

Task 1

Contemplating Correspondence

Directions:

The following questions ask you to think about letters and the reasons that people write them.

1. Why do people need to write business letters?
 2. When would sending a business letter be more appropriate or convenient than using another means of communication (by using telephone, for example)?
 3. Letters can be written in different styles or formats. What are the formats for writing business letters?
 4. What benefits result from following a specified format when writing a letter?
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Task 2

Read this letter.

<p style="text-align: right;">Fine Foods Ltd. 10 Bridge Street London SW10 5TG</p> <p>Hello Mr. Roger Jones:</p> <p>I got the letter you sent on 1st September, and the stuff about the stock control system you make. It sounds great for us, but I want to check some things before we buy it. You said the system is bang up-to-date, but what happens if you update it again soon? Do we get money off the new one? You said it takes 3 weeks to install the system – that's too long! Can't you do it any quicker? Hope you can reply soon, we're in a bit of a hurry.</p> <p>Thanks,</p> <p>Janet Brown</p>	<p>Answer the following questions based on the letter.</p> <ol style="list-style-type: none">1. Have Roger Jones and Janet Brown been in contact before?2. What is the letter about?3. What are the problems with the system?4. What is wrong with this letter?5. How could you make it better?
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Task 3

Compare this letter with the letter in Task 2. What are the differences? Discuss your answers in pairs.

<p>Mr. R. Jones Sales Manager Thames Software Systems River Buildings Stockwell Walk London SW17 5HG</p>	<p>Fine Foods Ltd. 10 Bridge Street London SW10 5TG</p>
<p>Dear Mr. Jones,</p>	<p>12th September 2006</p>
<p><u>Stock Control Software System</u></p>	
<p>Thank you for your letter of 1st September and the information you sent regarding the stock control system offered by your company. I certainly feel the system will meet our requirements. However, there are some points which I would like clarified before we go ahead and order the system.</p>	
<p>Firstly, although you mentioned that the system has recently been updated, I wondered whether we might be eligible for a discount on any future upgrades.</p>	
<p>Secondly, the installation and implementation period of three weeks, to which you refer in your letter, seems rather long. Is there any possibility of getting the system up and running on a shorter timescale?</p>	
<p>I would be very grateful for a swift response to these queries, in order that we can begin the process as soon as possible.</p>	
<p>Thank you in advance for your assistance. I look forward to your reply.</p>	
<p>Yours sincerely,</p>	
<p>J. Brown</p>	
<p>Ms J. Brown Purchasing Manager</p>	

Task 3

In groups of three, choose one of the following situations.

Situation 1: You are organising a conference for your company's sales representatives from all over the country. You have already booked the hotel where the conference will be held and the sales reps will stay, and have just received a letter of confirmation. However, you need to make some changes to the arrangements. With a partner, think of what kind of changes you might need to make (for example, the number of hotel rooms you need).

Situation 2: You are Sales Manager at Soundsonic Ltd. You have received an enquiry from your potential customer asking for information on a certain product. Read the letter and write a response to this letter. You need to thank the person for her enquiry and you tell her that you enclose a catalogue with a price-list. Refer to a specific page of your catalogue containing the information of the product that she asked for.

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Peer evaluation form

Look at a letter written by another pair. Make some comments on:

Content: How clear is it? Is there anything you found unclear or unnecessary?

Appropriacy of language: Is the language appropriate to this kind of formal letter? Does it make good use of phrases from Worksheet 2? Is there any vocabulary that you particularly liked?

Layout / organisation: Is the layout appropriate to this kind of letter? Comment on anything that could be improved.

Language accuracy: Is there language you think is not correct (grammatical errors, incorrect collocations etc.)?

Bredgade 51,
DK 1260,
Copenhagen K.,
DENMARK

6th May 2015

Soundsonic Ltd.,
Warwick House,
Warwick Street,
Forest Hill,
London SE23 IJF
UNITED KINGDOM

For the attention of the Sales Manager

Dear Sir or Madam,

Please would you send me details of your quadraphonic sound systems which were advertised in the April edition of Sound Monthly?

I am particularly interested in the Omega range of equipment that you specialize in.

Yours faithfully,

B. Kaasen

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