

 XINSHUGUANG  
新曙光  
现代商务英语系列教材

# 现代商务英语

Contemporary Business English: Writing Workshop ②


# 英语

## 写作教程

主 编◎李全福 马 建  
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 天津大学出版社  
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 新曙光 现代商务英语系列教材

# 现代商务英语写作教程(下)

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## 内 容 提 要

《现代商务英语写作教程》(下)是高等职业教育商务英语专业高年级学生的主干课程教材。本教材力求反映全新的商务英语写作理念,拓展高等职业教育英语专业学生的国际商务视野。各单元内容及练习环节均为以学生为中心的教学模式而设。

本系列教材重视整体构建,另编有《现代商务英语综合教程》、《现代商务英语阅读教程》、《现代商务英语口语教程》及《现代商务英语听力教程》。这些教材的同时使用,可以产生课程间教学合力,为迄今为止比较先进的教材组合设计。本教材附带有教师教学用的 PPT 演示文稿。

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## 《现代商务英语写作教程》(下)编写说明

《现代商务英语写作教程》(下)是为高职高专商务英语专业学生量身打造的新曙光现代商务英语系列教材之一。它适合高职高专商务英语专业高年级同学使用。本书为《现代商务英语写作教程》的下册,共10个单元。本教材各单元的主题分别为:销售信函、保险、信用证、理赔、交货与延迟交货、代理、投标书、包装、货运、用户使用手册。本书各单元所选主题均为商务英语写作最基础的内容,涵盖商务写作所需的基本知识。

本教材系2010年浙江省社科联研究课题“基于ESP需求分析理论和‘工学结合’视阈下的高职大学英语改革与内涵建设”研究建设项目成果之一,项目编号2010B140-L。

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其中李全福编写第7单元,马建编写第1、4、10单元,柴小玲编写第3、8、9单元,金凯编写第5、6单元,吴洪兰编写第2单元。李全福、马建负责本书大纲的编写、总体的框架设计及全书的统稿。嘉兴职业技术学院孟建国教授对本书的编写提出了宝贵意见。本书最终付梓出版也离不开天津大学出版社相关工作人员的辛勤工作。在此一并致谢。

本教材系2010年浙江省社科联研究课题“基于ESP需求分析理论和‘工学结合’视阈下的高职大学英语改革与内涵建设”研究建设项目成果之一。项目编号2010B140-L。

# 前 言

新曙光现代商务英语系列教材是根据教育部“以服务为宗旨,以就业为导向”的高等职业教育战略方针,针对我国高等职业教育商务英语教学状况以及我国经济高速发展的实际情况而编写的一套系列教材。随着我国经济快速发展和快速融入全球经济体系,各地高等职业教育的商务英语专业的设置和在校学生人数已经初具规模,商务英语专业的教材建设也越来越受到重视。教学实践经验表明,与时俱进的新型现代商务英语教材的开发对于培养出具有国际商务综合能力的学生有着十分重要的意义。新曙光现代商务英语系列教材的组织策划者和编者在该教材的开发设计和编写中就如下几个方面达成共识。

一、本套现代商务英语系列教材的建设必须以培养具有外语能力的商务技能型人才为目标。除了重视传统的听、说、读、写、译等英语专业的基本技能外,学生的商务专业技能的培养应被放在突出的地位。本套教材的设计和编写注重学生的设计能力、沟通能力、交际能力、团队能力、想象能力、创新能力、批评能力、审美能力、动手能力和计算机操作等具体技能的培养。

二、本套现代商务英语系列教材应该成为推进教学改革的平台。本套教材的设计和编写融入了近年来世界范围内先进的教学理念,使创新性学习(Creative Learning)、主动性学习(Active Learning)、批判性学习(Critical Learning)、分析性学习(Analytical Learning)的求知模式能够得以实现。本套教材的编写还致力于推进以教师为中心的教学模式向以学生学习为中心的教学模式的转变。

三、本套现代商务英语系列教材的建设以就业为导向。商务英语专业具有跨学科性、专业覆盖面宽、就业面广等特点。因此,本套教材的配套设计专门考虑到几个就业岗位群的需要,这些岗位群包括涉外管理岗位群、涉外贸易岗位群、涉外服务岗位群、外语师资岗位群。本套教材的设计开发以“基础技能主干教材+岗位方向配套教材”的理念面向这些岗位群。

四、本套现代商务英语系列教材的建设吸收了近年来新的科学技术成果。本套教材采取多维立体化教材模式,每种教材都配有数字化辅助教学资源,从而使这套教材实现了立体化,发挥出高效的施教与学习效果。

新曙光现代商务英语系列教材在相关专业教学指导委员会、行业协会、学会、企业、事业单位和学校的关怀和支持下,必定能够成为21世纪商务英语专业的优秀教材。

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# Unit One Sales Letter



## Contents in This Unit

1. The Definition of Sales Letter
2. Format for Sales Letter
3. Sample Studies
4. Tips for Writing Sales Letter

## 1. The Definition of Sales Letter

Sales letter is a marketing tool that promotes a kind of goods or services. Its objective is to persuade the reader to buy what the letter offers. To be effective, its scope must describe a particular benefit the reader will gain by making the purchase, such as a problem solved or a need fulfilled.

Before you begin, you should be familiar with what your sales letter intends to promote and the people you intend to reach. This may require a little research and some brainstorming, but without preparation your sales letter will be less effective.

Then decide on the features that best highlight the goods or services; identify their selling points, in other words. Bigger, brighter, stronger, faster, cheaper, etc. , are common selling points when writing a sales letter.

Once you have made a selection, you must persuade the readers that the benefit of your offer outweighs the cost. In other words, convince them that what you have on offer is a good deal.

## 2. Format for Sales Letter

Most sales letters that work do so because they are drafted well and are written correctly. Depending on the product or service you have on offer the content of the letter may change but the basics are the same regardless of the number of sales letter templates you refer to.



Name of the Client

Designation

Company's Address

Date

Subject: [Describe your purpose in less than 10 words. ]

Dear\ Respected Sir\Ma'am,

[This is the most crucial paragraph. As here, you will inform why the company that you are approaching needs your company's service. Keep it short and crisp. This paragraph will have to attract the client's attention, so that he proceeds further. Refrain from exaggeration; do not try to make the client believe that his company is in a crisis. ]

[In this paragraph, you should precisely put forward, the ways in which your company can solve the above mentioned problem that you had brought under the client's purview. Do not be spendthrift with words here. Do not make tall claims and approach the client with humility. Remember they can always make out the authenticity of your promises by the way you speak. ]

[Give your contact details. Sign off the letter on a positive note, and stress upon your USP once more before ending the letter. ]

Thanking you,

Your name,

[Signature]

Date

Name of your company

Address

The following are specific procedures which you should bear in mind.

### **Identify Your Reader**

A sales letter should be addressed to a group of prospective buyers who meet an established set of criteria. Selecting their names should be done carefully, ideally with the help of a professional who specializes in direct mail marketing. He or she will be able to assist you in constructing a mailing list tailored to your specific needs.

Once assembled, the names of your potential customers should be placed in the salutation and inside heading of your sales letter. They should also be included on the top line of your envelope.

Whether you are singling out homeowners or renters, students or working people, dentists or lawyers you are singling out a group of people with an identifiable need or desire, one that you can fulfill or satisfy in some way. This group is your target audience. Each member is a potential customer.

Keep in mind that people do business with people. When you personalize your sales letter, addressing the reader by name, you recognize that person's individual importance and their value as a human being.

In the inside heading of the sample sales letter, the reader is identified by both his name and the position he holds.

### **Establish Your Objective**

The objective of a sales letter is threefold:

1. Attract attention;
2. Generate interest;
3. Induce a purchase.

Your sales letter may not induce an immediate purchase, however, it should, at the very least, meet the first two objectives. It should provide its readers with enough information to heighten their brand awareness about who you are and what goods or services you have to offer. They may return as a customer in the future.

After all, on the day when your direct mail piece arrives, the targeted reader may neither need nor want what you have to offer. Regardless, your sales letter can have a positive residual effect if it succeeds in creating a strong and favorable impression at the time it is received.

In a sales letter the writer always attracts attention in the opening sentence with a boldly printed

cliché that highlights a specific problem, one can be solved if the reader acts upon the offer.

### **Determine Your Scope**

To be effective, the scope of a sales letter must identify one or more of the following:

- A problem that can be solved;
- A need that can be fulfilled;
- A desire that can be satisfied;
- A pleasure that can be gained.

It must then present an attractive solution in a manner persuasive enough to accomplish the objective of the letter, convincing the reader to make a purchase.

Successful sales letters gear their pitch toward the benefit received by the reader rather than the actual goods or services being offered.

In the sample sales letter, the writer highlights the drudgery of a common chore and states how the service being offered will remove the burden and provide an ongoing solution.

### **Organize Your Letter**

Organizing your sales letter will establish a logical order in which to present your information. You have already begun this task by establishing an objective and determining your scope. Refer back to them. Together they include much of the content that will become the body of your letter.

A simple outline will get you organized. Begin by creating a list of items that your package will include and put them in the sequential order that will best help your reader comprehend the contents of your package. These points will become the backbone of your draft; your outline will become a checklist.

### **Draft Your Letter**

Working from an outline is the simplest way to draft a sales letter. You have already organized yourself by creating a list. Refer back to it and turn each fragment into a full and complete sentence expressing a single thought or idea.

In order that your thoughts and ideas are conveyed in a cohesive manner, write in as natural a sounding voice as possible. Try writing your draft quickly and then read it out loud. Concentrate on communicating your objective to your reader. Make sure that the scope of your letter contains all the relevant information included in your organizational list.

Keep in mind that you are writing a rough draft. For the moment you can ignore spelling,

grammar, punctuation, and sentence and paragraph structure. Those are technical details that you will pay attention to in the final step when you review and revise your work.

### **Close Your Letter**

A sales letter should close in a professional manner. Once your last paragraph is written, sign off between a complimentary close such as “Sincerely,” or “Thank you,” and your printed name.

If you are writing in conjunction with an official duty, place your title below your printed name as shown in sample sales letter. Additional information such as dictation remarks, notification of attachments, enclosures and copies sent to other individuals should be placed beneath the title line.

### **Review and Revise Your Sales Letter**

Reviewing and revising the draft of your sales letter is when you inspect and hone its textual content. It is a final check to see that your objective is clearly stated, your scope is sufficient, and the reader has been provided with enough information to understand your message.

Look for obvious errors. Check for misspelled words, poor sentence structure, and grammar mistakes. Make sure that you have been direct and to the point. Use a strong active voice.

Keep in mind the overall cohesiveness of your letter. Look for accuracy, clarity, and a sense of completeness. Ask yourself if the transitions between paragraphs are working and if your point of view, tone, and style are consistent throughout the text.

Examine your word choices carefully. Ambiguous words lead to confusion. Jargon and abstract terms may not be understood at all and affectations, clichés, and trite language tend to diminish the substance of your message.

If you have not written an opening or a closing now is the time. Lead into the sales letter with a strong attention getter. Conclude with an inducement to act.

At the beginning of the sample sales letter the writer asks a question designed to provoke interest and pull the reader into the body of the letter.

At the end of the sample sales letter the writer makes a bold call for the reader to take action and provides an inducement in the form of a discount.

### 3. Sample Studies

#### Sample 1

Your Name

Name of Your Organization

Address

Date

Name of Client

Client's Address

Salutation/Greetings

Dear Ms. /Mr. ( addressee) , or To whom it may concern

The first paragraph of the letter is the hook of the entire letter. This first line decides whether or not a prospective client will read further. It is important that in this paragraph you thank the reader for their interest in the product/service you are offering. It may also be a great idea to give a brief glimpse into the many benefits that client will be eligible for.

In the second paragraph of the letter add a testimonial if you are handing out samples with the sales letter. Giving out samples can be a great idea for a new product as this allows a prospective client to see for himself the benefits of the product at hand. Also mention the different promotional offers that you have at hand.

The third or final paragraph is where you will include your contact details so that your addressee can contact you if needed. Include details like your phone number, address, timings of the office, account manager, and any other information that you consider helpful.

Yours sincerely,

( Your name)

**Sample 2**

Customer/Prospect Name

Company Name

Address

City, State Zip

**How to save 75%-80% on office systems furniture**

Dear John,

XYZ Office Interiors wants to help your business save up to 80% on office systems furniture. We specialize in refurbished and pre-owned name-brand workstations including Haworth, Herman Miller and Steelcase. Why pay full price for new workstations when you can get beautiful professional-quality pre-owned and refurbished systems furniture at up to 80% off?

As a full service dealer we have products and services to help you design, furnish and install workstations, reception areas and conference rooms. We are networked with wholesalers and distributors throughout the U. S. to offer you an extensive range of products to meet all of your needs and at a price that is guaranteed to fit your budget. And, we will personally deliver and install your office furniture for you so your project is done correctly, on-time and on-budget.

For a free quote, please call us today at 1-800-000-0000 or visit us online at *www.yourwebsite.com*. Our website has many pictures of the office furniture we have in stock. Our website also shows our current specials. If you want an amazing deal, check out our website.

We also buy used workstations and office furniture. If you have office furniture you want to sell, we would love the opportunity to bid on it. We work with brokers and dealers throughout the United States and Canada who will offer you top dollar for your used office furniture. For more information, please call us at 1-800-000-0000.

Warmest Wishes,

Your Name

1-800-000-0000 ext. 123

Your e-mail address

*www.yourwebsite.com*

P. S. Through the month of December we are having a storewide liquidation sale on ALL office furniture so we can make room for our 2007 inventory. This is your opportunity to literally steal furniture from us. Call or e-mail me today for a copy of our most up-to-date inventory and price list.

## 4. Tips for Writing Sales Letter

The tips below—and the important warning that follows—will help you to get the very best response.

Start by choosing a single benefit of your product or service that you wish to highlight above everything else. This is your “principle selling position”. To choose this, ask yourself what specific benefit makes your product or service different, better, or special. Is it the price? The convenience? The reliability? How are you different from your competitors?

Write attention-grabbing headlines. This is very important. People are overloaded with information, so they skim read—particularly on the Internet. If your headline doesn’t get their attention everything else may go unread. Your headline will often highlight your principle selling position.

Write a list of all the features of your product or service then translate each of these into a benefit for the customer. One way to do this is to look at each feature in turn then ask yourself “So what?” Imagine you’re a customer; why should you care about this feature? Ask yourself, “What will it do for me?”

For example, don’t just say that your product is fast ( a feature) , tell the customer that it will give them more free time ( a benefit) . Better still, paint a picture of them using their free time to go to the beach, read a book, or relax.

Write a letter that emphasizes the benefits in a way that makes an emotional connection. For example, let’s say you’re selling toothpaste. A feature might be that it contains fluoride. Sure, but that’s boring. Rather, say it “Lessens Tooth Decay!” or even better “Brush with Boffo and Avoid the Dentist’s Drill!” See? You’ve turned a dull feature into a strong emotional benefit linked to people’s fear of dental procedures. Isn’t that more effective than “Contains Fluoride”?

Start with your strongest selling points. The first few paragraphs are particularly important. Use them to create a desire for your product or service by briefly touching on the major benefits it will bring the customer. You don’t have to go into too much detail up front as you can expand on these benefits later. Do try to get your big guns in early, though.

Testimonials sell. Good, believable testimonials from real people will help sales, particularly on the web where establishing credibility is a tough job. For even better credibility, ask your testimonial writers if you can include their contact details along with their testimonial.

Write with a natural style. Don't try to be pretentious or over friendly. Just write it the way you'd say it.

Decide who you're writing for and why. What tone are you trying to convey: light hearted or serious? What level of jargon are you going to employ? Suit your language to your intended audience.

The final sales pitch can be strengthened with some or all of the following techniques.

A good deal: e. g. "20% off".

Urgency: e. g. "This week only".

Risk free: e. g. "Comes with a money-back guarantee!"

End by telling the reader what to do, e. g. "Ring now" or "Click here to order now for immediate delivery". Needless to say, ordering details must be clearly visible and simple to follow.

Looking at these tips, it may seem that good advertising involves manipulating the emotions of your customers. Yes, it does. Selling is a form of emotional manipulation that involves convincing your customers that they want to buy your product or service, and they want to do it now.



**I. Translate the following sentences into Chinese.**

1. I am only asking you for an opportunity to enhance your current advertising so it produces better results.

---

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2. I offer a way to make all of your financial decisions make sense and feel right.

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3. I know you will be very pleased with how I will help you, and if for any reason you are not pleased, you have lost nothing.

---

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4. We consider ourselves to be the most professional and hard-working commercial real estate brokers in the USA.

---

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5. If you want to experience the same outstanding results as our other clients, please call us today for a free, no-obligation consultation.

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## II. Translate the following sentences into English.

1. 我们公司的市场已经扩大到美国,所以我们很想和贵公司开展生意。

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2. 很高兴能给您写这封信。

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