

## BASICS

	FORMAL - NEUTRAL	INFORMAL
Name	Dear Mr / Mrs / Ms Dupuis Dear Mary	Hi / Hello Mary Mary, ... (or no name at all)
Previous contact	Thank you for your e-mail of ... Further to your last e-mail ... I apologise for not getting in contact with you before now.	Thanks for your email. Re your email, ... Sorry I haven't written for ages, but I've been really busy.
Reason for writing	I am writing in connection with ... I am writing with regard to ... In reply to your e-mail, here are... Your name was given to me by ... We would like to point out that ...	Just a short note about ..... I'm writing about ..... Here's the ..... you wanted. I got your name from ... Please note that ...
Giving information	I'm writing to let you know that ... We are able to confirm that ... I am delighted to tell you that ... We regret to inform you that ...	Just a note to say... We can confirm that ... Good news! Unfortunately, ...
Attachments	Please find attached my report. I'm sending you ..... as a pdf file.	I've attached ... Here is the ..... you wanted.
Asking for information	Could you give me some information about ... I would like to know ... I'm interested in receiving / finding out...	Can you tell me a little more about. . . I'd like to know ... Please send me ...
Requests	I'd be grateful if you could ... I wonder if you could ... Do you think I could have...? Thank you in advance for your help in this matter.	Please could you ... Could you...? Can I have...? I'd appreciate your help on this.
Promising action	I will... I'll investigate the matter. I will contact you again shortly.	I'll ... I'll look into it. I'll get back to you soon.
Offering help	Would you like me to...? If you wish, I would be happy to ... Let me know whether you would like me to ...	Do you want me to...? Shall I...? Let me know if you'd like me to ...
Final comments	Thank you for your help. Do not hesitate to contact us again if you require any further information. Please feel free to contact me if you have any questions. My direct line is ...	Thanks again for... Let me know if you need anything else. Just give me a call if you have any questions. My number is ...
Close	I am looking forward to ... (+ -ing) Give my regards to ... Best wishes Regards	Looking forward to ... (+ -ing) Best wishes to ... Speak to / See you soon. Bye (for now) / All the best

## NEGOTIATING A PROJECT

Asking for information	What are your usual charges (fees/rates) for.....? Can you give me some more information about.....?
Requests	Do you think you could... ..? Would you be able to... ..?
Emphasising a main point	My main concern at this stage is ... The main thing for me is ...
Asking for a suggestion	How do you think we should deal with this? What do you think is the best way forward?
Making a suggestion	Why don't you. ....? What about if we. ....?
Negotiating: being firm	I understand what you're saying about... (but...) I can see what you're saying, but...
Negotiating: being flexible	We would be prepared to... .. (If ...) I am willing to ..... (If .....)
Negotiating: agreeing	Okay, I'm happy with that for now. That's fine.
Next steps	I'll be in touch again soon with more details. Let's talk next week and see how things are going.
Closing	I'm sorry that we couldn't use your services this time, but I hope there will be another opportunity. I look forward to working with you.

## CHECKING UNDERSTANDING

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Technical problems	Did you get my last message sent on .....? Sorry, you forgot to attach the file. Can you send it again? I got your email, but I can't open the attachment. Did you mean to send this? I don't want to open it in case it's got a virus..
Asking for clarification	I'm not sure what you mean by .....? Could you clarify? Which ..... do you mean? I don't understand this point. Can you explain in a little more detail? Are you sure about that?
Giving clarification	Sorry, what I meant was ....., not ..... I thought ....., but I may be wrong. I'll check and get back to you. The correct information is given below. Please amend your records accordingly. Sorry, forget my last email. You're right.
Closing	I hope this clarifies the situation. Get back to me if there is anything else.

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## ARRANGEMENTS - MEETINGS

	FORMAL/NEUTRAL	INFORMAL
Reason for writing	I'm writing to arrange a time for our meeting. What time would be convenient for you?	Just a quick note to arrange a time to meet. When would suit you?
Suggesting time/place	Could we meet on (day) in (the morning etc.) at (time)?	How about (day) at (time)? Are you free sometime next week?
Saying when you are/ are not free	I would be able to attend the meeting on Thursday morning. I'm out of the office until 2pm. Any time after that would be fine. I'm afraid I can't manage next Monday.	I'm free Thursday am. I won't be around until after lunch. Any time after that is okay. Sorry, can't make it next Monday.
Confirming	I'd like to confirm ... That's fine. I will call/email you tomorrow to confirm the details.	Thursday is good for me. That should be okay. I'll get back to you if there's a problem.
Changing arrangements	This is to let you know that I will not be able to attend the meeting next Thursday. I wonder if we could move it to ...? I apologise for any inconvenience caused.	Re our meeting next week, I'm afraid I can't make Thursday. How about ... instead? Sorry for the inconvenience.
Close	I look forward to meeting you in Brussels. Let me know if you need to change the arrangements.	See you in Brussels. Give me a call if anything changes.

## INVITATIONS

Inviting	<p>We would be very pleased if you could come to ...</p> <p>I would like to invite you to ... / attend our ...</p> <p>Please let me know if you will be able to attend.</p>	<p>I'm writing to invite you to ...</p> <p>Would you like to come to ...?</p> <p>Please let me know if you can make it.</p>
Prepare	<p>Before the meeting it would be useful if you could prepare...</p> <p>It would be helpful if you could bring ...</p>	<p>Please prepare... before the meeting.</p> <p>Please bring to the meeting...</p>
Accepting	<p>Thank you for your kind invitation.</p> <p>The date you suggest is fine.</p> <p>I would be delighted to attend the meeting. I am sure it will be very useful.</p>	<p>Thanks a lot for the invitation. The date's fine for me.</p> <p>I'd love to come to the meeting. It sounds like a great idea.</p>
Refusing	<p>Thank you for your kind invitation.</p> <p>Unfortunately, I have another appointment on that day. Please accept my apologies.</p> <p>I hope we will have the opportunity to meet on another occasion in the near future.</p> <p>I am sure that the meeting will be a great success.</p>	<p>Thanks a lot for your kind invitation.</p> <p>Unfortunately, I have something else in my schedule on that day.</p> <p>I hope we can meet up soon. Good luck with the meeting!</p>

## WRITING STYLES - FORMAL / INFORMAL

	FORMAL/NEUTRAL	INFORMAL
Exemple phrases	<p>Thank you for your email received 12 Feb.</p> <p>With regard/reference to ...</p> <p>I would be grateful if you could ...</p> <p>We regret to advise you that ...</p> <p>Please accept our apologies for. . .</p> <p>I was wondering if you could ...</p> <p>We note that you have not ...</p> <p>We would like to remind you that ...</p> <p>It is necessary for me to ...</p> <p>It is possible that I will ...</p> <p>Would you like me to...?</p> <p>However..... / In addition ..... / Therefore ...</p> <p>If you require any further information, please do not hesitate to contact me.</p> <p>Look forward to meeting you next week.</p>	<p>Thanks for the email.</p> <p>Re ...</p> <p>Please could you ...</p> <p>I'm sorry to tell you that ...</p> <p>I'm sorry for ...</p> <p>Could you...?</p> <p>You haven't ...</p> <p>Don't forger that ...</p> <p>I need to ...</p> <p>I might ...</p> <p>Shall I...?</p> <p>But, ... / Also, ... / So, ...</p> <p>If you'd like more details, let me know.</p> <p>See you next week.</p>
Latin / Anglo-Saxon origin	<p>assistance/due to/enquire/inform/information</p> <p>obtain/ occupation/possess/provide/ repair it</p> <p>request/requirements/verify</p>	<p>help/because of/ask/tell/facts get/j ob/have/ give/fix</p> <p>ask for/needs/check (prove)</p>

## WRITING STYLES - DIRECT / INDIRECT

	DIRECT	INDIRECT: POLITE/DIPLOMATIC
Requests	Can you...? Please could you ...	Could you...? I was wondering if you could ...
Asking for permission	Can I...? Could I...?	Is it all right if I...? I wonder if I could....?
Offering help	Can I...? Shall I...?	Would you like me to...? Do you need any help with...?
Making a suggestion	What about. .. (+ -ing)? Shall we...?	Why don't we...? Perhaps we should...?
Softening a strong comment	There is a problem.  That will be very expensive.  We can't do that. That gives us very little time. It will be better to ask Heidi. I disagree.	I'm afraid there is a small problem. It seems there is a slight problem. That might be quite expensive. Won't that be a bit expensive? I'm not sure we can do that. Actually, that doesn't give us much time. Wouldn't it be better to ask Heidi? I can see what you're saying, but... Don't you think that...? To be honest, I think it might be better to ...

## 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 €1000. 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 ...

## FOLLOWING UP A CALL (SUPPLIER)

Open	Thank you for taking the time on the telephone this morning to explain ... .
Summarising key points	I understand that you are looking for ... and I am confident that we can find a good solution for your needs.
Giving additional information	I have attached some information about our company, including ... I have attached a list of some of our clients, which you will see include ..
Saying you will call back	As agreed, I'll give you a call during the last week of September. I have made a note to call you again after you've had a chance to ... Perhaps then it would be a good idea to meet to discuss ...
Close	In the meantime, if you would like to discuss any other points, please don't hesitate to give me a call on my direct line... .

## ASKING FOR BETTER TERMS (CUSTOMER)

Open	Thank you for sending.... We are interested in... . However, there are one or two things we would like to clarify before going ahead.
Discussing terms	Do you give any discount on an order of this size? Would you be prepared to let us have the goods on credit? We need these items by ... at the latest.
Close	If we can reach an agreement on these matters we are sure that we can do more business with you in the future. We look forward to hearing from you soon.

## REPLYING AND AGREEING TERMS (SUPPLIER)

Open	Thank you for your email of ... inquiring about a possible order for....
Saying yes	In relation to ..., we would be happy to let you have ... I have spoken to my line manager, and we are able to ... on this occasion.
Looking for a compromise	With regard to ..., unfortunately we are not able to.... However, I am sure we can find an acceptable compromise. We are prepared to accept....
Final details	We would be grateful if you could supply bank references. Please return the attached form ASAP so that your order can be processed without any delay. Please note that we have recently improved the functionality of our website, and it is now possible to place an order on-line. Alternatively, you can print out the attached order form and return it to us by mail
Close	I have arranged for a member of our customer services team to give you a call later in the week. They will be able to deal with any further points. We hope you find our quotation satisfactory and look forward to receiving your order. We assure you that it will have our prompt attention. If you need any further information, do not hesitate to contact us.