

Writing 4 Formal correspondence

Write a follow-up letter to a telephone call | Write a formal letter

What do you think? Choose the best answers to complete the quiz about business letters.

- Experts recommend that letters should use short sentences. More than _____ words in a sentence reduces clarity.
a) 10 b) 15 c) 25
- Whenever possible, letters should fit on to _____ side(s) of a standard sheet of paper.
a) 3 b) 2 c) 1
- It is not a good idea to include: colloquial expressions, _____ or jargon.
a) contractions b) grammar c) punctuation
- If you start the letter with a contact name (e.g. *Dear Ms Wells*), then the closing expression used is *Yours sincerely*. If you do not use a contact name (e.g. *Dear Sir or Madam*) the letter ends with:
a) Yours truly b) Kind regards c) Yours faithfully

What do you write?

1 If you deal with a problem on the telephone, it is sometimes necessary to confirm the call in writing. Match the functions 1-5 to the parts a-e of the letter below.

- Offer further assistance
- Apologise for the problem
- Say when you spoke on the telephone
- Confirm important information agreed in the call
- Say why you are writing

Dear Mr Cheng

- a) Further to our telephone conversation on Friday 4 October,
b) I am writing concerning the recent problem that you experienced when trying to reserve tickets on our automated booking service.
c) As agreed on the telephone, I have now arranged for the tickets to be sent to you by special delivery.
d) We are sorry for any inconvenience that this has caused.
e) If you require any further help, please let me know.

Yours sincerely

Victoria Saunders

Victoria Saunders, Customer Services Manager

Grammar reference: Reference words, page 82

2 Replace the underlined words or phrases in the letter with the most appropriate alternative below.

- a 1 After 2 In addition 3 With reference
b 1 subject 2 regarding 3 apropos
c 1 discussed 2 settled 3 acknowledged
d 1 regret 2 apologise 3 forgive
e 1 like 2 wish 3 need

Task 1

Objective: Write a follow-up letter to a telephone call

You work for ActiMedia (see Unit 12 Task 1). Write a follow-up letter to the customer who had the problem with their whiteboard. Confirm key information and any arrangements agreed in the call. Remember to apologise for any inconvenience to the customer. End the letter politely and offer further assistance if required.

Task 2

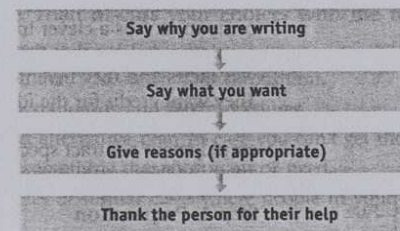
Objective: Write a formal letter

Step 1

Write a letter to your partner.

Student A: You work for a charity. Write a formal letter to your partner. Ask their company to donate something to a charity auction (choose a charity and an object). Give a reason why you chose their company.

Student B: You work for a local business. Write a letter to your partner asking them to come and give a talk (choose the subject, location and date). Give the reason why you have chosen them.



Step 2

Read your partner's letter and write a response, politely turning down the request.

