WRITING FOR BUSINESS

RITIAN AND THE STATE OF THE STA

Martin Wilson

Nelson

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Fidelity Colour Printers for the advertisement on page 10.

The Ryan Tourist Group for the advertisement on page 42.

N.B. Manhattan Windsor will not reply to individual enquiries about their products, unless accompanied by a business letter heading.

The author would like to acknowledge the debt he owes to the authors of earlier books on Business English which have influenced his own approach to teaching the writing of business letters. He would like to thank Jenny Wootton for typing the manuscript and for assisting with letter layout. He would also like to thank Lili, Sarah and Joe for the help and support they have given him during the preparation of this book.

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INTRODUCTION

This book has been written for intermediate students of English who want to write business letters. It has been specifically designed for students working for companies which have a need for regular communication with overseas customers, agents, etc. Students who want to use this book should have a basic knowledge of English grammar and a small vocabulary. In fact it has been assumed that students are familiar with the first three levels of the Cambridge English Lexicon (2207 words). Most words above this level are listed in the glossary.

you understand the aims. If you don't, check the new words The book has been very carefully organised to give systematic presentation and practice of the main functional patterns used in writing the most common forms of business letters. Each unit is task based and deals with a small number of functions. Students are given extensive graded practice in writing full letters. An answer key is provided for many of the exercises so that the material is suitable for use either by a teacher with a class or by students studying on Look carefully at the Language focus section. Make sure you understand .nwonient

the functions (e.g. Requesting action). If you don't, check in you Unlike many textbooks on business letters, Writing for Business aims to help people to write letters - it is not just a reference work. Therefore there are only a small number of language patterns presented. However, if students work carefully throughout the book, they should gain active control of these and learn to write clear and simple business letters. Students who at the end of the course want a more detailed reference work at Upper Intermediate or Advanced level could use A Handbook of Commercial Correspondence by A Ashley (Oxford University Press, 1984). The Longman Dictionary of Business English by J H Adam should also be useful for students when they have finished this book and want to begin more advanced the answers on a separate piece of paper. Check with the answer key b) Write the first full fetter writing task (for which an answer is always of

check it against the key

Revision Units 10, 20 and 30:

These provide additional practice of all the letters studied earlier practice, work carefully through the units and either check against the sample letter listed at the end of each revision unit, or ask someone to check your letters

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practice

Good luck. I hope you enjoy using the book!

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| 2 | Replying to enquiries A Replying to a request for a brochure and price-list B Replying to a request for a catalogue and information | notarinia 12 |
| 33 W O | Sending out sales letters (with advertising) | |
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| 11 | Requesting credit receptant have their letters ration so that every ration | 44 |
| 12 | Granting credit | 47 |
| 13 | Refusing to grant credit | Aridkional points |
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| 18 | Replying to complaints A Apologising for errors B Rejecting complaints | 69 |
| 19 | Appointing overseas agents A Requesting a sole agency B Appointing an agent | 72 |

| 20 | Revision (Units 11 – 19) | 7 |
|-----------|--|----|
| 20 21 | | 7 |
| 10 | Overseas payments A Requesting payment by a Letter of Credit | " |
| 10 (0.11) | R Completing a Letter of Credit | |
| | C Advising that a Letter of Credit has been opened 2 10028 bits 20001520198 | |
| 20 | | |
| 22 | Shipping A Completing Bills of Lading | 8 |
| | B Advising of despatch | |
| | here suppletes a roll print. | |
| 23 | Insurance related correspondence A Completing an insurance certificate | 8 |
| 1 | B Requesting that an insurance claim is made | |
| | South County and the second se | 1 |
| 24 | Applying for a job | 9 |
| giris | A Writing a letter to accompany a curriculum vitae B A curriculum vitae | |
| | C A letter of application | |
| AS 8 | of the August Property of the August 1997 | |
| 25 | Personal references of nozbutW-mattanant. | 9 |
| 26 | Job applications | 10 |
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| | B Calling a candidate for interview C Letter of appointment | |
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FOR BUSINESS

Martin Wilson

Nelson

Thomas Nelson and Sons Ltd Nelson House Mayfield Road Walton-on-Thames Surrey KT12 5PL UK

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These provide additional practice of all the letters studied earlier it you want more

Revision Units 10, 20 and 30:

practice, work carefully through the units and orther engels against the sample letter listed at the end of each revision unit, or ask someone to check your letters.

check it against the key

Good fact. I have you enjoy using the book

TO THE SELF-STUDY STUDENT

This book has been specially designed for self-study. If you work through the units carefully, you will learn to write clear and simple business letters. However, it is always better to have some help from a teacher or English-speaking friend. Even if you are studying on your own, it would be very useful for you to ask someone to check those letters which do not have answers provided in the key.

I suggest that you use the following procedure:

I suggest that you use the following pro

All units except 10, 20 and 30:

Aims

- Look at the Airrs and the photograph or illustration (where there is one). Make sure you understand the aims. If you don't, check the new words in the glossary or a dictionary.
- 2 Read the Letters checking new words (underlined and asterisked (*) in the glossary). Answer the comprehension questions in writing and, if necessary, check the answers in the key. Exercises with answers are marked (IC).
- 3 Look carefully at the Language focus section. Make sure you understand the names of the functions (e.g. Requesting action). If you don't, check in your dictionary it is important that you understand what you are doing with the language.
- Write down the answers to the **Practice exercises**. Check those marked **(K)** with the model answer provided in the key. (The others will follow a similar pattern.)
- Letter writing practice
- 5 a) Complete the gapped letter (or form) in the Letter writing practice, or write the answers on a separate piece of paper. Check with the answer key.
 - b) Write the first full letter writing task (for which an answer is always provided) and check it against the key.

ess. 1984). The Longuish Decionary of

 You may practise writing any of the other letters but there are no answers provided.

Revision Units 10, 20 and 30:

Revision

These provide additional practice of all the letters studied earlier. If you want more practice, work carefully through the units and either check against the sample letters listed at the end of each revision unit, or ask someone to check your letters.

Good luck. I hope you enjoy using the book!

TO THE TEACHER

Although this book can be used for self-study, it is also suitable for using with a class. It could be used either for a non-intensive letter-writing class or as one part of an intensive course. In the latter case, it should be used alongside a general course or other Business English materials (reading texts, dialogues, etc.).

For use with a class, I suggest the following procedure:

Presentation
and
Comprehension

Language focus

Practice exercises

Letter writing practice

- Outline the Aims, using the photograph or illustration (if there is one). Try to elicit suitable language from the students for the letter(s) that need to be written.
- 2 Ask students to read Letter A silently, then you read it aloud. Ask students to write down answers to comprehension questions and check answers orally. Ask additional questions and explain any difficult vocabulary. With more advanced students you can discuss the differences between the sample letter and the students' original suggestions. Repeat the procedure with Letter B.
- 3 Explain functional labels and, if necessary, the grammatical structure of the patterns. Ask for additional realisations, but avoid producing an excessively long list because we are aiming at active mastery of the language.

A Polite first reminder

Replying to complaints

A Applogished or prote 3 E Rejecting code[2005] Applointing oversess agents A Requesting a sole agency 8 Applointing at agent

- 4 These should be done orally, unless students find the patterns difficult to master.
- a) Ask students to complete the gapped letter (document, form, etc.) in class, working individually or in pairs. Check as soon as possible.
 - b) Ask students (individually or in pairs) to write one or two of the letters in class. Alternatively, this could be done for homework. It is not necessary for students to complete all the practice letters.
 - c) It is interesting to finish each unit by asking the students to complete the Pair work section so that they can have their letters read and answered.

Additional points

- a) The Revision Units (10, 20, 30) provide additional letter-writing tasks without introducing any new functions or vocabulary. Most of the activities are chained and provide useful pair or group work material.
- b) Teachers can easily increase the variety of activity by providing additional input both to the initial elicitation/ presentation stage and to Letter writing practice. At the elicitation stage the teak can be presented by using a recorded dialogue, and the presentation letters in the book can be supplemented by providing examples of authentic letters (if the students are able to cope with them).
 In Letter writing practice the writing task can be presented through a short recorded dialogue or instruction, which can itself be used as a listening exercise.
- c) Words underlined and marked with an asterisk (*) are to be found in the glossary at the back of the back. Comprehension questions, practice exercises and letter writing tasks marked (K) are given appears in the key at the back of the book.

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| 2 | Replying to enquiries A Replying to a request for a brochure and price-list B Replying to a request for a catalogue and information | licitation | ⊒ 12 |
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| 12 | Granting credit | | 47 |
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MAKING ENQUIRIES

AIMS

- A Replying to an advertisement and asking for information, prices and *samples.
- B Asking for a catalogue and information.



JUSTIN BOX 14 Trist Road, Hastings, Sussex HA3 6CE

Manhattan-Windsor Steward Street Birmingham B18 7AF

Your ref: Our ref: SB/SM

17 May 1986

Dear Sirs

*With reference to your advertisement in yesterday's Times, would you please send me *full details, prices and samples of your *promotional gifts.

Yours faithfully

S BOWEN Marketing Manager

THE LETTERS

- Who is the *Marketing s got Manager of Justin Box s & mbrLtd?
 - 2 In which newspaper were the gifts advertised? (K)

(K)

3 What does Mr Bowen ask for? (K)

Note: (K) = answer in the Key on page 121. * = described in the Glossary on page 157.

- Which address will be typed on the envelope?
- 2 Why has L Waters written this letter?
- 3 What is the normal length of guarantees on Borg's models? (K)

When you need 1,000 colour leaflets - or even

When you need on stige

fashpiri atti lo assurboni

tico,000 - printed in

THOMAS GREEN LTD 16 CLEAR STREET, TORQUAY, DEVON TQ1 6BD

PRACTICE EXENCISES

Borg Corporation 10 Oslo Avenue ventanti sector Malmo Sweden

Your ref: Our ref: LW/MG

Dear Sirs

18 May 1986

Could you please send me a copy of your 1986 Catalogue and details of any special trade *discounts you are offering. I would also like to know whether all your models are now covered by your *standard two-year *guarantee. Yours faithfully

ER WRITING PRACTICE

T200 W0 L

L WATERS Manager

ANGUAGE FOCUS

Replying to an advertisement (letter, enquiry, etc.)

With reference to your advertisement in ... With reference to your letter (enquiry) of ...

Requesting action (sending)

Could you please send me . . . Please send me ...

Requesting information

I/We would like to know whether . . .

PRACTICE EXERCISES

Write sentences as directed. Show incomplete (unfinished) sentences by three dots (...)

- Reply to an advertisement in the

 - a) Daily Mail last Monday (K)
 b) Economist last week
- last Tuesday emerge of the fit
- c) Radio Times

- today
- d) Guardian
- e) Financial Times yesterday
- 2 Ask a company to send you
 - . a) a *catalogue and price-list. (K)

 - c) free samples and price-list mes assets woy bland d) full details and prices.
 e) a free *brochurouse.
- e) a free *brochure.
- 3 Ask for information about whether

 a) the price inclines 1-10 A Abox id parano
 - b) the *filing cabinets are available in green.
 - c) they could send the order by air.
 - d) they have an office in Paris.
 - e) you can pay in US dollars.

LETTER WRITING PRACTICE

Look at the advertisements:

LET THE LOW FARE SPECIALIST. LOOK AFTER YOU Scheduled 747 flights to

AUSTRALIA & NEW ZEALAND

With stopovers available in Bangkok, Bali, Hong Kong, Singapore, Kuala Lumpur, Manila, Jakarta, Los Angles, Fiji and Honolulu.

HERMIS TRAVEL

Hermis Travel 35 Whitehall, London SW 1 01-930 2556/7. Telex 296421

LOW COST WORLDWIDE FLIGHTS

Sydney one way £341 return £531 Around the world from

London/New Zealand return from £699

TRAILFINDERS TRAVEL CENTRE

46 Earl's Court Rd. London W8 Tel. 01-937 9631 (Long-haul) Tel. 01-937 5400 (Europe) Govt. Licensed & Bonded ABTA ATOL 1458

When you need 1,000 colour leaflets - or even 100,000 - printed in a hurry -

guarantees on Boils s

his letter?

1301

13

Mahader

ONE CALL DOES IT ALL 🔯 BASILDON 44066

When you need prestige brochures of the highest standard

ONE CALL DOES IT ALL *BASII DON 44066*

Because we do everything from initial design to final print, in our own complexwe can do it quicker, easier

and a lot cheaper. For example: **5000 A4 COLOUR LEAFLETS** INCLUDING PHOTOGRAPHY

For FREE colour brochure, price lists and samples - call

8, 10, 12 Hornsby Square, Southfields Ind. Park, Laindon, Basil Essex SS15 6SD 5 mins. from M25

NOW OPEN FIDELITY WEST Customer Service Office in SWINDON 10 minutes from the M4 Phone: 0793 616858

CRAH YHAM

Sales Hanaser

b) Take your partner's advertisement and write a letter asking for prices and specific details.

Pair work

a) Write a small advertisement for a travel agent.