

Emailing 1: Worksheet 1 - Reading Tasks

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Dear Mr Smith,

I would like to introduce myself. My name is Susan Saarland and I am the new South Western sales manager for Chou Cream English Schools. The previous sales manager for your area, Chris Jones, has been promoted to Head of Marketing and has asked me to pass his best wishes onto you.

I look forward to doing business with you and hope we get the chance to meet soon

Yours

Susan Saarland

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Dear Ms Saarland,

Thank you very much for your email of the 7th March. I am looking forward to working with you in the coming months and years and to seeing you soon.

Regards

Graham

✂-----

Dear Graham,

Thanks for your quick reply. If it is convenient with you, I will be able to meet with you very soon indeed as I am visiting one of your colleagues on Wednesday, 25th March. I am planning to finish the meeting at 12:30 p.m., and would be very glad to meet you any time after that.

Best wishes
Susan

✂-----

Dear Susan,

Thanks for making the time to meet up with me at such short notice, but I'm afraid I'm attending a conference abroad on that day. I'm flying back on the Sunday and will be available anytime from Monday afternoon of the following week.

Hope to see you soon.

Best regards

Graham

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Dear Graham,

Sorry meeting up is turning out to be so complicated. I guess we are both just so busy that everyone wants our time! I'm holding meetings with my new colleagues here almost every Monday and Friday for the foreseeable future, but I'm usually free midweek. Please find attached a copy of my schedule for the first two weeks of April. Please pick any slot you like and I'll do my very best to make it then.

Thanks for your patience.

All the best

Susan

✂-----

Re: Our first meeting

Hello again Susan'

Sorry for the delay in replying but I had to forward both our schedules to my boss to get his input. Anyway, I've attached a copy of your schedule with the best slots for me shaded in red. Any of these is fine, but I'd like to meet as soon as possible.

Cheers

Graham

✂-----

Hi Graham,

Great! Will see you at 10 am on the 2nd.

Cheers

Susan

✂-----

Susan,

OK. Great. See you then.

G

P.S. I know a great place for lunch if you have time after the meeting.

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2 Email language - Formal vs. Informal

Email language can be formal or informal depending on who you are writing to. Complete the following table with phrases from the emails on the next page.

| FORMAL | INFORMAL |
|-------------------------------------|--|
| <i>Common phrases</i> | <i>Common phrases</i> |
| I am writing to inform you that ... | |
| | Good news: |
| | I've attached ... /I'm attaching .../Here is the ... |
| | Don't forget to ... |
| | Can you ...? |
| I look forward to seeing you on ... | |
| Dear John | |
| How are you? | |
| | Just to follow up from our chat on ..., |
| <i>Full forms</i> | <i>Abbreviations</i> |
| Kind regards | |
| By the way | |
| <i>Verbs/phrases</i> | <i>Verbs/phrases</i> |
| ... is arriving | |
| require | |
| rather interesting | |
| discuss | |
| return | |
| | drop by |



Email 1

SUBJECT: New office

Hi John,

How are things? Hope you're settling in your new office.

Just to let you know that the laptop we ordered for you is on its way. I'm going to be away for a few days, so get in touch with Mike if you need anything else.

Btw, I had a look at your ideas for the new project and they seem pretty interesting. We'll talk about them when I get back.

See you on Monday.

Rgds,

Phillip

Email 2

SUBJECT: Loan application

Dear Mr Johnson,

Following our phone conversation on Monday, I am delighted to inform you that your application for a business loan has been approved. Please find attached the credit agreement.

Would you please visit our bank tomorrow so that we can sign the paperwork? I would like to remind you to bring with you all relevant company documents.

Kind Regards,

Duncan Smith
Accounts manager
Reale Bank

3 Phrasal verbs v. formal language

Phrasal verbs are often used in informal emails as well as spoken English. Look at the informal sentences below and match the underlined phrasal verbs to their formal synonyms on the next page.

1. It looks like we really need to do up the office.
2. Shelley is off at the end of the month.
3. Don't worry. I'll back you up during the meeting.
4. Good news. It looks like our application finally went through.
5. If sales keep dropping, we are very likely to go under.
6. I haven't got around to contacting the client yet. I'll do it first thing tomorrow.
7. I tried to call him several times but I couldn't get through.
8. I'm afraid I have to call off tomorrow's meeting.



- a. cancel
- b. found the time to
- c. go bankrupt
- d. is taking leave
- e. make contact
- f. renovate
- g. support
- h. was formally approved

4 Rewrite the email

Look at the formal email below. Imagine Paul Davies and Karen Steele have a very informal relationship. Rewrite it using informal expressions and phrasal verbs from this lesson.

Dear Mr Davies,
I apologize for the late reply. We have been renovating our office this week.
Anyway, I am delighted to inform you that your application for a grant has been approved. Please find attached the agreement.
Would you please visit our office tomorrow so that we can sign the paperwork? I'm leaving the office at 5pm so please try to get here before then. And I would like to remind you to bring with you all relevant company documents.
Kind Regards,
Karen Steele
Accounts manager
ABC Capital

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Writing file 1

Writing a letter of introduction

- 1** You are going to read a letter from Angela Cauldwell, a new accounts manager, introducing herself to an existing distributor.

- 1 What information would you expect her to include?
- 2 Read the letter and check your answers.

Central European Office Supplies
Budapest

Daniel Lutter
Office Deals
Jiraskovo Namesti 17
Prague 1

Dear Mr Lutter,

The purpose of this letter is to briefly introduce myself as the new accounts manager for your region. I have been slowly taking over from Dave Foreman since I joined the company last month. I am contacting you now to both introduce myself, and to take the opportunity to remind you of the special offers we are currently running.

As I said, I joined the company last month but prior to that I was working in a similar role for another large supply company. At the moment I am based in Budapest but I hope to be able to come and visit you in the near future.

As our biggest distributor in the Czech and Slovak Republics, we are offering you a 10% discount on all orders over 20,000 units made before the end of the month. If you would like to take advantage of this offer, please complete the usual order form.

In the meantime, please don't hesitate to contact me via email (acauldwell@CEOS.com) or telephone if you have any other enquiries. I look forward to meeting you soon.

Yours sincerely
Angela Cauldwell
Senior Accounts Manager

- 2** Read the letter again. What is the purpose of each paragraph?
- 3** This is a letter to an existing client. How would it change if it was written to a potential new client? How would you sign off?

- 4** Now look at this checklist from a business website for writing a 'cold' letter of introduction to a company. Put the advice in the correct order and then compare it to your answer to 3.

- Try to set up a meeting with the person you are writing to.
- Identify yourself and your company or organization.
- Mention a brief history of your company.
- Inform the reader how to purchase your products or services and where they can find further information about them.
- Highlight your main products or services and briefly mention why cooperation might be mutually beneficial.
- End with *Yours sincerely* (or *Yours faithfully* if you use *Dear Sir / Madam*).
- Express the hope that the reader will become a client of your company and include the promise of fruitful cooperation.

- 5** What phrases from the letter could replace the following? Do you think they are less formal? Why / why not?

- 1 I'm writing to you to ...
- 2 I'm making contact ...
- 3 to use this chance ...
- 4 As you know ...
- 5 Until then ...
- 6 Feel free to get in touch with me ...

- 6** Choose six of the phrases from 5 and write sentences about yourself and your company.

- 7** You are going to write a letter to a potential new distributor introducing yourself and your company.

- 1 Make a list of the information you will need to include, then compare your list with a partner.
- 2 Decide how you are going to organize the information into paragraphs. Use the check list in 4 to help you.
- 3 Write the full letter to a potential new distributor introducing yourself and your company.