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Besch

# Mail for You

## Englische Handelskorrespondenz



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## UNIT ONE: LAYOUT OF A LETTER



4	<p>The Bike Shop 27 Brompton Road LONDON SW 11 ENGLAND</p>		<p>Das Rad GmbH Breite Straße 12 28325 Bremen Tel: +49 421 361-18263 Fax: +49 421 361-18264</p>	1
			<p>Your ref: CL/dm Our ref: PvZ/dl Date: 24 August 2010</p>	2 3
5	<p>(For the attention of the Sales Manager)*</p>			
6	<p>Dear Mr Clease</p>			
7	<p><b>Offer for bicycles</b></p>			
	<p>Thank you for your enquiry of 16 August 2010.</p> <p>Please find enclosed our latest catalogue, price and terms of business.</p> <p>The prices quoted are FOB Bremen and shipment can be arranged immediately after receipt of order.</p>			
8	<p>We are willing to grant retail discounts of 15% on the net price.</p> <p>As we have not done business before we request payments by irrevocable and confirmed letter of credit.</p> <p>We hope that our prices and terms meet with your approval and that you will decide to place your order with us.</p>			
9	<p>Yours sincerely Das Rad GmbH</p>			
10	<p><i>Patrick von Zahn</i> Patrick von Zahn Sales Manager</p>			
11	<p>Enclosures</p>			

When you look at the letter above you will see that it consists of **various** different **parts**:

1. **Letterhead:** It shows the name of the company, its address, telephone- and fax number etc. The letterhead may vary from company to company; the above letterhead is only an example. Letterheads from German companies usually look different. (see page 29)
2. **References:** They tell you who is responsible for the letter (Patrick von Zahn) and who actually wrote the letter (e.g. the secretary Deborah Lewis).
3. **Date:** This shows the day the letter was written.
4. **Inside address:** It shows the name of the company/person you are writing to.
5. **Attention line:** It is used in a letter to a company and is meant to be read by a particular person.  
\* only used if name is not known (mainly in enquiries)
6. **Opening salutation:** Greeting to the addressee (person/company you are writing to).
7. **Subject line:** It tells the addressee what the letter is about. This should be underlined or written in **bold** script.
8. **Body of the letter:** This is the actual message.
9. **Complimentary close:** Final greeting to the addressee.
10. **Signature block:** Shows the name of the writer/sender of the letter and his position in the firm e.g. Purchasing Manager etc.
11. **Enclosure(s)/enc(s):** They tell the addressee that additional material (catalogue etc.) has been sent.

Let us have a look at two important things in business letters.

### 1. The Date

Look at the example letter and how the date is written there: 24 August 2010 (day, month, year) You may of course write 24<sup>th</sup> August 2010 but you should only use *st*, *nd*, *rd*, *th* if you are absolutely sure when to use them.

**Note:** In America the date is written in a different way. They write the month first and then the day and year. So 2/8/00 is the 2<sup>(nd)</sup> August 2010 in England but the February 8, 2010 in America.



**How would you write the dates below in a letter?**

28.10.15	_____
3/8/99 (England)	_____
2 <sup>(nd)</sup> April 13	_____
Feb. 1 <sup>(st)</sup> , 2010	_____

### 2. Opening Salutation/Complimentary Close

The way you close a letter depends on how you open it.

**Here are some ways to open a business letter:**

- |                   |  |
|-------------------|--|
| Dear Madam        | to a woman   |
| Dear Sir          | to a man   |
| Dear Sir or Madam | to a company   |
| Dear Mr Gibson    | to a man   |
| Dear Mrs Langer   | to a married woman   |
| Dear Ms Müller    | to a woman if you do not know if she is married <b>Note:</b> This should be used, because more and more women prefer this. |
| Dear Miss Simon   | to an unmarried woman <b>Note:</b> This can be seen as impolite and so should not be used.                                 |
| Dear Paul         | to a close business partner  |

**This is how you close a letter:**

- |                   |   |                  |
|-------------------|---|------------------|
| Dear Madam        | } | Yours faithfully |
| Dear Sir          |   |                  |
| Dear Sir or Madam |   |                  |

Dear Mr Gibson  
 Dear Mrs Langer  
 Dear Ms Müller  
 Dear Miss Simon

} Yours sincerely

Dear Paul

} Best wishes



**Which closings go with these openings?**

	Yours faithfully	Yours sincerely	Best wishes
Dear Madam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dear Mrs Dearn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dear Ms Rosenbrock	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dear Sharon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dear Sir or Madam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dear Mr Cleese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dear Gaby	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 3. Writing numbers in German and English

When we write ‘thousand’ in English, we use a comma – i. e. 1,000 and in German we use a full stop – i. e. 1.000! In terms of money, we might have to pay ‘one thousand pounds and fifty pence’. In English we would then write: 1,000.50 £ – in German: 1.000,50 £.

**Note:** The commas and full stops are the other way round!



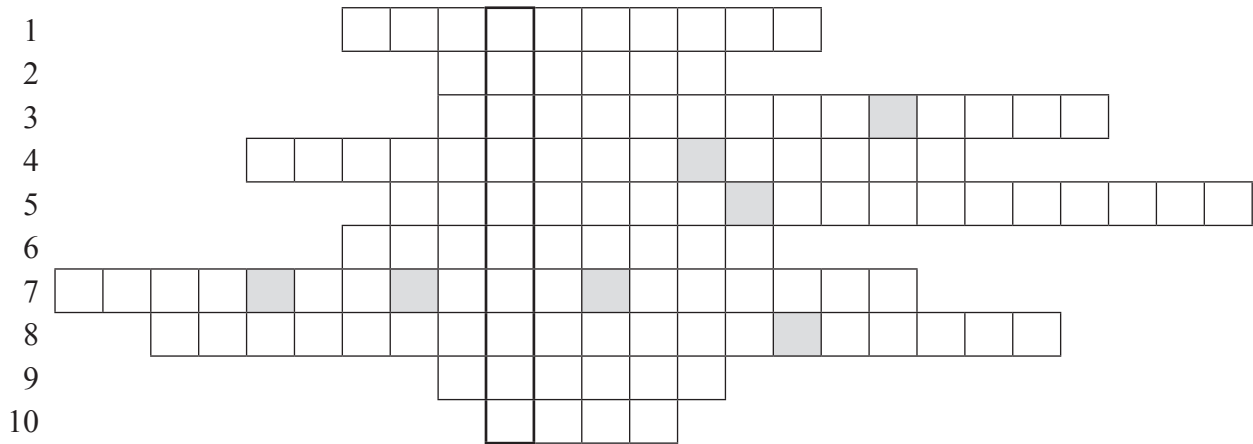
A modern way of laying out a business letter is used in this book. It is called ‘block style’.

If you look at the letter on page 7 again you will see that

- the inside address is at the top on the left
- the references can be at the top on the right
- the date is under the references
- there are no commas after ‘Dear Sir’ and ‘Yours faithfully’
- there are line spaces between the paragraphs of the letter
- all paragraphs start at the left margin
- the writer’s name is printed under his/her signature
- (sometimes) the writer’s title (position in the company) e. g. ‘Sales Manager’ is written under his/her printed name



Fill in the crossword by finding suitable words for the gaps below.



1. You write \_\_\_\_\_ at the end of the letter to let the reader know that additional material (brochure, price list etc) has been sent.
2. The \_\_\_\_\_ is the person or company who writes the letter.
3. If you want e.g. the Sales Manager in a company to get the letter quickly but you do not know his or her name you write an \_\_\_\_\_ .
4. The \_\_\_\_\_ shows the name of the writer of the letter and (sometimes) his position in the firm; e.g. Sales Manager.
5. At the beginning of the letter you write the \_\_\_\_\_ to greet the
6. \_\_\_\_\_ .
7. The actual message of the letter is the \_\_\_\_\_ .
8. When you want to finish a letter you write the \_\_\_\_\_ as a final greeting to the addressee.
9. The way the letter is structured, how it is made up, is called the \_\_\_\_\_
10. The \_\_\_\_\_ shows when the letter was written.
11. There is a hidden word in the box. What does it mean? Give a short description.

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## UNIT TWO: ENQUIRIES - INQUIRIES



If you look up the word 'enquire' in a good dictionary, you will find something like: *to ask about something*; or *to seek information by questioning*. You will find something very similar under 'inquire' – so you could say both words **enquire and inquire are the same**. The noun-form is 'the enquiry' or 'the inquiry'.

You must now decide which version you want to use *Enquire* or *Inquire*; and **stick to it**. **Do not** change the spelling of words!

If you want to buy goods or services you need information first. Your starting point should therefore be a **letter of enquiry**.

There are two types of letters of enquiry:

- (a) **General Enquiry:** These letters ask for some information about the company you are writing to: *What products can they offer you? What are the prices, terms of payment and delivery?* You could also ask the company to send you a catalogue, samples and further information. It is often a good idea to ask about discounts, especially if you are thinking about placing a big order.
- (b) **Special Enquiry:** If you write a special enquiry, you want to know about a particular service or product. You might have to describe the product you want and ask if the company can supply it – especially if you have special wishes e.g. technical data or size. You should tell them exactly what you want and in what quantity and then ask about the price. It is a good idea to check if the seller offers special terms and conditions, especially if you are interested in placing further orders or entering into deeper business relations. When the company has received your letter of enquiry they know what you want and can make you an offer.

Now we know what to include in our letter of enquiry. What about the structure of the letter? Be polite in your letter, so start by saying where you got their address from e.g.: *We saw your advertisement in ...; You were recommended to us by ... etc.* You should then explain who you are and what you are interested in. Ask about terms e.g. *Could you please let us have your terms of business etc.*

With this information the addressee will be able to build up a picture and then find ways of helping you. Again, your letter should close with a polite sentence such as: *We look forward to hearing from you ...; or: We hope to hear from you in due course.*



Mark the following points as *general enquiry* (**ge**) or *special enquiry* (**se**) or *both* (**b**).

- |   | <b>ge</b>                | <b>se</b>                | <b>b</b>                 |
|---|--------------------------|--------------------------|--------------------------|
| 1. If you enquire about discounts, it is (a)                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. If it says where you got the address from, it is (a)                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. If a catalogue is requested, it is (a)                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. If you tell the addressee who you are, it is (a)                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. If you have special wishes, it is (a)                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. If you request samples, it is (a)                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. If someone wants to know the price, it is (a)                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. If there is a salutation, it is (a)                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. If someone wants to know the terms of payment, it is (a)             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. If you want to know if a particular product is available, it is (a) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. If you want to know the technical data, it is (a)                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. If you want a description of the product you want, it is (a)        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. If you want to know what products are available, it is (a)          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. If you want to know the terms of delivery, it is (a)                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



Now summarize what belongs to a general enquiry or a special enquiry.

general enquiry	special enquiry



# The Bike Shop



Das Rad GmbH  
Breite Straße 12  
28325 BREMEN  
GERMANY

27 Brompton Road  
London SW 11  
Phone 01 370-2197  
Fax 01 370-2198

Your ref:  
Our ref: JC/dl  
Date:



Dear Sir or Madam

## Enquiry

We refer to our visit to your company's stand at the recent bicycle fair IFMA in Cologne.

We are a well-established retailer of bicycles specializing in high-quality mountain bikes.

As the market for mountain-bikes is steadily increasing in Britain, we are interested in developing wider sources of supply.

We would therefore be grateful, if you could send us your current catalogue and price list. Please let us also have details of your terms and retail discounts.

We look forward to hearing from you soon.

Yours faithfully

*John Clease*  
John Clease  
Purchasing Manager

## Questions

- Who is the letter from?
- Who is the letter to?
- Where did the sender get the address from?
- What does the sender want *Das Rad GmbH* to do?
- What is the sender interested in?

# The Bike Shop



Das Rad GmbH  
Breite Straße 12  
28325 BREMEN  
GERMANY

257 Brompton Road  
London SW 11  
Phone 01 370-2197  
Fax 01 370-2198

Your ref:  
Our ref: JC/dl



## Fill in the gaps.

Dear Sir or Madam

### Enquiry

We \_\_\_\_\_ to our \_\_\_\_\_ to your company's \_\_\_\_\_ at the recent \_\_\_\_\_ IFMA in Cologne.

We are a well-established \_\_\_\_\_ of bicycles \_\_\_\_\_ in \_\_\_\_\_-quality mountain bikes.

As the \_\_\_\_\_ for mountain bikes is steadily \_\_\_\_\_ in Britain, we are \_\_\_\_\_ in \_\_\_\_\_ wider sources of \_\_\_\_\_.

We would \_\_\_\_\_ be grateful, if you \_\_\_\_\_ send us your current \_\_\_\_\_ and price list. Please \_\_\_\_\_ us also \_\_\_\_\_ details of your terms and retail \_\_\_\_\_.

We \_\_\_\_\_ forward to \_\_\_\_\_ from you soon.

\_\_\_\_\_ faithfully

*John Clease*

John Clease

Purchasing Manager

## Choose the right words from the box and fill in the gaps:

retailer	Einzelhändler	to develop	entwickeln, hier: erschließen
to specialize in	sich auf etw. spezialisieren	catalogue	Katalog
high	hoch, hier: hochwertig	to let s.o. have s.th.	jdm. etwas zur Verfügung stellen
to refer to	sich beziehen auf	discount	Rabatt
visit	Besuch	market	Markt
stand	Stand (auf Messe)	to increase	größer werden, sich erhöhen
bicycle fair	Fahrradmesse	to be interested in	interessiert sein an
could (Past can)	konnte, hier: könnten	supply	Versorgung, Lieferung
therefore	deshalb, deswegen	to look forward to	sich freuen auf
yours	dein, Ihr (Grußformel im Brief)	to hear	hören



### Which prepositions go with these words?

- a) We refer \_\_\_\_\_ your letter \_\_\_\_\_ 20 October \_\_\_\_\_.
- b) We visited your stand \_\_\_\_\_ the recent bicycle fair \_\_\_\_\_ London.
- c) We are a retailer \_\_\_\_\_ casual wear.
- d) We specialize \_\_\_\_\_ high-quality clothes.
- e) We are specialized \_\_\_\_\_ shoes and trousers.
- f) Could you please give us details \_\_\_\_\_ your terms and retail discounts.
- g) We are interested \_\_\_\_\_ gett \_\_\_\_\_ more information \_\_\_\_\_ your products.
- h) We look forward \_\_\_\_\_ hear \_\_\_\_\_ from you soon.

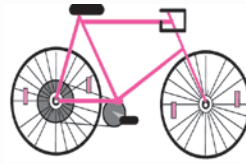


### Crossword

3↓ 1→                                  2↓

I									E
D									

- 1 erhöhen
- 2 anfragen, erkundigen  
essen  
das (da)  
Geschäftsbedingungen  
spezialisiert
- 3 interessiert  
entwickeln  
Preise  
Marktstand  
Detail, Einzelheit  
Land



Lung Mingh Ltd  
 23 Xingh-Mu  
 BEIJING  
 REPUBLIC OF CHINA

Das Rad GmbH  
 Breite Straße 12  
 28325 Bremen  
 Tel: +49 421 361-18263  
 Fax: +49 421 361-18264



Ihr Zeichen: Unser Zeichen: IL/dl Bremen,

Dear Sir or Madam

Enquiry for dynamos

We refer to your \_\_\_\_\_ in this week's edition \_\_\_ Biker's Magazine.

\_\_\_ are \_\_\_ medium - \_\_\_\_\_ manufacturer \_\_\_ bicycles \_\_\_ Germany \_\_\_ we \_\_\_\_\_ to \_\_\_\_\_ wider \_\_\_\_\_ of \_\_\_\_\_ .

We are particularly \_\_\_\_\_ in the dynamo FX 37 that you offer.

We \_\_\_\_\_ therefore \_\_\_ pleased, \_\_\_ you \_\_\_\_\_ let \_\_\_ have \_\_\_\_\_ prices and a brochure on your \_\_\_\_\_. Could \_\_\_\_\_ also \_\_\_\_\_ us \_\_\_\_\_ of \_\_\_\_\_ FX 37 dynamos \_\_\_\_\_ testing.

\_\_\_\_\_ let \_\_\_ know \_\_\_\_\_ terms \_\_\_ business \_\_\_\_\_ with \_\_\_\_\_ about \_\_\_\_\_ .

We \_\_\_\_\_ to \_\_\_\_\_ from \_\_\_\_\_ in \_\_\_\_\_ near \_\_\_\_\_ .

Yours \_\_\_\_\_

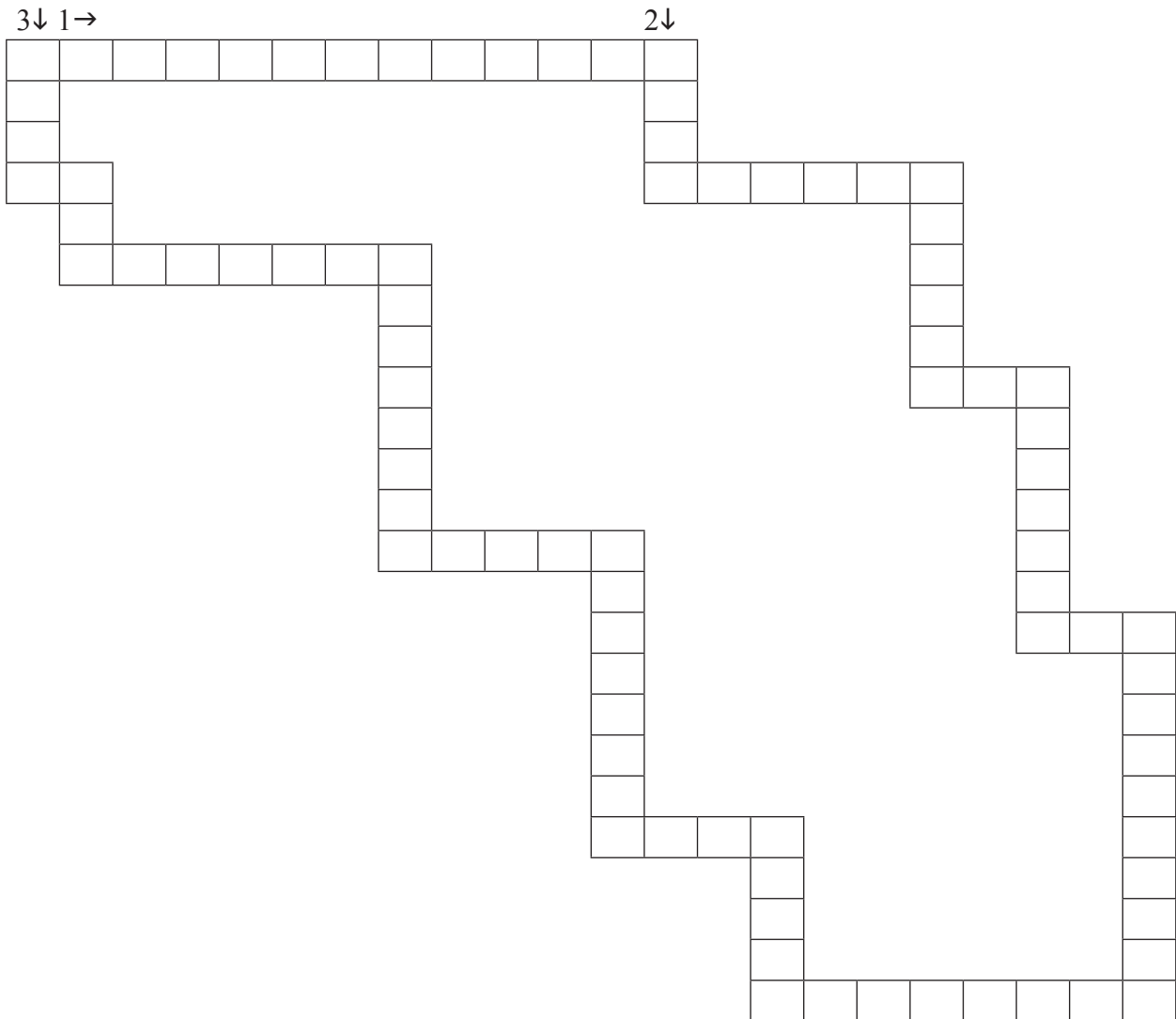
*Inge Langer*  
 Inge Langer  
 Purchasing Manager

**Choose the right words from the box and fill in the gaps:**

a - advertisement - and - be - could - details - develop - discounts - dynamos - faithfully - for - future - hear - hope - if - in - interested - of - of - of - one - please - send - sized - sources - supply - the - together - us - us - want - we - would - you - you - your - your - your



## Crossword



1  
Werbung, Anzeige  
2  
Mannschaft, Team  
mittel  
Markt  
der, die, das  
Ausgabe (von Zeitung)  
jetzt  
Großhändler

3  
so, auch  
von, aus  
für  
Grüße  
Lieferant  
Straße (Mz.)  
ständig  
dein, deine  
(sich) beziehen (auf)  
Einzelhändler