



THE SUNDAY TIMES

泰晤士报商务版

商务信函

Write That Letter

- ★ 处理最棘手的商业信函
- ★ 提高你的写作技能
- ★ 给人留下一个深刻的印象
- ★ 传达职业特征与风格
- ★ TACKLE THE TOUGHEST BUSINESS LETTERS
- ★ IMPROVE YOUR WRITING SKILLS
- ★ MAKE A GREAT IMPRESSION
- ★ CONVEY PROFESSIONALISM AND STYLE

● 阿兰·马蒂兰德

● Lain Maitland

长春出版社

贝塔斯曼亚洲出版公司



THE SUNDAY TIMES

泰晤士报商务版

Write That Letter!

商务信函

阿兰·马蒂兰德 著

严 鸿 娟 译

长 春 出 版 社

贝塔斯曼亚洲出版公司

图书在版编目(CIP)数据

商务信函/严鸿娟译. —长春: 长春出版社, 2001. 9

ISBN 7-80664-257-9/F13

I. 商... II. 严... III. 商务-信函 IV. F230

中国版本图书馆CIP数据核字(2001)第13622号

责任编辑: 翟志强 许加澍 封面设计: 王国擎

长春出版社出版

(长春市建设街43号)

(邮编 130061 电话 8569938)

长春市正泰印务公司制版

四平恒盛印刷厂印刷

新华书店经销

880×1230毫米 32开本 10印张 220千字

2001年9月第1版 2001年9月第1次印刷

印数: 1-8 000册 定价: 20.00元

137200

Introduction

Write That Letter! makes it easier and quicker for you to write business and personal letters. It is ideal if you have to write letters regularly and are not always sure what to put or how to phrase something. With the help of 100 example letters and explanatory comments, this book shows you what to write, and why.

Chapter 1 sets out the secrets of successful letters. Whatever you write, you can now plan each letter properly, and choose the most suitable appearance, layout, format and style for every occasion.

Chapters 2 - 8 look at 100 of the trickiest letters you're ever likely to have to write, including how to:

- ☐ sell to unknown sales leads;
- ☐ handle angry customers;
- ☐ buy goods at the best prices;
- ☐ chase outstanding debts;
- ☐ discipline staff; and even
- ☐ commiserate with someone who's lost their job.

The easiest and quickest way to write a letter is to check the contents list on pages 2 - 9, refer to the type of letter you have to write, and read the example and explanatory comments.

序 言

《信函书写实用手册》使您能轻松、迅速地书写商业和私人信函。如果您必须定期地书写信函并总是对信函的内容和措词举棋不定的话，此书将是一本理想的参考用书。通过 100 篇示例信函以及解释性的注释，本书将告诉您信函应包括的内容及原因。

第 1 章陈述了成功信函的秘诀。阅读了此章后，无论哪类信函，您都能正确地为其进行设计，并选择一个适当的外观、版面、格式和书写风格。

第 2 至 8 章列举了 100 篇您可能必须书写的最棘手的信函，包括如何：

- ☐ 向陌生的销售业领导者推销产品；
- ☐ 与恼怒的客户打交道；
- ☐ 以最低的价格购买货物；
- ☐ 追索拖欠的债务；
- ☐ 处罚员工；甚至采取进一步措施；
- ☐ 对失业者表示同情。

书写信函最简便快捷的方法是查阅 2-9 页中的目录列表，找到您所要书写的信函的类型，然后阅读示例信函与解释性的注释。

This gives you all you need to know. For the fullest understanding of writing letters, you can read the book from cover to cover in the usual way. It's up to you. Whatever you do, you're about to learn the winning tactics for writing difficult letters.

Iain Maitland

本书提供了您需要知道的关于信函书写的所有内容。为了最全面地了解书信写作的技巧，您还可以按通常的方式从头至尾阅读本书。阅读方式完全取决于您自己。不论采取何种方式阅读，您都将会学到书写各类棘手信函的制胜策略。

阿兰·马蒂兰法

contents

Introduction	10
1. the secrets of successful letters	2
planning your letter	2
creating the correct appearance	6
choosing an appropriate layout	10
picking a format	16
selecting your writing style	18
winning tactics: a step - by - step checklist	20
2. making sales	24
introducing your firm	24
requesting an introduction	28
offering new products	32
announcing revamped products	36
chasing a reluctant buyer	40
announcing amended trading terms	42
explaining price rises	46
acknowledging an unprocessed order	50
rejecting a request for a discount	54
enquiring about loss of custom	56
3. caring for customers	62
thanking a customer for a first order	62
thanking a customer for a large order	66
thanking a customer for their continued custom	68
investigating a complaint	70
accepting a complaint	74
rejecting a complaint	76
apologizing for an employee's conduct	80
apologizing for unavailable goods	82
apologizing for delayed goods	86
apologizing for the wrong goods being sent	88
apologizing for damaged goods being sent	92
chasing a customer who has closed their account	94

目 录

序言	11
1. 成功信函的秘诀	3
设计你的信函	3
创造一个正确的外观	7
选择适当的版面	11
挑选格式	17
选择书写风格	19
按部就班地检查项目列表	21
2. 销售	25
介绍你的公司	25
请求介绍	29
提供新产品	33
宣布改进的产品	37
劝说犹豫的买主	41
宣布修改过的贸易条件	43
解释价格上涨的原因	47
告知已收到一个未处理的订单	51
拒绝折扣的请求	55
询问不再惠顾的原因	57
3. 与客户打交道	63
向首次定购的客户致谢	63
向大量定购的客户致谢	67
向持续定购的客户致谢	69
调查投诉	71
接受投诉	75
拒绝投诉	77
为雇员的行为道歉	81
为难以提供的货物致歉	83
为延期的货物致歉	87
为误发送的货物致歉	89
为送出的损坏产品致歉	93
劝说已结清户头的客户	95

4. handling purchases	100
enquiring about products and services	100
accepting a quotation	104
rejecting a quotation	108
asking for a discount	110
requesting credit facilities	112
accepting a delayed delivery	114
rejecting a delayed delivery	118
complaining about damaged goods	120
complaining about faulty goods	124
complimenting a supplier	126
criticising a supplier	130
asking for an increased credit limit	132
requesting extended credit facilities	136
5. managing accounts	140
refusing credit facilities	140
rejecting a request for an increased credit limit	144
requesting a reduction of an account balance	146
chasing an overdue payment, first letter	150
chasing an overdue payment, second letter	152
chasing an overdue payment, third letter	154
notifying a customer of legal action	156
notifying a customer of a suspended account	158
notifying a customer of withdrawn credit facilities	164
providing a customer reference	166
accepting a delayed payments proposal	170
rejecting a delayed payments proposal	172
apologising for an accounts error	176

4. 处理采购	101
询问产品和服务	101
接受报价	105
拒绝报价单	109
要求折扣	111
要求信用透支	113
接受延期的交货	115
拒绝延期的交货	119
投诉遭损坏的货物	121
投诉缺陷产品	125
称赞供应商	127
批评供应商	131
请求增加信用额度	133
要求延展信用透支	137
5. 管理帐户	141
拒绝信用透支	141
拒绝增加信用额度的请求	145
要求减少帐户上的欠款	147
追索延误的付款, 首封信函	151
追索延误的付款, 第二封信函	153
追索延误的付款, 第三封信函	155
通知客户你已采取法律行为	157
通知客户暂停帐户	159
通知客户撤销信用透支	165
提供客户的资信证明	167
接受延期付款的请求	171
拒绝延期支付的请求	173
对帐目错误致歉	177

6. dealing with staff	180
rejecting a job applicant	180
inviting an applicant to a selection interview	184
requesting a reference	186
rejecting a job candidate	190
making an offer of employment	192
notifying changes in terms of employment	198
complimenting an employee	200
thanking an employee	202
encouraging staff to do better	204
first written warning about dismissal	208
second written warning about dismissal	212
terminating employment, with notice	214
terminating employment, with immediate effect	218
terminating employment after a trial period	220
notifying an employee of redundancy	224
providing a reference about an employee	228
7. attending to personal matters	232
applying for a job	232
accepting a job offer	238
rejecting a job offer	240
asking for a meeting	242
rejecting a request to meet	246
postponing a meeting	248
introducing an associate	250
thanking someone for an introduction	254
congratulating someone on an award	256
thanking someone for an award	258
thanking someone for a present	260
congratulating someone on the birth of their baby	262
congratulating someone on their promotion	266
congratulating someone on their retirement	268
sympathising about a business failure	272
sympathising about illness	274
sympathising about hospitalisation	276
sympathising about redundancy	280
offering condolences on a death	282

6. 与员工相处	181
拒绝职位申请人	181
邀请申请人面试	185
请求推荐	187
拒绝职位候选人	191
录用	193
通知雇用条款的变化	199
表扬雇员	201
感谢雇员	203
鼓励员工做得更好	205
首封警告解雇的信函	209
第二封警告解雇的信函	213
通知终止雇用	215
立即终止雇用	219
在试用期后终止雇用	221
通知裁员	225
为雇员提供推荐	229
7. 处理私人事件	233
申请工作	233
接受录用	239
拒绝被录用	241
请求见面	243
拒绝会面的请求	247
推迟会见	249
介绍合伙人	251
感谢某人的介绍	255
祝贺某人受到嘉奖	257
感谢受到嘉奖	259
感谢某人的礼物	261
祝贺得子的人	263
祝贺提升的人	267
祝贺退休的人	269
慰问破产的人	273
慰问患病的人	275
慰问住院的人	277
慰问被裁减的人	281
对某人的去世表示哀悼	283

8. writing miscellaneous letters	286
requesting a donation	286
thanking someone for a donation	292
refusing a charitable request	294
asking a favour	296
offering a favour	298
reminding someone of an unfulfilled promise	300
reminding someone of an unfulfilled obligation	304

8. 书写各式信函	287
请求捐助	287
感谢某人的捐助	293
拒绝慈善捐助请求	295
请求帮助	297
提供帮助	299
提醒某人未履行的承诺	301
提醒某人未履行的约定	305

商
务
信
函

the secrets of successful letters

Before you write a sales letter to a prospective customer, a warning letter to a member of staff or any other particularly tricky letter, you need to know how to put difficult letters together properly. You must be able to plan a letter, create the correct appearance for it, choose an appropriate layout, pick a relevant format and select a suitable writing style.

planning your letter

Whether you have to compose a thank - you note or a notice of redundancy, you should plan out what you want to say to the reader, before you put anything down in writing. To prepare properly, you must consider your aims, all the facts and the person who is going to receive your correspondence. With this information to hand, you can then sketch out a rough draft of this difficult letter.