industries.**

6. I look forward to knew your thoughts on this topic.
   
   **I look forward to knowing your thoughts on this topic.**

**That’s Good Business!**

Many companies send a second invoice before they send a collection letter. Often you have to send more than one collection letter before a client sends payment. Each new letter that you send about a late payment should be firmer than the last.
Complete the sentences in this letter. Use the words below.

Accountant  
credit  
balance  
due  
in full  
payment  
invoice  
reminder

October 30, 20—

Ms. Lorena Keeler
P.O. Box 921197
Palm Coast, FL 32142-1197

Dear Ms. Keeler:

Your account (1) ________  of $136.99 for (2) ________ number 1990-321 was (3) ________ on September 4.

All accounts are due, (4) ________, within 30 days.

This is your second (5) ________. Please remit (6) ________ immediately.

We hope to help you maintain your excellent (7) ________ with Tyman Construction.

Sincerely yours,

Abdul Aziz

Abdul Aziz

(8) ________
Alejandro Comar sent a collection letter about a late payment. He made ten errors. Find the errors, and write the correct word or punctuation above.

December 12, 20—

Mr. Samuel Augustine
Basada Steel Traders
5 State Entry Road
New Delhi 110056
India

Dear Mr. Augustine:

(1), (2) A balance of $1,456 for invoice number 4334-50 was due within June 30.

(3) As you know, all accounts are due within 30 days.

(4) This is a fifth reminder that we have sent you regarding this invoice.

(5) However, we have not receiving payment or any communication from you about this matter.

(6) At this point, we regret that we must turn over this claim to the collection agency. This agency will contact you on the end of the month.

(7), (8) We know you are the valued client, and we look forward to settle this account immediately.

(10) Goodbye,

Alejandro Comar

Senior Accountant

Writing Reminder Letters and Collection Letters
On a separate piece of paper, write a letter to Gornan Industries or Maltech. Use the information in the chart below.

1. Write a collection letter to Gornan Industries about the June 30 invoice.
2. Write a collection letter to Maltech about the May 30 invoice.

<table>
<thead>
<tr>
<th>Client</th>
<th>Invoice(s) sent</th>
<th>Check rec'd</th>
<th>Reminder sent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gornan Ind.</td>
<td>May 30</td>
<td>June 30</td>
<td></td>
</tr>
<tr>
<td></td>
<td>June 30</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>July 30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maltech</td>
<td>May 30</td>
<td></td>
<td>July 15</td>
</tr>
<tr>
<td></td>
<td>July 1</td>
<td>August 18</td>
<td></td>
</tr>
</tbody>
</table>

**Words and Expressions to Know**

Look at this list of words and expressions that were used in the unit. Their definitions are in the glossary at the end of the book.

- collection agency
- headquarters
- notice
- partial
- reminder
- remit

**firms**
UNIT 12  

Replying to Reminder Letters and Collection Letters

When you receive a reminder letter or a collection letter, you must reply quickly. Your reply letter should explain the situation. Remember that your business's reputation is very important.

Before you write the letter, make sure you have all the information about the problem. If necessary, contact other people in your company. Ask them if they have anything to add. Check that all of the invoice numbers, amounts, and dates are correct before you send the letter.

GETTING STARTED

1. Read the e-mails between two co-workers at Maltech Medical Equipment. They have to reply to one of their vendors about a late payment.

2. Complete the Accounting Log.

---

Date: August 30, 20— 10:38:11
To: lee_wu@malmed.net
From: su_kam@malmed.net
Subject: August payments

Lee,
Santrak believes that our payment for May's invoice, number 4334-50, has been lost. I issued a second check this morning and put a stop-payment order on the first.
Do I have authorization to pay these invoices?
Manatran, July 27, $5,677.34, invoice # 889-99
Callatar Worldwide, July 16, $10,980.32, invoice # 721-23 BT & R Wireless, August 4, $6,764.22, invoice # 778-721

Su,
You can pay the Manatran, July 27, invoice and the BT & R, August 4, invoice today. The Callatar payment is not authorized yet. Wait for now.

Lee

---

Date: August 30, 20—16:38:40
To: su_kam@malmed.net
From: lee_wu@malmed.net
Subject: August payments

---

ACCOUNTING LOG

<table>
<thead>
<tr>
<th>Invoice no.</th>
<th>Amount</th>
<th>Date</th>
<th>Vendor</th>
<th>Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>345-339</td>
<td>$126.78</td>
<td>August 16</td>
<td>ABR Steel</td>
<td>August 14</td>
</tr>
<tr>
<td>889-99</td>
<td>(1) _____</td>
<td>July 27</td>
<td>Manatran</td>
<td>(2) _____</td>
</tr>
<tr>
<td>(3) _____</td>
<td>$6764.22</td>
<td>August 4</td>
<td>BT &amp; R Wireless</td>
<td>(4) _____</td>
</tr>
<tr>
<td>4334-50</td>
<td>$2,456.00</td>
<td>May 30</td>
<td>Santrak</td>
<td>(5) _____</td>
</tr>
<tr>
<td>721-23</td>
<td>$10,980.32</td>
<td>July 16</td>
<td>(6) _____</td>
<td>(7) _____</td>
</tr>
</tbody>
</table>
Model Letter: Replying to Reminder Letters or Collection Letters

Look at the different elements of a letter replying to a reminder letter or collection letter.

Enclosed is our second check for the balance of $2,456.00 due on invoice number 4334-50.

Our records show that we already sent a check for that invoice. Check number 456—dated June 27—must be lost in the mail. I have enclosed, for your information, a photocopy of the original check.

I apologize for any inconvenience this may have caused you. If you have any questions, please call me.

Thank you for your reminder. I look forward to continuing our good working relationship.

Sincerely yours,

Kamur Lana
Accountant

Enclosure: Photocopy of check #456

Useful Language

Enclosed is our check for ______.
Our records show ______.
I have enclosed, for your information, ______.
I apologize for any inconvenience this may have caused you.
Thank you for your reminder. I look forward to continuing our good working relationship.
The body of a letter replying to a reminder letter or collection letter generally has three parts.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Identify the missing payment(s).</td>
<td>Enclosed is our second check for the balance of $2,456.00 due on invoice number 4334-50.</td>
</tr>
<tr>
<td>Focus</td>
<td>Give details about payment.</td>
<td>Our records show that we already sent a check for that invoice. Check number 456—dated June 27—must be lost in the mail. I have enclosed, for your information, a photocopy of the original check.</td>
</tr>
<tr>
<td>Closing</td>
<td>Apologize for any inconvenience, and thank the reader.</td>
<td>I apologize for any inconvenience this may have caused you. If you have any questions, please call me. Thank you for your reminder. I look forward to continuing our good working relationship.</td>
</tr>
</tbody>
</table>

Practice 1  In each question, two of the sentences are appropriate to use in a letter replying to a reminder letter or collection letter. Circle the letters of the two sentences.

1. Opening
   a. We have already paid all of our accounts.
   b. According to our records, your invoice 9980334 was paid in full on March 13.
   c. Please let us know how much we still owe.

2. Focus
   a. Our records indicate that our check was returned as “undeliverable.”
   b. The check for invoice #450-33 was sent on January 3.
   c. We look forward to doing business with you again in the future.

3. Closing
   a. Our first installment was paid last month.
   b. I am sorry for the confusion.
   c. Please call if you have questions.

That’s Good Business!

Many businesses keep electronic or hard copies of all transactions. These copies will prove payment was made in case there is a problem. If payment was made, received, and deposited, there will be a cancelled check.
Writing Your Message

**Already, Yet, and Still**

The adverbs *already, yet,* and *still* are close in meaning.

- **Already**
  - Something happened before now.
  - *Position: midsentence*
  - Our records show that we *already* sent a check for that invoice.

- **Yet**
  - Something did not happen before now.
  - *Position: End of sentence*
  - Our records show that we have not sent a check for that invoice *yet*.

- **Still**
  - A situation continues to exist from the past until now.
  - *Position: midsentence.*
  - Our records show that we *still* have not sent a check for that invoice.

**Practice 2**

Complete the following sentences with the correct adverb.

1. The check has __________ been stopped.
2. We have __________ sent the check, so please stop sending notices.
3. We have __________ not received invoice #4434.
4. If you have __________ sent payment, please disregard this notice.
5. Our accounting department has not located your check __________.
6. We have not determined the cause for this lateness __________.
7. If you __________ feel that we owe on this invoice, please let us know your reasons.

**Dates**

Most people use one of two styles for writing dates: U.S. or non-U.S.

- **U.S. style**
  - August 31, 20__
- **Non-U.S. style**
  - 31 August 20__

U.S. style uses a comma after the day when the year is included; non-U.S. style does not use commas.

It is not always necessary to include the year when writing dates. In the model letter, the writer writes about a check dated June 27. The letter was written in August. It is assumed that both dates are in the same year. When you do not include the year, do not use a comma.

The check is dated June 27.

If the reader may be confused, include the year. If your letter is dated in one year and a date from another year is mentioned, always include the year.

- February 2, 2004
- *Dear Mr. O'Leary:*
  - We have not received payment for the invoice dated November 1, 2003.
Practice 3  Correct the dates in the following sentences. Spell out the months.
1. We expect payment no later than 8, 31, 20—. (U.S.)
2. Invoice #445-112 was mailed on 3, July, 20—. (Non-U.S.)
3. You didn’t respond to our first invoice, sent 20—, 14, March. (Non-U.S.)
4. Your first installment arrived on 7/17. (U.S.)
5. Thank you for your letter of 20—, December 1. (U.S.)

Commas with Introductory Phrases  Use a comma to set off an introductory phrase.
Incorrect  If you have any questions please call me.
Correct   If you have any questions, please call me.

Practice 4  Add commas to these sentences.
1. As you know, it is our policy to pay all accounts immediately.
2. According to our records we have already made this payment.
3. Given the misunderstanding we think it would be fair for you to offer us a discount.
4. Considering the weather problems I understand why your payment is late.
5. After reviewing your letter I’d like to discuss the original costs with you.
6. If you have any questions please do not hesitate to contact me.

Thank you for + noun or gerund  Use the expression thank you for followed by a noun or gerund [-ing verb functioning as a noun]. Do not use an infinitive or other verb form.
Incorrect  If you have any questions to remind me.
Correct   If you have any questions, reminding me.

Practice 5  Rewrite the incorrect sentences using the correct noun or gerund.
1. Thank you for send me a second invoice.
   ___________  Thank you for sending me a second invoice.
2. Thank you for remind us to pay.
   ________
3. Thank you for your understand about our late payment.
   ________
4. Thank you, in advance, for gave us an extension on this payment.
   ________
5. I want to thank you personally for your patient while we were moving offices.
   ________
February 16, 20—

Ms. Marcia Calhoun
Manager, Purchasing Department
Jali & Sons Ltd.
1 Southgate Avenue
Southbank, Victoria 3006
Australia

Dear Ms. Calhoun:

We received your reminder for payment on invoice #456-0120.

As you know, it is our standard (1) ________ to pay all (2) ___________ in full within 14 business days. As I discussed with Margot Kulo, we (3) ________ a (4) _________ for this account just six days after receiving your invoice. However, when we realized that our order had been incorrectly filled, we put a (5) _________ on that payment.

At this point, I will ask for (6) ___________ to pay this invoice in (7) __________, which will be paid as the corrected shipments arrive to us.

We appreciate your patience while we (8) ___________ the source of the unfortunate confusion.

Sincerely yours,

Melina Hamlin

Melina Hamlin
Accounting Manager
Samuel Augustine sent a reply to a collection letter. He made ten errors. Find the errors, and write the correct word or punctuation above the errors.

December 23, 20–

Alejandro Comar
ABLAR
Zona E, Hangar 7
15230 México D.F.
México

Dear Mr. Comar:

(1) Thank you for your remind about invoice 4334-50 with $1,456 due.

(2) Enclosed is the full payment. We have not received the original invoice still.

(3), (4) While this was the fifth reminder your December, 12 note was only the second we received.

(5) For our accounting purposes we would like to receive an invoice for this account. It very would be helpful if you could send this and all future invoice by e-mail. You can already send end-of-year statements by mail. Please send the invoice before December 31.

(6), (7)

(8)

(9)

(10) Thank you for your attend to this matter.

Sincerely yours,

Samuel Augustine
Vice President, International Accounts

Basada Steel Traders
5 State Entry Road
New Delhi 110056
India
On a separate piece of paper, write a letter replying to one of these collection situations. Look in your local telephone book or on the Internet for names and addresses to use in your letter.

July 20, 20—

Dear Ms. O’Keefe:

Please see the attached list of your current invoices. We have not yet received your payment for invoice 28830, dated May 31, 20—.

According to our policy, all accounts are due in full within 30 days.

Please do not hesitate to contact me if you have any questions.

Mei Ling
Accountant

Date: September 30, 20— 13:18:51
To: su_kam@malmed.net
From: lee_wu@malmed.net
Subject: August payments

Su,

Please draft a note to Callatar explaining that our authorization process for invoices over $10,000 is taking longer than usual. Don’t tell them it’s because we fired two accountants. Let them know that we will pay invoice #721-23 as soon as possible.

Lee

Words and Expressions to Know

Look at this list of words and expressions that were used in the unit. Their definitions are in the glossary at the end of the book.

authorization  installment  paid in full  reputation
confusion  owe  photocopy  unfortunate
One common type of business letter is an employee relations letter. There are three main types of employee relations letters: letters of reference, employee announcements, and letters of introduction. These letters describe an employee in an honest and positive way.

Before you write the letter, make sure you have all the facts. These letters are an important source of information about a person, and they must be accurate.

GETTING STARTED
1. Read the e-mails between an executive and his assistant. They discuss several employee relations letters.
2. Complete the Employee Correspondence Checklist. Write a check (✓) if the assistant wrote the letter. Write To do if the assistant has not written the letter yet.

<table>
<thead>
<tr>
<th>Date: Sept 24, 20—10:56:20</th>
<th>From: <a href="mailto:maize_wilder@bozemanintl.co">maize_wilder@bozemanintl.co</a></th>
<th>To: <a href="mailto:raymond_hu@bozemanintl.co">raymond_hu@bozemanintl.co</a></th>
<th>Subj: Employee letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>You promised to write letters of reference for the two interns who worked here this summer. Also, Ming-Tang is going to two of our offices in China next week. You should write to our branch managers in Beijing and Shanghai to introduce him.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date: Sept 24, 20—12:22:13</th>
<th>From: <a href="mailto:raymond_hu@bozemanintl.co">raymond_hu@bozemanintl.co</a></th>
<th>To: <a href="mailto:maize_wilder@bozemanintl.co">maize_wilder@bozemanintl.co</a></th>
<th>Subj: Re: Employee letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'm way ahead of you. I sent the letters to China yesterday and finished the letter of reference for Matsuo Yukiko. I'll do Michelle Fung's announcement tomorrow. Also, we need to send out the announcement about Kay Jens's promotion. We also need to get her some business cards with her new title, Director of Operations.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EMPLOYEE CORRESPONDENCE CHECKLIST</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Employee</strong></td>
</tr>
<tr>
<td>Lee Ming-Tang</td>
</tr>
<tr>
<td>Michelle Fung</td>
</tr>
<tr>
<td>Matsuo Yukiko (intern)</td>
</tr>
<tr>
<td>Luis Martinez (intern)</td>
</tr>
<tr>
<td>Kay Jens</td>
</tr>
</tbody>
</table>
Model Letter of Reference

Look at the different elements of a letter of reference.

Bozeman International
6-13-8 Hongo
Bunkyo-ku
Tokyo 181
Japan

September 23, 20—

To whom it may concern:

It is my pleasure to write this letter of reference for Matsuo Yukiko.

Ms. Matsuo was a summer intern at Bozeman International from May to August this year. As an intern, Ms. Matsuo was responsible for assisting our professional staff with their duties. She was efficient, punctual, and detail-oriented. She worked well under pressure and got along well with the staff.

I recommend Ms. Matsuo for any position that requires a self-starter who is able to follow through on a task.

Please do not hesitate to contact me if you have any questions.

Sincerely,

Raymond Hu

Manager, Asian Sales

Useful Language

It is my pleasure to write this letter of reference for _____.

_____ was a ______ at [company name] from _____ to _____.

_____ was responsible for _____.

I recommend _____ for _____.
The body of a letter of reference generally has four parts.

### Practice 1

Complete the chart using the Model Letter of Reference.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Introduce the person you are writing about.</td>
<td>It is my pleasure to write this letter of reference for Matsuo Yukiko.</td>
</tr>
<tr>
<td>Focus</td>
<td>Give relevant details about the person.</td>
<td>(1)</td>
</tr>
<tr>
<td>Action</td>
<td>Discuss the future.</td>
<td>(2)</td>
</tr>
<tr>
<td>Closing</td>
<td>Restate the main idea. Ask the person to contact you if necessary.</td>
<td>(3)</td>
</tr>
</tbody>
</table>

### Practice 2

Write O if the sentence is for the Opening, F for Focus, or A for Action.

1. ___ Ms. Namazawa handled travel arrangements for seven executives.
2. ___ I am writing this letter on behalf of our employee, Mr. Tam Oshanter, who worked at Silikar Industries from 1998–2001.
3. ___ She has the skills and the energy to succeed in whatever she pursues.
4. ___ Mr. Ko maintained steady sales even when the market was slow.
5. ___ I highly recommend Miss Benoit as a graphic designer.
6. ___ Mr. Fu will surely become a leader in our region’s fight to save the environment.
7. ___ This serves as a letter of reference for Maya Eng, my former assistant.
8. ___ Ms. Belka has my recommendation as a reliable, trustworthy employee.

---

**Well Said**

In China, Japan, and Korea, the family name comes first, so Matsuo Yukiko is Ms. Matsuo. However, when a person uses an English first name, Western order is used, as in Raymond Hu.
Letters of reference describe employees and how they work. These letters often contain many adjectives and adverbs. Remember that adjectives describe nouns, and adverbs describe verbs.

Incorrect  She was efficiently.
She completed her projects very accurate.

Correct    She was efficient.
She completed her projects very accurately.

Practice 3  Choose the correct adjectives or adverbs to complete the sentences.
1. Ms. Matsuo performed all of her duties professional / professionally.
2. She was efficient / efficiently in preparing and mailing correspondence.
3. He types quickly and accurate / accurately.
4. Miss Wei designed an attractive / attractively brochure for a major client.
5. He communicates effective / effectively with both clients and co-workers.
6. All of her projects were on schedule because her documentation was always complete / completely.
7. I high / highly recommend Mr. King for any engineering position.
8. Mr. Cho is very honest / honestly and loyal.
9. I will be happy / happily to answer any questions about Ms. Stein.
10. He had full / fully responsibility for the department’s budget.

That’s Good Business!

There are two types of reference letters. In one type, you reply to a specific request to recommend someone for a job. In the other type, you write a general recommendation that can be used in more than one situation.
Look at the different elements of an employee announcement.

Date: Sept 25, 20—18:34:23
To: All employees
From: raymond_hu@bozemanintl.co
Subj: New employee—Michelle Fung

We are pleased to announce that Michelle Fung has joined our firm as senior accountant specialist.

Ms. Fung comes to our company with 22 years of accounting experience. She has worked at the Hong Kong Commercial Bank, Sea Wall Shipping, and the Hong Kong International Development Foundation. She earned her B.A. in accounting from Hong Kong Women's College.

She will be calling on you in the next few weeks to introduce herself and to discuss any questions you have about your orders.

Let's all extend a friendly welcome to Michelle Fung.

Ray

Useful Language

We are pleased to announce _____.
______ comes to our company with ______.
She has worked at ______.
Let's all welcome ______.

Composing Your Message

The body of an employee announcement generally has four parts.

Practice 4 Complete the chart using the Model E-Mail: Employee Announcement.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Introduce the person you are writing about.</td>
<td>(1) Ms. Fung comes to our company with 22 years of accounting experience.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>She has worked at the Hong Kong Commercial Bank, Sea Wall Shipping, and the Hong Kong International Development Foundation. . .</td>
</tr>
<tr>
<td>Focus</td>
<td>Give relevant details about the person.</td>
<td>(2) Ms. Fung comes to our company with 22 years of accounting experience.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>She has worked at the Hong Kong Commercial Bank, Sea Wall Shipping, and the Hong Kong International Development Foundation. . .</td>
</tr>
<tr>
<td>Action</td>
<td>Discuss the future.</td>
<td>(3) Let's all extend a friendly welcome to Michelle Fung.</td>
</tr>
<tr>
<td>Closing</td>
<td>Restate the main idea.</td>
<td></td>
</tr>
</tbody>
</table>
Practice 5  Read these opening sentences for letters announcing a new employee. Then circle the letter of the sentence that gives a relevant detail about the employee.

1. We are pleased to introduce Luis Zambrana, the new director of marketing.
   a. He was born in Bolivia.
   b. He was the director of marketing for BT&T for nine years.

2. Our search for a translator has finally paid off; Han Ki-sun will arrive from Korea on the 19th.
   b. Mr. Han is arriving on flight 459 from Seoul.

3. The legal department is pleased to announce that it has found an international copyright lawyer, Ignacio Pagaza.
   a. Mr. Pagaza specializes in trade, copyright, and patent law.
   b. Mr. Pagaza will be paid in U.S. dollars.

4. Many of you have already met Mr. Aveek Sarkar, our new assistant director of public relations.
   a. Mr. Sarkar studied international marketing at the West Bengal School of International Business.
   b. Mr. Sarkar also interviewed for the director position, but he was too inexperienced for that position.

5. All of us here at Horton and Sloane extend a big welcome to Eva Birmann, our new travel coordinator.
   a. Ms. Birmann loves to travel.
   b. Ms. Birmann was the manager at Mira Travel Services for ten years.

Well Said  The expression call on means to visit someone for a short time.

Writing Your Message

The Simple Past and the Present Perfect

When you refer to a specific past time, use the simple past verb form. When you refer to an unspecified past time, use the present perfect verb form. The exact time is not important.

Simple Past  She worked at the Hong Kong Commercial Bank from 1984-1992.

Present Perfect  She has worked at the Hong Kong Commercial Bank, Sea Wall Shipping, and the Hong Kong International Development Foundation.

Practice 6  Choose the correct verb form to complete the sentences.

1. He served / has served the company well, and we will be sad to see him go.

2. From 2001-2002, Ms. Hui participated / has participated in a government-sponsored program researching recent cell phone technology.

3. Ms. Klein worked / has worked as the director of design for women's clothes at Husseby's for six years.

4. She designed / has designed many award-winning business suits.

5. Mika won / has won the prestigious D.A.R. Engineering Award in 1999.
Look at the different elements of a letter of introduction.

September 23, 20--

Mr. Charles H. C. Kao
Sedder, Kao and Tang, Ltd.
Henderson Centre
22 Wenjin Street
Beijing 100005
People's Republic of China

Dear Charles,

This letter will introduce Lee Ming-Tang, our sales manager, who will be in your city October 12-14 scouting new leads. I know this is a busy time for you, but I hope you will be able to meet with him.

Ming-Tang has been with our company for ten years and has rapidly moved up from a regional sales position to manager of our sales division. He not only is hard working but also is a great golfer. I know you two will have a lot in common.

If you have any leads he might pursue or suggestions about contacts in your area, I'm sure he would be glad to hear them.

Thank you in advance for meeting with Ming-Tang. I look forward to seeing you soon.

Yours,

Ray

Raymond Hu
Manager, Asian Sales

Useful Language

This letter will introduce _____.
I hope you will be able to meet with _____.
____ has been with our company for ____ years and has _____.
Thank you in advance for meeting with _____.
The body of a letter of introduction generally has four parts.

### Practice 7
Complete the chart using the Model Letter of Introduction.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Introduce the person you are writing about.</td>
<td>(1)</td>
</tr>
<tr>
<td>Focus</td>
<td>Give relevant details about the person.</td>
<td>(2)</td>
</tr>
<tr>
<td>Action</td>
<td>Discuss the future.</td>
<td>If you have any leads he might pursue or suggestions about contacts in your area, I'm sure he would be glad to hear them.</td>
</tr>
<tr>
<td>Closing</td>
<td>Restate the main idea.</td>
<td>(3)</td>
</tr>
</tbody>
</table>

### Practice 8
Read these opening sentences for letters of introduction. Then circle the letter of the closing sentence that best restates the main idea.

1. My assistant, Roberta Kuo, will be in Hong Kong next week to meet with all of the branch managers.
   a. Ms. Kuo looks forward to meeting you in person.
   b. Ms. Kuo has been working for me for ten years now.

2. Mr. Sukpum hopes to tour both of your production facilities in Thailand when he is there next month.
   a. Thailand is a possible location for our fifth production facility.
   b. Thank you for arranging his tour of your plant.

3. Anna Lewis will speak to your department about her success in moving from a local to a national marketing campaign.
   a. I know that Ms. Lewis's speech will be both enjoyable and informative.
   b. Ms. Lewis has been a great asset to our marketing department.

4. This letter will introduce our new technology manager, Chang Chul-Hi, who will be calling you with questions about your technology needs.
   a. I appreciate your taking the time to answer Mr. Chang's questions.
   b. As you know, we searched for a technology manager for months before promoting Mr. Chang.

5. Our human relations director will be speaking on the importance of multilingualism in new employees.
   a. Her speech will begin at 3:00. I look forward to seeing you there.
   b. Have you considered studying another language?

6. Thank you for agreeing to meet with my uncle when he is in Malaysia.
   a. My uncle is looking forward to your afternoon together.
   b. My uncle met his wife while he was stationed there.
**Not only . . . but also**

The expression *not only . . . but also* emphasizes that more than one item is related to a topic. *Not only . . . and . . . but also* are placed directly before the parallel elements they join in the sentence.

He *not only* is hard working *but also* is a great golfer.

**Practice 9** Combine the sentences using the expression *not only . . . but also*.

1. She is outgoing and energetic. She is one of the friendliest people I know.

   She *not only* is outgoing and energetic *but also* is one of the friendliest people I know.

2. He designed the new product. He designed the marketing slogan.

3. Allen is a fair manager. Allen is a caring manager.

4. She works harder than anyone I've ever met. She plays golf with complete devotion.

5. He would like to tour your main offices. He would like to see your production facility.

6. You will enjoy meeting each other. You will have a lot in common.

**That's Good Business!**

In the model letter on page 105, the writer (Ray) uses the first name of the person he is introducing (Ming-Tang). When he signs the letter, he uses only his first name. Ray has known Ming-Tang and the reader of the letter for a long time and has worked closely with them.
Letter Practice

On a separate piece of paper, write an employee relations letters for one of the following situations.

1. Write a letter of reference for one of your co-workers or classmates. Use real descriptions and specific examples of his or her work and work habits. (You don't have to use his or her real name.)

2. Write an e-mail announcing a new employee. The new employee is you. Use information about yourself in the e-mail.

Well Said

Don't forget to say please and thank you when asking a favor.

Words and Expressions to Know

Look at this list of words and expressions that were used in the unit. Their definitions are in the glossary at the end of the book.

- branch
- contact
- employee announcement
- employee relations
- extend
- follow through
- letter of introduction
- letter of reference
- reliable
- under pressure
- unspecified
A customer relations letter helps to build and maintain a good relationship between a business and its customers. A customer relations letter can announce many different topics, such as a new address, a product promotion, or a product recall.

Before you write the letter, make sure you have all the facts. Customers need accurate, up-to-date information about the companies they do business with.

**GETTING STARTED**

1. Read the e-mails between two executives at Electronix International. They discuss several customer relations issues that need to be announced.
2. Complete the Customer Relations Announcements Log.

---

**CUSTOMER RELATIONS ANNOUNCEMENTS LOG**

<table>
<thead>
<tr>
<th>Client</th>
<th>Change of address</th>
<th>New Year’s promotion</th>
<th>Product recall</th>
<th>New products announcement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wiretex One</td>
<td>(1)</td>
<td>(6)</td>
<td>(11)</td>
<td>Jan 11</td>
</tr>
<tr>
<td>Coolmail Now</td>
<td>(2)</td>
<td>(7)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MediaGreen</td>
<td>(3)</td>
<td>(8)</td>
<td>(12)</td>
<td></td>
</tr>
<tr>
<td>Fonefax 1</td>
<td>Jan 5</td>
<td>(9)</td>
<td>(13)</td>
<td></td>
</tr>
<tr>
<td>Telezip</td>
<td>(4)</td>
<td>Jan 3</td>
<td>(14)</td>
<td></td>
</tr>
<tr>
<td>ChatOnline</td>
<td>(5)</td>
<td>(10)</td>
<td>(15)</td>
<td></td>
</tr>
</tbody>
</table>

---

Date: Jan 07, 20—09:14:30
To: marie_berger@electronix.com
From: jane_wu@electronix.com
Subject: Recent correspondence

Yesterday, I notified Wiretex One and Coolmail Now that we will be sending replacement phones for the ones we recalled. I’ll do MediaGreen and Fonefax 1 today, and Telezip and ChatOnline tomorrow.

Also, don’t forget—we need a database search for our Asian and European clients. We need to e-mail them about the change of address for our Malaysian office.

Date: Jan 07, 20—09:25:46
To: jane_wu@electronix.com
From: marie_berger@electronix.com
Subject: Re: Recent correspondence

No problem. All the addresses were pulled on Jan 3 to announce our New Year’s promotion. I sent the change-of-address notice the day before yesterday to everyone in our database.

The new product announcements will go out to clients in two groups. Client names beginning with A—M will go out on Jan 10; client names beginning with N—Z will go out on Jan 11.
Model E-Mail: Change in Company (Address)

Look at the different elements of an announcement about a change in a company.

---

**Date:** Jan 05, 20— 09:14:30  
**To:** k.winston@WiretexOne.com  
**From:** marie_berger@electronix.com  
**Subject:** Change of address  

As of March 1, we are moving our Malaysian office. All accounts previously handled through Kuala Lumpur will now be managed through our new office in Singapore. Please note the new address:

Electronix International  
South Bridge Road  
#08-03 Isle Plaza  
Singapore 058716  
Tel: (65) 337 29 33  
Fax: (65) 337 29 35  
www.electronix.com

Your new account manager, Siling Wu, will contact you shortly to introduce herself and to answer any questions you might have.

We look forward to working with you from our new office.

Sincerely yours,  
MB  
Division Manager, Asia and Europe

---

**Useful Language**

As of ______, we are moving ______.

Please note the new address.

______ will contact you ______.

We look forward to working with you from our new office.
The body of an announcement about a change in a company generally has four parts.

Practice 1

Complete the chart using the Model E-Mail: Change in Company (Address).

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Tell why you are writing.</td>
<td>As of March 1, we are moving our Malaysian office.</td>
</tr>
<tr>
<td>Focus</td>
<td>Give details.</td>
<td>(1) __________________________________________________________________</td>
</tr>
<tr>
<td>Action</td>
<td>Tell what will happen.</td>
<td>(2) __________________________________________________________________</td>
</tr>
<tr>
<td>Closing</td>
<td>Be positive.</td>
<td>(3) __________________________________________________________________</td>
</tr>
</tbody>
</table>

Composing Your Message

Writing Your Message

Giving Details

When you tell customers about a change, be sure to say when the change will happen. Give as many details as possible.

- Does not include details: We are moving our office.
- Includes details: As of March 1, we are moving our Malaysian office. . . Please note the new address.

Practice 2

Read the following openings for letters announcing a change in a company. Write which detail is missing.

1. We are moving our main office in May. Please note our new address.

   What day in May?

2. Two of our five European offices are closing on June 1.

3. Someone will call you on May 1 to discuss your new account.

4. On July 15, our Madrid office is moving.

5. Our telephone number is going to change to (768) 555-8979.
Time Markers and the Future Tense

Time markers are words or phrases that relate to time. When you use time markers to talk about something that is going to happen, use the future tense [will + simple present tense verb].

Your initial correspondence should mention a follow-up plan of action. This plan is usually written in the future and a time is specified.

Your new account manager, Siling Wu, will contact you shortly to introduce herself and to answer any questions you might have.

Here are some examples of time markers.

- shortly in the near future
- soon within the month
- tomorrow after the holidays
- in a few days by the end of the week
- within two weeks at the beginning of next month

Practice 3 Rewrite the sentences using the future tense. Then circle the time markers.

1. The new sales director (be) in touch with you after the New Year holidays.

   The new sales director will be in touch with you after the New Year holidays.

2. I (call) you in a few weeks to discuss your concerns.

3. You (receive) an e-mail tomorrow from our new branch manager.

4. Customers (receive) an invitation to visit our new offices soon.

5. We (send) our new office directory so it will arrive before the end of the year.

That's Good Business!

Following up on a telephone call or letter gives you the chance to make a good impression. Follow-up communication helps to make relationships stronger and gives the customer another opportunity to do business with you.
Look at the different elements of a product promotion announcement.

Date: Jan 03, 20— 10:34:15
To: k.winston@WiretexOne.com
From: marie_berger@electronix.com
Subject: New Year’s Promotion

Our annual New Year’s Promotion begins today!
Take an additional 15% off all orders placed on our Web site this month. The
sale includes our new phones as well as our existing line of
telecommunication products.
Go to http://www.electronix.com/product/promotion.htm for more
information, or call us at 1-888-555-5353.
As a Gold Card customer, you are important to us, and we want to reward
you for your loyalty. Remember that Electronix gives an unconditional
guarantee on all products. But don’t wait—this special offer ends January 31.

Useful Language
Our _____ promotion begins _____.
The sale includes _____.
For more information, _____.
You are important to us.
This special offer ends _____.

Composing Your Message

The body of a product promotion announcement generally has four parts.

Practice 4 Complete the chart using the Model E-Mail: Product Promotion.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Tell why you are writing.</td>
<td>(1)</td>
</tr>
<tr>
<td>Focus</td>
<td>Give details.</td>
<td></td>
</tr>
<tr>
<td>Action</td>
<td>Tell how to get more information.</td>
<td>(2)</td>
</tr>
<tr>
<td>Closing</td>
<td>Be positive.</td>
<td>(3)</td>
</tr>
</tbody>
</table>
Writing Your Message

**Being Specific**

The information in a customer relations letter should be as specific as possible.

- Not specific: We’ll give you a discount.
- Specific: Take an additional 15% off all orders placed on our Web site this month.

**Practice 5**

Choose the sentence that is more personalized and specific.

1. a. Dear customer:
   b. Dear Ms. Romanov:

2. a. All orders taken in December earn 15% off.
   b. You could save thousands!

3. a. We will pay for shipping and handling for all orders over $2,000.
   b. Some customers will save on shipping.

4. a. Printer stands take an additional 10% off.
   b. Some computer furniture has additional savings.

5. a. Thank you for being our customer.
   b. As a Gold Card customer, you are our most valued client.

**Being Positive**

A company's image is built up and promoted in its correspondence by using positive statements about the company.

- Less positive: Electronix stands behind its products.
- More positive: Remember that Electronix gives an unconditional guarantee on all products.

**Practice 6**

Choose the statement that is more positive.

1. a. At Grand Office, you can buy anything you need for your office.
   b. Grand Office is Asia's number one supplier of quality office furnishings.

2. a. We select each item we carry individually, to ensure quality and value for our customers.
   b. We buy from suppliers who sell many fine items.

3. a. Our goal is to have happy customers who return to us year after year for all of their office furnishing needs.
   b. Our goal is to keep you satisfied so that you will want to shop with us again.

4. a. We are looking for a few more customers.
   b. Our company and our success are built on customers like you.
January 3, 20–

Ms. Cécile Marcil
Coolmail Now
32, rue de Meudon
92100 Boulogne-Billancourt
France

Subject: Product recall

Dear Ms. Marcil:

We are recalling the Photophone 642, which was shipped to you on December 5.

A chip in the product is defective and will be replaced.

We ask that you return all phones to us by January 31. Send them to our main distribution center. Please use overnight express, two-day air, or registered mail. Electronix will pay for all shipping and handling, plus give you a 10% discount on your next order. We will replace the defective chip and ship the Photophone back to you within 48 hours of receiving it.

We regret any inconvenience this recall may cause you. We look forward to continuing to provide you with the quality of electronic equipment that you expect. Please contact us if you have any questions.

Sincerely yours,

Marie Berger
Division Manager, Asia and Europe

Useful Language
We are recalling _____.
_____ is defective and will be replaced.
We regret any inconvenience _____.
We look forward to continuing to provide you with _____.
Please contact us if you have any questions.
The body of a letter announcing a product recall generally has four parts.

**Practice 7** Complete the chart using the Model Letter: Product Recall.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Tell why you are writing.</td>
<td>(1)</td>
</tr>
<tr>
<td>Focus</td>
<td>Give details.</td>
<td>(2)</td>
</tr>
<tr>
<td>Action</td>
<td>Tell what will happen.</td>
<td>We ask that you return all phones to us by January 31. Send them to our main distribution center. Please use overnight express, two-day air, or registered mail. ...</td>
</tr>
<tr>
<td>Closing</td>
<td>Be positive.</td>
<td>(3)</td>
</tr>
</tbody>
</table>

**Being Informative**

A product recall is a serious matter. Be sure to include all of the important details regarding the recall. In particular, answer the questions *What? Why? When? Where?* and *How?*

- What: We are recalling the Photophone 642.
- Why: A chip in the product is defective and will be replaced.
- When: We ask that you return all phones to us by January 31.
- Where: Send them to our main distribution center.
- How: Please use overnight express, two-day air, or registered mail.

**Practice 8** Write which question these statements answer: *What, Why, When, Where, or How?*

1. _______ The internal antennae are defective.
2. _______ We are recalling wireless phones, model number 5342.
3. _______ Please return all phones by March 15.
4. _______ The shipment should be sent overnight express.
5. _______ Direct all inquiries to our customer service representatives.
Commas with Lists

Use a comma to separate three or more items in a list.

Please use *overnight express, two-day air, or registered mail.*

Some people do not use a comma before *or* and *and* between the last two items in a list. In this book, we use a comma. If you decide not to use this comma, make sure you are consistent within each piece of writing. If you use the comma in one sentence in a letter, then use it in other similar sentences.

**Practice 9** Add commas to separate the items in each sentence.

1. Shipping handling taxes and return mailing fees will be covered.
2. Please return all pagers mobile phones and wireless devices whose serial numbers begin with *S.*
3. As always, we offer you quality goods competitive prices and professional service.
4. Our engineers have discovered defective screens keyboards and antennae.
5. We are recalling the following models: number 42S1B number 43D8C number 62S2B and number 58D8C.
6. Please call Mr. Lee Ms. Chin or Ms. Nieves if you have any questions.
7. We will be moving our office changing our phone number and updating our mailing list on January 2.
Complete the sentences in this letter. Use the words below.

attendees  complimentary  extend  location  meetings  business  considered  facilities  longtime  opportunity

---

Mr. L. Koogh
Events Planner
The Lamar Companies
870 Roundwood Drive
Scarborough, ME 04074

May 4, 20-—

Dear Mr. Koogh:

The Vista Prix Conference Center is again open for (1) _____________.
We are excited to announce our new (2) ____________ in Bar Harbor. We would like to (3) ____________ an invitation to visit us and meet our new director, Ms. Ingrid Bjorn. We hope all of our (4) ______________ customers will join us.

We invite you and a guest to our (5) ____________ Sunday brunch. This way, you can see first-hand why the Vista Prix is (6) ____________ the best conference facility on the coast.

While you are here, visit Tech Avenue, where conference (7) ____________ can check e-mail or use computers for a minimal fee. Thanks to our customers’ highly valued comments, the Vista Prix knows what it takes to be the best conference center, and is now able to offer you the finest (8) ____________.

We want the Vista Prix Conference Center to be the spot for your next (9) ____________. We look forward to the (10) ____________ to host you here at the Vista Prix.

Yours truly,

Malcolm Winer
Malcolm Winer
Customer Service Manager
Kay Wells sent a promotion letter about a new frequent flyer program. There are five places where Ms. Wells should be more specific and give more detail. On the lines below the letter, write the word or words that need more detail. Correct them so they will be more specific.

January 19, 20—

Miss Lynn Sato
All Star Travel
1-1, 1-chome, Toyohira 4-Jo
Toyohira-ku
Sapporo 062 8521

Dear Customer:

You and your clients can now earn frequent flyer miles with Japanese Airlines when you fly with Isle Suns Airlines. Travelers who fly this spring will also get extra bonus miles.

In their recent partnership, these two airlines are combining efforts to take you to Fiji, Guam, Hawaii, and Vanuatu. Soon, we'll even have connecting flights to Papua New Guinea.

Travel agencies like All Star Travel can now book Isle travelers with just one phone call, gain valuable mileage points, and enjoy the convenience of easy connecting flights to these exciting destinations.

Japanese Airlines and Isle Suns appreciate your business, and we look forward to serving all of your travel needs.

Sincerely yours,

Kay Wells
Vice President, Customer Relations

1. ________________________________
2. ________________________________
3. ________________________________
4. ________________________________
5. ________________________________
Letter Practice 3

On a separate piece of paper, write a letter for one of these customer relations situations. Make up any specific information that is missing, such as the date the shipment was sent. Look in your local telephone book or on the Internet for names and addresses to use in your letter.

Jay,

Please send a note to all customers about our change of address. Ensure them that our commitment to prompt, effective service hasn't changed.

Sue

<table>
<thead>
<tr>
<th>Date:</th>
<th>August 03, 20 — 14:25:20</th>
</tr>
</thead>
<tbody>
<tr>
<td>To:</td>
<td><a href="mailto:shannon_chin@allcomp.net">shannon_chin@allcomp.net</a></td>
</tr>
<tr>
<td>From:</td>
<td><a href="mailto:gail_wu@allcomp.net">gail_wu@allcomp.net</a></td>
</tr>
<tr>
<td>Subject:</td>
<td>Trade Fair Invites</td>
</tr>
</tbody>
</table>

Shannon,

–Send a note to all customers with accounts over $4,000 last year.
–Invite them to stop by our booth at the Seoul trade fair.
–Send a free gift with this letter.

Gail

Words and Expressions to Know

Look at this list of words and expressions that were used in the unit. Their definitions are in the glossary at the end of the book.

change-of-address notice preferred customer take off
directory pull
Personal business letters are an important type of business correspondence. These letters and notes express thanks, congratulations, and condolences. They show concern and establish a social link between the writer and the recipient. For some occasions, such as birthdays and holidays, most business people do not write letters. They send greeting cards and add a short, personal note.

Before you write the letter, make sure you have all the right information. These letters are very important to the relationship between the writer and the recipient.

**GETTING STARTED**

1. Read the e-mails between an executive and her assistant. They discuss several personal business letters.
2. Complete the December calendar.

---

**Date:** Dec 04, 20—12:14:30  
**To:** jackiec@securitynow.com  
**From:** lisar@securitynow.com  
**Subject:** Draft letters

Would you draft a thank-you letter to May Wing for referring us to Xintex? I want to send it out Monday.

Also, the father of Park Jeong-tae, CEO of PacMoon.com, passed away yesterday. Would you draft a condolence letter for me? I am at a loss for words. The letter needs to be sent today.

And, speaking of personal letters, did you order the New Year’s greetings for our branches in Vietnam and China?

---

**Date:** Dec 04, 20—14:25:25  
**To:** lisar@securitynow.com  
**From:** jackiec@securitynow.com  
**Subject:** Re: Draft letters

Lisa,

Sorry to hear about Jeong-tae’s father. I’ll draft a note this afternoon.

When you get a chance, would you drop by my office to sign Winsan’s birthday card? He’s turning 30 on the 16th.

Yesterday, I ordered the New Year’s cards and also some general holiday greetings. That should take care of all of the religious holidays at the end of this month.

BTW, two days ago I sent the letter congratulating Hasan on his promotion.

Jackie
Look at the different elements of a letter expressing thanks.

From the Desk of Lisa Rivelli

December 8, 2011

Dear May,

Thank you for referring us to Xenest Industries.

I met with Jae Yun last week in Beijing, and he is very interested in our security alarm systems. Not only does Xenest need security in its Beijing warehouse, but it also has storage centers in Fushun and in Harbin.

I hope to see you soon in Beijing so I can thank you personally for your introduction.

Again, thank you for putting me in touch with your contacts in Beijing.

Yours,
Lisa

Useful Language

Thank you for ______.
I hope to see you soon.
Again, thank you for ______.
The body of a letter expressing thanks generally has four parts.

**Practice 1**
Complete the chart using the Model Letter: Expressing Thanks.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Tell why you are writing.</td>
<td>Thank you for referring us to Xenest Industries.</td>
</tr>
<tr>
<td>Focus</td>
<td>Give specific information.</td>
<td>(1)</td>
</tr>
<tr>
<td>Action</td>
<td>Show appreciation.</td>
<td>(2)</td>
</tr>
<tr>
<td>Closing</td>
<td>Restate the main idea.</td>
<td>(3)</td>
</tr>
</tbody>
</table>

**Practice 2**
Write O for Opening, F for Focus, A for Action, or C for Closing.

1. ____ Thanks for everything you did to make my first trip to Taiwan so enjoyable.
2. ____ I look forward to the opportunity to do you a similar favor.
3. ____ Again, I want to thank you for your kind and generous contribution.
4. ____ Your intern program gives students an opportunity to learn about the Internet.
5. ____ The entire staff join me in thanking you for sponsoring our weekend retreat.
6. ____ I must again say thanks for your support. It means a lot to me.
7. ____ The enclosed bonus check is a small token of my appreciation.
8. ____ The project was very difficult, but you and your team did a wonderful job.

*That’s Good Business!*  
Keep a list of major holidays in the countries where you have clients. When you mention the holiday or send an appropriate card, you show your clients that you care about them.
December 2, 20—

Mr. Hasan Muhammad
Commercial Bank of Egypt
35 Sharia Qasr en-Nil
Cairo
Egypt

Dear Hasan,

Congratulations on your promotion to Vice President. All of us here who have known and worked with you over the years are pleased that you received the recognition you deserve.

When we first heard that Abbas Zaki resigned, we immediately thought of you for the position. Your many years of diligent service to Commercial Bank, and to the other banks where you've worked, show your commitment to quality banking in Egypt.

We look forward to continuing our working relationship with you and your bank.

Again, congratulations from all of us here at SecurityNow.com. Your promotion is richly deserved.

Yours,

Lisa Rivelli
Lisa Rivelli
President

Useful Language

Congratulations on ________.
All of us are pleased that ________.
We look forward to continuing our working relationship with you.
Again, congratulations ________.
The body of a letter expressing congratulations generally has four parts.

**Practice 3**

Complete the chart using the Model Letter: Expressing Congratulations.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Tell why you are writing.</td>
<td>(1) When we first heard that Abbas Zaki resigned, we immediately thought of you for the position. Your many years of diligent service to Commercial Bank, and to the other banks where you've worked, show your commitment to quality banking in Egypt.</td>
</tr>
<tr>
<td>Focus</td>
<td>Personalize the information and be positive.</td>
<td></td>
</tr>
<tr>
<td>Action</td>
<td>Refer to the future.</td>
<td>(2)</td>
</tr>
<tr>
<td>Closing</td>
<td>Restate the main idea.</td>
<td>(3)</td>
</tr>
</tbody>
</table>

**Practice 4**

Read these opening sentences for letters of congratulation. Then circle the letter of the closing sentence that best restates the main idea of the letter.

1. Congratulations on your retirement.
   a. When you first came to Acme, you worked in the mail room.
   b. Thank you for your many years of fine service to Banswell, Inc.
2. Let me congratulate you on the opening of your new offices in Tokyo.
   a. Your new branch in Japan shows that your hard work has paid off.
   b. The region should provide you with a lot of opportunities.
3. Congratulations on being the region's top sales rep this year.
   a. Your sales were over one million dollars this year.
   b. Given your hard work, you deserve this fine honor.
4. We congratulate you on winning the Customer Service Award.
   a. We want to thank you ourselves and tell you how pleased we are that your work has been recognized.
   b. We are just one of your new, and fully satisfied, customers.
5. All of us here at Winston and Bradley congratulate you on being made partner.
   a. When you were an intern here with us, we knew you would be a great lawyer.
   b. Being made partner is a privilege that you richly deserve.

---

**Well Said**

The salutation and signature for a personal note should be more personalized and less businesslike than a standard business letter. In the salutation, address the person as if you were speaking to him or her directly.
Writing Your Message

Giving Praise

When you praise someone in a letter of congratulations, be specific. Avoid less specific words like really, good, great, very, and a lot.

Not specific You did a really good job for Commercial Bank.
Specific Your many years of diligent service to Commercial Bank, and to the other banks where you’ve worked, show your commitment to quality banking in Egypt.

Practice 5
Choose the sentence that is more specific.

1. a. You were a good teacher, and I learned a lot from you.
   b. Your detailed explanations helped me learn more effectively.

2. a. Your sales record looks really good, and your customers must be very happy.
   b. With the highest European sales for the year, you are clearly keeping your customers happy.

3. a. Your keen sense of timing and your careful research into market trends have made you one of Keeton’s top marketers.
   b. You are really good at marketing and do great research, so we voted you as the best marketer at Keeton’s.

4. a. It was obvious to me that your interpersonal skills and knowledge of the industry would not go overlooked.
   b. So somebody recognized your talents, did they?

5. a. Just as your offices are in other countries, your new Rome branch office will soon be a market leader.
   b. Rome is a good place to be so your new office might just be a big success.

6. a. It was a really good idea to promote you.
   b. The entire team at Bombay Exports will benefit from your promotion.

Well Said
A personal note may be handwritten or typed, but it should always be signed by hand. A name stamp, computer-generated signature, or general signing, such as “From All of Us” may seem impersonal.
December 4, 20–

Dear Jeong-tae,

I’m sorry to hear of your father’s death.

I know that it is impossible to prepare for the loss of a parent.

I’m sure you have many good memories of your father, and when you think of him, you can take comfort in these memories.

Please accept my condolences. Please know that I’ll also be keeping you in my thoughts.

Sincerely,

Lisa

Useful Language

I’m sorry to hear ______.

Please accept my condolences.

Please know that I’ll also be keeping you in my thoughts.
Composing Your Message

The body of a letter expressing condolence generally has four parts.

Practice 6
Complete the chart using the Model Letter: Expressing Condolences.

<table>
<thead>
<tr>
<th>Part</th>
<th>Content</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Tell why you are writing.</td>
<td>(1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Focus</td>
<td>Share your thoughts.</td>
<td>(2)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Action</td>
<td>Offer a suggestion.</td>
<td>I'm sure you have many good memories of your father, and when you think of him, you can take comfort in these memories.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Closing</td>
<td>Restate the main idea.</td>
<td>(3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Personal versus Professional

When sending a letter of condolence to a business associate, you can make the letter personal by using I or professional by using we. We includes your associates at work.

Personal  I'm sorry to hear of your father's death.
Professional  We're sorry to hear of your father's death.

Practice 7
Rewrite the sentences. Change the focus of the sentences from professional to personal.

1. The news of your father's death came as a surprise to us. You told us that he was sick, but his death must still be a shock.

2. Our thoughts and sympathies are with you as you mourn the loss of your father.

3. We hope that fond memories of him will help you through this difficult time.

4. My colleagues and I would like to extend our sympathy during this difficult time.

5. Please know that you have been in our thoughts, and accept our heartfelt condolences for your loss.

That's Good Business!

In a personal business letter, a writer who knows the recipient well may use an informal style. For example, you can use a first name followed by a comma in the salutation (Dear Jeong-tae,) and you can use contractions (I'm).
Well Said

In general, a personal business note will be short if it addresses a sad situation, such as a death. However, personal notes are often longer when you are friends.
Letter Practice

Write a personal business letter for one of the following situations.

Death Notice
DIED May 15,
KOVALENKO Peter,
owner/manager of Siberian
Minerals in Moscow. Survived
by wife, Natasha, and four
daughters, Svetlana (22),
Natasha (19), Lena (18), and
Irina (12).

Please draft a sympathy
note to Natasha.

---Gregor

Well Said

Words are often abbreviated
in short, informal messages
especially between friends
and co-workers.

you can become u

with can become w/

by the way can become

BTW

congratulations can

become congrats

Pressman, the Hong Kong printer, is celebrating its 50th anniversary next
month—can u draft a note of congrats? Mention their timely service and
detailed communication w/ customers.

Words and Expressions to Know

Look at this list of words and expressions that were used in the unit. Their definitions are in the glossary
at the end of the book.

Boxing Day     Hanukkah     New Year’s Eve   sponsor
Christmas     Kwanzaa     Ramadan        strengthen
commitment     mention     resignation   ties
drop by
**REFERENCE**

**Letter**

**Format**  The format of a piece of correspondence is the way it is organized and arranged. There are three formats for business correspondence: block, semi-block, and indented.

The format includes how the letter is typed and where the margins are. There are four margins in a letter: top, bottom, left, and right. The format and the width of the margins will depend on your office stationery and office style.

**Block**  This letter is written in block style. Everything begins at the left margin. This is called flush left.

**Semi-Block**  This letter is written in semi-block style. Everything begins at the left margin, except for the date and the complimentary close and signature.

**Indented**  This letter is written in indented style. Every paragraph begins at the left margin.

---

**Parts**  Look at the model letter on page 2. The letter is labeled with the letter parts below.

**Return Address**  The return address contains:

- **Your street address:**  H Street
- **Your city, state and ZIP code:**  Washington, DC 20433

A comma separates the city from the state or country. A comma also separates the city or province from the country.

---

**City, State:**  Berkeley, CA

**City, Country:**  Madrid, Spain

**City, Province, Country:**  Toronto, Ontario, Canada

Business letters usually have a printed letterhead. The letterhead has all of the company’s information, including address, phone number, fax number, company Web site and personal e-mail address.
**Date**  The date of a letter is the date the letter is written. The date is below the return address. Always spell out the month in the date at the beginning of a business letter.

It is also better to spell out the month in dates in the body of the letter. In correspondence between countries that use different styles, dates can be confusing when only numbers are used.

**U.S. style**  
- **month/day/year**  
  January 12, 2005  
  01/12/05

**Non U.S. style**  
- **day/month/year**  
  12 January 2005  
  12/01/05

**Inside Address**  The inside address contains the following addressee information:

- **Title, First Name, Last Name:**  Mr. Bill Rubin
- **Job Title:**  Vice President of Operations
- **Company Name:**  Garnet Educational Services
- **Street Address:**  1525 Dexter Avenue, Suite 200
- **City, State ZIP Code:**  Seattle, Washington 98109

In the United States, the house or building number comes before the street name. In some countries, the number comes after the street name. In addition, when there is no state or province, include the country after the city.

Ms. Jan Hoisus  
Manager, Public Relations Department  
European Discs, Ltd.  
Leliegracht, 46  
1015 DH Amsterdam  
Netherlands

**Salutation**  The salutation is the phrase, including the addressee’s name, that is used at the beginning of a letter. Use a colon at the end of the name (Dear Mr. Bhatia: ). There are three types of salutations:

- **Formal**: Use a formal salutation if you do not know the person’s name. Examples include: Dear Sir or Madam and To Whom It May Concern.
- **Standard**: This is the most common type of salutation in business correspondence; use the person’s title and last name. Examples include: Dear Mr. Simar and Dear Dr. Patel.
- **Informal**: If you know the person well, use his or her first name. Examples include: Dear Alexandra and Dear Jim.

**Body**  The body of a letter tells why you are writing. There are generally four parts to the body of a letter.

- **Opening**: Give your reason for writing.
- **Focus**: Provide details about why you are writing.
- **Action**: Tell what will happen next.
- **Closing**: Thank the reader.

**Complimentary Close**  The complimentary close is the phrase you use after you end the body of the letter and before you sign your name. Like the salutation, there are three types of complimentary closes: formal, standard, and informal. The phrases Sincerely, Sincerely yours, and Yours sincerely can be used with any type of complimentary close. In addition, you can use Yours very truly, Very truly yours, Very cordially yours, and Very sincerely yours for formal complimentary closes. Cordially and Yours truly are appropriate for informal complimentary closes.

**Signature/Typed Name**  The writer’s name and job title (or department) are typed at the bottom of the letter. He or she then signs the letter directly above the typed name.

Sometimes you will see two sets of initials at the bottom of a business letter. The first set is the writer’s and is capitalized. The second set is the typist’s and is lowercase. A slash separates the two sets of initials.

**Writer/Typist**  

**cc’s**  The letters cc stand for carbon copy. Carbon paper is a type of paper that was used to make copies before photocopyers and computer printers existed. Today, a “cc:” tells us who else received a copy of the letter. Note: cc is not capitalized, and is always followed by a colon ( : ).
Folding a Letter

When a reader opens a business letter, the first thing he or she must see is the letterhead and date; the second is the body of the letter, and finally, the signature.

Fold a letter into three equal parts, like this:

1. Imagine where to divide the letter into three equal parts.

2. Fold the bottom of the letter to the top line.

3. Fold the top third of the letter over.

Envelopes

Format  Most companies have envelopes with the companies’ name and address pre-printed on them. The sender adds his or her name above or below the company address.

Parts

First Name (or Initial) Last Name
Building or House Number Street Name, Suite or Apartment Number
[or Company Name and Address]
City, State ZIP Code
[Country, if applicable]

Return Address

Title / First Name / Last Name
Job Title
Company Name
Company Address
Street Number Street Name, Suite Number
City, State ZIP Code
[Country, if applicable]

Recipient’s Address

Postage Stamp
Résumé

Format A résumé or curriculum vitae (c.v.) can be written in many different formats: outline, paragraph, or a combination of the two. The most common is the outline format. This format is the fastest to read, and it presents the information so it stands out easily.

Parts A résumé should be short and clear. It should contain enough information to show that you are suited for the job and that the potential employer should invite you for an interview.

The following résumé is simple and contains the basic information: contact information, professional skills, professional experience, professional activities, academic training, and language proficiency.

Lin L. Lougheed
1775 Church St. NW
Washington, DC 20036-1301
(202) 332-5353
books@lougheed.com

Professional Skills
EFL/ESL material development Multimodal instructional design
Multimedia material development Skill training/cross-cultural awareness training

Professional Experience
Projects: Consult with publishers, governmental agencies, and non-governmental agencies.
Product: Develop and produce EFL/ESL textbooks, radio broadcasts, and online training programs.

2. English Teaching Officer, USIA, 1980–1983
Projects: Consulted with U.S. Embassies and Missions overseas on the development of language training programs
Product: Developed and produced teacher-training videotapes; wrote three language training texts and numerous training monographs

3. Fulbright Professor, Tunisia, 1979–1980
Projects: Consulted with Ministry of Education on improvement of language teaching
Product: Wrote English for science and technology text used by Tunisian universities in the science faculties

4. English Training Director, Educational Development Center, Boston, 1977–1979
Projects: Developed curriculum and administered two language training programs

Projects: Managed language training activities for international exchange programs

Projects: consulted with Ministry of Education on teacher training
Product: Wrote Reading Efficiency Text


Professional Activities
TESOL, Member, Publications Committee, 1998–2000
TESOL, Chair, Materials Writers Interest Section, 1987–1989
TESOL, Executive Board Member, 1982–1985
TESOL, Chair, Teaching English Abroad Interest Section, 1979–1981
Presenter: Academic conferences including, TESOL, WATESOL, TEXTESOL, CALICO, NYTESOL, ACTFL, PRTESOL, and JALT

Academic Training
Ed.D. International Development/Instructional Technology Teachers College, Columbia University, 1977
M.A. Applied Linguistics, University of Illinois, 1973
B.A. International Relations, UCLA, 1968

Language Proficiency
French: basic
Turkish: basic
Memos

Format  A memo is generally correspondence written from one person in a company to another in the same company, or as an informal letter to someone outside the company. Block format is usually used.

Do not include an address or title, such as Mr. or Ms.

Instead of a signature, the sender signs his or her initials next to his or her name. You can decide whether or not to add the person's job title, such as "Manager."

This is the date of the memo.

The subject line is sometimes abbreviated as "SUB:", "SUBJ:", "RE:", or "REF" (for "Reference"). The subject line tells what the memo is about.

The body of a memo discusses the subject.

Parts  A memo generally has five parts:

- TO: Jose Salida
- FROM: Maria Landry ML
- DATE: January 4, 20__
- SUBJECT: Company Health Insurance Policy
- BODY:

Faxes

Format  A fax (short for facsimile) is a type of correspondence sent electronically through phone lines. A long fax is more expensive to send than a short one.

Most businesses have a separate telephone line for receiving and sending faxes. This is called a dedicated line. The telephone line is dedicated to the fax. When a fax has its own line, faxes can be received and sent 24 hours a day, seven days a week. In a small business or in homes, the fax may share a line with the telephone. It is less expensive to share one line, but it can cause delays.

Parts  A fax transmission often has two parts.

Cover Sheet  If a fax is more than one page, include a cover sheet. The cover sheet is the first page of the fax. This page may vary from company to company, but usually includes the following sections: addressee's name and title, sender's name and title, sender's fax and phone numbers, date, number of pages, subject/reference line, and message.

It is important to include how many pages are in the fax. The recipient needs to know if all the pages were sent. Examples include:

- Pages: This + 2 (total 3 pages)
- Pages: Cover + 4 (total 5 pages)
- Pages: This only (total 1 page)
- Pages: 5 (total 5 pages)

It is also important to include phone numbers on the cover sheet. If a page is missing or the fax is unclearly transmitted, you can call and ask the sender to fax it again.

Attachment  An attachment is the material you are sending.

<table>
<thead>
<tr>
<th>Addressee's Name</th>
<th>Marta Cabula</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addressee's Title</td>
<td>Supply Manager</td>
</tr>
<tr>
<td>Sender's Name</td>
<td>Olga Kotva</td>
</tr>
<tr>
<td>Sender's Title</td>
<td>Purchasing Supervisor</td>
</tr>
<tr>
<td>Fax:</td>
<td>620-02-65</td>
</tr>
<tr>
<td>Phone:</td>
<td>620-03-64</td>
</tr>
<tr>
<td>Date:</td>
<td>June 1, 20__</td>
</tr>
<tr>
<td>Number of Pages:</td>
<td>Cover + 1</td>
</tr>
<tr>
<td>Subject Line:</td>
<td>June Purchase Order</td>
</tr>
<tr>
<td>Message:</td>
<td>See attached purchase order for our June shipment. Please call me at 620-04-12 when you receive this fax.</td>
</tr>
</tbody>
</table>

Reference 135
Electronic Mail (E-mail)

Format Many companies send messages both internally and externally through their computers. These messages are called electronic mail or e-mail. E-mail is a fast and inexpensive way to communicate and a less formal method of correspondence.

In addition to sending messages, you can attach an existing file, such as a word-processed document or a spreadsheet, to an e-mail message.

Parts There are usually five parts to an e-mail message. The sender's name and the date and time are provided automatically by the computer. The sender types in the e-mail address of the person receiving the message, the subject, and the message.

To: mberry@helpinghands.com
From: susanp@businesssolutions.com
Subject: Business Opportunity
Date: Mon, July 30, 2000—9:00 a.m.

Dear Mary,

Business Solutions is holding an open house on Friday. I think your group would benefit from the information and networking opportunities. I have attached the details of the meeting to this e-mail.

Hope to see you there.

Regards,
Susan

Business Solutions
Open House

E-mail Guidelines

1. Don't send messages in all capital letters. Typing in all capital letters shows anger or impatience.
2. Try to respond to e-mails immediately. Let the sender know you've received the message. If you don't have time to respond completely, send a message saying when you will be able to respond.
3. Re-read your e-mails before you send them. Once they are sent, you can't get them back. Be careful of your tone. The recipient may not understand that you are saying something in a humorous way, for example.
4. Write a short and specific description of your message in the subject line.
5. If your e-mail program has a spell-check feature, use it.
6. Your message is not private. Other people can read it, either by mistake or on purpose. Your reader could send it to other people. Be careful of what you say.
7. Be careful and safe about the information you share over e-mail.
8. Check your e-mail in-box frequently.
9. Remember that not everyone has the same background as you. They may not understand that Dr. Pepper is a soft drink or that Kleenex is a tissue.
10. Be polite and professional. Try not to send e-mails that are very long.

Common Abbreviations

Abbreviation Punctuation

Use a period after a person’s initial.
Thomas Lee Preston T.L. Preston
Margaret Simpson Bates Margaret S. Bates

Use a period after the following titles.
Mr. Mrs. Ms. Dr.

Use a period after most abbreviations.
Company Co.
Corporation Corp.
Incorporated Inc.
Limited Ltd.
number no.
international int'l.
ante meridiem a.m.
post meridiem p.m.
Manager Mgr.
Department Dept.
Secretary Sec'y.

Some abbreviations do NOT use periods.
Eastern Standard Time EST
As soon as possible ASAP
Very important person VIP
Close of business COB
Personal computer PC
Vice president VP
Date of birth DOB
Estimated time of arrival ETA
To be determined TBD
To be announced TBA
Use a slash for some abbreviations.

05/16 May 16
c/o care of
D/d delivered
O/S out of stock
n/a not applicable
w/ with
w/out without

U.S. Postal Abbreviations

States / Possessions
Alabama AL
Alaska AK
American Samoa AS
Arizona AZ
Arkansas AR
California CA
Colorado CO
Connecticut CT
Delaware DE
District of Columbia DC
Federal States of Micronesia FM
Florida FL
Georgia GA
Guam GU
Hawaii HI
Idaho ID
Illinois IL
Indiana IN
Iowa IA
Kansas KS
Kentucky KY
Louisiana LA
Maine ME
Marshall Islands MH
Maryland MD
Massachusetts MA
Michigan MI
Minnesota MN
Mississippi MS
Missouri MO
Montana MT
Nebraska NE
Nevada NV
New Hampshire NH
New Jersey NJ
New Mexico NM
New York NY
North Carolina NC
North Dakota ND
Northern Mariana Is. MP
Ohio OH
Oklahoma OK
Oregon OR
Palau PW
Pennsylvania PA
Puerto Rico PR
Rhode Island RI
South Carolina SC
South Dakota SD
Tennessee TN
Texas TX
Trust Territories TT
Utah UT
Vermont VT
Virginia VA
Virgin Islands VI
Washington WA
West Virginia WV
Wisconsin WI
Wyoming WY

Street Names
You may use street name abbreviations on envelopes, but you should spell out the names in letters.

Avenue Ave.
Boulevard Blvd.
Center Ctr.
Circle Cir.
Court Ct.
Drive Dr.
Freeway Fwy.
Highway Hwy.

Months of the Year

March Mar. September Sept.
April Apr. October Oct.
May May November Nov.

Days of the Week

Monday Mon. Friday Fri.
Tuesday Tues. Saturday Sat.
Wednesday Wed. Sunday Sun.
Thursday Thurs.

Titles
Chief Executive Officer CEO
Chief Financial Officer CFO
Chief Information Officer CIO
Assistant Vice President AVP
Monetary Units

<table>
<thead>
<tr>
<th>Country</th>
<th>Monetary Unit</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>dollar</td>
<td>A$</td>
</tr>
<tr>
<td>Brazil</td>
<td>real</td>
<td>R</td>
</tr>
<tr>
<td>Canada</td>
<td>dollar</td>
<td>Can$</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>colon</td>
<td>C</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>korona</td>
<td>K</td>
</tr>
<tr>
<td>Egypt</td>
<td>Egyptian pound</td>
<td>£E</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>dollar</td>
<td>HK$</td>
</tr>
<tr>
<td>India</td>
<td>Indian rupee</td>
<td>Re</td>
</tr>
<tr>
<td>Japan</td>
<td>yen</td>
<td>¥</td>
</tr>
<tr>
<td>Kenya</td>
<td>Kenya shilling</td>
<td>KSh</td>
</tr>
<tr>
<td>Mexico</td>
<td>peso</td>
<td>Mex$</td>
</tr>
<tr>
<td>Morocco</td>
<td>Dirham</td>
<td>DH</td>
</tr>
<tr>
<td>New Zealand</td>
<td>dollar</td>
<td>NZ$</td>
</tr>
<tr>
<td>Poland</td>
<td>zloty</td>
<td>Zl</td>
</tr>
<tr>
<td>Russia</td>
<td>ruble</td>
<td>Rb</td>
</tr>
<tr>
<td>Singapore</td>
<td>dollar</td>
<td>S$</td>
</tr>
<tr>
<td>South Africa</td>
<td>rand</td>
<td>R</td>
</tr>
<tr>
<td>South Korea</td>
<td>won</td>
<td>W</td>
</tr>
<tr>
<td>Switzerland</td>
<td>franc</td>
<td>SFr</td>
</tr>
<tr>
<td>Taiwan</td>
<td>dollar</td>
<td>NT$</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>pound sterling</td>
<td>£</td>
</tr>
<tr>
<td>United States</td>
<td>dollar</td>
<td>US$</td>
</tr>
</tbody>
</table>

The following countries use the euro (as of June 2002).

<table>
<thead>
<tr>
<th>Country</th>
<th>Monetary Unit</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>euro</td>
<td>€</td>
</tr>
<tr>
<td>Belgium</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finland</td>
<td></td>
<td></td>
</tr>
<tr>
<td>France</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greece</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Internet Domain Names

Here are some Internet domain names and the types of institutions they are usually associated with. New domain names are regularly added as more individuals and institutions use the Internet.

- .info information service
- .int international organization
- .mil military (U.S.)
- .name individual
- .net network
- .org organization

Reading Aloud

Slash (/)
1. A slash (/) means “for [each]” or “per” when a number comes before it. For example, $29.95/carton means the price is $29.95 for each carton.
   $22.45/dozen $22.45 for each dozen or $22.45 per dozen
   $13.66/gross $13.66 for a gross or $13.66 per gross
   $1.95/box $1.95 for each box or $1.96 per gross

Say “for” when a number follows the slash.
   $9.88/2 $9.88 for two

2. A slash (/) means “and” when it separates two nouns.

Shipping/Handling = Shipping and Handling
Shipping/Handling is the cost to prepare, pack, and send an order. It is usually a percentage of the total cost of the order.

ASAP

ASAP means “as soon as possible.”
Say only the letters “A-S-A-P” or “as soon as possible.”

Ext.

Ext. means telephone extension number
Say “extension.” (Her number is 914.555.8000, extension 8093.)

X and =

X means by or times = means equals
8 1/2” x 11” = 8 1/2 inches wide by 11 inches tall
10 x 2 = 20 = ten times two equals 20
GLOSSARY

Following each word is the unit number where the word first appears.

Accessory, 7 (n) something you add to a machine, tool, car, etc. to make it more useful: I put the writing accessories, like the pens and paper, in the desk.

Accommodate, 3 (v) to have enough space for a particular number of people or things: The table in our conference room can accommodate eighteen people.

Account, 9 (n) a list of fiscal transactions: We will credit your account for the damaged goods.

Acknowledge, 2 (v) to accept or admit that something is true or that a situation exists: The shipping department manager acknowledges that they’re not working efficiently.

Adjustment letter, 10 (n) a letter settling a debt or claim: Send an adjustment letter to the client whose shipment was damaged. Tell him we’ll credit his company’s account.

Apology, 10 (n) something that you say or write to say that you are sorry: I’m truly sorry for getting angry during our meeting. Please accept my apology.

Applicant, 2 (n) somebody who has formally asked for a job, especially by writing a letter: I’ve read all these résumés. Now let’s schedule an interview for each applicant.

Apply [something] against, 5 (v) to charge somebody some money by taking it out of his or her wages, bank account, etc.: The boss is applying the cost of replacing the cell phone you lost against your next paycheck.

Attach, 1 (v) to make something stick to or be connected with something else: Please attach a list of references to your résumé.

Attention, 10 (n) the special care you give to someone or something: My secretary is an excellent employee because of the attention that he gives to detail.

Authorization, 12 (n) official permission to do something: Did the Board of Directors give you authorization to sign that agreement?

Back order, 6 (v) to put an item that a customer ordered on a list because the company has no more of it. The company sends it out later when they get more: The item is out of stock, so we will back order it for you.

Balance, 5 (n) the amount of something that remains after some has been used, paid, or spent: You owed $100; you paid $75. There is a balance of $25 to pay.

Behind schedule, 6 (prepositional phrase) not as successful or advanced as planned: The contract says we will lose 5% of our money for every week we’re behind schedule.

Bill, 9 (v) to send a list of how much money someone owes: Clients are billed once a month.

Boxing Day, 15 (n) the first weekday after Christmas observed as a legal holiday in Great Britain, Australia, New Zealand, and Canada: My family always donates to the poor on Boxing Day.

Branch, 13 (n) one part of something larger such as an organization or a family: Our bank has branches in London, Paris, and Singapore.

Brochure, 7 (n) a thin book that gives information or advertises something: The new tourist attraction delivered brochures to all the major hotels.

Cancel, 9 (v) to say or decide that something you have planned will not happen: If more guests cancel their reservations, this hotel will be in trouble.

Candidate, 1 (n) someone who applies for a job or is trying to be elected to a political position: Williams is a good candidate for the financial officer position.

Carry, 7 (v) to have something that is available for people to use or buy: Our store used to carry that brand of VCR, but we don’t anymore.

Change-of-address notice, 14 (n) a written or printed statement that informs people that somebody has moved: You can get packets of change-of-address notices from your local post office.

Chip set, 6 (n) a group of computer chips that belong or are used together: This chip set is no good. It has one piece missing.

Christmas, 15 (n) December 25, the day when Christians celebrate the birth of Jesus Christ: Anna went to the mall to buy Christmas gifts.

Claim letter, 9 (n) a letter officially asking for money that you have a right to receive: Send a claim letter to our insurance company for the cargo that was ruined in the flood.

Clarification, 8 (n) making something easier to understand by explaining it in more detail: We don’t understand two things in this contract. We would like clarification on Sections 5 and 8.

Colleague, 1 (n) someone you work with: Ms. Ames and I work in the same law firm. We’ve been colleagues for six years.
Collection agency, 11 (n) a company that finds people who owe money to other businesses and forces them to pay it: We have asked for payment three times, but you have sent us nothing. If we don't receive payment within two weeks, we will give this matter to a collection agency.

Commitment, 15 (n) a promise to do something or behave in a particular way: We provide great service and guarantee our products. This is our commitment to our customers.

Complimentary, 10 (adj) given free to people: All guests receive a complimentary breakfast.

Concise, 6 (adj) short and clear, without using too many words: I like the manager because his instructions and explanations are always concise.

Confirm, 3 (v) to say or prove that something is definitely true: This letter will confirm the details of our telephone conversation.

Confirmation, 3 (n) a statement or letter that says that something is definitely true: We haven't received confirmation that the main office has approved the merger.

Confusion, 12 (n) a state of not understanding what is happening or what something means: There is confusion over Sections 5 and 8 of the contract. That is why we need clarification.

Contact, 13 (n) someone you know who may be able to help you or give you advice: Don't worry about opening your new business in Detroit. I have many contacts in that city.

Continuity, 8 (n) the state of continuing over a long period of time without changing: This company wants continuity in its sales policies. We've been doing business the same way for decades.

Courier, 9 (n) someone who delivers messages: We use a courier to deliver important documents between our New York and London offices.

Credit, 10 (n) an arrangement with a bank or store that allows you to buy something and pay for it later: We have credit with all the companies that supply raw materials to our factories.

Credit, 9 (v) to add money to an account: We are crediting your account for the defective parts you purchased last month.

Customer service, 10 (n) the department within a company that helps customers and tries to keep them satisfied: If you have any questions about your new cell phone, call our Customer Service Department and they'll be happy to help you.

Directory, 14 (n) a book or list of names, facts, events, etc., arranged in alphabetical order: Here's the directory of all of our stores. Use it to prepare the mailing about our annual meeting.

Distributor, 7 (n) a company or person that supplies goods to stores or other companies: I used to work for a large distributor of auto parts.

Drop by, 15 (v) to visit informally and unexpectedly: The next time I'm in town, I'll drop by to discuss your inventory concerns.

Employee announcement, 13 (n) an official public statement made by workers in a company: We have a bulletin board in the lunchroom where we post employee announcements about personal matters like births and weddings.

Employee relations, 13 (n) the way employees behave toward one another: Our Human Resources Department deals with any problems concerning employee relations.

Equivalent, 2 (n) something that has the same value or size as something else: You must have a high school degree or its equivalent, for example, a passing score on a test like the GED.

Estimate, 4 (n) a statement of how much it will probably cost to build or repair something: We aren't sure how much it will cost, so we've given the client an estimate.

Expect, 4 (v) to think that something will happen: I'm expecting all company officers to be at the meeting. I hope everyone will come.

Extend, 13 (v) to offer someone help, thanks, sympathy, etc.: Let's extend a warm welcome to Ms. Dodson, our new vice president for marketing!

Fax, 3 (v) to send a document in electronic form down a telephone line from one special machine to another: You can fax me the letters of credit this afternoon. I'll be in my office until 4.

Firm, 11 (n) a business or small company: Mr. Kelly founded this accounting firm in 1975.

Flyer, 8 (n) a sheet of paper advertising something: Small businesses like to place flyers under the windshields of cars to advertise cheaply.

Follow through, 13 (v) to do what needs to be done to complete something or make it successful: The CEO promised to improve workers' benefits, but he never followed through.

Follow-up, 1 (n): The Equal Opportunity Commission is doing a follow-up of the company's unusual hiring practices by re-interviewing various employees.
Follow up, 1 (v) to find out more or do more about something: The Equal Opportunity Commission investigated the company’s unusual hiring practices. Now they’re following up by re-interviewing various employees.

Forward, 8 (v) to send a message or give information to the person it was intended for: I will forward the new sales figures to Bob.

Fulfill, 8 (v) to make something become true or cause something to happen: If the owner doesn’t receive the loan, he’ll never fulfill his dream of doubling the size of the company.

Good for, 10 (expression) representing equal value: This coupon is good for $10 off my next purchase.

Goods, 5 (n) things that are produced in order to be sold: What kinds of goods does that store sell?

Hanukkah, 15 (n) an eight-day Jewish holiday in December: My family is visiting us the first night of Hanukkah.

Headquarters, 11 (n) the office that is the center of a large organization: The bank has branches all over the world, but its headquarters are in Berlin.

In stock, 5 (prepositional phrase) available to buy (as with merchandise in a store): This supermarket always has fresh produce in stock.

In touch, 8 (expression) communicating with someone by telephone, letter, e-mail, etc.: All stores are in touch with our main office on a daily basis.

Inconvenience, 6 (n) something that causes you problems or difficulties, or the state of having problems or difficulties: I’m sorry your item has been back ordered; we apologize for any inconvenience.

Indicate, 4 (v) to show that something exists or is likely to be true: Consumers are spending more, which indicates they have confidence in the economy.

Initial, 8 (adj) happening at the beginning; first: The initial customer response to our latest TV commercial has been quite good.

Inquiry, 8 (n) the act of asking questions in order to get information about something: The government plans to hold an inquiry into irregularities in our tax records.

Installment, 12 (n) one of a series of regular payments that you make until you have paid all the money you owe: The boss is paying back the business loan he got from the bank in quarterly installments.

Invoice, 9 (n) a list that shows how much you owe for goods, work, etc.: When the Shipping Department prepares merchandise to send to our customers, they include an invoice in each box.

Keep [something] on file, 2 (verb phrase) to save information in a file so that it can be used later: Our Human Resources Department keeps applications from job seekers on file for one year.

Kwanzaa, 15 (n) a seven-day holiday celebrated December 26-January 1 by Africans and African-Americans around the world: The community center is having a Kwanzaa festival.

Letter of introduction, 13 (n) a letter from someone you trust that introduces somebody to you who you don’t know: When the comptroller applied for that position, he gave the Human Resource Department a letter of introduction from one of our CEO’s old business associates.

Letter of reference, 13 (n) a letter containing information about you that is written by someone whom knows you well, usually to a new employer: You must give the company two letters of reference from business associates and one from a personal associate.

Look over, 3 (v) to examine someone or something quickly: Our manager looks over job applicants’ credentials and letters of reference before scheduling interviews.

Make an adjustment, 9 (verb phrase) to make a small change to something: Since your order was incomplete, we have made an adjustment to your invoice.

Make the most of, 10 (expression) to get the most advantage that is possible from a situation: Offices are quite small here, so you’ll have to make the most of the space you have.

Make up, 5 (verb phrase) to prepare or arrange something: Please make up a new schedule for next week’s meetings.

Meet the requirement, 2 (verb phrase) to have or do enough of what is needed: The head of Human Resources thinks that last candidate should get the job. She meets all the requirements for the position.

Mention, 15 (v) to say or write about something in a few words: Our company was mentioned in the article about the ten best companies in this city.

Negotiable, 4 (adj) can be changed through discussion (like prices or agreements): Contracts for top corporate positions are always negotiable when they are ready for renewal.

New Year’s Eve, 15 (n) the night before the first day of the calendar year: Marco is having a big New Year’s Eve party.

Notice, 11 (n) a written or printed statement that gives information or a warning to people: We got a notice in the mail that our check had not been received.
On hand, 5 (expression) close and ready to be used when needed: The secretary always has extra ink cartridges on hand for her computer printer.

On the market, 7 (expression) available for someone to buy: Our company’s latest vacuum cleaner will on the market by the end of the summer.

Opening, 1 (n) a job or position that is available: Since Ms. James quit, I have an opening for a secretary.

Option, 7 (n) a choice you can make in a particular situation: We offer various payment options: cash, personal check, money order, or credit card.

Order form, 8 (n) a sheet of paper that is used to list a request for goods from a company: Our company’s catalog contains a simple order form that customers can fill out and send in.

Out of stock, 6 (prepositional phrase) not available to buy (as with merchandise in a store): I’m sorry, but the brand of toothpaste you want is out of stock. Would you like another brand?

Owe, 12 (v) to have to pay someone because he or she has allowed you to borrow money: The owner of the company owes the bank $30,000 on the loan he got to expand the business.

Paid in full, 12 (expression) paid for completely; not owing any more money: This is the last installment you have to pay. I’m writing “paid in full” on your receipt.

Partial, 11 (adj) not complete: This is a partial list of our inventory. I’ll have the rest for you by tomorrow.

Pay upon receipt, 5 (verb phrase) to pay for something when you receive it: The vendor says we don’t need to pay them yet; we can pay upon receipt of the goods.

Photocopy, 12 (n) a copy of a document made by a photocopier: We lost the original letter, but we have a photocopy to refer to.

Point out, 9 (v) to tell someone something that he or she does not already know or has not yet noticed: The boss pointed out to Murphy that his sales are down.

Post, 1 (v) to put a public notice about something on a wall or bulletin board: You can post announcements, like job openings, on the Internet, either on a Web page or in a chat room.

Preferred customer, 14 (n) a customer that a company likes because he or she pays for goods without problems: Because you’re a preferred customer, we’d like to offer you a special discount on this new line of dresses.

Price list, 8 (n) a list of prices for goods or services that are offered: Here’s a price list of all the services our spa offers to our clients.

Process, 5 (v) to deal with information in an official way: We will process your order as soon as it is received.

Proficient, 1 (adj) able to do something with a high level of skill: One reason that Schwartz does so well in our international sales department is that she’s proficient in French, German, and Arabic.

Projected, 3 (adj) calculated or planned for what will happen in the future: The value of our stock has gone up because of the projected profits for the next fiscal year.

Pull, 14 (v) retrieve from database: During the official government inquiry, investigators pulled the files on all current employees.

Ramadan, 15 (n) the ninth month of the Islamic year observed as sacred, with fasting daily from dawn to sunset: Ahmad always fasts during Ramadan.

Rate, 3 (n) a charge or payment set according to a standard scale: The hotel room rates started at $60 for a single room and went to $300 for a suite.

Receive, 9 (v) to be given something: The warehouse manager says that the invoice was missing from the last shipment he received.

Reference line, 6 (n) a short statement near the top of a memorandum (memo) that gives the reason for writing: At the beginning of the reference line in a memorandum, it’s customary to use the abbreviation Re: which stands for “regarding.”

Refund, 10 (n) an amount of money that is given back to you if you are not satisfied with the goods or services you have paid for: When I returned that defective fax machine to the store, I was given a full refund.

Regret, 6 (v) to be sorry and sad about a situation: We regret that the computer was damaged in shipping; we will replace it.

Rejection, 2 (n) the act of not accepting someone for a job, school, etc., or not accepting something: Because of his age, our plant manager received four rejections before he got this job.

Reliable, 13 (adj) able to be trusted; dependable: The boss only wants reliable workers who won’t come in late.

Reminder, 11 (n) something that makes you notice or remember something else: My secretary always writes himself little notes as reminders so he won’t forget to do things.

Remit, 11 (v) to send a payment by mail: Please remit payment to P.O. Box 144, Bellows Falls, VT 05101.
Reputation, 12 (n) the opinion that people have of someone or something because of what has happened in the past: Other car dealers are always trying to attract Bob to work for them because of his reputation as one of the best salespeople.

Requirement, 1 (n) a quality or skill that is needed or asked for in a particular situation: The foreman lacks one requirement to become plant supervisor. He never completed high school.

Reschedule, 2 (v) to change the plan for something to happen at a particular time: I have to reschedule your appointment for an interview because I must go out of town for a week.

Reserve, 3 (v) to arrange for a place in a hotel, on a plane, etc. to be kept for you to use: I need a hotel room when I attend the conference. Please call the hotel and reserve a suite for me.

Resignation, 15 (n) a written statement saying you are leaving your job or position officially because you want to: Because funds had been misplaced or lost, the comptroller gave her resignation to the CEO's secretary.

Restate, 4 (v) to say something again in a different way so that it is clearer or more strongly expressed: The CEO restated her opinion when it became clear to her that the Board members did not understand her position.

Return, 8 (v) to do something similar: If you call me and leave a message, I will return your call as soon as possible.

Review, 2 (v) to examine, consider, and judge a situation, process, or person carefully: We are reviewing the list of candidates to see who should come in for an interview.

Satisfaction, 10 (n) a feeling of happiness or pleasure because you have achieved something or gotten what you wanted: Our company's reputation is based on one thing: constant customer satisfaction.

Search, 2 (n) an attempt to find someone or something that is difficult to find: The Board of Directors is planning to do a search for a new marketing director.

See, 3 (v) to find out information or a fact: Before we decide to hire more workers, let's see if business keeps increasing.

Set apart, 7 (v) to make someone or something different from other similar people or things: What sets our appliance store apart from others is the number of legitimate sales we have per year.

Shipped, 7 (v) to send or deliver (such as merchandise): We ship ceramic giftware from our factory to our stores once a month.

Shipping and handling, 9 (n) the price charged for delivering goods: Please add 12% to the total for your order to pay for shipping and handling.

Source, 7 (n) the thing, place, person, etc. that you obtain something from: The source of the rubber we use is a large plantation in Brazil.

Sponsor, 15 (v) to give someone money for a worthy cause: We need someone to pay for our expenses; someone who will sponsor our development costs.

Strengthen, 15 (v) to become stronger or more valuable, or to make something stronger or more valuable: The company is strengthening its financial stability by closing down its unprofitable stores.

Subject line, 6 (n) a brief statement or phrase explaining the reason for sending an e-mail, etc.: The subject line of an e-mail is the same as a reference line in a memorandum.

Substitute, 6 (v) to use something new or different instead of something else: The model X-12 is unavailable. May we substitute model X-13, which is very similar?

Take off, 14 (v) to reduce by a certain amount: Our company takes 20% off all products purchased by students preparing to enter our profession.

Ties, 15 (n) a relationship between two people, groups, or countries: Our importing company has close ties with factories in Spain, Portugal, and Italy.

Under pressure, 13 (adv.) affected by a particular influence, condition, or situation: It was 10 a.m. and we had to finish the project by noon, but we always perform well under pressure.

Under separate cover, 5 (prepositional phrase) sent separately from the message you are reading: Please be advised that the documents you've requested are being sent under separate cover.

Unfortunately, 12 (adj) happening because of bad luck: We're sorry that the goods arrived damaged; we regret this unfortunate incident.

Unspecified, 13 (adj) not clearly or definitely stated: The deadline for that project was unspecified.

Upgrade, 6 (v) to improve something, or to exchange something for something better: Your computer now uses the OS 7.5 operating system, but you can upgrade it to OS 8.0.

Vacancy, 1 (n) a job that is available for someone to start doing: The Marketing Department advises me that they now have a vacancy since Ms. Collins retired.

Waive, 5 (v) to state officially that a right or rule can be ignored: She waived her right to ask for an extension on the schedule.

Glossary