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| **[business english ]** |
| COURSE MODULE STUDY PROGRAM OF ENGLISH, FACULTY OF CULTURAL STUDIES, UNIVERSITAS BRAWIJAYA  |

COURSE OUTLINE

Course : BUSINESS ENGLISH

Credits : 3

Intructor : Team

**Contact Details:**

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**Course Description:**

This is a course designed to empower students with essential knowledge of communication used in business and ability to apply this knowledge in comprehension and production. Business English focuses on effective communication (written and oral) in varied business activities.

**Content/Materials:**

Business letters, job interview, and business presentation

**Activities:**

Classroom practices and discussions, presentations by the students and homework.

**Evaluation:**

The students’ final grade will be determined on the basis of grades from active participation (10%), quizzes (15%), assignment (20%), Mid-semester test (25%), Final exam (30%).

**References:**

Modul and any resources related to the topics.

**Meeting Schedule:**

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| --- | --- |
| **Meeting** | **Topics** |
| 1 | Introduction to the Course ; Group forming (for presentation) |
| 2 | Business Letters: Enquiry |
| 3 | Business Letters: Reply |
| 4 | Business Letters: Orders and Execution of Orders |
| 5 | QUIZ |
| 6 | Business Letters : Quotation |
| 7 | Business Letters: Complaints |
| 8 | Mid-semester Test |
| 9 | Business Ethics |
| 10 | Application Letter |
| 11 | CV Writing |
| 12 | Job interview : students’ practice (1) |
| 13 | Job interview : students’ practice (2) |
| 14 | Business Presentation |
| 15 | Business Presentation |
| 16 | Final Examination |

**UNIT 1**

**THE ENQUIRY**

Most lettersof enquiry are short and simple, so much so that many firms have adopted the practice of sending printed enquiry forms, thereby eliminatingthe need for a letter. As a prospective buyer, the writer of an enquiry states briefly and clearly what he is interested in, and this is all the receiver of the letter needs to know.

It is rather different when the object of your enquiry is to obtain a special price for regular orders, or selling rights in your area. In cases like these you are asking for concessions, and you have to 'sell' your proposal to the supplier. This requires much more skill than does the writing of a routine enquiry, and we will be returning to letters of this type shortly.

A first enquiry—a letter sent to a supplier with whom you have not previously done business—should include:

1. A brief mention of how you obtained your potential supplier's name. Your source may be an embassy, consulate, or chamber of commerce; you may have seen the goods in question at an exhibition or trade fair; you may be writing as the result of a recommendation from a business associate, or on the basis of an advertisement in the daily, weekly or trade press.
2. Some indication of the demand in your area for the goods which the supplier deals in.
3. Details of what you would like your prospective supplier to send you. Normally you will be interested in a catalogue, a price list, discounts, methods of payment, delivery times, and, where appropriate, samples.
4. A closing sentence to round off the enquiry.

Here are some suggestions for sentences which you might include in a routine enquiry:

*Opening lines*

1. Your name has been given us by the British Chamber of Commerce in Hamburg,...
2. The British Embassy in Copenhagen has advised us to get in touch with you concern­ing ...
3. We saw your products demonstrated at the Hanover Fair earKer this year, and would like to know whether...
4. Messrs. Rawlingson and Townsend of Bletchley, who we understand have been doing business with you for some years, inform us that you may be able to supply us with...
5. We have seen your advertisement in last Sunday's *Observer,* and would be grateful if you would let us have details of...
6. Your advertisement in this month's issue of *The Shoemaker* states that you can offer...

*Indicating the state of the market*

1. There is a brisk demand here for high-quality sports shirts of the type you manufacture.
2. Demand for this type of machine is not high, but sales this'year will probably exceed £25,000.
3. These fancy goods are in demand during the tourist season (late May to early September), but for the rest of the year sales are moderate, and often rather low.
4. There is no market here for articles of this type in the higher price ranges, but less expensive models sell very well throughout the year.
5. You can count on a brisk turnover If prices are competitive and deliveries prompt.

*Asking for information*

1. Will you please send us your catalogue and price list for...
2. Will you please quote prices c.i.f. Amsterdam for the following items in the quantities stated:...
3. We would be glad to receive specifications of your new SE11 typewriter, together with your current export price list and details of trade discounts.
4. We are also interested in your terms of payment and in discounts offered for regular purchases and large orders.
5. If we place orders with you we will have to insist on prompt delivery. Can you guarantee delivery within three weeks of receiving orders?
6. We would appreciate a sample of each of the items listed above.

*Closing sentences*

1. We are looking forward to hearing from you.
2. We would appreciate a prompt answer.
3. As our own customers are pressing us for a quotation, we hope you will be able to make us an offer within a fortnight from today's date.
4. We hope to hear from you shortly.
5. Since the season will soon be underway, we must ask you to reply by the end of this month.

The first three model letters in this chapter are examples of routine first enquiries. Letters 1 and 2 are addressed direct to suppliers, while no. 3 is written to an agent.

[1] *From a French importer of fashion goods to a British exporter*

 **FOURNIER ET CIE**

 *Importers of Fashion Goods* Avenue Ravigny 14

 *PARIS* Paris XV

 JdP/AG 12 October 1978

The Western Shoe Co. Ltd.

Yeovil, Somerset S19 3AF

ENGLAND

Dear Sirs

We have heard from the British Embassy in Paris that you are producing for export hand-made shoes and gloves in natural materials.

There is a steady demand in France for high-quality goods of this type. Sales are not high, but a good price can be obtained for fashionable designs.

Will you please send us your catalogue and full details of your export prices and terms of payment, together with samples of leathers used in your articles and, if possible, specimens of some of the articles themselves.

We are looking forward to hearing from you.

Yours faithfully

FOURNIER ET CIE SA

J. du Pont

Managing Director

[2] *From an Australian engineering concern to a British supplier*

**THE JAMESON CONSTRUCTION**

**CO. PTY.**

Harbor Road

MELBOURNE, AUSTRALIA

HS/ja 25 June 1978

The Aluminum Alloy Co. Ltd.

79 Prince Albert St.

Birmingham B21 8DJ

Great Britain

Dear Sirs

He have seen your advertisement in The Metal Worker, and would be grateful if you would kindly send us details of your aluminum fittings.

Please quote us for the supply of the items listed on the enclosed enquiry form, giving your prices c.i.f. Melbourne. Will you please also indicate delivery times, your terms of payment, and details of discounts for regular purchases and large orders.

Our annual requirements for metal fittings are considerable, and we may be le to place substantial orders with you if your prices are competitive

We look forward to receiving your quotation.

Yours faithfully

THE JAMESON CONSTRUCTION CO. PTY.

H. Smithers

Buyer

**[3] *Letter to an agent***

 **JAMES SCOTT**

 ***Photographic Dealer***

 **DURBAN**

**J. White & Co. Ltd.**

**Ox Ltd. 254 Shuts Avenue**

**Cape Town**

 **5 May 1978**

Dear Sirs

X see from the Camera Review that-you are the South African agents for Messrs. Derby and Sons of London.

Would you please send me price lists and catalogues for all DERVIEW products you stock, as well as details of discounts and terms of payment. Are you prepared to grant special terns for annual orders totaling R 35,000 in value?

I would appreciate a visit from your representative when he is next in the Durban area: perhaps he could bring some samples of EEKVIEW colour transparencies, which are attracting a good deal of interest here.

I look forward to your reply.

Yours faithfully

**James Scott**

***Notes on letters 1-3***

Remember the following combinations of nouns and prepositions:

*demand for:* There is a considerable/a steady/some/little/no demand for these articles in this area.

*requirements for:* Our requirements for these goods will increase steadily in the course of the year.

*details of:* Details of your terms of business would be welcomed.

*samples of, specimens of:* We would need samples of materials used, and specimens of finished articles.

Note these verbs:

*'o quote:* Will you please quote us for the following: ...

Please quote all prices c.i.f. Haugesund.

*to look forward to:* We look forward to *meeting* your representative. Our customers are looking forward to *testing* samples of your lines. The verb to *look forward to* must be followed by a noun or by the form of the relevant verb ending in *-ing. to*

*to place -* We will be able to place substantial orders *with* you.

Another very common type of enquiry is one in which a customer asks a supplier for a special product line which the supplier may not already be producing- When writing letters of this type it is essential to explain exactly what is wanted, and in what quantities. A supplier will also need to know whether there are long-term prospects for his article on your market, since otherwise it might not be worth his while manufacturing it. The next model letter is an example of this type of enquiry.

[4] *Enquiry from an import agent in India to a British export manufacturer*

**DYMONT & CO**

*General Import Merchants* **CALCUTTA**

Weatherproof Ltd.

New ton

Liverpool L30 7KE 1 December 1978

Dear Sirs

We have now been importing your "Litewate" raincoats for a number of years, and K trade connections throughout India have been more than satisfied with the garments.

However, two or three Indian manufacturers have Decently launched ultra-ht models, and these are catching on very fast. In view of the competition this Involves, we wonder whether you have considered marketing coat of rather lighter material than the "Litewate", but equally waterproof. a garment of this type would have a large sale in this country if you could offer it at a competitive price, that is to say not more than £3.50 for a man's model, and slightly less for a woman's. You will be interested to learn that raincoats being produced here suffer from one major drawback, namely excessive condensation on the inside surface.

We would be grateful for your preliminary comments as soon as possibl~~e~~.

Your faithfully

DYMONT & CO

Asking a firm with whom you have not done business to supply anurgent order may call for tactful wording, especially in cases such as the mentioned in the next letter.

[5] *Enquiry front an export merchant who has not been able to obtain satisfactory deliveries from his regular suppliers*

***A. ZIMMERLIA.G.***

*Import-Export Mechants* ZURICH

Messrs. W.H. Strong and Co.

73 Crinea Road

London SE25 3NF

23 April 1978

Dear Sirs

We have been given your name by our associates J.J. Mueller of Basle, who inform us that they have been doing business with you for sane fifteen years. We asked them if they knew of a manufacturer who might be able to supply at very short notice the articles specified on the enclosed list, and they advised us to contact you.

We can explain in confidence that our normal supplier has rather let us down on delivery dates this year, and we are in danger of getting into arrears with same of our overseas contracts.

If you can supply the goods we require, please accept this as our order. For rent will be made in accordance with your usual terms of business.

We hope you will be able to help us in this instance, and can add that if your products and terms are as competitive as we have been led to believe, we will be interested in a long-term contract with you.

He would appreciate a reply by telex.

Yours faithfully

A. Ziranerli AG

Bruno Schmidt

Export Manager

[6] *An equiry from an import/export agent on behalf of a client*

**A.B. WHITE AND CO. LTD** 567 Queen Street

Import and Export London, EC4 8YH

*Directors : A.B. White, T.D. Pearson Telephone: 4946130*

*JR/ph 31 January 1978*

*The Excelso Company, Ltd.*

*High Wycombe, Bucks, B84 1 WE*

*Dear Sirs,*

*We have just received an enquiry from a multi-national organization owning several luxury hotels in East Africa. They are opening a new hotel next spring, and have asked us to submit quotations for furniture and fittings in accordance with the attached list.*

*The articles in question must be hard-wearingand up-to-date in design, and delivery by February of next year is essential. Will you please let us know, therefore, whether you will be able to complete an order for the quantities required within the time at your disposal.*

*We will also be glad to have an estimate for the number of containers required and the approximate cost of packing.*

*Please let us have your quotation as soon as possible.*

*Yours faithfully*

*A.B. WHITE AND CO. LTD.*

*Jennifer Ring (Miss)*

*Overseas Dept.*

***Notes on fetters 4-6***

The adjective *competitive,* which means *favorably comparable with rival offers,* occurs very frequently in enquiries and letters replying to them, as do the verb *to compete* and the nouns *competition* and *competitor.*

Here are some examples of how these words are used:

Competitive prices and terms arc essential if this article is to sell on overseas markets.

These products will have to compete with mass-produced equipment, from Asian countries.

Competition in the textile trade has never been keener: our competitors are offering lower prices all the time.

*Explanation of reference numbers in letters 4-6*

*catching on:* Becoming popular or fashionable.

*drawback:* Disadvantage.

*condensation:* Drops of liquid forming, in this case, in tropical climates,

*associates:* People the writer does business with, or people in the same line of business as the writer.

*let us down:* (in this letter) Failed to execute our orders properly.

*getting into arrears:* Falling behind schedule.

*hard-wearing:* Strong, able to stand up to a lot of use.

Finally, here are some sentences which are commonly used in letters:

*Hinting at future business, requesting special terms, and asking for information about deliveries:*

1. As we do a considerable trade in this line, we expect a keen price.
2. If your goods are up to sample, they should sell readily in this market.
3. If the quality is right and the price competitive, we think we can promise you good results.
4. Provided you can guarantee regular supplies and promise delivery within a fortnight of receiving our orders, we should have no trouble in marketing your products here.
5. As we are the leading dealers in this (town) (area) (country) ...
6. Since we have connections throughout the country ...
7. In view of the fact that we are sole agents for this product...
8. As our estimated monthly requirements are in the region of 2,000 cases ...
9. ... we would like to discuss the possibility of a contract of agency with you.
10. ... we would like to know whether you would be willing to grant us a special discount.
11. As we are under contract, please let us know whether you can guarantee shipment by 3 July.
12. Would you be able to deliver within 5 weeks of receipt of our order?
13. We require the goods by 1 June at the latest.
14. Please quote your price (f.o.b. Liverpool) (c.i.f. Rio de Janeiro).

*Abbreviations used to indicate to what extent charges for freight, insurance, etc. are included in the price quoted ex-works; ex-factory; ex-mill/mills:* Price without any transport.

*\*f.o.r. (free on rail); \*f.o.t. (free on truck):* Price includes delivery to the railway and loading on a truck.

*\*f.a.s. (port named):* Price includes delivery to loading point 'alongside' ship.

*\*f.o.b. (export port named):* Price includes delivery to docks and loading onto a ship.

*\*f*.o.b. (*import port named) (particularly used in U.S.A. trade):* Price s all costs up to arrival in the importing country, but not insurance or unloading.

*\*c & f*. *(destination named):* Price includes all costs up to the named but not insurance.

*\*c.i.f (destination named):* Price includes all costs including insurance, up to named destination.

*Ex-ship (import port named):* Price includes delivery to the named port of destination; the seller is responsible for the goods until the ship arrives.

*franco* *quay; ex-dock (import port named):* Price includes all costs, unloading, customs duties, etc.

*franco domicilium; free delivered:* Price includes delivery to the premises of the buyer or consignee, customs duties paid by seller or consignor.

The following are used for home trade, in Great Britain:

*carriage paid home:* All transport paid by sender.

*carriage forward:* Transport to be paid by buyer.

*franco; free delivered:* All costs paid by sender.

*C.O.D.:* Goods to be paid for by buyer on delivery.

**EXERCISES**

**1. Fill in the missing words:**

 We have been \_\_\_\_\_\_\_\_ your name\_\_\_\_\_\_\_\_ our associates\_\_\_\_\_\_\_\_ Howard & Co Carlisle, who us that you have been \_\_\_\_\_\_\_\_ them with stationery a number of years.

There is a\_\_\_\_\_\_\_\_ demand here\_\_\_\_\_\_\_\_ Edinburgh\_\_\_\_\_\_\_\_ the qualities you\_\_\_\_\_\_\_\_, and we believe we could\_\_\_\_\_\_\_\_ large orders\_\_\_\_\_\_\_\_ you if your\_\_\_\_\_\_\_\_ are competitive.

 \_\_\_\_\_\_\_\_ you please send us your illustrated\_\_\_\_\_\_\_\_, together with your\_\_\_\_\_\_\_\_ list and details of your\_\_\_\_\_\_\_\_ of business.

 We look forward to\_\_\_\_\_\_\_\_ you.

2. You are J. du Pont, Managing Director of Fournier & Cie SA of Paris. Write to the Western Shoe Co. Ltd., Yeovil, Somerset S19 3AF, England, telling them where you have obtained their name and what you know about them.

 Indicate that there is a good market in France for their products, and then ask them to send you their catalogue and anything else you think you should have. Round off your letter with an encouraging sentence before signing it.

 Remember to include the date and inside address, and make sure you use the correct salutation and complimentary close.

 When you have finished your letter, compare it with letter no. 1 of this chapter.

3. Use the following notes to compose a letter of enquiry for a firm of importers:

 To the Drake Cycle Company, Wellington, New Zealand: Your new sports models seen at the Birmingham Trade Fair. Request details at models, catalogue, price list, terms, delivery times. Requirements: 50 each, women's and men's. Discounts? Future supply position?

1. Write a letter of enquiry on behalf of your firm to the Yorkshire Woollen Company, Bradford, asking for patterns of cloth for men's suits.
2. Write to the import agent for riteswift typewriters, enquiring about prices, delivery dates, and any other facts which you, as a prospective customer, would be interested in.
3. Your firm is a Swiss manufacturing company and is in urgent need of certain metal fittings which cannot be obtained quickly enough from the normal suppliers. Write an enquiry to a British maker of these fittings.
4. You have seen an advertisement in the trade press for a small electric motor made in England. Write to the manufacturer, asking for full details and offering your services as an import agent.
5. Write to your buying agent in another country, enclosing a list of luxury goods you need before Christmas. Prompt delivery is of the utmost importance in this case.

**UNIT 2**

**REPLIES TO ENQUIRIES: OFFERS**

A reply to an enquiry from a regular customer is normally fairly brief, and does not need to be more than polite and direct. Provided the supplier is in a position to meet his correspondent's requirements, his reply will generally:

1. Thank the writer of the letter of enquiry for the letter in question.
2. Supply all the information requested, and refer both to enclosures and to samples, catalogues and other items being sent by separate post.
3. Provide additional information, not specifically requested by the
customer, so long as it is relevant.
4. Conclude with one or two lines encouraging the customer to place
orders and assuring him of good service.

Replies to enquiries may begin in a number of ways. Here are some suggestions:

*Opening lines*

1. Many thanks for your enquiry of 3 April ...
2. We are pleased to have your enquiry about...
3. We thank you for your letter of 6 January, in which you enquire about...
4. In reply to your telex of today ...
5. Replying to your enquiry of 2 June ....
6. ... we are pleased to inform you that...
7. ... we have pleasure in confirming that we can ...
8. ... we can offer you immediately ...
9. We thank you for your enquiry, and are pleased to inform you that our Brazilian agents hold stocks of all our products.
10. In reply to your enquiry of 8 August we are enclosing ...
11. ... the brochures you requested.
12. ... full particulars of our export models.
13. ... our revised price list.
14. We thank you for your letter of 4 July and have sent you today, by separate post,...
15. ... samples of all our wax polishes.
16. .. .patterns of our new silk fabrics.
17. .. .specimens of our latest ball-point pens.
18. ... a full range of samples

**As an illustration, here is an answer to letter no. 1, page 12:**

**Western Shoe Company Ltd.**

YEOVIL, SOMERSET S19 3AF

ENGLAND

*SG/BO 15 October 1978*

*Fournier et Cie*

*SA Avenue Sovigny 14*

*Paris XV*

*France*

*Dear Sirs*

*We thank you for your enquiry of 12 October, and appreciate your interest in our products.*

*Details of our export prices and terms of payment are enclosed, and we have arranged for a copy of our catalogue to be sent to you today.*

*Our representative for Europe, Mr J.Heedham, will be in Paris from the 24th to the 30th of this month, and we have asked him to make an appointment to visit you during this period. He will have with him a full range of samples of our hand-made lines, and is authorized to discuss the terms of an order with you or to negotiate a contract.*

*He think our articles will be just what you want for the fashionable trade, and look forward to the opportunity of doing business with you.*

*Yours faithfully*

*WESTERN SHOE COMPANY LTD.*

*S. Granville*

*Export Sales Manager*

As further examples of letters of a 'routine' character, here are sug­gested replies to letters 2 and 3, Chapter 3:

[1] *Reply to letter no. 2, page 13*

**Aluminium Alloy Co. Ltd. Birmingham**

79 Prince Albert St. Birmingham B21 8DJ Great Britain

*The Jameson Construction Co. Pty. 2 July 1978*

*Harbour Road*

*Melbourne 6*

*Australia*

*Dear Sirs*

*We thank you for your letter of 25 June, and are glad to inform you that all the items listed in your enquiry are in stock. We are enclosing a pro-forma invoice for the aluminum fittings you are interested in: if you wish to place a firm order, will you please arrange for settlement of the invoice by draft through your bank, and advise us at the same time.*

*We can guarantee delivery in Melbourne within 3 weeks of receiving your instructions. If you require the items urgently, we will arrange for them to be sent by air, but this will, of course, entail higher freight charges.*

*We are enclosing details of our terms of payment, and would be happy to discuss discounts with you if you would kindly let us know how large your orders are likely to be.*

*We are also enclosing a copy of the report, which appeared in the March issue of The Metal Worker, on our ALUMOI fittings.*

*We are looking forward to hearing from you, and assure you that your orders will receive our immediate attention.*

*Yours faithfully*

[2] *Reply to letter no. 3, page 14*

**J. WHITE & CO. LTD.**

 *Photographic Supplies* CAPE TOWN

*7 May 1978*

*James Scott*

*Photographic Dealer*

*Durban*

*Dear Mr Scott,*

*Many thanks for your letter of 5 May. We are Interested to hear that you saw our advertisement In the Camera Review, and appreciate your Interest in the DERVIEW products we stock.*

*He are enclosing our Terms of Business, where you will find details of our quarterly discounts, and our price list for the complete range of DERVIEW products. As you will see, we can grant special terms for orders of the value you mention.*

*I will be in Durban myself on 17 May, and will be happy to call on you at any time in the afternoon. Perhaps you would lite to let me know whether this is convenient. I will, of course, bring the oanplete range of DERVTEW colour transparencies, which are described in the catalogue we have sent you today.*

*I am looking forward to meeting you.*

*Yours faithfully*

[3] *Suggested reply to letter no. 6, page 17 which was an enquiry made through a buying agent*

***The Excelso Company Ltd.***

*Specialists in Modern Design Directors: J. Corner, B Edge*

*High Wycombe, Bucks.*

*Telephone: 0494 6130*

*Our Ref:H/fl5O Your Ref:JR/ph 3 February 1978*

*Attention Miss Jennifer Ring, Overseas Dept.*

*A.B. White & Co. Ltd. 567*

*Queen Street*

*London EC4 8YH*

*Dear Sirs,*

*We thank you for your enquiry of 31 January, and can confirm our telephone conversation of yesterday, in which we informed you that we can deliver part of the goods required from stock, in accordance with the enclosed detailed offer. For the balance we would require approximately three weeks from the date of receiving your confirmation that this arrangement is acceptable.*

*Prices as quoted are f.o.b. London.*

*Packing in wooden cases.*

*Delivery as specified above.*

*Payment against documents, by banker's draft.*

*We hope your client will find our terms and delivery dates satisfactory, and we can assure you that you may count on our full co-operation and attention in this matter.*

*Yours faithfully*

Letters 1, 2 and 3 are examples of answers to enquiries of a routine character, and they are written in plain, direct English. They give the information asked for, and this is basically all that is wanted.

Let us consider next the firm which is keen to increase sales, or one which is putting a new product on the market. A great deal of time, Know-how and money has probably been spent on promoting the product or products concerned, and the task of actually selling the goods begins with answering the enquiries as they come in.

The letter of reply must now fulfill the function of a salesman: it must contain information which will sustain the reader's interest and persuade him or her to place an order. In such cases the style of the letter is of great importance.

The letter must be convincing: it must create enthusiasm by the fresh­ness and originality of its approach, and this cannot be done by using routine phrases.

The letter which follows is a reply to letter no. 4, Chapter 3, page 15. The enquirer was already very interested in the manufacturer's goods, so the manufacturer has only to give the information asked for. Notice, however, how he shows interest in his prospective customer's special needs.

[4]

Dear Sirs

We are very glad to have your letter of 1 December and to hear that you have been receiving enquiries about our *Weatherproof* coats.

The *Litewate* range you mention has been a great success wherever it has been introduced, and we are already exporting it to several tropical countries, in both Asia and Africa. Unlike many waterproof coats, the *Litewate* does not cause excessive condensa­tion on the inside surface, and so would be suitable for your climate. We can quote you the following prices:

 £ P

250 *Litewate* coats, women's, medium 375 00

250 *Litewate* coats, women's, small 375 00

250 *Litewate* coats, men's, medium 493 75

250 *Litewate* coats, men's, small 431 25

 F.O.B. Liverpool 1.675 00

Freight Liverpool-Calcutta 50 20

Insurance 18 30

 1,743 50

We will be able to ship the raincoats within 2-3 weeks of receiving your order. We are grateful to you for your suggestion concerning an ultra-lightweight coat for the Indian market, and are pleased to inform you that we have been looking into the question of a suitable material for some time now. Our Research Department assure us that they will have a model ready in the very near future, and we will come back to the matter as soon as we have some definite news for you.

We are enclosing full details of our terms of business, and have sent you by separate post a set of descriptive brochures of our products, and a supply of sales literature. We look forward to hearing from you again.

Yours faithfully

Letters 5 and 6 are further examples of the modern method, and like letter no. 4 they show that there is room for individuality in modern commercial correspondence.

[5] *From a manufacturer to a large retailer*

**MODERN**

**PLASTICS LTD.**

Manufacturers of Plasticware Melox House

 PORTSMOUTH

RBG/hk 12 January 1978

Messrs. L. Thoms & Son

150 Beachview Avenue

Bournemouth H77 60P

Dear Sirs,

We are very pleased to have your enquiry, and are enclosing the price-list you requested, together with our terms of sale.

As you have evidently realized, plastic kitchenware is here to stay -it has already ousted heavy and expendable metal, glass and china from the modern kitchen. Dealers who have displayed our brightly coloured range have reported good sales even in the present season, when hardware sales are usually at their lowest.

After studying our prices and our liberal terms to the trade, you will understand why we are working to capacity to meet the demand. We would advise you, therefore, to let us have your order by the end of the month, is this will enable you to have stocks of our attractive lines by Easter!

We look forward to the opportunity of being of service to you.

Yours faithfully

P.p. MODERN PLASTICS LTD.

R. B. Gordon Sales Manager

Why is this a good letter?

Discuss this question with your fellow-students. Then compare your news with the suggestions given after the exercises at the end of this chapter.

[16]

Dear Sirs

In your letter of 1 May you ask us to send you samples of our rubberized floor coverings for use on rough surfaces. We appreciate your interest, and have today dispatched a range of qualities which we have selected specially to meet your needs.

All of these materials are robust and hard-wearing, and we particularly recommend no.7—compo—which is a synthetic substance developed by our research department to withstand the wear and tear of rough and uneven floors.

Please give the samples any test you wish: we are confident that they will stand up to the roughest handling.

Our price-list is enclosed with this letter, together with our trade terms, as we think you will need these when you have completed your tests. It will be a pleasure to quote you terms for contract supplies, and our technical representatives are at your service at all times.

Yours faithfully

A request for a special discount may call for some thought, and a counter-proposal may be made in reply, as in letter no. 7.

[7]

Dear Sirs

Many thanks-for your letter of 15 July, in which you ask us for an extra discount of 24% over and above the usual trade discounts in connection with your order for 30,000 envelopes no. 2M.

While we appreciate your order, we feel we must point out that our prices have already been cut to the minimum possible, and that envelopes are unobtainable elsewhere at these rates. However, we would be willing to allow you a special 24% discount if you could see your way to increasing your order to 50,000.

We await your reply.

Yours faithfully

**OFFERS OF GOODS AND SERVICES**

In many types of business it is the practice of the seller to offer goods to his regular customers and to others who may be interested, without waiting for an enquiry. Similarly, suppliers regularly make special offers of goods when prices are particularly favourable. In these cases the customer's interest has to be aroused.

[8] *Offer of Brazilian coffee* Dear Sirs

You will be interested to hear that we have been able to obtain a further supply of Brazilian coffee of the same quality as that we supplied you with last year. Thetotal consignment is only 10,000 kg., and we are pleased to offer it to you at 60p per kg. With the increases in freight charges which become effective next month, the next consign­ment will be rather dearer, so we recommend you to take advantage of this offer, which is firm for five days only, and to telex your order without delay.

Yours faithfully

[9] *French wine exporter's offer to British importer*

Dear Sirs

Messrs. Hankinson and Co. of Towgate St., with whom we have been doing business for a number of years, have informed us that you will probably be replenishing your stocks of French white wines in the near future.

You will already know that we had an exceptionally good season in 1973, and that the fine quality of our white vintages of that year is renowned both in your country and in ours.

We are now shipping these wines, and would be very glad to welcome you as customers. Our full export price-list is enclosed, but we would like to draw your attention particularly to our

White Bordeaux @ £60.00 per gross bottles, and
Sauterne @ £70.00 per gross bottles

These wines have always sold very well in Britain, and the prices quoted above for bulk purchase will enable you to sell at highly competitive prices, while obtaining a good margin of profit.

We will be pleased to supply you with a first order against settlement within 30 days of date of invoice, and with 21% discount. Immediate shipment from Bordeaux is guaran­teed.

We advise you to place your order promptly, since we expect considerable response from other foreign customers to this special offer.

Yours faithfully

[10] *Fruit broker's offer to wholesaler*

Dear Sirs

Confirming our telephone conversation of this morning, we are pleased to be able to offer you the following South African fruit, which arrived yesterday with the S.S. *Durham Castle:*

300 boxes Early Rivers' plums £0.55 per box

100 boxes 'Golden Glory' peaches £1.10 per box

200 boxes Prime Yellow' apricots £0.50 per box.

These brands are well known to you, and the consignment in question is well up to the high quality of previous years. The fruit is excellently packed and would reach you in perfect condition.

We would be glad to send the goods by rail on receipt of your order, which should he sent by telephone or telex. The price includes carriage, and is firm for 24 hours only.

Yours faithfully

[11] *Battery manufacturer's offer to overseas dealer*

**NIPPONEX ELECTRICS**

TOKYO, JAPAN

*Amperlite Ltd.*

*146 O'Leary St.*

*Dublin 2*

*Ire1and 27 December 1978*

*Dear Sirs,*

*DRILITE BATTERIES*

*Improved methods of production enable us to offer you our range of Drilite batteries at a reduced price for large quantities.*

*Details of the new prices for your market are enclosed, and you will see that the average price reduction is 5%. As our prices are quoted c.i.f. Dublin, you will agree that they are considerably lower than those of manufacturers of similar batteries, both here in Japan and elsewhere.*

*The quality of our products remains the same - only the finest chemicals are used. The new prices are for minimum orders of £1,000 and are r used. The new prices are effective as from 1 January. Immediate despatch is guaranted, and we hold ample stocks.*

*We appreciate your past custom, and look forward to supplying you in the new year at the new prices.*

*Yours faithfully*

*NIPPONEX ELECTRICS*

*Enclosure*

Letters 12, 13 and 14 are examples of letters making special offers of goods at reduced prices.

[12] *Circular from a large store informing customers of sale of stocks at reduced prices*

Dear Sir or Madam

On 1 June this year we are moving to larger and more modern premises at nos. 50-55 Oxford Street. Our business has grown so considerably in recent years that we can no longer provide our customers with the service we are used to giving them in our present building.

In view of this move we are selling off our entire stock at greatly reduced prices to save us the trouble and expense of packing and removal.

Come and visit us any day next week. The sale will last for 7 *days only*—less if stocks are cleared sooner. This is an exceptional opportunity for you to obtain real bargains reductions range from 15% to 30%, while certain surplus lines will be going at up to 50% off list prices.

Don't miss this chance! Our doors open at 9 a.m. on Monday 20 May.

[13] *Offer of special trade discount*

Dear Sirs

In last summer's exceptionally fine weather we were so overloaded with late orders from most of our regular customers that we were unable to keep pace with the demand. While we understand our customers' fear of overstocking, we are sure they will appreci­ate our position when we are suddenly flooded with urgent last-minute orders.

To encourage all customers to lay in a good opening stock this year, we are prepared to offer a special trade discount of 4% on all orders over £500 net value received before the end of the month.

Help us by helping yourselves!

Yours faithfully

[14] *Wholesaler's special offer of woollen blankets*

Dear Sirs

A few weeks ago we were fortunate enough to have the offer of the entire stock of the Hartley Blanket Company, which has now ceased to manufacture woollen products. We took advantage of this exceptional opportunity, and are now in a position to offer these famous all-wool blankets well below the market price.

This is a once-in-a-lifetime' opportunity, and we expect to clear our stock in a few days We must ask you, therefore, to give the enclosed special price list your immediate attention and to let us have your order at once.

Orders will be executed in strict rotation and can only be accepted as long as stocks last.

Yours faithfully

It often happens that after answering an enquiry, a firm receives no further news from its prospective customer. Very few customers write and tell those who send them quotations why they do not wish to place an order. The practice of sending a representative to call on the enquirer soon after the enquiry is answered is common, as is that of sending a follow-up letter. Letter no. 15 is a specimen of a follow-up letter to a distributor to whom a catalogue was sent in response to his enquiry.

[15]

Dear Mr. Morton

You wish to modernise your store-rooms with the most up-to-date shelving system yet devised: that is clear because you asked for our catalogue, which was sent to you earlier this mouth.

The next step lies, of course, with you. You could have a demonstration of the fitting of the locksnelf system in your own store-room, or see the combined units here in our showrooms.

You could test for yourself the wonderful adaptability of our system to all storage problems, by sending us a trial order for one 5 metre section, which comprises three units. Or if you have any special problems, you are welcome to our advice without any obligation.

You may be sure that whichever of our services you decide to use, you will receive our immediate attention.

Yours sincerely

Here is a selection of phrases for use in making offers and quotations:

*Opening lines*

1. We have pleasure in ...
2. ... quoting as follows for...
3. ... submitting the following quotation ...
4. ... offering you the following goods ...
5. ... enclosing our estimate for the supply of...
6. ... sending you our latest catalogue ...
7. You will be interested (in) (to hear that) ...
8. You will find enclosed with this letter a sample of...
9. We are pleased to inform you ...
10. As a result of the favourable supply situation we are able to offer you firm, for immediate delivery ...

*Prices and terms*

1. Our prices are quoted ...
2. ... f.o.b. Liverpool/f.a.s. Liverpool.
3. ... c.i.f. Hamburg/c.i.f. London.
4. Our prices include packing and carriage.
5. Freight and packing cases are included in the price.
6. The price quoted includes packing in special export cases.
7. Price includes delivery to nearest railhead.
8. All prices are ex-works ...
9. Our (quotations) (prices) are subject to 24% discount for cash.
10. Prices are subject to variation without notice, in accordance with market fluctuations.
11. The prices quoted are net.
12. Our catalogue prices are less 25% to bona-fide dealers.
13. For quantities of 1 gross and over, we can offer a discount of 124% on list prices.
14. We can quote you (£2.50 per litre) (£1.15 per dozen) (£1.65 per metre) (£1.75 per sq metre) (£3.50 per 5 litre drum).
15. Prices for the quality you mention range from 75p to £5.
16. Prices have (risen) (fallen) (remained steady).
17. Raw material prices have risen.
18. Owing to the slump in commodity prices we can offer you these goods ...
19. ... at below market price.
20. ... at less than cost.
21. ... at the very special price of...
22. ... on very favourable terms.
23. ... at cost price.
24. Our terms are (net cash) (spot cash) (cash within 7 days) (cash on delivery) (cash with order).
25. Our terms are payment on invoice.
26. Ourterms are (monthly) (quarterly) settlement.
27. Our terms are 334% discount to approved accounts, with 24% for settlement within 15 days of date of invoice.
28. Our terms and conditions of sale as printed on our invoices must be strictly observed.
29. Our terms of payment are settlement by last day of month of receipt of our statement.
30. Payment by (banker's draft) (irrevocable letter of credit) (bill of exchange) is requested. (See a/so Banking, Chapter 9)
31. Payment for an initial order would be required on pro-forma invoice.
32. We should require payment by banker's draft on acceptance of your order.

*Conditions and qualifications*

1. This offer is (firm for 3 days) (subject to contract)
2. We offer these goods subject to their being unsold on receipt of your order.
3. This offer must be withdrawn if not accepted within 7 days.
4. This is a special offer and is not subject to our usual discounts.
5. Please let us have your order by 31 January, as this price concession will not apply
after that date.
6. Goods ordered from our old catalogue can be supplied only until stocks are exhausted.
7. This is a special offer and cannot be repeated
8. Please note that goods supplied on approval must be returned, carriage paid, within 7
days if not required.

*Supply and demand*

1. In view of the heavy demand for this line, we advise you to order at once.
2. The exceptional demand this season has nearly cleared our stocks of...
3. This article is in great demand
4. Owing to the increased demand for this type of car, our stocks have run very low.
5. There is no demand here for such goods
6. Tropical fruit is in good supply just now.
7. We shall be unable to obtain further supplies.
8. We should be pleased to supply you on a consignment basis.
9. As we have a good supply of these machines we can effect shipment within 5 days.
10. The model you ask for is out of production, but we can supply ... instead.
11. We can offer you a wide (range) (choice) (selection) of sizes and types from stock.
12. These goods are available immediately from stock.
13. We advise you to stock up while supplies are available.
14. We cannot promise delivery before 1 st January unless your order reaches us within 7
days.
15. These shirts can now be had in assorted colours and sizes.
16. Our comprehensive stocks enable us to execute all orders promptly and to our
customers' specifications.
17. Supplies of this commodity on world markets greatly excr jd the demand.

*Asking for instructions*

1. Will you kindly let us have an early decision.
2. Please send us your instructions by (cable) (telex).
3. Please (wire) (cable) (telephone) your order.
4. Kindly confirm your order at the price quoted.
5. We await your instructions by return.
6. If you accept our quotation, please advise us by telex.
7. Your reply by return would be appreciated.
8. Please let us know your wishes by (Friday next) (Friday without fail).
9. Please quote Catalogue no. and colour required when you order.
10. If you let us have your instructions by midday Thursday at the latest we could ship your order by S.S. Orion, which sails on 23 August.
11. Kindly use the enclosed order form when you make out your order as this will facilitate prompt and accurate execution.
12. If our proposal is acceptable to you, please confirm by return.

*Concluding sentences*

1. Our whole experience is at your service. We hope you will make use of it.
2. We think we have covered every point of your enquiry. If not, please do not hesitate to write to us again. It will be a pleasure to give you an immediate reply.
3. We should appreciate the opportunity of showing you how efficiently we can serve you.
4. Words alone will not prove what we claim for our products: only a trial can do that, and a trial will convince you.
5. The enclosed catalogue will give you all the essential facts about our lines, but it cannot answer all your personal questions. It will be a pleasure for us to do that if you will write to us.
6. You may rely on us to give your requirements immediate attention.
7. We are sure that these goods will meet your requirements, and we look forward to your first order.
8. We will hold a quantity in reserve for you, as we feel sure you would not wish to miss such an opportunity.
9. We look forward to the pleasure of serving you.
10. An early reply would help us to help you.
11. If you think our offer meets your requirements, please let us have your order at an early date, as supplies are limited.
12. As we execute all orders in strict rotation, we strongly advise you to order early.
13. Our services are at your disposal.

*Some vocabulary of Chapter 4*

*adaptability:* Ability to be used for more than one purpose; *(adj.)* adapt­able; (v.) adapt.

*balance (n.):* Remainder.

*bargain* (n.): Something obtained at a price below its value; (v.) bargain = negotiate a price.

*become effective:* Begin to operate.

*bulk purchase:* Buying in large quantities.

*call on:* To visit.

*consignment:* Goods packed together and sent from seller to buyer.

*condensation:* Drops of liquid forming, due to heat, etc.

*contract supplies:* Large quantities ordered under contract.

*demand (n.):* Number of orders.

*discount:* Reduction in price allowed by the seller.

*draft:* An order for payment, drawn up by a bank.

*entail:* To cause, involve.

*evidently:* Clearly, obviously.

*excessive:* Too much.

*expendable:* Short lived, not durable.

*the fashionable trade:* Business in high quality clothes.

*firm for five days:* Open for five days.

*firm order:* Definite order.

*grant* (v.): To allow.

*if stocks are cleared:* If all goods are sold.

*if you could see your way to increasing:* If you agree to increase.

*in stock:* Available, ready for delivery.

*in strict rotation:* In the very same order in which they arrive.

*keep pace with:* Produce fast enough to meet.

*knowhow:* Specialized knowledge, expertise.

*liberal:* Generous.

*lines:* Products or groups of products.

*negotiate:* Discuss (terms, conditions).

*ousted:* Taken the place of.

*overstocking:* Ordering more than can be sold.

*premises:* Buildings or offices where a business is carried on.

*pro-forma invoice:* Invoice enabling a customer to see how much a consignment will cost.

*promote a product:* Make the public aware of a product.

*prospective:* Potential.

*range:* Selection of different products.

*replenish:* Replace what has been consumed.

*robust:* Strong.

*sales literature:* Advertising material.

*settlement:* Payment.

*sustain:* To keep up, maintain.

*trade terms:* Prices paid by the dealer.

*transparencies:* Pictures projected onto a screen.

*ultra-lightweight:* Very light indeed.

*vintages:* Wines from grapes of particular years.

*well up to:* At least as good as.

*without any obligation:* Free from any need to buy.

*withstand:* Resist.

*working to capacity:* Fully occupied.

**EXERCISES**

1. Fill in the missing words:

Thank you \_\_\_\_\_\_\_\_\_\_ your \_\_\_\_\_\_\_\_\_\_ 16 November, \_\_\_\_\_\_\_\_\_\_ which you enquire toys imported \_\_\_\_\_\_\_\_\_\_ Hong Kong. We are \_\_\_\_\_\_\_\_\_\_ to hear that there is a \_\_\_\_\_\_\_\_\_\_ for goods \_\_\_\_\_\_\_\_\_\_ this type \_\_\_\_\_\_\_\_\_\_ Northern Ireland.

We are \_\_\_\_\_\_\_\_\_\_ our price list and terms of \_\_\_\_\_\_\_\_\_\_, and our catalogue has already been \_\_\_\_\_\_\_\_\_\_ separate post,

As you will notice, our prices are extremely \_\_\_\_\_\_\_\_\_\_, and since we hold large \_\_\_\_\_\_\_\_\_\_ of all models \_\_\_\_\_\_\_\_\_\_ all times, we can promise delivery \_\_\_\_\_\_\_\_\_\_ a week \_\_\_\_\_\_\_\_\_\_receipt \_\_\_\_\_\_\_\_\_\_ orders.

We hope to \_\_\_\_\_\_\_\_\_\_ from you soon, and \_\_\_\_\_\_\_\_\_\_ forward \_\_\_\_\_\_\_\_\_\_ business you.

1. An enquiry has come to your company, a firm of watchmakers, from a British retailer. Write a reply to send with your price-list. Quote your terms, and add any information you consider might induce your correspondent to place orders with you.
2. Answer a foreign letter of enquiry which your firm has received following an exhibition of your sewing machines at a trade fair in Brussels.
3. Write a reply to letter no. 5, Chapter 3, page 16.

5 Compose a letter for your firm, who are producers of tinned food products, to an importer overseas. Offer your standard lines and one new product.

6 Your company is a textile importer. Write a circular letter offering
your wholesale customers your old season's stock at reduced prices,
and explaining why you are able to do so.

7. Write an answer to the enquiry in sentence no. 14, Chapter 3, page 11.

*Suggested answers to the question on letter 5 on page 27*

It is friendly and direct in style.

It is confident and positive.

It presents the case from the buyer's point of view: there is more you than 'we' in it. .

It stimulates interest by quoting successful sales elsewhere, and gives a reason for placing an immediate order.

And finally, it reads like a personal message-not a mass-produced, routine reply.

**UNIT 3**

**ORDERS AND EXECUTION OF ORDERS**

If the seller's offer is right, an order may be expected to follow. The really difficult part of the business is now over and the remaining corres­pondence is largely routine. The supplier must, however, maintain the friendly, helpful attitude of his earlier letters in all later correspondence. At all stages of a transaction he must show the buyer that his aim is to serve him well. Difficulties may arise at any time: unforeseen problems may occur and misunderstandings ensue. All these things will need action and explanation, so that careful wording may be required in a letter to keep a customer in the right frame of mind. In other words, every letter written to him should be a 'silent salesman' and a lasting advertisement for the writer. It is only in formal letters of advice and instruction that a correspondent should rely on formal phraseology.

The buyer is able to write without such careful choice of language and is therefore brief and 'to the point', but the modern tendency towards an easier and more natural style in writing is also noticeable here: courtesy costs nothing and a friendly attitude often wins a similar response, all of which can only help trade and improve business relations.

In this chapter, we are dealing largely with the export order, so that one or two routine matters should be dealt with before we turn to the wording of communications.

First of all, accuracy is essential in the placing of an order. An error in quoting a catalogue number, or a mistyped figure in the quantity column can cause trouble which it may be impossible to put right later. AH this is very elementary, but such errors are known to occur; a double check at all stages is the only prudent course.

Clarity is also essential. The buyer must make clear to the seller exactly what he wants. Most firms will agree that there is room for improvement here. In the export business there are also other things needed besides an accurate description of the goods: for example, method of transport, packing, delivery and insurance, or possibly method of payment, if this has not been settled already. Then the buyer may require some special documents for his own use or to satisfy import regulations. These must be asked for—the exporter cannot always know what the buyer requires in this respect. Large firms will most probably use an export order form for ordering; the special requirements are printed on this form, and possibly also details of terms and conditions of purchase. A specimen of one of these is given on page 38.

TELS : 525-0575 APDO. POSTAL : 5-394

 511-2517 CABLES : GREPEMEX

|  |  |  |  |
| --- | --- | --- | --- |
| Order to |  |  | Order No.  |
|  |  |  | 8258 |
|  |  |  | Date |
|  |  |  |  |
| Quantity | Tide & Author | Price | Remarks |
|  | --- If you cannot supply within 3 month\*, do not back order. --- Send paperback if available, unless otherwise stated. |  |  |

Invoices : 3 copies with shipment, 2 by airmail

Please quote out order number:

SEND BY

 MERCURY AIRFREIGHT INT L. LTD. ALFRED ROYLE & WILLAN LTD. BOOK POST UNREGISTERED

 Unitair Center

 Great South West Road Plaistow

 East Bedont

 FELTHAM, MIDLESEX, TW 14 8 NJ LONDON E, 13

 MARK AS FOLLOWS MARKS AS FOLLOWS

 For separate consolidation to: For separate consolidation to:

 LIBERIA BRITANICA, S.A. LIBERIA BRITANICA, S.A.

 Rfo Gangee, 64 Rfo Gangee, 64 SPECIAL

 MEXICO, D.F. MEXICO, D.F. INSTRUCTIONS

When ordering goods, a customer will generally include the following

in his letter:

1. A reference to a visit by the supplier's representative, or to an adver­tisement or catalogue, or to a sample, or to previous correspondence.
This applies particularly to a *first* order. In subsequent orders the
buyer may begin his letter with:
2. Details of the goods required: quantity, quality, catalogue number, packing, etc.
3. Conditions and qualifications.
4. Alternatives which are acceptable if the goods ordered are not avail­
able.
5. A closing sentence, perhaps encouraging the supplier to execute the order promptly and with care.

The following letter illustrates the points listed above:

 **FOURNIER ET CIE**

 *Importers of Fashion Goods* Avenue Ravigny 14

 *PARIS* Paris XV

*The Western Shoe Co. Ltd. 30 October 1978*

*Yeovil, Somerset S19 3AF*

*England*

*Dear Sirs*

*Thank you for your letter of 15 October. As you will already know, your Mr J. Needham called on us a few days ago and left a range of samples. We think articles of this quality will find a ready market here, and we are prepared to order the following as a stock trial order:*

*20 "Angela" evening bags, catalogue no. 5*

*50 "Veronica" beauty boxes, catalogue no. 17*

*50 "Daphne" handbags, catalogue no. 27a*

*50 "Gloria" handbags, catalogue no. 28*

*If nos. 27a and 28 are not available for immediate delivery, as Mr Meedham suggested might be the case, please send nos. 27 and 28a instead.*

*Since we must have the goods on display in time for the Christmas season, our order is placed on condition that they are despatched by 10 November at the latest.*

*As soon as we receive your confirmation and pro-forma invoice, we will arrange for settlement by banker's transfer.*

*We are looking forward to hearing from you shortly.*

*Yours faithfully*

*FOURNIER ET CIE SA*

Here is a list of expressions regularly used when ordering goods:

*Opening phrases*

1. Thank you for your offer of 1 July, which we accept on the terms quoted.
2. Many thanks for your quotation for stationery. Please send us at once:
3. Thank you for your catalogue and price list. Kindly send us as soon as possible:
4. We enclose our order no. 47791 for ...
5. Our indent no. B 46215 is enclosed.
6. We have pleasure in ordering the following articles from your winter catalogue:
7. Thank you for letting us have samples of... We would be glad if you would supply us with . . .
8. Will you please arrange immediate despatch of:
9. Please send through our forwarding agents, K. Jones and Co. Ltd., Sunderland Avenue, Southampton, the following goods:

*Referring to quality, etc.*

1. The quality must be up to sample . . .
2. Weight and colour must be as sample supplied . ..
3. First-class material and workmanship are essential.
4. A medium quality would be suitable .. .
5. Only fruit packed so as to be in fresh condition on arrival can be accepted.
6. Please send only pure wool. Mixtures are unsuitable.
7. We must point out that the machines must be guaranteed to be to our own specifica­tion.
8. The material must match the enclosed pattern.
9. Please supply in assorted colours, preferably 6 dozen each of red, yellow, green, blue and brown.
10. There is no market here for the higher-priced cameras. Please send only models in the medium price-range.
11. All grades of cotton (jute, tea, fibre, etc.) are acceptable, but we prefer top qualities
12. The alcohol content must not be under 15%
13. We enclose a trial order. If the quality is up to our expectations we shall send further orders in the near future.
14. The material supplied must be absolutely waterproof and we place our order subject to this guarantee.
15. We are arranging for the consignment to be inspected before shipment and must ask you to send only goods in perfect condition
16. Send us also approx. 1 gross seconds'; provided that these are not scratched, we can sell them.
17. All lengths supplied must be cut to the exact dimensions quoted in your offer.
18. Marks or blemishes on the surface may make it necessary for us to reject the goods.
19. A superior finish is important: a rough appearance would be quite unacceptable.
20. The bodywork must have a matt finish inside and a high-gloss exterior.
21. The minimum quantity required is 500 kg. but we we i Id accept up to a maximum of 800 kg. if the quality is high.
22. The over-all length must not exceed 2 metres, and the total weight must not be above 25 kg.

*Alternative goods*

1. If pattern no. 63A is not available please send 64, 65 or 66A instead.
2. Please supply the nearest you have to the enclosed sample.
3. As we are out of this line, please send the nearest you have in stock.
4. We leave it to your discretion to supply a suitable substitute, should you not have what we want, but the price must not exceed £1.75 per kg.
5. If you have a similar article but of better quality, please supply it instead, provided the price is not more than 10% higher.
6. We are prepared to pay up to £8.75, but only for a first-class article. Please send us details of other makes, if you cannot supply at or below this price.
7. Please supply in no. 3 Ivory or no. 4 Cream finish if these articles are not available in no. 2 White, as shipment must be effected by S.S. Diogenes, sailing on 3 May

*Invoking, Packing, Shipping, Payment*

See special chapters

*Rejecting an offer*

1. Many thanks for your offer of 3 March. We are sorry to have to tell you that we cannot make use of it at present.
2. We thank you for your offer and will bear it in mind, should we have need of such equipment at any time.
3. Thank you for your quotation for the supply of... but we have been obliged to place our order elsewhere in this instance.
4. Many thanks for your reply to our enquiry for steel furniture. We will keep your catalogue for further reference, but think your products too highly priced for this market.
5. We appreciate your offer of a reduced price, but are of the opinion that the market would not stand an article of this quality at all.

*Cancellation, Warning of cancellation*

1. Our indent is enclosed, but we must ask you to cancel any items which you cannot execute by 1 January.
2. Please delete from the order any goods which you (cannot supply ex-stock) (cannot ship within 14 days) (cannot supply exactly to sample).
3. We must insist on the observance of our terms and conditions. If you cannot do this, we regret that we shall have to cancel the order.
4. Please supply such items as you have in stock, but treat all others as cancelled. Your immediate advice would be appreciated.
5. As you have failed to deliver within the specified time, we have no alternative but to cancel our order.
6. The recent slump in the market here makes it unavoidable for us to cancel the remainder of our order.
7. We regret having to cancel our order for the two further machines, but the worsening of the trading position here gives us no option.
8. Please cancel our order no. 33 of 3 October for 25 battery-operated sets and send us all-mains sets in substitution.

*Prices, Discounts, etc.*

See also Chapter 7

1. We agree to your price, but should like to know if you are prepared to grant us a discount of 5% for a quantity of 2,000.
2. What special discount can you offer for orders over £5,000 net?
3. We enclose our order, but must point out that the falling market here will leave us little or no margin of profit. We must ask you for a keener price in respect of future supplies.
4. As we have now done business with you for a year, we should appreciate quarterly settlement terms.
5. As we propose to run a series of 12 consecutive advertisements, we should like to know what discount you can allow for this.
6. We attach our order for 3 gross, but could send you much larger orders if you could see your way to bringing your price down to a level comparable with that of your com­petitors in this market.

*Concluding lines*

1. Your early attention to this order will be appreciated.
2. Please note that delivery is required by 5 April without fail.
3. If this first order is satisfactorily executed we shall place further business with you.
4. We will do our best with these goods, and if sales are satisfactory we shall make your brand one of our standard lines. Kindly advise us when the goods are despatched.

Most of the model letters which follow in this chapter are adaptable to home or foreign trade, although some are shown in the form of correspondence between British firms.

Now here are a few more letters from buyers to sellers:

[1] *Importer's order for bell-wire*

Dear Sirs

Many thanks for your prompt reply of 20 April to our enquiry for bell-wire. We enclose our official order for 15,000 metres, which we understand you can supply from stock.

As we pointed out in our first enquiry, the quality must be up to the sample we sent you, and the weight and colour of the cotton insulation identical to that of the sample. Our order is placed on these conditions. Yours faithfully

[2] *Exporter's order for cloth, subject to price reduction*

Dear Sirs

Thank you for your quotation of 75p per metre for cloth no. 110.

Before we place an order with you, we would like to know whether you can quote us a slightly better price for the material. We are thinking in terms of an order for some 2,000 metres, and as the cloth is for export to a highly competitive market, a keen price is essential.

A prompt reply would be greatly appreciated.

Yours faithfully

[3] *Exporter's request for lower price*

Dear Sirs

We have received your quotation of 1 February and the samples of men's suitings we asked for, and thank you for these.

While we appreciate the good quality of your products, we find the prices of these materials rather high for the market we supply. We have to point out that very good materials of this type are being exported by European manufacturers at prices from 10% to 15% below yours, so the prices you quote would make it impossible for us to compete on the market in question.

We would like to place our order with you, but must ask you to consider making us a more favourable offer. As our order would be worth around £8,000, you may find a concession worthwhile.

Yours faithfully

[4] *Rejection of offer of coffee (Reply to letter no. 8, page 29)*

Dear Sirs

We thank you for your letter of 21 November, in which you offer us Brazilian coffee at 60p per kg.

We are sorry to tell you that we cannot take you up on this, as the price you are asking is above the market level here for the quality in question. The coffee we bought from the same source last year was not of the quality we had expected for the price quoted.

Yours faithfully

[5] *Dealer asks for guaranteed delivery date (Reply to letter no. 5, page 27)*

***L. THOMS & SON***

*Hardware Merchants*

*150 Beachview Avenue*

*Bournemouth H77 6DP*

*30 January 1978*

*Modern Plastics Ltd.*

*Melox House*

*Portsmouth P92 4CC*

*Dear Sirs*

*Thank you for your letter of 12 January and for the details of your plastic ware.*

*We have now seen samples of your products and are prepared to give them a trial, provided you can guarantee delivery on or before 1 March. The enclosed order is placed strictly on this condition, and we reserve the right to cancel and to refuse delivery after this date.*

*Yours faithfully*

*L. THOMAS AND SON*

J.B.K. Thoms Managing Director

Now we will turn to the seller and pick up the transaction from his point of view. The order has been received, and the usual practice is to ac­knowledge it at once. With small routine orders from regular customers this may be done by means of a ready-printed postcard. This tells the buyer that his order has been received and is receiving attention; in addition, it saves time and unnecessary correspondence.

More satisfactory is a letter in which the acknowledgement takes the form of a repetition of the order. This serves as a check on the accuracy of the description of the goods ordered and turns the order into a firm contract.

In all other cases, a polite letter of acknowledgement is obviously good policy. The seller started by expressing his intention of serving his cus­tomer when he made his first offer; it is only common sense to show that he appreciates being given the business. This need not take long, but the letter should refer to the actual goods ordered and the terms agreed; it should close with an assurance that the order will be carefully attended to and promptly delivered. Of course, the seller will only do this if he is as good as his word. A promise made must be kept, if he wants to keep his customer. There would be no point in sending out letters of this kind if he proceeded to treat the matter in a casual way: it would become known in time that his letters were a mere formality.

[6] *Manufacturer acknowledges order and guarantees delivery*

Dear Sirs Thank you very much for your order of 2 March for:

5 doz. tea services no. 53.
3 doz dinner services no. 65.
4 gross cups and saucers, export seconds, white.

All these items are in stock, and we can guarantee delivery to your Liverpool warehouse well before 15 March. As requested, we will advise you of date of despatch. We are at your service at all times.

Yours faithfully

[7] *Manufacturer acknowledges order and confirms priority*

Dear Sir

We were very glad to receive your order for: 2 horizontal drilling machines, to be supplied to your own specification.

As we mentioned in our previous letter, delivery for machines made to supplied specifica­tions is not normally possible in less than 3 months, but we should like to help you and are giving your order priority. You may be sure that your machines will be ready for shipment by 1 April.

We will advise you when your order is ready for collection and shall be pleased to assist you to the best of our ability at all times.

Yours faithfully

[8] *Further acknowledgements of orders* Dear Sirs

We thank you for your interest in our special offer of tinned beef, and are pleased to advise you that your order has been despatched today by Road Transport Services, Ltd.

Yours faithfully

[9]

Dear Sirs

Thank you very much for your order for: 2 printing machines—catalogue no. 79/B.

These will be despatched immediately upon receipt of your remittance for £375, as per enclosed pro-forma invoice.

Yours faithfully

[10] *The sellers promise punctual despatch* Dear Sirs

Many thanks for your order of 3 March for: 2,000 litres assorted distempers.

It is already being attended to and there will be no difficulty in getting the goods to you by your stipulated date.

Yours faithfully

*Assuring the customer of your attention*

1. You may rely on us to carry out your instructions in every detail.
2. Your order is receiving immediate attention and you can depend on us to effect delivery at Southampton well within your time limit.
3. We have taken special note of your packing instructions and these will be strictly observed.
4. Special instructions have been given to our despatch department to send your orders on 1 May, 1 June and 1 July respectively. You may be sure that your wishes will be carried out.
5. We note that the goods are to be collected at our works by your forwarding agent, and we shall accordingly notify Carter & Sons when the order is ready to be called for.
6. We cannot guarantee delivery by next Friday as your order was received too late for this week's despatch, but we are sending your goods by rail, and they will reach you more quickly than if we waited for the next van delivery.

*Execution of orders*

1. The goods are nearly ready for despatch and we should be glad to have your instructions.
2. We have not yet had precise shipping instructions and are holding your order until these arrive.
3. As you do not give any special instructions for forwarding, we are passing your order to our forwarding agents in the usual way.
4. As you need the goods so urgently we have arranged transport by road to the port. This will make shipment by S.S. Dinard possible.
5. To avoid storage charges at the port, we are holding your goods here pending arrival of

See also Shipping and Forwarding, Chapter 8

*Mentioning method of payment*

1. Please inform us what arrangements you have made for payment. Shipment will be effected immediately we have your reply.
2. As we have not had the pleasure of doing business with you before, we enclose a copy of our invoice, and will be glad if you will arrange payment either by banker's draft or by opening an irrevocable letter of credit in our favour. Please also state what documents you require.
3. In view of the urgent nature of your order we suggest that you arrange payment by banker's transfer, confirmed to us by telegraph.
4. As requested, we shall draw on you at 60 days for the amount of our invoice, one copy of which is enclosed, the draft to be accepted by your bankers as arranged.

See also *Payments,* Chapter 7

*Prices and payment queries* - *replies*

1. Our terms are net. You will appreciate that our low prices make it impossible for us to grant any discount.
2. We are grateful to you for the order, but regret we cannot allow a further discount of 5% as requested.
3. Our prices are ex-works; should you wish us to undertake shipping arrangements we will gladly do so, adding the costs involved to our draft on you.
4. We are accepting your order at the prices quoted in our letter, but cannot guarantee that they will hold good for further orders.
5. Prices of raw materials have risen steeply since our quotation of 1 May, and we could now accept your order only at the rates quoted on the attached list. We await your confirmation before executing your order, but shall be pleased to give you priority if your reply reaches us within 3 days.

See also *Banking and Payments,* Chapter 9

[11] *Price concession agreed (Reply to letter no. 2, page 42)*

Dear Sirs

Many thanks for your letter of 18 May, in which you ask us for a keener price for our pattern 110.

Much as we would like to help you in the market you mention in your letter, we do not think there is room for a reduction in our quotation as we have already cut our price in anticipation of a substantial order. At 75p per metre this cloth competes well with any other product of its quality on the home or foreign markets.

We are willing, however, to offer you a discount of 5% on future orders of value £5,000 or over, and this may help you to develop your market. Meanwhile we will execute your present order with this concession, and we await your acceptance of this offer.

Yours faithfully

[12] *Price reduction refused (Reply to letter no. 3, page 42)*

Dear Sirs

Many thanks for your letter of 5 February. We have now given careful consideration to your comments on our offer of men's suitings.

We are keen, of course, to meet your wishes and to supply you with material which will enable you to compete in Eastern markets, but regret that any reduction in the prices quoted is not possible at present. The qualities offered are the finest available at these prices, and considerably better than those of foreign makers who supply the markets you mention.

We think you would do better to order wool mixtures nos. 31 -50 in our pattern-book, and we are arranging for our representative to call to discuss these with you, as they are ideal for your market and the prices are right.

We will do our very best for you.

Yours faithfully

[13] *Manufacturer informs customer that goods are ready for despatch*

Dear Sirs

We have pleasure in informing you that your order no. 844772 has been completed and is awaiting collection. The consignment consists of 5 crates, each weighing 255 kg. Transport, insurance and freight are being arranged by our forwarding agents, Heinz Lederer AG of Hamburg. We can vouch for their expertise and efficiency. As soon as we receive details of forwarding charges from our agents, we will send you our invoice and the shipping documents. The amount of the invoice will be charged to your account, and in future we will draw on you quarterly, as previously agreed.

We assure you that your orders will be given prompt attention, and look forward to hearing from you again.

Yours faithfully

*Delays in execution of orders*

You will not find the acknowledging of orders and the advising of despatch very difficult when you have studied the specimen letters and phrases given in this and other chapters. But explaining matters such as delays in despatch, inability to supply the goods ordered, or possibly even accepting an order, calls for a little more care in phrasing:

1. Much to our regret, your order has been held up at the docks by a strike of stevedores. You will appreciate that these Circumstances are beyond our control.
2. Owing to delays in the delivery of raw materials, we fear we may be unable to execute your order before 23 January. Please accept our apologies for the inconvenience caused—we are working to capacity to catch up with schedule.
3. A slight delay in the execution of your order will now be unavoidable, but we are giving it priority and you will not have to wait more than 3 days longer than the original delivery date. We regret this and can only hope that it will not seriously inconvenience you.
4. The recent exceptional demand for this line makes it impossible to promise delivery of any further orders before 15 June.
5. We very much regret that our earliest delivery date is now 1 January, as we find it impossible to keep pace with the rush of orders this season. Will you kindly confirm your order for this date.
6. We think it fair to point out that recent changes in import quotas may cause us difficulty in executing contract orders and that some delay is inevitable.

[14] *Apology for delay by strike*

Dear Sirs

The recent strike of transport workers here has caused delays in the despatch of a number of our export orders, and we regret that yours, too, is temporarily held up. Your order was despatched from here 2 days ahead of the guaranteed time, and we are told that the goods are now in London awaiting shipment. We are making private arrangements for their transport to the docks and should be able to get them on the next ship, which sails on 3 March.

We apologies for this unfortunate delay and are doing our utmost to get your order away.

Yours faithfully

[15] *Delay caused by Government regulations*

Dear Sirs

We are very sorry indeed to have to advise you of a delay in executing your order no.... of...

As you may know, the Government has recently put an embargo on the free export of certain metals to the Far East and we have to obtain a special license to proceed with your order. We think the delay will not be more than 2-3 weeks, and we shall give your order priority as soon as we receive authority to go ahead. Meanwhile, please accept our apologies for the inconvenience caused.

Yours faithfully

*Refusing an order*

1. We will be unable to accept any more orders for this item until further notice.
2. Regarding item no. 6 of your order, we regret that we do not manufacture this in stainless steel.
3. In this instance we are unable to accept your order, as we cannot match your pattern.
4. Much as we should like to do business with you, we fear we cannot turn out brushes of reasonable quality at the price you ask.
5. Supplies of raw materials are becoming difficult to obtain and we have no alternative but to decline your order.
6. As our factory is at present fully occupied with contract orders, we regret having to decline your order.
7. As we would not be able to promise delivery before next spring, we feel we must return your order, with our apologies and thanks.
8. We have a waiting list of several hundred for these machines and can give no guarantee of delivery this year.
9. Production difficulties force us to decline further orders for this model for the time being.
10. The political situation has caused supplies of bristle to dry up' entirely, and we are forced to discontinue the manufacture of these pure bristle goods.
11. There is no demand for material of the type you submit as a sample, and we shall not manufacture further supplies.
12. Any alteration in design would mean re-setting our machines, and the cost of this would be prohibitive unless you could place an order for some 5,000.
13. It would be impossible for us to supply this small quantity in wrappers of varying design and colour, without considerably raising the prices,
14. It would not be possible to produce economically the small quantity you require.
15. While thanking you for your order, we have to explain that we supply only to authorised dealers in each town, and at present we are not considering increasing the number of dealers in your area.
16. We are at present supplying only to wholesalers, and therefore refer you to Messrs. ..., who would be pleased to supply your needs.
17. We are obliged to you for your order, which we have passed to our agents, Messrs. Smith & Co., Cape Town, for attention.

[16] *Manufacturer is forced to refuse an order for technical reasons*

Dear Sirs We thank you very much for the order contained ir. your letter of 20 December.

After carefully considering it, however, we have come to the conclusion that it would be better for you to approach another manufacturer in this instance. To machine to the limits required in your specification would require the setting up of special equipment at our works, and this would not only be impossible before September, but would seriously interrupt our normal production.

We are really sorry not to be more helpful, but hope that you will understand our position. Do let us have other enquiries at any time, as we shall be only too pleased to meet you if it is within our power.

Yours faithfully

[17] *Seller refuses to supply on buyer's terms*

Dear Sirs

We are very grateful to you for your indent no. 32 for 10,000 boxes of paper fasteners. To our regret, we are unable to accept your order at the price requested: £25 per 1,000. You will find on referring to our previous correspondence (21 June last) that we gave you our lowest price for this quantity as £27 per 1,000. Since then, prices have tended to rise rather than fall, and our profit margin does not warrant any concession by way of quantity reduction or discount.

We should, of course, be glad to fulfill your order if you will confirm at £27 per 1,000, settlement at 30 days.

Yours faithfully

[17] *Seller refuses to supply on buyer's terms*

Dear Sirs

We are very grateful to you for your indent no. 32 for 10,000 boxes of paper fasteners. To our regret, we are unable to accept your order at the price requested: £25 per 1,000. You will find on referring to our previous correspondence (21 June last) that we gave you our lowest price for this quantity as £27 per 1,000. Since then, prices have tended to rise rather than fall, and our profit margin does not warrant any concession by way of quantity reduction or discount.

We should, of course, be glad to fulfill your order if you will confirm at £27 per 1,000, settlement at 30 days.

Yours faithfully

*Refusals*—*closing sentences*

1. As soon as we are in a position to supply this line we will get in touch with you again.
2. Our difficulties are only temporary, and we will welcome your orders in the future.
3. We hope you will understand the circumstances which compel us to decline your order this time, and that you will contact us again in the near future.
4. We are extending our works and installing new plant, so that we will not again have to refuse orders such as yours.
5. You may rely on us to inform you as soon as we are able to supply these goods again.
6. We are confident that supplies of raw materials will be readily available within the next few weeks, and this will enable us to resume production. We will be getting in touch with you as soon as the situation is back to normal.
7. We think that the current industrial dispute will be brought to a speedy end, and will contact you as soon as a solution has been reached.

**SUBSTITUTES AND COUNTER OFFERS**

Of course, it is not always necessary to refuse an order. A sensible firm will only do so in cases where either they simply cannot supply anything like the required goods or, for their own good reasons, they do not want the business.

If they receive an order for something they cannot supply, there are two courses open to them:

(a) Send a substitute.

(b) Make a counter-offer.

Sending a substitute carries the risk that the buyer may be annoyed or even refuse it (in international trade it is also a violation of commercial practice). The whole thing is a matter of judgment. With a regular customer one may be reasonably safe in sending the nearest one has to what he wants (i.e. a substitute).

In other cases the question of the urgency of the customer's need may help the seller to decide whether to send a substitute, make a counter­offer or regretfully decline the order. A counter-offer is an offer of other goods or services which are not precisely what the customer asks for. The seller may make a counter-offer rather than risk sending a substitute.

Of course, there are limits to how far one can go in making counter­offers, and the desire to satisfy a customer must be as much in the seller's mind as the desire to get the sale. If the customer shows clearly that he knows what he wants, it may not be so easy to convince him.

Here, however, is how one exporter puts his counter-offer:

[18] *An exporter offers a new model instead of an earlier one he is unable to supply*

Dear Sirs

It was a pleasure to receive your order tor 300 Model C Reflex' cameras and to hear of your success in disposing of the last consignment. As we advised you at the time of your last purchase, this type of camera, with its large viewfinder, has become a best-selling model, and you cannot go wrong in stocking it.

While sales throughout the world have been good, there has been a persistent demand for a lens of larger aperture than the f6.3, which was fitted as standard on the Model C last year. On careful examination of this demand we came to the conclusion that the average camera-user of today wants an instrument with which he can do serious picture-making. We have therefore produced a new version of our famous camera—the Model D, which is fitted with an f4.5 lens.

Model 'D' has replaced 'C, and at a price of DM 80 net to the trade, represents the finest value on the market for cameras of this type. We think you will agree that the difference in price, DM 10, between this and the old model is very small for the amazing difference in performance which is now possible. It has received an enthusiastic welcome here already.

Our new publicity campaign is due to begin in a few weeks and the D' Reflex will be advertised extensively in national newspapers in your country as wet as in technical

magazines. Your stock will reach you in good time for the commencement of our campaign, so we should be glad if you would confirm the order for 300 of Model D' in place of the discontinued Model C.

We shall be happy to grant you an extra 5% discount for 300, and can promise you immediate despatch. Once again we say you cannot go wrong with a Reflex. We are always at your service. Yours faithfully

[19] *Counter-offer of silk at a higher price*

Dear Sirs

Very many thanks for your letter of yesterday, enclosing your order for 1,000 metres of 'Willow' pattern silk cloth.

In turning to us for a supply of this famous line, you evidently realise that if such an article is to be had at all, we are the people to supply it. We appreciate your interest, and would have liked to be able to supply your order from stock as we did years ago. However, times and tastes change. The 'Willow' pattern is now out of fashion, and in common with other manufacturers we have so little demand for it that we have ceased to produce it.

We think, however, that your customers would like our new material 'Rayon Porcellan', a sample of which we have pleasure in sending you with this letter. This material has all the good qualities of the old 'Willow' pattern and is very much smarter in appearance, without being as vivid in colour as many modern silks and rayons.

The price is 83p per metre or £41 per 50-metre piece, f.o.b. Liverpool. Prices for all silk fabrics have increased considerably in the past year and it is no longer possible to supply a really good material at the figure you name. As you know, we supply only first-class and guaranteed fabrics.

A full selection of our silk patterns is also being sent you by parcel post. All d these are selling well in your country and we can safely recommend them to you. We can ship your order within a week of hearing from you. Yours faithfully

*To end this chapter here is a further selection o f sentences to use in making counter-offers or sending substitutes:*

1. We cannot supply exactly to your order as ...
2. ... our stock is completely exhausted.
3. ... these designs are out of fashion.
4. ... we do not stock the sizes required.
5. ... these colours are no longer available.
6. We can offer you instead .. .
7. We recommend you to buy a synthetic material such as ...
8. Quality 15X is equally (hard wearing) (waterproof) (damp-resisting) (acid-proof) (attractive) (serviceable).
9. It is no longer possible to obtain supplies of this material, but the very similar article X is in good supply.
10. We strongly advise you to accept catalogue no. 32, as the mode! you selected is no longer obtainable.
11. We could not guarantee to keep within the price-limit set by you and must ask you for a little latitude in this respect.
12. Our price was quoted for orders of £1,000 and over, and we must ask you to increase your order to this figure if you wish to profit by the lower price.
13. As our prices apply only for quantities of 1 dozen, we have sent you 12 of each, and trust that this will meet with your approval.
14. We have had to increase our prices since you last ordered.
15. We have been compelled to raise our prices by 10% owing to ...
16. ... increased labour costs.
17. ... the rise in raw material prices.
18. ... heavier import duties on raw materials.
19. ... rising freight and transport costs.
20. If your market will stand an extra 10p per bottle we can offer you ...
21. If you can raise your order to 1,000 we can offer you a price of Fr. 2.30 each.

*Substitutes*

1. We have substituted surface no. 5 (Smooth Lustre) for no. 4 (Half Lustre), as the latter is no longer available in cream.
2. As your order is marked URGENT, we have sent you type XX, which is the nearest we can supply at present. We hope you will approve.
3. Following several complaints, we have withdrawn these chemicals from stock and are substituting with 'AL' brand in your consignment.
4. As prices are low in the London market, we sent your fruit to Bristol, where a price nearer that which you hoped for was obtained.
5. We can obtain the knives at the price you want only with celluloid handles. Please telex us immediately if you wish to purchase these.
6. We would like your confirmation before supplying so large a quantity in the alternative designs now proposed.
7. As size 5 cm. x 8 cm. is no longer manufactured, we are sending 6 cm. x 9 cm. as a substitute.
8. We cannot quite match the finish of your sample, but are sending you our nearest.

*Some vocabulary of Chapter 5*

*alternative:* Another possibility.

*bear in mind:* Remember, consider.

*content:* Proportion, percentage.

*contents:* What is contained in something.

*discretion:* Judgment.

*extend* (v.): To make longer or larger, *(n.)*

extension; *(adj.)* extensive.

*indent:* Order, one of a series of orders from a regular customer.

*in the right frame of mind:* Contented, in a good mood.

*keen competition:* Hard competition.

*keen price:* Competitive price.

*we are keen to help you:* We are eager to help you.

*keep it for further reference:* Keep it so that we can consult it later.

*match:* Be similar to, harmonise with.

*much as we would like:* Although we would like.

*observance of:* Paying attention to; acting in accordance with.

*pending:* Awaiting.

*reject (v)* To refuse to accept.

*seconds:* Goods which cannot be sold as perfect.

*slump:* Rapid fall.

*substitute:* Alternative offered if the article ordered is not available.

*vouch for:* To express confidence in.

**EXERCISES**

1. Fill in the missing words:

 Our order \_\_\_\_\_\_\_\_\_\_ 50 'Marie' dresses \_\_\_\_\_\_\_\_\_\_ various colours and sizes is\_\_\_\_\_\_\_\_\_\_ with this letter. You will see\_\_\_\_\_\_\_\_\_\_ the order that \_\_\_\_\_\_\_\_\_\_ is required \_\_\_\_\_\_\_\_\_\_ 1 May\_\_\_\_\_\_\_\_\_\_ the latest.

 Will you please quote us \_\_\_\_\_\_\_\_\_\_ 100 'Audrey' dressing gowns, and \_\_\_\_\_\_\_\_\_\_ us know whether you have these models \_\_\_\_\_\_\_\_\_\_ stock.

2. Write a letter based on these notes:

 thanks for order (no., date) —goods despatched (ship, date due) —invoice enclosed—goods carefully selected—packed crates—safe arrival—excellent value—hope good sales—rely on us—at your ser­vice.

1. Write a letter to a foreign manufacturer of some article you are familiar with. Enclose an order and state your requirements regard­ing quantity, quality, appearance and delivery.
2. The Government of your country has now removed an embargo on the import of certain luxury goods. Write a letter to an exporter in a foreign country and order a selection of his goods. Mention alterna­tive goods, terms and delivery dates.
3. Write an answer to letter no. 1 of this chapter.
4. Send a reply to letter no. 2 of this chapter.
5. Send a reply to letter no. 5 of this chapter.
6. Your firm has received an order for machine tools from an overseas buyer. Write a letter of acknowledgement and promise delivery by a certain date.
7. You have received an order for a brand which you no longer export. Write an answer, explaining why you are unable to supply the article in question, and offering a substitute.
8. Your company has received an order based on an out-of-date price list. Prices have since been increased by 10%-15%. Write a reply.
9. Acknowledge an order for cotton textiles and explain why a slight delay in execution is unavoidable.
10. Write a letter to a firm which has often supplied your company with tinned food products. Say why you have to refuse their latest offer.
11. Your firm has despatched goods ordered by a buying agent and has sent substitutes for several items. Write a letter of explanation to the agent.

14. You have received an order for a piece of machinery, but your firm has recently sold the last one in stock. You will not be able to supply for about three months, but you have another machine at a higher price in stock.

1. Write a suitable letter to your customer.
2. Write the customer's answer, refusing your offer.

15. Reply to letter no. 19 of this chapter, placing a trial order and insisting on early delivery.

**UNIT 4**

**QUOTATIONS, ESTIMATES AND TENDERS**

**ROUTINE QUOTATIONS**

A quotation is not an "offer" in the legal sense that it is *a promise* to supply goods on the terms stated. If, therefore, a seller quotes , and later decides not to sell, the buyer has no legal remedy. But *practice* a supplier will not risk his reputation by quoting for goods he cannot or does not intend to supply.

A satisfactory quotation will include the following:

1. an expression of thanks for the enquiry;
2. details of prices, discounts and terms of payment;
3. a statement or clear indication of what the prices cover
(e.g. packing, carriage and insurance);
4. an undertaking as to date of delivery;
5. the period for which the quotation is *valid.1*

It will conclude with:

1. an expression of hope that the quotation will be accepted.

When asking for a quotation, the buyer must be careful to protect himself by stating clearly whether the prices are to include such additional charges as carriage and insurance. Failure to do this may lead to serious disagreement, especially where these charges are heavy, as in foreign trade dealings.

**Request For Quotation For Printing Paper**

***(a) Request***

3rd June 19..

Dear Sir

Will you please quote for the supply of about 50 reams2  of good quality white poster paper suitable for auction bills and poster work generally.

We require paper that will retain its white appearance after pasting on walls and hoardings and shall be glad if you will state your prices, including delivery at our works, and send us samples. Delivery would be required within four weeks of order.

Yours faithfully

This request complies with the requirements of a satisfactory letter of enquiry.

1. It states clearly and *concisely* what is wanted,
2. It explains what the paper is for. (This helps the supplier to quote for paper of the right quality.)
3. It states the approximate amount required. (This is important because of the effect of quantity upon price.)
4. It states when delivery is required. (This is an important condition in any contract for the purchase of goods.)
5. It removes any doubt as to what the price is to cover—in this case "Delivery at our works".

The following reply by the seller is equally business-like. You will notice that it is sent promptly—on the day the enquiry is received. The seller's guarantee is a strong *selling-point.4*

***(b) Quotation***

4th June 19..

Dear Sirs

We thank you for your enquiry of yesterday and, as requested, enclose samples of different qualities of paper suitable for poster work and quote as follows:

Al quality Printing Paper, white 95 p per kg
A2 do 90 p per kg
A3 do 85 p per kg

These prices include delivery at your works.

All these papers are of good quality and quite suitable foi poster work. We guarantee that they will not discolour when pasted.

We can promise delivery within one week from receiving order and hope you will find both samples and prices satisfactory.

Yours faithfully

The following is another example of a satisfactory request for a quation. It states exactly what is wanted and covers the important points of discounts, packing delivery and terms of payment.

**Request For Quotation For Crockery**

***(a) Request***

18th April 19..

Dear Sirs,

You have previously supplied us with crockery and we should if you would now quote for the items named below, manufactured by the Ridgway Pottery Co of Hanley. The pattern we require is listed in your 19.. catalogue as 59 Conway Spot (Green)".

300 Teacups and Saucers
300 Tea Plates 40 1-litre Teapots

Prices quoted should include packing, and delivery to the above address.

When replying, please state (i) discounts allowable, (ii) terms of payment, (iii) earliest possible date of delivery.

Yours faithfully

***(b) Quotation***

21st April 19..

Dear Sirs

Replying to your enquiry of 18th April for a further supply our crockery, we are pleased to quote as follows:

Conway Spot (Green), gilt rims:

Teacups £35.00 per hundred

Tea Saucers £28.50 per hundred

Tea Plates £28.50 per hundred

Teapots, 1-litre £1.75 each

These prices include packing and delivery, but crates are charged for, with an allowance for their return in good condition.

We can deliver from stock and will allow you a discount of 5%, but only on items ordered in quantities of 100 or more,! In addition, there would be a cash discount of *2½ %* on total cost if payment were made within one month from date of invoice.

We hope you will find these terms satisfactory and look forward to the pleasure of your order.

Yours faithfully

The following is another good example of a satisfactory letters of enquiry, this time from a foreign importer.

**Foreign Buyer's Request For Quotation**

***(a) Request***

15th June 19..

Dear Sir

We have recently received a number of requests for your light-weight raincoats and have good reason to believe that we could place regular orders with you provided your prices are competitive.

From the description in your catalogue we feel that your "Aquatite" range is the one most suitable for these parts and should be glad if you would send us your quotation for men's and women's coats, in both small and medium sizes, delivered c.i.f. Alexandria.5 Provided prices are right we should place a first order for 400 raincoats, namely 100 of each of the four qualities. Shipment would be required within four weeks of order.

We would particularly stress the importance of price since the principal market here is for mass-produced6 goods at popular prices.

Yours faithfully

The following reply by the English manufacturer is a good example of the modern style in business letter-writing. Its tone is friendly and its language simple and clear. The writer shows? That he is aware of the problems of the tropical resident (e.g. his reference to condensation) and gives information of the kind likely to bring about a sale (e.g. his reference to "repeat orders" and “specially treated"). His attempt to interest the customer in other products is sound business technique.

***(b) Quotation***

22nd June 19..

Dear Sirs,

Thank you for your enquiry of 15th June. We were glad to receive it and to learn of the enquiries you have had for ourraincoats. Our "Aquatite" range is particularly suitable for warm climates and during the past year we supplied this range to dealers in several tropical countries. From many of them we have already had repeat arders,7 in some cases more than one. This range is popular not only because of its light weight, but also because the material used has been specially treated to prevent excessive condensation on the inside surface.

For the quantities you mention we are pleased to quote as follows:

100 "Aquatite" Coats, men's, medium @ £6.00 ea 600.00

100 do small @ £5.50 ea 550.00

100 do women's, medium @ £5.00 ea 500.00

100 do small @ £4.50 ea 450.00

 2,100.00
Less 331/3% trade discount 700.00

Net price, f.o.b. London 1,400.00

Freight (London to Alexandria) 69.00

Insurance 14.50

 1,483.50

Terms : 2½ % one month from date of invoice

Shipment: Within 3-4 weeks of receiving order

We feel you may be interested in some of our other products and enclose descriptive booklets and a supply of sales literature for use with your customers.

We look forward very much to receiving your order.

Yours faithfully

Another point of interest about this quotation is the statement of freight and insurance charges separately from the cost of the goods. Not only is this convenient for calculating the trade discount, but it also tells the buyer exactly what he is paying for the goods themselves.

**QUOTATIONS SUBJECT TO CONDITIONS OF ACCEPTANCE**

Sometimes a quotation is made subject to certain conditions of acceptance. These conditions vary with the circumstances and the type of business. They may relate to a stated time within which the quotation must be accepted, or to goods of which supplies are limited and cannot be repeated.

The supplier should make it clear when quoting for goods in limited supply, or when offering the same goods to more than one buyer, that he is offering them subject to their being avail­able when the order is received. The addition to his quotation of such qualifying words as the following is all that is needed.

1. This offer is made subject to the goods being unsold when the order is received.
2. This offer is subject to acceptance within seven days,
3. The prices quoted will apply only to orders received on or before 31st March,
4. Goods ordered from our 19.. catalogue can be supplied only while stocks last.
5. These prices apply only for so long as present stocks last,
6. acceptance within fourteen days.

**QUOTATIONS IN TABULATED FORM**

Many quotations are either tabulated or given on specially pre­pared forms. For the tabulated quotation it is claimed:

1. that it is clear and presents its information in a form that is readily understood,
2. that it is complete since essential information is unlikely to be omitted—any omission is *quickly spotted.*

The tabulated quotation is particularly suitable where there are many items. Like quotations on specially prepared forms, it should be sent with a *covering letter9* that:

1. expresses thanks for the enquiry;
2. makes favourable comments on the goods themselves,
3. draws attention to other products likely to interest the , buyer; and
4. hopes for an order.

By treating the buyer as a person worth the trouble of a letter, it creates a favourable impression and helps to build good will.

**Covering Letter With Tabulated Quotation**

***(a) Letter enclosing quotation***

20th August 19.

Messrs Samih Ghadban & Co
15 Horns Avenue
TRIPOLI Lebanon

Dear Sirs

We thank you for your enquiry of 15th August and are pleased to send you our quotation for leather shoes and 'handbags. We have indicated those items which we can deliver from stock immediately. For all remaining items the stated dates of delivery are approximate, but in no ;lease would these dates be exceeded by more than ten days.

A11 items for which we have quoted are made from very best quality leather and can be supplied in a range of designs and colours wide enough to meet the requirements of a fashionable trade such as yours.

We look forward to receiving your order and meanwhile enclose a copy of our catalogue as we feel you may be interested in some of our other products. These include leather gloves and purses, described and illustrated on pages 18 - 25. The catalogue will give you all essential-facts1 "about our goods, but cannot answer all your personal questions. This we shall be glad to do if you will write to us.

Yours faithfully

for CENTRAL LEATHERCRAFT LTD

(signed) W Hanson Secretary

Encl (2)

***(b) Quotation***

|  |
| --- |
| Registered No. 357924 England**CENTRAL LEATHERCRAFT LTD.**85-87 Cheapside, London, EC2V 6AA Telegrams Leathercraft, London, EC2V 6AADirectors:E. Jones (Managing) Telephone:G. Woodhead, F.C.A. 01 242 2177/8Messrs Samih Ghadban & Co 20th August1915 Horns AvenueTRIPOLI Lebanon |
| Catalogue No. | Item | Delivery (approx) | Quantity | Price |
| S.25 | Men's Box Calf |  |  |  |
|  | Shoes (brown) | 15 Sep. | 12 pairs | 15.75 pr. |
| S.27 | do. (black) | Immediate | 36 | 15.50 pr. |
| S.38 | Ladies' Glace Kid |  |  |  |
|  | Tie Shoes |  |  |  |
|  | (various colours) | 15 Sep. | 48 " | 14.80 pr. |
| S.42 | Ladies' Calf Colt |  |  |  |
|  | Court Shoes | 2 Oct. | 24 | 14.35 pr. |
|  | Ladies' handbags, |  |  |  |
| H.212 | "Emperor" | Immediate | 36 | 16.50 ea. |
| H.221 | "Paladin" | do. | 36 | 18.75 ea. |
| H.229 | "Aristocrat" | 30 Aug. | 12 | 20.00 ea. |
|  For acceptance within 21 days |
| Delivery: c.i.f. Tripoli |
| Terms: 4% one month; *2%* two months |
| for CENTRAL LEATHERCRAFT LTD |
| (signed) W Hanson |
| Secretary |

Points to notice about this quotation, of which a copy will be filled are as follows.

1. It is given a serial No. to assist reference.
2. Use of catalogue Nos. identifies items with precision and avoids misunderstandings. Where many different articles are sold, or where the same article is supplied in different shapes and sizes, each shape or size is given its own serial. No., thus enabling customers' special wishes to be met. with safety.
3. "For acceptance within 21 days protects the seller should the buyer order goods at a later date when prices may have risen.
4. "4% one month" indicates a discount allowance of 4% on quoted prices if payment is made within one month; for payment made after one month but within two months, discount is reduced to 2%.
5. "c.i.f. Tripoli" means that the quoted prices include packing, and shipping and insurance charges to the port11 of destination.

Unless otherwise agreed between the parties, English law squires the buyer to collect his purchases from the seller's premises, or alternatively to pay the seller for delivering the nods to him. Price quotations must therefore indicate quite clearly just what the prices include, otherwise the buyer may find himself faced with transport and insurance charges he did at expect to have to pay. *Carriage paid* means that the quoted *Ace* includes delivery to the buyer's premises, *carriage forward,* that the buyer himself pays the delivery charges.

Other conditions attached to quoted prices frequently include the following.

1. *Loco, ex works, ex factory, ex warehouse*

These and similar expressions mean that the buyer pays all expenses of handling from the time the goods leave the factory or warehouse,

1. f. o.r. (Free on rail)

Means that the quotation covers the cost of transport to the nearest railway station and of loading on to truck.

1. *f.a.s.* (Free alongside ship)

Means that the quotation covers the cost of using lighters or barges to bring the goods to the ship, but not the expense of lifting the goods on board,

1. *f.o.b.* (Free on board)

Means that the quotation covers the cost of loading the goods on to the ship, after which the buyer becomes responsible for all charges.

1. *ex ship*

Means that the quoted price includes delivery over the side of the ship, either into lighters or barges or, if the ship is near enough, on to the quay.

**FIRM OFFERS**

A *firm offer* is made when a seller *promises* to sell goods at a stated price, usually within a stated period of time. The promise may be *express* (i.e. clearly stated in words), as when it takes the form of a letter; or it may be *implied* (i.e. understood), as when it takes the form of a quotation that contains the words "For acceptance within seven days", or similar qualifying words.

Like a quotation without qualifying words, a firm offer is not legally binding, even when made expressly, but unlike such a quotation a firm offer is capable of acceptance and once it has been accepted it cannot be withdrawn.

Although a firm offer is not binding until accepted, no reputable seller would risk his reputation by withdrawing his offer before the stated or agreed time.

The letters that follow are examples of firm offers written in the modern business style.

**Quotation For Curtain Material**

12th December 19..

Dear Sirs

We thank you for your enquiry of 30th November and enclose our quotation for plastic curtain material.

We have made a good selection of patterns and sent them to you today by parcel post. Their fine quality, attractive designs and the reasonable prices at which we offer them will, we hope, convince you that these materials are really good value. There is a heavy demand for them from house furnishers in other parts of the country, which we are finding it difficult to meet, but provided we receive your order within the next ten days, we make you a firm offer for delivery by the middle of January at the prices quoted.

On orders for one hundred pieces or more we allow a special discount of 5% for payment within seven days from date of invoice and look forward to receiving your order.

Yours faithfully

The above is a good sales letter. The reference to the heavy Remand by other customers and the difficulty in meeting it is psychologically sound; it is bound to act as a strong *inducement id buy.11*

**Confirmation Of Cabled Quotation**

6th July 19. .

Dear Sir

We were very pleased to receive your enquiry of 2nd July and now confirm our cabled offer of this morning, as follows:

"Two hundred and fifty-six pounds per thirty-six metre piece f.o.b. Manchester".

We must stress that this offer is firm for three days only because of the heavy demand for the limited supplies of t}»is velvet in stock.

The material is of the very finest quality and we can assure you that so far as quality goes you have nothing at ill to fear from the similar materials of other manufacturers either in this country or abroad. We feel sure you will realize that our quoted price is very reasonable, but We are anxious to do what we can to help you to establish yournew business and are prepared to allow you a special first-order discount of 3% if payment of the account is made within one month.

If you decide to accept our offer, kindly cable your acceptance.

Yours faithfully

This again is a good sales letter. The seller takes the opportunity to stress the claims of his product (high quality at a reasonable price) and as a further inducement offers the buyer a special discount.

**Confirmation Of Telephone Offer**

4th July 19…

Dear Sirs

Confirming our telephone conversation this morning, we can offer you the consignment of 160 kg of strawberries, which arrived by air from the Channel Islands shortly before I spoke to your Mr. Aldridge, at the special low price of 40p per kg, f.o.r. London Bridge. Quality is quite equal to that of earlier consignments and the fruit is attractively packed in panniers of ½kg ready for sale in the shops. We would send the consignment by passenger train and it should reach you in perfect condition.

We cannot leave our offer open for more than forty-eight hours so would you please telephone your acceptance.

Yours faithfully

**Offer Of Toys By British Exporter**

2nd June 19..

Dear Sirs

We learn from your high commissioner in London that you are looking for new ideas in toys and we feel we may be able ti help you.

We have recently bought on very favourable terms the entire bankrupt stock of plastic toys of the company whose cata­logue is enclosed, and are therefore able to offer a wide range of this company's toys at very low prices. Most of the items listed are in stock and we are prepared to offer them to you at the special discount rate of 60% off cata­logue prices on orders received by the end of this month for items then in stock.

We think you will also be interested in our own catalogue of mechanical toys and enclose a copy. From the prices listed we would allow you a special discount of 10% over and above our normal trade discount of 30%. We would, however, stress that these special terms, like those for unsold stock of plastic toys, are open only until 30th June. For all orders received after that date prices will be 10% higher than those we are now offering. All prices stated are for delivery c.i.f. Accra.

Our settlement terms are 2½ % one month.

Both the catalogues we are sending you include a number of novel toys with which we feel sure you would be delighted and we should be very glad to welcome you as one of our customers. We therefore look forward to the pleasure of first order from you.

Yours faithfully

**EXERCISES**

1. You are secretary to a firm of wholesale jewellers and have received an enquiry for watches from a retailer owning a small chain of shops. Reply IS the enquiry sending an illustrated catalogue and price list and quoting discounts and terms of payment. There are prospects of regular orders *from* the retailer and you are anxious to get the business.
2. James Cairncross & Sons have written to you for a quotation for your "Britelite" electric lamp bulbs. Send them your latest price list and tell them you are prepared to allow a special discount of 15 per cent on orders for not fewer than 500. This rate of discount would be progressively increased as larger quantities are ordered.

**ESTIMATES AND SPECIFICATIONS**

Whereas a quotation is an offer *to sell goods* at a price and under conditions that are stated, an estimate is an offer *to do certain work* for a stated price, usually on the basis of a specifi­cation. Like a quotation, an estimate is not a legally binding offer so that the person making it is not bound to accept any order that may be placed against it.

**Estimate For Installation Of Central Heating**

***(a) Enquiry***

5th July 19..

Dear Sirs

Would you please estimate for installing central heating in the bungalow at 1' Margate Road, St Annes-on-Sea. I enclose a specification and a plan showing required positions of radiators.

Cost is of course a matter of some importance but, as you will gather from the specification, I am interested only in first-class workmanship and in the use of best quality Materials. Completion of the work is required by 31st August at the latest, and I shall be glad if in your reply you will give me a firm completion date so that I can make arrangements for our removal from London.

Yours faithfully

(signed) J HARRIS

The specification that would accompany this letter is a state­ment giving a detailed description of the work to be done and the materials to be used. It provides the basis for the contractor's estimate. The plan would consist of a rough sketch to scale showing the required positions of the radiators.

Specifications are also prepared by builders and contractors, setting out the terms and conditions on which they are willing to supply certain types of goods or carry out certain work.

***(b) Specification***

**SPECIFICATION FOR INSTALLING CENTRAL HEATING**

at

**1. Margate Road, St Annes-on-Sea**

1. Installation13of latest type small-bored central heating, to be carried out with best quality copper piping of 15 nm bore, fitted with "Ryajand" electric pump of fully adequate power and lagged under floor to prevent
loss of heat.
2. Existing boiler to be replaced by a Glow-worm No 52 automatic14 gas-fired boiler, rated at 15.2 kw and complete with gas governor, flame-failure safety device and boiler water thermostat.
3. Installation of a Randall No 103 clock controller to give automatic operation of the central heating system at predetermined times.
4. Existing hot-water cylinder to be replaced by a calorifier-type cylinder15 suitable for supplying domestic hot water separately from the central heating system.
5. Seven "Dimplex" or similar flat-type radiators to be fitted under windows of five rooms, and in hall and kitchen, according to plan enclosed; also a towel rail in bathroom. Sizes of radiators and towel rail to be as specified in letter dated 25th May 19.., addressed to yourselves.
6. Each radiator to be separately controlled, swivelled for cleaning and painted pale cream with red-lead under-coating.
7. The system to be provided with the necessary fall for emptying and to prevent air-locks.
8. All work to be carried out from under floor to avoid cutting or lifting floor boards, which are tongued and grooved.
9. Insulation16 of roof with 80 mm fibre-glass.

(signed) J HARRIS

5th July 19..

After calculating his costs the contractor will send his estimate H«th a covering letter. The letter need not be lengthy, but it should provide for the following.

1. A reference to satisfactory work carried out elsewhere. (This gives the customer confidence.)
2. A promise giving date of completion. (The customer attaches great importance to this.)
3. A market prices and wages adjustment clause. (This protects the contractor from unforeseen increases that may raise his costs and reduce his profits.)
4. A hope that his estimate will be accepted.

***(c) Contractor's estimate***

11th July 19..

Dear Mr Harris

1 Margate Road, St Annes-on-Sea

Thank you for your letter of 5th July enclosing specification and plan for a gas-fired central heating system at the above address.

We should be glad to carry out the work for a total of £850, with a 2½% discount allowance for settlement17 within one month of the date of our account. We can promise to complete all work by the end of August if we receive your instructions by the end of this month. We would stress that the price quoted is based on present costs of materials and labour. Should these costs rise we should have to add the increased costs to our price.

We have installed many similar heating systems in your area. Our reputation for high-class work is well known, but if you would like to inspect one of our recent installations before deciding to accept our estimate, we would try to arrange this for you.

If, as we hope, you are satisfied with the price quoted, please let us have your instructions soon. This would help us in making our other arrangements.

Yours sincerely

Notice that this letter, like earlier ones, aims to *inspire customer confidence,™* this time by referring to work done else­where and the promise to arrange an inspection.

**TENDERS**

A tender is an offer, usually in response to a published advertise­ment, for the supply of specified goods or the performance of specified work at prices and under conditions set out in the tender. Unlike other types of quotation, a tender may be an offer in the legal sense and therefore capable of acceptance by the person inviting it (as where it is made in response to an invitation to supply goods stated to be definitely required, but not otherwise); but it becomes a legally binding agreement only when it is accepted and up to that time the tender may be withdrawn.

It is usual for tenders to be made on the advertisers' own forms, which include a specification where necessary and set out the terms in detail.

**A Public Invitation To Tender**

THE COUNTY COUNCIL OF LANCASHIRE

County Hall, Preston PR1 2RL

Tenders are invited for the supply to the Council's power station at Bamford, during the year 19.., of approximately 2,000 tonnes of best quality furnace coke, delivered in quantities as required. Tenders must be submitted on the official form obtainable from County Hall to reach the Clerk of the Council not later than 12.00 noon on Friday, 30th June.

The Council do not bind themselves to accept the lowest, or any, of the tenders submitted.

B BRADEN

Clerk to the Council

The terms of any covering letter sent with the tender are purely formal.

**Contractor's Letter Enclosing Tender**

28th June 19..

Confidential

Clerk to the Council Hall

PRESTON

PR1 2 RL

Dear Sir,

Tender for Furnace Coke

Having read the terms and conditions in the official form supplied by you, I enclose my tender for the supply of coke to the Bamford power station during 19.. and shall be glad learn that it has been accepted.

Yours faithfully

An invitation to tender restricted to members of a particular organization or group is termed a "closed tender". The following if an example taken from the *Baghdad Observer.*

**A Closed Invitation To Tender**

STATE ORGANIZATION.FOR ENGINEERING INDUSTRIES
P O Box No 3093 Baghdad Iraq

Tender No 1977

for the supply of 16.145 tonnes

Aluminium and Aluminium Alloy Ingots, Billets and Slabs

1. The S.O.E.I, invites tenderers who are registered in the Chamber of Commerce and hold a Certificate of Income of this year, as well as a certificate issued by the Registrar of Commercial Agencies confirming that he is licensed by the Director General of Registration and Super­vision of Companies, to participate in the above-mentioned tender. General terms and conditions together with specifications and quantities sheets can be obtained from the Plan­ning and Financial Control Department at the 3rd floor of this Organization against payment of one Iraqi dinar for each copy.

2. All offers are to be put in the tender box of this Organization, Commercial Affairs Department, 4th floor, marked with the name and number of the tender at or before 12.00 hours of Saturday, 31st January 19...

3. Offers should be accompanied by preliminary guarantee issued by the Rafidain Bank, equal to not less than 5 percent of the C & F value of the offer.

4. Any offer submitted after the closing date of the tender or which does not comply with the above terms, will not be accepted.

5. This Organization does not bind itself to accept the lowest or any other offer.

6. Foreign companies who have no local agents in Iraq shall be exempted from the conditions stated in item No 1 above.

Ali Al-Hamdani (Engineer)

President

**QUOTATIONS AND OTHER OFFERS**

**NOT ACCEPTED**

When a buyer rejects a quotation or other offer, he should write and thank the seller for his trouble and explain the reason for rejection. Not to do so would show a lack of courtesy.

The letter of rejection should cover the following points. It should:

1. thank the seller for his offer,
2. express regret at inability to accept,
3. state reasons for non-acceptance,
4. make a *counter-offer19* if, in the circumstances, it is *appropriate;110*
5. suggest that there may be other opportunities to do business together.

The following are examples of suitable rejection letters.

**Buyer Rejects Seller's Quotation**

25th February 19.

Dear Sir

In answer to my enquiry you were good enough on 19th February to quote supply of a quantity of straw-boards and to send me a sample.

I thank you for your trouble in this matter, but as your prices are very much higher than those I have previously paid for strawboards of the same quality, I regret not able to give you an immediate order. I shall now seek quotations from other dealers, but may find it necessary to refer to you again if their prices are not an improvement on your own.

Yours faithfully

**Seller Grants Request For Better Terms**

***(a) Enquiry***

23rd August 19..

Dear Sirs

I write to thank you for your letter of 18th August and for the samples of cotton underwear you very kindly sent me.

I appreciate the good quality of these garments, but unfortunately your prices appear to be on the high side even for garments of this quality. To accept the prices you quote would leave me with only a small profit on my sales since this is an area in which the principal demand is for articles in the medium price range.

I like the quality of your goods and also the way in which you have handled my enquiry and would welcome the oppor­tunity to do business with you. May I suggest that you .could perhaps make some allowance on your quoted prices that would help to introduce your goods to my customers? If you cannot do so, then I must regretfully decline your Offer as it stands.

Yours faithfully

***(b) Reply***

27thAugustl9..

Dear Sir

I am sorry to learn from your letter of 23rd August that you find our prices too high. We do our best to keep prices as low as possible without sacrificing quality and to this end are constantly enquiring into new methods of manufacture.

Considering the quality of the goods offered we do not feel that the prices we quoted are at all excessive, but bearing in mind the special character of your trade, we have decided to offer you a special discount of 4% on a first order for £250. We make this allowance because we should like to do business with you if possible, but I must stress that it is the furthest we can go to help you. At least I hope this revised offer will now enable you to place an order.

Yours faithfully

**Seller Rejects Request For Better Terms**

***(a) Request***

25th May 19..

Dear Sirs

We are obliged for your letter of 22nd May quoting for "Kleenkwick" cleaning powder at £9.25 per case of 120 cartons of 250 g, but regret that at this price we cannot place an order. We are working to a number of long-term contracts under which it is impossible for us to revise our prices and had your own prices been within our reach we could have placed regular large orders.

We therefore hope you will reconsider your quotation and find it possible to offer a lower price, calculated on the basis of a monthly order for a minimum of forty cases.

Yours faithfully

***(b) Reply***

27th May 19..

Dear Sir

Thank you for your letter of 25th May. We are indeed sorry you find our price too high. Our quoted price leaves us with only a small profit and if it were not for the large s we receive from a number of our regular customers, we could not have quoted for supplies even at that price.

Our price already makes full allowance for large orders as I am sure you know, we operate in a highly competitive market in which we have been forced to cut our ices to the minimum. We appreciate how you yourself are placed by your long-term contracts and wish we could help, but unfortunately cannot do so by lowering our price.

We should welcome you as one of our customers and, despite our inability to offer you a lower price, still hope you 1 give us the opportunity to do so.

Yours faithfully

**"FOLLOW-UP" LETTERS**

When a buyer has asked for a quotation but does not place an order or even acknowledge the quotation, it is natural for the seller to wonder why. If he is *"alive"21* he will not allow matters to rest there, but will arrange for his representative to call, or send a "follow-up" letter if the enquiry is from a distance.

Here is a good example of an effective follow-up letter. Its tone is that of a writer who genuinely wants to help and its style direct and to the point. It wastes no words. It considers the reader's convenience by offering a choice of action and closes with a quietly *reassuring22* promise of service. Notice, too how the writer's use of the "you" rather than the "we" approach looks at the question from the reader's angle. "You" is mentioned no fewer than ten times and "We" only twice.

**Supplier's "Follow-Up" Letter**

10th August 19..

Dear Sirs

Not having heard from you since we sent you our catalogue of filing systems, we are wondering whether you require further information before deciding to place an order.

The modern system of lateral filing has important space-saving advantages wherever economy of space is important. But if space is not one of your problems, our flat-top suspended system23may suit you better. The neat and tidy appearance it gives to the filing drawers and the ease and speed with which wanted files are located are only two of its features that many users find attractive.

Would you like us to send our Mr Robinson to call and dis­cuss your needs with you? He has advised on equipment for many large, modern offices and would be able to recommend the system most suited to your own circumstances. You would be most welcome to his advice without obligation of any kind. Or perhaps you would prefer to pay a visit to our showroom and see for yourself how the different sys­tems work.

You may be sure that whichever of these opportunities you decide to accept you would receive personal attention and the best possible advice.

Yours faithfully

No successful business can afford to lose its regular customers. It must carry out periodical checks to identify those whose orders have tended to fall off, and send suitable follow-up letters.

**Letter To Save A Lost Customer**

18th October 19..

Dear Sir

We notice with regret that it is some considerable time since we last received an order from you. We hope this is in no way due to dissatisfaction with our service or with the quality of goods we have supplied. In either of these situations we should be grateful to hear from you as we are most anxious to ensure that customers obtain maximum satis­faction from their dealings with us. If the lack of orders from you is due to changes in the type of goods you handle we may still be able to meet your needs if you will let us know in what directions your policy has changed.

Not having heard otherwise1, we assume that you are selling the same range of sports goods and so enclose a copy of our latest illustrated catalogue. We feel it compares favourably in range, quality and price with the catalogues other manufacturers. At the same time we take the opportunity to mention that our terms are now much easier than formerly, following the withdrawal of exchange control and other official measures since we last did business.

Your faithfully

Enc 1

**EXERCISES**

1. As manager of the Dalmeny Hotel, Ramsgate, write to Lighting Installations Ltd. inviting an estimate for a generator designed to provide
Independent electricity supply. The hotel has sixty bedrooms and the usual public rooms. Your letter suggests that you would welcome suggestions and advice.
2. Lighting Installations Ltd. reply to the enquiry in Exercise 3 and emphasize the advantages of their "Starlite" system, but before submitting an estimate they would need to inspect the premises and ask when it would be convenient to do this.

**USEFUL EXPRESSIONS**

*Requests for quotations, etc.*

*Openings*

1. Please quote for
2. Will you please send me a quotation for
3. We should be grateful (glad) if you would quote for
4. We are writing to invite quotations for
5. Please send us a pattern book
6. Please send us samples f
7. We wish to have the following work carried out and should be glad if you would submit an estimate.

*Endings*

1. As the matter is urgent we should like to have the information by the end of this week.
2. If you can give us a really competitive quotation, we expect to place a large order.
3. If your prices compare favourably with those of other suppliers we shall send you an order.

*Replies to requests for quotations, etc.*

*Openings*

1. Thank you for your letter of ....
2. We thank you for your enquiry of ... and are pleased to quote as follows:
3. With reference to your enquiry of . . . , we shall be glad to supply . . . at the price of ....
4. We are sorry to learn that you find our quotation of ... too high.

*Endings*

1. We trust you will find our quotation satisfactory and look forward to receiving your order.
2. We shall be pleased to receive your order, which will have our prompt and careful attention.
3. Please inform us (let us know) by return whether we may book your order at the prices quoted.
4. We strongly recommend you to take advantage of this exceptional opportunity.
5. As prices are steadily rising
6. As our stocks of these goods are

we would advise you to place

your order without delay

1. As the prices quoted are exceptionally

low and likely to rise

**GLOSSARY**

1. *valid:* hold good
2. *ream:* 480-500 sheets of paper
3. *concisely:* in few words
4. *selling-point:* a benefit claimed for a product
5. *c.i.f. Alexandria:* price covers charges for insurance and transport to the port named
6. *mass-produced:* made in large quantities
7. *repeat orders:* successive orders for similar goods
8. *quickly spotted:* promptly noticed
9. *covering letter:* a letter enclosing documents
10. *all/ essential facts:* all the information necessary
11. *inducement to buy:* reason for buying
12. *f.o.r. London Bridge:* price covers all charges to London Bridge, including loading on to train
13. *installation:* the act of putting apparatus in position
14. *automatic:* self-regulating
15. *calorifier-type cylinder:* a cylinder that keeps water hot
16. *insulation:* covering used to retain heat
17. *settlement:* payment
18. *inspire customer confidence:* encourage a feeling of security
19. *counter-offer:* an alternative to another person's offer
20. *appropriate:* suited to the occasion
21. *"alive":* keen
22. *reassuring:* creating confidence
23. *suspended system:* hanging on rails
24. *exchange control:* official control in the foreign exchange market

**UNIT 5**

**COMPLAINTS AND REPLIES TO COMPLAINTS**

Ideally, it should not be necessary to complain, since in business every­thing should be done so carefully—details of offers and orders checked, packing supervised, quality control carried out expertly—that no mis­takes are made and nothing is damaged. Unfortunately, as in other walks of life,1 things do not work out as well as that. Errors occur and goods are mishandled; accidents happen, usually because of haste and lack of supervision. There is often a shortage of staff owing to illness or holidays, and there is sometimes a shortage of sufficiently trained staff, so mistakes are inevitable and customers complain.

It should be a point of honour2 with a firm never to blame its employees when writing replies to complaints: the firm has undertaken the work and the staff are part of the firm, therefore the firm itself is at fault and must take the consequences.

Complaints may be of several kinds, and may arise from the delivery of wrong goods, damaged goods, or too many or too few goods. Even if the right articles are delivered in the right quantities, they may arrive later than expected, thus causing severe difficulty to the buyer and, possibly, to his customers. Then the quality of the goods may be unsatisfactory: perhaps they are not according to the sample or description on the basis of which they were ordered, or they may simply be second-rate products.

If a customer is dissatisfied with the execution of his order, he will complain. In doing so he should refer clearly to the articles in question, by referring to his own order number or to that of his supplier's invoice, or both. He should then specify the nature of his complaint, and finally state what action he wants his supplier to take.

Here are some examples of letters of complaint written by customers to their suppliers:

[1] *Complaint of late delivery*

Dear Sirs

Our order no. VF449766 of 4 July 1978

The goods ordered under this number arrived today in good condition, and your invoice 4 has been checked and found correct.

However, we have to point out that these articles were ordered subject to their arriving here by the end of August. Since they did not reach us until 14 September, we have been hard pressed to meet our commitments to our own customers. As you will no doubt understand, a recurrence of this situation could well result in our customers placing orders elsewhere, and this is a risk we are unwilling to take. We must therefore, insist that you observe delivery deadlines for future orders.

Yours faithfully

[2] *Customer complains of repeated delays in delivery*

Dear Sirs

Our order nos. 6531, 6687, 6866 and 6892

As we have repeatedly pointed out to you, prompt delivery on your part is essential if we are to maintain satisfactory stock levels and fulfill our production schedules.

Each of the four orders listed above has arrived later than the date stipulated, and order no. 6892 was delayed by almost a month, with the result that we have had to reduce production by some 5 per cent.

We cannot possibly allow this situation to continue, and are sorry to have to tell you that unless you can guarantee to deliver supplies by the dates specified in future orders, we will be forced to look for another supplier.

We hope to hear from you very soon.

Yours faithfully

[3] *Customer receives wrong goods*

Dear Sirs

Our order no. J733

We have received the documents3 and taken delivery of the goods which arrived at Port Elizabeth on the S.S. *Castle* yesterday.

We are much obliged to you for the prompt execution of this order. Everything seems to be correct and in good condition except in case no. 14.

Unfortunately, when we opened this case we found it contained completely different articles from these ordered, and we can only presume that a mistake has been made and that this case is part of another order.

As we need the articles we ordered to complete deliveries to our customers, we must ask you to arrange tor replacements to be despatched at once. We attach a list of the

contents of case 14, and would be glad if you would check this against our order and your

copy of the invoice. In the meantime we are holding the case at your disposal;4 please let

us know what you wish us to do with it.

Yours faithfully

[4] *Complaint of inferior quality*

Dear Sirs

We are very sorry to have to inform you that your last delivery is not up to your usual standard. The material seems to be too loosely woven and is inclined to pull out of shape. By separate mail we have sent you a cutting from this material, also one from cloth of an early consignment, so that you can compare the two and see the difference in texture.

We have always been able to rely on the high quality of the materials you sent us and we are all the more disappointed in this case because we supplied the cloth to new customers. As we shall have to take ft back we must ask you to let us know, without delay, what you can do to help us in getting over this difficulty.

Yours faithfully

Here is a list of sentences which may be used in various types *^* complaints:

*Poor quality goods, wrong goods*

1. You have supplied goods below the standard we expected from the samples.
2. The bulk of the goods delivered is not up to sample.
3. The goods we have received do not tally with the sample on which we ordered
4. Unfortunately, we find you have sent us the wrong goods.
5. On comparing the goods received with the sample, we were surprised to find that colour is not the same.
6. Evidently some mistake was made and the goods have been wrongly delivered
7. The finish is not good and the enamel has cracked in some places.
8. The heads of the screws should have been below the outer surface, whereas they stand out above it.
9. The chromium finish is not so bright as it should be and in some places is discoloure
10. The pattern is uneven in places and the colouring varies.
11. We cannot possibly supply our customers with the articles we have received from you
12. Our chemist reports that the content is not up to the (percentage) (proportion) agreed
13. We have had an analysis made and the analyst reports (that the chemical content is ...% deficient in ...).
14. We cannot accept these containers as they are not the size and shape we ordered
15. We find that you have sent us an article marked DC/56 instead of the 60/56 ordered; we take it that this was due to a typist's error, but as the articles sent are not the type we stock, we must ask for replacement by the correct number as soon as possible.

*Missing from the delivery*

1. On checking the goods received we find that several Hems on your invoice have not been included; we enclose a list of the missing articles.
2. Unfortunately you have not sent us all the goods we ordered; the following are missing: . . .
3. There is a discrepancy between the packing list of case 52 and your invoice: 3 dozen tea services are correctly entered on the invoice but there were only 2 dozen in the case.
4. We regret to have to tell you that case 20 contains only 10 plastic bowls instead of 12 entered on the packing list and also on the invoice The case shows no signs of pilferage and we shall be glad if you win check up with your packers before we make a claim.
5. You have short-shipped this consignment by 100 kg.

The buyers need not accept any goods received that are not in accordance with their order, except as the result of alterations made by agreement with the sellers, but they may make an offer to keep the goods at a reduced price.

The buyers are entitled to return to the sellers any goods received that they did not order, but in the export trade it is usual for the buyers first to find out what the sellers' wishes are in the matter. This is a question of courtesy and consideration, as the reimportation of goods into a country will involve Customs entries and other formalities, to say nothing of the actual cost of freight and insurance. It is also possible that the wrongly delivered goods may have been intended for another customer in the same country as the receivers, and so the goods can be sent on to the correct address. It is better if the sellers instruct their own shipping and forwarding agents to attend to this, through their branch or correspon­dents in the country of the buyers, rather than involve the latter in the trouble of sending on goods. *{Note* the fourth paragraph of letter no. 7.)

*Offer to keep goods at a reduced price*

1. Although the quality of these goods is not up to that of our usual lines we are prepared to accept them if you will reduce the price, say, by ...
2. We are only prepared to accept the goods sent if you are willing to make a substantial reduction in the price.

*Complaint of delay*

1. When we sent you our order we pointed out (that prompt delivery was most essential) (that early delivery of the goods was absolutely necessary).
2. We urged on you the importance of the time factor.
3. The delivery time was clearly stated on our order and your (acknowledgement) (acceptance).
4. In your acknowledgement of our order you stated that the consignment would be despatched within (two weeks) (a fortnight) and we are therefore very surprised that we have had no advice of despatch yet.
5. We are at a loss to understand7 why we have not heard from you.
6. We are still without your advice of despatch of the cameras; we are receiving urgent requests from customers and you will understand that this delay places us in an awkward position.
7. As you know from our previous correspondence, these goods represent a consider­ able part of a big order, and it is absolutely essential that the delivery should be punctual, otherwise the installation of the machinery cannot be carried out by the date agreed.
8. You will remember that it was agreed the goods would be shipped in time to arrive here by the end of the month.
9. If the goods have not yet been shipped we must ask you to send them by air.
10. Our stocks may become too low for us to be able to cope with the Christmas trade.
11. An explanation of this delay will be appreciated.
12. We must ask you to despatch the consignment immediately, if you have not already done so, and in any case please inform us by cable what the position is.
13. We hope to hear from you by return that the consignment is on its way.
14. We have asked our bank for information but they say they have not received any documents from you yet.
15. Any delay now will cause us a loss of business.
16. Although we have had no news from you since your letter of the 5th of last month, we have no doubt that you did ship the goods on the 24th as agreed, but, owing to your failure to keep us informed, we have not been able to obtain insurance cover and the goods are therefore being carried at your risk.
17. Our import license is due to expire on the 30th of this month, and if there is any delay in renewing it the consignment may have to be held up8 at the docks, which will add to the cost of the shipment and cause great inconvenience. We therefore urge you to do everything possible to hasten the despatch.

*Bad packing*

1. We regret that we have to complain about the way in which the consignment just received has been packed.
2. The packing inside the case (was too loose) (was insufficient) with the result that there was some shifting of the contents and several cups and plates have been broken. The attached list will give you details.
3. Some of the polythene bags seem to have burst, either as the result of chemical action of the contents or because the polythene is not thick enough. It would be advisable to have tests made to discover the cause of the breaking.
4. The seams of the jute sacks do not appear to have been strong enough, with the result that they have given way,9 thus allowing the contents to run out.
5. The adhesive tape seems to have dried in some cases, so that the lids became loose. We would therefore advise you to see whether the tape used was defective in anyway.
6. The cartons appear to have been very roughly handled at some time during loading or discharging, but fortunately the metal bands held firm and the contents have not suffered any damage.
7. One of the parts in case no. 69 came adrift and has been dented, in consequence of contact with the other parts. We believe we can have the dent pressed out, but this may affect the selling price and in that case we must reserve the right to call on you for compensation.
8. We have had the case and contents examined by the insurance surveyor but, as you will see from the enclosed copy of his report, he maintains that the damage was probably due to insecure packing and not to any unduly rough handling of the case.

*Warnings of cancellation, etc.*

 Warnings and threats should not be used too liberally, or they will only create bad feeling and in many cases would be quite unnecessary, even unwise. However, if there are constant or needlessly prolonged delays, or frequent mistakes in carrying out orders, the buyers may be obliged to write in this way. The following are the usual phrases in English writing.

1. We must ask you to carry out our orders more carefully in future.
2. We must insist on more careful (execution of our orders) (attention being given to our instructions).
3. We regret that unless we hear from you by return we shall be obliged (to cancel the order) (to terminate the agreement).
4. We shall be (forced) (compelled) to hand the matter over to our solicitors.
5. We are very reluctant (to take this step) (to take such action) and we hope it will not be necessary.
6. We trust you will not make it necessary for us (to do this) (to take legal action) (to take such a step).

**REPLIES TO COMPLAINTS**

These should always be courteous; even if the sellers think that the complaint is unfounded they should not say so until they have good and-reliable grounds on which to repudiate the claim. All complaints should be treated as serious matters and thoroughly investigated.

If the sellers are the first to discover that a mistake has been made they should not wait for a complaint, but should write, cable or telephone at once to let the buyers know, and either put the matter right or offer some compensation.

On receiving the complaint the sellers will make investigations, and if the complaint is justified they will at once apologize to the buyers and suggest a solution. If the buyers have offered to keep the goods, the sellers will probably agree to this and to a price reduction. The amount of the reduction will depend on how bad the mistake is, and in some cases a substantial reduction, even with consequent loss, is of more advantage to the sellers than the expense and trouble of having the goods returned to them, and of causing inconvenience to their customers. However, if the value of the goods in question is high, it may be advisable to have them returned, although even in this case the added risk of damage in further transport may not be worth incurring.

There is no need for the sellers to go into a long story of how the mistake was made. A short explanation may be useful but, generally speaking, the buyers are not interested in hearing how or why the error occurred but only in having the matter put right, in receiving the goods they ordered—or at least value for the money they have paid—or in knowing when they may expect to receive the delayed consignment.

In *no* case should the sellers blame their staff; their sole aim is to put the trouble right and restore good relations with their customers.

[5] *Supplier's reply to letter no. 1*

Dear Sirs

Thank you for your letter of 17 September. We are pleased to hear that the goods ordered under your no. VF449766 arrived in good condition, but must apologise for their delayed arrival.

We have looked into the matter, and have found that the delay is due to a minor fault in one of our routines, which has now been rectified. We can assure you that future orders from you will be dealt with promptly, and that consignments will reach you by the dates stipulated.

Once again, please accept our apologies for this delay. Yours faithfully

[6] *Reply to letter no. 2*

Dear Sirs

Your letter of .6 October 1978: your order nos. 6531, 6687, 6866 and 6892 We have received your letter, and must ask you to accept our apologies for despatching these orders later than the scheduled dates.

As we informed you in our letter of 8 August, there was some disagreement between management and the trade union in the latter part of the summer, and this resulted in greatly reduced production at two of our plants in the north of England. It was at this time that we introduced electronic data processing of orders here at head office, and, like most other companies, we had one or two problems to sort out in the early stages. However, these difficulties have now been cleared up. and our production is now running according to plan. We are, naturally, very sorry for the inconvenience you have had to suffer on account of our own problems, but we can promise you that you can rely on prompt delivery on our part now that the situation is back to normal

Yours faithfully

[7] *Supplier's reply to letter no. 3*

Dear Sirs

Your order no. J733. Your letter OG/MR of 11 October 197/

Thank you for your letter. We are pleased to hear that the consignment was delivered promptly, but are very sorry to learn that case no. 14 did not contain the goods you ordered.

On going into the matter we find that a mistake was made in the packing, through a confusion of numbers, and we have arranged for the right goods to be despatched to you at once. The documents will be mailed to you within the next forty-eight hours. We have already cabled you in this connection, and enclose a copy of the telegram. We would be grateful if you would kindly keep case no. 14 and its contents until they are called for by the local representatives of World Transport Ltd., our forwarding agents, who we have already instructed.

Please accept our many apologies for the trouble caused to you by the error.

Yours faithfully

[8] *Exporters' reply to letter no. 4*

Dear Sirs

We have received your letter of 14 October and thank you for sending us the two samples of cloth for examination.

We have passed these on to the factory for comment and we quote the following from their reply:

It was found that some short-staple yarn" had, by accident, been woven into the material, and this cloth was put on one side for disposal in a suitable market. Evidently through an oversight some of the cloth was packed in your consignment. The factory manager was very grateful for the samples, as it is possible other buyers may have received these imperfect goods and enquiries are being made accordingly.' We told the manufacturers how greatly concerned we were over your disappointment in the quality, and the fact that you had supplied the cloth to new customers. They expressed their very great regret, and we have arranged with them for the immediate despatch of replacements, franco *domicile."* duty paid. Furthermore, they guarantee the quality of the cloth now sent.

If you care to dispose of the inferior cloth at the best price obtainable for it, we will send you a credit note for the difference as soon as we hear from you.

We apologise sincerely for the trouble caused to you. and will take all possible steps to ensure that such a mistake is not made again

Yours faithfully

In the case of letter no. 8, the sellers might not admit any fault in the cloth, and among the following sentences are some that they could use:

*Replies to complaints of poor quality*

1. We were very sorry to receive your complaint that the material you received was not of the quality expected.
2. We have been supplying the same material for some time past and have had no complaints about it so far.
3. The defect may be due to a fault in a machine and we are having a check-up made on all the (machines) (looms).
4. The samples you sent us are not large enough to judge by and we shall be much obliged if you will return us the whole piece The cost of returning will, of course, be borne by us.
5. We think the best procedure will be to have the pieces examined by an expert and we are arranging for this to be done
6. We have asked our shipping agents to collect the case from you, for delivery to the customer to whom it should have been sent
7. We shall be glad if you will return the goods to us, and we have arranged collection by...
8. The (articles) (appliances) were carefully examined in the usual way before being packed and we cannot understand how the enamel came to be cracked. As our Export Manager is paying a visit to your country next month he will call to see you. and we shall be much obliged if you will keep the articles on one side until he can inspect them.
9. We greatly regret the mistake in the number, which resulted in your receiving the wrong articles .. .
10. We were sorry to see from your letter that you expected to receive no. BC/56; on looking at your order again we see that what looked like a 'D1 could indeed be B', but the typing was smudged and not clear. If you will examine your own copy of the order we think you will see that this is so. Furthermore we stated DC/56 on our ack­nowledgement and this must have escaped your notice

*Goods missing from the delivery short-shipped*—*short-delivered*

1. On receiving your letter and list of goods you say were missing from the consignment, we checked up with the packers. It appears that an extra case had to be used to take all the articles of the order, and this case is included on the bill of lading, as you will see if you examine one of the copies. We would suggest that you make enquiries with the agents in your port.
2. We greatly regret that you received only 2 dozen instead of the 3 dozen ordered. On investigation we find that the packers misread the number, and we have arranged with them for the immediate despatch (of the missing 1 dozen) (of the 1 dozen short- shipped).
3. According to our records the complete dozen were packed and we are afraid that the case must have been opened, although it may show no signs of this. We can send you evidence of the correct shipment, so that you can take the matter up at your end. If you require any action on our part please let us know.
4. On making enquiries concerning the missing drum we have discovered that it was left behind on the quay; the shipping agents inform us, however, that it was put on the next ship, the M. V.. . ., which is due to arrive at your port on 6 February. The local agents have already received advice of this and will communicate with you on the arrival of the vessel.

*Replies to offer to keep goods at a reduced price*

1. We appreciate your offer to keep the goods wrongly delivered, and we are ready to allow ... % off the invoice price. We hope this will meet with your approval.
2. In view of the high quality of the article, we regret that we cannot reduce the price. If you are unable to accept it, we will make arrangements for its collection and (return to us) (delivery to another customer).

*Replies to complaints of delay*

1. We received your letter of September 4, and immediately cabled you, as per copy enclosed, stating that the goods were despatched on the 1 st, which we confirm.
2. There was a slight delay due to the breakdown of a machine, which held up (produc­tion) (packing) for (a day) (a day or two), but as we knew it would not affect the delivery limit we did not notify you.
3. The goods are already on their way and the documents were duly handed to the bank.
4. Our advice of despatch was mailed to you and you will doubtless have received it by now.
5. We regret that you had the trouble of writing to us, and your letter must have crossed with ours advising you of the shipment of the consignment.
6. The factory have advised us that owing to an unexpected demand, they have not been able to cope with orders and are behindhand with some deliveries.
7. We have asked the manufacturers to give your order priority, which they have prom­ised to do.
8. Owing to a lightning strike in the factory the production was held up for twenty-four hours. The strike has been settled but there is likely to be some delay, although the workers are on overtime.
9. We regret that no priority can be given, but you can be sure that all orders are being executed in strict rotation.
10. We are extremely sorry about this delay, which you will realise was due to circum­ stances beyond our control.

Note: All contracts contain clauses exempting suppliers and transport people from any liability due to strikes and such actions outside the control of the senders and carriers.

*Replies to complaints of bad packing*

1. As soon as we received your letter we got in touch with the packers and asked them to look into the matter.
2. We have passed on your complaint to the firm of packers that handled this consign­ment, and have asked them to send us a report.
3. We have been in touch with the manufacturers of the bags and have asked them (to strengthen the material) (to reinforce the seams).
4. Our stock of adhesive tape has been carefully examined and it seems to be in very good condition. We can only surmise that the tins were exposed to heat, or the cartons may have been stowed near boilers.
5. The packers do not agree that there is any defect in the material used, and there have been no previous complaints; they maintain that the cases must have (had) (been subjected to) very (rough handling) (rough treatment).
6. We are very pleased to hear that the metal bands held firm, but we will use stouter packing in future.

*Replies to warnings of cancellation*

1. It was with great regret that we read your final remark, and we sincerely hope you will not consider it necessary to take such a drastic step.
2. We should like to say that we greatly appreciate your patience in this most unfortunate matter, but as we have hopes of getting it cleared up in the very near future we must ask you to do nothing final yet.
3. We feel that your threat of cancellation is unjustified and we shall be obliged to hold you to your contract.
4. As we do not feel we have had the co-operation from you (that we expected) (that we were entitled to), we ourselves are not prepared to continue the contract and will give you due notice of termination.

**LEGAL ACTION**

A note here on the taking of *legal action*: no sensible firm does this except on the advice of a lawyer. The language of the law in all countries is inclined to be rather old-fashioned and difficult to understand, but more simple language is often dangerous as it may be differently interpreted; for this reason the actual wording of contracts of any kind should also be subject to the approval of a lawyer. Businessmen prefer to write in a straightforward and simple way, but care must always be taken in writing a letter to a firm in another country. Misinterpretation may lead to legal action.

*Explanation of reference numbers in this chapter*

1 *other walks of life:* People in different circumstances.

2 *a point of honour:* A matter of conscience.

3 *we have received the documents:* The documents are the shipping documents. *(See Chapter 8)*

4 *we are holding the case at your disposal:* This means that we have not0 accepted the case and contents, which are still the property of the senders.

5 *to say nothing of:* Not to mention.

6 *say, by. .* .: (1) Used, as here, to indicate a suggestion; (2) To indicate a sum of money repeated in words after the figures.

*7 at a loss to understand:* We cannot find any reason.

8 *to be held up:* To be delayed.

9 *have given way:* Have not been able to hold firm and have therefore
broken or collapsed.

10 *came adrift:* Became unfastened (it is derived from boats and ships; 'to
cast adrift' is to unfasten the vessel).

11 *short-staple yarn:* The thread or yarn used in weaving may have a basic short or long length, according to the natural wool; long staple gives the cloth greater strength.

12 *franco domicile: (See the price terms on page 19 of Chapter 3)*

**SOME VOCABULARY**

*awkward (adj.):* Difficult, inconvenient.

*bulk (n.):* (1) The goods delivered in a sale by sample; (2) The majority, most of the goods.

*check up (v.):* To see if everything is all right.

*cope with* (v.): To manage, but always with some difficulty.

*dispose of(v.):* (1) To get rid of; (2) To sell.

*finish (n.):* The completed surface of the article or material.

*item (n.):* Used only to refer to something

*in a list,* in a catalogue.

*line (n.):* The kind of material or article dealt in or made, the kind of business.

*missing (adj.):* What is not there but should be.

*pilferage (n.):* Petty theft.

*replacement (n.):* In the case of breakage or wrong delivery another consignment of the goods ordered is sent to take the place of the broken, damaged or wrongly delivered goods.

*staff* (n.): The employees. *substantial (adj.):* Big, large.

*take for granted* (v.): To presume (usually abbreviated to: take it).

*texture (n.):* Structure of material, thickness, weave of fabric.

*viewpoint (n.):* Point of view.

**EXERCISES**

1. Write a letter from buyers, saying that some articles are missing from a
delivery.
2. As the suppliers, reply to the previous letter.
3. As buyers, write to your suppliers and ask them why you have not had any advice from them yet of the despatch of a consignment.
4. Write a letter from buyers in an eastern country, informing suppliers that certain articles they sent have been affected by the heat, in spite of a guarantee that this would not happen; say what you propose in the matter.
5. As exporters, write to your customers advising them about a strike that may delay shipment of their order.
6. Write to your suppliers and inform them that several articles in one case have been broken, owing to insecure packing; the insurance surveyor has reported this.
7. As the exporters, write a tactful letter to customers who have com­plained that the material they have received is not like the samples on which they gave the order.
8. As suppliers, reply to a complaint of missing goods, asking customers to make a careful check at their end, as everything was correct when the goods were packed and shipped.

**UNIT 6**

**BUSINESS ETHICS**

**The Social Responsibility Of Business**

1a Discussion

**1b Reading**

Four of the views expressed opposite are referred to in the following text. Which are they?

**PROFITS AND SOCIAL RESPONSIBILITY**

In the 1920s, many large American corporations began, on a wide scale, to establish pension funds, employee stock ownership, life insurance schemes, unemployment compensation funds, limitations on working hours, and high wages. They built houses, churches, schools and libraries, provided medical and legal services, and gave money to charities. Since this is fairly surprising behaviour for business corporations, there must be a good explanation.

In *The Generous Corporation,* Neil J. Mitchell argues that the reason for many of these actions, most of which clearly did.not bring immediate cash benefits, was that large corporations had a legitimacy problem. The existence of large corporations showed the classical economic theory of perfect competition to be inadequate. Consequently large corporations introduced 'welfare capitalism' as a way of creating favourable public opinion. Rational capitalists, starting with Henry Ford, also realized that a better paid work force would be more loyal, and would be able to buy more goods and services, and that a better educated work force would be a more efficient one.

Of course, pure free market theorists disapprove of welfare capitalism, and all actions inspired by 'social responsibility' rather than the attempt to maximize profits. Since the benefits of such initiatives are not confined to those who bear the costs, Milton Friedman has criticized them for being unbusiness like, and for threatening the survival not only of individual corporations but also the general vitality of capitalism. In a newspaper article titled 'The social responsibility of business is to increase its profits', he argued that:

In a free enterprise, private-property system, a corporate executive is an employee of the owners of the business. He has direct responsibility to his employers. That responsibility is to conduct the business in accordance with their desires, which generally will be to make as much money as possible, while of course conforming to the basic rules of the society, both those embodied in law and those embodied in ethical custom.

Thus executives should not make expenditures on reducing pollution beyond the amount that is required by law or that is in the best interest of the firm. Nor should they deliberately hire less-qualified, long-term unemployed workers, or workers from ethnic minorities suffering from discrimination. To do so is to be guilty of spending the stockholders' (or the customers' or the employees') money. Friedman does not consider the possibility that stockholders might prefer to receive lower dividends but live in a society with less pollution or less unemployment and fewer social problems.

An alternative view to the stockholder model exemplified by Friedman's article is the *stakeholder* model, outlined, for example, in John Kenneth Galbraith's book, *The New Industrial State.* According to this approach, business managers have responsibilities to all the groups of people with a stake in or an interest in or a claim on the firm. These will include suppliers, customers, employees, and the local community, as well as the stockholders. A firm which is managed for the benefit of all its stakeholders, will not, for example, pollute the area around its factories, or close down a factory employing several hundred people in a small town with no other significant employers, and relocate production elsewhere in order to make small financial savings. Proponents of the stakeholder approach suggest that suppliers, customers, employees, and members of the local community should be strongly represented on a company's board of directors.

**1c Comprehension**

Write questions, relating to the text, to which these could be the answers.

1. According to Mitchell, in order to generate favourable public opinion.
2. So that the workers will probably be more loyal to the company, and will have more money to spend on products made by the firm and others.
3. Because he believes such behaviour to be unbusinesslike, and therefore dangerous for the company, and for capitalism in general.
4. According to Friedman, generally to receive as big a dividend as possible.
5. According to Friedman, only the country's laws and ethical customs.
6. Less pollution, or lower unemployment, for example.
7. Anyone who has a claim on or an interest in a firm, such as suppliers, customers and employees.

**1d Vocabulary**

Find words or expressions in the text which mean the following.

1. institutions or organizations that provide help for people in need
2. acceptability, according to law or public opinion
3. the situation when there are a large number of sellers and buyers, freedom to enter and leave markets, a complete flow of information, and so on
4. a condition of general well-being (and government spending designed to achieve this)
5. menacing, endangering
6. liveliness, health, energy, strength
7. an economic system in which anyone can attempt to raise capital, form a business, and offer goods or services
8. complying with or following (rules, etc.)
9. expressed, given a material form
10. supporters, people who argue in favour of something

**Ethics and the law**

**2a Discussion**

Milton Friedman, while dismissing the notion of'social responsibility', still argues that a business must conform to the basic rules of society. In your opinion, do the following activities, several of which are not illegal, conform to the basic rules of society, or not?

1. Bribing corrupt foreign officials in order to win foreign orders, on the grounds that where bribery is a way of life, you have no alternative if you want to win a contract.
2. Industrial espionage - spying on competitors' R&D departments with concealed cameras and microphones, bribing their employees, etc. - rather than doing your own expensive research and development.
3. Selling supposedly durable goods with 'built-in absolescence, i.e. which you know will not last more than a few years.
4. Spending money on lobbying, i.e. trying to persuade politicians to pass laws favourable to your particular industry. *9*
5. Telling only half the truth in advertisements, or exaggerating a great deal, or keeping quiet about the bad aspects of a product.
6. Undertaking 'profit smoothing', i.e. using all the techniques of creative accounting' to hide big variations in profit figures from year to year, and threatening to replace the auditors if they object.

7 'Whistle blowing', i.e. revealing confidential information to the police or to a newspaper, e.g. that a company is breaking health and safety regulations and therefore putting people's lives in danger, or illegally selling arms to foreign dictators.

**UNIT 7**

**WRITING A JOB APPLICATION**

**PREPARATION**

**Before You Start**

* Read the advert closely so that you can tailor your application to the requirements of the job
* Research the organization this will show prospective employrs that you really are interested in tham

***Composing the letter***

**General points**

* Keep it brief. You don’ t need to give a lot of detail. What you are aiming for is a clear and concise explanation of your suitability for the job
* Begin your letter or email ‘ Dear Mr/Mrs/Ms xxxxx’ if you know the pesson’ name, or ‘Dear Sir or Madam’ if you don’t know thier name
* Avoid inappropriate language such as slang or technical jargon
* Use brief information sentences and short paragraphs
* Check your spelling, punctuation, and grammar carefully; Some employers routinely discarde job applications that contain such mistakes

**Structure**

The usual order of a job application letter or email is:

* The position applied for : give the title of the job as a heading, or refer to it in the first sentence of your letter using the reference code if there is one. This will ensure that your application gives directly to the right person in the organization. You should also mention where you save the job adverb or where you heard about the vacancy. If you heard about it through someone already working for the compnay, mention their name and position
* Your current situation: if you are working, briefly outline your current job. Pick up on the job requirements outlined in the advert and focus on any of your skills or responsibilities that correspond to those requested. For example: if the advent states that management skills are essential, then sate briefly what management experience you have. If you are still studying , focus in the relevant aspects or modules of your courses.
* Your reasons for wanting the job be clear and positive about why you want the job. You might feel that you are ready for greater challenges, more responsibilties, or a changeof job or organization.
* Closing paragraph: in your final paragraph you could say when you’d be available to start work, or suggest that the company keep your CV/resume on file If they decide you’re not suitable for the currect job.
* Signature: if you are sending a letter rather than an email, always remember to sign it and to type your name underneath your signature.

**COVER LETTER WRITING TIPS**

1. Keep it brief

 Your letter should not go over one page. Use short paragraphs and bullet points whenever possible. Avoid flowery or excessive words when fewer words will get your point across equally well.

1. Be assertive and proactive

 Explain what special skills and qualities you can bring to the job. Don’t explain what the job will do for you. Avoid empty cliches, such as ‘ I am aself-starter’ or “I am a people person”. Use active words and phrases.

1. Tailor the cover letter to the specific company.

 Do not write generic praise about the school district. Be as specific as you can demonstrate your knowledge of the district using its own website or public information.

1. Revise your cover letter for each application

 Different aspects of your background will fit different jobs. Focus on relevant job experiences and skills. For example: an employer for a science teaching position probably would not be interested in your athletic skills.

1. When writing about a non-professional experiencea, translate them into ‘business speak’. Explain how your class-related, extra curricular, or volunteer activities have prepared you for other knids of work.
2. Address your letter to an individual rather than a department.

 Identify the proper addressee. Use formal language (Mr., Ms., Dr.) when addressing them, and never just their first name – even if you know them personally

1. Apperances count

 Use high -quality white paper; it is thicker than typewriter or printer paper. Avoid elaborate or colored stationery. Print a clean final copy to send , not a photocopy.

1. Let the employer be the judge of your skills

 State our skills and qualifications, but do not tell the employer that you are the best person for the job. It can apear arrogant and presumptuous. Impress the employer with your skills, and let them conclude you are the best person for the job.

1. Proofread

 Check grammar and the spellings of names. Have somebody else read your letter – they can pick up on things missing from your letter. Before mailing, make sure you’ve included your resume and any other requested items.

1. Follow up with a thank-you note

 A thank-you note demonstrates your interest in the job and will help them keep you in mind for the position.

**COVER LETTER SAMPLE**

The following is an example of an acceptable cover letter that will accompany a resume to a potential employer. Be absolutely sure your letter is as profesiional-looking as possible. Use a laser printer to produce it, and be absolutely sure that it contains no spelling, grammatical, or punctuation errors. These types of errors will doom your application process from the very beginning.

December 10, 2004

Mr. Gerald Harshman

Director of Personnel

Phillips Research Company

3756 Morehouse Drives

Indianapolis, IN 46224

Dear Mr. Harshman,

I am interested in applying for the research statistician position that was advertised in the january 8 issue of the Indianapolis Star.

As indicated by my resume, I will receive a BA degree in psychology from Marian College in May, 1995. I believe that my background and experience in statistics and research qualify me for this challenging type of work.

I would be most happy to meet with you at your convenience to further describe my qualifications for and interest in this position. Letters of recommendation are available from the references listed in my resume.

Please contact me at: Marian College

3200 Cold Spring Road

Indianapolis, IN 46222-1977

317-929-0456

Thank you for your attention,

Sincerely,

Tim Ellinger

**UNIT 8**

**JOB INTERVIEWING**

**INTERVIEWING**

Interviewing is one of the most important steps in the job seeking process. An interview is generally the first face-to face between a candidate and potential employer and is a situation where making a strong impression is important. Interview preparation can be important to help a candidate perform a peak. Studying up on interview techniques, looking at an interview sample Q and A and even learning the ropes of salary negotiation beforehand can prove helpful. When candidates perform well in their first meeting with a potential employer, an interview follow-up may be requested. Considering some positions call for multiple interviews, brushing up on techniques can be very important for landing a sought-after position.

**INTERVIEW PREPARATION**

Interview preparation involves the steps a job candidate takes prior to meeting with a potential employer face-to-face. Preparation can include a number of critical points. Many job candidates prepare for interviews by making sure their intended appearance is professional. They also brush up on interview techniques, run through interview sample Q&A sessions to hone their answers and even work on their salary negotiation skills. While a resume or CV can get a candidate in the door, personal interviews are often necessary to land a final offer. With this in mind, interview preparation is critical for the job seekers. The better prepared candidate is for an interview, the more likely it is he or she will come across as professional, on top of things and confident.

**JOB INTERVIEW GENERAL TIPS**

* Do not smoke, chew gum, eat garlic beforehand
* Wear suitable interview clothes
* Take copies of your CV with you
* Arrive on time on your job interview
* Any application handed before interview begins, are to be filled in as accurately as possible, make sure they match the information in your CV and cover letter
* Always greet the interviewer by his/her last name and try to pronounce it correctly
* Have a good warm handshake
* Look alert and interested .Scan the room once and then keep your eyes on the interviewer
* Wait until you are offered a chair before you sit down
* Stress your achievements
* Always conduct yourself professionally and if something beyond your control occurs, show a sense of humour
* Be enthusiastic and show it in your replies and body language
* Answer the interview questions by more than a simple yes or no but try not to go over the 60 second limit
* Avoid at all cost complaining about your current or former employer in your job interview
* Do not answer questions about politics and religion if the job is completely
* Do not raise salary discussions on your first interview—this is usually done on the second interview. Make sure you do your wage research beforehand.

Your answer to the initial opening statements in the job interview are important, these are called “ice breakers”.

Sometimes the interviewer will ask whether you had difficulty finding the company premises. Your answer should be brief and polite. Yhe interviewer is merely being polite—if you had problems in finding the premises he/she doesn’t need to know that.

Use replies such as:

* I am fine thank you, and you?
* I am very well thank you

These replies express a careless attitude:

* So, so
* OK
* Not so well

There are various kinds of interviews:

* One to one job interview
* Panel job interview
* Group job interview
* Phone job interview
* Lunch job interview

**ABOUT NONVERBAL EXPRESSIONS:**

1. **Facial expression during an interview**

Facial expression during an interview can either add or contradict what you say to the employer. Your facial expressions need to be in sync with your voice and tone the entire interview. Here are some tips which may help:

* show positive facial expressions during an interview
* smile – this shows you are happy and comfortable to be at the interview
* look interested – avoid looking bored, stone-faced or distracted; keep your focus on the employer during the interview as it shows you are connected with the process
* show enthusiasm – your eyes can show all kinds of emotion. During an interview facial expressions need to show enthusiasm and interest in not only the position, but also the employer and their company
1. **Eye contact**

Eye contact is one thing that employer’s will look for from the moment they first see you. This is a critical part of facial expressions during an interview. Appropriate eye contact will show the following:

* Interested
* Attentive
* Approachable

Some things to avoid concerning eye contact:

* Do not stare
* Do not let your eyes wander
* Do not avert your eyes

Use positive enforcement gestures such as nodding while listening which can demonstrate being connected to what the employer is saying as well as alertness.

1. Hand signals

Another nonverbal expression which many people overlook is the use of their hands. Beyond facial expressions during an interview, hand movements can show a variety of emotion and a lack of being connected with the employer. Some of the more noticeable hand signals you would want to avoid include:

* Closing and opening your hands – this shows nervousness as you seem to be trying to find something else to do
* Tapping fingers or hands – this also signals nervousness and possibly fear
* Scratching – this shows boredom and a lack of interest
* Rubbing – this appears as you would rather be some places else
* Clenching fists – this shows an anger issue
* Hands folded in front of your face – this appears as if you are hiding behind yourself
* Hands showed a pockets – this appears as if you are trying to get away with something

Being connected during the interview is more than just the vocal tone and level; it is also the facial expression during the entire interview process as well as any other nonverbal signals from the moment you enter the building until you leave the building.

**WHEN YOU HAVE TO BE SILENT IN THE INTERVIEW**

Knowing when to be silent in the interview can help you a great deal. Being an excellent communicator counts in your favour, but there are a few instances where it is to say nothing.

**Salary Negotiation**

This is such an important part of the interview and also one of the areas where most job hunters fall. First of all, don’t bring up salary at all. What for the interviewer who will normally hint in that direction towards the end of the interview.

You should never disclose a set figure. Even when the interviewer presses you for a specific number, try to change it around so that they provide you with a general idea.

You can for instance, ask what the current salary range for the position is. What did you have in mind when you advertised the position? If they still persist, rather answer that your previous or current salary cannot be compared as it is for another position and you would rather they provide you with a general salary range. If it boils down to just saying, “I’m not willing to commit to a specific number or disclose a figure, then be it.” They will respect your answer as they know that giving a specific number puts you at a severe disadvantage.

This is one instance where it is better to say silent in the interview as giving a figure that is lower than they had in mind, will mean you are in for a lower salary. If your figure is too high, it can cost you the job.

**Seeking Employment Process**

Even if you are really tired of the job hunting and desperate to get the job, don’t tell them. This is a never ever! Employers want people who are in demand, by telling them about your long job hunting process, you are saying that no-one else wanted you why should they hire you? Rather focus on the positive aspects of your current job or what you have been doing while you were out of a job.

You must never let it show that you are not in demand. Tell them how happy you are in your current job, and that the only reason why you have applied for this job is because you fit the job description so perfectly. Your goals and the employer’s goals are exactly the same. Rather stay silent in the interview than babbling about your problems. They want go-getters and people who are positive, not employees with problems.

**Stay Silent In The Interview Rather Than Asking About Work Hours**

You can ask about what hours are expected from you. But do not mention that you want reasonable or flexi time. Rather have the interviewer provide information about the hours. If the hours do not suit you at all, you can indicate if you fee3l that taking the job with the particular hours is not worth the while. If you start demanding even before you are employed, the employer will be sceptical.

**Stay Silent In The Interview About Your Personal Information**

Never volunteer information that can be used to discriminate against you. There is no reason to tell the interviewer you are pregnant or plan a family in the next year, nor is there reason for telling them you have two children aged 15 and 17.

This will definitely open the door of discrimination on the grounds of age. Do not disclose your religion, sexual orientation and any specific beliefs. Although the law prohibits discrimination based on any of the above, there are ways for the employer to bypass the laws by stating you were not compatible with the company, or experience not relevant, etc.

From the above information, you can see that there are times when it is better to stay silent in the interview. Do not however, concentrate so hard not to disclose information that you come across as secretive or as an introvert.

**Etiquettes In Job Interview**

Etiquette is important. It has a lot to do with what sort of impression you make on a potential employer

You should be clearly dressed, in office clothes. That can make an interview a lot easier for you, too – if you can find some good clothes that you like to wear, you can feel more comfortable, and you can be sure you look OK.

**Being Polite**

The quick way to talk yourself out of a job is to be rude or unfriendly. Address people properly, and refer to them as ”Sir”, Mr., Ms., or Ma’am. That is important in the profession, too. If someone’s called ‘Doctor’ or ‘professor” you must refer toi them as ‘Doctor’ or ‘professor. It is actually rude not to do that.

**Behaviour**

Always act naturally. The idea is that you show yourself able to handle the situation. Do not slouch or get too casual. It is important that you look like you are on the job, from the beginning.

**Pay Attention**

You must concentrate on questions, Personality Test before an interview, or any other interview situation. If you give the impression you don’t understand, or worse you were not listening, it is fatal. Remember how irritating it is when people do not pay attention to you, when you are speaking.

**Be Punctual**

This is critical and an important aspect of job interview etiquette. You can, and you should, arrive on time because you are usually given at least a week’s notice of an interview. Always arrive early. It allows you to get oriented, find your way around, and prepare for the interview.

**Effective Communication**

Think about what’s been asked, and what you want to say. You should make sure you are answering the questions properly, and that you understood it correctly. If in doubt, a question, ask for clarification, if necessary, rather than give the wrong answer.

**Call Phones**

Turn off the phone. There is no good reason why it should interrupt, and it will infuriate some people if it does. It is genuinely rude.

**Know Your Job Well**

It is important to give an indication of your level of expertise and knowledge and understanding of your job. This means supplying good quality information when asked about your experience, qualifications, and skills. It is crucial that an employer sees that you do have the competence and abilities required.

**Attitude**

Your personal attitude is a job criteria, to someone trying to assess you as an employee. A positive person will appeal, a negative person will repel. Anyone who seems uninterested, or lazy in their answers, is not a good candidate.

(www. cvtips.com/interview/ed)