

LETTERHEAD

SENDER'S ADDRESS

References

DATE

RECEIVER'S ADDRESS

Private and confidential

Attention line

SALUTATION

Subject line

BODY OF THE LETTER

1st paragraph

2nd paragraph

3rd paragraph

COMPLIMENTARY CLOSE

Per pro

SIGNATURE

NAME

COMPANY POSITION

Enclosures

Copies

Bredgade 51,
DK 1260,
Copenhagen K,
DENMARK

6th May 1984

Sounsonic Ltd.,
Warwick House,
Warwick Street,
Forest Hill,
London SE23 1JF
UNITED KINGDOM

For the attention of the Sales Manager

Dear Sir or Madam,

Please would you send me details of your quadrophonic 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,

(Ms) B. Kaasen

SOUNDSONIC Ltd.

Warwick House, Warwick Street, Forest Hill, London SE23 1JF

Chairman John Franks O.B.E. Directors S.B. Allen M.Sc., N. Ignot, R.
Lichens B.A.

Telephone (01) 566 1861 Cables: SONNIC Telex 819713

Your ref: 6 May 1984

Our ref: DS/MR

Date: 11 May 1984

Ms. B. Kaasen

Bredgade 51
Copenhagen K
DENMARK

Dear Ms Kaasen,

Thank you very much for your enquiry which we received today.

I am enclosing our catalogue and price-list for the equipment you said you were interested in. I would like to draw your attention to pages 31-35 in the catalogue where you will find full details of the *Omega* range.

We would welcome any further enquiries you have, and look forward to hearing from you.

Yours sincerely,
p.p. Soundsonic Ltd.

D. Sampsom
Sales Manager
Enc.

SOUNDSONIC Ltd.

Warwick House, Warwick Street, Forest Hill, London SE23 1JF

Chairman John Franks O.B.E. Directors S.B. Allen M.Sc., N. Ignot, R.

Lichens B.A.

Telephone (01) 566 1861 Cables: SONNIC Telex 819713

Your ref:

Our ref: DS/MR

Date: 21 September 1984

Ms. B. Kaasen

Bredgade 51
Copenhagen K
DENMARK

Private and confidential

Dear Ms Kaasen,

Non-payment of invoice 322/17

I am sorry to see that, despite several reminders, you have not yet paid the above-mentioned invoice. Unless, therefore, the account is cleared within 14 days of the above date, I shall have no alternative but to place the matter in the hands of our solicitors.

Yours sincerely,
p.p. Soundsonic Ltd.

D. Sampson
Sales Manager
c.c. Messrs. Poole and Jackson Ltd., Solicitors

BUSINESS LETTERS I: LENGTH

LETTER No. 1

Dear Mr. Arrand,

Thank you very much for your enquiry of 5 November which we received today. We often receive enquiries from large stores and always welcome them, particularly at this time of the year when we know that you will be stocking for Christmas.

We have enclosed our winter catalogue and are sure you will be extremely impressed by the wide range of watches that we stock. You will see that they range from the traditional movements to the latest in digital time-pieces and include ranges for men, women, and children, with prices that should suit all your customers, from models costing only a few pounds to those in the upper-market bracket priced at several hundred pounds. But whether you buy a cheaper or more expensive model we guarantee all merchandise for two years with a full service.

Enclosed you will also find our price-list giving full details on c.i.f. prices to London and explaining our discounts which we think you will find very generous and which we hope you will take full advantage of.

We are always available to offer you further information about our products and can promise you personal attention whenever you require it. This service is given to all our customers throughout the world, and as you probably know, we deal with countries from the far East to Europe and Latin America, and this fact alone bears out our reputation which has been established for more than a hundred years and has made our motto a household world - Time for Everyone.

Once again may we thank you for your enquiry and say that we look forward to hearing from you in the near future?

Yours sincerely,

BUSINESS LETTERS I: LENGTH

LETTER No 2

Dear Sir,

Thank you for your enquiry. We have a wide selection of watches which we are sure you will like. We will be sending a catalogue soon.

Yours faithfully,

BUSINESS LETTERS I: LENGTH

LETTER No 3

Dear Nr. Arrand,

Thank you for your enquiry of 5 November.

We have enclosed our winter catalogue and price-list giving details of c.i.f. London prices, discounts and delivery dates.

Though you will see we offer a wide selection of watches, may we draw your attention to pp. 23-28 and pp.31-36 in our catalogue which we think might suit the market you are dealing with?. And on page 25 you will notice our latest designs in pendant watches which are becoming fashionable for both men and women.

As you are probably aware, all our products are fully guaranteed and backed by our world-wide reputation.

If there is any further information you require, please contact us. Meanwhile, we look forward to hearing from you soon.

Yours sincerely,

BUSINESS LETTERS I: SEQUENCE

LETTER No 1.

Dear Sir,

We are interested in your security systems. We would like to know more about the prices and discounts you offer.

A business associate of ours, DMS (Wholesalers) Ltd., mentioned your name to us and showed us a catalogue. They were impressed with the security system you installed for them. So we are writing to you about it. Do you give guarantees with the installations?

In your catalogue we saw the Secure 15 which looks as though it might suit our purposes. DMS had the Secure 18 installed, but as we mentioned, they are wholesalers, while we are a chain of stores. We would like something that can prevent robbery and shop-lifting, so the Secure 15 might suit us.

How long would it take to install a system that would serve all departments? Could you send an inspector or adviser to see us at some time?

If you can offer competitive prices and guarantees we would put your system in all our outlets, but initially we would only install the system in our main branch.

We would like to make a decision on this soon, so we would appreciate an early reply.

Yours faithfully,

BUSINESS LETTERS I: SEQUENCE

LETTER No 2

Dear Mr Jarry,

We are a chain of retail stores and are looking for an efficient security system. You were recommended to us by our associates DMA (Wholesalers) Ltd. for whom you recently installed an alarm system, the Secure 18.

We need an installation which would give us comprehensive protection against robbery and shop-lifting throughout all departments and the Secure 15 featured in your catalogue appears to suit us. However if one of your representatives could come along and see us, he would probably be able to give us more advice and details of the available systems.

Initially we will test your system in our main branch, and if successful, then extend it throughout our other branches, but of course a competitive quotation and full guarantees for maintenance and service would be necessary.

Please reply as soon as possible as we would like to make a decision within the next few months. Thank you.

Yours sincerely,

BUSINESS LETTERS I: SIMPLICITY

LETTER No 1

Dear Sir,

I beg to acknowledge receipt of your letter of the 15th inst., in connection with our not clearing our account which was outstanding as at the end of June.

Please accept our profuse apologies. We were unable to settle this matter due to the sudden demise of Mr. Noel, our accountant, and as a result were unaware of those accounts which were to be cleared. We now, however, have managed to trace all our commitments and take pleasure in enclosing our remittance for \$210.00 which we trust will settle our indebtedness.

We hope that this unforeseen incident did not in any way inconvenience you, nor lead you to believe that our not clearing our balance on the due date was an intention on our part to delay payment.

We remain yours,

BUSINESS LETTERS I: SIMPLICITY

LETTER No 2

Dear Mr. Aldine,

I am replying to your letter of 15 July asking us to clear our June balance.

I apologize for not settling the account sooner, but due to the unfortunate death of Mr. Noel, our accountant, we were not able to settle any of our outstanding balances.

Please find enclosed our cheque for \$210.00, and accept our apologies for any inconvenience.

Your sincerely,

BUSINESS LETTERS I: COURTESY

LETTER No 1.

Dear Mr. Robin,

I have already written to you concerning your outstanding debt of \$591.00. This should have been cleared three months ago. You don't seem to want to co-operate in paying us, and therefore we will have to sue you if your debt is not cleared within the next ten days.

Yours sincerely,

BUSINESS LETTERS I: COURTESY

LETTER No. 2

Dear Mr. Robin,

I refer to the previous letter sent on 10 October in which you were asked to clear the balance of \$591.00 which has been outstanding since July. As you have not replied to the letter you leave little choice for me but to place the matter in the hands of solicitors. However, I am reluctant to do this and am offering you a further ten days to settle the account.

Yours sincerely,

ASKING FOR INFORMATION

A) First Paragraph: Say how you heard about the addressee.

We have seen your advertisement in the Financial Times
I met your representative at Expo Japan last spring
You were recommended to me by the British Council

B) Second Paragraph: Give the exact reason why you are looking for further information.

We have recently bought a restaurant and would like to replace the cutlery.
I intend to come to England for three months in July.

C) Third Paragraph: The request.

We would be grateful if you could send us further details.
Please send me your latest brochure.

D) Fourth Paragraph: End of the letter.

We look forward to hearing from you in the near future.
I hope to hear from you soon.

REPLYING TO A REQUEST FOR INFORMATION

A) First Paragraph: Say you have received the letter.
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We acknowledge receipt of your letter of 2 March. Thank you for your enquiry of 15 June.

B) Second Paragraph: Give the information required or enclose the prospectus requested.
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We are pleased to enclose our latest catalogue. We have pleasure in enclosing our latest leaflet.
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C) Third Paragraph: Be ready to give the customer further information if he requires it (in this case, we do not have to use the sentence "We look forward...").

If you require further information please do not hesitate to contact us. If you have any other questions please do not hesitate to write to us.
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SALES LETTER.

A) First Paragraph: Introduce the letter, presenting the new product.
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As a regular stockist of our exclusive Giotto perfumes, you will be pleased to hear that we have developed a new line, the <u>Giotto Amore</u> , which we are now promoting worldwide with great success.

B) Second Paragraph: Give information about introductory offers and other characteristics.

We have great pleasure in making you a special introductory offer of 100 sets of Amore in beautifully-designed display packages, at a price of £30 each.
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C) Third Paragraph: Say you send samples.
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You will soon receive sample bottles of the new perfume and we are sure that once your customers have tried it they will change over to this line.
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D) Fourth Paragraph: End the letter.

We look forward to hearing your own opinion of Amore and to receiving your order, which will be dealt with promptly.
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COUNTER-PROPOSALS.

A) First Paragraph: Say you have received the samples, or you have had a demonstration, and mention the advantages of the product.

Thank you for the samples of Giotto Amore. The quality is excellent.

Thank you for demonstrating your Timbermate electric saw, which we find attractive and easy to use.

B) Second Paragraph: Mention the disadvantages.

However, we would like to point out that there is strong competition in this field and your competitors offer better terms.

C) Third Paragraph: Your Proposal.

(a) Perhaps the price is too high.

Business in this market is very slack and we can, therefore, only accept your offer if you grant us a 15% discount.

(b) Perhaps the number of articles you have to buy is too large.

Your minimum offer of 100 sets is too large. We could only place an order for 50 sets.

D) Fourth Paragraph: You hope they agree and you offer hope of further orders (you do not have to use the sentence "We look forward...")

We hope you will agree to our proposal and assure you that, if the electric saws sell well, we will place repeat orders.

COMPLAINTS.

A) First Paragraph: Refer to the order/date.

We refer to the above order.

We have now received the wine glasses which we ordered in May.

B) Second Paragraph: Mention the general problem.

Unfortunately, this order has not yet arrived.

On examining the delivery we noticed that some of the goods were defective.

When we opened the order we noticed that you did not send us the number requested.

However, when we examined the paint we noticed that the goods are of inferior quality.

C) Third Paragraph: Point out the exact mistakes.

Instead of twenty-four large staplers B100 you have sent us only twelve. The goods were not correctly packed and the books have been damaged.

D) Fourth Paragraph: Say why you need the goods and ask them to send replacements or the correct goods.

These goods are required urgently for the coming tourist season and we would ask you to send us the correct items as soon as possible.

E) Fifth Paragraph: In serious cases you may have to give a deadline or may even decide to stop doing business with a supplier if he does not improve.

If we do not receive the goods by the end of the month we regret that we will be obliged to cancel the order.

REPLY TO A COMPLAINT.

A) First Paragraph: Refer to the problem.

We refer to your letter of 14th July, in which you say that

- a) the tables ordered have not yet arrived.
- b) the tables received are not what you ordered.
- c) the quality of the tables you received is not the same as that of the sample.

B) Second Paragraph: Give the reason.

a) A delay in delivery:
This delay was caused by a strike at our suppliers. Fortunately, production is now back to normal.

b) Hiding the real reason:
It was due to an oversight on our part.

c) A mistake in the order:
We have looked into your complaint and found that it was caused by a computer error in our packing department.

C) Third Paragraph: Say what you propose to do.

The right goods have now been despatched to you and you should receive them by the end of this month.

D) Four Paragraph: Apologise.

We apologise for any inconvenience caused by this error and hope that you will agree to our proposal.

PAYMENT: FIRST REMINDER.

A) First Paragraph: Refer to the invoice, statement or account (sometimes enclose a copy of it).

We refer to our invoice No. 4567 for £ 400 and would like to remind you that this is now overdue.

B) Second Paragraph: Ask for payment.

We are sure this is due to an oversight and would ask you to settle the invoice without delay.

C) Third Paragraph: End the letter.

We look forward to hearing from you soon.

PAYMENT: SECOND REMINDER.

A) First Paragraph: Make reference to the first reminder.

In our letter of (date) we reminded you that payment of our invoice No. 4567 was outstanding.

B) Second Paragraph: Ask again for payment.

You will realise that we also have our obligations and we therefore hope you will send us your remittance by return.

PAYMENT: FINAL NOTICE.

A) First Paragraph: Refer to the unanswered reminders.

We have had no reply to our letters of (date) and (date) in which we pointed out that the sum of £ 400 is now overdue.
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B) Second Paragraph: Threaten legal action.
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We regret to inform you that if settlement is not received within seven days we shall be obliged to place the matter in the hands of our solicitors.
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