

5.2a

The style of written English

Worksheet

- A** What is the difference between the first and second word in these pairs of words?

get/obtain Thanks/Thank you I'll/I will job/occupation about/with reference to

- B** Match each phrase on the left with a phrase on the right.

Informal (spoken) language

Formal (written) language

- | | |
|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| 1 Thanks for your letter. | a I am writing with reference to the advertisement in ... |
| 2 I've just seen your advert in ... | b due to the fact that |
| 3 Can you tell me about ...? | c Thank you for your letter dated 14 March. |
| 4 because | d Please find enclosed ... |
| 5 Sorry, I can't make the meeting. | e I am afraid I will not be able to attend the meeting. |
| 6 Here are ... | f I would be grateful if you could send me some information about ... |
| 7 What exactly do you need? | g Please return the goods at our expense. |
| 8 Just send the stuff back. We'll pay. | h We are pleased to inform you that ... |
| 9 I've got some bad news. There's no more until next month. | i Please let me know your exact requirements. |
| 10 Good news! I've just heard that ... | j If you require any further information, please do not hesitate to contact me. |
| 11 There isn't much left. You better move fast. | k We regret to advise you that the goods you require are temporarily out of stock. |
| 12 If you'd like any more details, just let me know. | l Please note that our stocks are limited. We advise customers to order as soon as possible to avoid disappointment. |

- C** The phrases below are typical of informal spoken English. Rewrite them as sentences for a business letter. Some words have been given to help you.

- It's about that ad. we saw in *Marketing Monthly*. (*writing/reference to/recent edition*)

- Can you send us something about what your company sells? (*grateful/information/range*)

- Thanks for your letter of March 12 asking about what we sell. (*dated/enquiring/products*)

- I have some bad news. I'm afraid your order is going to be late. (*regret/inform/delayed*)

- See you in Frankfurt next month! (*look forward*)

- D** Rewrite the sentences from section C as sentences for an e-mail. The style will be brief and direct.

5.6

Adventure and Suntime: Student A

Worksheet

You are the Director of Adventure Holidays. Your company is a small travel agency that offers holidays in unusual locations. For travel to and from the destination you use a charter flight operator called Suntime Airways.

- A** You are going to exchange correspondence with your partner. Your two companies have been doing business together for several years.
- 1 Write a letter to Suntime.
 - Open by saying that you enclose your latest cheque. Apologize for the delay in sending it.
 - Give the date of the next group to Morocco (in three months' time). You will probably have 50 people. Ask for a quotation for the seats.
 - You have recently read a few stories in the newspapers about small airlines going bankrupt. Mention this very diplomatically – ask for some information about Suntime's financial situation.
 - 2 Reply to Suntime's letter.
 - Open by referring to Suntime's letter and saying you hope they received your cheque.
 - You are not happy about the new terms. Make a counter-proposal.
 - Let Suntime know that your company is in a good financial situation.
 - 3 Reply by e-mail to Suntime's letter.
 - Open by referring to Suntime's letter. You accept the quotation, but not the terms.
 - The meeting is a good idea – suggest a time. You are not sending any money now because you prefer to wait until the meeting.
 - It would be helpful to see a copy of Suntime's last annual accounts before the meeting.
 - 4 Reply by e-mail.
 - Open by thanking Suntime for their e-mail. You are sure the meeting will be useful.
 - You are not happy about the airport tax. You don't see why you should pay the extra cost. You can't recover it from your customers now – in your catalogue it states that there will be no hidden charges. Suggest that you talk about this in your meeting.
 - You have had some bad news – five of your customers have canceled their holiday at the last moment and now you only need 45 seats.
- B** Now meet with your partner to discuss all the issues.

5.6

Business Builder
Teacher Resource Series

Adventure and Sundtime: Student B

Worksheet

You are the Director of Sundtime Airways. Your company offers charter flight seats to holiday companies. One of your regular clients is Adventure Holidays.

- A** You are going to exchange correspondence with your partner. Your two companies have been doing business together for several years.
- 1 Write a letter to Adventure.
 - Open by reminding Adventure that payment of your last invoice is now overdue.
 - Your Financial Department has started a new policy to improve cash-flow. In future, all clients must pay a deposit of 50% two months before the flight and 50% one month after. Tell Adventure about this new policy.
 - You have recently read a few stories in the newspapers about adventure-type holidays going out of fashion. Mention this very diplomatically – ask for some information about Adventure's financial situation.
 - 2 Reply to Adventure's letter.
 - Open by referring to Adventure's letter and thanking them for the cheque.
 - Give them a quotation for the flight: \$400 per person return to Casablanca. You would like 50% deposit now, as mentioned in your last letter. This will guarantee the availability of the seats.
 - Let Adventure know that your company is in a good financial situation.
 - Suggest that you have a meeting together to discuss the matter in more detail. When would be convenient for Adventure?
 - 3 Reply by e-mail to Adventure's letter.
 - Open by thanking Adventure for their letter.
 - Adventure's counter-proposal is not acceptable. You need to discuss this in the meeting. Adventure is a valued customer and you are sure you can reach a compromise that is acceptable to both sides.
 - You have some bad news – the Moroccan government has just imposed a 6% airport tax and so your previous quote will have to go up.
 - 4 Reply by e-mail.
 - Open by thanking Adventure for their e-mail. The time they suggest for the meeting is fine.
 - Confirm that 50 seats are available on the airplane. You will discuss the new terms at the meeting, but you still need a deposit now to guarantee the seats.
 - Your annual accounts are confidential and cannot be shown to clients. However, you are prepared to answer any questions in the meeting.
- B** Now meet with your partner to discuss all the issues.