

# Writing file 4

## Responding to an enquiry

- 1 Look at this response to a letter of enquiry.
  - 1 How well do Tony and Claude know each other? How do you know?
  - 2 What information does the letter not include?
    - a Information about availability of the product
    - b Prices and delivery details
    - c Details of a special offer
    - d Details of a promotional event
    - e A general description of the product

### AEK Software Plc Berlin

Tony Fuchs  
Promotech  
Unit 4  
The Sidlings  
Aylesbury  
HO26 1VF

6 February

Re: Enquiry about the new operating system.

Dear Mr Fuchs

Thank you for your letter dated 29.01 asking about our new operating systems. As you know from our previous communications, the new system will be launched in May this year.

The purpose of the system is to make day-to-day use quicker and more intuitive. In other words, we want the user to be able to find everything at their fingertips. The new system is significantly different from the one that is currently in use.

As you point out, one downside is the need for initial training. The good news is that as part of an introductory offer, all purchasers of the new operating system will be offered a free on-site training day with one of our developers.

You might be interested to know that there will be a preview of the system at an open day at our offices in April.

Please find enclosed the latest information leaflets as you requested and an invitation to the open day mentioned above. If you have any further questions please do not hesitate to contact me.

Yours sincerely

Claude Fischer  
Sales and Marketing Manager

- 3 Match these words and expressions from the text with a definition 1–5.

intuitive at their fingertips significantly  
downsides hesitate

- 1 ready and easy to use: .....
- 2 the disadvantages or negative aspects: .....
- 3 to pause before you do something: .....
- 4 ability to know something by using feelings not facts: .....
- 5 in a way that is large enough to be important: .....

- 4 What is the purpose of each of the five paragraphs in the letter?

- 5 Underline words or phrases in the letter that help the writer to do these things.

- 1 Welcome the enquiry.
- 2 Acknowledge points in the original enquiry.
- 3 Try to avoid using the first person: *I* or *me*.
- 4 Refer to something that has already been talked about.
- 5 Introduce solutions.
- 6 Introduce a special offer / invitation.
- 7 Mention enclosures / attachments.
- 8 Invite further contact.

- 6 Read the short letter of enquiry below and highlight the areas that you would need to address when you are replying to it.

Dear Sir / Madam

I was recently sent a password and username for your Internet banking website, however I have managed to lose it. Would it be possible for you to send the password again or will I have to re-register at the local branch?

Also, once I have access to the website will I be able to set up regular cash transfers overseas online?

Thank you for your prompt response.

Yours

Candace Park

- 7 Reply to the letter above. Make sure you answer the questions and give reasons. Also make sure you take the opportunity to introduce a special offer to the customer.

- 2 From the information contained in the reply, what do you think the original letter of enquiry said? Do you think this is a positive response? Why / Why not?