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# **ДЕЛОВАЯ ДОКУМЕНТАЦИЯ (АНГЛИЙСКИЙ)**

**Учебно-методическое пособие  
для студентов III курса специальности  
6-05-0412-01 «Менеджмент (международный)»**

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# ПРЕДИСЛОВИЕ

Одной из актуальных задач подготовки современного специалиста является формирование его готовности к ведению профессиональной коммуникации на иностранном языке. Данное учебно-методическое пособие поможет выработать и усовершенствовать умения и навыки, необходимые для оформления различного рода деловой корреспонденции в областях экономики, внешней торговли и финансовой деятельности на иностранном языке. Предлагаемое издание предназначено для студентов III курса специальности 6-05-0412-01 «Менеджмент (международный)» инженерно-экономического факультета.

Целью настоящего пособия является формирование профессиональных навыков составления официально-деловых писем на английском языке и совершенствование навыков перевода (с английского языка на русский и с русского языка на английский) коммерческих писем, контрактов и др.; обогащение словарного запаса студентов соответствующей терминологией; обучение студентов анализу различного рода оригинальных частных и деловых писем. Тексты подобраны из оригинальных англоязычных источников, а также переводной литературы, некоторые тексты адаптированы и подвергнуты переработке.

Учебно-методическое пособие содержит такие разделы, как «Деловое общение», «Контакты с клиентами», «Деловая переписка», «Запросы, ответы на запросы», «Заказы и доставка», «Письмо-жалоба», «Различные виды переписки», «Телефонные переговоры» и др.

Упражнения, представленные в издании, направлены на отработку лексического материала, формирование словарного запаса студентов в области составления деловых писем. Пособие может быть использовано как для аудиторной, так и для самостоятельной работы студентов.

# BUSINESS COMMUNICATION

**Exercise 1. Read and translate the text. Give the main idea of the text.**

## **What Is Business Communication?**

Business communication is the process of sharing information between people within and outside a company. Effective business communication is how employees and management interact to reach organizational goals. Its purpose is to improve organizational practices and reduce errors. The importance of business communication also lies in: presenting new business ideas, making plans and proposals (business writing), executing decisions, reaching agreements, sending and fulfilling orders, successful selling, and effective meetings.

All organized activity in a company relies on the process of business communication. This could be anything from managerial communication to technical communication with vendors. And once communication becomes unclear, the company's core systems risk falling apart.

Strong business communications in a company will likely result in higher employee engagement. Companies with an engaged workforce see a 19.2% growth in operating income over a 12-month period. Those with low engagement scores earn 32.7% less. How much more successful would you be if you had better employee engagement? And how can you ensure a business communication process that will make it possible?

## **Types of Business Communication**

Let's first differentiate the main types of communication in a typical organization. First, we have internal business communication. Internal business communication can be upward (any communication that comes from a subordinate to a manager, or from another person up the organizational

hierarchy); downward (anything that comes from a superior to a subordinate); lateral (internal or cross-departmental communication between coworkers). Then, there is external business communication. External business communication is any messaging that leaves your office and internal staff. It involves dealing with customers, vendors, or anything that impacts your brand. You can sort all communication in this spectrum into four types of business communication.

1. Getting and receiving instructions and assignments both upward and downward. This includes an effective delegation from one person to another. Most problems in business begin with unclear communications in this area.

2. Sharing and discussing information, including information sharing that goes on in meetings. When communication fails in this area, it causes tasks to be done improperly or not at all.

3. Giving feedback, correction, and discipline to people who report to you so that they can have the knowledge and the tools that they need to do their jobs better. Giving great, actionable feedback is a key skill for anyone in a leadership position. Non-verbal communication and body language also play a role here.

4. Problem-solving and decision-making meetings and discussions. These are considered among the most important discussions for any organization. This involves higher critical thinking and better communication technology. Business communication is a type of communication, the purpose of which is the exchange of information between existing or potential partners. During business communication important issues are solved, goals are set and achieved, personal and business qualities are acquired. To better understand all this, you need to understand what kinds of business communication exist.

**Direct and indirect:** all kinds of business communication are divided into two groups: direct and indirect. Direct means communication that occurs directly between partners who are not divided by spatial and temporal barriers. This can be a business conversation, negotiations. By indirect means contact, which is carried out with the help of technical means (telephone, Internet). Experience shows that, whenever possible, one should strive for direct communication, since it is considered the most effective for achieving any goal. Nevertheless, live communication, when the interlocutors see each other, cannot be compared with anything else.

**Verbal and non-verbal:** there are such types of business communication as verbal and non-verbal. Verbal is communication with the help

of words, non-verbal is communication with the help of gestures, facial expressions, poses. A person's non-verbal portrait can be made according to the poses he chooses to conduct a conversation, how he looks at his interlocutor and with what intonation he utters this or that information.

**Exercise 2. Answer the questions.**

1. What is the definition of business communication?
2. What is business communication classified into?
3. What are the means of business communication?
4. What is the most efficient means of business communication?

**Exercise 3. Study the key expressions and make up the dialogue.**

**Asking to speak to someone:**

Could I speak to (name)?

Is (name) there, please?

**Identifying the caller:**

Could I have your name, please?

Who's calling, please? This is (your name).

**Giving a reason for the call:**

I'm calling about ...

I'm phoning to ...

**Saying the person is / isn't free:**

I'm sorry, but ... (I'm afraid she's not here today).

Can I take a message?

**Leaving a message:**

Can / Could I leave a message?

Can / Could you ask him / her to call me back?

**Finishing:**

I will give him / her the message.

Thanks for your help / for calling.

Speak to you later / tomorrow.

**Exercise 4. Read the text and illustrate each communication technology with the example.**

**Technology or Forms of Communication**

Technology of business communication can be carried out through various ways and forms of communication. Depending on this, the following types of business communication are distinguished.

**Business meeting:** this is the meaning of such a business communication, when the whole collective of an enterprise or firm is going to together to discuss pressing problems or to make a common decision.

**Public speaking:** this kind of business communication is regarded as continuation of the previous one. It is here that one person informs his colleagues or another group of people. The speaker should clearly understand what he is talking about, and his speech should be clear to the public.

**Business talk:** this is a kind of business communication, in which there is an exchange of information on some, the most important at the moment, the topic. For example, this includes the discussion of work processes by employees of the enterprise. During a business conversation, you do not need to make a decision.

**Business negotiation:** unlike the previous type of communication, the final the result of negotiations is finding the right decision and its adoption. Business negotiations have a specific clear focus, the outcome of which can be the signing of important contracts and deals.

**Dispute:** business communication without dispute is not always possible. Often, it is only thanks to the clash of interests and the upholding of the participants' positions that they manage to come to a decision. But sometimes it is the dispute that prevents it from being accepted.

**Business correspondence:** this is an indirect way of business communication, with the help of which information is transmitted through a letter, e.g. written orders and requests. Business correspondence can be carried out by sending e-mails, which saves time. There are two forms of business correspondence: a business letter and a private official letter (sent by a private person on behalf of the organization to another private person).

**Exercise 5. Read the topics and match them with the example.**

1. Appearance	a) The quality of your life is the quality of your communication
2. Introductions and handshakes	b) Your attitude is important, because it contributes to how well you will fit into the work environment
3. Social graces	c) Guests order first. Enter your chair from the left and exit to the right. Business is discussed after the food order is taken. The person who extends the invitation, pays the bill

4. Communication skills	d) Your business image starts with the way you are dressed and is reinforced with your personal mannerisms. Read the company's dress-code policies to put together a working wardrobe
5. Table etiquette	e) There are different references that follow different insights on business etiquette. So, it is worth your time to review several references to get a broader perspective
6. Table setting	f) A smile costs nothing, but gives much. It enriches those who receive, without making poorer those who give. It takes but a moment, but the memory of it sometimes last forever
7. Basic guidelines for business etiquette	g) Formal Dinner Place Setting: 1. Napkin; 2. Fish Fork; 3. Dinner or Main Course Fork; 4. Salad Fork; 5. Soup Bowl & Plate; 6. Dinner Plate; 7. Dinner Knife; 8. Fish Knife; 9. Soup Spoon; 10. Bread & Butter Plate; 11. Butter Knife; 12. Dessert Spoon and Cake Fork; 13. Sterling Water Goblet; 14. Red Wine Goblet; 15. White Wine Goblet
8. Business etiquette	h) In the business world, whoever is the highest-ranking person is introduced to everyone else in order of their position. An exception is that a client should be introduced first, even if you are with someone of higher rank within your company

**Exercise 6. Read the text and make up as many questions as you can. Make up a table of the basic rules.**

### **Business Communication Etiquette**

Communication is important in every aspect of life, including business. Lack of proper communication makes your message impaired or ambiguous and creates wrong impression about you on others which can affect your business very adversely. Being part of a business, it is important that you communicate with the clients clearly and effectively to maintain a good relationship with them. Your ignorance about formal way of communication or your ineptitude in expressing the business requirements clearly and correctly may very well be taken as impolite or offensive behavior by the client. In short, it has more serious impact than



you guess. One important thing about communication is that it is not just about speaking to a person; it also includes the body gestures, facial expressions and even the pitch and tone of your voice and the modulations. So, educate yourself on the do's and don'ts of business communication with the help of the tips mentioned below.

**Business communication rules.** Introducing yourself: maintain eye contact whenever you introduce yourself. This is very important in formal business meetings because it shows how confident you are. Shake hands gently and confidently with the other person. Maintain a presentable body language. It is not good to stand with drooping shoulders. This will give the impression that you are not confident enough and may affect the deal as well. Always keep a business card with you. Offer a business card once you introduce yourself to the other person. It is very important to maintain high level of professionalism during business conversations. Address the other person with his proper name once both of you are done with introduction. Remember the name; do not ask the name repeatedly.

Do not chew gum when you are in a professional meeting. Keep the conversation drama-free. There is no place for emotions in professional conversation. Don't be overtly social by talking too much. Limit the conversation to professional topics. Listen carefully when the other person talks. Do not interfere or look around. Maintain the eye contact throughout the conversation. Do not gesture wildly when you talk or laugh; you should always control your body language.

Do not talk about gruesome tales, your family, children, pets, etc. Talking about recent news and other generic subjects is acceptable but you must keep it brief.

Business communication over the phone: neither must you speak in loud booming voice nor in a barely audible voice. You should not laugh in loud, boisterous manner.

Always introduce yourself by your name, such as "Hello, James Clark here!" when you pick-up the phone. This is a basic etiquette when you handle business calls.

If you need to transfer the call to another person, ask the caller to hold on and tell them that the call is being transferred. Also, let the person know the name and designation of the new person to which the call is being transferred. Say something like "please hold on sir, your call is being transferred to Mr Samuel Alex, HR Manager, who can help you with solving this issue".

Do not say “That’s not our policy”. This is pure breach of professionalism. It is your duty to help the client in resolving problems. No company policy can rationalize dissatisfied customers or clients.

Never say “That’s not my department”, or “That’s not my job”. Any call related to business is valuable because you are part of the organization. Instead of saying “I’m not the person for this”, you can transfer the call to the right person or give the client the correct contact.

Never ask the person to call you back later, citing that you are busy. If you are really busy with something, arrange for another person to pick up the call.

Do not use nicknames during business calls no matter how close you are to the person in question; it creates confusion over who you are referring to and also sounds way too casual. For instance, instead of saying “Could you please connect me to Sam”, you must say the full name “Samuel Alex” even if you have been high-school friends.

Business communication through e-mail: make sure that you indicate a subject line in the field “Subject” because any business e-mail without a subject will not be taken seriously.

Start the e-mail with a highly formal salutation like “Hello, Mr Anderson”, “Dear Ms Jones”, “Dr Osborne” or just “Ms Quinn”, etc. until your new contact explicitly says, “call me Andy” or “you can call me Diane”.

Always write the name properly like John B. Doe – this is the proper way to write a name. Both “john b doe” and “JOHN B DOE” are wrong.

Use Bcc when you mail to a group of people and respect the privacy of the other ID’s.

If you have mentioned any attachments in the mail, make sure that you have attached the file with the mail.

Do not use an old correspondence and click the reply button just because you feel lazy to type the e-mail address. Replying to a mail with a totally different subject creates a very bad impression. Always compose a new mail whenever you talk about a new subject.

Type the letter in full sentences with proper sentence structure. Do not type in all caps or in all lower case. Punctuate properly and check for typos and grammatical errors before sending the mail.

Respond to business e-mail as fast as possible. Delayed responses are not appreciated well.

Thus, these were some important tips on business communication etiquette. It is very important to follow this etiquette as lack of professionalism in your conversation may affect your business.

**Exercise 7. Choose the correct response.**

1. Where are we with the Luftganza contract?
  - a) We are in Munich.
  - b) They have not signed yet.
  - c) Yes, we are there.
2. I cannot contact the IT Manager – his line is always busy.
  - a) I am very busy at the moment.
  - b) Can you call him?
  - c) OK, leave it with me.
3. Have you prepared the job description yet?
  - a) I did it last week.
  - b) I can deal with that.
  - c) You are very short of time.
4. Can you deal with that customer in Lagos for me?
  - a) Have you done it?
  - b) I will leave it with you.
  - c) I have already spoken to him.
5. It is Friday, and we have not finished the first part of the presentation.
  - a) Yes, time is running out.
  - b) We have already done it.
  - c) Where are we?

**Exercise 8. Read and translate the text. What methods of business communication are common to our country? What are advantages and disadvantages of each method?**

**Methods of Business Communication**

When business communication actually happens, it's either verbal or written. Furthermore, communication takes place either in person / face-to-face or remote. Neither of these is better or worse for your company on its own and entirely depends on the context. Written communication is great for keeping a paper trail of decisions and actions made as well as for putting together strategies and plans in place. Verbal interactions enable instantaneous idea generation and a more open flow of thoughts. Some companies are in a single office. Some have offices in various time zones. Others are fully remote and don't have a physical location (Buffer and Zapier are great examples of location-independent companies).

These are the methods of business communication applicable to some or all of the above scenarios.

**Web-based communication:** this includes everyday communication channels like e-mails and instant messaging applications (such as Slack, Hangouts, or even Nextiva Chat). The benefits of e-mails and messages lie in the ability to lead private conversations in a busy office environment, as well as sharing a message with many people – from a few to hundreds – all at once.

**Telephone meetings:** phones removed the location barrier to running productive, fast-moving meetings. It allows for better idea exchange thanks to the non-verbal communication (tone of voice) compared to written communication.

**Cloud phone systems** can accelerate onboarding and overall team collaboration.

**Video conferencing:** great video conferencing systems enable people at remote locations to run meetings that feel as close to in-person meetings as possible. They take phone meetings one step up.

**Face-to-face meetings:** in-person meetings can help a business move forward with ideas quickly. Research shows that in-person meetings generate more ideas than virtual meetings. However, having a rock-solid meeting agenda is essential for effective meetings. 46% of employees rarely or never leave a meeting knowing what they're supposed to do next.

**Reports and official documents:** documenting activities that impact other people and departments is a crucial part of a well-oiled business communication system. The ability to refer to a written document at any moment reduces the chance for confusion or disagreement and provides extra clarity in communication.

**Presentations:** presentations supported by reports and PowerPoint slide decks are often how meetings with larger groups are conducted. These are great for sharing new ideas in a way that creates space for questions and any clarifications.

**Forum boards and FAQs:** an internal area for employees to refer to frequently asked questions on various departmental topics and to ask new ones that will make them more productive and up-to-date on a matter.

**Surveys:** both internal and customer surveys are an ideal way to gather feedback and ratings on important topics. Surveys facilitate a healthy cycle of feedback-supported improvements and open a communication channel between all levels inside an organization.

**Customer management activities:** this can include any customer relations activity. Examples include live chat support, customer relationship management (CRM) systems, customer onboarding process, customer reviews, and more.

## **CUSTOMER CONTACTS**

**Exercise 1. Read and highlight the main points of the text. Give definition of customer contact. Find information about customer contact, its importance, necessity, advantages and professionalism of staff.**

Customer contact is the process of handling a query of the customer before, during, and after the purchase of any product or service. It is the process of resolving customer's issues and providing them with an appropriate solution, crafted with excellent call center services.

Customer contact services are necessarily backed by call center services but may also have e-mail and online systems. The other forms of customer complaints resolution aren't as quick as the call services so customers exclusively look for call support when buying a product or service.

Why customer contact is a necessity? The success of a business is a result of its relationship with the customers. These customer contact centers help organizations maintain a thriving relation with the clients and narrow down attrition.

Customer care services are intended to provide the best user experience to the clients and retain them in the short-run as well as the long-run goals. But for the success of these services, it is vital to get a call or message from the customer. When a customer reaches out and asks for assistance regarding any issues that will be known as customer contact.

As vital as it sounds, customer contact is the starting point of the services Customer Care offers. From this point, it is up to the customer care professionals to assist the customer and offer satisfactory services. Based on these services, the customer can be persuaded to repeat their order and enhance the overall brand image.

Being prepared for customer contact is vital for customer care professionals. Though the chances of facing an unexpected query are very

high, professionals can still be prepared and offer the best services possible. Firstly, it is crucial to know the product and the services thoroughly and answer any possible question coming from the customer about the service they have opted for. Working with trained staff and frequent training sessions helps the organization to achieve the organizational goals and offer greater value to their customers. Being polite and thankful to the customers also helps relationship management. Lastly, getting positive feedback from the clients also shows the trust your brand has built by delivering valuable services.

It is important to know that to make the most of the customer contact. Every professional should fulfill three basic criteria. First, they need to be professional in their dealing with no compromise on the business ethics and the principles of your organization. Secondly, every professional dealing with the customers should practice patience and polite behavior. Nothing hurts a business more than rude and arrogant staff. Understand if the customer's anger is genuine and if not, manage them tactfully, without being rude or unprofessional. And lastly, remember customer care starts with the word "customer", so always keep them first. The customer-first attitude is the key to creating and maintaining a formidable brand image and family of happy and repeating customers.

Customer contact can help companies to enhance their growth and improve their relationships with customers, resulting in the fabricated digital images through online reputation management. Here is where the need to outsourcing contact centers arises, as they are efficient in handling customer requests to the best.

**Advantages of customer contact.** A good customer contact benefits your business with:

**Better customer satisfaction:** satisfied customers recommend your product and services to others. Word of mouth helps other potential customers build trust and is one of the cheapest and best methods of marketing.

**Clients renew services:** an unsatisfied customer will eschew elsewhere and happy customers will buy from you over and over again. Customer contact centers ensure that consumer queries are heard and dealt with properly, ensuring happy clients and lower attrition.

**Better upsell:** for what it's worth, customers are willing to pay more for a product and associated services. Upkeeping a great contact center will help up your chances of upselling and pitching higher services to your existing customers. Businesses that maintain a customer complaint cell made 30% more upsells than their competitors.

Contact centers do not come cheap. For businesses that run on a shoestring budget, such centers are often too expensive. For a small fee, businesses can instead outsource their contact center with Go4customer, which ensures that none of their consumer queries go unheard whilst providing them faster and more accurate resolutions in real-time.

**Exercise 2. Complete the table with your own ideas on how to make communication with customers efficient.**

1. Personalize the interaction	Customers should be able to feel the agent's willingness to help them, so a cheerful tone on the phone and positive language in written communication are essential to a personalized experience
2. Avoid negative phrases	Avoid words such as "can't" or "don't" and offer to find the solution with determined, positive language. Negative phrases may not only frustrate a customer but make him or her lose confidence in a brand
3. Use positive language with a touch of empathy	Agents should use positive phrases such as "I can", "I will", and "I understand" to connect with customers. Such language is reassuring, proactive, and empathic and restores customer confidence
4. Listen closely and avoid interrupting the customer	Agents should always welcome customers to explain their issues in full before providing solutions. Interrupting a customer implies a lack of respect or empathy for a problem, so it's important to let them talk and politely offer a solution once they are ready to hear it
5. Use consistent brand vocabulary	Using consistent brand terms that customers will understand. When agents communicate with customers, the vocabulary used to describe products or services should match the language on the company website, mobile app, and social media sites. Brands should be consistent in the vocabulary they use across all channels, and agents should be skilled in the brand lexicon and use it accurately during service interactions for faster, more efficient service
6. Give thorough answers to technical questions	Agents should make customers feel at ease when the situation is technical and offer clear explanations in terms the customer can understand

7. Make communication clear and concise	Customers want thorough answers, but they also value their time. Agents therefore need to remember that one aspect of effective customer service communication is keeping the exchange fairly concise and always relevant, whether it is verbal or written. This point is especially vital on social media, chat, and SMS, as they are channels defined by concise communication. E-mails should be kept to a length that gives just the right amount of relevant information. Lastly, agents should strive to use a natural, conversational tone in their communication both on the voice channel and in written form to keep a personal connection with the customer
8. Train employees	Employees are often the first to interact with clients, it's important to focus on improving employees' communication skills. The public face of your business can benefit from maintaining a client-focused approach, as new leads and established customers may view the business as a respectful, communicative entity

**Exercise 3. Match the words and expressions to their definitions.**

1. Elevator music	a) aim taken or considered on a short timescale
2. Thorough answer	b) unchanging in nature or standard
3. Consistent	c) the feeling of being upset or annoyed as a result of being unable to change or achieve something
4. Reassuring	d) recorded background music played in public places
5. Proactive	e) a set of printed or written questions with a choice of answers
6. Short-run goal	f) reply complete with regard to every detail
7. To humanize the experience	g) creating or controlling a situation rather than just responding to it after it has happened



8. Personalized approach	h) to make knowledge or skill in a particular job or activity more humane or civilized
9. Frustration	i) making you feel less worried about something
10. To win loyalty	j) websites and applications used for social networking
11. Sitting on hold	k) a way of dealing with a situation or problem to meet someone's individual requirements
12. Social media	l) waiting to be connected while making a telephone call
13. Questionnaire	m) to gain the quality of staying firm in your friendship or support for someone or something

**Exercise 4. Read the text and answer the questions.**

1. What was the aim of the customer visit programme?
2. How was it different from other programmes?
3. Which departments participated in the visits?
4. Was the programme a success? How?

**The Importance of Customer Contact**

The American computer manufacture Hewlett-Packard ran a very successful customer visit programme. The idea of the customers visits to HP was not to sell the company's products, but simply to listen and learn.

The visits were conducted by mixed teams. These teams included a project engineer from the Research and Development Department, and a person from Marketing who played a part in putting the product on the market. In most cases, a sales rep responsible for each customer was also present.

In a questionnaire, 88% of staff involved in the programme said that customer satisfaction was better as a result of the visits. About 90% indicated that the visits gave them ideas for changing the products or services offered to customers.

This programme showed the value of customer contact for all employees in an organization. In so many companies, it is only those who work in Sales, Marketing, Customer Service, or Technical Support have direct contact with customers.

**Exercise 5. Name the department.**

1. ... sells the products.
2. ... looks for new markets for new or existing products.
3. ... creates new products.
4. ... answers technical questions from customers.
5. ... answers all other questions from customers.

**Exercise 6. Complete the sentences about other departments with words from the list.**

<i>Finds, buys, checks, arranges, maintains, deals, organizes</i>
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1. The Logistics Department ... the transport of products.
2. The Training Department ... courses.
3. The Purchasing Department ... from suppliers.
4. The Human Resources Department ... new staff.
5. The IT Department ... the computer system.
6. The Finance Department ... with all the money.
7. The Quality Control Department ... that the products have no defects.

**Exercise 7. Match the sentence halves.**

1. 5% of the products we made today were defective	a) Customer Services
2. My phone doesn't work	b) Logistics
3. I need a new assistant in my department	c) Technical Support
4. I want to do a course to improve my English	d) Quality Control
5. I don't know if we have enough cash in the bank to pay this supplier	e) Training
6. I want customers to know about this new product	f) Finance
7. I want to buy some new furniture for my office	g) Human Resources
8. A customer has just called to say he isn't happy	h) Marketing
9. I want to know if we can transport an order to a customer before Friday	i) IT
10. I need a new program which works more quickly	j) Purchasing

# BUSINESS CORRESPONDENCE

## Exercise 1. Study the words and expressions.

### Helpful Expressions in Business Correspondence

#### Salutation

**When the recipient's name is unknown to you:**

Dear Sir ...

Dear Madam ...

Dear Sir or Madam ...

**When you know the recipient's name:**

Dear Mr Hanson ...

Dear Mrs Hanson ...

Dear Miss Hanson ...

Dear Ms Hanson ...

#### Body of the letter

##### Opening lines:

With reference to your letter of 8 June, I ...

We are writing to enquire about ...

We are writing in connection with ...

We are interested in ... and we would like to know ...

After having seen your advertisement in ...

I would like ...

After having received your address from ... , I ...

I received your address from ... and would like ...

We / I recently wrote to you about ...

Thank you for your letter of 8 May.

Thank you for your letter regarding ...

Thank you for your letter / e-mail about ...

In reply to your letter of 8 May, ...

We are glad to inform you that ... .

We would like to ... .

**Main part:**

Vary. This part depends on the type of the letter.

**Closing lines:**

If you require any further information, feel free to contact me.

We look forward to receiving your reply / order / products / etc.

We look forward to ... .

We look forward to hearing from you.

We look forward to seeing you.

Looking forward to hearing from you.

Please advise as necessary.

Please contact me if you need any further information.

Please feel free to contact me if you have any further questions.

Please let me know if you need any further information.

We look forward to a successful working relationship in the future.

Should you need any further information, please do not hesitate to contact me.

Once again, I apologise for any inconvenience.

We hope that we may continue to rely on your valued custom.

I hope that this information will help you.

We would appreciate your immediate attention to this matter.

**Close**

**When the recipient's name is unknown to you:**

Yours faithfully

**When you know the recipient's name:**

Yours sincerely

**Abbreviations in Business Correspondence**

**Abbreviations in addresses:**

Ave. – Avenue

Bldg. – Building

Blvd. – Boulevard

Dr. – Drive

Pkwy. – Parkway

PL. – Place

P.O. – PostOffice

P.OB. – Post-OfficeBox

Rd. – Road

Rte. – Route  
Rw., Rwy. – Railway  
Sq. – Square  
St. – Saint  
St. – Street

**Abbreviations in the greeting:**

Dr – Doctor  
Mr – Mister  
Jr – Junior  
Dir – director  
Miss – Miss  
Mrs – Missis  
Ms – Miss  
Prof. – Professor  
CEO – chief executive officer  
CFO – chief financial officer  
CMO – chief marketing officer  
HR – human resources  
Sr. – senior  
Ph.D. – Doctor of Philosophy

**Abbreviations in company types:**

Co./co. – company  
Inc. – Incorporated  
Ltd. – Limited Liability Company  
PLC – Public Limited Company  
CJSC – Close Joint Stock Company

**Exercise 2. Translate from Russian into English.**

Деловая корреспонденция необходима в установлении и подтверждении сделок, средство достижения цели, соответствовать чьим-либо ожиданиям, определить, какая цель наилучшим образом передает Ваши мотивации, адаптировать нашу речь, предвидеть потребности или ожидания Вашей аудитории, целевая аудитория, привести доказательства, руководствоваться целью, исследовать идею, развлекать или удивлять своего читателя, информировать людей, объяснить идею, предлагать, провозглашать свои идеи, поддерживать или возражать против идеи, убедить своего читателя, оценить или решить проблему, быть посредником, вести переговоры, убедить читателя понять Вашу точку зрения, наиболее требовательная в отношении знаний аудитория.

### **Exercise 3. Answer the questions.**

1. Why is correspondence essential?
2. What are the purposes for writing business letters?
3. What strategies can be used to achieve your purpose?
4. Why is it important to analyze the audience you are writing to?
5. What categories of audience do you know? Can you characterize them?
6. What are the main types of business letters? Characterize each of them.
7. Make sure you know the difference in the meaning of the verbs: to inquire, to require, to request.

### **Exercise 4. Use a proper word(s) to complete the sentences.**

1. As a business letter is an effective way to ... a message, its format should allow readers to quickly ... information.
2. Print only the ... page of any letter on letterhead stationary, with ... pages on blank paper.
3. The date is written below the sender's address ... of the page.
4. The month in the date should not be written in ... as they can be ...
5. Whichever way of writing the date you choose you should be ... your correspondence.
6. ... are effective ways to present information because they ... large amounts of text and are visually pleasing, they can be ... or ...
7. The letter is ... only for the eyes of the named recipient.

### **Exercise 5. Read and translate the text. Put special questions to the text. Give the main idea of the text.**

#### **Meaning and Importance of Business Correspondence**

The most convenient way to reach out to people is by sending messages through texts or letters. These are a few types of correspondence used in business. We call this as the business correspondence. Just as we express our views, opinions, thoughts, and idea through writing. Business persons also feel the need of expressing themselves. It is not always possible for them to remember each and every detail in the business.

They use the simplest way of expressing, i.e. written correspondence. A written correspondence in the business world is the business correspondence. Any communication in the form of the letter is correspondence.

Any person related to a business expresses oneself through business correspondence. One can also ask any doubt or uncertainty through business correspondence. A businessman writes and receives letters in his day to day life. A correspondence between two organizations or within an organization comes under this category. A letter to a supplier, complaint letters, letter of inquiry, job application letters are some of its examples. A business correspondence has numbers of importance. Its most important feature is the ease of reaching and communicating with different parties. It is not always possible to meet persons face to face.

A business correspondence helps to meet some organizational goals. One can achieve the objectives through it. Let us study some of them in details.

**Maintaining a proper relationship.** It is not always possible for any business or organization to reach to any person in particular. This will cost any business. Here, the business correspondence will be a rescue for any business.

It helps in maintaining the proper relationships between the parties. Business correspondence strengthens the business. It also helps in the internal communication. It makes communication within the organization more clear and precise.

**Serves as evidence.** Any written form of communication serves as evidence. A business correspondence helps the person in a business to keep a record of all the facts. These written records will serve as evidence.

**Create and maintain goodwill.** It helps in creating and maintaining goodwill between a business and a customer. Any letter to enquire, complaint, suggestion or feedbacks helps a company to grow and maintain goodwill.

**Inexpensive and convenient.** It is a cheap and convenient form of business communication.

**Formal communication.** A business communication serves as a formal communication between two persons. It may be a seller and a buyer. It can be between an employee and the employer. The language used is formal and logical.

It helps in removing the ambiguity and the doubts of the person involved in the business. The formal communication in business is followed and acceptable.

**Helps in the expansion of business.** A business correspondence helps a business to achieve the set goal. It also ensures the expansion of

a business. With no waste of time and proper utilization of manpower and resources, a business can expand.

Any information regarding some resources or any product or market can be easily done. Even the news of the expansion of business can be spread by it.

**Types of business correspondence.** A correspondence is of many types. Let us get ourselves familiar with some of them.

**1. Internal correspondence.** It refers to the correspondence between the individuals, departments, or branches of the same organization.

**2. External correspondence.** It refers to the correspondence between two individuals. These are not of the same organization. Any correspondence outside the organization is external correspondence. Customer and suppliers, banks, educational institutions, government departments come under this category.

**3. Routine correspondence.** It refers to the correspondence on routine manners. A correspondence made for inquiries, orders, replies, acknowledgments, invitation, and appointment letters are routine correspondence.

**4. Sales correspondence.** It refers to the correspondence related to the sale. Sales letters, sales reports, invoice, and confirmation of orders are sale correspondence. Delivery letters, statement of accounts etc. are also some of its examples.

**5. Personalized correspondence.** It refers to the correspondence based on emotional factors. Letters of the request, recommendation, and congratulations are personalized correspondence. Letter of introduction, granting and the refusal of terms are some of its examples.

**6. Circulars.** It refers to the communication of common matter to a large number of persons or firms. Circulars, notices of tenders, change of address, an opening of the new branch come under this category. An introduction of new products is also its example.

**Exercise 6. Read and translate the text. Make a plan of the text. Retell the text according to the plan.**

### **Business Correspondence Formats: Types, Reasons, and Best Uses**

Effective communication is an essential component of any successful business. One of the ways businesses maintain good communication is through various types of correspondence. This article aims to define the types and reasons for using different business correspondence formats



and provide guidance on when to use each type and what information should be conveyed.

**1. Traditional letters.** While less common in the digital age, traditional letters are still relevant for formal communication. They're best suited for legal, sensitive, or confidential matters and when a physical record is necessary. They are also helpful for formal invitations, appreciation or congratulatory messages, and resignations.

**2. E-mail correspondence.** E-mails are a widely used form of communication within and between businesses. They are suitable for quick updates, sharing documents, and scheduling meetings. E-mails are best for non-urgent communication that requires a written record. They can also be used for newsletters, announcements, and promotional content.

**3. Memos.** Memos (short for memorandum) are internal documents that communicate brief messages, policy changes, or updates to a specific group within the organization. Memos are best used for sharing important information or instructions that should be documented and easily accessible to the recipients. They are usually concise, formal, and to the point.

**4. Reports.** Reports are formal documents that convey detailed information, analysis, and recommendations. They may be created for internal use, such as a financial report or project update, or for external stakeholders, such as investors or regulatory bodies. Reports are best used when presenting comprehensive data, research findings, or proposals that require a structured format and thorough explanation.

**5. Meeting minutes.** Meeting minutes are a written record of the key points, decisions, and action items discussed during a meeting. They serve as an official account of the proceedings, ensuring that all attendees are on the same page and can reference the document in the future. Meeting minutes are best used for formal meetings where important decisions are made, and a clear record of the discussion is necessary.

**6. Telephone and video calls.** Telephone and video calls are real-time communication methods allowing immediate feedback and interaction. They help clarify information, address urgent matters, or conduct virtual meetings when face-to-face meetings are not feasible. Telephone and video calls are best used when quick responses or a personal touch is required to establish rapport and trust.

**7. Instant messaging and text messages.** Instant and text messages are quick and informal ways to communicate within a business setting. They are suitable for short messages, quick questions, or brief updates

that don't require a formal response. Instant and text messages are best used for time-sensitive information, casual conversations, or coordinating with colleagues on day-to-day tasks.

**Best practices for choosing the right correspondence format.**

**Determine the purpose:** consider the objective of your message and choose the format that best aligns with that purpose. For example, use a formal letter for legal matters or e-mail to share documents.

**Assess the urgency:** select the format based on how quickly you need a response. Instant messaging and phone calls are ideal for urgent matters, while e-mails and letters are more suitable for non-urgent communication.

**Consider the audience:** tailor your choice of format to the preferences and expectations of your recipients. For example, use memos for internal communication and reports for external stakeholders.

**Evaluate confidentiality requirements:** choose a format that ensures the appropriate level of security and confidentiality for the information being shared. Letters and encrypted e-mails are suitable for sensitive information, while instant messaging might not provide adequate protection.

**Maintain professionalism:** regardless of the format, ensure your correspondence remains professional and adheres to your organization's communication guidelines. This includes using appropriate language, tone, and formatting.

Understanding the various business correspondence formats and their best uses is crucial for effective communication. By considering factors such as purpose, urgency, audience, and confidentiality, you can choose the most suitable format for your message and ensure that it is received and understood as intended. By employing suitable correspondence formats in your business communication, you can improve overall efficiency, strengthen professional relationships, and maintain a positive image of your organization. Always remember that the key to successful business communication lies in choosing the proper format for the right situation and adapting your message to your audience's needs and expectations.

**Exercise 7. Answer the questions.**

1. What is the best way to maintain good communication in business?
2. What format types of business correspondence exist? Which one is the best?

3. Which letters are suitable for solving legal, sensitive or confidential issues?
4. Which letters are suitable for non-urgent communication that requires a written record?
5. What can be created for a project report or update, or for investors or regulators?
6. What serves as an official progress report, ensuring that all participants are on the same page and will be able to refer to the document in the future?
7. What is the best way to use in cases where a quick response or an individual approach is required to establish mutual understanding and trust?
8. What are instant and text messages used for?
9. What recommendations on choosing the right format of correspondence seem most useful to you?

**Exercise 8. Work with a partner. Develop your recommendations for choosing the right format of correspondence.**

**Exercise 9. Read and translate the text. Put 5 types of questions to the text. Give the main idea of the text.**

### **Correspondence: Text Messages, E-mails, Memos, and Letters. Netiquette**

Text messaging, e-mailing, and posting on social media in a professional context requires that you be familiar with “netiquette”, or proper etiquette for using the Internet. We have all heard the news stories about people who have been fired and companies that have been boycotted for making offensive or inappropriate social media posts. People have even gone to prison for illegal use of private messaging. The digital world may seem like a free-for-all with no clear rules or regulations; however, this is clearly a dangerous perspective for a professional to take, as the consequences for breaking tacit rules, expectations, and guidelines for professional communications can be very costly. The way that you represent yourself in writing carries significant weight. Writing in an online environment requires tact, skill, and an awareness that what you write may be there for a very long time and may be seen by people you never considered as your intended audience. From text messages to memos to letters, from business proposals to press releases, your written business

communication represents you and your company: your goal is to make it clear, concise, constructive, and professional.

We create personal pages, post messages, and interact via online technologies as a normal part of our careers, but how we conduct ourselves can leave a lasting image, literally. The photograph you posted on your Instagram page or Twitter feed may have been seen by your potential employer, or that insensitive remark in a Facebook post may come back to haunt you later.

**Guidelines for communicating online.** Following several guidelines for online postings, as detailed below, can help you avoid embarrassment later.

**1. Know your context.** Avoid assumptions about your readers; remember that culture influences communication style and practices. Familiarize yourself with policies on Acceptable Use of IT Resources at your organization.

**2. Remember the human.** Remember there is a person behind the words; ask for clarification before making judgment. Check your tone before you publish; avoid jokes, sarcasm, and irony as these can often be misinterpreted and get “lost in translation” in the online environment. Respond to people using their names. Remember that culture, age, and gender can play a part in how people communicate. Remain authentic and expect the same of others. Remember that people may not reply immediately. People participate in different ways, some just by reading the communication rather than jumping into it.

**3. Recognize that text is permanent.** Be judicious and diplomatic; what you say online may be difficult or even impossible to retract later. Consider your responsibility to the group and to the working environment. Agree on ground rules for text communication (formal or informal; seek clarification whenever needed) if you are working collaboratively.

**4. Avoid flaming: research before you react.** Accept and forgive mistakes. Consider your responsibility to the group and to the working environment. Seek clarification before reacting; what you heard is not always what was said. Ask your supervisor for guidance.

**5. Respect privacy and original ideas.** Quote the original author if you are responding with a specific point made by someone else. Ask the author of an e-mail for permission before forwarding the communication. Sometimes, online behavior can appear so disrespectful and even hostile that it requires attention and follow up. In this case, let your supervisor know right away so that the right resources can be called upon to help.

**Exercise 10. Read the following request for comprehensive insurance and choose the best words from the options in brackets.**

Dear Sir, we are a ... (grand, large, wide) export company ... (who, which, what) ships consignments ... (in, to, towards) Europe and North America. We ... (want, would like, request) to know if you can ... (suggest, supply, present) us with a quotation for a comprehensive policy, ... (assuring, protecting, covering) our warehouse at Dock Road, Southampton. We would like the policy to ... (consist, contain, include) fire, flood, theft, burglary, and the usual contingencies affecting this ... (form, kind, variety) of enterprise. At any one time, there may be about \$800,000 in stock on the ... (premises, grounds, floors). If you can give us a ... (competing, competition, competitive) quote, we will ... (think, imagine, consider) taking out further policies with you. We look forward to hearing from you soon. Yours faithfully.

**Exercise 11. Begin and end suitably each of the given e-mails.**

1. You are writing as informally as possible to a friend (Jim) you know very well.
2. You are writing to a company where you would like to work, but don't know the name of the person who will read your e-mail.
3. You are writing to someone you know vaguely (Mike Preston); you want to end with an average level of formality.
4. You are writing to a man (Brian Collins) in your organization who is much more senior than you and whom you have never met.
5. You are writing to a woman whose family name you know (Smith) but not her first name, and you want to end relatively formally.
6. You are writing to a woman whose name you don't know, end suitably.

**Exercise 12. Look at these typical difficult questions. Discuss how you would answer them.**

1. Perhaps you would like to start by telling us a little bit about yourself?
2. So what have you learnt from your previous jobs?
3. What would you say are your strong points?
4. And your weak points?
5. Can you work under pressure – time pressure for example?
6. How do you take direction and criticism?

7. It sounds like you enjoy your work. Why do you want to leave your current job?

8. So what sort of challenges are you looking for?

9. And what are your career objectives?

10. Are you willing to go where the company sends you?

**Exercise 13. Complete this e-mail using the correct form of expressions that mean the same as the underlined expressions.**

Tina,

Thanks for your plans on reducing the budget of the sales department. I'd be grateful if you could send copies to Chris Jones of any e-mails you send to me. With this e-mail, you'll find a Word document with my comments. Please let me know if for any reason you can't open the document that comes with this e-mail. I'm sending your proposals to all members of the board.

Greetings,

Robert

**Exercise 14. Reply to e-mail according to the layout.**

Layout:

a) open suitably;

b) say it was good to meet Mr Weng too;

c) you are attaching some information about your company "Sono-phone";

d) you are informing your colleague Brian Preston, purchasing manager, about the meeting by sending him a copy of the e-mail at the same time;

e) you will send Mr Lee's details to another colleague in another e-mail, Shu Bao, finance director;

f) end suitably.

**Exercise 15. Put the following replies in order.**

A. Dear Mr Wilkins,

1. Please accept our apologies for the delay.

2. We trust that you will continue to rely on us for your future needs.

3. There appears to have been a mistake in marking.

4. We have taken the matter up with our freight forwarder and discovered that one of the boxes from your shipment was delivered to another customer in the same area.

5. We were extremely sorry to learn that in the shipment we sent you recently, a part of the order was missing.

6. We have already arranged for the missing articles to be sent to you.

Sincerely yours,

Mike Bright

**B.** Dear Sir,

1. Our representative will contact you next week in order to inspect the faulty products.

2. We were surprised to learn from your e-mail of December, 3 that some of the products covered by the above order were defective.

3. We assure you that we are anxious to retain you as a satisfied customer.

4. However, we regret that we cannot take your complaint into consideration as it should have arrived within 30 days of receipt of order.

5. We suggest you sell the articles at a discount.

Yours faithfully,

Paul Brown

**Exercise 16. Complete the following sentences.**

1. We were surprised to learn from the above letter that ... .

2. We have taken the matter up with our freight forwarder, and ... .

3. It is possible that ... .

4. This seems to be due to ... .

5. We are taking steps to prevent ... .

6. ... for the invoice you have already settled.

7. ... for any inconvenience this has caused.

8. ... is not likely to happen again.

9. ... to retain you as a satisfied customer.

## **BUSINESS LETTER**

### **Exercise 1. Render the following text.**

#### **Types of Business Letters**

A business letter is a professional, formal letter that is sent by one company to another. These letters can be used for professional correspondence between business clients, employees, stakeholders as well as individuals.

Whether you need to tell a potential client about your product, collaborate with another company, convince someone to attend your event, or give a thank you note – a well-written business letter can stand out. Business letters demonstrate a level of professionalism and class, however, writing them becomes a tedious task when you are unfamiliar with the concept.

There are many types of business letters. Let's take a look at some of them.

**Cover letters:** first up, a cover letter is a one-page document that candidates submit along with their resumes. It takes the employer on a guided journey of their greatest career & life achievements. No matter if you're a student or an experienced professional, a cover letter is an important document to show your skills, experience, and why you're fit for the position you are applying for.

Tips:

- don't try to fit your whole career in your cover letter. It should have a carefully curated collection of stories;
- don't state a skill that you don't actually have. You'll definitely regret it when you're asked to use that skill in the interview;
- keep it concise and to the point. The employer does not have time to sit down and read an entire memoir.

**Business invites:** these letters are a formal way to reach out to a company or an individual and invite them to attend an event hosted by your company. As business events tend to be formal, an invitation letter



is most likely to be formal as well. But, if you are organizing a casual event, it should be reflected in your invite and tone.

Tips:

- 1) write the letter in such a way that it builds anticipation about the event;
- 2) clearly mention the date, time, and venue;
- 3) set a friendly follow-up to remind them of the event.

**Complaint letter:** this letter is a way to formally express your disappointment. You can report a bad experience, poor customer service, or let a company know that their products didn't meet your expectations.

The key to this letter is that it shouldn't sound like you are nagging, but also shouldn't lose its importance if you want to be taken seriously.

Tips:

- don't get too emotional or over-the-top angry. Just state the facts;
- be cordial and professional. Let them know the entire story and how would you like them to rectify their mistakes.

**Letter of resignation:** a letter of resignation is a document that notifies your employer that you're leaving your job. Whether you work at a coffee shop or a big-shot company, it's proper protocol to submit a letter of resignation before you leave. Also, if you have an urge to send an incendiary letter of resignation, don't give in! You might cross paths with these people again.

Tips:

- 1) keep it simple, stick to the facts, and don't start complaining. Resignation letters are not the right place for complaints & critiques;
- 2) thank your boss and / or the company for the opportunities and describe some of the key things you learned on the job;
- 3) if you're in a high-profile position, consider your words super carefully because your letter would likely be made public.

**Order letters:** also known as "purchase orders", these letters are used to order things or buy material. They act as a legal record, documenting the transaction between the buyer and seller.

These letters are generally written by one business to another business to make an order or to modify it.

Tips:

- be concise and clear to avoid any misunderstanding or confusion;
- include everything the seller would need to deliver the order and get the payment;
- provide contact information for future conversations or follow-up.

**Letter of recommendation:** these letters intend to recommend someone for an internship, job, fellowship, or other such opportunities.

Before hiring an employee, many employers ask for such kinds of letters. It tells why the person is a good person to hire and describes their strengths & abilities.

Tips:

- 1) be honest and don't agree to write a letter to someone you don't know;
- 2) use specific examples to highlight the person's strengths, skills, and abilities;
- 3) include why you believe the candidate would excel in the role.

Many times, people overlook the importance of writing persuasive business letters because the concept just doesn't interest them. As a result of which, people don't know how to write a business letter. Writing a clear and concise business letter isn't a big deal, as long as you follow the established rules for layout and language.

**Exercise 2. Read the text. Write one of the previous types of business letters using the information from the text.**

### **How to Write a Business Letter in Simple Steps?**

Effective writing in a foreign language plays an important role in business world.

Every time you start to write, you need to ask yourself:

*Who am I writing to? What is the purpose of my writing?*

When writing formal letters bare in mind the following: the reader, the purpose, the structure of the letter, clarity, conciseness, consistency, the level of formality, accuracy.

Business letters are usually formal in style. It is appropriate to use a number of typical letter phrases, e.g. *Dear ...* , *I look forward to ...* , *Yours sincerely*, etc.

The letter should be clear, concise and easy to read. Writing often involves going through a number of stages:

- Brainstorming: you should start by thinking about the message that you want to communicate;
- Making notes;
- Planning: organising your ideas will help to make your writing coherent;
- Writing a draft;
- Editing;

- Final draft writing;
- Proof-reading.

Consider the business style of your letter and its layout.

When writing a business letter, you should follow the standard format (see the sample):

- a) letterhead, address of writer;
- b) name and address of recipient;
- c) references;
- d) date;
- e) opening;
- f) subject heading;
- g) body of the letter;
- h) closing;
- i) signature;
- j) name and job title;
- k) enclosures.

**Step 1.** Sender's information: if you want a reply, you need to understand how to address a business letter properly. In this section, you've to write your address, contact number, and e-mail address. Many people include their full name at the top too. However, others think that it's unnecessary because you are going to sign the letter with your name anyway. Want to save some time? Well, if your company has a letterhead, you can use that instead of typing out all the information.

**Step 2.** Date: rather than abbreviating with numbers, write the entire date. When you're writing to American companies, use the American date format, i.e. put the month before the day (October 20, 2023). Write the date before the month if you're sending a letter in the UK or Australia (20 October 2023).

**Step 3.** Recipient's address: this is the address where your letter will be delivered. Write the recipient's name, their title (Ms / Mrs / Mr / Dr), and their address. Make sure you're as specific as possible so that it reaches the right destination. If you don't know the person's name, a little research won't harm you! Call the company or speak to the employees of the company to find out the name.

*Example:*

Mr Mike Brown  
Executive Director  
XYZ, Inc.  
602 Melrose Avenue  
Los Angeles, California 90038

Tips:

- in case you're unsure about a woman's preference in being addressed, use "Ms";

- if you think that your recipient uses "Dr" or has some other title, use that. (Usually, people don't mind being addressed by a higher title than they actually possess, but they don't want to be addressed by a lower one.)

**Step 4.** The salutation: a salutation isn't just a simple greeting, it's an indicator of respect. You can choose the salutation based on how well you know the person and the context of your letter.

If you know the person you're sending the letter to, and you mostly address them with their first name, it's okay to use their first name in the salutation, for example, Dear Mike. However, there are exceptions to this case too. Let's take an example. The dean at XYZ college might be your uncle, but if you're writing to him regarding an official matter, it would be best if you use the salutation "Dean" (Last name) or "Dr" (Last name) because there's a chance that other people handle his letters and e-mails.

If you don't know someone, always use the personal title and their last name. If you are not sure of someone's gender, you can use their full name, for example, Dear Taylor Brown. If you don't know specifically whom you're sending the letter to, use "to whom it may concern". Whatever the situation is, make sure that you end the salutation with a colon. (Not a comma!)

**Step 5.** The body: this is the most important part of your letter. The body should contain a few (mostly three) concise paragraphs, each with a clear purpose. If you want your reader to get the best possible impression, keep your message crystal-clear.

In the opening paragraph, introduce yourself and clarify the point of your letter. You can also mention mutual connections here, in case the recipient doesn't know who you are.

Not sure how to start? You can write "I am writing to you regarding ..." as the opening line. In the next paragraph, go into the details of your main point. In the closing paragraph, briefly summarize your points, restate the letter's purpose and tell your planned course of action.

**Tip:** Try to avoid lengthy, meandering sentences and just get straight to the point.

**Step 6.** Closing: here, you'll mention that the recipient can contact you or your team if he has any concerns or questions. You can also thank him or her for reading the letter.

Make sure that the closing isn't more than two sentences long!

For instance, you can write:

– *Kindly e-mail me at (your e-mail) to schedule a meeting. Thank you!*

– *If you have any queries, don't hesitate to call me at (your contact number).*

**Step 7.** Complimentary closing: this is a short remark that marks the end of your letter. You've got a lot of options here but choose the one that reflects the formality of your relationship. Recommended formal closings include "Yours truly" or "Respectfully" or "Sincerely".

If your letter is less formal, you can write "All the best" or "Thank you" or "Regards" or "Best". Regardless of what you choose, add a comma to the end of it.

**Step 8.** Signature: below the complimentary close, sign the letter. Make sure that you skip at least four lines so that there's enough room for your signature. After that, type out the name that has to be signed. You can include your job title below your full name too.

Here's the format:

Your signature

Typed full name

Title

**Step 9.** Enclosures (if applicable): if you plan to send anything along with your business letter, you can indicate this simply by writing "Enclosures" after the signature.

Consider it the print version of "please find attached" for e-mails. If you have included many documents, make a list that tells the recipient what he needs to look for in the envelope.

The Business Centre	
	123 Western Road London BN1 4AT
Robert Taylor Research Centre Paris 75006 France March 23, 2024	

### Useful phrases:

1. We acknowledge the receipt of your letter of ... . – Подтверждаем получение Вашего письма от ... .

2. In reply to your letter of ... . – В ответ на Ваше письмо от ... .
3. We thank you for your letter dated ... . – Благодарим Вас за ПИСЬМО ОТ ... .
4. We have received your letter of ... . – Мы получили Ваше письмо, датированное ... .
5. We refer to your letter of ... . – Мы ссылаемся на Ваше письмо от ... .
6. We should appreciate a prompt reply. – Мы (с интересом) ожидаем Вашего (быстрого) ответа.
7. Will you kindly reply to this letter. – Мы ожидаем Вашего ответа.
8. Thank you for your prompt reply. – Благодарим за быстрый ответ.
9. Thank you for sending me. – Благодарим Вас за присланные материалы.
10. I am sending you herewith (herein) ... . – К письму прилагаем ... .
11. I enclose herewith (herein) ... . – К письму прилагаем ... .
12. Please find enclosed ... . – К письму прилагаем ... .
13. Attached to this letter you will find ... . – К письму прилагаем ... .
14. I apologise for the delay in replying to your letter. – Приносим извинения за задержку ответа.
15. Please excuse me for my late reply. – Приносим извинения за поздний ответ.
16. With best wishes ... . – С наилучшими пожеланиями ... .
17. We look forward to hearing from you. – С нетерпением ожидаем Вашего ответа.

**Exercise 3. These two letters are all mixed up. Put the sentences in the right order. Each letter has three separate main parts.**

### Letter 1

Mrs Weinburger  
 Business Consultants  
 1911 Formosa Avenue  
 Los Angeles  
 California USA  
 12 December 2023

Dear Mrs Weinburger,

1. Please give my regards to Steven Hill.
2. It was interesting to hear your views on our new products.
3. I would be very grateful, therefore, if you could send me a list of agents – perhaps from the yellow pages.

4. As you know, our company is planning to open a branch in Los Angeles.

5. I was wondering if you could help me.

6. It was a pleasure to meet you at the Trade fair last month.

7. We are now looking for office space in the town center and we need to know the names and addresses of some property agents.

With best wishes,

Hans Seitz

Divisional Director

## Letter 2

Ms F. Soares

Rua J Falcao 20-7

4001 Porto, Portugal

15 October 2024

Dear Ms Soares,

1. I am afraid that I have some bad news.

2. Thank you very much for your letter.

3. I hope that this does not inconvenience you in any way.

4. I hope that you have completely recovered now.

5. Due to unforeseen problems, we are unable to deliver your order on time.

6. Please give my regards to Mr Segall.

7. We expect to be back to normal by the end of this month, so I am sure that you will receive the goods within three weeks.

8. I was sorry to hear that you have been ill recently.

Kind regards,

Ke Soon Lee

Overseas Sales Department

**Exercise 4. How would you write the receiver's address, the salutation and the closing line in the following situations?**

1. You are writing to the Chief Training Officer of a company called Newmark and Grayson Chemicals. They are based at 30 Dunmow Lane, London EC 11.

2. You are writing to Ann Baines, who works in the Accounts Department of a company called Taylor and Johnson. Their offices are at 76 Davies Street, Liverpool.

3. You are writing to Peter Andrews, the Marketing Manager of Drew and Aubel, who have their headquarters in Tonbridge, Kent at 22 Main Street. You have worked closely with Peter Andrews before and know him well.

**Exercise 5. Study and translate the letter below.**

**Confirmation of Award**

I am very pleased to announce that the project that your team presented to the annual business award committee has been selected as this year's winner. Congratulations to you all for your excellent project.

I am enclosing three invitations for the press conference and award ceremony, which will be held at the head office on the 7th October. Both the local and national media have been invited to attend.

Once again, congratulations to you all for hard work and for the innovative approach that you took throughout this project.

I look forward to seeing you on the 7th of October and to having the pleasure of presenting you with the award in person.

Yours sincerely,

Dave Klore

Chief Executive

Enclosures

**Exercise 6. Fill in the missing parts of these letters.**

**A.** Dear Mr Watson,

... ..

In our last order from your company, we asked for six water filters. Unfortunately, when we opened the box we found that there were only five. I would be grateful if you could send us the missing filter as soon as possible.

Looking forward to hearing from you.

Yours ... ,

**B.** Dear Ms Spencer,

... ..

Owing to increased costs, we have been forced to increase our prices to our customers as shown on the enclosed list. We are however still able to offer a 10% discount on any order that you make.

Hoping that we can continue to be of service to you.

Yours ... ,



C. Dear Mrs Pott,

... the invitation to the exhibition last week.

... to see the range of products that you produce.

... ..

A new service that we have just introduced. This is the Golden Maintenance Agreement. For a fixed price we can offer 24 hour emergency repairs for ... .

D. Dear Mr Sanchez,

... that I have not written before now to thank you for the invitation to the conference last month.

... to meet your colleagues and to exchange ideas.

... I need a new Marketing Manager for our Middle East office. I know that you.

**Exercise 7. Write a letter to a GREEN LEAVES company according to the following. Then write a reply to the letter.**

Date: 10/11/2023.

Address: Англия, Манчестер, Мейн Роуд 12.

Content: сообщите о получении письма от 25 октября и выразите свою благодарность; предупредите, что вы высылаете по просьбе компании свой новый каталог садово-паркового инвентаря с прейскурантом; выразите надежду на получение скорого ответа.

**Exercise 8. Write your own letter.**

Exercise 9. Determine whether the following statements are true or false.

1. "Sincerely yours" is more common in American English than in British English.

2. "Yours truly" is more common in American English than in British English.

3. You put the address of the person you are writing to in the top righthand corner of the letter.

4. If you don't know the person's name, sign off with "Yours faithfully".

5. It is correct to finish the letter with "I look forward to hear from you".

6. "2/3/06" is a good way to write the date.

7. Print your name above the signature.
8. In the first paragraph you should write a few polite lines to express your admiration of the person you are writing to.
9. The first paragraph should simply contain the reason for your letter.
10. The last paragraph should state what action you expect the person to take.
11. You should use per pro or pp if you are signing a letter for someone else.
12. "Dear Mr Michel Brown" is a correct way to start a letter.
13. Cc stands for carbon copy.
14. Complimentary closing is a long remark that marks the end of your letter.
15. If you plan to send anything along with a business letter, you indicate this by writing "Enclosures".

## **E-MAILS**

**Exercise 1. Before reading the text about e-mails try to think of advantages and disadvantages of writing e-mails.**

E-mail is one of the commonly-used forms of communication. It is effective, rapid and cheap. E-mails are shorter than other forms of communication and the language is simple and concise. The tone for e-mails to superiors should be formal. But “in-house” e-mails between colleagues can be semi-formal.

Layout:

- a) name of the person sending the e-mail (from);
- b) name of the person the e-mail is addressed to (to);
- c) date and time;
- d) information about the content of the e-mail (subject);
- e) attachments;
- f) opening;
- g) body of the e-mail;
- h) closing;
- i) name and job title.

**Exercise 2. Have you ever heard anything about e-mail etiquette? Read the text and try to learn the most important tips for writing e-mails. Write your own e-mail according to these tips.**

### **E-mail Etiquette**

As e-mail takes up to 28% average professional's time, people often overlook e-mail etiquette in the name of productivity. However, there is a set of rules and tips to follow in business e-mails no matter how busy you're. In fact, proper e-mail etiquette won't only allow you to maintain professionalism, but it can also make your communication more effective and help the business avoid costly mistakes. What is e-mail etiquette?

E-mail etiquette means the principles that guide our behavior when sending and receiving e-mails. This code of conduct includes guidelines regarding appropriate language, spelling, grammar, and manners. The proper etiquette depends on whom you are e-mailing. In the workplace, it's always safer to err on the formal side of these conventions.

Why is e-mail etiquette important?

Adhering to the e-mail etiquette will help you establish professionalism, build stronger relationships in the workplace and represent your employer well. It'll also make communications more efficient and prevent you and the business from getting into trouble. Familiarizing yourself with professional e-mail etiquette will help you communicate respectfully with others and succeed in your career.

**Write a clear subject line:** as many of us are constantly buried in our inboxes, the subject line can have a significant impact on whether your e-mail gets opened or not.

To adhere to e-mail etiquette aim for a clear and short subject line that describes what your e-mail is about in a couple of words or a concise sentence. Use identifiers such as "proposal" and "application" that immediately tell the recipient explicitly what to expect from your e-mail. Subject lines that provide utility are more likely to get read, so keep it practical.

Whatever you do, never send an e-mail without a subject line. It's a clear violation of proper e-mail etiquette. Seeing the "No subject" almost guarantees that the recipient will move your message straight to the trash as it seems suspicious.

**Start with a professional greeting:** the best way to greet a person in an e-mail always depends on your relationship with them and the subject matter. The appropriate way to start an e-mail professionally varies from formal to casual, but you should never come across informal.

Some of the most common greetings include:

- Dear Ms / Mrs / Mr (Last name);
- Hello (First name);
- Hi (First name).

The list of informal greetings that count as bad e-mail etiquette ranges from "Heya" and "Yo" to just the recipient's name – and trust us, you don't want to make this e-mail etiquette mistake.

**Don't forget to introduce yourself:** you shouldn't ever assume that the recipient knows who you are. Especially if you contact someone you don't know for the first time, it's part of e-mail etiquette to start your e-mail's body with a brief introduction – a short line or two covering

relevant information will do. If you know the recipient but you're not quite sure whether your name rings a bell to them, find a way to mention the last time you talked or remind them how you know each other.

**Keep it short:** as an average office worker receives well over 100 e-mails a day, no one has time to read lengthy messages.

The worst thing you can do is make the recipient skim through the whole e-mail to find out what your message is even about. Instead, you should be upfront about your e-mail's purpose by stating it in the very beginning. Make your point fast, don't be wordy, and use short sentences that read well. Ideally, your e-mail only has one goal, but if you need to cover different topics, consider condense them to bullet points.

When you think you are done, take time to edit your message to ensure it's clear and delete all the unnecessary words. If you still think it's too long, consider if there's a better channel than e-mail to communicate about the topic.

**Refrain from humor:** without the right tone and expression to accompany them, even the most hilarious punchlines can land miles away from their target.

That's why humor often gets lost in translation in an e-mail. Sarcasm is especially dangerous in written format, as the reader can literally interpret you meaning the opposite you just said. Unless you are really tight with the recipient, you should shy away from joking in a professional e-mail. It's not even about the risk of being misunderstood – what you find funny is not necessarily funny to the recipient.

**Structure the e-mail properly:** a professional e-mail should include a subject line, greeting, body, sign-off, and signature. Straying away from this structure can be considered as a violation of e-mail etiquette. You should always separate these parts with paragraph breaks to make your message easily digestible.

Aim to deliver your message so that the e-mail body is no longer than three paragraphs. As people tend to "scan" e-mails looking for something interesting to dive into instead of reading them word-by-word, start each paragraph by highlighting the most important thing. Remember also to leave an empty line between the paragraphs to improve readability.

In case you feel the risk of information overload, consider using bullet point or numbered lists to bring more structure to your writing, break up wordy sections. If you use bold to highlight what's most important, never use it for more than one word or phrase per e-mail.

**Watch your tone:** it's not just what you say but how you say it.

Be intentional with your word choices and always consider how the recipient might interpret them. As you can't rely on facial expressions and intonation to deliver the message, make an extra effort to come across as positive.

In addition to refraining from humor, don't use negative words and adjectives that can make you seem more emotional than you actually are.

**Write like nothing is confidential:** keep away from discussing sensitive topics or confidential information over e-mail as they can get into the wrong hands notoriously easily. No matter who the recipient is, you shouldn't trust that they're the only person who'll see your e-mail as a leak can be just a matter of accidental forward or CC. It's always better to be safe than sorry, so a good guideline for business e-mail etiquette is not to write an e-mail you wouldn't want the whole world to read.

**Spare the exclamation points:** you surely don't shout that often at work, right? That's why you should be mindful when using exclamation points in business e-mails. The only real reason to use one is to express excitement – and that never requires more than an exclamation point. Using more than one per e-mail can make you appear unprofessional, not even to mention ending a sentence with a number of them.

**Be aware of cultural differences:** miscommunication can easily happen due to cultural differences.

The risk is even greater in written words as there's no body language to accompany the message. That's why you should try to familiarize yourself with the recipient's culture when you are e-mailing someone abroad. Accommodating their preferences will help you to build stronger relationships with them.

In some countries, it's preferred to go straight to the point. In contrast, in others, it's customary to get to know the new business associate first.

**Don't use emojis:** even though emojis play a big role in our daily communications when it comes to instant messaging, they don't belong to professional e-mails. Why might you ask? The research found that using smileys can make you seem less competent, not to mention that everyone interprets them differently. Unless the recipient has used emojis while e-mailing you before, you should steer clear of them.

**Stick to standard fonts:** you always want your e-mails to be easy to read, right? It all starts with a clean font. As a cardinal rule, use the standard font of your e-mail client.

Some of the best fonts for e-mail include:

- 1) Arial;
- 2) Helvetica;
- 3) Calibri;
- 4) Courier;
- 5) Times New Roman.

When it comes to the colour of the font, black is the only choice. The right size is either 10 or 12 points, depending on the length of your e-mail. In case you copy and paste text to your e-mail, remember to clear the formatting, or it might appear different than the rest of the message.

**Use a professional sign-off:** the best way to sign off an e-mail always depends on your relationship with the recipient and your e-mail's purpose. You should match the sign-off with the greeting and the rest of your message to maintain a consistent tone. You want always to be polite, but do you want to write a formal e-mail or come off as friendly?

Some of the most popular professional e-mail closings include:

- Sincerely;
- Kind regards;
- Regards;
- Best;
- Thank you.

It's important to get the sign-off right. It's the last thing that the recipient reads and can leave a lasting impression similar to the conclusion of a meeting or the end of a phone call.

**Include a signature:** less is more when it comes to e-mail signatures.

Professional signature includes your full name, title, company name, company website, and phone number to reach you. You can consider throwing in street addresses if those play a role in your business. The company logo or your picture also passes the business e-mail etiquette. However, make sure that the design is responsive. Include a signature automatically at the end of each e-mail – it's easier to delete it from a message than to add it manually.

**Always double-check the recipient's name:** nothing makes a first impression like misspelling a person's name or addressing them by the wrong name altogether.

It will literally take seconds, and you've no excuse for getting it wrong. In addition to avoiding these careless errors, make sure not to shorten the name unless you are sure that Robert from the legal department really prefers to go by "Rob".

If there are any doubts about this topic, look at how they have signed off their previous e-mails to you, or check their internal communications channels.

There's no excuses – getting the e-mail recipient's name wrong is one of the worst e-mail etiquette mistakes.

**Never send an e-mail without proofreading it:** this e-mail etiquette tip can't be stressed enough as misspellings, and grammatical errors will inevitably reflect poorly on you. After you've finished writing, go through the e-mail body and the subject line at least twice to catch any mistakes. You can also try reading your e-mail out loud to notice mistakes your eyes didn't catch.

**Be mindful with attachments:** one of the most important e-mail etiquette rules regarding attachments is that you shouldn't attach large files to your e-mails. The best way to send, for example, a presentation or video is to upload the file to a cloud service like Google Drive or Dropbox and provide the recipient with a link that allows them to access it. If that's not possible, make sure to compress the file before attaching it so that it'll take less space in their inbox. Remember also to mention the attachment in your e-mail body to make sure that the recipient notices it.

**BCC appropriately:** BCC stands for blind carbon copy, and it allows you to conceal the person or people entered in the BCC field from the other recipients.

Using BCC is good e-mail etiquette when you e-mail several people who don't know each other as it allows you to protect their privacy. It's also used to remove someone politely from a thread, for example, after they've introduced you to someone else over e-mail. It can also come in handy when you need to confirm to someone that you've sent an important e-mail without including the person in the following thread.

Blind carbon copy can also be abused, and using it for the wrong reasons is considered deceptive and bad manners.

**Give timely responses:** e-mail can be a huge time problem for any professional, but responding to your e-mails promptly helps keep everyone's work on schedule.

The appropriate response window depends on the sender and subject matter. As a rule of thumb, you should respond to your teammates during the same day, other colleagues within 24 hours, and for people outside your organization by the end of the workweek unless it's urgent.

Especially if you work in a customer-facing role, you should know that your long response time can send an unintentional message as



nearly a third of people expect businesses to respond to e-mails in one hour or less.

**Use “Reply all” only when necessary:** as an average office worker receives around 121 e-mails a day, you don’t want to bother people with anything unnecessary. So, the next time you’re about to press “Reply all” stop to consider whether everyone in the e-mail chain needs to receive your answer. If the answer is no, use “Reply” and save casualties from yet another distracting notification.

**Respond to all your e-mails:** despite the flooding inbox and hectic schedule, it’s good e-mail etiquette to respond to every e-mail addressed to you. Ignoring an e-mail from someone within your organization or business associate is rude and will likely have consequences. If someone cold e-mails you, spare a second to give them an answer even if it would be a polite “no”, as it will leave a good impression. If you don’t it will likely lead you to receive a series of follow-up e-mails. If they weren’t considerate enough to do their homework, don’t feel obligated to answer.

**Think twice before forwarding:** remember what we wrote earlier about sensitive topics and confidential information when it comes to e-mail etiquette? You should always consider if the e-mail is meant to be forwarded and proceed with caution. Also, consider if the message actually creates any value to the recipient. When you do decide to forward an e-mail, it’s important to summarize what’s been discussed and let the recipient know what’s needed from them. You should also edit anything unnecessary out of the e-mail, such as forwarding signs, other e-mail addresses, subject lines, and previous commentary.

**Remember to set out-of-office replies:** if you are unavailable to answer your e-mails for extended periods of time, you should set up an automated out-of-office message that lets people know you can’t respond to them. Typical situations include holidays and conferences. It’s important to include a specific date when you’ll be back so that they can proceed accordingly. You should also provide the contact information of a person the sender can reach out if their matter is urgent. It’s best practice to include the “Out of Office” or “identifier” in the subject line along with the date of your return.

**Exercise 3. You have recently returned from a business trip. Write an e-mail to thank your business partners:**

- a) for having meal together;
- b) arranging your visit to the workshop.

**Exercise 4. Compare two e-mails and try to discover the rules of writing a good e-mail. Draw two columns on a piece of paper and write the headings Dos and Don'ts at the top. Work in pairs.**

**A.** Dear Mr Jones,

I'm a university student from Finland and I'm writing to get some information about your language courses this summer. I've got a few questions:

1. Do you do a course for university students, which helps them with their essay writing skills?
2. How many hours a week are the courses?
3. What sort of accommodation do you offer?
4. What after-school activities are here?
5. Do you do any trips to other towns in the UK?

I'm hoping to come over in June, so if you can get back to me as soon as possible, it would be great. Thanks for your help.

Best regards,

Jaana Nikkinen

**B.** Subject: Hello! Hi, Jack!!!

My name's Jaana and I'M FROM FINLAND!!! I bet you haven't had students from here B4 ;- ) ;- ) That's probably coz we're so amazing at languages, that we don't need any xtra help? except me – I need all the help I can get!! FYI: the problem really started when I was in primary school, and my parents, who had been arguing non-stop since I was a little baby, got divorced and decided that I should be adopted as they couldn't decide who should have custody of me. If I had been in their situation, I think I probably wouldn't have known either!! Anyway, this was all a bit traumatic, so all my school subjects suffered, especially English. HAHAAHAAA ONLY JOKING!!!! :- ) (Actually, don't tell anyone, but I'm actually quite a good student? but if anyone found out, my reputation would be ruined, so shhhhhh!) BTW do u do courses for uni students? How many lessons/week? Is there any extra stuff after school, SO I CAN MEET SOME COOL PEOPLE? How about trips? Give me all the info you can, man. Jaana (although all my mates call me Jakki!!)

**Exercise 5.** You are a personal assistant. E-mail to your boss confirming that all the reservations are made for his trip to Spain.

**Exercise 6.** Invite your colleague to a party in your e-mail.

**Exercise 7.** React to the e-mail above.

## REQUESTS, RESPONSE TO A REQUEST

**Exercise 1. Study the structure of a letter and learn useful phrases.**

**Letter structure:**

- a) name and address of recipient;
- b) date;
- c) reference;
- d) salutation;
- e) body;
- f) closing;
- g) signature;
- h) typist initials;
- i) enclosures.

**Making requests:**

We are interested in buying ... and would like to have further details.

Could you please send me a course catalogue and schedule?

Would you please let us have a firm offer for ... .

Would you please let us have your current catalogue showing ... .

We would be grateful if you could set up a meeting with us.

We would like to meet with you at your earliest convenience.

Would you kindly quote your best prices and terms of payment for ... .

I would be grateful if you could send me some information about ... .

I would appreciate it if you could quote me ... .

Please also let me know if it would be possible to ... .

**Thanking the potential customer for his / her interest:**

Thank you for your letter of December 15.

Thank you for your inquiry dated ... and for your interest in ... .

Thank you for your letter of ... enquiring / asking for information about ... .

We would like to thank you for your letter of ... enquiring / asking for information about ... .

I am writing in reply to ... .

We are pleased to enclose ... .

Enclosed you will find ... .

We enclose ... .

Please find enclosed our current price list.

We would also like to inform you ... .

Regarding your question about ... .

In answer to your question / enquiry about ... .

Enclosed is a catalogue for our spring offerings.

We are pleased to submit our lowest prices / to enclose our latest price list / for the goods you inquired about.

The goods you require are in stock and are available for immediate delivery.

The goods you inquired about are sold out, but we can offer you a substitute.

Pay special attention to the fact that ... .

**Closing thought (reference to future contact):**

We look forward to receiving your quotation / reply by return / as soon as possible.

Thank you in advance for any information you can give us.

An early answer would be appreciated.

I look forward to receiving a catalogue from you.

I hope that we can meet in the near future.

Hopefully a time can be arranged when we can meet.

**Replies to inquiries:**

The reply to an inquiry may be a simple one, containing just the prices and other information asked for. The sales-conscious business-person, however, will take the opportunity to stimulate their correspondent's interest in their goods or services by including a sales message and the assurance that the customer will receive personal attention.

Offers are also sent without a preceding inquiry when a supplier wants to draw the attention of customers and new customers to a special product or range of goods or services. A firm offer is subject to certain conditions, a deadline for the receipt of orders, or a special price for certain quantities.

**Closing a letter hoping for future business:**

If I can be of any further assistance, please do not hesitate to call.

Please let us have your order as soon as possible, since supplies are limited.

If you find our terms acceptable ... .

In case our proposal would be acceptable ... .

We look forward to receiving a trial order from you.

We look forward to hearing from you / receiving your order / welcoming you as our client / customer.

Please contact us again if we can help in any way / there are any problems / you have any questions

## **Exercise 2. Study and translate the letters below.**

**A.** Dear Sirs,

In the *German Export* magazine No. 5, 20\_\_ we noticed an advertisement describing your new models of calculators and mini-computers. We are interested in these and, for that matter, in any other calculating devices you may manufacture.

As a major office supplier, we require large quantities of calculators and minicomputers to supply our clients in North Europe.

Could you make us an offer for these products? Please quote your lowest price based on a monthly order of 500 items.

For your information we may add that our company was established ten years ago and has sales outlets all over Europe.

We look forward to your early reply.

Yours faithfully,

Andrea Philips

Marketing Manager

June 28, 2013

**B.** Dear Sir or Madam,

I'd like to book a single room in your hotel from August 1 till August 10. Could you please tell me the price per night including breakfast and dinner if possible? Do you have airport transfer and car rent service?

I am looking forward to your reply,

Mr Ken Smith

**C.** June 9, 2001

Dear Sirs,

We are going to open a new shop and need office stationery at reasonable prices. Could you please send us your price list or some catalog with your offers? Thank you for a quick reply.

Kind regards,

John Peters

General Manager

**Exercise 3. Read and translate the text. Make a plan of the text. Retell the text according to the plan.**

### **Template for Responding to an E-mail Professionally**

Here is an example of a general template to guide you in responding to e-mails professionally:

Hello [Name of recipient],

[Use the first paragraph to respond to their greetings and acknowledge the main reason for their e-mail.]

[In the second paragraph, respond to their request in detail, providing any necessary information.]

[You can use as many paragraphs as you need to respond to each request or area of concern. The best practice is to respond to each issue in a different paragraph or mirror the paragraphing that your recipient used in their initial e-mail.]

[Use the closing paragraph to confirm whether the recipient understands you and invite them to reach out for any further clarifications.]

[Closing remark],

[Name]

[Job title, if applicable]

### **Examples of Professional E-mail Responses**

#### **Accepting an application.**

*Hello John,*

*Thank you for your application for the role of senior data analyst at GDS Consultancy.*

*After going through your application, I'm pleased to inform you that you're the professional we'd love to have at GDS. We were impressed by your extensive work experience and skill set. If you're available on Thursday, I'd love to have a phone call with you and discuss the details of the position.*

*Kindly reach out to me via e-mail if you have any further questions or clarifications. Thank you for your application. I believe congratulations are in order.*

*Yours sincerely,*

*Casey Jones*

*Human Resources Manager*

**Declining an application.** If you're a hiring manager or human resources professional, you may also have to decline application requests that don't meet the necessary standards. Here is an example of a professional response via e-mail.

*Hello James,*

*We were glad to receive your application for the position of marketing intern at Enterprise Marketing Agency.*

*Unfortunately, we currently don't have any slots open for that role. You can reapply for this position in late June when we open applications for our summer internship program. You can also look at our resources for applicants on our website if you haven't already.*

*Kindly let me know if you have any other inquiries or feedback. Again, thank you for your interest in Enterprise Marketing Agency, and we hope to hear from you soon.*

*Best regards,*

*Dave Pinscher*

*Head of Human Resources*

**Responding to a request for information.** As a professional, you may receive e-mails requesting information from colleagues, customers, and supervisors. These questions may be to ask for extra details on a service you offer or a company policy. When you receive such requests via your e-mail, here's an example of a professional response you can send.

*Hello Anita,*

*We are excited to learn you're considering our services. Thank you for contacting us at Diego's Appliances.*

*We have carefully considered all the details you provided about the number of supplies you'll be storing, and we're confident that our D103 super cool refrigerator is more than capable of meeting your needs. In addition, if you purchase the refrigerator through our website [www.diegoappliances.com](http://www.diegoappliances.com), you get free delivery and installation.*

*We hope to welcome you soon as a part of the Diego family. Do reach out if you have any more questions or need any extra information. Thank you!*

*Sincerely,*

*Alyssa Davidson*

*Customer Relationship Manager*

**Declining a task.** Often, colleagues or supervisors ask us to complete additional tasks without being fully aware of our schedules. Someone

may attempt to delegate a task to you when you're busy with other work or unavailable. When a supervisor or colleague requests that you handle a task via e-mail, here is an example of a professional response to decline their request.

*Hello Elizabeth,*

*I hope you've had a wonderful week. I understand that this task is for an important client, and it seems like an interesting one. I also appreciate you considering me the best person to take up the job.*

*Unfortunately, I have two other urgent deadlines this week, each for equally important clients. As a result, I'm unable to take up any additional tasks at this time. Sarah and I worked on a similar task last year, and her input was invaluable. If she's available, I'm sure she'll be an excellent alternative to take up the project. I can consult on the project when time permits me.*

*Thank you again for thinking of me, and do let me know if there's anything else I can do to help.*

*Yours sincerely,*

*Henry Jameson*

**Acknowledging an e-mail.** While professional etiquette dictates that you reply to an e-mail within a day, you may be unable to due to reasons beyond your control. For example, you may not have the information or authorization that the person needs. In such cases, it helps to let the person know you have seen their e-mail and you're working on a solution. In addition, include a timeline within which you expect to get back to them. Here is an example of an acknowledging e-mail.

*Hi George,*

*I hope you've had a lovely week. Thank you for sending the details I requested promptly.*

*Unfortunately, I'm occupied with some deadlines at the moment. However, I can review the document and return it before the end of the week. In the meantime, you can go ahead with the outline for the project.*

*Please let me know if any new situations emerge that require my attention. It is an honour to be working on this project with you, and I hope to resume working with you soon.*

*Regards,*

*Kevin James*

**Responding to a request for materials.** If you're a teacher or vendor of online courses, you may receive e-mails requesting that you forward materials a person needs. Often, you need to attach the materials



and let them know that it's included in the e-mail. Here is an example of a professional sales response to a request for materials via e-mail.

*Hi Mike,*

*Thank you for reaching out to me regarding my free digital marketing PDF. This is a very informative introductory course to the complete course program, which you can access via my website [www.digitalmarketinglife.com](http://www.digitalmarketinglife.com) for the very affordable sum of \$59.99. While the free PDF is definitely enough to give you relevant insights to get started, the complete course trains you in every aspect of digital marketing.*

*Once again, thank you for reaching out. Kindly find the attached PDF file. Also, do contact me if you have any additional questions or need help signing up for the full course.*

*Yours sincerely,*

*Dave Bradley*

**Exercise 4. Match the formal and informal phrases. Then cover the right column and try to remember the formal equivalent for each phrase on the left.**

Informal	Formal
1. Sorry about the late delivery.	a) Please do not hesitate to contact us.
2. If you need more information ...	b) We received delivery this morning.
3. Best regards.	c) I would be grateful if you could ...
4. ... in a different envelope.	d) Please find enclosed ...
5. Sorry about the mistake.	e) Dear Madam / Dear Ms Clove, ...
6. I'm sorry, but it's not possible.	f) Please acknowledge receipt of the parcel.
7. ... soon.	g) I look forward to seeing you.
8. I look forward to seeing you.	h) We would be pleased to offer you a 5% discount.
9. Just call the office.	i) We would like to apologise for the delay.
10. Thanks for your letter of ...	j) ... under separate cover.
11. We got it this morning.	k) ... in the near future.
12. Can't wait to see you.	l) We regret to inform you that we are unable to ...
13. Dear Marge, ...	m) Could you please give this matter your immediate attention?
14. Let me know if you get the parcel.	n) I look forward to hearing from you.

15. Could you find out what is going on?	o) We are writing to thank you for your letter dated ... .
16. Please send us your samples.	p) Yours faithfully / Yours sincerely, ... .
17. I hope to hear from you.	q) I would be grateful if you could send us some samples.
18. We will give you a 5% discount.	r) Should you require further information ... .
19. Here is a copy of ... .	s) Please accept our apologies for any inconvenience this may have caused.

**Exercise 5. Look at the texts from three faxes that contain easily confused words and choose the correct or most appropriate words.**

1. I am writing with ... (connection, reference, regarding) to our telephone conversation this morning about your order 7895LG. I must ... (regret, apologise, sorry) for the delay in processing this order. I can now confirm that the goods have been shipped and should ... (arrive, reach, deliver) you within 10 working days. We have taken special ... (care, attention, caution) to make sure that the items are exactly as you requested.

Once again, please ... (take, have, accept) our apologies. If you have any further questions, do not ... (stop, fail, hesitate) to contact me again.

2. I was ... (sorry, unhappy, afraid) to hear about the damage to the products that you received this morning. However, I am ... (afraid, apologise, regret) that we cannot ... (accept, except, have responsibility) in this ... (topic, material, matter). All our products are ... (controlled, checked, looked) very carefully before leaving the factory, and the damage in this case must have been caused in transit. I ... (propose, suggest, tell) that you contact the shipping company directly about possible compensation.

In the meantime, we can ship the same order to you again, if it would help. If you give us a firm instruction to do so ... (until, by, within) the next few days, it should reach you ... (until, by the end) of the month.

3. I am writing to you ... (affecting, connecting, concerning) the meeting that we ... (combined, appointed, arranged) for this Friday. I am afraid something urgent has come up and I will not be able to attend. Can we ... (cancel, postpone, schedule) the meeting until next week? I can make any time Wednesday or Thursday.

I apologise for any ... (disadvantage, inconvenience, unfortunate) this may cause, and I ... (look forward, wait, anticipate to) ... (hear, hearing, know) from you.

**Exercise 6. Put the sentences in the letters in the correct order.**

**A.** 1. It would be appreciated if I could visit your University and some hospitals on Wednesday, 5 September, at a time convenient to you.

2. I look forward to receiving your confirmation.

3. I shall be visiting Glasgow next month as a member of the medical delegation.

4. If this date is not convenient for you, could you please advise an alternative?

**B.** 1. I will arrive by plane from Sophia in the evening of June 18.

2. I look forward to meeting you on 19 June.

3. I will be on a short visit to Sophia in the middle of June and would be delighted to attend your festivity.

4. We are planning to depart from Sophia on Fin Air Flight 75 for St. Petersburg.

5. We thank you very much for your kind invitation to the reception on the occasion of the 50th anniversary of your plant at the Plaza Hotel on 20 June.

**C.** 1. I have received your letter of 1 March informing us of your forthcoming visit to Kiev and requesting an appointment on 20 March.

2. I would be delighted to meet you, but unfortunately I will not be able to see you.

3. I hope to hear from you soon.

4. Could you offer an alternative date?

5. I have already made arrangements to attend an exhibition in Brussels which cannot be cancelled.

**D.** 1. Unfortunately, we are unable to offer you any accommodation and conference rooms at our hotel at the beginning of October.

2. Can we offer you alternative accommodation?

3. We have already reserved our available space for a large group of businessmen arriving to participate in the fair which is being held here from 1 to 10 March.

4. Thank you for your request of 27 April.

5. Please, advise.

## **ORDERS & DELIVERY**

### **Exercise 1. Read the text and answer the questions.**

1. In what ways are Amazon.com and UPS similar?
2. What do customers expect from Amazon.com?
3. In what ways does UPS help Amazon meet these expectations?
4. How does this relationship help Amazon.com?
5. What goods and services are often bought online? Why?
6. What do you buy online?
7. Is there anything you would not buy online? If so, why not?

### **The Amazon.com and UPS Relationship**

Two market-leading companies which were founded in the same city in the USA, Seattle, one almost a hundred years before the other, signed an important business deal in 1995. UPS's, founded in 1907, is now the largest express delivery company in the world and Amazon, founded in 1995, has become the world's most popular online retailer.

On Amazon.com, customers can purchase goods 24 hours a day, seven days a week after they have checked that they are in stock. Once the customer places an order, Amazon is expected to deliver the goods quickly and offer customers choice, competitive prices, and excellent customer service at the same time. UPS helps Amazon meet all of these needs.

Firstly, UPS allows Amazon to process the customer's order faster. With UPS Online Tools on its website, Amazon can quote its customers' prices for a wide choice of delivery options. Secondly, customers can track their shipment, using the UPS order tracking system. Finally, customers can use UPS's excellent returns on the web services if there is a problem with the product on delivery. These tools are not only popular with customers, who can make an enquiry about the status of their order

online, but they also help Amazon cut costs. Nearly all customer contact is made via the website, including billing, as customers pay the invoice online before UPS makes the delivery.

**Exercise 2. Match the words below with their definitions.**

1. To purchase	a) a question
2. In stock	b) things you buy or sell
3. Goods	c) transporting products to a customer
4. To process	d) a request for something to be sent
5. Order	e) to say how much something will cost
6. To quote	f) to deal with, e.g. an order
7. Shipment	g) to buy
8. Enquiry	h) goods which are being transported
9. Invoice	i) a document you must pay
10. Delivery	j) ready to sell

**Exercise 3. Work with a partner. Complete 1–10 with a suitable verb. Then take turns to put the phrases into a sentence.**

- |                              |                   |
|------------------------------|-------------------|
| 1. ... a price               | 6. ... an order   |
| 2. ... an invoice            | 7. ... a shipment |
| 3. ... an order              | 8. ... delivery   |
| 4. ... a product is in stock | 9. ... an enquiry |
| 5. ... goods                 | 10. ... the goods |

**Exercise 4. Work with a partner. Put the process of ordering in the right order. Then listen (or read the script) and compare your answers with a manager from an online retail company.**

1. The customer tracks the progress of the order online.
2. The customer makes an enquiry about the supplier's products and the price.
3. The customer pays the invoice.
4. The customer places an order with the supplier by phone, fax, or e-mail.
5. The supplier provides information and quotes a price for the product or service.
6. The supplier delivers the goods to the customer.
7. The supplier confirms the order with the customer.

8. The supplier checks that the product is in stock.
9. The supplier gives the customer a date for delivery of the goods.
10. The supplier begins to process the order.

**Exercise 5. Choose the two possible correct answers from the words in brackets.**

1. I asked the company to give me ... (a quote, a delivery date, an enquiry).
2. The customer asked me for ... (a refund, an order, some prices).
3. Jack called our supplier to make ... (some information, an enquiry, a complaint).
4. We looked on the website to track the ... (shipment, delivery, refund).
5. They were late paying their last ... (bill, goods, invoice).
6. Eve confirmed the ... (order, price, complaint) by e-mail.
7. Do you ever purchase ... (deliveries, goods, products) on the Internet?

**Exercise 6. Choose the correct answer from the words in brackets.**

1. Hello, I'm calling to ask about the goods we ... (quoted, purchased) from your store last Monday. Can you tell me when you will ... (pay, deliver) them?
2. We'd like to ... (place, order) hundred PDAs for customers, but we need them urgently. Could you ... (check, track) that you have enough in stock?
3. I'd like to ... (ask for, make) an enquiry about an order I recently made. I'm trying to ... (process, track) the shipment on your website, but it isn't working.
4. Can you ... (confirm, enquire) the price of the products we ordered from you? The price you ... (quoted, delivered) is different from the price on the invoice.
5. Good morning, I'm calling to ... (do, make) a complaint about your latest delivery. I'd like to ... (ask for, make) a refund because most of the products are broken.
6. Hello, I'm phoning to ... (cancel, enquire) my order. We've found another supplier who can ... (ship, track) the goods to us tomorrow.

7. Can I ... (place, purchase) an order for ten Black Berrys, please?  
I'd also like to know if I can... (confirm, change) the order if I decide  
I want something different.

8. How long does it take to ... (quote, process) an order? Also, how  
do you ... (confirm, check) the order – by e-mail?

**Exercise 7. A customer is phoning a supplier about a delivery.**  
**Read the dialogue below and complete the message pad.**

**Supplier:** JPH printing. How can I help you?

**Customer:** Hello. This is Houghton Consulting here. H-O-U-G-H-T-O-N. I'm calling about an order for some business cards. I'd like to know when we can expect them.

**Supplier:** Could I have the order number please, madam?

**Customer:** Yes, it's 762/29B.

**Supplier:** One moment, please. I'll just check. Right, here it is.  
762/29B, you said?

**Customer:** Yes, that's right. The delivery date was Monday the  
26th of February, but the business cards didn't arrive then.

**Supplier:** Yes. There's a note on the order. I'm afraid there's been  
a problem with the quantity you ordered. We're going to deliver the  
cards next Thursday morning instead. That's the 8th of March.

**Customer:** Oh, no, that's too late. We're attending the company  
conference in Toronto on the 5th of March and we need the business  
cards to take with us.

**Supplier:** So, when is the latest we can deliver the cards?

**Customer:** On Friday the 2nd of March at the latest.

**Supplier:** OK. I'll speak to the manager and see if we can change  
the delivery date. As soon as I've spoken to him. I'll call you  
back. OK?

**Customer:** Yes, thank you. I'll expect your call very soon then.  
Thanks.

### Message Pad

Client	Consulting
Order number	
Original delivery date	
New delivery date	
Action: change delivery date to	

**Exercise 8. Work with a partner. Is the conversation formal or informal? Complete the missing words in the sentences, makeup your own dialogue about making arrangements. Role-play the following situations:**

- 1. A supplier calling a new customer to arrange a presentation.**
- 2. A colleague calling another colleague to arrange a tennis match.**

### **Dialogue 1**

**Fenola:** Hello. Is that Michael Wan?

**Michael:** Speaking.

**Fenola:** Hello, Michael. It's Fenola Young here from CW Architects.

**Michael:** Hello, Fenola. How can I help you?

**Fenola:** I'd like to meet you sometime next week to discuss our ideas for the new software application.

**Michael:** Yes, of course. When are you available?

**Fenola:** Does Tuesday morning suit you?

**Michael:** I'm afraid I'm not available on Tuesday. Shall we say Wednesday at 11 instead?

**Fenola:** Yes, that suits me. Thank you so much.

**Michael:** Thank you. So, that's Wednesday at 11, then.

**Fenola:** Yes. Good bye.

### **Dialogue 2**

**Fenola:** Hi, Sven?

**Sven:** Hi, Fenola. How's it going?

**Fenola:** Not too bad. Listen. Can we meet for lunch next week?

**Sven:** Great idea. When are you free?

**Fenola:** Is Tuesday OK for you?

**Sven:** Sorry. I can't make it on Tuesday. How about Thursday at 12:30 instead?

**Fenola:** Sounds good. Same place as usual?

**Sven:** Yes. Same place at 12:30. See you then.

**Fenola:** See you on Thursday. Bye.

1. ... .. for lunch next week?

2. ... .. are you available?

3. Does ... suit you? ... Tuesday OK?

4. I'm afraid I'm not ... .. on Tuesday.



5. Shall we say ... .. ?
6. That ... .. me.
7. Sorry, I can't ... .. on Tuesday.
8. ... Thursday at 12:30 instead?
9. ... good.

**Exercise 9. Read and translate the text.**

**Company Sets Up Online Retail Service**

Dixons is a leading electrical retailer and part of the DSG International Group, which owns stores across much of Europe, including Electro World. Dixons once had a store in most towns and cities across the UK and Ireland. In response to the crisis in the retail industry, the company is now concentrating on its online service. It has seen its Internet sales grow 50% each year during the last four years, and it now gets over one million visitors per month. The company's CEO has stated that the company intends to become the most successful electrical retailer on the web.

**Exercise 10. Answer the questions.**

1. Why are companies like Dixons setting up an online retailing service?
2. What do you think would make a good online retail service?
3. What does an online retailer look for in a delivery company?

**Exercise 11. You work for a company which wants to set up an online service. You need to find a suitable delivery company. Work in groups of three: student A (information on Interglobal Ltd.), student B (information on Stable & Sons), and student C (information on Nova Solutions). Look at your information and decide on the main advantages and disadvantages of the company. Have a meeting to present the information about your company. Decide which company you think is best.**

**Student A**

Look at the information below about Interglobal Ltd.

**Company history:** global carrier since 2000.

**Type of company:** international.

**Price:** €6 per package. Discount starts at 1,000 packages.

**Collection:** twice daily.

**Speed:** three working days.

**Delivery options:** 10:30 delivery / 15:30 delivery (only weekdays).

Call and collect service.

**First time delivery rate:** 75%.

**Tracking facilities:** via call center.

### **Student B**

Look at the information below about Stable & Sons.

**Company history:** 30 years in business.

**Type of company:** national.

**Price:** €10 per package. Discount starts at 500 packages.

**Collection:** daily.

**Speed:** four working days.

**Delivery options:** daily delivery (including Saturdays). Early morning and late evening special service.

**First time delivery rate:** 80%.

**Tracking facilities:** via e-mail.

### **Student C**

Look at the information below about Nova Solutions.

**Company history:** founded last year.

**Type of company:** national.

**Price:** €8 per package. Discount starts at 100 packages.

**Collection:** on demand online.

**Speed:** two working days.

**Delivery options:** every day delivery (including Sundays). Notification of delivery service (by text to customer).

**First time delivery rate:** 90%.

**Tracking facilities:** on website.

## A COMPLAINT LETTER

### A. WRITING A COMPLAINT LETTER

**Exercise 1.** Comment on a quotation you (dis)agree / (dis)like most.

1. We can throw stones, complain about them, stumble on them, climb over them, or build with them. (William Arthur Ward)

2. I have a great distaste for people who always find something to complain about, because life is too short. If they took that same energy they use for complaining and finding fault, and instead put it toward something constructive, they could rebuild the world. (Sandy Kaplan)

3. Excuses are only for those people who are unwilling to find the solution, who find greater solace in the loudness of their complaints rather than in the action they are taking to implement the actions that carry them steadily forward to their achievement. (Byron Pulsifer)

4. When we make mistakes in our lives we have two options. We can choose to recover from the situation and make amends to the persons we have harmed, or we can simply complain, and force blame onto other people for our own actions and choices. (Meilena Hauslendale)

5. Never ever apologise for complaining! If your complaint is valid then you are owed something and the company should thank you for bringing it to their attention so that they can improve service for all customers. (Helen Dewdney)

**Exercise 2. Choose a correct option(s).**

1. A complaint letter is a letter written to concerned authorities ... .

a) if we are not satisfied with the service provided by them;

b) if a product received is defective;

c) (a) and (b);

d) none.

2. These letters are usually ... .
  - a) formal in nature;
  - b) informal in nature.
3. ... has the right to speak out against these violations by sending a complaint letter.
  - a) chosen citizens;
  - b) every citizen;
  - c) (a) and (b);
  - d) none.

**Exercise 3. Read the text and check your answers. Make up a headline. Explain your choice.**

A complaint letter is a type of formal letter that is written to address any type of wrongdoing, offence, grievance, or anger that arises from a product, service, or other resources. There could be a variety of reasons for submitting a complaint letter, including potholed roads, hospitals that do not provide enough medical care to their patients, officials accepting bribes, and numerous other flaws in our system. Every citizen has the right to speak out against these violations by sending a complaint letter and bringing these matters to the attention of the appropriate departments.

A complaint letter is designed solely to anticipate rectification for a certain subject. However, if the authorities appear to be unresponsive, the individual has the right to file additional lawsuits or court cases against the firm provided the substance of the complaint is legitimate.

**Exercise 4. Match the words with the definitions.**

1. Bribe	a) upset and hurt or annoyed feelings, often because someone has been rude or shown no respect, an illegal act; a crime
2. Flaw	b) money or a present that you give to someone so that they will do something for you, usually something dishonest
3. Grievance	c) something that is made to be sold, usually something that is produced by an industrial process or, less commonly, something that is grown or obtained through farming
4. Service	d) a bad or an illegal action

5. Offence	e) a complaint or a strong feeling that you have been treated unfairly
6. Product	f) weakness, esp. one that happens while something is being planned or made and that makes it not perfect
7. Wrongdoing	g) the act of dealing with customers in a shop, restaurant, or hotel by taking their orders, showing or selling them goods, etc.

Exercise 5. Look through the information below and enumerate the details that should be mentioned in a complaint letter.

### Information to Include in Your Letter

Avoid writing an angry, sarcastic, or threatening letter. The person reading it probably didn't cause the problem, but may be very helpful in resolving it.

**Give the basics.** First, include your name, address, and phone number. Then include your account number, if you have an account with the company. Give the product name and its serial or model number. State the date and place of purchase.

**Tell your story.** Explain the problem. Give a brief history of your efforts to resolve the problem, if the information helps explain why you're writing to the company.

**Tell the company how you want to resolve the problem.** State the solution you want, like a refund, repair, exchange, or store credit. Or, consider asking the company to suggest a resolution.

List the documents you're enclosing, if any. Remember – only send copies, not originals. Let them know how to reach you.

**Be reasonable.** Say how long you'll wait for a response. Allow time for the company to take action. Tell them what you plan to do next: for example, report it to the Better Business Bureau or your state attorney general or consumer protection office.

**File your complaint.** Send your letter by certified mail, return receipt requested. Keep a copy for yourself.

If you file your complaint online, print the screen or take a screenshot before you hit "submit".

### Exercise 6. Say whether the action is a do or a don't.

1. Write in an angry, sarcastic, or threatening tone.
2. Be formal and use harsh, offensive or abusive language.

3. Concentrate on the most critical details. Provide no unnecessary background information.
4. The objective of writing should be vague.
5. Do not stray from the topic and write concisely.
6. It is crucial to introduce the person authoring the letter.
7. The date the letter was written, as well as the recipient's information, should be omitted.
8. The subject line should be mentioned clearly.
9. Proofread your message to ensure that there are no grammatical or glaring faults.
10. Make a great presentation and use straightforward language.

**Exercise 7. Work in pairs. Sum up the ideas of the guidelines to write a complaint letter.**

**Exercise 8. Read the sample. Does the letter meet the requirements?**

123 Filmore Road  
Chadthorpe  
Lancs.  
5th September 2022  
Feel Free Travel  
253B Delaware Buildings  
Portree

Dear Sir / Madam,

I'm writing to express my dissatisfaction at the service I received on my holiday with Feel Free Travel. My friend and I went on the 8-day tour of Greece, reference GR36A, from the 5th to the 13th of August and we were extremely disappointed with the accommodation and the food.

First of all, your brochure said that we would stay in "clean, mid-range hotels". However, my bedroom was dirty in the Olympia Hotel, and the Opera Hotel was in a noisy and unsafe part of town, which made me feel very anxious.

Secondly, although the brochure stated that all meals were included, I was shocked by the food that we were served at the hotel restaurant. For lunch, we were given a small, squashed sandwich and a carton of juice. To make matters worse, when we complained to the tour guide, we were told to buy more food at the supermarket.

I feel that I am entitled to a refund to compensate for this terrible service.

I look forward to hearing from you soon.

Yours faithfully,

Julie Watkins

**Exercise 9. Read the sample again and find:**

- a) the words that explain that you are making a complaint and state what you want to happen next;**
- b) the adjectives that show your feelings;**
- c) the connectors to move from one problem to the next;**
- d) passive voice to explain what happened to you;**
- e) the reported speech to describe information from a website, brochure, etc.**

**Exercise 10. Look through the letter and find the following structural elements:**

- a) salutation;**
- b) the introductory paragraph;**
- c) the next paragraphs (the body);**
- d) closing paragraph.**

123 Main Street

Town, TX 77008

April 12, 2023

Mark Smith

Customer Relations Director

Sofa Showroom

555 Broadway

Cityville, KS 666214

Dear Mr Smith,

Re: Broken sofa

On March 1, 2023, I bought a sofa, model number 25811, serial number 850 599-4204 at the Sofa Showroom located at 1834 Tulip Ave., Town, TX 77001. I paid \$650 for the sofa by my credit card. Sofa Showroom delivered my sofa to my home on March 10, 2023.

Unfortunately, your product hasn't performed well because the sofa is defective. One of the legs broke off on March 31, 2023. The sofa is unsteady and rocks while I sit on it, so it is not comfortable or relaxing. I have not used this sofa in a way that would cause any damage. I returned

to the store on April 5 and April 8, but the store manager, Aaron, would not speak to me.

To resolve the problem, I would appreciate if your company would pick up this sofa, for free, and refund the \$650 I paid. Enclosed are the copies of my records, including my receipt, delivery invoice, and photos of the broken sofa.

I look forward to your reply and a resolution to my problem and will wait until May 1, 2023, before seeking help from my state consumer protection office or other assistance. Please contact me at the above address or by phone at 123-456-7890.

Sincerely,  
Jane Roe  
Enclosures

Exercise 11. Unjumble the letters. Say what information is not given.

Letter 1. Poor Maintenance of the Garden  
and Improper Waste Disposal

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The Secretary  
Residential Association  
Mumbai – 400056

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Sir,

I am Shawn Mendez, a resident of Rory Lane. I am writing to bring to your notice the poor maintenance of the garden around our residential area and the improper disposal of waste. The garden around the residential area was watered regularly, and grass shrubs were trimmed and maintained neatly in the beginning. It has been more than a month now since any kind of maintenance is done in the garden. We have tried contacting the person in charge, but every effort has just been in vain.

Another growing issue is the problem of waste disposal. There were people from the corporation collecting garbage for disposal every two days, but it has been more than a week now since they have collected any garbage from our area. This has led to the accumulation of waste, and people have started dumping it in the corner of the street as they have no other choice. Kindly look into this and the maintenance of the garden as it would become a huge mess if this continues. It would be highly appreciated if you could also inform the residents that all garbage would be collected and not to throw them out around the street corners.

Thank you in advance.

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---

45B Rory Lane  
Damsel Street  
Mumbai – 400056  
29th December, 2021

---

Complaint letter regarding the poor maintenance of the garden and improper waste disposal.

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### **Letter 2. Damaged Product Received**

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Complaint about a damaged product received

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Yours sincerely,  
Signature  
SINDHU SHANKAR

---

The Manager  
Customer Service Department  
Taurus Shop  
New Delhi – 110023

---

Sir / Ma'am,

I had purchased a black top from your online store. I received the product today, and I tried filing a return request as the size is smaller than the one I had ordered, and the cloth is torn on the left side. For some reason, the return request is not being filed. The page is either getting redirected or stuck. I have tried multiple times, and I could not go through with it. Can you please check and let me know if the return request has been filed for the order no. 3049. If not, kindly let me know what I should do to return the product.

I am attaching herewith photographs of the damaged portion of the top and the opening video for your reference.

Thank you.

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### **Letter 3. Installation of New Street Lights**

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12B Nelson Manickam Road  
Nungambakkam  
Chennai – 600045  
13/12/2021

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Sir,

I am writing to bring to your kind attention that there are no street lights in our area and it has become a huge problem as it has started raining. It is very difficult for people who travel through this area because it

is very dark at night, and with continuous rains, the place floods up. It becomes really difficult to drive as the roads are damaged, and there have been constant accidents because of this. Therefore, I request you to kindly take some action at the earliest and install street lights in our area as it is a danger if left like this.

Thank you for your time and cooperation in advance.

Yours faithfully,

Signature

DERRICK RAJ

The Councillor

Ward No. 26

Chennai – 600052

### **Exercise 12. Make up the omitted information for letters 1–3.**

### **Exercise 13. Answer the following questions.**

1. What does a complaint letter serve?
2. How do I write a letter of complaint?
3. What is the most important factor in a complaint letter?
4. What attachments should be included with complaint letters?
5. Which act protects the rights of consumers?

### **Exercise 14. Read the guide and explain the difference between:**

- a) using “Dear Sir” and “Mr”;
- b) a complaint and a justification;
- c) using “Yours sincerely” or “Yours faithfully”.

### **Letter of Complaint: Writing Guide**

**Step 1. Salutations (Dear Sir / Madam / Manager / To whom it may concern).** If you do not know the name of the person you are writing to, use this. It is always advisable to try to find out a name (“Dear Mr Jenkins”).

If you know the name, use the title (Mr, Mrs, Miss or Ms, Dr, etc.) and the surname only. If you are writing to a woman and do not know if she uses “Mrs” or “Miss”, you can use “Ms”, which is for married and single women.

You should always be polite and respectful, even if you complain. A useful way to achieve it, especially in formal letters is to use modal verbs (would, could or should).

**Step 2. The introductory paragraph.** You should identify what the issue is and any relevant information that you believe is important. Include more details if it's applicable to the situation: *I want to express my strong dissatisfaction with the service I received during a visit to your restaurant on ... ; I am writing to express my disappointment with / dissatisfaction with the service I received in ... ; I would like to lodge a formal complaint against your company for the reasons outlined below; I feel compelled to write to you in order to describe the ... .*

**Step 3. The next paragraphs (the body).** You can extend your thoughts and feelings further. Yet, be sure to stick with the facts and avoid putting emotions into your letter. Include the time of the issue, location, people involved and what the problem was: *The standard of the ... was not up to scratch; The ... was not up to the expected standard; The ... left a lot to be desired; The ... failed to live up to our expectations; We were left bitterly disappointed by ... ; The quality of the customer service we received was woefully inadequate; The ... was an absolute disgrace; Overall, our visit to your (restaurant) was an unmitigated disaster from start to finish.*

Any complaint should be supported with a justification.

Complaint: *I still haven't received the goods.*

Justification: *I sent you a cheque three weeks ago.*

**Step 4. Closing paragraph.** Write how you want this problem to be solved: *It seems only fair that you should ... (offer a full refund); I would appreciate it if you ... ; I would be grateful if you ... ; I suggest that you replace the item; I therefore suggest that I be given a full refund; I would be grateful if my money was refunded; I would be grateful if you could give me a full refund; Should these demands not be met, you will be hearing from my lawyers; I expect to receive compensation to the tune of (€2000) for the ... .*

You can also throw in some compliments about something you liked about their company's product or service: *I look forward to receiving your reply; I look forward to hearing from you; I look forward to receiving a full refund; I look forward to receiving a replacement; I look forward to receiving your explanation; I expect to receive a prompt reply to this letter; Yours faithfully, (You name).*

**“Yours sincerely” or “Yours faithfully”?**

“Yours sincerely” is typically employed in English when the recipient is addressed by name (e.g., “Dear John”) and is known to the sender to some degree, whereas “Yours faithfully” is used when the

recipient is not addressed by name (i.e. the recipient is addressed by a phrase such as “Dear Sir / Madam”).

**N.B. Remember about “linking” in the letter!**

**Between paragraphs:**

*Firstly, I had booked table ... .*

*Then, the waiter brought us the wrong starters ... .*

*To make the matter worse, the cake was stale ... .*

**Within a paragraph:**

*My wife and I will not ... ; however, ... .*

*In spite of the fact that ... , the waiter brought the wrong starters.*

Exercise 15. Translate the letter into English.

Мистер Адам Смит  
1234 Золотая улица  
Лондон, Великобритания  
87432  
Beef & Sauce  
5678 Серебряная улица  
Лондон, Великобритания  
42747

14 апреля 2023 года

Дорогой сэръ / мадам,

Я пишу, чтобы пожаловаться на Ваших работников, которые были очень грубы со мной. Я ужинаю в Вашем ресторане два раза в неделю и никогда не встречал настолько оскорбительного отношения. Это произошло два дня назад, и у меня есть 3 свидетеля неучтивости Ника Стивенсона. Этот официант был груб и невнимателен при принятии заказа, а стейк, который он мне принес, был пережаренным, хотя я просил средней прожарки. Помимо этого, меня обсчитали в большую сторону. Я уверен, что я заслуживаю извинений и возмещения стоимости плохого ужина.

Искренне Ваш,

Адам Смит

**Exercise 16. Write a formal complaint for the situations given below. Use a model if necessary.**

1. You are staying in a hotel but you feel dissatisfied with the room, you make a complaint to the manager.

2. You have bought a new mobile phone but it keeps switching itself off, you address to the customer service.

3. There has been loud music coming from your neighbour's house until 2 a.m. for 4 nights and you haven't been able to sleep. Moan to your neighbour.

4. On your way to the international conference, your train to the airport is delayed and you miss your flight. Contact the train operator to complain.

### **Model**

**Your Address**

**Your City, State, Zip Code** (Your e-mail address, if sending by e-mail)

**Date**

**Name of Contact Person** / (if available) **Title** / (if available) **Company Name**

**Consumer Complaint Division** / (if you have no specific contact)  
**Street Address**

**City, State, Zip Code**

Re: **Your account number, if you have one**

**Dear Contact Person or Consumer Complaint Division,**

On [date], I [bought, leased, rented, or had repaired / serviced] a [name of the product, with serial or model number or service performed] at [location and other important details of the transaction].

Unfortunately, [your product has not performed well (or) the service was inadequate] because [state the problem, like the product doesn't work properly, the service wasn't performed correctly, I was billed the wrong amount, or something was not disclosed clearly or was misrepresented, etc.].

To resolve the problem, I would appreciate a [state the action you want, like a refund, store credit, repair, exchange, etc.]. Enclosed are copies [do not send originals] of my records [include receipts, guarantees, warranties, canceled checks, contracts, model and serial numbers, and any other documents] concerning this purchase [or repair].

I look forward to your reply and a resolution to my problem. I will wait until [set a reasonable time limit] before seeking help from a consumer protection agency or other assistance. Please contact me at the above address or by phone at [phone number with area code].

Sincerely,

**Your name**

Enclosure(s)

**Exercise 17. Read the situations. Work in groups. Make up your own letters of complaint.**

1. You and a friend, Sam, bought some CDs to help you improve your English. You were not happy with the CDs and have decided to write to the publisher, CD World. Read the e-mail from Sam and the advertisement for the CDs below, on which you have made some notes. Then, using the information appropriately, write a letter to CD World explaining why you bought the CDs, why you are dissatisfied and saying what you would like the company to do.

2. You recently took a self-catering holiday in a luxury apartment, but the standard of the accommodation was very poor. The holiday company that you booked with have offered you some vouchers as compensation, but you have decided you would prefer a cash refund instead. Write a letter to the company outlining the problems you experienced with the accommodation and the action you want them to take.

3. You recently had a short holiday organized by TravelWise. The manager of the company sent you a letter asking to state the problems which had occurred during your vacation. Write a letter to the manager, explaining what the problems were and telling them what you want them to do. Write your letter. Don't include any postal addresses.

**Exercise 18. Compare your results with the authentic letters.**

**A. Dear Sir or Madam,**

I am writing to complain about the bad standard of accommodation during my last holiday. I booked this self-catering holiday last year in your travel agency. When I returned from my two-week travel last week, I immediately visited the agency to complain about my bad experiences.

Had I known that the accommodation would be so poor, I would have booked from the beginning a full-service holiday. What I expected was a luxury apartment with a small oven. Not only was the room dirty and full of bugs, but the shower was broken and unusable. To make matters even worse, there was no oven as I ordered it. Never before have I seen such a bad service at a self-catering holiday. You can imagine my anger when I had to eat out, smelling like a ... Not surprisingly, I booked another room, though without oven but clean and with a working shower. Therefore this room cost a lot more than the other one and I had to go out eating.

My purpose in visiting the agency was to ask for compensation. The young lady who served me offered some vouchers as compensation. She advised me to take my time with the answer. I have decided to ask your company for a cash refund. Would a refund about 500 euros be too much to expect? I would like to ask you to have a look on my enclosed accounts. Seeing how much money I had to invest additionally will help you to decide what to do about the whole matter.

At the very least, I would like you to inform me of the action you will take with regard to my extra invested money. Unless adequate action is taken, I shall have no other option but to publish this letter in the local newspaper.

Yours faithfully,

Ilona

**B. Dear Sir or Madam,**

I am writing to express my disappointment with the course of English language CDs which I purchased from your company a few days ago. I have a good theoretical knowledge of English grammar and I was hoping that your course would help me to improve my conversational fluency and my knowledge of business English, but I feel your product is unsatisfactory and your advertisement is misleading in several respects.

To begin with, your advertisement states that the course provides English conversation for pleasure and business. This naturally leads one to expect that there are commercial English conversations on the CDs, and yet no such conversations are included. In addition, the student is expected to listen and repeat the conversations, but there is not enough time to do this without constantly pressing the “pause” button. Finally, your advertisement gives the impression that the price for the whole course is 20 euros, whereas in fact the CDs cost 20 euros each. The total price is thus 120 euros. I feel this is, to say the least, somewhat misleading.

For these reasons, I am most dissatisfied with your product. I am returning the CDs and expect a full refund. I hope to hear from you soon.

Yours faithfully,

Mark Bennington

**C. Dear Sir / Madam,**

I am writing with reference to your letter, where you politely requested a feedback of my recent vacation organized by TravelWise. As you already know I was displeased with numerous points.

Firstly, the hotel I stayed was located in a run-down and dangerous neighbourhood, on few occasions I was approached by a drug dealer and a beggar. When it comes to the room it was completely different from what had been presented in your brochure. Dirt, darkness and rats were my company throughout the stay, I actually changed rooms few times, however it seemed all the rooms were in similar condition.

One of the reasons I had chosen your company was the free of charge spa and trips organized by your staff. It turned out that I had to pay extra for all of these services. And although it might be true that the water sports provided were amazing it does not change the fact my holiday was ruined by the above problems.

I must ask you to refund all the costs of my vacation including extra charge for spa and trips please.

I look forward to hearing from you soon.

Yours faithfully,

Sam Smith

## **B. ANSWERING A COMPLAINT LETTER**

Exercise 1. Read the guidelines how to write your letter step by step. Translate and learn the sample phrases.

### **Write Your Letter Step by Step**

If you agree that the complaint is justified (even if only in part), say so, and express your desire to correct the problem.

If you do not agree with the complaint, politely thank the writer for bringing the problem to your attention.

#### **Sample phrases:**

always want to know;

appreciate your bringing this (appreciate your candidness / patience);

are absolutely right in your assessment;

are indebted to you for;

areas which need improvement;

before the problem got out of hand;

appreciate being made aware of;

bringing this issue to our attention;

calling our attention to;



certainly understand your;  
to discuss an effective solution;  
was disturbed to hear of;  
fully understand your frustration;  
was not aware of the;  
is important that such problems are reported promptly;  
will direct our attention to;  
are quite justified in being upset;  
make every effort to;  
owe you our deepest apologies;  
am sorry that you had to write about;  
are sorry that our misunderstanding has caused;  
was sorry to hear of;

thank you for telling us about (for letting us know / for bringing this matter to our attention / for directing our attention to / for informing us of / for taking the time to / for writing about / for caring enough to / understand your dissatisfaction with).

Explain what you have done or plan to do to resolve the complaint, or explain why you are unable to resolve it.

**Sample phrases:**

am sorry to report that;  
are completely willing to;  
are unable to resolve this problem;  
as we agreed;  
was no longer under warranty;  
cannot resolve this problem now;  
cannot accept responsibility for;  
do not have the resources to;  
warranty has expired;  
will give you a full refund;  
have no control over;  
if you prefer;  
if you will return the merchandise with the receipt;  
will inform you of their decision;  
our staff will be instructed to;  
out of our jurisdiction;  
this issue should not come up again;  
upon reviewing your claim;  
warranty does not cover;  
which of these options you prefer;

will be resolved immediately;  
will replace it without charge;  
will handle the problem immediately;  
will hear from me as soon as.  
Close with an expression of good will.

**Sample phrases:**

am happy to;  
apologize for the misunderstanding;  
appreciate your concern;  
as soon as possible;  
can assure you that;  
don't hesitate to;  
for helping us to;  
for your interest in;  
for drawing our attention to;  
for giving us the opportunity to;  
have helped us improve;  
if this is not satisfactory;  
if this does not meet your approval;  
look forward to;  
many years of useful service;  
sorry for the inconvenience;  
to hearing from you;  
to respond to your concerns;  
want to keep this a rewarding;  
will work this out;  
will send you a report on.

**Exercise 2. Read the response to a complaint. What problem does it deal with? Do you think Mr Houches will be satisfied? Substantiate your point of view.**

To: pierre\_houches@me.com  
From: Customer Service Team – TC Insurance  
Subject: Your Recent Policy Renewal  
Dear Mr Houches,

Thank you for your recent renewal of your insurance policy with Top Car Insurance.

It has been brought to our attention that at the end of your renewal call you registered a complaint and stated that you were dissatisfied with the service you had received.

We value your custom and I assure you that we take all customer feedback seriously. On behalf of the company, I would like to apologise for the length of time it took for you to receive your final quote for this renewal. I am also sorry for the inconvenience caused when the discounts you received were not automatically applied.

We have taken your suggestions on board and will review our renewals process for existing customers. We understand your point that the process should not take as long for existing customers as for new customers buying a new policy.

In appreciation of the many years you have been a customer of Top Car Insurance we are happy to refund you the difference in price between your new and your previous premium, i.e. £73.20. I have also made a note on your account to ensure that your next renewals process will run more smoothly for you.

We value your feedback and will use it to improve our service.

We trust that you will find this a satisfactory response to your complaint and that this correspondence will bring this matter to a close. However, should you wish to discuss this matter further, please let us know how best to contact you.

With kind regards,

Rowena Harrod

Customer Service Team

**Exercise 3.** Choose the best option for a formal response to a complaint.

1. I heard you were not happy with the service you received. – It has been brought to my attention that you were dissatisfied with the service you received.

2. We value your custom. – We're really pleased you shop with us.

3. I promise you that we take a lot of notice of our customers. – I assure you that we take all customer feedback seriously.

4. I would like to apologise on behalf of the company for any inconvenience caused. – My colleagues and I are really sorry you had such a nightmare.

5. We have taken your suggestions on board and will review this process for the future. – We like your ideas and we might use them in future to improve this process.

6. We are happy to refund you the difference in price. – We accept that we will have to refund you the difference in price.

7. We hope this is all OK for you now. – We trust that you will find this a satisfactory response.

8. Should you wish to discuss this matter further, please let us know how best to contact you. – Don't be shy! Call or e-mail me if there's anything else you need.

#### **Exercise 4. Translate the sentences into English.**

##### **Option 1**

1. Мы сожалеем, что Вы недовольны своим новым феном, и прилагаем все усилия, для того чтобы заменить или отремонтировать некачественные товары в соответствии с условиями нашей гарантии.

2. Спасибо, что написали о проблеме с новым двигателем. Мы обязательно решим данную проблему.

3. Спасибо, что обратили наше внимание на эту проблему. Давайте встретимся в понедельник, чтобы обсудить решение.

4. Спасибо, что сообщили о том, что произошло в приемной. Для нас это важно.

5. Сожалею, что Вы столкнулись с этой проблемой.

6. Уверяем Вас, что мы немедленно решим проблему. Этот вопрос не должен возникать снова.

7. С завтрашнего дня мы проинструктируем наших сотрудников о пользовании парковкой в южной части здания.

8. С сожалением сообщая, что у нас нет ресурсов для решения Вашей проблемы в этом офисе. Мы рекомендуем Вам обратиться в местный офис розничной торговли.

9. Комитет соберется в следующую среду, чтобы определить, кто станет окончательными кандидатами. Вскоре после этого Вы получите письмо, информирующее о его решении.

10. С сожалением сообщаем Вам, что год назад истек срок гарантии на пылесос.

11. Мы приносим извинения за недоразумение и надеемся на дальнейшее сотрудничество.

12. Пожалуйста, заверьте президента, что мы намерены решить этот вопрос, как можно скорее. Мы отправим Вам отчет в ближайшее время.

13. Благодарим, что Вы выбрали нашу фирму.

## Option 2

1. Я согласен с Вашими претензиями в связи с несвоевременной доставкой груза.

2. Благодарим Вас за вежливое письмо с объяснением проблемы, возникшей с нашим продавцом.

3. Благодарю Вас за то, что обратили на это наше внимание до того, как проблема вышла из-под контроля.

4. Вы абсолютно правы в своей оценке. Спасибо за такую наблюдательность.

5. Нам жаль, что наше недопонимание вызвало у Вас столько беспокойства, и мы рады, что теперь у нас есть возможность внести ясность.

6. Когда двигатель реагирует так, как Вы описываете, это происходит из-за неправильной смеси масла и бензина. Если Вы будете следовать инструкциям на странице 4 руководства пользователя, проблема должна исчезнуть.

7. К сожалению, мы больше не производим модель 2GS. На приобретенное Вами устройство не распространяется та же гарантия, что и на более новые цифровые модели.

8. Если Вы вернете товар с чеком, мы будем рады вернуть Вам деньги.

9. Поскольку часы не были на гарантии, мы действительно не можем нести ответственность за их неисправность.

10. Я очень сожалею о неудобствах, вызванных этой путаницей. Мы ценим Ваш бизнес и добрые намерения.

11. Мы приносим извинения за неудобства, которые мы могли причинить Вам и Вашим сотрудникам. Мы хотим взаимовыгодного сотрудничества.

12. Благодарим Вас за помощь в улучшении нашего обслуживания.

13. Я уверен, что машина прослужит Вам долгие годы.

## Option 3

1. Вы совершенно правы, что никто не ответил на Ваше письмо от 1 апреля. Наши клиенты заслуживают лучшего.

2. Спасибо, что обратили наше внимание на повреждения динамиков во время транспортировки. Для нас важно своевременно узнавать о таких проблемах, чтобы мы могли их исправить.

3. Прошу прощения за оплошность. Пожалуйста, приходите, мы готовы предоставить вам 10%-ную скидку.

4. Я понимаю Ваше нетерпение по поводу списка окончательных кандидатов.

5. При рассмотрении Вашего заявления я обнаружил несколько факторов, которые повлияли на условия, указанные в Вашем заявлении. Самым серьезным было то, что сушилка была повреждена в результате сильного удара после ее установки. Гарантия распространяется только на дефекты, возникающие при надлежащем использовании.

6. Мы будем рады либо заменить часы, либо полностью вернуть Вам деньги, либо зачислить на Ваш счет сумму покупки. Пожалуйста, сообщите нам по почте или телефону, какой из этих вариантов Вы предпочитаете.

7. Я планирую лично посетить сайт, чтобы определить, кто лучше всего подходит на его место.

8. Пожалуйста, приходите со своей квитанцией, и мы вернем 10%, как договорились.

9. Наш сервисный представитель звонит каждый рабочий день. Он назначит встречу на понедельник, а затем определит, требует ли машина только незначительных корректировок. В противном случае мы заменим устройство бесплатно.

10. Вы получите извещение от нас, как только мы получим документы.

11. Пожалуйста, дайте нам знать, если это будет удовлетворительным решением.

12. Если это Вас не устраивает, позвоните мне лично по телефону 555-5555.

13. Мы ценим Вашу заботу и надеемся, что эти действия будут одобрены Вами.

### **Exercise 5. Put the parts of the response into the right order.**

#### **Letter 1**

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I wish you an enjoyable holiday season.

---

Thank you for your letter alerting us to the problem you have been having with our store in Springfield. I am sorry you have been subjected to such a frustrating series of events. We pride ourselves on responding to customers' concerns very quickly, so what you have experienced is inexcusable.

---

---

I have spoken with our manager in Springfield and have instructed him to give you a full refund plus 20% off your next purchase. I extend my own apologies for the inconvenience this problem has caused you. It is apparent that we need to train our holiday help more thoroughly.

---

### **Letter 2**

---

Please accept my sincere apologies. We will make every effort to see that this never happens again. We appreciate your business and will do everything we can to serve your needs.

---

I certainly understand your frustration at being sent the wrong order last week and realize that you need some of your order immediately to satisfy demand. I hope the merchandise we rushed to you on Monday arrived in time to get you past the crisis.

---

### **Letter 3**

---

I recognize that this was an inconvenience, and I'd like to regain your trust. I've credited your account for next month's payment – this is in addition to your full refund. Let me know if you do not see that by tomorrow. [Company name] appreciates your business and we hope to continue serving you moving forward.

---

Thank you,

[Team Department]

---

Hello, [Customer name],

---

Thanks for bringing the duplicate charge issue to our attention. We discovered that this was an isolated incident, and it has since been resolved. You'll see a full refund in your account within seven days. I can assure you that this won't happen again and we have put strict measures in place to prevent it in the future.

---

## VARIOUS FORMS OF CORRESPONDENCE

### A. HOLIDAY BOOKING – GETTING THE RIGHT INFORMATION

**Exercise 1.** Make a list of the information a travel agency sales consultant will need to take when a customer makes a booking for a holiday.

**Exercise 2.** Compare your ideas with the list below. Do you have any ideas that are not in the list?

#### **Memo**

To: all sales staff

Subject: Key reservations data

Please be sure to enter the following key data when taking holiday bookings:

- 1) date of booking;
- 2) booking reference number;
- 3) full name and contact details of client (postal address, daytime and evening telephone numbers, etc.);
- 4) the number of people in the party;
- 5) names of people in the party;
- 6) ages of children (2–12 yrs old – discount);
- 7) dates of outward and return journeys;
- 8) ticket type (e.g. economy, etc.);
- 9) accommodation – name of hotel / resort;
- 10) number and type of rooms required (double, etc.);
- 11) special requirements (e.g. children, disabled, etc.);
- 12) meal basis (full board, half board, etc.);



13) other services (e.g. airport hotel, airport car parking, etc.);

14) method of payment (cash, cheque, etc.);

15) deposit details.

Please also get clients to double check all details before signing the booking form.

**Exercise 3. Look at the pictures. Can you name different documents on this page? Which of them do you need for a holiday abroad?**

**TRAVEL INSURANCE**

Below using black ink and block capitals

First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Date of Birth: \_\_\_\_/\_\_\_\_/\_\_\_\_

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

**Thank you for booking**  
Your booking is now confirmed.  
Your booking reference is EGBWZ75

**Before you travel**  
Important! You need to add ID information to your booking.  
For security you need to provide details of your passport, or other suitable identification documents, you will be working with. This is needed by law for you and any accompanying persons.



**hotel booking confirmation**

Hotel name: \_\_\_\_\_ Administrator's name: \_\_\_\_\_

check-in date: \_\_\_\_\_ departure date: \_\_\_\_\_ Living population: \_\_\_\_\_ Room type: \_\_\_\_\_ ked number of rois it contain break: \_\_\_\_\_

Contact information: \_\_\_\_\_

Check-in name	ant contact inform	Remark	housing amount	other fee	total

above is my hotel reservation plan, please stamp and send it back to our agency after confirmation, thank

Processor: Date: \_\_\_\_\_

agoda.com

**Booking Voucher**

Please present either an electronic or paper copy of your booking voucher upon check-in.

Booking ID: 211804057	Number of Rooms: 1
Booking Reference No.: GNBURUOLANGAR	Number of Extra Beds: 0
Client: 2525221	Number of Adults: 2
Member ID: 2525221	Number of Children: 0
Country of Residence: Philippines	Breakfast: Included
Property: Hotel Venezia	Room Type: Junior Suite
Address: Ramallosa Gardens, Washington Drive, Cuzco, Peru	Promotion: Limited Time Offer. Rate includes 15% discount
Address: +6524810877	For Full Promotion details and conditions see confirmation email

Property Contact Number: +6524810877

Cancellation Policy: Any cancellation received within 1 day prior to a travel date will incur the first night charge. Failure to arrive at your hotel will be treated as a No-Show and will incur the first night charge (Hotel policy).

Benefits Included: Breakfast

Arrival: June 9, 2017 Departure: June 10, 2017

Payment Details:

Payment Method: Visa Card No: xxxx-xxxx-xxxx-1342 Exp: 7/2017

Booked And Payable By: \_\_\_\_\_

Please present this prepaid voucher and refer to booking reference number: (0) upon check-in.

Authorized Stamp & Signature

**Remarks:**

- Early Check-in, Addtional fee: If possible please allow early check-in at 15:00 onwards. Thanks
- All special requests are subject to availability upon arrival

Call our Customer Service Center 24/7:  
Customer Support: +63 2 246 9092, +65 6 267 7531, +61 6 656 66000  
(Long distance charge may apply)

**Notes:**

- IMPORTANT:** At check-in, you must present the credit card used to make this booking and a valid photo ID with the same name. Failure to do so may result in the property requesting additional payment or your reservation not being honored. If you have submitted additional documentation for a third party booking or paid via a different payment method, please contact the hotel above.
- At rooms are guaranteed on the day of arrival. In the case of a no-show, your money will be released and you will be subject to the terms and conditions of the Cancellation/No-Show Policy specified at the time you made the booking as well as noted in the Confirmation email.
- The total price for this booking does not include mini bar items, telephone usage, laundry service, etc. The property will bill you directly.
- In case where breakfast is included with the room rate, please note that certain properties may charge extra for children travelling with their parents. If applicable, the property will bill you directly. Upon arrival, if you have any questions, please verify with the property.

NAME OF PASSENGER: JEAK BLACK

DATE: 09 NOV 2018

SEAT: 9A

FLIGHT: AEROFLO AIR

**MOSCOW DUBAI**

BOARDING TIME: 21:45

GATE: 13A

DATE CLOSING 30 MINUTES BEFORE DEPARTURE

**VISA APPLICATION**

Legal Name: \_\_\_\_\_

Applicant: \_\_\_\_\_

**PASSPORT**

**travel agency booking form**

Group number	reception travel agency	
check in time	departure date	
number of people	Companion	
room type		
special requirements		
Remark:		

**Exercise 4. Learn the vocabulary to describe hotel rooms and facilities, and phrases to book a hotel room.**

**Types of room:**

double room – room with a double bed (for two people);

twin room – room with two beds;

single room – room with one bed (for one person);

suite – more than one room (e.g. bedroom and living room);

cot – a bed for a baby.

**Availability:**

fully-booked – no rooms available.

**Other facilities:**

ensuite bathroom – a bathroom attached to the bedroom;

a safe – a box with a key where you put valuables (passport, jewelry, money, etc.);

a minibar – a small fridge with drinks inside such as coke, water, juice, wine;

tea and coffee making facilities – a kettle (to boil water), cups, coffee, milk, sugar and tea sachets;

(24-hour) room service – meals delivered to your room;

laundry / dry cleaning service – your clothes can be washed for you;

bar and restaurant – the hotel has a bar and a restaurant for drinks and meals;

Wi-Fi – Internet connection;

full English breakfast – big breakfast with toast, eggs, bacon, cereal, etc.;

continental breakfast – small breakfast with croissant, coffee, juice;

a wake-up call – when the telephone rings to wake you up.

**Making the booking (on the phone):**

I'd like to book a (single / double / twin) room for two nights, please.

I'd like to make a reservation for a (single / double / twin) room for the night of (date), please.

Do you have any double rooms left for the weekend?

Do you have any double rooms available this weekend?

How much is ... a single room / a double room / a suite?

What time is check-in?

What time is check-out?

What time is breakfast?

Are all your rooms ensuite?

Is there Wi-Fi in the room?

Is there a lift?

**Exercise 5. Match the words with the definitions below.**

1. To confirm	a) to book a room
2. To reserve a room	b) a room that is designed to be easy to use, for example if you use a wheelchair
3. To let someone know	c) a special number or password that reduces the price or increases service levels
4. Iron	d) to say something is definitely true or going to happen
5. Promotional code	e) to tell someone
6. Accessible room	f) a metal object used to make clothes flat and smooth

**Exercise 6. Discussion.** What things do tourists, families, businessmen, you ask for when they book a hotel room? Use the cliches given below to describe your desired and needs.

1. ... – just what I need.
2. A ... would be nice.
3. I could do with a ... .
4. I'd love ... .
5. I'm dying for ... .
6. I could kill for ... .
7. I feel like ... .
8. ... would go down well now.
9. I really need ... .
10. ... would really hit the spot.

**Exercise 7. Listen to the conversations about booking a hotel room (<https://english-at-home.com/booking-a-hotel-room>). Pay attention to the intonation of the speakers. Read the dialogues.**

**Conversation 1**

- Conrad Hotel, good morning.
- Hello. I'd like to book a room.
- Putting you through ... .

**Conversation 2**

- Good morning, Oxford Hotel.
- Hello. How much is a double room please?
- £100 per night.

### Conversation 3

- Reservations!
- Good morning. Do you have any rooms left for the weekend?
- Let me see ...

### Conversation 4

- I'd like to book a room for the weekend.
- Single, double or twin?
- Double, please.

### Conversation 5

- I'd like to book a double room for Saturday.
- I'm afraid we're fully booked.
- Oh, I see.

### Conversation 6

- I'd like to book a single room, please.
- How many nights?
- Two.

Exercise 8. Listen (<https://english-at-home.com/booking-a-hotel-room>) and say ... :

- a) which key data is still missing;
- b) what the travel agent forgot to do before Mrs Venables signed the form;
- c) when Mrs Venables will get her invoice and what must she do then.

### Exercise 9. Complete the sentences with words from the box.

<i>Will, appreciate, would, you, let, to</i>
--

1. I would like ... reserve a double room.
2. I ... like a quiet room, please.
3. I ... arrive at about 6 p.m.
4. Please can ... confirm the price?
5. I would ... it if you could confirm the booking.
6. Please ... me know if you need any further information.

**Exercise 10. Listen (<https://english-at-home.com/booking-a-hotel-room>) to a travel agency sales consultant taking a booking and complete the booking form.**

### Taking a Booking

Booking reference number CTS060625797H _____	<b>Cicerone Travel Services</b> 9 Wilson Court, Bristol	
<b>CUSTOMER DETAILS</b>		
First name _____	Family name _____	Venables _____
Address _____		
daytime tel. no. _____ evening tel. no. _____ mobile tel. no. _____ e-mail _____		
<b>PARTY DETAILS</b>		
Number of people in party _____		
Ages of children _____		_____
Date of outward journey _____	Date of return journey _____	_____
Ticket type _____		
<b>ACCOMODATION</b>		<b>PAYMENT DETAILS</b>
Name of hotel / resort _____		Method of payment _____
Number of rooms _____		Deposit details _____
Type of rooms _____		Customer's signature _____
Meal basis _____		Date of booking _____
Special requirements _____		
Other services _____		

**Exercise 11. Put the words in the right order to make sentences.**

1. a double room / reserve / I / for four nights / please / would like / to.
2. if possible / room / I / would / with a view / like / a.
3. I / leave / don't need / so / I / will / very early / breakfast.
4. a bath, please / I / Could / a room / have / with?
5. to use / a promotional code / would like / I.
6. you / confirm the price / Please / could?

**Exercise 12. Look through the list of phrases. Which of them can you hear:**

- a) from a front desk receptionist;**
- b) from a customer?**

1. Enterprise Hotels, Lise speaking. How can I help you?
2. What date are you looking for?
3. I'd like to make a reservation for next week.
4. Is it necessary to book ahead?
5. How long will you be staying?
6. Do you charge extra for two beds?
7. How many adults will be in the room?
8. Do the rooms have refrigerators?
9. I'm afraid we are booked that weekend.
10. There are only a few vacancies left.
11. How much is it for a cot?
12. We advise that you book in advance during peak season.
13. Will two double beds be enough?
14. Do you offer free breakfast?
15. Do you want a smoking or non-smoking room?
16. The dining room is open from 4 p.m. until 10 p.m.
17. Is there a restaurant in the hotel?
18. We have an indoor swimming pool and sauna.
19. We serve a continental breakfast.
20. Cable television is included, but the movie channel is extra.
21. Do you do group bookings?
22. Is there an outdoor pool?
23. Take Exit 8 off the highway and you'll see us a few kilometers up on the left hand side.
24. The rate I can give you is 99.54 with tax.

25. Do you have any cheaper rooms?
26. We require a credit card number for a deposit.
27. When is it considered off-season?

**Exercise 13. Read the conversation and chose the correct option.**

**Receptionist:** Thanks for calling Quality Inn. Morine speaking.

**Caller:** Hello. I'm interested in booking a room for the September long weekend.

**Receptionist:** I'm afraid we're totally booked for that weekend. There's a convention in town and we're the closest hotel to the convention center.

**Caller:** Oh, I didn't realize. Well, what about the weekend after that?

**Receptionist:** So ... Friday the seventeenth?

**Caller:** Yes. Friday and Saturday.

**Receptionist:** It looks like we have a few vacancies left. We recommend that you make a reservation, though. It's still considered peak season then.

**Caller:** OK. Do you have any rooms with two double beds? We're a family of four.

**Receptionist:** Yes, all of our rooms have two double beds. The rate for that weekend is \$129 a night.

**Caller:** That's reasonable. And do you have cots? One of my daughters might be bringing a friend.

**Receptionist:** We do, but we also charge an extra \$10 per person for any family with over four people. The cot is free.

**Caller:** OK, but I'm not positive if she is coming. Can we pay when we arrive?

**Receptionist:** Yes, but we do require a \$50 credit card deposit to hold the room. You can cancel up to five days in advance and we will refund your deposit.

**Caller:** Great, I'll call you right back. I have to find my husband's credit card.

**Receptionist:** OK. Oh, and just to let you know ... our outdoor pool will be closed, but our indoor pool is open.

1. Why did the caller phone the hotel?
  - a) to change a reservation;
  - b) to report a cancellation;
  - c) to inquire about available rooms.

2. The caller can't stay on the September long weekend because the hotel ... :

- a) is fully booked;
- b) is hosting a convention;
- c) is closed for the season.

3. What will the caller do before calling back?

- a) research other hotels;
- b) discuss it with her husband;
- c) find a credit card to pay the deposit.

**Exercise 14. Work in pairs and act out a booking using the options given below. Student A, you are the sales consultant and need to complete the booking form. Student B, you are the client and should think of all the holiday details the sales consultant will ask. Then change the roles and act out a new booking with Student B as the sales consultant.**

### **Hotel Options**

**A. Harbor View.** Set in Uig in the Isle of Skye region, Harbor View has a garden. It is located 48 km from Dunvegan Castle and provides free Wi-Fi and free private parking. The apartment features 1 bedroom, a flat-screen TV, an equipped kitchenette with an oven and a toaster, and 1 bathroom with a shower. The nearest airport is Benbecula Airport, 77 km from the apartment.

*Free Wi-Fi, Garden, Pets allowed, Heating, Free parking, Non-smoking rooms.*

*One-Bedroom Apartment: 1 double bed and 2 bunk beds.*

**B. Prague City Residence.** Offering low cost accommodation with a flat-screen TV, Prague City Residence is quietly situated in the Karlin area of Prague. The Invalidovna metro station is 400 m away. The studios and apartments have hardwood floors. The kitchens come with a washing machine, dishwasher and microwave. The TV with satellite channels features multi-lingual programmes. Prague City Residence is a 10-minute metro ride from the centre of Prague. A restaurant and a snack bar with breakfast options are 400 m away.

*Heating, Lift, Balcony, Private parking, Free Wi-Fi, Terrace, Family rooms, Golf course (within 3 km), Water park, Non-smoking rooms.*



*One-Bedroom Apartment Studio (2 adults): 1 double bed; Two-Bedroom Apartment with Balcony; Deluxe Studio with Balcony (2 adults): 1 large double bed; One-Bedroom Apartment with Balcony (2 adults): 1 large double bed; Superior Apartment with Balcony (4 adults).*

**C. Green Park Hotel Airport Minsk.** Situated in Smolnitsa, Green Park Hotel Airport Minsk features a tennis court, BBQ facilities and garden. The property has a terrace, as well as a bar. Free Wi-Fi and a 24-hour front desk are provided. Selected rooms come with a kitchen with a fridge. A continental breakfast is served each morning at the property. A variety of popular activities are available in the area around the property, including skiing, snorkelling and hiking. Minsk is 25 km from the hotel, while Silichi is 41 km away. The nearest airport is Minsk National Airport, 7 km from Green Park Hotel Airport Minsk.

*Airport shuttle, Air conditioning, 24-hour front desk, Lift, Facilities for disabled guests, Garden, Room service, Massage, Pets allowed, Indoor swimming pool.*

**Exercise 15. Read the text and make up your tips on writing an e-mail to book.**

### **An E-mail to Book a Hotel**

To: info@ascot-hotel.co.uk

From: David Mathews

Subject: Booking 2 nights next week

Dear Ascot Hotel,

I would like to reserve an accessible single room for two nights with breakfast on the 22 and 23 of April. Could I have a quiet room with a view, if possible, please?

I will arrive at about 10 p.m. and I have an early meeting the next morning, so please could you leave an iron and ironing board in the room?

I have a promotional code (MH2219). Please can you confirm that it is £80 per night with breakfast included?

Please could you confirm the booking? Let me know if you need any further information.

Many thanks.

With kind regards,

David Mathews

**Exercise 16.** Look through the tips and compare them with your ideas.

### **Tips**

1. When writing an e-mail to a hotel, you can start with “Hello” or “Dear” (name of hotel).
2. Say clearly the dates you want, the room type and whether you want breakfast or not.
3. Don’t forget to mention any additional information or special requests.
4. Ask them to confirm your booking. Give them your phone number if you prefer to be contacted that way.

**Exercise 17. Read the e-mail again (from exercise 15) and say whether the sentences are true or false. Correct the incorrect ones.**

1. David is travelling alone.
2. The hotel price for David is lower than usual.
3. David wants to iron his business clothes before his meeting the next morning.
4. The hotel costs £80 for two nights including breakfast.
5. In your e-mail, you should say exactly which dates you want to stay in the hotel.
6. It’s best to make special requests when you arrive at the hotel.

**Exercise 18.** Rachael wants to book a flight to attend a meeting in Buenos Aires. Think of four questions she will ask the travel agent.

**Exercise 19. Listen (<https://english-at-home.com/booking-a-hotel-room>) and complete the notes Rachael made. Then check your answers in pairs.**

How much ... return (Iberia)?  
Depart London Heathrow on ... April at 19:15.  
Arrive Buenos Aires at ... jn ... April. (1 hour stopover in ... )  
17th April – depart Buenos Aires at ... arrive Madrid at 7:00 arrive  
London Gatwick at ...  
Can hold for ... days.  
Phone Jude on 020 ...

**Exercise 20. Listen (<https://english-at-home.com/booking-a-hotel-room>) again and complete the details that the travel agent took.**

Mr _____ Mrs _____ Miss _____ Ms _____
Surname _____
First Name _____
Contact number _____ 07711 _____

**Exercise 21. Act out two similar conversations. Here are the roles.**

Student A	Student B
<p>You want to fly return from Paris to Tokyo in May. Decide which dates you want to travel. Student B is the travel agent.</p> <p>Then swap roles. You are the travel agent. Listen to Student B and complete the form below.</p> <div style="border: 1px solid black; padding: 5px;"> <p><b>Personal Details</b>  Mr ____ Mrs ____ Miss ____ Ms ____</p> <p>Surname _____</p> <p>First Name _____</p> <p>Contact number _____</p> <p><b>Flight details</b>  Flying from _____</p> <p>Stopover at _____</p> <p><b>Departure details</b>  Date _____</p> <p>Time _____</p> <p>Airport _____</p> </div>	<p>You are the travel agent. Listen to Student A and complete the form below.</p> <div style="border: 1px solid black; padding: 5px;"> <p><b>Personal Details</b>  Mr ____ Mrs ____ Miss ____ Ms ____</p> <p>Surname _____</p> <p>First Name _____</p> <p>Contact number _____</p> <p><b>Flight details</b>  Flying from _____</p> <p>Stopover at _____</p> <p><b>Departure details</b>  Date _____</p> <p>Time _____</p> <p>Airport _____</p> </div> <p>Then swap roles. You want to fly return from New York to Melbourne in July. Decide which dates you want to travel. Student A is the travel agent.</p>

**Exercise 22. Match the two halves of the sentences. Then practice saying them.**

1. When do you want ...	a) full, I'm afraid.
2. And coming back ...	b) instead?
3. How many ...	c) when?
4. I'll just check ...	d) flight from Madrid.
5. It's completely ...	e) availability.
6. Can you try the 3rd of April ...	f) to travel?
7. I can do it even for €979 return ...	g) two days.
8. It's a twelve hour ...	h) seat do you want?
9. There's an hour stopover ...	i) including taxes.
10. I can hold for ...	j) in Madrid.

**Exercise 23. Work in pairs. Use the information and sentences from exercises above to act out the conversation between Rachael and the travel agent.**

## **B. MAKING AN APPOINTMENT**

**Exercise 1. Read and translate the text. Enumerate the reasons why people make appointments.**

### **Making an Appointment**

One of the mainstays of life is making and keeping appointments. Many people consider “an appointment” to mean a doctor’s visit or a job interview or other more formal. However, it is important to realize that such activities as meeting a friend for lunch or dinner, going to a concert with friends, or having work done on your flat are all appointments.

Setting and handling appointments is a must and requires some basic organizational skills. The ability to set appointments, both formal and informal, changing or cancelling appointments, and confirming appointments efficiently and clearly will help you efficiently manage your time, help you be more productive, and help alleviate stress.

### **The Best Practices for Making Appointments**

Use a day planner or digital calendar. These help you plan and organize your day. Appointments should be written in your planner as you

make them. One of the advantages of a digital calendar is that you have access on any device and can quickly refer to in when making new appointments.

The first task every morning should be looking at your calendar so that you can picture and plan your day.

If you have a number of appointments to make at one time rank them in terms of importance. Make sure you schedule the most important one first in order to leave yourself the most flexibility.

Try to schedule appointments that are in the same general area on the same day. This will save on time and expense.

Leave yourself a cushion of between 15 and 20 minutes in travel time to arrive at an appointment. This will help you deal with traffic or transit delays.

Make a printed phone list each day for your appointment's contact. This can come in very handy if your mobile service is disrupted.

### **Exercise 2. Explain the meaning of the words.**

1. To alleviate	a) to make an arrangement or meeting certain, often by phone or writing
2. Appointment	b) a formal arrangement to meet or visit someone at a particular time and place
3. To cancel	c) to cause something or someone to be in the stated condition or situation
4. To confirm	d) to make something bad such as pain or problems less severe
5. Cushion	e) something that makes the effects of a bad situation less severe
6. To handle	f) to have or be put into a position on a list of other similar things or people, that compares their importance, level of success, etc.
7. To rank	g) to decide that something arranged in advance will not happen, or to state that you do not wish to receive something
8. To set	h) a list of the times when events are planned to happen, for example the times when classes happen or when buses, etc. leave and arrive
9. Schedule	i) to deal with, have responsibility for, or be in charge of

Exercise 3. Fill in the gaps with the vocabulary from exercise 2.

1. Flights should be ... 48 hours before departure.
2. The medicine did nothing to ... her discomfort.
3. The chemical company will ... 17th among U.S. chemical companies based on sales.
4. Our department expects to make five new ... this year alone.
5. The committee has ... new limits on spending.
6. Some people are brilliant with computers, but have no idea how to ... other people.
7. They had to ... tomorrow's game because of the bad weather.
8. You should aim to build up a ... of money in case of emergencies.
9. Everything went according to ... .

**Exercise 4. Work in groups. Brainstorm the tips for making an appointment. Mention what will happen if anything goes wrong.**

**Exercise 5. Look through the text and compare your ideas with that of the author.**

### **How to Make an Appointment**

You should make an appointment by calling or by e-mail. Do not try to make appointments by text, unless you are simply asking a good friend if they would like to have lunch.

When making an appointment you should give the person your name and the reason for wanting an appointment. You should also ask the amount of time the appointment will take and if you should expect a wait time prior to the appointment. Be sure to ask about cancellation policies and procedures, some businesses impose penalties for cancellations that occur less than 24 hours before the appointment.

### **How to Make an Appointment by E-mail in English**

In many, if not most, instances e-mail has replaced phone calls as the preferred method of making an appointment. If you are making a first appointment and writing to someone you do not know be sure to give your background information and the reason for requesting an appointment.

Writing to someone you don't know. If you don't know the person, you'll need to give some background information about yourself or your

company. Here are some examples that are typical business English conversations.

*I am ... (followed by company info if appropriate) and I would like to meet with you to discuss ... .*

*My name is ... and I would like to schedule a convenient time to meet.*

Be sure to request a semi-specific time: “next week”, “the week of October 1”, etc. This will make it easier for the person to check their schedule and typically will get you a response faster.

When writing an e-mail to request an appointment be sure to think about who will be receiving the e-mail. Basically your e-mail request will fall into three categories: formal, neutral, or informal.

**Formal e-mail examples:** *I would like to arrange a suitable time and place to meet to discuss ... ; I would like to arrange an appointment to review ... .*

**Neutral e-mail examples:** *Could we meet on Thursday to review? We should meet in the next few days to discuss ... ; When is a convenient time for you?*

**Informal e-mail examples:** *Can we get together to talk about ... ? Do you have a few minutes tomorrow to discuss ... ?*

**Making an appointment by e-mail.** By e-mail, you should start by asking if they are still taking appointments or reservations. Then write down all the information mentioned above. For example:

*Hello,*

*I was wondering if you have any appointments available this week?*

*If so, I would like to make an appointment on Thursday or Friday after 4 p.m.*

*My name is [insert], and my phone number is [insert].*

*Thank you,*

*[insert name]*

### **Confirming an Appointment**

Always make sure that you confirm appointments when you make them. When you make an appointment by phone be sure to confirm the appointment by repeating the date and time of the meeting back to the other party and asking if that is correct. This should be one of the last things you do prior to ending the conversation.

When using e-mail, you should immediately confirm the appointment once it is scheduled. For example:

*Thank you for your response. I look forward to meeting with you on Tuesday the first of October at 10 a.m.*

*Thanks see you on Tuesday at 10 a.m. (informal)*

You should also confirm appointments the day prior to having them with a short e-mail or call.

### **Cancelling an Appointment**

Sometimes circumstances require that we cancel or change an appointment. Here are some basic steps.

Cancel as soon after you discover there is a problem as possible.

Try to reschedule the appointment before ending the call or at the end of the e-mail.

Here are some examples of cancelling an appointment, rescheduling, and apologizing for the change:

*Due to an upcoming business trip, I will be away from October 3–9. Is it possible to reschedule our meeting for the following week? Thank you in advance and I apologize for any inconvenience.*

*Due to an unexpected situation, I need to cancel our meeting on Friday.*

At first glance, making managing appointments may seem a bit daunting. However, spending a short amount of time making the best practices a part of your regular routine will make you more productive and help you achieve more in terms of working with other people and companies.

**Exercise 6. Say whether the statements are true or false. Correct the false ones.**

1. One of the mainstreams of life is making and keeping appointments.
2. It is important to realize that such activities as meeting a friend for lunch or dinner, going to a concert with friends, or having work done on your flat are all a burden.
3. Setting and handling appointments is a must for those learning business English and require some basic hard skills.
4. If you have a number of appointments to make at one time skip them in terms of importance.
5. You should make an appointment by calling or by screaming.
6. Try to schedule appointments that are in the different general area on the same day.



7. Leave yourself a pillow of between 15 and 20 minutes in travel time to arrive at an appointment.

8. Always make sure that you cancel appointments when you make them.

**Exercise 7. Answer the questions.**

1. What is the best way to make an appointment?
2. What information should be given when making an appointment?
3. Has e-mail replaced phone calls as the preferred method of making an appointment? Do you agree with it? What are the possible reasons?
4. Is there any difference between writing to someone you don't know and writing to someone you've know for a long time? If yes, explain it.
5. What should you repeat to confirm the appointment when you make an appointment by phone?
6. What should you repeat to confirm the appointment when using e-mail?

**Exercise 8. Read the dialogues. Suggest who is talking. Which of the conversations is formal? Justify your answer.**

**Conversation 1**

**Person A:** Hi, this is Marissa Harrington calling on behalf of my mother Gloria. I'd like to make an appointment with Dr Lee next week. Mornings are best if you have any availability.

**Person B:** Sure, Dr Lee has an opening on Tuesday morning at 10 a.m.

**Person A:** Unfortunately, Tuesdays aren't good for my mom. She meets with her friends for coffee on Tuesday mornings.

**Person B:** No worries, how about Wednesday at the same time?

**Person A:** That's perfect. So to confirm: next Wednesday at 10 a.m.?

**Person B:** Yes, Wednesday at 10 a.m. Could I have your e-mail address or phone number so our system can send a reminder?

**Person A:** Of course! It's 555-0199.

**Person B:** Thank you, you'll receive a reminder a day before the appointment, and we'll see you Wednesday at 10 a.m.

**Person A:** Thank you very much. Have a good day.

**Person B:** You too. Goodbye.

**Person A:** Bye.

## Conversation 2

**Person A:** Hi, this is John Carrington calling for Denise Jones. Is she available?

**Person B:** This is Denise.

**Person A:** Good morning, Denise. I'm the new account manager handling your department's shipping and receiving, and I would like to make an appointment with you to review your ordering list. Do you have 20 minutes sometime next week for me to introduce myself and go over a couple of your orders?

**Person B:** Unfortunately, I'll be on vacation all next week. How about the week after?

**Person A:** No worries! The week after is fine. How about Wednesday to give you a day or two to get settled?

**Person B:** I appreciate it. Yes, Wednesday will work. Mornings are better for me. I get called into the field in the afternoons.

**Person A:** Sure, how about 10 a.m.?

**Person B:** That works.

**Person A:** Great, so to confirm, Wednesday the 21st at 10 a.m.?

**Person B:** Yep, that's great.

**Person A:** Great, thank you. I'll send an e-mail to confirm, so you can put it on your calendar.

**Person B:** Thank you very much.

**Person A:** No problem. Thank you, have a wonderful vacation, and I'll see you when you return.

**Person B:** Goodbye.

**Person A:** Bye.

Exercise 9. Look through the list of phrases. Which of them are used:

**a) to set;**

**b) to confirm;**

**c) to cancel or reschedule an appointment.**

## Option 1

1. Hello, this is Eric Habel, I'm calling to make an appointment to interview Mr Harris next week.

2. Unfortunately, Dr Thomas isn't available at the moment. Can I take a message?

3. Is he / she available on Tuesday? Is he / she available next Tuesday?
4. Would the 14th work for you?
5. Are you available on Tuesday? Are you available next Tuesday?
6. Excellent! How about 4 o'clock?
7. Perfect, would 2 p.m. work for you?
8. – Unfortunately, he has a meeting at 10 a.m. that morning. – That's okay. Would 2 p.m. work instead?
9. – I'm sorry. I don't have any availability next week. I'll be on vacation. – No worries! Are you free the Wednesday after that?
10. I'm sorry / Unfortunately, Tuesday isn't good for me.
11. May I send an e-mail to confirm the appointment?
12. Could you give me your e-mail address so I can send an invite from my (digital) calendar?
13. Would it be possible to reschedule our appointment? Unfortunately, something unforeseen came up, and I won't be able to make it. I apologize for any inconvenience.
14. Hi, unfortunately, I won't be able to make my appointment with Dr Smith tomorrow morning. Can I reschedule for next week?

### **Option 2**

1. Hi, this is Jennifer Hall, I'm calling to arrange a meeting with Dr Andres. Is he available or could I set that up with you?
2. Mrs Harrison is in a meeting, but I can arrange an appointment for her.
3. Does he / she have an opening for Friday morning?
4. How does Friday the 7th sound to you?
5. Is next Monday okay with you?
6. Great, can you meet at 10 a.m.?
7. – I'm sorry. I'm all booked up next Thursday. – No problem. Are you available Friday instead?
8. – Dr Li doesn't have any appointments available on Monday. – Does he have anything open on Tuesday or Wednesday?
9. I'm afraid I can't meet next Wednesday.
10. I won't be able to meet on Thursday.
11. Could I give you my e-mail address to send a confirmation?
12. I'm so sorry, but, unfortunately something unavoidable has come up, and I won't be able to make our appointment. Could we re-schedule?

13. I'm afraid I need to cancel our meeting for next Tuesday. Some unavoidable business has come up and I need to go out of town.

14. Hey, something unexpected came up and I won't be able to make our meeting this afternoon. Are you free sometime tomorrow or next week?

**Exercise 10. Choose the correct option.**

**Secretary:** Good morning. Dr Albright's office. This is Julia ... (calling, speaking, holding the phone).

**John:** Good morning. ... (He's, It, It's) John Smith calling.

**Secretary:** How can I help you?

**John:** I (would like, like, prefer) to make an appointment with Dr Albright.

**Secretary:** OK! Hold on for a moment ... Let me see! ... (Would, Is, Will) next Wednesday convenient for you?

**John:** I'm ... (sorry, happy, sad), I am not free on Wednesday.

**Secretary:** ... (Is, Are you free, How about) Thursday?

**John:** Sorry, Thursday is going to be a little difficult for me to come. I'd ... (want, prefer, take) Friday, if that's available.

**Secretary:** Is 9 p.m. ... (alright, bad, impossible) for you?

**John:** Yes, that would be ... (acceptable, perfect, suit).

**Secretary:** If you can't ... (come, arrive, go) for any reason, please contact me.

**John:** Sure! Thank you very much.

**Secretary:** You're welcome.

Exercise 11. Read and fill in the spaces. Scene: Pam and Bob work in different departments of ABC incorporated. Bob is calling Pam.

<i>Are you free, fine, speaking, I'll see you, I'm calling about, visiting</i>
--

**Pam:** Hello. Pam Robertson ... .

**Bob:** Oh hello, Pam, it's Bob here.

**Pam:** Hello, Bob. How can I help you?

**Bob:** ... the new advertising budget meeting. ... on Tuesday afternoon?

**Pam:** Let me see. Sorry I'm ... the new factory all day on Tuesday. How about Wednesday at 2 p.m.?

**Bob:** Yes, I'm meeting a customer in the morning, but the afternoon is ... .

**Pam:** Good. So ... on Wednesday, then. Good bye.

**Bob:** Good bye.

**Exercise 12. Choose the right option.**

1. We use ... (Present Continuous, to be going to, Future Simple) to talk about an arrangement.

2. We use ... (Present Continuous, to be going to, Future Simple) to talk about an arrangement a possibility.

3. We use ... (Present Continuous, to be going to, Future Simple) to describe an intention, a plan made before the moment of speaking.

4. We use ... (Present Continuous, to be going to, Future Simple) to describe an intention, a decision that we make now, at the moment of speaking.

5. We use ... (Present Continuous, to be going to, Future Simple) to describe a future event or action that seems certain because of something we can see now.

Exercise 13. Put the verb into the right form. Explain your choice.

**Person A:** Hi, Dan! What ... you ... (do) at the weekend?

**Person B:** I ... (stay) at home on Saturday.

**Person A:** What ... you ... (do)?

**Person B:** I ... (revise) for my exams.

**Person A:** ... you ... (be) free on Saturday evening?

**Person B:** Yes, I ... (do) anything in the evening.

**Person A:** Good. We can watch the match on TV. I ... (come) at 7:30.

**Person B:** OK. I ... (see) you on Saturday.

**Person A:** I must go now. The cat is on the table. It ... (eat) my dinner!

**Exercise 14. Your partner wants to arrange a meeting next week. However, you're very busy! Think of three reasons why you are busy.**

**Exercise 15. Work with a partner. Role-play telephone conversations.**

1. Your partner will suggest a time. Say you are busy, and use one of the reasons.

2. Your partner will then suggest a different time. Accept the second time.

3. Cover the following questions: *Are you busy nowadays? What are you doing tonight? Where are you having lunch tomorrow? What plans do you have over the next seven days? Your Ideas!*

4. Change the roles.

## C. LETTER OF CONGRATULATION

**Exercise 1. Read the letter. What is the reason why it has been written? Think of more reasons why people write letters of congratulation.**

Mr John Lewis  
General Manager  
Hoverny Ltd  
4567 Snake Street  
Oakland, California  
Howard Stanley  
9034 Canyon Street  
San Francisco, California  
USA, 90345

October 1, 2015

Dear Mr Stanley,

October, 2 will be a remarkable day of your 10th anniversary as a member of Hoverny Ltd. During these years of work you proved to be a loyal and qualified worker with great potential. We recognize the contribution you make in our company success and wish to congratulate you upon your 10th anniversary.

With respect,  
John Lewis  
General Manager

**Exercise 2. Read the passage. Add some reasons to your list.**

### What is a Formal Congratulation Letter?

A congratulation letter is a message sent to an individual to celebrate them for hitting a significant milestone. It's a way of politely acknowledging them and expressing your happiness for their success.

The purpose is to commend them on their accomplishments and their ability to achieve success.

A letter of congratulation tells the receiver that you share in their joy. It is also an act of kindness and a tool for strengthening relationships and building networks. It can be rewarding for you in the future when the recipient can be of help to you in advancing your career.

Sometimes people want to praise their friend for their achievement in their personal life, such as: Long Marriage, Anniversary, Successful Wedding Party, etc.

Very often people want to praise our friends or employees for their good performance in their job.

Employers generally want to praise their employees for their long dedication to the company.

**Exercise 3. Match the words with their definitions.**

1. Achievement	a) a legally accepted relationship between two people in which they live together, or the official ceremony that results in this
2. Anniversary	b) the act of doing something, such as your job
3. Baby birth	c) the day on which an important event happened in a previous year
4. Marriage	d) that is successful in achieving or getting something that others also wanted
5. Performance	e) a ceremony in which two people marry
6. Promotion	f) the process or fact of achieving something
7. Retirement	g) the act of raising someone to a higher or more important position or rank
8. Wedding	h) a child that is born
9. Winning	i) the act of leaving your job and stopping working, usually because you are old

**Exercise 4. Look through the letters. Which of them is a congratulation:**

- a) on securing a project;**
- b) an award;**
- c) a successful career;**
- d) excellent performance in a profession;**
- e) promotion;**

- f) marriage;**
- g) baby birth;**
- h) an achievement.**

### **Letter 1**

844 Panorama Way  
Aurora, Illinois 60504  
July 6, 2017

Dear Dave,

How we miss you! And how we envy you two! Congratulations, old friend, on your marriage. Your friends here knew that as soon as you became an engineer, you would engineer yourself into a marriage. Why not send us a photograph of the happy couple?

Dave, we are waiting for your letters. Fred says to put lots of different stamps on the envelope for his collection. Write soon.

Yours,  
John

### **Letter 2**

Dr Moris Jamaludin  
Jalan Raya Tanjung 234, Tanjungsang  
Subang 42184

Dear Dr Jamaludin,

We are very proud to learn of your promotion to the post of Headmaster of the State Senior High School of Tanjungsang. Please accept our warmest congratulations!

To be a headmaster at such a young age is a great accomplishment. We believe that you will be able to develop the school to the best of your ability.

Congratulations once again!

Sincerely,  
Dr Wahidin  
Headmaster

### **Letter 3**

National Hospital  
123 Provincial Street, Bandung 12345  
Phone 54321  
November 24, 2020



Dr Ninda Tiara  
123 Jalan Anggrek  
Bandung 40122

Dear Ninda,

We can hardly express how exciting it is to have a new baby. And, we are all excited to hear about Aulia's birth. We believe you and your husband must be proud to have such a nice baby girl.

Our family are looking forward to seeing you soon.

Congratulations, Ninda! We're all happy to hear you have Aulia.

Sincerely,

Dr Erica Susanti

#### **Letter 4**

Dear John,

It's been years now since we have been watching you, and you genuinely amaze us. Congratulations on an outstanding career and everything coming next for you.

Congratulations on the Heisman Finalist invitation!

You truly deserved it, and we enjoyed watching you compete. You are a wonderful guy, and I wish to thank you for all you did for Hayleigh. You made her feel special with all of your attention. Not just you, but your entire family did the same, and please thank them also.

You have always been the Number 1 for us, and no one else is more deserving of Heisman award than you. You are the best one on and off the field!

We wish you all the best as you graduate and move on.

Brenda, Dave, and Hayleigh Jones

#### **Letter 5**

To

Jane Sloan,

45B Blossom Street

Poland

Subject: Congratulations achievement letter

Dear Jane,

Your mother called me yesterday, and she told me that you got 90% marks in the HSC examinations. I was glad to hear the news, and I want to say that made it up to the mark. Getting 90% in HSC is a real achievement,

and I am writing this letter to congratulate you on the same. I am amazed to see your excellent academic performance.

But, as the time to choose the right career has arrived now for you, you must choose the best and the right one to be successful. First, gather all the details about the available career options with your interest and then analyze everything to choose the right one for yourself. I also want to suggest you avoid going for the ordinary options that most people chose. Instead of that, try to go with the option that drives your genuine interest.

I hope you receive all the success in your life. All the best for your future!

Your's affectionately,  
Brian Robbins

### **Letter 6**

March 5, 2020  
Professor Wayne Jones  
Washington University  
Department of Atmospheric Sciences  
Box 356720  
Dear Professor Jones,

I was delighted to read in the University week that you are one of those scientists who are recently named as Fellows of AAAS (American Association for the Advancement of Science). Congratulations on receiving this prominent and much-deserved award. We are highly proud of your achievement and the honour you brought to the University with your achievement.

Thank you for your outstanding contribution to the field of Atmospheric Sciences and the entire department.

Sincerely yours,  
Mark Emmert  
President

### **Letter 7**

Dear Mr Mark Fleming,

Thank you for your letter conveying congratulations on my OBE award.

I am delighted to secure an award as a public honour for everything that I could do for Commercial Education in my limited field. However,

at the same time, I regard the award as being lesser a job to me than as a work for my college in which I always enjoyed and cherished the willful help and support of my colleagues.

Yours sincerely,  
Jackson

### Letter 8

Dear Mick,

Congratulation on doing such an excellent job and developing a great new project plan for your tea.

The hard work and extra time that you have been putting in this year have paid off. I believe that you have presented ambitious and attainable goals set for the team and the Company, due to which you secured this fantastic project.

Sincerely,  
Tobie

### Exercise 5. Fill in the chart.

Noun	Verb	Adjective
accomplishment		
achievement		
	admire	
	applaud	
	appreciate	
	celebrate	
contribution		
		excellent
		exceptional
		happy
honor		
	inspire	
		invaluable
occasion		
performance		
		pleased
		proud
	satisfy	
	salute	

Noun	Verb	Adjective
		sensational
success		
		thrilled, thrilling
		unique
		valuable
victory		

**Exercise 6. Study the vocabulary you can use in letters of congratulation. Translate the sentences.**

**Phrases for congratulations, identifying the success achieved:**

a hearty pat on the back;  
a commendable job;  
congratulations on;  
congratulations are in order;  
congratulations are certainly in order for;  
deserve the credit for;  
did a great job;  
for your outstanding work on;  
for securing the contract;  
have done it again;  
on winning the ... contract;  
on your excellent work;  
presentation was just right;  
salute you for;  
thank you for;  
want you to know;  
was delighted to hear;  
was most impressive;  
was very impressed with;  
your outstandingly successful.

Sentences to acknowledge the effort, dedication, energy, sacrifice, or skill necessary for the achievement and express appreciation:

These contracts are essential to our survival as a company, and you have the thanks and appreciation of everyone who works at Doe Corporation.

I think your relentless attention to detail produced such a thorough proposal that the evaluators just couldn't say no.

We appreciate your dedicated service with the company, and we recognize your outstanding contribution.

I hope you know how much we appreciate your good work. Your co-workers frequently mention your wisdom and sound judgment.

I think the company has been successful largely because we have people like you on the team.

We value your contributions to the company.

Phrases to acknowledge the effort, dedication, energy, sacrifice, or skill necessary for the achievement and express appreciation:

am particularly impressed with;  
are being recognized for;  
competition was tough;  
essential to our survival;  
even when it looked hopeless;  
how much we value;  
in pursuing the contract;  
many long-term benefits for;  
people like you on the team;  
success of the company depends on;  
the part you played in;  
value your contributions;  
your energy and dedication;  
excellent track record;  
have significantly contributed to;  
have our thanks and appreciation;  
hope you know;  
how much we appreciate;  
know how difficult it is;  
launch the project;  
with the quality of your work;  
your quick and decisive action;  
your patience and skill;  
your skill and workmanship;  
your dedicated service;  
your outstanding contribution to.

**Sentences to express your wishes for future successes:**

We look forward to many more successful ventures with your help.

Keep up the good work!

Best of luck in your future contract negotiations.

**Sample phrases to express your wishes for future successes:**

a very auspicious beginning;  
a preview of things to come;  
are a great asset to;  
are confident that;  
best of luck with your;  
best wishes for your;  
door is always open to;  
even more positive things to follow;  
have a bright future at;  
how highly valued you are;  
keep up the good work;  
many similar successes will;  
onward and upward;  
to help you continue to;  
want you to know that;  
will continue to;  
will do whatever I can to;  
your many contributions to;  
your future contract negotiations;  
your future endeavors in the company.

**Exercise 7. Complete the letters with suitable words.**

1. Congratulations! You did a ... job on the Company account. Even when everyone else lost faith, you pushed it through. We definitely owe this ... to you. Please ... the enclosed bonus as our way of saying ... you.

2. Thank you for securing the Doe contract. I know how ... you worked to make your presentation perfect, and you deserve both our ... and our ... . We are very pleased that we have you on our team.

3. Congratulations! You did it again. Your presentation on Monday was everything I hoped it would be. The Company representatives must have been ... , too, because they called this morning to make arrangements to close a very ... contract with us.

4. I feel I must tell you how much I appreciate the ... work you have contributed to our company, and I want to give you my personal best ... for success in the future. We are happy that you are part of our ... . I hope you view this success not only as a part of your job, but also as the personal victory that it is. Keep up the ... work! You have ... talent and potential, and I am ... in your ability to repeat this success when we bid for our next account.

## Exercise 8. Read the article.

### Format of a Formal Congratulation Letter

A congratulation letter is written to congratulate someone, usually of high importance. You may write such letters to congratulate your superior at work, a business partner, or a prospective sponsor. A letter of congratulation offers an excellent opportunity to thank the recipient for their hard work and assistance to you.

A typical congratulation letter has the following features in place.

**Date:** ensure to write the correct date.

**Address of recipient:** write the recipient's name, title, and address.

**Sender's address:** ensure to include your name and address, so the recipient knows who is congratulating them.

**Salutation:** use a formal and professional tone. Be cordial but respectful. You can use greetings like "Dear", "Dear Mr / Mrs" with the recipient's full name.

**Body:** mention the accomplishment you are congratulating the recipient for. Also, include a compliment on the qualities you admire in them. You can use the opportunity to thank them for their hard work or assistance they have rendered to you in the past.

**Closing and sign-off:** wish them the best as you conclude. A complimentary close should follow. Use phrases like "Sincerely", and "Best wishes", and "Best regards". Sign-off with your name and designation.

## Exercise 9. Read the expressions. Choose the right options and provide the examples.

Congratulating	Responding
I'd be the first <b>to congratulate</b> you on ... .	It's very good of you <b>to say</b> so.
I'd like <b>to congratulate</b> you on ... .	How nice of you <b>to say</b> so.
Please accept my warmest congratulations.	Thank you very much for <b>saying</b> so.
May I <b>congratulate</b> you on ... .	I'm glad you think so.
I must <b>congratulate</b> you on ... .	Oh, it's nothing special actually.
It was great <b>to hear</b> about ... .	Oh, I have a lot <b>to learn</b> yet.
Congratulations!	Oh, not really.
Congratulations on ... !	Oh, nothing to it, actually.
Well done! Fantastic!	Oh, thanks.

1. We use ... (to Infinitive, bare Infinitive, the ing-form) after prepositions.
2. We use ... (to Infinitive, bare Infinitive, the ing-form) after modal verbs.
3. We use ... (to Infinitive, bare Infinitive, the ing-form) to express purpose.
4. We use ... (to Infinitive, bare Infinitive, the ing-form) after I'd love / like / etc. to express specific preference.
5. We use ... (to Infinitive, bare Infinitive, the ing-form) after It + be + adjective (+ of + noun / pronoun).
6. We use ... (to Infinitive, bare Infinitive, the ing-form) to express an intention.
7. We use ... (to Infinitive, bare Infinitive, the ing-form) to express general preference.

Exercise 10. Comment on the structure of the letters given in exercise 4 (p. 111–115).

**Exercise 11. Put the verb into the correct form.**

1. Tracy was very excited about ... (get) a promotion.
2. It was good of you ... (help) the newbie.
3. I was impressed with the quality of your work and with your energy and dedication in ... (pursue) the contract even when it looked hopeless.
4. Best wishes in your future endeavors in the company. We are confident that you will ... (continue) to do well.
5. Can you imagine ... (spend) your holidays on the Moon?
6. Your quick and decisive action will clearly ... (produce) many long-term benefits for the company.
7. The manager is always willing ... (give) advice because he enjoys ... (improve) the results of work.
8. I know how difficult these negotiations can ... (be), and I appreciate your patience and skill.

**Exercise 12. What would you say in the following cases?**

1. A colleague of yours has recently been given a golden handshake.
2. A colleague of yours has landed a big promotion.
3. You switched to a new career. Your team congratulated you.



4. A colleague of yours is celebrating a retirement.
5. Your company has just congratulated you on winning an award.
6. A supplier you work with has just sent you a birthday message.

**Exercise 13. Write letters of congratulation on the events given above. Use the tips given below.**

### **Tips for Writing a Formal Congratulation Letter**

A formal congratulation letter is written to celebrate a person who has reached a milestone. It could be congratulating an individual for getting a new job, finishing a university program, retiring successfully, or getting a promotion.

The following tips are handy when writing a letter of congratulation.

1. Your letter should have a polite and professional tone.
2. The letter should successfully depict your emotions. The words and phrases used should be compelling enough to impact the recipient significantly.
3. Your letter should be concise and straightforward – no need to include unnecessary details. Remember, this letter aims to congratulate an individual.
4. Be genuine in your letter. Do not exaggerate.
5. Appreciate the individual for their hard work and the impact they have made in your life.

## **EMPLOYMENT. CV. MOTIVATION LETTER**

### **A. EMPLOYMENT**

#### **Exercise 1. Read and translate the text.**

##### **Job Hunting**

Getting a job is a problem which every person earlier or later faces. We spend great part of our life at our job, so choosing a right career is one of the most important decisions you will make in your life. To find a good job when you are young and do not have working experience is rather difficult and it is one of the most stressful situations.

The job search may take a while, but with the simple steps you will find that job that suits you. There are many ways to get your first job. The first place where you can ask for a job is the organization where you are undergoing practical training. Another thing you can always do is to make a list of organizations which need your kind of skills and just send them a copy of your CV. You can also go to a personnel or employment agencies. Many employment agencies deal with employers and handle temporary and permanent job that's why they have more information on possible vacancies and they list jobs.

One of the few places to find a job is the Internet also known as the world wide web. Go on the world wide web and type in wanted jobs in any major search engine, or the specific job that you are looking for, and you will come up with many results.

Then you should check the newspapers where the employers advertise for job vacancies. You may examine their advertisements and if you are interested in one, you are to reply to it applying for a job.

You can use newspapers and Internet in order to put your advertising called mini resume. Usually this mini resume is published online on

employer's websites or it is advertised in the newspapers. It includes a reference to the complete resume. Composing your mini resume try to write only necessary information, tell about your education, experience, additional knowledge and skills in a few words.

One of crucial steps to getting a job is actually to talk to any trustworthy person you are friends or acquaintances with. You may ask your friends and relatives for help as up to fifty per cent of job vacancies never get advertised in the newspapers. As weird as this may sound employers generally hire people they know, first and people sent to them from people they know, second. This is of course assuming both applicants have the same amount experience. In fact it has been suggested as many as five of every ten positions are filled through personal contacts. The better the job and the better the pay, the greater the chance it will be offered through a personal contact.

Also, keep in mind that if you know of a friend who works in a field that you are interested in, talk to him. He can usually help you out in your search, and possibly get you a job, or a career that you will love and enjoy. However personal contacts do not guarantee a job.

Remember to try to choose a job that you will enjoy. When you find an interesting vacancy, you are to prepare your resume and to send your CV and covering letter to the employer.

**Exercise 2. Read the following advertisements. Which position would you rather apply for?**

**A. Executive Secretary to the Managing Director**

Prestigious western financial institution seeks an executive secretary to the managing director to provide full administrative support to the director, to maintain contacts with major clients according to high professional standards, to fulfil secretarial duties and handle PR matters in the office.

Main requirements: fluent English, age 24–30, good typing skills, PC literate, solid secretarial experience with top executives for at least 2 years.

Please fax (095 222 22 22) your resume to Mrs Jane Brown, Personnel Manager.

**B. Mobile Software Research Engineer (Runtime System)**

Candidates will have in-depth knowledge of aspects of state of the art software issues and appreciation of issues specific to mobile and wireless environments. Experience in designing and implementing language

runtimes for mobile or resource constrained devices is required. Candidates should have demonstrated leadership in programming languages through publications and / or disseminations of their ideas through products.

Position requires a self-starting individual with strong interpersonal, analytical, and logical skills. Experience in the identification and initiation of new research topics arising from new wireless technology trends and problems is desirable.

#### **C. Wireless Network Security Research Engineer**

Candidates will address security problems in mobile wireless networks, protocols and systems including issues of DRM, AAA, and privacy. Tasks include defining security requirements, developing security protocols, analyzing standardization proposals, and making and leading standards contributions. Individual will extend and apply crypto algorithms and techniques, PKI, and symmetric crypto to solve problems in specific scenarios. Implementation of prototype algorithms or protocols as necessary will be required.

Broad familiarity with wireless IP networking is required, such as basics of 2G / 3G cellular architectures, mobility management, and mobile multimedia. Individual should demonstrate in-depth research knowledge in selected topics in the network security area. Close collaboration with crypto researchers is required.

#### **D. Contract Software Engineer / Developer (C#)**

Contract Software Engineer / Developer (C#), 6 months initially (Extension Likely), Dorset, Competitive rate based on experience. A global organisation is seeking a Contract Software Engineer / Developer (C#) to join their team initially on a 6 months contract basis. Working within a high technology environment the successful candidate will be joining the team at an exciting phase.

Salary: £40.00–£50.00 per hour. Location: Weymouth. Job Type: Contract.

#### **E. Computer System Engineer**

Analyze company requirement and develop new systems. Analyze business data to process to electronic processing design systems to integrate company department to financial accounting, inventory sales, etc.

Location: New Haven, CT. Respond to: Mr Juan Diaz, Ferry Street Food Corp., 325 Ferry Street, New Haven, CT 06513.

**Exercise 3. You've decided you need a new job. Where do you start to look? What kinds of resources are available? Who are the best people to talk to? The following text gives some suggestions which you might find helpful. But the sentences are not complete. Test your knowledge of the language of jobs by choosing the correct noun to fill the gaps.**

Most jobs are advertised as current ... (position, application, vacancies). They appear in the local and national ... (press, bodies, resource), trade ... (contacts, journals, resource) and specialist career publications. In addition, many professional ... (bodies, contacts, agency) offer an appointments service which can help job seekers find a suitable ... (position, application, vacancies) in a particular ... (industry, ladder, schemes). Recruitment ... (bodies, contacts, agencies) hold details of a wide range of vacancies, and possibly local training ... (industry, ladder, schemes). The Internet is a valuable ... (press, journals, resource) – not only for vacancies but to find background information on companies.

Approximately one third of jobs are never advertised, but may be found by approaching a company directly. This is called a speculative ... (position, application, vacancies), and is common among students starting at the bottom of the career ... (industry, ladder, schemes). Finally, don't forget to use your personal ... (bodies, contacts, agencies)!

**Vocabulary:**

*Resources – things and people which can provide useful information.*

*Vacancies – jobs that no-one is doing that someone is needed to do.*

*Position – job, post.*

*Bodies – organisations.*

*Recruitment agencies – companies which have details of jobs and details of the people who might want them.*

Exercise 4. When a firm wants to fill a vacancy, it will go through certain procedures to find a suitable employee. This is called a selection process. This text describes a typical selection process, but in the wrong order! Drag the sentences into their correct places so that the paragraph makes sense.

**The Selection Process**

Firstly, a vacancy is advertised ...

... and suitable candidates are invited for interview.

These are sorted ...  
... and applications are received.  
... and applicants are interviewed.  
After that, a final short list is drawn up.  
Next, appointments are arranged ...  
A job offer is made to the successful candidate, ...  
... and one of them is selected.  
... and finally, an employment contract is signed.  
The candidates on the list are interviewed again, ...

### **Exercise 5. Translate into English.**

1. В этом году я столкнулся с проблемой поиска работы.
2. Поскольку на работе мы проводим большую часть нашей жизни, нужно, чтобы она радовала нас и приносила полное удовлетворение.
3. Поиск работы может занять некоторое время, но лучше подождать и выбрать работу, которая подходит.
4. Чтобы найти работу, я просмотрел все газеты, в которых публикуются объявления о вакансиях, и отметил несколько заинтересовавших меня объявлений.
5. Не знаешь, где найти объявление о работе? Выйди в интернет, набери название работы в поисковик, и ты увидишь много результатов.
6. Один мой знакомый работает в крупной компьютерной компании. Это очень надежный человек. Мы обратимся к нему за помощью, и он поговорит о нас с начальником. Но ты же понимаешь, что он не может гарантировать нам работу. Все зависит от работодателя.
7. Мой брат обратился в агентство по трудоустройству. Данное агентство взаимодействует с работодателями в сфере информационных технологий, оно размещает и обновляет списки рабочих.
8. Размести свое резюме на сайте этой компании. Укажи свои навыки, квалификацию, опыт работы, цели. Не забывай, что это надо сделать в нескольких словах, так как это – мини-резюме, и оно является ссылкой на полную автобиографию.
9. Следует не только подготовить информацию о себе, но и довести ее до потенциальных работодателей. Результатом этих этапов является приглашение на собеседование.

## B. WRITING A CV

Exercise 1. Scan the text. Complete the names or CV constituent parts. Put them in the order they go in a real CV.

I \_\_\_\_\_ P \_\_\_\_\_ d \_\_\_\_\_ S \_\_\_\_\_  
E \_\_\_\_\_ W \_\_\_\_\_ e \_\_\_\_\_ H \_\_\_\_\_

An excellent resume may help you get the job of your dreams and a poor resume may mean a lost opportunity.

Since this is the first piece of information a company will receive about you, it is critically important that your resume is well-written.

It should be presented at the beginning of any interview that you have with a company. Ideally, the resume should not be longer than one page. The contents of a resume can be roughly categorized as:

1. Personal details (name, address, date of birth, telephone number and e-mail). British curriculum vitae (CVs) don't usually include a photograph unless you are an actor. In European countries, such as France, Belgium and Germany, it's common for CVs to include a passport-sized photograph in the top right-hand corner whereas in the UK and the USA photographs are frowned upon as this may contravene equal opportunity legislation – a photograph makes it easier to reject a candidate on grounds of ethnicity, sex or age.

2. Education and qualifications (your degree subject and university).

3. Work experience.

Use action words such as developed, planned and organised.

Don't mention the routine, non-people tasks (cleaning the tables) unless you are applying for a casual summer job in a restaurant or similar.

Try to relate the skills to the job. A finance job will involve numeracy, analytical and problem solving skills so focus on these whereas for a marketing role you would place a bit more emphasis on persuading and negotiating skills.

For example: "All of my work experiences have involved working within a team-based culture. This involved planning, organisation, coordination and commitment, e.g. in retail, this ensured daily sales targets were met, a fair distribution of tasks and effective communication amongst all staff members".

#### 4. Interests and achievements.

Keep this section short and to the point. As you grow older, your employment record will take precedence and interests will typically diminish greatly in length and importance.

Don't use the old boring clichés here: "socialising with friends".

Don't put many passive, solitary hobbies (reading, watching TV, stamp collecting) or you may be perceived as lacking people skills. If you do put these, then say what you read or watch: "I particularly enjoy Dickens, for the vivid insights you get into life in Victorian times".

Show a range of interests to avoid coming across as narrow: if everything centres around sport they may wonder if you could hold a conversation with a client who wasn't interested in sport.

Hobbies that are a little out of the ordinary can help you to stand out from the crowd: skydiving or mountaineering can show a sense of wanting to stretch yourself and an ability to rely on yourself in demanding situations.

For example: "Travelled through Europe by train this summer in a group of four people, visiting historic sites and practising my French and Italian".

Any interests relevant to the job are worth mentioning.

For example: "Helped younger pupils with reading difficulties at school".

Any evidence of leadership is important to mention: captain or coach of a sports team, course representative, chair of a student society, scout leader.

For example: "As captain of the school cricket team, I had to set a positive example, motivate and coach players and think on my feet when making bowling and field position changes, often in tense situations".

Anything showing evidence of employability skills such as team working, organising, planning, persuading, negotiating, etc.

5. Skills. (The usual ones to mention are languages ("good conversational French, basic Spanish"), computing (e.g. "good working knowledge of MS Access and Excel, plus basic web page design skills") and driving ("full current clean driving licence").)

There are no absolute rules but, in general, a new graduate's CV should cover no more than two sides of A4 paper. The style and format of a resume are extremely important. Your resume must be typed, preferably on a computer in order to format it most effectively. A neat and well-written resume with no spelling mistakes will give an employer the impression that you are accurate and take care of details.



A resume will not get you a job. An interview with a company will get you a job. In order to have the opportunity of interviewing with a company you should send your resume with a cover letter.

**Exercise 2. Explain the importance of a CV.**

**Exercise 3. Study the CV example.**

Resume	
Anna Smirnova 98 Lesnaya Street, apt. 56 St. Petersburg, 124543, Russia Phone: +7 812 272 05 95	
OBJECTIVE: Obtain employment in the field of public relations that will allow me to use my ability to work with people and take advantage of my knowledge of English.	
EDUCATION:	St. Petersburg State University 1989–1996 Diploma in English and French Qualified as English interpreter
WORK EXPERIENCE:	Assistant, Interpreter of Director General
April 1996 – till now	Insurance Co. Rodina Ros. Duties: schedules of meetings, appointments and recordings of the personnel, interpreting and translation of documents.
January – March 1993	Personal assistant and secretary to Mr Ron Black at the of office of Operation Carelift. Mr Black, a former member of the Pennsylvania House of Representatives. Supervised the activities of this NGO in distributing humanitarian assistance in St. Petersburg. Duties: interviewing and screening Russian organization, which applied for humanitarian assistance, arranging and supervising of deliveries of children's shoes and boots in St Petersburg, scheduling of the drivers and Russian personnel.

LANGUAGES:	ENGLISH Fluent reading, writing and speaking ability. Qualified as interpreter and translator.
	FRENCH Good reading and translating ability.
	GERMAN Rudimentary conversation. German acquired during several visits to Germany.
OTHER SKILLS:	COMPUTER Microsoft Word and Excel. Typing, fax, Xerox
HOBBIES & ACTIVITIES	Theatre, music, tourism, sports
REFERENCES	
Mrs Nataly Petrova, Associate Professor St. Petersburg, State University 11 Universitetskaya Nab. St. Petersburg Phone: +7 812 218 95 65	Mr Peter Bright, Manager Anglo-American School US Consulate General St. Petersburg Phone: + 7 812 325 63 47

**Exercise 4. Look through two CV examples given below. Which candidate is worth inviting to the job interview? Explain your choice.**

<b>Mark Taylor</b>
Address: 66 Hendford Hill Mouldsworth, WA6 8DE United Kingdom Tel: 079 0025 7583 E-mail: coolguy007@hotmail.co.uk DoB: 27 February 1985 Nationality: British Gender: Male Marital Status: Single

I am a hard-working individual who enjoys working. I am excellent at meeting deadlines. I have two years of experience in business, and I would like to contribute to a business with my excellent skills and vast work experience.

#### Achievements

- ✓ Finished my College studies
- ✓ Currently working as an IT support assistant

#### Education

1991–1992 – Collingham Garden, Nursery

1992–1996 – Stamford Primary School

1996–2002 – Hall Green Secondary School

2002–2004 – A-level Sandwell Siths Form College

October 2004 – June 2007 – UCB, Birmingham BSc Psychology

#### Employment

2011 – Present – IT Support	Assistant ABC Electronics Ltd.
2008–2011 – IT Admin	Dana Corporation
2006–2008 – IT Assistant	M&MElectric Vehicles Ltd.
2005–2006 – Cleaner	K Lacey Ltd.
2000–2005 – Housekeeper	Plaza Hotel

#### Qualifications

2004–2007 – BSc Psychology, University College Birmingham

#### Skills

- ✓ Excellent communication skills
- ✓ Excellent management skills
- ✓ Great IT skills

#### Hobbies and interests

I enjoy skiing, football, going to the gym, eating out with my friends and going to church on Sundays.

#### References

Mr Evan

Tesco

Birmingham, West Midlands, B55 1KE, United Kingdom

Tel: 078 4320 3833

E-mail: [evan.sanders82@hotmail.com](mailto:evan.sanders82@hotmail.com)

## **Rachel Vaughan**

628 Castaway Street, North Yorkshire

Mobile: 079 3246 9462

E-mail: Rachel.v@live.co.uk

### **Personal Profile Statement / Career Objective**

I am an approachable, motivated and confident Sales Executive with the ability to excel sales targets and make a real difference in the organisation's revenue generation. I have expert knowledge of the selling process and I fully recognize the human and emotional aspects of buying and selling. I possess strong social skills that enables me to be a strong relationship builder with clients, colleagues and third-party stakeholders.

### **Achievements**

- ✓ Employee of the Month at Sky for excelling sales targets
- ✓ 1st class Hons degree in BSc Business and Management
- ✓ Three A levels at grades AAB

### **Education**

**2011–2014**

**BA Business  
and Management**

**Brunel University**

Relevant  
modules:

- Marketing Management
- Sales, Revenue Generation and Receivables
- Retail Management and Applications
- Consumer Behaviour
- Market Trends and Analysis

**2010–2012**

**A levels**

**Newman College**

Results: Economics: A Business Studies: A Geography: B

**2003–2010**

**GCSEs**

**East High School**

Results: 11 GCSEs at Grades A\* – C

### **Employment and Work Experience**

**Aug 2015 –**

**Sales Executive**

**Nestle Foods**

**Present**

Mail duties  
performed:

- Meeting and greeting customers and making them feel welcome
- Finding new channels for selling and distributing of products
- Building rapport with a customer and subsequently closing the deal
- Holding meetings to discuss progress of existing projects
- Deal with customer feedback, enquiries, complaints and refunds
- Responsible for the marketing and advertising on new and existing products

**Jul 2014 – Sky Sales Graduate Sky**  
**Aug 2015 Scheme**

Mail duties performed:

- Working in teams of three to ensure sales targets are met and exceeded
- Sponsored to gain a diploma in strategic sales
- Regularly reviewing sales strategies and targets with Sales Managers

### **Professional Training and Qualifications**

- CIM Level 7 Diploma in Strategic Sales Practice
- CIM Certificate in Professional Marketing

### **Skills**

- ✓ Expert knowledge of the selling process and effective sales techniques
- ✓ Social Media (Facebook, Twitter, LinkedIn, etc.)
- ✓ Excellent communicator and relationship builder skills
- ✓ Pro-active, organised and an individual and team player

### **Hobbies and Interests**

I enjoy socialising with friends and family as well as keeping up to date with current affairs. In addition, I am keen enthusiast for cricket and enjoy watching both international and local twenty-20 cricket.

### **References**

#### **Mr Kevin Peacock**

Head of Marketing, Nestle Foods

**Address:** 4 Summer Rd, Luton, LE8 7DX

**Tel:** 0743 6573 8977

**E-mail:** kevin.p@live.co.uk

#### **Mr Paul Flanders**

Sales Executive, Sky

**Address:** 18 James Rd, Leeds, L80 4LA

**Tel:** 0745 3246 6585

**E-mail:** paul.flanders@gmail.com

**Exercise 5. Put the CV parts in the correct order.**

**A** ✓ 1st class Honors in BSc Civil Engineering from University of Derby  
 ✓ Peer Mentor in Engineering, 2013  
 ✓ Student Ambassador for two consecutive years: 2013 and 2014

<b>B</b> Mr William Campbel Senior Engineer, O'Keefe Construction <b>Address:</b> 23 Edmund Rd., Clay, C48 19Q <b>Tel:</b> 0733 7680 3478 <b>E-mail:</b> wiliam.c@live.co.uk	Mr Hans Fries Construction Engineer, Al Hamad Construction <b>Address:</b> 6 Corner St., Leeds, Q10 3CC <b>Tel:</b> 0733 6575 0452 <b>E-mail:</b> hans.fries@gmail.com
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<b>C</b> Mar 2016 – Present	<b>Civil Engineer</b>  • Creating 2D and 3D drawings and designs using AutoCad • Providing technical assistance to members of a multi-disciplined design team • Attending regular multi-disciplined meetings to discuss projects	<b>O'Keefe Construction</b>  Jun 2015 – Feb 2016 <b>Assistant Site Engineer</b> <b>Al Hamad Construction</b>
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**D** Jonathan Bell  
 36 Baldwin Street  
 Billingham  
 BW6ZX  
 Mobile: 097 8654 1896  
 E-mail: jonathan.b@live.co.uk

**E Communication:** I have a proven ability in effective communication, verbally and in written form. I have successfully communicated and worked with various professionals from all the backgrounds and with a variety of different skill sets.

**IT and Design:** I have excellent working knowledge of the following computer programs: Microsoft Office Packages, AutoCad 2D / 3D, Navisworks, REVIT, Cyclone 3D Laser Scanning, SolidWorks, Adobe Photoshop and Illustrator.

**Management:** I have the natural ability to mentor, develop, inspire and lead groups of people to achieve the objectives set by the organisation. I am a friendly, approachable and inspiring professional and I lead my team by example.

<b>F 2012–2015</b>	<b>BSc Civil Engineering</b>	<b>University of Derby</b>
Grade Achieved:	[1st Class Hons]	
<b>2010–2012</b>	<b>A Levels</b>	<b>Summerfield College</b>
Results:	Maths: A*	Physics: A IT: B

**G** I am highly self-motivated, focused and innovative Civil Engineer with vast experience in engineering design; from the initial conceptual stage and study to the detailed final design. I have a passion for learning and developing new and existing skills, and I enjoy problem solving using established analytical methods and engineering principles. I am keen to secure a challenging role in an engineering firm that offers responsibilities and a progressive career path.

**Exercise 6. Which part of a resume can contain the following words and clichés? Put them into the right cell.**

<b>Personal details</b>	<b>Education</b>	<b>Work Experience</b>	<b>Interests and Achievements</b>	<b>Skills</b>

Well-developed skills in ... , dependable, I am seeking a company where ... , pursuing a position ... , assisted, I am an expert in ... , calculated, well-organized, promoted, patient, I am able to ... , created, married / single, I am proficient in ... , in-depth knowledge of ... / understanding of ... , tested, institute, college, multitasking, university, private school.

**Exercise 7. Write your own CV.**

## **C. APPLICATION LETTER**

**Exercise 1. Read the text and say whether the statements are true or false.**

1. An application letter is an optional part of your portfolio.
2. You don't have to write an application letter.
3. Application letters offers a history of your work experience.
4. Writing an application letter is a piece of cake.
5. You should pay close attention to the job ad.

Do you need to write a letter to apply for a job? Most of the time, the answer is yes. Even in the rare cases when employers don't require a job application letter, such as in the case of some part-time jobs, writing one will help you highlight your skills and achievements and get the hiring manager's attention.

**Tips for writing a job application letter.** A job application letter, also known as a cover letter, should be sent or uploaded with your resume when applying for jobs. While your resume offers a history of your work experience and an outline of your skills and accomplishments, the job application letter you send to an employer explains why you are qualified for the position and should be selected for an interview.

Writing this letter can seem like a challenging task. However, if you take it one step at a time, you'll soon be an expert at writing application letters to send with your resume.

**How to get started.** Before you begin writing your job application letter, do some groundwork. Consider what information you want to include (keeping in mind that space is limited).

Remember, this letter is making a case for your candidacy for the position. But you can do better than just regurgitating your resume – instead, highlight your most relevant skills, experiences, and abilities.

To include the most convincing, relevant details in your letter, you'll need to know what the employer wants.

The biggest clues are within the job advertisement, so spend some time decoding the job ad. Next, match your qualifications with the employer's wants and needs. Make a list of your relevant experience and skills. For instance, if the job ad calls for a strong leader, think of examples of when you've successfully led a team. Once you've jotted down some notes, and have a sense of what you want to highlight in your letter, you're ready to get started writing.

**Writing guidelines for job application letters.** Hiring managers and potential interviewers have certain expectations when it comes to the letter's presentation and appearance, from length (no more than a page) to font size and style to letter spacing.

*Length:* a letter of application should be no more than one page long.

*Format and Page Margins:* a letter of application should be single-spaced with a space between each paragraph. Use 1-inch margins and align your text to the left, which is the standard alignment for most documents.

*Font:* use a traditional font such as Times New Roman, Arial, or Calibri. The font size should be between 10 and 12 points.



## Exercise 2. Read the text and choose the correct option.

### What to Include in Each Section of the Letter

There are also set rules for the sections included in the letter, from salutation to sign-off, and how the letter is organized. Here's a quick lowdown on the main sections included in a job application letter.

**Heading:** a letter of application should begin with both your and the employer's contact information (name, address, phone number, e-mail) followed by the date. If this is an e-mail rather than an actual letter, include your contact information at the end of the letter, after your signature.

**Salutation:** this is your polite greeting. The most common salutation is "Dear Mr / Ms" followed by the person's last name. Find out more about appropriate cover letter salutations, including what to do if you don't know the person's name, or are unsure of a contact's gender.

**Body of the letter:** think of this section as being three distinct parts.

In the first paragraph, you'll want to mention the job you are applying for and where you saw the job listing.

The next paragraph(s) are the most important part of your letter. Remember how you gathered all that information about what employers were seeking, and how you could meet their needs? This is where you'll share those relevant details on your experience and accomplishments.

The third and last part of the body of the letter will be your thank you to the employer; you can also offer follow-up information.

**Complimentary close:** sign off your e-mail with a polite close, such as "Best" or "Sincerely", followed by your name.

**Signature:** end with your signature, handwritten, followed by your typed name. If this is an e-mail, simply include your typed name, followed by your contact information.

Overwhelmed by all these formatting and organization requirements? One way to make the process of writing a job application easier is to use a job application letter template to create your own personalized job application letters for applying for a job. Having a template can help save you time if you are sending a lot of application letters.

Be sure that each letter you send is personalized to the company and position; do not send the same letter to different companies.

1. A cover letter does not contain ... :
  - a) salutation;
  - b) qualification;
  - c) a sign-off.
2. If you're writing an e-mail, include your contact information ... of the letter, after your signature:
  - a) at the beginning;
  - b) at the end.
3. The most common salutation is ... :
  - a) Hello!
  - b) Dear Mr / Ms;
  - c) Sincerely.
4. The body of the letter contains ... :
  - a) your experience;
  - b) the source where you saw the job listing;
  - c) the job you are applying for;
  - d) your accomplishments.
5. The letter contains ... parts:
  - a) 3;
  - b) 7;
  - c) 17.

**Exercise 3. Work in groups. Brainstorm the ways to create a perfect cover letter.**

Exercise 4. Read the text and add new pieces of advice to your list.

### **Tips for Writing an Effective Letter**

**Always write one.** Unless a job posting specifically says not to send a letter of application or cover letter, you should always send one. Even if the company does not request a letter of application, it never hurts to include one. If they do ask you to send a letter, make sure to follow the directions exactly (for example, they might ask you to send the letter as an e-mail attachment, or type it directly into their online application system).

**Use business letter format.** Use a formal business letter format when writing your letter. Include your contact information at the top, the date, and the employer's contact information. Be sure to provide a salutation at the beginning, and your signature at the end.

**Sell yourself.** Throughout the letter, focus on how you would benefit the company. Provide specific examples of times when you demonstrated skills or abilities that would be useful for the job, especially those listed in the job posting or description. If possible, include examples of times when you added value to a company.

Numerical values offer concrete evidence of your skills and accomplishments.

**Use keywords.** Reread the job listing, circling any keywords (such as skills or abilities that are emphasized in the listing). Try to include some of those words in your cover letter. This will help the employer see that you are a strong fit for the job.

**Keep it brief.** Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a concise letter.

**Edit, edit, edit.** Employers are likely to overlook an application with a lot of errors. Therefore, read through your cover letter, and if possible ask a friend or career counselor to review the letter. Proofread for any grammar or spelling errors.

Sending an e-mail application, include the reason you are writing in the subject line of your message: "Subject: Elizabeth Johnson – Administrative Assistant Position". List your contact information in your signature, rather than in the body of the letter.

**Exercise 5.** According to the above article (from exercise 4) you should sell yourself using the application letter. Look through the statements and say:

- a) whether you can demonstrate your merits and demerits;
- b) what you should develop.

Statements	Yes	No
1. I am passionate about my work.	<input type="checkbox"/>	<input type="checkbox"/>
2. I am ambitious and driven.	<input type="checkbox"/>	<input type="checkbox"/>
3. I am highly organized	<input type="checkbox"/>	<input type="checkbox"/>
4. I'm a people-person.	<input type="checkbox"/>	<input type="checkbox"/>
5. I'm a natural leader.	<input type="checkbox"/>	<input type="checkbox"/>
6. I am results-oriented.	<input type="checkbox"/>	<input type="checkbox"/>
7. I am an excellent communicator.	<input type="checkbox"/>	<input type="checkbox"/>

**Exercise 6. Here are more examples of people showing their best abilities during job interviews. Can you tell lucky from bad ones in each pair?**

1. “I’m a self-motivated, creative copywriter with five years of marketing and advertising experience, specialising in digital content with a keen interest in social media”. – “I’m an experienced copywriter with five years of writing experience in the online marketing and advertising sectors, having specialised in digital media for one year”.

2. “Gloria is an in-house corporate lawyer with over eight years experience. I have specialised in mergers and acquisitions in South-East Asia”. – “I’m an in-house corporate lawyer with over eight years’ experience, specialising in mergers and acquisitions with a focus on South-East Asia”.

**Exercise 7. Analyse the structure of Elizabeth Johnson’s application letter. Read:**

- a) the heading;**
- b) the body of the letter;**
- c) the closing part.**

### **Sample Job Application Letter**

Elizabeth Johnson  
12 Jones Street  
Portland, Maine 04101  
555-555-5555  
elizabethjohnson@emailaddress.com  
August 11, 2020  
Mark Smith  
Human Resources Manager  
Veggies to Go  
238 Main Street  
Portland, Maine 04101  
Dear Mr Smith,

I was so excited when my former coworker, Jay Lopez, told me about your opening for an administrative assistant in your Portland offices. A long-time Veggies to Go customer and an experienced admin, I would love to help the company achieve its mission of making healthy produce as available as takeout.

I've worked for small companies for my entire career, and I relish the opportunity to wear many hats and work with the team to succeed. In my latest role as an administrative assistant at Beauty Corp, I saved my employer thousands of dollars in temporary workers by implementing a self-scheduling system for the customer service reps that cut down on canceled shifts. I also learned web design, time sheet coding, and perfected my Excel skills.

I've attached my resume for your consideration and hope to speak with you soon about your needs for the role.

Best regards,

Elizabeth Johnson (signature hard copy letter)

Elizabeth Johnson

**Exercise 8. Scan Elizabeth Johnson's application letter again and answer the questions.**

1. Who is she writing to?
2. Is the cover letter fresh?
3. How did she learn about the position?
4. What position is Elizabeth applying for?
5. What can she offer?
6. Elizabeth doesn't have rich experience, does she?
7. Is the application letter the only document she attached?
8. Does she have chances to get the job?
9. If you were Mr Smith, would you hire Elizabeth? Why?

**Exercise 9. Write your own application letter.**

## **D. MOTIVATION LETTER**

**Exercise 1.** Skim the text. What is the purpose of motivation letters?

A motivation letter, also known as personal statement or statement of purpose, is an essay in which you need to present your candidacy in the most favorable light. It would seem that it can be difficult to write an essay about yourself? This publication will help you avoid them and write a motivational letter in English, which is sure to be remembered by anyone who reads it.

The letter must contain three components: the introductory, main and final parts. The task of the introductory part is to attract the reader from the very first lines. Therefore, in the first paragraph, you need to identify the main idea and idea of the letter. From the very first lines, it should become clear what will be discussed further.

The main part should be a narrative that tells about your achievements and successes in the field of your chosen subject or course. The person reading your letter should immediately have no doubts about why you chose this program, university, city and country. When describing your knowledge and skills in this subject, describe your previous training: participation in seminars and conferences, lectures, scientific developments, reports and articles. Focus on how much work and effort you have achieved all this.

In conclusion, you can tell us about your expectations and plans for the future. Describe your future career after receiving a diploma from the University. The final part should be short and concise. Its main task is to tell you how training in this particular place will help you.

**Useful phrases for your motivation letter:**

I'm interested in training in this university because ... .

My strengths are ... .

I consider myself to be a suitable candidate to the position because ... .

I'm an expert in this field.

My area of expertise is ... .

I'm applying to the program ... .

During this research / project I learned ... .

This taught me ... .

My future plans after graduation ... .

**Exercise 2. Study the examples of motivation letter.**

**Letter 1**

Good afternoon,

My name is Ivanov Alexander, I was born in the Republic of Belarus, in Minsk. After high school, I had a desire to get an education in the economic field and enter one of the most prestigious universities in Europe.

I loved to read since childhood. In the 10 years of my hands accidentally hit it is not a children's book "Financier" and to the surprise of my parents, I did not let it out of hand. Then I could not even think that this book is so affect my views and dreams.

I'd love to get a degree in economics at Charles University. To do this, I need to go through training courses, so I think they will help me at university, and I can easily understand their teachers and classmates after the Czech language learning. In the future, I would like to become a well-known business analyst.

I chose the Czech Republic as a specialty "Economic Analysis and Business Intelligence" is not in the Russian high schools, and in Russia I have not had the opportunity to acquire knowledge that would help me in my future career. This is the main reason for choosing training courses at Charles University and the Faculty of Economics at Charles University.

After the language courses I would like to be able to freely communicate in the Czech language in order to enter a prestigious university, where he received his education, which he dreamed. If we talk about my plans for the future, I would like to work in a large international company. After graduating, I could apply all this knowledge in practice and be a good person. I am confident that the preparatory program at Charles University will help me to achieve my goal.

Russian education is different from that which I need for admission to a Czech university, so I would like for a year with your help to pass a preparatory course for entry into university. These courses are the way towards my dream and give me the opportunity to realize our plans. In addition, you proposed program includes everything that I needed for rapid adaptation in the Czech Republic and to obtain the necessary knowledge to pass the entrance exams.

Thank you for considering my request. I look forward to your positive response.

Yours faithfully,  
Alexandek Ivanov

## Letter 2

14-02-2011

To

Aaron Trujillo

Ap #146-3132 Cras Rd.

Kingsport NH 56618

Subject: ( )

Dear Aaron Trujillo,

I am penning down this letter of motivation to apply for ASDFG 2019. I graduated from {name of the university}, {location} in the year YYYY

with Master's Degree in {name of the subject}. Thereafter, I have been working as a {name of the post} for an {industry} company, {location} for {number of years}.

My student life at {name of the university} has prepared me well for my future professional life. It has not only made me a proficient {designation} but also helped me envision for the big. While working for {name of the company}, I was always tempted to take challenges that dragged me out from my comfort zone. It helped me expand my knowledge and sharpen my skills.

The moment I heard about ASDFG 2019; my reaction was like I have to be there. I was genuinely fascinated by the wide range of curriculums offered by the school. I am fluent in reading, writing and speaking {Language 1}, {Language 2}, and {Language 3}. And, this is one of the main reasons that I am confident that I can undertake the challenges while pursuing my dream study in ASDFG.

I would like to thank you from the bottom of my heart for reviewing my letter of motivation. If you feel that I can be a suitable candidate for you, I would request you kindly call me for the interview.

Looking forward to hearing from you.

Best regards,

(Your signature)

Elmo Lopez

**Exercise 3. Write your own motivation letter.**



## COMMUNICATION WITHIN A COMPANY

### **Exercise 1. Read and translate the text.**

A company is a legal entity formed by a group of individuals to engage in and operate a business enterprise in a commercial or industrial capacity. The word “company” is synonymous with the word “firm”.

A company’s business line depends on its structure, which can range from a partnership to a proprietorship, or even a corporation. Companies may be either public or private; the former issues equity to shareholders, while the latter is privately-owned.

A company is generally organized to earn profit from business activities. Companies are an important contributor to the health of an economy as they employ individuals and attract disposable income to spur growth.

A company has many of the same legal rights and responsibilities as a person does, like the ability to enter into contracts, the right to sue (or be sued), borrow money, pay taxes, own assets, and hire employees. A company is essentially an artificial person in that it is an entity separate from the individuals who own, manage, and support its operations. Companies are generally organized to earn profit from business activities, though some may be structured as nonprofit charities. Each country has its own hierarchy of company and corporate structures, though with many similarities.

**Exercise 2. Work with a partner. Ask each other as many questions based on the information of the text as possible.**

**Exercise 3. Read and translate the text. Choose the appropriate title for the text. Explain the reasons of your choice.**

- A. Parent and subsidiary companies.
- B. The role of subsidiary companies.
- C. What is a subsidiary company?
- D. The structure of subsidiary companies.

A subsidiary company is a company under the ownership of a parent company or holding company. A parent company is typically a larger company in control of a smaller company in a subsidiary role. A subsidiary company can be a corporation or a limited liability company (LLC).

Parent companies must own 50% or more of a subsidiary to have a controlling interest. A parent company gains full control of a subsidiary when they own 100% of a company's stock, making it a wholly owned subsidiary. If a parent company owns less than 50% of another company, that company is known as an affiliate or associate company rather than a subsidiary. Subsidiary companies owned by the same parent company are called sister companies.

An independent company can become a subsidiary when a larger company takes over by buying enough of its stock – at least 50% – to obtain the majority of voting rights. Once in control, the parent company elects a board of directors to oversee the subsidiary business. A subsidiary's board acts as the decision-making body for the business entity.

**Exercise 4. Read and translate the text. Work with a partner. Discuss advantages and disadvantages of operating subsidiary companies. Which one is the most important according to you? Motivate your answer.**

### **Pros and Cons of Operating Subsidiary Companies**

Consider some of the advantages and disadvantages of operating subsidiary companies.

**Tax advantages:** if a parent company owns 80% or more of a subsidiary company, they must submit a consolidated tax return. This allows the companies to combine financial records and receive possible tax benefits. For example, a parent company can include the losses of one subsidiary to offset the taxable profits of another subsidiary.

**Diversification:** subsidiaries can expand a parent company's influence, product lines, and assets. Foreign subsidiaries allow companies to expand their operations to new markets.

**Legal protection:** by operating as separate legal entities, parent companies and their other subsidiaries are typically protected against lawsuits and other legal disputes concerning one subsidiary, as long as that subsidiary is sufficiently independent.

**Management complexity:** one of the disadvantages of subsidiaries is their complicated organizational structure. With a larger chain of command, subsidiary companies may suffer from bureaucratic problems that slow down business operations.

**Increased paperwork:** a subsidiary structure requires considerable administrative work to manage legal and financial records. There is even more paperwork for parent companies that control multinational corporations as subsidiaries because each of those businesses has to conform to the laws in their respective countries.

**Exercise 5. Match English words and expressions to their Russian equivalents.**

1. To start a company	a) личные сбережения
2. Competitive advantages	b) Международный валютный фонд
3. Internal Revenue Service	c) основать компанию
4. State authorities	d) внутренняя налоговая служба
5. Limited liability company	e) изучение конъюнктуры рынка
6. Personal savings	f) компания с ограниченной ответственностью
7. Sole proprietorship	g) единоличное владение
8. Market research	h) спрос на товар
9. Mission and goals	i) ассоциированная (дочерняя) компания
10. Demand for the product	j) консолидированная (сводная) налоговая декларация
11. To outline	k) наметить в общих чертах
12. Controlling interest	l) органы власти штата
13. Parent company	m) право голоса
14. Associate company	n) контрольный пакет (акций)
15. Voting rights	o) конкурентные преимущества
16. Consolidated tax return	p) контролирующая компания, компания-учредитель
17. International Monetary Fund	q) задача и цели

**Exercise 6. Read the text. Think about interesting facts from the history of different companies. Which one do you consider the most interesting? The most surprising? The most useful?**

1. The original name of Amazon was “Cadabara” but was changed soon due to pronunciation issues.

2. People rarely pay attention to the logo of Amazon. But the curved arrow from A to Z is there for a reason: to tell everyone that Amazon sells A-to-Z products, i.e. items from almost every product category.

3. The Facebook color scheme is set to blue because Mark Zuckerberg suffers from red-green color blindness.

4. Google was initially a research project called BackRub. It was renamed and actually became Google in 1997.

5. Pepsi got its name from pepsin, the digestive enzyme. The name Pepsi was chosen because Caleb Bradham, the inventor of the famous drink, believed that his drink was a “healthy” cola that helped with digestion.

6. The sports brand Nike was named after the Greek goddess of victory.

7. The McDonald’s outlet near Buckingham Palace is owned by the Queen of England, so bow before eating your burger there!

8. McDonald’s feeds more than 68 million people every day. This figure outnumbers the United Kingdom’s population.

9. Be careful when you converse with Siri since Apple analyses each statement before processing it.

10. 300 hours of videos are uploaded to YouTube every minute. No wonder you never run out of new content to watch on YouTube.

11. Microsoft Corporation acquired Skype for the \$8 million in 2011.

12. Coca-Cola has around 3,500 beverages and 500 products under its catalog.

13. Five IBM employees won the Nobel Prize for their excellent performance in the field of technology.

14. The original name of the famous toy Barbie is Barbara Millicent Roberts.

15. Levi Strauss was an aristocrat. He didn’t wear his brand of denim pants because they were meant for the labor class.

16. LinkedIn has an overall of 675 million users from all over the world; 310 million of them are monthly active users.

17. Apple Inc., which is the richest company in the world, designs, manufactures, and markets a broad range of consumer technology products, including smartphones, personal computers, tablets, wearable devices, home entertainment devices, and more. Its revenue is \$378.3 billion per year.

18. The first important industrial corporation in the USA was the Boston Manufacturing Co. in 1813. Its business model was imported from Great Britain, where textile corporations helped spark the first Industrial Revolution some three decades earlier.

19. The most successful corporations in the United States include Amazon, Apple, McDonald's, Microsoft, and Walmart.

**Exercise 7.** Read the text. Compare two types of companies. Find and enumerate their differences and similarities. Make a short report.

### **Public and Private Companies**

Companies can be divided into two distinct categories for both legal and regulatory purposes: public and private companies.

A public company allows shareholders to be equity owners when they purchase shares through a stock exchange. Someone who owns a large number of shares has a larger stake in the company compared to someone who has a small number of shares.

Shares are first issued through an initial public offering (IPO) before trading begins on a secondary exchange. Apple, Walmart, Coca-Cola, and Netflix are all examples of public companies.

Public companies are held to strict reporting and regulatory requirements by the USA Securities and Exchange Commission (SEC). Under these guidelines, companies must file financial statements and reports annually outlining the financial health of the company. This prevents fraudulent reports and activities.

Private companies, on the other hand, are held under private ownership. Although they may issue stock and have shareholders, equity in private companies is not traded on an exchange. They vary in shape and size and are not always bound by the strict regulations and reporting requirements to which public companies must adhere.

These companies do not have to disclose financial information or outlook to the public, giving them more opportunity to focus on long-term growth rather than quarterly earnings. Examples of private companies include Koch Industries, candy maker Mars, car rental company Enterprise Holdings, and accounting firm Price Waterhouse Coopers.

**Exercise 8. Read these descriptions of some companies. Match the descriptions to the names of the companies. Give your reasons.**

*IKEA, Samsung, Yahoo, Michelin, Airbus.*

1. This company provides many different Internet services, including news, online shopping, and e-mail. Most of its sales come from advertising on its website. Its head office is in Sunnyvale, California.

2. This company produces tyres for cars and other vehicles. It is based in France, but it has more than 125,000 employees all over the world. It is also well known for its red and green travel guides.

3. This northern European company operates in the retail market. It specializes in low price products, including furniture, bathrooms, and kitchens.

4. It is a subsidiary of the European Aeronautic Defence and Space Company (EADS). The company makes planes for the commercial aircraft market, where its main competitor is Boeing.

5. This company makes many different electrical and electronic products, such as TVs, computers, and mobile phones. It is South Korea's largest company and exporter.

**Exercise 9. Complete these sentences with the appropriate words.**

1. Some companies make or ... goods.
2. Other companies ... or offer services.
3. If you ... in a particular product or service, it's your main activity.
4. If you work for a company, you are an ... .
5. If your head office is in a particular city, your company ... ... there.
6. If you work in a ... , your company is part of a bigger group.
7. If you sell a lot of products, your ... are very good.
8. If another company operates in the same market as you, it is your ... .

**Exercise 10. Match the sentence halves.**

1. Our annual sales are ...	a) phone services.
2. We are based ...	b) in many different countries.
3. We make ...	c) in phones for children under.
4. We sell ...	d) \$300 million.
5. We specialize ...	e) mobile phones.
6. We provide ...	f) in the north of Italy.

**Exercise 11. Choose the correct word in brackets to complete the text.**

My company ... (produces, products) specialized software for the film industry. Our ... (head, based) office is near San Francisco, but we also ... (specialize, operate) in Europe and the Far East where we have two ... (services, subsidiaries). There are 450 ... (employs, employees) in the company. We ... (sell, sales) our ... (produce, goods) to companies like DreamWorks which ... (provide, make) animated movies. Our technology is very new, so we don't have many ... (competitors, companies).

**Exercise 12. Complete the sentences using a suitable word from exercise 11 in the correct form.**

1. We have annual ... of \$25 million.
2. Not many ... in the world have more than 100,000 employees.
3. Totalgas is one of the ... of Total Group.
4. We only sell these ... in Europe and North America.
5. Where exactly is your company ... ?
6. H&M ... in good-quality clothes at low prices.
7. A lot of pizza restaurants ... home delivery services.
8. The TATA Group ... on all six continents.
9. We offer a wide range of consulting ... .
10. What exactly does your company ... ?

**Exercise 13. Read the text. Discuss the questions with a partner.**

When you see the name Nestlé, perhaps you think of breakfast cereals, Nescafé instant coffee, or Nespresso machines. But what else do you know about the company? What other products does it sell and where? How many people work for the company and why do they like working there? What does the company do to protect the environment?

**Exercise 14. Work with a partner. Make questions about Nestlé using the prompts below.**

*Example: How old / company? – How old is the company?*

1. What products / company / specialize in?
2. What / its annual sales?
3. Where / its head office?

4. How many factories / have?
5. company / sell / products / all five continents?
6. How many people / employ?
7. What / offer / its employees?
8. company / a lot of work in the community?
9. How / protect the environment?
10. How old / company?

**Exercise 15. Match answers (a)–(j) to questions in exercise 14. Then read the text in exercise 16 and check.**

- a) 780.
- b) More than 140 years old.
- c) Yes, it does.
- d) 276,000.
- e) More than 107 billion Swiss francs.
- f) Many possibilities for training.
- g) Yes, it gives money and other help.
- h) Food and beverages.
- i) Vevey, Switzerland.
- j) By using less energy and packaging.

**Exercise 16. Read and translate the text.**

The Nestlé Company was created in 1866 by Henry Nestlé. The first Nestlé product was baby milk. The company still produces baby products today, but this is just one in a wide range of food and beverage products, including bottled water, breakfast cereals, and ice cream. It's a very successful company with sales last year of more than 107 billion Swiss francs. Nestlé is a truly global company. Its head office is in Vevey in Switzerland, but it manufactures in 780 factories around the world, and sells on all five continents. For this, it depends on its 276,000 employees. Nestlé believes that it is important to invest in its employees. Training is an important part of its philosophy. Every year about 65% of its employees receive some form of training. That's one reason why less than 5% of employees leave every year. Nestlé also invests in people outside the company, giving money and help to local communities. The company offers education in nutrition and health programmes, and gives free food. It also plays a role in protecting the environment by using less water, less energy, and less packaging.



### Exercise 17. Insert the necessary words.

<i>Depth, harmless, desire, moderate, access</i>
--

We've all heard of emotional eating. There's also such a thing as emotional shopping. In ... , neither of these activities is ... , but in excess both can have serious consequences. The ... and the affordability of goods make shopping all the more appealing. For many compulsive buyers, a big part of the appeal of shopping is the process of searching out and obtaining that new, better, ... item. This process is so mesmerising that it often ruins long-term financial plans, leaving shoppers ... in debt.

**Exercise 18.** Work in small groups. Choose a well-known company and make a presentation. Include the following information:

- a) history of the company;**
- b) its title;**
- c) creation;**
- d) founders and co-founders of the company;**
- e) type of the company;**
- f) specialization of the company;**
- g) the main line of activity;**
- h) well-known goods or services;**
- i) competitors;**
- j) staff training strategies;**
- k) revenue and taxes;**
- l) number of employees;**
- m) number of factories;**
- n) geography of production (where the factories are located);**
- o) help to local communities.**

**Exercise 19.** Read and translate the text and answer the following questions.

1. What are the advantages and disadvantages of individual entrepreneurship and partnership?
2. What is the difference between sole proprietorship and partnership?
3. What kind of business is easier to start and why?

## Companies

A company or a business enterprise may be organized as a sole or single proprietorship, a partnership, or a corporation.

***Sole or single proprietorship*** is a business owned by one person, who has absolute control over the use of company's resources. It is the easiest form to organize as well as it can be dissolved. Often the owner also acts as a manager. This form of ownership offers the owner freedom and flexibility in making decisions. It is common for small retail stores, restaurants, farms, service businesses, and professional practices in law, medicine, and public accounting. From a legal viewpoint the business and its owner are regarded as inseparable entities, thus, the owner is personally liable for the debts of the business. If the business becomes insolvent, creditors can force the owner to sell his / her personal assets to pay the business debts. Because of its limited size and provision for succession this form of organization may experience difficulty both in obtaining capital and in attracting new employees. A sole proprietorship is the oldest and most common form of ownership, it can also be referred to as the proprietorship, single proprietorship, individual proprietorship, and individual enterprise.

***Partnership*** is a business owned by two or more persons voluntarily associated as partners. Partnerships, like sole proprietorships, are widely used for small businesses and professional practices. Consequently, a partner is personally liable for the debts of the partnership. Complementary management skills are a major advantage of partnerships.

A corporation or a limited company is a legal entity, having an existence separate and distinct from that of its owners. In the eyes of the law, a corporation is an "artificial person", with many of the rights and responsibilities of a real person. The owners of a corporation are called shareholders, and their ownership is evidenced by shares of capital stock. The extent of an individual's ownership of a corporation is determined by the number of shares of stock that he or she owns. Shareholders are free to sell some or all of their shares to another investor at any time. Therefore, the ownership of a corporation is easily transferable.

A major advantage of the corporation is that the shareholders are not personally liable for the debts of the business. If a corporation becomes insolvent, creditors have claims only against the assets of the corporation. Thus, a shareholder can lose no more than an amount that he or she has invested in a corporation.

Transferability of ownership and limited personal liability make the corporation an ideal vehicle for bringing together large amounts of ownership capital from many individual owners. In fact, some corporations have more than a million shareholders. Thus, most large businesses are organized as corporations. Each company has its own organization chart, which depends upon its size and area of activities. Most companies have Sales, Production, Finance and Personnel Departments, but there can be others as well.

With diverse ownerships, corporations do not enjoy the secrecy that proprietorships and partnerships have.

### **Company Profiles**

**PSA Peugeot Citroen.** Based in France, PSA Peugeot Citroen is engaged in the design, development, manufacturing and sales of passenger cars, light commercial vehicles, scooters and motorcycles. The group also provides a range of financial services, including consumer vehicle financing. In 2008 PSA Peugeot Citroen registered 3.4 m unit sales and a global market share of 5.3%. The group strives to sustain its profitability position and growth in the long term by improving business in North America and other parts of the world. Further, the group aims to be the leading ecological car maker.

**CIBER, Inc.** (NYSE: CBR) is a pure-play international system integration consultancy and outsourcing company with superior value-priced services and reliable delivery for both private and government sector clients. CIBER's services are offered globally on a project – or strategic – staffing basis in both custom and enterprise resource planning (ERP) package environments, and across all technology platforms, operating systems and infrastructures. Founded in 1974 and headquartered in Greenwood Village, Columbia. CIBER now serves client businesses from over 60 US offices, 25 European offices and offices in Asia / Pacific. Operating in 18 countries, with more than 8,500 staff and annual revenue over \$1.1 billion. CIBER and its IT specialists continuously build and upgrade clients' systems to “competitive advantage status”.

**The CRAYOLA Company.** Since 1885 color – along with creativity, learning and most of all, fun – has been the hallmark of the company. CRAYOLA manufactures colored pencils, coloring books and many other items of creativity; its customers range children to professionals.

The company's world headquarters and manufacturing facilities are located in Easton, Minnesota and it has marketing branches in Canada, Australia and most countries of Western Europe. CRAYOLA's workforce amounts to 1,250 employees. The company is particularly famous for common projects with Hallmark Cards.

**Exercise 20. Study the organizations from profiles and indicate which department ... :**

- a) puts the products in boxes and crates;
- b) places ads in magazines;
- c) pays the staff;
- d) purchases supplies;
- e) sells the products to customers;
- f) plans how to sell new products;
- g) services the machines and equipment;
- h) arranges courses for the staff;
- i) recruits new employees;
- j) manufactures the products;
- k) invoices customers;
- l) looks after customers' problems and complaints;
- m) dispatches the products and sends them to customers;
- n) organizes control systems to prevent mistakes;
- o) deals with taxation, investment, and cash management.

<b>Human Resources Department</b>	<b>Production Department</b>	<b>Marketing Department</b>	<b>Finance Department</b>
Training. Personnel. Wages and Salaries	Production. Distribution. Quality. Maintenance. Packaging	Sales. After-sales Service. Advertising. Marketing	Buying. Customer Accounts. Chief Accountant

**Exercise 21. Read these profiles of well-known companies. Rearrange the letters to make the company name.**

**ROOTIMCSF**

1. This company manufactures mice! Computer mice! They also develop diskoperating and application software. Their annual sales are

\$4,649 million and they have 15,257 employees. It is famous for its operating system.

### **SEPOCIP**

2. This company operates in 3 major areas: beverages, snack food, and restaurants. With turnover of over \$28 billion, it is the world's largest producer of crisps and has the largest number of franchised restaurants in the world. Everyone knows their Pizza Hut and Kentucky Fried Chicken restaurants. Their most famous product is a fizzy drink.

### **FSBA**

3. This is one of the world's top chemical companies. It has sales outlets in 170 countries and production facilities in 39. It spends nearly €2,000 per year on research and development and produces more than 8,000 products. The best known of these are audio and video cassettes.

**Exercise 22. Make up company profiles based on the following information.**

### **Canon, Inc.**

Digital multifunctional devices (MFD-s), plain paper copying machines, laser beam printers, inkjet printers, cameras;

Incorporated in 1937, Tokyo;

Americas, Europe, Africa, Asia and Oceania;

25,412 employees;

Digital professional cameras;

Environmental activities and sponsorship.

### **Spartak Confectionary Factory**

Chocolate, chocolate bars, sweets and candies with different fillings, waffles, cookies, cakes;

Diverse customer profile;

Gomel, Belarus;

Around 2,000 employees;

High quality ingredients.

### **Apple, Inc.**

Hardware: Macintosh computers, iPod, iPhone; software products;

Industrial and consumer market;

Cupertino, California;

250 retail stores in nine countries, annual sales of \$32.48 billion;

Philosophy of comprehensive aesthetic design.

**Exercise 23. Read the text below on licensing agreements. Write a word from the box to fill each of the gaps.**

*Advance, arrears, clauses, exclusive, fee, license, licensee, licensor, period, royalty, term, trade, time*

A company may want to use another company's ideas, designs, or just its name. Every country has laws protecting these things through the registration of patents or copyrights. A ... to use another company's ... mark can be bought just as its products can be bought, and the price is negotiable, though the process is often complicated; each side is anxious to protect its rights. Business people and their lawyers spend much time and care in negotiating and drafting the ... of licensing agreements; even a simple agreement may contain many ... . The owner of the idea or design is the ... ; the company that wants to use it is the ... .

Mr Park will be entitled to use Nicole Blanche's designs only for a limited ... – the ... of the agreement – and under certain conditions. For example, the licensee must pay "consideration"; without this, no contract is valid. This will be in the form of a fixed amount, a license ... , payable in ... at the beginning of each quarter, and a ... , payable in ... , based on the quantity of Nicole Blanche's clothes he has sold during the quarter. The agreement is ... ; Nicole cannot allow any other manufacturer to produce clothes to her designs while the contract is in force.

**Exercise 24. Choose the right word to complete each sentence.**

*Commitments, feedback, objectives, rotation, peg, particulars, costly, sexist, considering, aptitude, selection, special, pick on, to speak, carries out, slightly, dossier, stuck, oral, grudge*

1. The personnel department ... a job analysis, which is a detailed study of the elements and characteristics of each job.
2. They write a job description specifying the ... of the job.
3. You should encourage employees ... openly about any problems.
4. The first step in the disciplinary procedure is an ... reprimand.
5. By organising job ... you can give staff experience in many different departments.
6. Our selection procedure is based on the old saying: "You can't fit a square ... into a round hole".
7. Training new staff is ... , so you must pick the right person.

8. We can't use ... titles such as "postman" and "fireman".
9. We have a policy of ... our own employees first for any vacancies.
10. Tests are used to measure the applicant's ... for the job.
11. If we have to dismiss an employee this means the ... process has failed in some way.
12. Highly-skilled jobs are usually advertised in the ... media such as technical magazines.
13. Using a standardised application form ensures we get all the ... we need.
14. Her work was beginning to suffer because of family ... .
15. After a time employees may feel they are ... with a job they find tedious.
16. His work is generally satisfactory but unfortunately he has a ... against his supervisor.
17. "Why does the personnel manager always: ... me? I'm not the only one who comes late!"
18. In R&D, for example, employing someone ... unorthodox may produce stimulating ideas.
19. A complete ... is kept on every senior member of staff from the moment they are appointed.
20. Positive ... is essential so that staff know that their efforts are appreciated.

## TELEPHONE CALLS

Exercise 1. Seth Guterson wants to speak Cascarino, but she isn't there. Complete his phone conversation with the receptionist using the following words.

*Help, speak, calling, afraid, give, take, back, does, ask, this*

**Seth:** Could I ... to Yolanda Cascarino, please?

**Receptionist:** Who's ... , please?

**Seth:** ... is Seth Guterson.

**Receptionist:** I'm ... Yolanda is in a meeting at the moment. Can I ... a message?

**Seth:** Yes, sure. Can you ... her to call me ... ?

**Receptionist:** OK. So that's Seth Guterson. ... she have your number?

**Seth:** Yes, she does.

**Receptionist:** OK, Seth. I'll ... her the message.

**Seth:** Thanks for your ... . Goodbye.

**Exercise 2.** A few hours later Seth is still waiting for Yolanda to call. He phones her again. Put the words in the correct order to complete the conversation.

**Seth:** please / Yolanda / there / is?

**Yolanda:** Seth / is / speaking / that / Yes?

**Seth:** Yes, it is. Hi, Yolanda.

**Yolanda:** Hi, Seth.

customer / about / you / Japanese / phoning / Are / that?

**Seth:** Yes, I am. I have his contact details.

I'm / I'm / to / that / sending / calling / them /you / tell / now.



**Yolanda:** Great, Seth.

calling / very / Thanks / for / much.

**Seth:** You're welcome.

or / tomorrow / you / later / to / maybe / Speak.

**Exercise 3. Read the text. Speak about your experience of using your phone.**

How much time do you spend on your phone every day?

Research suggests that many of us spend about three hours each day using our cellphones, whether we're texting, tweeting or TikToking.

One of the main functions of a phone has always been to make and receive calls, but the volume of voice calls has been declining in recent years. Many people now find phone calls nerve-racking or intrusive, and prefer to send an instant message, text or e-mail to get their message across.

However, being able to make and receive calls is still an essential skill, as there are times when a phone call is more effective and appropriate than sending a written message.

**Exercise 4. Read the text. Work with a partner. Discuss two situations described here. Are they common? Have you ever been in such situations?**

### **Why Are Good Phone Skills Important?**

Talking on the phone is an important skill, just like writing well, and the consequences of having poor phone skills can be significant for your career.

For example, imagine that you are having a video call with your boss to discuss an urgent project. As he is speaking, you receive an important but unrelated e-mail and, instead of focusing on the call, you try to respond to the e-mail at the same time. This causes you to be vague and unresponsive with your boss, and you could end up giving wrong information or appearing disinterested.

Or, imagine that you are using the phone to tell a potential new customer about what your organization does. Without thinking, you use a lot of technical jargon that leaves them confused and uncomfortable, so they decline your offer of a personal meeting.

With first-rate phone skills, however, you'll more easily deliver what callers need. You'll create a positive atmosphere, leave a good impression and make – not break – business relationships. Calls will likely be enjoyable, as well as potentially profitable.

**Exercise 5. Read the text. Choose the most appropriate title. Explain your choice.**

- A. Advantages of using the phone.
- B. Disadvantages of using the phone.
- C. When to use the phone?
- D. Phones in our everyday life.

E-mail, instant messaging, and texting are often appropriate forms of communication. You might have a quick question to ask, some interesting information to distribute to a select group of people, or need to pass on an informal “thank you” to colleagues, for example.

But people sometimes use these tools because making a call takes too long, because they communicate more effectively in writing, or because they lack confidence. Many of us simply don't make many calls anymore. In fact, we are twice as likely to send a text than to make a phone call. So it's no wonder that some of us feel out of practice.

Sometimes, though, it is essential to use phone. You might have a complicated subject to explain, and questions to answer; an apology to make; something sensitive to discuss; or something important to say (and quickly). Perhaps you just need to answer the phone occasionally as a part of your job. One benefit of voice-only calls over other methods is that they allow you to communicate while giving you a break from the screen.

Research shows that people pick up on emotions more easily in voice-only conversations, so speaking on the phone makes it easier to build rapport and to develop empathy.

**Exercise 6. Read and translate the text. Do you consider these tips useful? Do you use them while making phone calls? Can you give another advice to people with phone anxiety?**

### **How to Overcome Phone Anxiety**

There are a lot of reasons why you may feel anxious or reluctant to have a phone call. An unexpected call can be an unwelcome interruption,

and it can feel more urgent than texting or e-mailing, so you may feel under pressure to respond right away. Making a phone call can be daunting if you don't feel confident, but nerves shouldn't prevent you from picking up the phone, as this can become a serious impediment to your career and social life. Here are some things you can do to alleviate phone anxiety.

**Plan your call:** prepare a list of points to cover, and the outcomes that you would like to achieve from the call. This will boost your confidence, help to maintain momentum, and give you the basis for summarizing the content of your conversation.

Choose where and how you'll make the call in advance. Make sure there isn't loud background noise, or a busy background if you're having a video call.

**Visualize:** visualizing a successful outcome will help to alleviate stress before you pick up the phone. Think about what you want from the call and imagine achieving the best possible result from the conversation. Picture what you will say at each point of the call, and how you will say it.

**Use body language:** even if it's not a video call, your body language can play a significant role in how you feel and sound on the phone. If you are speaking on a voice-only call, get up and walk around before and during the call, if your surroundings allow it. And, if possible, use a headset. This can help you to breathe comfortably, and to make your point as if you were giving a presentation rather than sitting at a desk.

For video calls, it's better to stay in one place so that the other person doesn't get distracted by your changing background, and so that you can keep your eyes on the screen. Choose a comfortable place to sit, and adopt an upright but calm posture. Whether you're using a phone or computer to have the call, make sure the camera is supported on a flat, still surface so that your arms are free to make gestures when necessary. Open body language will not only make you look receptive, but it will make you feel more alert and confident.

**Block scam phone numbers:** chances are, we've all received illegitimate phone calls from someone pretending to be a bank representative or an IT technician. These are not only annoying but can further deter you from answering the phone at all, particularly to unrecognized numbers. Whenever you receive a bogus call, immediately hang up and block the number so they cannot call you again.

**Exercise 7. Look through the text. Select the most important information and write a short useful essay about “How to make a professional phone call”.**

### **How to Make a Professional Phone Call**

Phone calls are a great way of communication with clients, stakeholders and colleagues. A professional phone manner will help you to build a good rapport and gain trust from the people you speak with.

**Meeting and greetings:** let the other person know who you are at the beginning of the call. Say something like, “Good afternoon, this is Pam Michaels in accounting. Am I speaking to ... ?” If you find his name difficult to pronounce, it’s OK to ask how to do so. He will appreciate you taking the time to find out, and it’s preferable to stumbling through an unsuccessful attempt at pronunciation.

**Owning the call:** after the greeting and welcome, state why you are calling and set the agenda. In the absence of visual cues, this lets the other person know that you are serious and ready, and that you have a clear outcome in mind.

**Staying focused:** it’s tempting to do something else while you are on the phone, such as sorting e-mails or checking your schedule. But multitasking isn’t always productive: if you try to do two tasks at once, you run the risk of doing both poorly. So, maximize your productivity by focusing on the call.

**Choosing your tone:** when you can’t see the person you are speaking to, your voice needs to convey authority, empathy and trustworthiness. You can achieve this by paying attention to the delivery and content of what you say. Speak slowly and clearly, especially if you are discussing information that the other person knows little about. If your caller has to keep asking you to repeat yourself, he will likely become exasperated.

*Tip.* If the other person is speaking loudly, or in an agitated way, speaking calmly in response can diffuse his anger. Not only should it help to calm him down, but it will also prompt him to lower his voice.

**Choosing your words:** you need to be certain that the person you are calling will understand you, and can grasp the points you are making. Use simple and straightforward language. Give one idea or piece of information in each sentence, and try not to “ramble”. Avoid slang, and don’t use jargon if the other person isn’t familiar with your industry.

Give him the chance to respond, and ask if he would like you to clarify anything.

*Tip.* Consider recording yourself when you are on the phone, and play it back so that you can assess what you need to improve. But don't record others without their permission.

**Knowing when to listen:** good listening ability is crucial for phone conversations. It's central to the process of fully engaging with the person you are speaking to, and establishing a genuine connection.

**Listening actively and empathically:** developing your active listening skills will help you to take in all of the information that the other person is trying to share.

The key to active listening is concentration. You need to give the person you are speaking to your full attention. This is particularly important for voice-only calls because you can't read the other person's expressions or gestures.

You might also need to use emphatic listening, especially if the other person is upset. Although it's easy to get flustered or to react negatively when you are on a difficult call, people who feel upset need your understanding and patience.

One effective emphatic listening technique is to repeat what the person says in your own words. For example, you could say, "You are feeling upset because the accounting department made a mistake on your bill. Is that right?" This lets the person know that you are paying attention, and that you understand his frustration.

**Demonstrating engagement:** show that you are still engaged with the call, even when your caller is doing most of the talking. This can be as simple as saying "uh-huh" during pauses, but it's better to say something which demonstrates that you have been listening.

For example, saying, "You mentioned problems with the technical side of the project. Could you elaborate?" shows that you have been listening, and that you are keen to hear more information.

In video calls, avoid looking away from the screen as you will look distracted and uninterested. Nod your head occasionally to show that you are listening and that you understand.

**Avoiding interruptions:** to understand what someone wants, you need to allow him to have his say, even if his speaking style is complicated, hesitant or disorganized. Interruptions break the other person's flow of thought, and they can make him think that you are impatient, or that you are judging him.

*Tip.* Don't prepare responses while you are listening to other people speak, particularly if you are feeling defensive or uncertain. Try to "stay in the moment" or you could miss essential information.

**Summarizing to understand:** always listen with the intention of providing a summary of what you have heard. Make notes during the call, if you can.

This makes you think about what you hear, rather than just letting it wash over you, and your notes give you a basis from which to summarize. Summaries help people to understand the content of each call, and any actions you agree on.

**Exercise 8. Work in a group. You are at the seminar on "Business communication. Telephone calls". Your task is to present the following topics:**

- 1. What is business communication?**
- 2. Types of business communication.**
- 3. Methods of business communication.**
- 4. The importance of good phone skills.**
- 5. When to use the phone?**
- 6. How to overcome phone anxiety?**
- 7. How to make a professional phone call?**
- 8. Why are good phone skills important?**
- 9. How to use body language?**
- 10. Advantages of using the phone.**
- 11. Disadvantages of using the phone.**



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