

# 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 ...

## 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.

## Making an order (customer)

Open	Thank you for your recent email, and we accept your quotation. Our completed order form is attached, and we give full bank details below.
Close	Please acknowledge receipt of this order.

## Confirming an order (supplier)

Open	<p>Your order has been received.</p> <p>We can confirm that your goods have been shipped.</p> <p>You can track shipping details on our website.</p> <p>Due to exceptional demand these items are temporarily out of stock. We hope to be able to ship your order within ... days and will keep you fully informed. We apologise for any inconvenience this may cause.</p>
Close	We are confident that the goods will meet your expectations. Should there be any questions, please do not hesitate to contact me, either by email or phone.

## Asking for payment (supplier)

First reminder – open	<p>We are writing concerning a payment of €12,600 for invoice number KJ678 which is now overdue. A copy of the invoice is attached.</p> <p>According to our records, the sum of €4,500 is still outstanding on your account.</p>
First reminder – action	<p>Please send a bank transfer to settle the account, or an explanation of why the balance is still outstanding. If you have already dealt with this matter, please disregard this email.</p> <p>We would appreciate your cooperation in resolving this matter as soon as possible.</p>
Second/Third reminder – open	<p>On (date) I wrote to you regarding your company's unpaid account, amounting to €4,500. May we please remind you that this amount is still outstanding.</p> <p>I wish to draw your attention to my previous emails of (dates) about the overdue payment on your account. We are very concerned that the matter has not yet received your attention.</p>
Second/Third reminder – action	<p>We need a bank transfer in full settlement without further delay.</p> <p>Clearly, this situation cannot be allowed to continue, and we must ask you to take immediate action to settle your account.</p> <p>If you have any queries on this matter, please do not hesitate to contact me. Thank you for your cooperation.</p>
Final demand – open	<p>Following my emails of (dates) I must inform you that we have still not received payment for the outstanding sum of €4,500.</p> <p>I wrote to you on (dates) regarding the balance of €12,600 on your account. I attach copies of both emails. This sum is now two months overdue. We are very concerned that the matter has not yet received your attention.</p>
Final demand – action	<p>Unless we receive payment within seven days, we shall have no alternative but to take legal action to recover the money.</p> <p>In the meantime, your existing credit facilities have been suspended.</p>