

ENQUIRIES (REQUESTS)

We write an enquiry when we want to ask for more information concerning a product, service or other information about a product or service that interests us. These letters are often written in response to an advertisement that we have seen in the paper, a magazine, a commercial on television when we are interested in purchasing a product, but would like more information before making a decision. Remember to place your or your company's address at the top of the letter (or use your company's letterhead) followed by the address of the company you are writing to. The date can either be placed double spaced down or to the right.

Important Language to Remember

→ The Start: *Dear Sir or Madam*

To Whom It May Concern - (very formal as you do not know the person to whom you are writing)

→ Giving Reference: *With reference to your advertisement (ad) in... / Regarding your advertisement (ad) in ...*

→ Requesting a Catalogue, Brochure, Etc.:

After the reference, add a comma and continue - ..., *would (could) you please send me ...*

→ Requesting Further Information:

I would also like to know ... / Could you tell me whether ...

→ Signature: *Yours faithfully* - (very formal as you do not know the person to whom you are writing)

TASK → write a request letter using these data (the body letter is jumbled up)

From: 2520 Vista Avenue Kenneth Beare Seattle, WA 98501

To: New York, NY 12009 Jackson Brothers 3487 23rd Street

Date: September 12, 2008

Salutation: To Whom It May Concern:

Body: *could you please send me a copy / With reference to your advertisement / if it is possible to make purchases online./ in yesterday's New York Times, / of your latest catalogue./ I would also like to know*

Closing: Yours faithfully (Signature)

Kenneth Beare Administrative Director English Learners & Company

RESPONSE TO REQUESTS

It is very important to make a good impression when responding to enquiries 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. Remember to place your or your company's address at the top of the letter (or use your company's letterhead) followed by the address of the company you are writing to. The date can either be placed double spaced down or to the right. You can also include a reference number for correspondence.

Important Language to Remember

→ The Start: *Dear Mr, Ms (Mrs, Miss VERY IMPORTANT use Ms for women unless asked to use Mrs or Miss)*

→ Thanking the Potential Customer for His/Her Interest:

Thank you for your letter of... enquiring (asking for information) about ...

We would like to thank you for your letter of... enquiring (asking for information) about ...

→ Providing Requested Materials:

We are pleased to enclose ... / Enclosed you will find ... / We enclose ...

→ Providing Additional Information:

We would also like to inform you ... / Regarding your question about ... / In answer to your question (enquiry) about ...

→ Closing a Letter Hoping for Future Business:

We look forward to ... hearing from you / receiving your order / welcoming you as our client (customer).

→ Signature: *Yours sincerely* (remember use '*Yours faithfully*' when you don't know the name of the person you are writing and '*Yours sincerely*' when you do.

TASK → write a response to a request letter using these data (the body letter is jumbled up)

From: Jackson Brothers 3487 23rd Street New York, NY 12009

To: Kenneth Beare Administrative Director English Learners & Company 2520 Vista Avenue Seattle, WA 98501

Date: September 19, 2008

Salutation: Dear Mr Beare

Body: *12 September asking for the latest edition of our catalogue. / We are pleased to enclose our latest brochure. / is possible to make purchases online at <http://jacksonbros.com> / Thank you for your enquiry of / / We look forward to welcoming you as our customer / We would also like to inform you that it.*

Closing: Yours sincerely (Signature) Dennis Jackson Marketing Director Jackson Brothers