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Lifetime Encyclopedia of Letters

全美英文信函百科

【美】Harold E. Meyer 著

薛京玉 译



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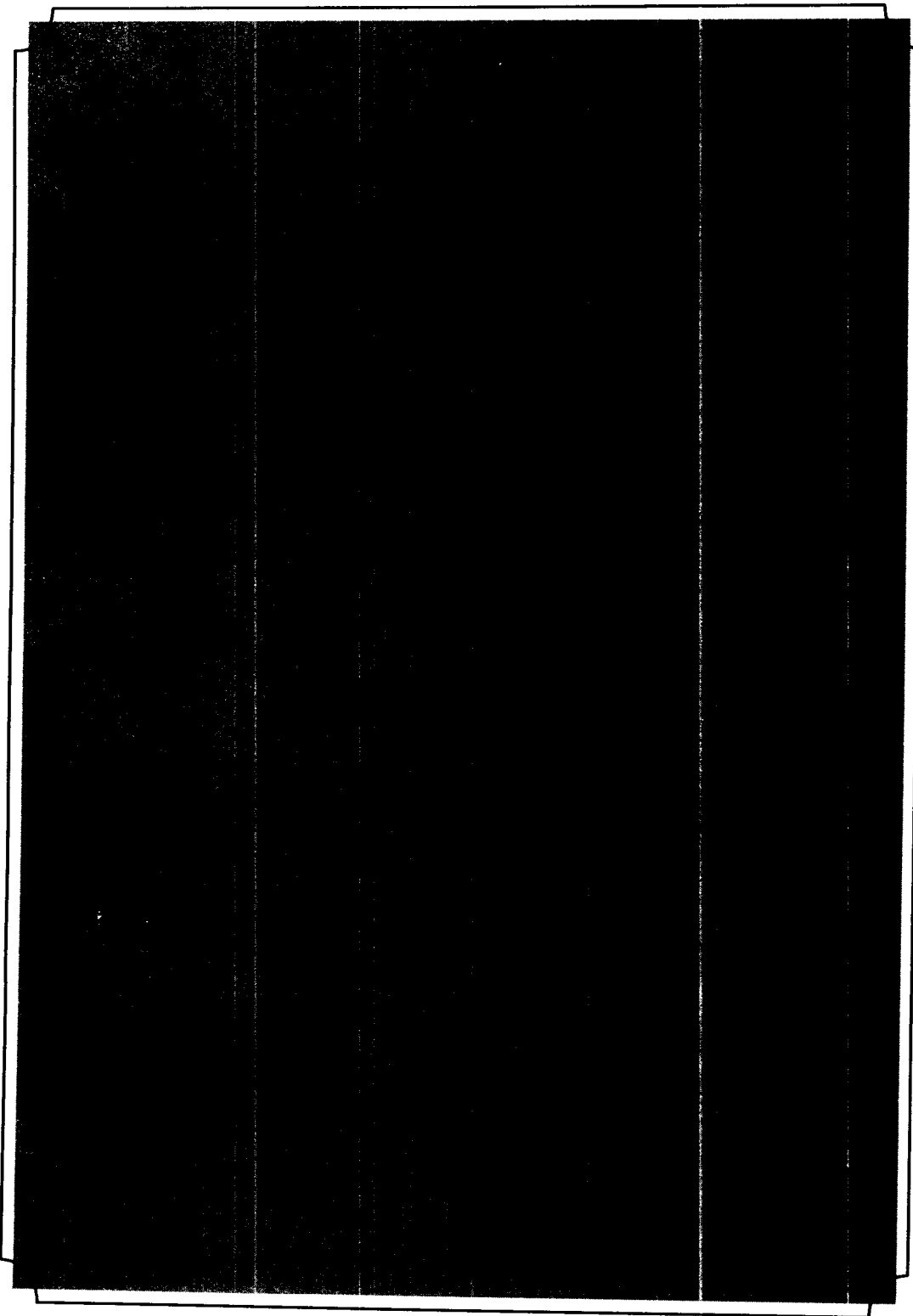
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人们经常感到难于提出请求，仿佛这样会给对方添麻烦。实际上对方却往往因为你觉得他有能力帮助解决问题，而把你的请求视作对他的恭维和赞赏。所以，只要你的请求是合理的，就大可不必踌躇。当涉及比较敏感的问题时，比如请求关照或合作，必须明确而有说服力地指出原因，让对方明白你为什么要向他表示帮助，以及你将怎样利用他的帮助。

仅仅向对方查询信息的信可以写得简洁明了，例如：

**We need quarterly SEC reports, our form C-140, for the year _ _ _ _ .
Submit these by the 20th of the month following each quarter.**

但是，如果将这封信略微扩展一下，讲清原因，就能得到一个更为热心的答复。像“Please”或“would appreciate”这样一两个表示礼貌的词也有助于获取答复。下面这封信就证明了这一点，它同样是简洁明了的，只是加入了礼貌性的说明原因的几句话。

The year-end Tax Requirements report unintentionally omitted charitable contributions.

We would appreciate it if you would provide us with a schedule of donations made during the year showing the donee and the dollar amount.

使比较敏感的请求信得到答复的关键，就是要讲出有说服力的请求理由。在写信之前要先想好：什么东西最能吸引对方？你的愿望怎样同对方的利益挂钩？如果你考虑到了这些有关付出和索取的心理活动，对方会更热心地接受你的请求。他往往会这样发问：“我能从中得到什么呢？”所以只要可能，就在信中提出给对方一些回报。

书信范例中一封要求对方出具资金证明的信，提出收到证明后将以迅速交货作为回报。另一封询问信息的信暗示对方比自己懂得多，这是人人都乐于接受的赞扬。一封请求将部分订单的交货日期提前的信指出，这样做是因为“我们不想与其他供货商分享这份订单”，这

不是威胁要中止已承诺的业务，而是对于商业上的问题提出一个可行的解决办法，于对方也很有利。另一封请求关照的信以交流生产厂运作信息作为回报，使对方在提供有关情况的时候也能获得信息，因此他们一定会感兴趣。一位正在做研究工作的校友给从前的校长写了一封请求信，而校友和研究工作都是校长感兴趣的题目。以上例子中或提出将给对方以回报，或引入对方感兴趣的话题，都会使对方极乐于答复。

如果在一封信中提出几个问题，将这些问题按优先次序编号排列会更容易得到答复，而且这样一来，每个特定的问题都会得到一个特定的答案。

另一个获取积极答复的技巧就是把信写给特定的人，而不是笼统的“先生”。（公司负责人的姓名可在工具书图书馆中查到，另一个方法是给对方办公室打电话。）

如果在信的开头就提出了请求，而且该请求包括两个以上的句子，那么在信的末尾应重申此请求。尽量把请求写得具体，并附上信封、地址或截止日期，使对方更容易答复。

切勿以“Thanking you in advance”或更简短的“Thank you”、“Thanks”结尾，这类话会使对方觉得你对整个事情已不感兴趣，只想让他独自承担一切。与其以一句“Thank you”草草了事，不如用礼貌和谢意把你的请求包装起来，使对方乐于接受。可以使用如下这些短语：“It would be helpful”、“We would appreciate”或“Please”。

结尾的时候语气应自信，不必向对方致歉。如果一封信这样结尾：“我知道你很忙，也不想麻烦你，但是或许你能抽出时间帮我检查一下这份报告。”得到的回答很可能就是：“你是对的，我确实没有时间。”结尾句应该显得对请求会被接纳充满自信，同时又必须谦恭有礼。

充满自信的结尾——例句

Your answer will be gratefully received.

We appreciate your cooperation.

Please mail the financial statements today.

Receiving a sample drawing would be greatly appreciated.

Please let us know when you can do this.

We will expect your answer soon.

Even a short visit with you will be truly appreciated.

Your answers to the above questions will be of great help to us.

Your filling in the blanks below and returning this letter in the enclosed envelope will be greatly appreciated.

写作方法

1. 尽量使请求具体化，语气要礼貌；
2. 强有力地解释提出请求的原因；
3. 提供一些回报；
4. 对对方的帮助表示感谢。

要求提供更多信息

Dear Mr. Hoskins:

Thank you for the operating schedule you made for conducting the market survey we discussed in April. All the bases seem to be covered.

I would like, however, to have you add calendar dates and costs for the various steps you have listed. As we discussed, timeliness is essential. The cost is also important because we have a definite and limited budget for this project.

With the added information on dates and costs, we can make a prompt decision on how to proceed with the survey. We hope to hear from you soon.

Sincerely,

请求对方填写调查问卷

Dear Mr. Dawson:

Because you are one of our past trainees who has become successful, we recently sent you a questionnaire asking about your work and personal background, your work experience, and your opinions on several related matters.

We are eager to have your reply in order to better understand the characteristics of those entering our training program and to improve our program for future trainees.

If you have already returned your questionnaire, many thanks. If not, we hope you will do so soon.

Sincerely,

Dear Mrs. Testoni:

We are compiling a guide to the promotion of women in top firms in the nation and would appreciate your cooperation in filling out the enclosed questionnaire.

Given the timeliness and current controversy about the subject and the involvement of both Government and women's groups, the answers to our questions will be valuable to women seeking increasingly responsible executive positions.

Because we are already informally aware of your company's progressive policy, your response will be particularly encouraging.

Any additional information and comments you can provide will be appreciated.

Sincerely,

请求对方接受问卷调查

Dear Mr. Summers:

Thank you for taking the time to talk with us on the phone recently and for agreeing to participate in our survey.

We have sent one questionnaire to be filled out by each member of your household, twelve years of age and older. Please fill out the enclosed material and return it in the envelope provided as soon as possible. No postage is necessary.

We hope that you will enjoy participating in this survey. Your answers will become an important part of our scientific study.

Please accept the enclosed token of our sincere appreciation for your cooperation.

Sincerely yours,

请求对方配合调查

Dear Emil:

You should receive a phone call next week from our Washington headquarters. Please make every effort to supply them with the information they have requested from your plant.

The main office is drawing up a company profile. The exposure provided by our data should be beneficial for both the plant image and the individual personnel involved.

I look forward to seeing your response.

Regards,

请求改变工作程序

Dear Amos:

It seems there is a breakdown in procedures between our departments. We are not getting all the receiving records for scrap that your department receives after our department orders it. When inquiries are made directly to your receiving clerk, he complains that apparently he doesn't get all the copies of our orders to match with his receipts.

We have learned that our orders are sent through the company mail with the receiving clerk's name written in no particular place on them. Now we have instructed our order clerk to mail these in an intracompany envelope. This should eliminate misdirection of the mail.

Could you have your receiving clerk mail the receiving records to our department in an intracompany envelope? Please send them to the attention of Bob Smyth.

Sincerely,

请求重新安排交货时间

Dear Carl:

On July 24 we sent you our purchase order number AC 3341 for 100,000 tomato boxes. The requested delivery date, which you confirmed, is September 4.

Due to forecasted changes in the weather, tomatoes will ripen a month earlier than expected, and we will need 50,000 of these boxes before August 4 and the balance by September 4. Could you reschedule your production line to work in at least half our order to meet the earlier delivery date? I know your production schedules are full at this time of the year, but a profitable harvest depends upon boxing the tomatoes as soon as they are ready. We would certainly appreciate your help because we don't want to split the order with another supplier. Please let me know immediately if you can do this for us.

Best Regards,

请求延期

Dear Mr. Mullen:

Enclosed is a copy of our option on rental space at the Furniture Mart. The option expires March 23.

The decision to renew must be made by our Board of Directors, and it is not possible for them to meet until March 28.

Would it be possible, therefore, to extend the option-renewal date to March 29? We will have the decision then.

Sincerely,

Dear Mrs. Janning:

I have received your notice to report for jury duty on August 16.

If at all possible I would like to have you put me on a later list of prospective jurors.

My sister who lived in Santa Barbara died recently, and I have to go there during the week that includes August 16 to work with her attorney to settle her estate.

I am willing to be considered for jury duty, but to do so on August 16 would seriously inconvenience many people besides me. I am asking permission not to report for duty on August 16. Please reply as soon as possible.

Sincerely,

Dear Ms. Chute:

Is it possible for us to obtain an extension of the initial trial-leasing contract for the 150 copier?

I am aware that the three-month trial period was provided at a reduced rate. Unfortunately, we could not take full advantage of testing the copier because the office was shut down for three weeks of the lease period.

The performance of the machine has, thus far, been satisfactory. There is, however, one special run to be made next week that will determine our decision either to buy the copier or to return it to you and end the agreement.

Please respond as soon as possible.

Sincerely,

要求按期完成任务

Dear Mr. Hartfeld:

Because of an audit by the Internal Revenue Service on September 27, I will need a transaction-by-transaction listing of all my stock purchases and sales made through Sanders and Sanders, Inc. for the calendar year _ _ _ . Each transaction must include:

Name of stock	Date of purchase
Date of sale	Purchase price
Sales price	Brokerage purchase fee
Brokerage sales fee	

I know it will be a tight schedule for you, but I must have the report no later than September 26.

Your prompt attention will be greatly appreciated (by Uncle Sam as well as by me).

Sincerely,

请求将截止日期提前

Dear Mr. Mollicone:

When we sent you the flat stock for 7,000 formed-steel channels, we told you that you could have 36 days in which to do the job. We now find, however, we

cannot allow you that much time, due to the rescheduling of a U.S. Government bridge contract.

Can you get the job done by March 28? This cuts off 11 working days, unless you work Saturdays. Could you help us by shortening the deadline on this project? We really would appreciate it.

If this revised schedule is not possible, please ship back to us what you have completed and the remaining flat stock by March 18.

We hope you can do this favor for us. Please let me know immediately.

Sincerely,

请求参观办公室

Dear Ms. Jorgenson:

I understand you have a TM600 computer installed for use in your accounting procedures. We are considering several computer systems including the TM600.

I will be in Los Angeles September 25, 26, and 27. Would it be possible to visit your office then? I can arrange to come at any hour convenient for you. Even a short visit with you would be helpful and greatly appreciated.

Sincerely,

请求参观制造厂

Dear Mr. Patterson:

We have had the Adenhaur starch-making system in operation at our plant for five months and understand you have used this system for about two years.

I will be in Memphis during the week of November 19 and would like very much to visit your operation. We have found interesting solutions to some of the problems posed by the installation of this system, and we could exchange information that would benefit us both.

I can arrange to visit any day during the week of November 19. Please let me hear from you.

Regards,

请求对方介绍经验

Dear Ms. Wallen:

Your firm has the reputation of having a workable and fair personnel policy. We are revising some of our personnel policies and are rewriting our personnel manual.

Could you share with us a few of your successful procedures? I would like to discuss this with you within the next two weeks. A short interview at your convenience, during which time we could exchange information, would be greatly appreciated. Please call me.

Sincerely,

Dear Ms. Goines:

Could you help us with a favor? Your Cincinnati office received computers almost two years before ours. Now an old problem has come back in a different form. In the past we had to continually admonish our clerks not to use the telephone and copy machine for personal business. Now we find our clerks sending and receiving e-mail and occasionally using the internet to participate in chat rooms.

We will be happy to look into any suggestions or solutions you can provide and to return the favor whenever you can use help.

Sincerely,

请求对方出具财务报表

Dear Mr. Bangor:

Thank you for your order dated August 20 for 5,000 pen-and-pencil sets. We especially appreciate orders from new customers. It will be shipped to arrive September 6 as you requested.

I would like to ask a favor of you before we fill your next order. We need a copy of your latest financial statements. It will take only a few minutes and will ensure prompt delivery of your future orders.

Next month we will have pen-and-pencil sets available for a promotional program. Our salesman, John Harvey, will show you these soon.

I would appreciate your mailing your financial statements today.

Sincerely,

请求商业上的指导

Dear Allen:

With the recent reduction in our staff that resulted from current economic conditions, we are finding it impossible to complete the monthly reports required by our headquarters office on time. Several steps have been taken to consolidate scattered information, to redistribute work loads, and to eliminate duplicated efforts. Our staff members realize the importance of making every minute count and of continuing to discover quicker ways to complete our reports.

In spite of all our efforts, we are continually falling behind. I would like to ask a favor. I believe you can help us. Would you come here for a day, or even half a day, to review our reports and to suggest some that might be eliminated? Some reports can probably be combined. Then, perhaps you could persuade the headquarters office that these reductions on our reporting workload would not eliminate any necessary management information. We would certainly appreciate your coming here, and we hope that the whole company will benefit. Please let me hear from you soon.

Sincerely,

请求对方提供商业统计数字

Dear Mr. Salvesen:

Our manager of marketing, Aaron Smith, asked me to write you for two statistics that he would like to incorporate in a marketing trend report for *Western Apparel* magazine. You will, of course, be given credit in the magazine for the information you provide.

To meet the magazine's deadline, we will need these figures by October 1.

What we would like is the following:

1. Number of leather jackets you shipped in the year _ _ _ _ .
2. Number of plastic and simulated leather jackets you shipped in the year _ _ _ _ .

Your help will be greatly appreciated. May we hear from you by October 1?

Sincerely,

请求对方进行商业预测

Dear Mr. Peterson:

Thank you for your help in making the year _ _ _ _ the most successful in our history. As you know, our sales exceeded all previous records, and because of the increased business we expanded our order-assembly and shipping departments. We also added four delivery trucks to our fleet. With this, we will be able to offer even faster service than before. Your business played a big part in our expansion.

To help us continue our fast service, could you provide us with an estimate of your needs for next year?

Please accept our best wishes for a prosperous New Year.

Sincerely,

请求对方就商场建设地点提出建议

Dear Andy,

After listening to you at the Retail Hardware Association convention last fall, I have given serious consideration to our expansion plans. Your point about the price advantages of volume purchasing really struck home because our markup is low when we meet our competitors' prices.

I opened a branch store shortly after last fall's convention, and it shows promise of turning a profit in a few more months.

I am now considering a third store in a new shopping development, but I can't decide definitely to go ahead with the project. I am bothered by the store space available for expansion and the projected population growth in that area.

Could I ask an extraordinary favor of you? Could you possibly come here for a day or two to look over the situation and give me your opinion? Or make it three or four days and enjoy a mini-vacation. I want you to stay with us and of course bring Ethel with you. The lake and two golf courses are nearby.

Just talking over this decision with you would be a tremendous help to me.

Beth and I are eagerly awaiting your reply.

Best regards,

请求提供有关商业机会的信息

To Whom It May Concern:

Please send me information regarding business opportunities in the Jacksonville area for an unfinished-furniture store.

I am looking for a small but growing business community—and a place in which to live as well as work.

Any information you can provide to get my investigation started will be greatly appreciated.

Sincerely,

请求提供一份信函样本

Dear Dr. Abdi:

Could you do a small favor for an alumnus (1996)?

I am working on a research paper on the effectiveness of various basic appeals used in fund-raising letters, such appeals as pride, guilt, fear, and sympathy.

What I need is a sample letter asking for money for the University of Aberdeen. Any names and dates may be deleted from the copy or transcript mailed to me.

Receiving a letter written by you would be truly appreciated.

Sincerely,

请求原作者准许引用文章

Dear Ms. Sanderson:

The immediate nature of your recent article on the subject of anxiety and performance makes it highly quotable. I would like permission to quote several paragraphs in my paper for the Psychology Association Workshop on psychological disorders most prevalent in affluent women.

As you are aware, too much misinformation has been common in the field. Thus, a well-written, logical evaluation of anxiety, such as you have produced, is extremely valuable.

Should you consent, full credit for your ideas will be given.

Your permission and any suggestions will be appreciated.

Sincerely,

请求安排一次会见

Dear Tim,

Can you help me obtain an interview with Dr. Jerson? I know you've worked closely with him for six months now, and you might at least be able to put in a good word or two for me.

The article I am writing is highly important to me because if it is successful, it will show that I really can handle investigative reporting. In addition, Dr. Jerson might feel relieved, at long last, to have the opportunity to tell his own story in his own words.

I'll be on edge until I receive your reply.

Sincerely,

Dear Mr. Kinds:

Because your industrial-design firm has a high reputation for innovative and practical work, I would like to ask a favor of you.

I have a daughter who is a high-school senior and is interested in becoming an industrial designer. Could you arrange for her to interview one of your employees? She is interested in learning the practical side of that profession, what school is recommended, and what subjects she should study. She has a good background (high-school level) in art and math.

She would appreciate your sending her a note or phoning her after 4 P.M. at 000-0000 to arrange for an appointment. She will be happy to hear from you.

Sincerely,

请求对方在会议上发言

Dear Ms. Alvarez:

Our club members have spoken highly of you as a speaker for our seminar on book publishing. You have written several books, been an author's agent, and had your books published by several publishers.

The seminar will be held in the Garden Room of the Settler Hotel on May 22 at 7:00 P.M.