

UNIT 7 REQUESTS

- Guidelines for writing request business letters
- Response to requests
- Analysing advertisements
- Revision Present Simple / continuous
- Conditionals type II structure
- E- mails acronyms and abbreviations

Business Letter Writing: Enquiries - Asking for Information

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.

The purpose of a request is to ask for information on a specific matter which may be of a varied nature: brochures, samples, catalogues, quotations, insurance, packing, delivering,...

GUIDELINES FOR WRITING REQUESTS

The Start

Dear Personnel Director,

Dear Sir or Madam

Dear Mr, Mrs, Miss or Ms

(use if you don't know who you are writing to)

(use if you know who you are writing to, and have a formal relationship with - VERY IMPORTANT use Ms for women unless asked to use Mrs or Miss)

Dear Frank

(use if the person is a close business contact or friend)

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

The Reference

It includes the information that will help the receiver to answer your question satisfactorily.

*With reference to your advertisement in the Times of 22 November...
your letter of 23rd March,
your phone call today,*

Regarding your advertisement (ad) in ...

I have read your advertisement in ABC today and ...

I saw your advertisement in The New York Times of 25 October and...

Thank you for your letter of March 5th .

Thank you for the letter you sent us on June 23rd .

We have received your letter dated 5th November concerning ...

State why you are making the inquiry (optional)

We have ordered your products in the past and we were greatly satisfied

The Reason for Writing

I am writing to enquire about

Requesting

State your request as a question or as a statement.
Identify specifically what you want: a catalogue, a brochure,
information about a given item or service, etc

Could you possibly send me...?

Could you please tell us...?

Could you inform me about...?

Would you please send us ...?

We are interested in getting some information about your products.

I would like to know if....

We would like to know about

We would be grateful if you could inform us about...

I would be grateful if you sent me

I would like you to send me....

Requesting Further Information:

I would also like to know...

I would also like information about ...

We would also like details about...

Could you tell me whether...?

Reference to Future Contact

I look forward to hearing from you soon.

The Finish

Yours faithfully, (If you don't know the name of the person you're writing to)

Yours sincerely, (If you know the name of the person you're writing to)

Best wishes,

Best regards, (If the person is a close business contact or friend)

Yours truly

Very truly yours

RESPONSES TO REQUESTS

Routine requests from a potentially interesting client or a large and regular order deserve a prompt reply.

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.

You can also include a reference number for correspondence.

Opening sentence . Refer again to the REFERENCE Thanking the Potential Customer for His/Her Interest:

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

Thank you for your letter dated ... requesting information about ...

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

We are pleased to receive your inquiry for our new products.

We are pleased to know that you are interested in ...

Providing Requested Materials:

We are pleased to enclose...

Enclosed you will find...

We enclose...

We are sending you a copy of ...

We are enclosing..... as requested in your letter

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 will be pleased to give you any further information you may need.

We will deal promptly with any order you may send us.

We can supply (product) at a very convenient price if you consider its advantages.

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

Vocabulary

Difference between order and request

Request (verb) = pedir, rogar, solicitar

Request (noun) = ruego, petición, solicitud.

"Visitors are requested not to talk"

Enquire = inquire (verb) preguntar, informarse de, pedir información sobre

Inquiry (noun) = pregunta, petición de información

"All inquiries to the secretary"

Would be glad

Would be grateful

Would be pleased

Quote

Quoting

Best terms

Discount

Cash

Payment

Concerning (prep) sobre, acerca de

Cash payment

State

Allow

Detailed information

Shipping

Delivery date

Estimate

Quotation

Confirm

Large orders

Manufacturers

Supply

Wide choice

Rates

Travel schedule

Purchase order

Amount

Range

Deserve

Prompt reply

Prompt delivery

JACKSON BROTHERS
3487 23rd Street
New York, NY 12009

September 12th, 2008

Kenneth Beare
Administrative Director
English Learners & Company
2520 Visita Avenue
Olympia, WA 98501

Dear Mr Beare:

Thank you for your enquiry of 12 September asking for the latest edition of our catalogue.

We are pleased to enclose our latest brochure. We would also like to inform you that it is possible to make purchases online at <http://jacksonbros.com>.

We look forward to welcoming you as our customer.
Yours sincerely

Dennis Jackson
Marketing Director
Jackson Brothers

Kenneth Beare
2520 Visita Avenue
Olympia, WA 98501

September 12, 2000

Jackson Brothers
3487 23rd Street
New York, NY 12009

To Whom It May Concern:

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

Yours faithfully

Kenneth Beare
Administrative Director

Ken's Cheese House

34 Chatley Avenue
Seattle, WA 98765
Tel: (206) 456 8967
Fax: (206) 456 6745
Email: kenny@cheese.com

November 22nd, 2005

Fred Flintstone
Sales Manager
Cheese Specialists Inc.
456 Rubble Road
Rockville, IL 896756

Dear Mr Flintstone:

With reference to our telephone conversation today,
I am writing to confirm your order for: 120x Cheddar Deluxe Ref. No. 856
The order will be shipped within three days via UPS
and should arrive at your store in about 10 days.

Please contact us again if we can help in any way.

Yours sincerely,

Kenneth Beare
Director of Ken's Cheese House