

COMMERCIAL

Request for information (customer)

Saying how you got the contact	We met last Thursday on your stand at the Munich Trade Fair. I am emailing you off your website, which I found through Google.
Giving reason for writing	We are a manufacturer/supplier/provider of ... We are interested in ... We are a Turkish company exporting to the EU, and we need ...
General requests	We would be grateful for some information about ... Please send us information about your product range and prices.
Specific requests	In particular, we would like to know ... Please send full details of your prices, discounts, terms of payment and delivery times. Could you also say whether there is any minimum order.
Close	An early reply would be greatly appreciated. I look forward to an early reply, and am sure that there is a market for your products here in Hungary.

Giving information (supplier)

Thanks	Thank you for your email of 4 June inquiring about ...
Giving factual information	We can quote you a price of ... CIF/FOB Istanbul. We can deliver by ... (date) / within ... (period of time) The goods will be shipped 3 days from receipt of a firm order. We can offer a discount of ... on orders over ... We require payment by bank transfer/letter of credit. Our normal procedure is to ... Our normal terms for first-time customers are ... We can supply the items you require directly from stock.
Saying what you are attaching	I am attaching a document that gives full details of ... I am attaching our current catalogue and price list as a pdf file.
Highlighting one or two key points	You will see that ... You will note that our line of ... is on special offer.
Answering specific questions	You will also note that ... Our experience in this field includes ... We dispatch the goods within 24 hours of a firm order, and for first-time customers our minimum order is €1,000. I am afraid that model is no longer available. However, ...
Close	We feel sure that ... May I suggest that I call you at your convenience to discuss the matter further? If you need any further information, please do not hesitate to contact me. My direct line is ...

Complaining (customer)

Open	<p>I am writing in connection with my order FS690 which arrived this morning. ... to complain about the quality of a product I bought from your website. ... to complain about the poor service we received from your company. ... to draw your attention to the negative attitude of some people in your customer services section.</p> <hr/>
Complaint	<p>Our order dated 16 September clearly stated that we wanted 1,000 items, however you ... The goods were faulty/damaged/in poor condition. There seems to be an error in the invoice/a misunderstanding. The equipment I ordered has still not been delivered, despite my phone call to you last week to say that it is needed urgently. The product I received was well below the standard I expected. To make matters worse, when I called your company your staff ...</p> <hr/>
Request for action	<p>Please replace the faulty goods as soon as possible. We must insist on an immediate replacement/full refund. Unless I receive the goods by the end of this week, I will have no choice but to cancel my order.</p> <hr/>
Close	<p>I hope that you will deal with this matter promptly as it is causing me considerable inconvenience.</p> <hr/>

Apologising (supplier)

Open	<p>I am writing in relation to your recent complaint.</p> <hr/>
Apologising	<p>I was very concerned to learn about ... Please accept my sincere apologies. I would like to apologise for the inconvenience you have suffered.</p> <hr/>
Denying responsibility	<p>We appreciate that this has caused you considerable inconvenience, but we cannot accept any responsibility in this matter.</p> <hr/>
Promising action	<p>Can you leave it with me? I'll look into the matter and get back to you tomorrow. I have looked into the matter and ... I have spoken to the staff involved, and ... We will send replacement items/give you a refund immediately. I can assure you that this will not happen again. We're having a temporary problem with ... We're doing everything we can to sort it out.</p> <hr/>
Compensation	<p>To compensate for the inconvenience, we would like to offer you ...</p> <hr/>
Close	<p>Thank you for bringing this matter to my attention. Please accept my assurance that it will not happen again. Once again, I hope you will accept my apologies for the inconvenience caused. I very much hope you will continue to use our services in the future. If you have any further queries, please do not hesitate to contact me on my direct line ...</p> <hr/>