

Writing 1 Emails

Make a strong start | Be friendly and diplomatic

What do you write? 1 As businesspeople often receive a huge number of emails, it is important to ensure that yours will be noticed and read. Look at the strategies 1–5 for getting the attention of the reader and match them with the parts a–e of the email below.

- 1 Emphasise key information or any action that is required (for example, if you need a response by a certain date).
- 2 Include a relevant subject line to clarify the purpose of the email.
- 3 Provide any necessary context or background information that the reader will need.
- 4 Open with an appropriate salutation (*Hi ...* or *Hello ...* for people that you know and *Dear ...* for someone you are contacting for the first time).
- 5 When consolidating contact, refer to *when* and *where* you met the person.

The screenshot shows an email client interface. On the left, labels a through e point to specific parts of the email:

- a** points to the Subject line: "Teamworks training course information"
- b** points to the Salutation: "Dear Marie"
- c** points to the first sentence: "It was good to meet you at the presentation last Friday."
- d** points to the second sentence: "As we discussed, Teamworks has an impressive record of achievement in corporate training."
- e** points to the third sentence: "As there is limited availability on both courses, please get back to me by the end of the week if you would like to book places."

Task 1 Objective: Make a strong start

You work in the sales department of nTAG. Write an email to Mark Curtis, who you met for the first time at a conference last week. He would like to know what information can be included on the badges and what the advantages are for conference organisers and delegates. You are in his area on Friday; offer to visit his office and give a more detailed demonstration of the badge. (For more information on nTAG, look again at Unit 1.)

What do you think? Many people now work in 'virtual teams', which means that all, or almost all, of their communication is via email. It is still important to build a good relationship with other team members even if you never meet them.

A US company is working with a Japanese distributor to launch a new model (the Titan) in Japan. The US export manager replies to Yoshio Kurimoto about the launch schedule. Look at his email message below. Do you think the tone of it will help to build good team spirit? Why? / Why not?

The screenshot shows an email client interface with the following content:

- Subject:** Pre-launch sales conference
- Attachments:** None
- Dear Yoshio**
- The dates you've set for the pre-launch sales conference (12–13 July) are no good. I told you in my last email that no one from here will be free to attend that week. You'll have to change it to the following week.
- I received the photos and have passed them on to the communications team to include in our newsletter.
- Send me the new dates asap so that we can finalise our own schedule.

What do you write? 2 Look at the suggestions 1–4 for making your emails to colleagues more friendly and diplomatic. Match them with the phrases a–h.

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| <ol style="list-style-type: none"> 1 Make requests polite and show consideration for people's workload 2 Show appreciation for other people's help or good work 3 Be fair and constructive if you need to criticise or point out errors 4 Include some friendly conversation and end with friendly greetings or good wishes | <ol style="list-style-type: none"> a This is just to remind you that we need to have your notes by the 13th so that we can ... b Have a good trip next week! c I'm afraid there seems to be a discrepancy / misunderstanding / slight problem ... d Many thanks for sending ... e Thanks very much for all your hard work on this. f I realise you are very busy at present, but could you ... ? g I really like your ideas – they're great! h I won't be at my desk next week as I'm off to the sales conference in Jakarta – should be fun! |
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Grammar reference: Modal forms, page 86

Task 2 Objective: Be friendly and diplomatic

Use appropriate phrases to expand the email in **What do you think?** into an email that is friendly and diplomatic. Refer to the launch schedule. Show consideration for the fact that changing the date will affect other scheduled events, too. Wish Yoshio success with the ad campaign.