

Учреждение образования  
«Гомельский государственный университет  
имени Франциска Скорины»

**ДЕЛОВОЕ ПИСЬМО:  
ОСОБЕННОСТИ ГРАММАТИЧЕСКОГО  
И ЛЕКСИЧЕСКОГО ОФОРМЛЕНИЯ**

**BUSINESS LETTER:  
FEATURES OF GRAMMATICAL  
AND LEXICAL LAYOUT**

Практическое пособие

для студентов специальностей

1-02 03 06- 01 «Английский язык. Немецкий язык»

1-02 03 06- 03 «Английский язык. Французский язык»

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Практическое пособие включает теоретический материал и комплекс тематических упражнений, которые могут быть использованы как во время аудиторных занятий, так и для самостоятельной работы студентов с целью изучения особенностей грамматического и лексического оформления делового письма, а также для формирования системы понятий и специальных знаний, необходимых для успешного овладения английским языком для делового общения.

Адресуется студентам факультета иностранных языков специальностей 1-02 03 06-01 «Английский язык. Немецкий язык» и 1-02 03 06-03 «Английский язык. Французский язык».

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## Предисловие

Данное практическое пособие предназначено для студентов 3 курса специальностей 1- 02 03 06 - 01 «Английский язык. Немецкий язык» и 1 -02 03 06 -03 « Английский язык. Французский язык».

Целевое назначение пособия – развитие и совершенствование навыков письменной речи студентов, формирование их коммуникативной компетенции (языковой, социолингвистической, социокультурной, прагматической), обеспечение корректного пользования деловым английским языком как средством письменной коммуникации, обучение основным типам, структуре и особенностям жанрово-стилистических разновидностей письменной бизнес-корреспонденции и овладение практическими навыками работы с деловыми документами и написания деловых писем.

Предлагаемое практическое пособие является комплексным учебным руководством, объединяющим формирование коммуникативной компетенции и развитие навыков работы с деловой корреспонденцией и документацией.

Практическое пособие предлагает теоретический материал, содержащий правила составления деловых писем официального стиля; систему упражнений и заданий на усвоение правил оформления деловой документации с точки зрения грамматики и лексики и приобретения необходимого лексического минимума, используемого в деловой переписке; а также закрепления практических навыков по четырём тематическим разделам: “Business Letter: Answer/Reply Letters”, “Business Letter: Orders and Order Acknowledgements”, “Business Letter: Complaints and Replies to Complaints” и “Business Letter: Letters of Credit”.

Упражнения и задания составлены в соответствии с лингвистическими и методическими принципами, положенными в основу пособия. Они имеют единую систему, что облегчает работу с ними и способствует развитию языковых и речевых умений студентов. Упражнения носят коммуникативно-функциональную направленность и представляются по степени нарастания трудностей. Теоретическим материалом служат англоязычные аутентичные источники. Виды упражнений определяются характером материала, подлежащего тренировке.

Практическое пособие может быть использовано студентами как на практических занятиях, так и во время самостоятельной работы для совершенствования своих знаний делового английского языка.

## **Unit 1. Business Letter:**

### **Answer/Reply Letters, Offers**

**Answer-letters** are sent in reply to an enquiry. The sales-conscious businessman wants to draw the attention of customers and new customers to a special product or range of goods. He will take the opportunity to stipulate his correspondent's interest in his goods or services by including sales messages and the assurance that the customer will receive personal attention. A firm offer is subject to certain conditions, a deadline for the receipt of orders, or a special price for certain quantities.

It is very important to make a good impression when responding to inquiries from potential customers. Of course, the best impression will be made by providing the materials or information that the perspective client has asked for, this positive impression will be improved by a well written response.

#### **1. Introductory/ opening phrases/sentences**

Thank the writer for his or her enquiry. Mention the date of his or her letter and quote any other references.

- *Thank you for your enquiry of 6 June 2016 in which you asked about\_\_\_\_\_.*
- *I would like to thank you for your enquiry of 10 May 20 –, and am pleased to tell you that we would be able to supply you with the\_\_\_\_\_.*
- *Thank you for your letter, NJ 1691, which we received this morning.*
- *We were pleased to learn your interest in\_\_\_\_\_.*
- *It is good of you to take so much interest in our work\_\_\_\_\_.*
- *We are pleased to make you an offer regarding\_\_\_\_\_.*
- *We have pleasure in offering you the following goods\_\_\_\_\_.*

#### **2. Replies to the customer's questions**

Let the enquirer know near the start of your reply if you have the product or can provide the service he or she is asking about.

It is irritating to read a long letter only to find that the supplier cannot help.

- *We would also like to inform you\_\_\_\_\_.*
- *Regarding your question about\_\_\_\_\_.*
- *In answer to your question (inquiry) about \_\_\_\_\_.*
- *We have a wide selection of\_\_\_\_\_ that will appeal to the market you specified.*

- *We can offer door-to-door delivery services.*
- *We deliver our goods on \_\_\_\_\_ terms \_\_\_\_\_.*
- *The price covers packing and transportation expenses \_\_\_\_\_.*
- *The price covers delivery to \_\_\_\_\_.*

### **“Selling” your product**

Encourage or persuade your prospective customer to do business with you. A simple answer that you have the goods in stock is not enough. Your customer might have made ten other enquiries, so remember it is not only in sales letters that you need to persuade. Mention one or two selling points of your product, including any guarantees, special offers, and discounts.

*- When you have had the opportunity to see the samples for yourself, we feel sure you will agree that they are of the highest quality; and to see a wide selection online, go to [www.bettaware.co.uk](http://www.bettaware.co.uk).*

- *Once you have seen \_\_\_\_\_ we know you will be impressed by \_\_\_\_\_.*
- *We can assure you that \_\_\_\_\_ is one of the most outstanding machines on the market, and our confidence in it is supported by our five-year guarantee.*

### **Suggesting alternatives**

If you do not have what the enquirer has asked for, but have an alternative, offer that. But do not criticize the product he or she originally asked for.

*- \_\_\_\_\_ and while this engine has all the qualities of the model you asked for, the “Roller” has the added advantage of fewer moving parts, so reducing maintenance costs. It also saves on oil as it \_\_\_\_\_.*

*- Of course, leather is an excellent upholstery material, but costs have persuaded many of our customers to look for an alternative which is more competitive in price. We feel confident that the samples enclosed will convince you \_\_\_\_\_.*

### **Referring the customer to another place**

You may not be able to handle the order or answer the enquiry. If this is the case, tell the enquirer and, if possible, refer them to another company which can help them.

*- I regret to say that we no longer produce \_\_\_\_\_ as there is no longer sufficient demand for it. I am sorry we cannot help you.*

*- The book you mention is not published by us, but by \_\_\_\_\_. Their address is \_\_\_\_\_.*

*- We no longer manufacture pure cotton shirts as their retail prices tend only to attract the upper end of the market. All our garments are now polycotton, which is stronger, needs little ironing, and allows variations in pattern, which you can see on our website at [www.elegance.co.uk](http://www.elegance.co.uk).*

*However, if you are only interested in pure cotton garments, we advise you to contact\_\_\_\_\_ at\_\_\_\_\_.*

Even if you can handle the enquiry, you may still have to refer the enquirer elsewhere.

*- We manufacture the product you require, but we only deal with wholesalers, not retailers. Therefore, I suggest you contact our agent... .*

*- Our agents in\_\_\_\_\_ are\_\_\_\_\_. They carry the full range of our products.*

### **Sending catalogues, price lists, prospectuses, and samples**

Remember to enclose current catalogues and price lists with your reply. If you are attaching catalogues, price lists, etc. to an email message, make sure you compress them to save your recipient's time when they download the material. If prices are subject to change, let your customer know. It is bad policy suddenly to send a letter telling a customer that prices have been increased by 10% after you have quoted a firm price.

*- We enclose our catalogue with the latest price-list\_\_\_\_\_.*

*- As you can see from our price-list, our prices are at least 2 % lower than market prices.*

*- Our detailed catalogue will demonstrate the wide range of our products\_\_\_\_\_.*

*- Please find enclosed our current catalogue and price list quoting CIF prices\_\_\_\_\_. The units you referred to in your letter are featured on pp. 31–34 under catalogue numbers y32–y37. When ordering could you please quote these numbers? The samples you asked for will follow under separate cover.*

*- We enclose our summer catalogue, which unfortunately is only published in English. However, we have included a German translation for the relevant pages (41–45) and hope this will prove helpful.*

### **3. The terms of payment**

When a manufacturer, wholesaler, or retailer quotes a price, they may or may not include other costs such as transport, insurance, and *PURCHASE TAX* (e.g. VAT (Value Added Tax) in the UK). Prices which include these extra costs are known as *GROSS PRICES*; those which exclude them are known as *NET PRICES*.

*- The net price of this article is £100.00, to which VAT must be added at 17.5%, making a gross price of £117.50.*

*- We can quote you a gross price, inclusive of delivery charges, of £347.50 per 100 items. These goods are exempt from VAT.*

*- The net price of \$530.00 per unit is extremely competitive.*

When quoting terms, you may require, or suggest, any of several methods of payment:

- Payment on invoice – платеж по получении счета
- Monthly (quarterly) settlements – ежемесячные (ежеквартальные)

расчеты

- Net cash – чистый платеж наличными (без скидки)
- Cash within 5 days – наличными в течение 5 дней
- Cash with order – наличными при заказе
- By irrevocable Letter of Credit – по безотзывному аккредитиву
- By Bill of Exchange – векселем
- Cash in advance – кредит в налично-денежной форме
- COD / Cash on delivery – наличными по поставке
- *Our terms of payment are monthly (quarterly) settlements\_\_\_\_\_.*
- *Our usual terms are cash against documents (c.a.d.)*
- *We can allow you three months' credit for future orders\_\_\_\_\_.*
- As our prices are favorable our terms of payment are 30 days net

cash.

### Discounts

Manufacturers and wholesalers sometimes allow a discount (i.e. a deduction) on the net or gross price. These are of different kinds, e.g. a **trade discount** to sellers in similar trades; a **quantity discount** for orders over a certain amount; a **cash discount** if payment is made within a certain time; a **loyalty discount** when companies have a long association.

- *We allow a 3 % cash discount for payment within one month.*

- *We do not normally give discounts to private customers, but because of your long association with our company we can offer you 12 % off the retail price.*

## 4. Terms of Delivery

There are a number of abbreviations that indicate which price is being quoted to the customer. These are established by the International Chamber of Commerce (ICC) and are called *Inco Terms*.

CIF/c.i.f./cost, insurance, freight – стоимость, страхование, фрахт

CF/c.& f./cost and freight – стоимость и фрахт

FAS/f.a.s./free alongside ship – за счет продавца

FOR/f.o.r./free on rail – за счет продавца

Carriage Paid (C / P) – за счет продавца

Carriage Forward (C/F) – за счет покупателя



Abbreviations for *Inco Terms* may also be written in lower case, e.g. *cif* or *fob*.

- *Delivery can be made from stock.*
- *Delivery is not included in the price.*
- *Delivery will be made within 1 month of receipt of your order.*
- *We will send replacements for the damaged goods c/p.*

### **Quoting delivery date**

If the enquiry specifies a delivery date, confirm that it can be met, or if not, suggest an alternative date. If a delivery time is a condition of ordering, the customer could reject the goods or sue you if you break the contract.

- *\_\_\_\_\_and we are pleased to say that we can deliver by November so you will have stock for the Christmas sales period.*

- *We have the materials in stock and will ship them immediately we receive your order.*

- *We would not be able to deliver within two weeks of receipt of order, as we would need time to prepare the materials. However, we could guarantee delivery within four weeks.*

## **5. Closing phrases/sentences**

Always thank the customer for contacting you. If you have not done so at the beginning of the letter or email, you can do so at the end. You should also encourage further enquiries.

- *Please contact us again if you have any questions, using the above telephone number or email address.*

- *We hope to hear from you again soon, and can assure you that your order will be dealt with promptly.*

- *We ask you to consider our proposal once more and let us know if we can expect your order\_\_\_\_\_.*

- *If our proposal is acceptable to you please confirm it\_\_\_\_\_.*

- *We would appreciate if we got the order from you as soon as possible\_\_\_\_\_.*

- *Please let us have your order as soon as possible since supplies are limited.*

- *We look forward to receiving a trial order from you.*

- *If you are not happy with our proposal please let us know why.*

- *If our proposal doesn't suit you please let us know why.*

## 6. Sample Letters

### Letter 1

June 30, 2011

MATTHEWS & WILSON  
Ladies' Clothing  
421 Michigan Avenue  
Chicago  
ILL 60602

Mr. Green  
Marketing Director  
Green Industries Ltd.  
148 Mortimer Street  
London  
W13 7CD  
England

Dear Gentlemen:

In reply to your enquiry of 12 June we regret to inform you that we cannot offer you instruments of the model you are interested in, as they are no longer produced.

We can make you a firm offer for similar instruments of a new model. Their price is a bit higher, but they are already in great demand.

We can deliver the goods within 3 months of the date of receipt of your order.

We are looking forward to your positive reply.

Yours sincerely,

*P. Wilson*

Pam Wilson  
Sales Manager

## Letter 2

Lingua Services Galactic Ltd  
69 Milk Street  
London  
SW7 6AW  
England

Tel: +44 20 123 4567  
Fax: +44 20 765 4321  
Email: info@linguaservicesgalactic.com

26 January 2015

Ms Andrea Philips  
Dreamtime Movies Universal Ltd  
54 Oxford Road  
Skagnes  
SK3 4RG  
ENGLAND

Dear Ms Philips

### Translation Services & Fees

Thank you for your letter of 22 January enquiring about our translation services.

Lingua Services Galactic offers a full range of translation services to help you in the development of sales literature and web sites. We have pleasure in enclosing our latest brochures and price list from which you can see that our prices are highly competitive.

I look forward to calling you in a few days.

Yours sincerely

*James Brown*

James T Brown  
Sales Manager

## Practice

**Ex. 1. Make words from the jumbled letters and match them with the definitions below.**

- a) TMINEROC
- b) TEN RCIP
- c) RIGACREA ROFDRAW
- d) TNQOAOIUT
- e) NREDU PATESRAE VREOC
- f) SORSG IERPC
- g) LTAYOLY NUTCOSID

1. The condition of sale when the customer pays for the transport of the goods.
2. An internationally used term which indicates which price is being quoted to the customer.
3. The price which does not include additional costs such as transport and insurance.
4. The amount taken off the usual price of goods when they are sold to a regular customer.
5. In a separate envelope or parcel.
6. The price which includes additional costs such as transport and insurance.
7. The price for work to be done or a service to be provided.

**Ex. 2. There are no capitals, punctuation, or paragraphs in this reply to a request for information. Write it out correctly, adding the capitals, punctuation, and dividing the body of the letter into four paragraphs.**

dear mr Russell

thank you for your phone call of thursday 4 march enquiring about hiring our delivery vans my colleague ms angela smith who took the call said you were mainly interested in 5- ton vehicles like the "tobor" so I am enclosing our booklet "small truck hire" giving you details of our charges these also appear on our website at [www.vanhire.co.uk](http://www.vanhire.co.uk). you will notice that the summer months of june july and august are the least expensive and that we offer a 20% discount on weekend hire starting saturday at 08.00 and ending sunday at 20.00 our main offices in the uk are in london and

birmingham but we also have branches in france germany and italy if you are thinking of hiring abroad you will find details on our website please let me know if I can be of further help

yours sincerely

michael craddock

transport manager

**Ex. 3. Reply to an enquiry Mr Chan has emailed Hubner GmbH, enquiring about some earth-moving equipment he saw at a trade fair. In his reply, Hubner's Sales Director, Gustav Fest, refers to specific questions asked by Mr Chan. Read Mr Fest's letter and choose the items which Mr Chan asked about.**

1. How soon the goods can be delivered; 2. Details of prices; 3. Where the goods can be purchased; 4. After-sales service; 5. How the goods will be transported; 6. Terms of payment; 7. Quantity discounts; 8. Cash discounts; 9. Details of the range of goods available; 10. Which bank will handle the transaction; 11. Guarantees.

Dear Mr Chan

Thank you for your enquiry of 16 August concerning our earth-moving equipment displayed at the International Farm Machinery Fair in Bonn.

In answer to the specific questions in your letter, first let me say we are willing to consider substantial discount on orders over \$3000,000. All our machinery is guaranteed for three years against normal use, and we have several agencies in your country with mechanics trained to service all our products.

With regard to the terms of payment, which you mentioned, we would consider payment by 30-day bill of exchange, documents against acceptance, provided you could offer two referees.

I confirm that we can fulfill orders within three months, unless there are unusual specifications, and you can buy equipment from us direct or through our agents in your country.

As requested, I am sending our current catalogue and price list to you by express mail. I think you will find the equipment on pages 101- 15 particularly interesting for the work you have in mind. If you require any further information, please contact me.

Yours sincerely

*Gustav Fest*

Gustav Fest  
Sales Director

**Ex. 4. Here are some of the questions Mr Chan asked (see Ex. 1), but the words have been mixed up. Rearrange the words so that the questions make sense and add the necessary capitals and punctuation.**

EXAMPLE      offer / do / you / large / a / orders / discount / on  
*Do you offer a discount on large orders?*

- 1) details / of / can / you / prices / please / me / send / your
- 2) after-sales / do / an / offer / you / service
- 3) guaranteed / are / for / how / goods / long / the
- 4) goods / can / how / delivered / soon / the / be
- 5) terms / what / payment / your / of / are
- 6) can / buy / where / the / I / goods
- 7) you / do / what / quantity / discounts / sort / offer / of
- 8) can / send / mail / please / your / by / me / you / express / catalogue

**Ex. 5. Change the given instructions into an acceptable form for business correspondence.**

1. Ask them for a cash discount.
2. Say that we want these items delivered in three months.
3. Tell them to get in touch with us if they can't deliver the goods before Friday.
4. Find out what their terms of trade are.
5. Ask them if they could give us quantity discount in case of placing a large order.
6. Find out if it is possible to pay by 30-day bill of exchange.
7. Ask them about an after-sales service.

**Ex. 6. Complete this answer letter with the suitable articles and prepositions.**

Thank you \_\_\_\_\_ your letter giving us \_\_\_\_\_ details of \_\_\_\_\_ products we enquired \_\_\_\_\_.

\_\_\_\_\_ main item we are interested \_\_\_\_\_ is \_\_\_\_\_ kitchen unit listed in \_\_\_\_\_ catalogue under \_\_\_\_\_ heading CM 14. As we are building \_\_\_\_\_ large block of apartments, we think \_\_\_\_\_ unit like \_\_\_\_\_ one listed, might be \_\_\_\_\_ best installation \_\_\_\_\_ our purposes.

Please let us know what your terms of \_\_\_\_\_ trade are. Could you also tell us if you are able to offer \_\_\_\_\_ trade and \_\_\_\_\_ quantity discounts on \_\_\_\_\_ price \_\_\_\_\_ large orders? We would also be grateful for \_\_\_\_\_ samples of all materials used in \_\_\_\_\_ manufacture \_\_\_\_\_ your units.

I am including \_\_\_\_\_ plan of our apartment and \_\_\_\_\_ dimensions we would need.

**Ex. 7. Put the correct word or phrase in each blank choosing from the given list.**

additional features	date	enquiring	hesitate
enclosed leaflet	range	pleasure	enquiry
further details	sincerely	supply	In addition
competitive price	full details	doing business	in production

A. Dear Ms Prentice

Thank you for your 1) \_\_\_\_\_ of 3<sup>rd</sup> May about our office stationery.

We have 2) \_\_\_\_\_ in enclosing our latest catalogue and price list. We hope you will find it of interest.

If you require any 3) \_\_\_\_\_, please do not 4) \_\_\_\_\_ to contact us.

Yours 5) \_\_\_\_\_.

B. Thank you for your letter of January 4<sup>th</sup>, asking about office furniture. The enclosed catalogue contains 6) \_\_\_\_\_ of our range. In most cases we are able to 7) \_\_\_\_\_ you with the goods you require within fourteen days.

We look forward to receiving an order from you.

C. Thank you for your letter of 1<sup>st</sup> June, 8) \_\_\_\_\_ about the pocket calculator.

This model is no longer 9) \_\_\_\_\_. As you will see from the 10) \_\_\_\_\_, the new model has several 11) \_\_\_\_\_ at an extremely 12) \_\_\_\_\_.

We have also enclosed our latest catalogue giving details of the vast 13) \_\_\_\_\_ of electronic goods we supply.

We allow a discount of 30 % on purchases of not less than 50 of the same model, and 35 % on quantities of not less than 100. 14) \_\_\_\_\_, we give a discount of 3 % for payment within fourteen days from 15) \_\_\_\_\_ of invoice.

We look forward to 16) \_\_\_\_\_ with you in the near future.

**Ex. 8. Render into English these extracts from the answer letters.**

1. Благодарим Вас за запрос от 23.03.2004 года, из которого мы узнали, что Вы заинтересованы в продукции нашего завода. Мы с удовольствием прилагаем к этому письму наш прейскурант. Цены указаны без торговых скидок. Мы можем также выслать Вам каталог продукции нашей фабрики в 3 экземплярах.

Надеемся, что наше предложение Вам понравится.

2. В ответ на Ваше письмо от 6 марта сообщаю Вам, что мы готовы обсудить Ваше предложение на следующем заседании.

3. В соответствии с Вашим запросом мы рады сообщить Вам, что условия контракта были рассмотрены на заседании Совета, и мы сможем приложить к этому письму копию протокола.

4. В соответствии с Вашим письмом высылаем Вам все необходимые материалы.

**Ex. 9. Compose answer letters according to the given situations.**

1. Write a letter of reply from Robert Morris, Sales Director of UK Cycles, to Karl Janssen. Thank him for his letter, quoting time. Give him the following information: details of the range of bikes available; discounts (quantity discounts on orders for bikes over \$ 10.000); delivery time (usually three months after the receipt of order); credit (facilities only after trading for at least one year with the company). Thank him for his interest in your company, and close the letter in the appropriate manner.

2. Write a letter of reply to Anne Croft (Sales Director) from the secretary on Mr Busch's behalf, quoting her enquiry of a catalogue and a price-list.

## **Unit 2. Business Letter: Orders, Order Acknowledgements**

Placing an order is simple from the point of view of letter writing.

**Orders** are usually written on a company's official order form which has a date and a reference number that should be quoted in any



correspondence referring to the order. If the order is telephoned, it should be confirmed in writing, and an order form should always be accompanied by either a compliments slip or a covering letter. A covering letter is preferable as it allows you the opportunity to make any necessary points and confirm the terms that have been agreed.

Very often the purchasing department or the buyer fills an order form (although he may prefer to write a covering letter) to make certain points quite clear.

The supplier sends an order acknowledgement promptly, to thank his customer for the order. If prices or delivery times have changed, the customer must be notified. If the goods ordered are no longer available, a substitute may be offered.

## **1. Introductory phrases /sentences (orders)**

- *In reply to your letter (fax) of \_\_\_\_\_ we thank you for\_\_\_\_\_ .*
- *We are pleased to enclose our order №\_\_\_\_\_.*
- *We enclose our order for\_\_\_\_\_.*
- *Please, send the copy of this order to us, signed, as an acknowledgement\_\_\_\_\_.*
- *With reference to your quotation, we enclose our order for immediate delivery\_\_\_\_\_.*
- *Please find enclosed our Order No.B4521 for\_\_\_\_\_.*
- *Thank you for your reply of 14 May regarding our email about the mobile phones. Enclosed you will find our official order (No.B561) for\_\_\_\_\_*

## **2. Introductory phrases / sentences (order acknowledgements)**

*The structure of an order acknowledgement:* (1) acknowledge order, (2) give necessary details (expected delivery dates, confirmation numbers), (3) thank customer for the order and for choosing your company, (4) explain how they can contact you if they have questions about their order, (5) entice reader to order again (perhaps with information about new product/service or with a discount).

- *Thank you very much for your order №\_\_\_\_\_ of (dated) \_\_\_\_\_.*
- *We are pleased to acknowledge your order for\_\_\_\_\_ .*
- *Your order is already being carried out/executed/ and delivery will be made in accordance with your instructions.*
- *We confirm that delivery will be made by\_\_\_\_\_ as requested.*

- As requested we enclose (are enclosing) the copy of your order, duly signed as an acknowledgement.

- Thank you for your order No.338B which we received today. We are now dealing with it and you may expect delivery within next 3 weeks.

- We are pleased to inform you that we have already made your order and are now making arrangements for shipment to \_\_\_\_\_ .

### **3. Additional Information**

#### **Payment**

Confirm the **terms of payment**.

- As agreed you will draw on us at 30 days, D/A, with the documents being sent to our bank\_\_\_\_\_.

- We would like to confirm that payment is to be made by irrevocable letter of credit, which we have already applied to the bank for.

- Once we have received your advice, we will send a bank draft to\_\_\_\_\_.

- \_\_\_\_\_ and we agreed that payments would be made against quarterly statements\_\_\_\_\_.

#### **Discounts**

Confirm the agreed discounts.

- We would like to thank you for the 30 % trade discount and 10 % quantity discount you allowed us.

- Finally, we would like to confirm that the 25 % trade discount is quite satisfactory.

#### **Delivery**

Confirm the delivery dates.

- It is essential that the goods are delivered before the beginning of November, in time for the Christmas sales period.

- Delivery before 28 February is a firm condition of this order, and we reserve the right to refuse goods delivered after that time.

- Please confirm that you can complete the work before the end of March, as the opening of the store is planned for early April.

#### **Methods of delivery**

Many companies use **forwarding agents** who are specialists in packing and handling the documentation to ship goods. Nevertheless, to ensure prompt and safe delivery, it is a good idea to advise the company on how you want the goods packed and sent. This means that if the consignment arrives late, or in a damaged state, your letter is evidence of the instructions you gave.

- *Please send the goods by express freight as we need them urgently.*
- *We advise delivery by road to avoid constant handling of this fragile consignment.*
- *Could you please ship by scheduled freighter to avoid any unnecessary delays?*

### **Packing**

Advise your supplier how you want the goods packed. Note, in the first example, that crates are often marked with a sign – a diamond, a target, a square, a lion, etc. – that can be recognized by the supplier and customer.

- *Each piece of crockery is to be individually wrapped in thick paper, packed in straw, and shipped in wooden crates numbered 1 to 6.*
- *The carpets should be wrapped, and the packaging reinforced at both ends to avoid wear.*

## **4. Refusal of Orders**

There are a number of reasons for a company to refuse an order, and some of the most common are given below. Whatever your reason, you must be polite: the words ‘reject’ and ‘refuse’ have a very negative tone, therefore it is better to use ‘decline’ and ‘turn down’ instead.

### **Out of stock**

You may be out of stock of the product ordered, or you may no longer make it. Note that, in either case, you have an opportunity to sell an alternative product, but remember not to criticize the product you can no longer supply.

- *We are sorry/we regret/to let you know/to inform you/ that we cannot execute your order because ...*
- *We regret to inform you that the goods ordered are out of stock/no longer available.*
- *We can offer you a substitute which is the same price and of similar quality to the goods ordered.*
- *We are sorry to say that we are completely out of stock of this item and will be six weeks before we get delivery, but please contact us then.*

### **Bad reputation**

The customer may have a bad reputation for setting their accounts or, in the case of a retailer of, say, electrical or mechanical products, may have offered a poor after-sales service which could in turn affect a

manufacturer's or supplier's reputation. In these cases, it is better to find a diplomatic way of saying 'no'.

- *We would only be prepared to supply on a cash basis.*
- *I am sorry to say that we must turn down your order as we have full order books at present and cannot give a definite date for delivery.*

### **Unfavourable terms**

The supplier may not like the terms the customer has asked for, either for delivery:

- *Delivery cannot possibly be guaranteed within the time given in your letter.*
- *Two months must be allowed for delivery as we are dependent on our suppliers for raw materials.*

or discount:

- *It would be economical for us to offer our products at the discounts you suggest as we work on a fast turnover and low profit margins.*
- *The usual trade discount is 15 % in this country, which is 5 % lower than the figure mentioned in your letter.*
- *The discount you asked for is far more than we offer any of our customers.*

or payment:

- *We only accept payment by letter of credit.*
- *Our company relies on quick sales, low profits, and a fast turnover, and therefore we cannot offer long-term credit facilities.*

### **Size of order**

The quantity required might be too large or too small.

- *We are a small company and could not possibly handle an order for 20,000 units.*
- *Our factory only sells material in 30-metre rolls which cannot be cut up.*

## **5. Closing phrases /sentence**

- *We hope that this will be the first of many orders we place with you.*
- *We will place further orders if this one is completed to our satisfaction.*
- *I look forward to receiving your advice / shipment / acknowledgement / confirmation.*
- *We hope that you will have a good turnover and that we will be dealing with your company in the future.*

## 6. Sample letters

### ***B. Cottwold & Co. Ltd***

Nesson House, Newell Street, Birmingham BC3 3 EL  
Phone: 021 236 6571 Fax: 021 236 8592 Telex: 341641

Mr. Causio  
Satex S.P.A.  
Via di Pietra Papa  
Rome 00146  
ITALY

Our ref.: Order DR 4316

Your ref.: D/1439

9 March 2016

Attn.: Sales department

Dear Mr. Causio,

Please find enclosed our order No. DR 4316 for men's and boys' sweaters in assorted sizes, colours and designs.

We have decided to accept the 15% trade discount you offered and terms of payment viz. documents against payment, but would like these terms reviewed in the near future.

Would you please send the shipping documents and your sight draft to Northminster Bank (City Branch), Deal Street, Birmingham BC3 1SQ.

If you do not have any of the listed items in stock, please do not send substitutes in their place.

We would appreciate delivery within the next six weeks, and look forward to your acknowledgment.

Yours sincerely,

*Lionel Crane*

Lionel Crane  
Chief Buyer

Enc.: order form No. DR 4316

**ORDER No. DR 4316**

***B. Cottwold & Co. Ltd***

Nesson House, Newell Street, Birmingham BC3 3EL  
Phone: 021 236 6571 Fax: 021 236 8592 Telex: 34641

Satex S.P.A  
Via di Pietra Papa  
00146 Roma  
ITALY

Authorized.....

(signature)

Quantity	Item description	Price c.i.f. London
50	V Neck 30 Red/20 Blue	£13.80
30	Roll Neck: 15 Black/15 Blue	£ 9.40
30	Crew Neck: 15 Green/15 Beige	£ 16.00
40	Crew Neck: 20 Green/20 Beige	£ 12.60

Note: Subject to 5% quantity discount

Comments: 15% trade discount

Date: 9 March 2016

Del. 6 weeks

### Points to remember

1. Even if you use an official order form when placing an order, it is a good idea to send a covering letter confirming terms of payments, discounts, delivery, and packing.

2. Orders should be acknowledged as soon as they are received. Email is a convenient way of acknowledging them quickly.

3. If there are problems with delivery, tell your customer immediately what you intend to do to correct them. Apologize for the inconvenience.

4. If you turn an order down, be polite, and generalize the terms you use so that the customer does not think this refusal only applies to them.

### Practice

**Ex. 1. The verbs in the box can all be used with the noun 'order'. Choose the best verb to complete each sentence. Use each verb only once and in the correct form:** confirm, place, refuse, make up, ship, cancel, dispatch, acknowledge.

1. We would like to\_\_\_\_\_ an order with you for 5,000 units. 2. As we are unable to supply the quantity you asked for, we would have no objection if you preferred to\_\_\_\_\_ your order. 3. I am writing to\_\_\_\_\_ your order, which we received this morning, for 20 "Omega Engines". 4. We are

pleased to inform you that your order K451 has already been\_\_\_\_\_ from our depot. 5. Please\_\_\_\_\_ your order in writing, so that we can inform our distribution depot. 6. Your order was\_\_\_\_\_ yesterday on the MV Oxford. 7. Unfortunately, we shall have to\_\_\_\_\_ your order unless payment is settled in cash. 8. I would like to reassure you that your order will be\_\_\_\_\_ in our depot by staff who have experience in handling these delicate materials.

**Ex. 2. Read this extract from a letter apologizing for a delayed delivery and choose the best words from the options in brackets.**

Further to our telephone conversation on Friday, I am writing to you, (*affecting, concerning, changing*) your order, № SX1940, which was (*sold, made, placed*) with us on 10 January.

Once again, I must (*regret, apologize, speak*) for the delay in processing this order. This was due to a staffing (*shortage, fault, malfunction*). However, since I spoke to you, we have (*dismissed, promoted, taken on*) four new employees at our depot, and I am pleased to tell you that your order is now ready for dispatch. It will (*arrive, deliver, reach*) you within five working days.

Special (*care, attention, caution*) has been taken to ensure that the ... (*load, crates, consignment*) has been packed (*meeting, according, serving*) to your requirements. Each item will be individually wrapped to (*prevent, cause, stop*) damage.

**Ex. 3. All the sentences below give reasons for refusing an order. Match the sentences in column A with sentences in column B with similar meanings. Then choose the sentences which are most suitable for business correspondence.**

**Column A**

1. We don't make this product now because people don't buy enough of it.
2. We can't sell you anything unless you pay cash.
3. We cannot offer the discount you suggest as our profit margins are extremely low.
4. We can't possibly fill this huge order: it's more than our total output for at least six months.
5. Unfortunately, we cannot guarantee delivery within five working days.

**Column B**

- a) Unfortunately, we do not have the capacity to supply an order as large as this.

- b) We can't let you have 15% off because we price our products as cheaply as possible.
- c) There's no way we can deliver in such a short time.
- d) We have stopped manufacturing this product as there is no longer sufficient demand.
- e) We regret that we would only be prepared to supply on a cash basis.

**Ex. 4. Make words from the jumbled letters and match them with the definitions below.**

- |                     |                    |
|---------------------|--------------------|
| a) SMPOMILCTEN IPLS | e) RIA ILWYALB     |
| b) NOVCIIIE         | f) IHPS            |
| c) GIFOWRDNRA GNETA | g) VIGCNERO TRTEEL |
| d) TSTMTEELEN       | h) CIAVDE TNEO     |

1. A person or organization that conveys goods to their destination.
2. A letter accompanying a document or goods, explaining the contents.
3. A list of goods or services that states how much must be paid for them.
4. A document informing a customer that a consignment is on its way to them.
5. Payment of an account.
6. A small piece of paper with a company's details on it.
7. To send goods by road, rail, air, or sea.
8. A document that gives information about goods sent by air.

**Ex. 5. In this letter Mr Takahashi is placing an order, but the sentences have become confused. Rewrite the letter with the sentences in the correct order, starting new paragraphs where appropriate.**

1. Sincerely.
2. If some of the items are out of stock, please do not send substitutes.
3. When you send the order, please make sure all cartons are clearly labeled with our logo and numbered.
4. I can confirm that the 10% quantity discount off net prices that you offered is acceptable.
5. Dear Mr. Causio
6. I enclose our order No. 49301/231 for the selection of shirts, trousers, and jackets which we discussed on the phone yesterday.
7. Kosaburo Takahashi
8. As agreed, we will pay by letter of credit, I have already arranged this with the bank.



9. Please note the order must be here by 10 April, in time for the new season.

10. As soon as the bank hands over the shipping documents, the credit will be released.

**Ex. 6. Translate the given bodies of the letters of order.**

1. Джентльмены:

Спасибо за Ваше письмо от 5 ноября.

Мы изучили Ваш каталог и выбрали три модели, заказ на которые прилагается к письму. Это наш пробный заказ (trial order) и если мы будем довольны Вашей доставкой, то можете рассчитывать на регулярные заказы.

Чтобы избежать трудностей с таможенными властями, пожалуйста, проследите, чтобы были выполнены наши инструкции по доставке.

С уважением,

Прил.

Заказ 456/4

Пожалуйста, доставьте следующим судном через Саусхэмптон и Лиссабон.

Доставка: ФОБ Британский порт

2. Уважаемый господин Петров!

С настоящим письмом высылаем наш заказ на партию женской одежды.

Мы бы хотели подтвердить, что оплату необходимо произвести векселем с условием погашения в течение 30 дней.

Не забудьте, что лишь доставка груза самолетом будет гарантией быстрой доставки.

Мы будем делать заказы и в дальнейшем при условии, что данный заказ будет выполнен в соответствии с нашими требованиями.

С нетерпением ждем получения Вашего подтверждения.

С уважением,..

**Ex. 7. Compose letters of order and acknowledgement of order according to the given situations.**

1. Write a letter to a foreign manufacturer of some article you are familiar with. Enclose an order and state your requirements regarding quantity, quality, appearance and delivery.

2. Acknowledge an order for cotton textiles and explain why a slight delay in execution is unavoidable.

3. Write an order for a shipment of evening bags, handbags and beauty boxes.

## **Unit 3. Business Letter: Complaints, Replies to Complaints**

When sending a complaint, you will need to decide whether it is appropriate to use fax or email, where privacy cannot be guaranteed, or to write a letter. Some complaints, e.g. a mistake in a small payment or in the number of goods dispatched, can be faxed or emailed, but a letter should be used for larger or more serious complaints.

### **COMPLAINTS**

#### **1. Introductory phrases / sentences**

Do not delay. Complain as soon as you realize a mistake has been made; delay weakens your case and can complicate the matter as details may be forgotten. There is no need to open by apologizing for the need to complain.

- *We would like to inform you\_\_\_\_\_*
- *I am writing to complain about\_\_\_\_\_*
- *I am writing with reference to Order No. P32, which we received yesterday.*

#### **2. The language of complaints**

Emotional terms like disgusted, infuriated, or amazed have no place in business. You can express dissatisfaction by saying:

- *This is the third time this mistake has occurred and we are far from satisfaction with the service you offer.*
- *Unless you can fulfill our orders efficiently in the future we will have to consider changing to another supplier.*
- *Please ensure that this sort of problem does not arise again.*

Do not be rude or personal. In most cases correspondence between companies takes place between employees in various departments. Nothing is gained by being rude to the individual you are writing to. You may antagonize someone who has probably had nothing to do with the error

and, rather than getting it corrected, he or she could become defensive and difficult to deal with. Therefore, do not use sentences like:

- *You must correct your mistake as soon as possible.*
- *You made an error on the statement.*
- *You don't understand the terms of discount. We told you to deduct discount from net prices, not CIF prices.*

Use the passive and impersonal structures:

- *The mistake must be corrected as soon as possible.*
- *There seems to be some misunderstanding regarding terms of discount. Discount is deducted from net prices, not CIF prices.*

Do not use words like fault or blame - these expressions are rude and childish. Do not write:

- *It is not our fault. It is probably the fault of your dispatch department.*

Instead, write:

- *The mistake could not have originated here, and must be connected with the dispatch of the goods.*

Never blame your own staff, and finally, while writing the complaint remember that your supplier will almost certainly want to help you and correct the mistake. Suppliers are not in business to irritate or confuse their customers but to offer them a service.

### **3. Explaining the problem**

If you think you know how the mistake was made, you may politely point this out to your supplier. Sometimes, when a mistake occurs several times, you may be able to work out why it is happening more quickly than the company you are dealing with.

- *Could you tell your dispatch department to take special care when addressing consignments? My name and address are\_\_\_\_\_ .*

- *Could you ask your accounts department to check my code carefully in future? My account number is 246-642, but they have been sending me statements coded 642-246.*

- *I think the reason that wrong sizes have been sent to me is because I am ordering in metric sizes, and you are sending me sizes measured in feet and inches. I would appreciate your looking into this.*

### **4. Suggesting a solution**

If you think you know how the mistake can be corrected, let your supplier know:

- *The best solution would be for me to return the wrong articles, charging you P&P (Packing & Postage).*
- *Rather than send a credit note you could send six replacements, which would probably be easier than adjusting our accounts.*

## **REPLIES TO COMPLAINTS**

### **1. Opening phrases /sentences**

Acknowledge that you have received the complaint, and thank your customer for informing you:

- *Thank you for your letter of 6 August informing us that\_\_\_\_\_.*
- *We would like to thank you for informing us of our accounting error in your letter of 7 June.*
- *We are replying to your letter of 10 March in which you told us that\_\_\_\_\_.*

### **2. Asking for time to investigate the complaint**

Sometimes you cannot deal with a complaint immediately, as the matter needs to be looked into. Do not leave your customer waiting but tell them what you are doing straight away.

- *While we cannot give you an explanation at present, we are looking into the problem and will contact you again shortly.*
- *As we are sending out orders promptly, I think these delays may be occurring during transit. I shall get in touch with the contractors.*
- *Would you please return samples of the items you are dissatisfied with, and I will send them to our factory in Dusseldorf for tests.*

### **3. Explaining the mistake**

If the complaint is justified, explain how the mistake occurred but do not blame your staff. You employed them, so you are responsible for their actions.

- *The mistake was due to a fault in one of our machines, which has now been corrected.*
- *There appears to have been some confusion in our addressing system, but this has been sorted out.*
- *It is unusual for this type of error to arise, but the problem has now been dealt with.*

If you think the complaint is unjustified, you can be firm but polite in your answer. But even if you deny responsibility, you should always try to give an explanation of the problem.

- *We have closely compared the articles you returned with our samples and can see no difference between them. Therefore, in this case we are not willing either to substitute the articles or to offer a credit.*

- *Our factory has now inspected the unit you returned last week, and they inform us that the circuits were overloaded. We can repair the machine, but it will be necessary to charge you as incorrect use of the unit which is not covered by our guarantee.*

#### **4. Solving the problem**

Having acknowledged your responsibility and explained what went wrong, you should put matters right as soon as possible, and tell your customer that you are doing so.

- *We have now checked our accounts and find that we have been sending you the wrong statement due to a confusion in names and addresses. Please contact us again if a similar situation arises, and thank you again for pointing out the error.*

- *The fabric you complained about has now been withdrawn. The fault was in the weave of the cloth, which was due to a programming error in the weaving machines. This has now been corrected and replacement fabric will be sent to you.*

#### **5. Closing phrases /sentences**

It is useful when closing your letter to mention that the mistake, error, or fault is an exception, and it either rarely or never happens. You should also, of course, apologize for the inconvenience your customer experienced.

- *In closing we would like to apologize for the inconvenience, and also point out that this type of fault rarely occurs in this equipment.*

- *Finally, may we say that this was an exceptional mistake and is unlikely to occur again. Please accept our apologies for the inconvenience.*

- *Thank you for your patience in this matter, and we look forward to hearing from you again.*

#### **6. Sample Letters**

##### **Letter 1**

Head Office  
Nesson House  
Neweli Street

Birmingham BC3 3EL

Telephone: +44 (0) 21 2366571

Fax+44(0) 21 23685912

Email: pcrane@lynch.co.uk

Your ref:

Our ref: Order No.14478

15 August 2015

Mr Causio  
Satex S.p.A.  
Via di Pietra Papa  
Roma 00146  
ITALY  
Dear Mr. Causio,

Order No.14478

I am writing to you to complain about the shipment of sweaters we received yesterday against the above order.

The boxes in which the sweaters were packed were damaged, and looked as if they had been broken open in transit. From your invoice No.18871 we estimate that thirty garments have been stolen to the value of £ 550.00.

As the sale was on a CIF basis and the forwarding company were your agents, we suggest you contact them with regard to compensation.

You will find a list of the missing articles enclosed, and the consignment will be put to one side until we receive your instructions.

Yours sincerely,

***Peter Crane***

Peter Crane  
Chief Buyer

Encl.

## Letter 2

Satex S.p.A.  
Via di Pietra Papa  
00146 Roma  
ITALY

24 August 20-

Mr L.Crane  
Chief Buyer  
F. Lynch & Co. Ltd  
Nesson House  
Newell Street  
Birmingham  
8BS 3EL  
UNITED KINGDOM  
Order 14478

Dear Mr Crane

Thank you for informing us about the damage to our consignment (Inv. No. 18871).

From our previous transactions you will realize that this sort of problem is quite unusual. Nevertheless, we are sorry about the inconvenience it has caused you.

Please would you return the whole consignment to us, postage and packing forward, and we will ask the shipping company to inspect the damage so that they can arrange compensation. It is unlikely that our insurance company needs to be troubled with this case.

If you want us to send you another shipment as per your order No.14478, please let us know. We have the garments in stock and it would be no trouble to send them within the next fortnight.

Yours sincerely

*Daniele Causio*

Daniele Causio  
Sales Director

## Letter 3

Drivers Co.  
3489 Greene Avenue  
Olympia  
WA 98502

August 17, 2015

Richard Brown  
President  
Document Makers  
Salem MA 34588

Dear Mr. Brown:

As someone who has worked with your company for over 3 years, we were very disappointed to see the documents you produced for our latest Drivers Co. publicity campaign.

As our written agreement stipulated, we expected full color leaflets with fancy explanatory texts, but instead, we found that black and white photos had been included in the prepared leaflets. I think you will agree that a communication problem exists.

We would like you to send out a photographer to provide us with the promised color coverage, or provide us with a refund.

Yours truly,

*J.R. Smith*

Thomas Smith  
Director

TRS/LJ

## Practice

**Ex. 1. All the sentences below could be used in complaints, or replies to them. Match the sentences in column A with sentences in column B with similar meanings. Then choose the sentences which are most suitable for business correspondence.**



### **Column A**

1. You should put it right.
2. Please ensure that the problem does not arise again.
3. In this case we are not responsible for the error.
4. Please could you send us a refund.
5. We're sorry about the muddle.
6. We're planning to buy from someone else.
7. Your machine doesn't work.
8. I regret that in this case we are unwilling to offer a refund.

### **Column B**

- a) We want our money back.
- b) We would be grateful if you could correct the error.
- c) We apologize for the confusion.
- d) We will have to consider changing to another supplier.
- e) There appears to be a defect in the mechanism.
- f) We're not giving you your money back.
- g) This time it's not our fault.
- h) Make sure it doesn't happen again.

**Ex. 2. Complete a letter replying to a complaint choosing from the given alternatives.**

- |                         |             |                             |
|-------------------------|-------------|-----------------------------|
| 1. a) the 25 of October | b) October  | c) 25 <sup>th</sup> October |
| 2. a) defect            | b) problem  | c) asset                    |
| 3. a) demand            | b) order    | c) request                  |
| 4. a) investigated      | b) looked   | c) traced                   |
| 5. a) bothered          | b) killed   | c) horrified                |
| 6. a) suppliers         | b) creators | c) models                   |
| 7. a) mislabeled        | b) misspelt | c) mishandled               |
| 8. a) certified         | b) checked  | c) tried                    |
| 9. a) apologise         | b) sorry    | c) regret                   |
| 10. a) suggest          | b) demand   | c) insist                   |
| 11. a) charge           | b) subtract | c) reimburse                |
| 12. a) debit            | b) cost     | c) credit                   |

Thank you for your letter of 1) \_\_\_\_\_ 2015 about the 2) \_\_\_\_\_ you have had with your 3) \_\_\_\_\_ № 234.

I have 4) \_\_\_\_\_ into the matter and I was 5) \_\_\_\_\_ to find that our 6) \_\_\_\_\_ had sent us the wrong components and had also 7) \_\_\_\_\_ them, so that our clerks did not realize the mistake. Of course we should have 8) \_\_\_\_\_, but I am 9) \_\_\_\_\_ to say that we did not do so.

The only thing I can do is to 10) \_\_\_\_\_ that you return the faulty items (we will, of course, 11) \_\_\_\_\_ the shipping costs) and we will replace them with the correct items or 12) \_\_\_\_\_ you with their value.

We apologize for the error and are taking steps to ensure that it is not repeated.

**Ex. 3. There are no capitals, punctuation, or paragraphs in this letter of complaint about late delivery to a manufacturer of medical equipment. Write out the letter correctly. Divide the body of the letter into two paragraphs.**

dear mr toda  
awb 4156/82

we are writing to point out that the above delivery which arrived yesterday was a week late this is the second time we have had to write to you on this subject and we cannot allow the situation to continue we have already explained that it is essential for medical equipment to arrive on due dates as late delivery could create a very serious problem unless we have your firm guarantee on the promptness of all future deliveries we will have to look for another supplier please could you confirm this before we place our next order

yours sincerely

head of administration

**Ex. 4. The sentences have become confused in Mr Toda's reply to Mr Lotti's letter. Rewrite the letter with the sentences in the correct order.**

1. Consignment no. AWB 4156/82
2. I trust that this will clarify the situation, and look forward to continued good trading with you.
3. However, the two orders you mentioned were sent to our factory rather than our administrative offices at the above address.
4. We would like to take this opportunity of reminding you that to avoid delay in future all orders should be sent to our office address.
5. Sales Manager
6. Thank you for your letter of 15 June concerning late delivery of the above consignment.
7. Hirio Toda (Mr)

8. We understand how important prompt deliveries are to our customers.

9. Dear Mr Lotti

10. Yours sincerely

**Ex. 5. Brian Harrison, Sales Manager at Seymore Furniture, emails Jo Hayes, his PA, asking her to draft a reply to Mr Mendez. As Jo Hayes, write the letter replying to the complaint.**

20 October 2012

Jo,

Could you write a letter replying to the complaint from Mr Mendez? Explain that the goods were checked before they left our warehouse, so the damage must have happened during shipment.

Say that we'll accept the goods C/F, and that we'll send the refund by banker's draft as soon as we receive them - and apologize for the inconvenience caused.

Please don't pp it – I'll sign. Cheers, Brian

PS Ask him about the other 2 crates.

**Ex. 6. Rewrite the following request for payment in a more polite way.**

Dear Sir,

You have owed us \$567.00 since February, which means you haven't paid us for three months.

We wrote to you twice and amazingly you didn't bother answering us, yet you've been a customer for years. Anyway, we're not going on like this, so if you don't tell us why you haven't paid, or send the money you owe us in ten days, we'll sue you. After all, we've got bills from our own suppliers, and besides we explained our rules for giving credit, payment on final dates, some time ago.

Yours,

*R. Lancaster*

Robert Lancaster

### **Ex. 7. Translate the given bodies of the complaint letters.**

1. Уважаемые господа,  
Наш заказ № 654

Сегодня прибыл наш заказ, с ним все в порядке за исключением пиджаков «Azra». Мы заказывали 12 штук, а пришли только 6.

Пожалуйста, выясните причину и пришлите нам остальные 6 пиджаков самолетом, так как мы можем их принять только в том случае, если они придут до конца этого месяца.

С уважением,

2. Уважаемые господа,

Пишу Вам для выставления рекламации по поводу полученного вчера заказа № 293, в котором находились товары частично поврежденные. Данная ошибка произошла уже в третий раз, и нас совершенно не удовлетворяют предлагаемые Вами услуги.

Для нас наилучшим решением вопроса было бы вернуть поврежденный товар возмещением расходов на упаковку и пересылку.

Сожалеем, что пришлось написать по такому неприятному поводу!

С уважением,

### **Ex. 8. Compose complaint letters according to the given situations.**

1. You should write a letter about defective goods that you bought and received from ABC stores at Newtown, USA on the 1<sup>st</sup> of June 2013.

2. You should write a letter to a service manager about poor service of an engineer John Bigs, who called for the third time in the past ten days to repair your washing machine and couldn't succeed, because the spare part was not compatible.

3. A few days ago you ordered a terra cotta vase through DESIGN mail order catalog, but when it arrived it was shattered into several small pieces.

4. Write a complaint letter to a firm which has sent substitutes for several items you ordered.

## **Unit 4. Business Letter: Letters of Credit, Replies to Requests for Credit**

### **Forms of credit:**

- **Bills of exchange, or bank drafts**, by which the supplier gives credit to the customer for the period specified: thirty, sixty, or ninety days.

- **Open account facilities**, by which the customer is allowed to pay for goods against monthly or quarterly statements.

### **Requirements for granting credit**

**Credit facilities** will only be granted by a supplier if the customer can satisfy one or more of these three requirements:

**1. Reputation** – Credit may be given to firms which have an established reputation, i.e. are well known nationally or internationally.

**2. Long-term trading association** – If a customer has been trading with a supplier over a period of time and has built up a good relationship by settling accounts promptly.

**3. References** – Normally, when asking for credit, a customer will supply references, i.e. the names of companies which will satisfy the supplier that the customer is reputable and creditworthy.

## **LETTERS OF CREDIT**

### **1. Introductory phrases / sentences**

When asking for credit facilities, it is best to go straight to the point and specify what form of credit you are looking for.

- *I am writing to ask if it would be possible for us to have credit facilities in the form of payment by 60-day bill of exchange.*

- *We appreciate your prompt answer to our enquiry. As I pointed out in my letter, our suppliers usually allow us open account facilities with quarterly settlements, and I hope this method of payment will be acceptable to you.*

### **2. Convincing the supplier**

As mentioned above, your supplier will only grant credit if they are convinced that you will not default, so mention your previous dealings with them.

- *As we have been dealing with you for more than a year, we feel that you know us well enough to grant our request.*

- *We believe we have established our reliability with you over the past six months and would now like to settle accounts on a quarterly basis.*

Mention your reputation, and offer references.

- *We are a well-established company and can offer references, if necessary.*

- *We can certainly pay on the due dates, but if you would like confirmation concerning our credit worthiness, please contact our referee.*

*- We deal with most of our suppliers on a quarterly settlement basis and you may contact any of those listed below for a reference.*

### **3. Closing phrases / sentences**

- We hope for a favorable decision and look forward to your reply.*
- We hope you will follow up the references we have submitted. We look forward to your confirmation that payment by 30-day bill of exchange is acceptable.*
- As soon as we receive your confirmation that you will allow the open account facilities we have asked for, we will send our next order.*

## **REPLIES TO REQUESTS FOR CREDIT**

### **1. Agreeing to credit**

If the supplier does not think it necessary to take up references, they may grant credit immediately.

- As we have been trading for over a year, references will not be necessary. You may clear your accounts by 30-day bill of exchange.*
- We are pleased to inform you that the credit facilities you asked for are acceptable. We look forward to receiving your next order.*

If references are considered necessary however, the supplier will acknowledge the request and then reply in full when references have been received.

- We have now received the necessary references and are pleased to inform you that your next order payment can be made on a quarterly basis against statements.*
- The referees you gave us have replied and we are able to tell you that as from next month you may settle your account on a document against acceptance basis by 60 D/S/B/E.*

### **2. Refusing credit facilities**

When refusing credit facilities, the writer must explain why the request has been turned down. There may be various reasons for this. It might be uneconomical to offer credit facilities; you may not trust the customer, or it might simply be company policy not to give credit. Whatever the reason, the reply must be worded carefully so as not to offend the customer.

- Thank you for your letter of 9 November in which you asked to be put on open account terms. Unfortunately, we never allow credit facilities to customers until they have traded with us for over a year.*

- *We regret that we are unable to offer open account terms to customers as our products are competitively priced, and it is uneconomical to allow credit facilities.*

### **3. Waiting for references**

In some cases companies will not be able to grant credit without making further investigations. In particular, you may want to take up the references your customer has offered. In these cases, your reply will be little more than an acknowledgement of the request.

- *Thank you for your letter in which you asked for credit facilities. At present we are writing to the referees you mentioned and will let you know as soon as we hear from them.*

- *With reference to your letter of 15 March, in which you asked for open account facilities, I will contact you soon.*

#### **Points to remember**

1. Credit is only given if the supplier knows that the customer has a sound reputation, knows the customer well, and / or has a reference from a bank or business associate of the customer.

2. When asking for credit, say why you want it and state how long you have been dealing with the company and offer supporting references.

3. When refusing credit, you should give reasons and convince your customer that the refusal does not discriminate against them in particular: *We normally do not offer credit facilities.*

4. When taking up a reference, tell the company who you are and who you are enquiring about. Tell them the type of credit involved: bill of exchange or monthly settlements.

5. When writing an unfavourable reply, do not give opinions or mention the name of the company.

6. When writing a favourable reference, state that you have allowed the company credit facilities but do not mention the customer's name if possible.

### **Practice**

**Ex. 1. In the sentences below choose a more suitable alternative appropriate for formal correspondence.**

*Inform, elapsed, overdue, acceptable, request, competitive, promptly, settle, sufficient, confidential*

1. Thank you for forwarding the documents so *quickly*.

2. We feel that *enough* time has *passed* for you to *pay*.
3. I am writing to *ask for* open account facilities.
4. We would like to remind you that this information is highly *secret*.
5. Your quarterly settlement is three weeks *late*.
6. We are pleased to *tell* you that the credit facilities you asked for are *fine*.
7. Our prices are very *low*.

**Ex. 2. Complete the following request for a reference with the correct prepositions.**

Dear Mr MacFee,

We are writing (1)\_\_\_ you (2)\_\_\_ the recommendation (3)\_\_\_ Mr David Arnold, Chief Accountant (4)\_\_\_ D.L. Cromer Ltd. (5)\_\_\_ Staines, Middlessex. He advised us to contact you as a referee concerning the credit facilities which his company has requested us (6)\_\_\_.

Could you confirm that the company settles (7)\_\_\_ due dates, and is sound enough to meet credits of from \$3,000 (8)\_\_\_ \$5,000?

We would be most grateful (9)\_\_\_ a reply (10)\_\_\_ your earliest convenience.

Yours sincerely,

*Patricia Gomez*

Patricia Gomez  
Sales Manager

**Ex. 3. Make words from the jumbled letters and match them with the definitions below.**

- a) DAB TEDB
- b) TDREIC TANRG
- c) LIBL FO CAXNEGEH
- d) TLAFEDU
- e) ERECEENRF
- f) DERCTI STILFCIIAE

1. The means of allowing credit, e.g. bill of exchange.
2. The debt that is not likely to be paid.
3. The method of payment by which the seller can give the buyer credit for an agreed period, e.g. 30 days.



4. The evaluation of the creditworthiness of an individual or company.
5. To fail to do something required by law.
6. A written report on a company's creditworthiness.

**Ex. 4. Complete the letter with the suitable words**

*Place   have been trading   began   has passed   may be approached  
would be settled   have been cleared   had been established*

Dear Mr Medina

We\_\_\_\_\_ with you for the past year and during that time our accounts \_\_\_\_\_ by letter of credit. However, when we\_\_\_\_\_ our association with you, you mentioned that once a business relationship\_\_\_\_\_, our accounts\_\_\_\_\_ by 60-day bill of exchange, documents against acceptance. We feel that sufficient time\_\_\_\_\_ to allow this arrangement to be effected.

Please let us know before we\_\_\_\_\_our next order, if these new payment terms are acceptable.

I enclose details of two referees, who\_\_\_\_\_ should you require trade references, and look forward to hearing from you.

Yours sincerely

David Arnold

**Ex. 5. Translate into English the extracts from the letters of credit acknowledgement.**

1. Уважаемый г-н Жерар!

Благодарю Вас за письмо от 3 декабря, в котором Вы интересовались предоставлением кредита.

Мы признательны Вам за то, что Вы в прошлом делали у нас заказы, и не сомневаемся, что для поддержки Вашей просьбы Вы можете представить рекомендации. Тем не менее, Вы, очевидно, понимаете, что наши кассеты и компакт-диски продаются по очень низким ценам, которые позволяют нам иметь лишь небольшую прибыль, и это не дает нам возможность предоставлять нашим заказчикам товар в кредит.

Очень сожалеем, что не имеем возможности помочь Вам в данном случае, но Вам, безусловно, понятны причины этого.

Еще раз благодарим Вас за письмо и ждем от Вас сообщения.

2. Уважаемый господин Смит!

Что касается Вашей просьбы о предоставлении возможности ежемесячной оплаты с помощью открытого счета, нам кажется, что

Вам будет удобнее пользоваться 3% скидкой при оплате наличными в течение семи дней после получения счета-фактуры. Тем не менее, мы готовы предоставить возможность ежемесячной оплаты, причем для этого нет необходимости в рекомендациях, поскольку Вы являетесь нашим постоянным клиентом.

С уважением,...

**Ex. 6 Compose a letter of credit according to the given situation.**

Write a credit letter to a firm dispatching tools for furniture production. Prove your credit-worthiness.

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FEATURES OF GRAMMATICAL  
AND LEXICAL LAYOUT**

Практическое пособие

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