

Writing file 1

Writing a letter of introduction

1 You are going to read a letter from Angela Cauldwell, a new accounts manager, introducing herself to an existing distributor.

- 1 What information would you expect her to include?
- 2 Read the letter and check your answers.

Central European Office Supplies
Budapest

Daniel Lutter
Office Deals
Jiraskovo Namesti 17
Prague 1

Dear Mr Lutter,

The purpose of this letter is to briefly introduce myself as the new accounts manager for your region. I have been slowly taking over from Dave Foreman since I joined the company last month. I am contacting you now to both introduce myself, and to take the opportunity to remind you of the special offers we are currently running.

As I said, I joined the company last month but prior to that I was working in a similar role for another large supply company. At the moment I am based in Budapest but I hope to be able to come and visit you in the near future.

As our biggest distributor in the Czech and Slovak Republics, we are offering you a 10% discount on all orders over 20,000 units made before the end of the month. If you would like to take advantage of this offer, please complete the usual order form.

In the meantime, please don't hesitate to contact me via email (acauldwell@CEOS.com) or telephone if you have any other enquiries. I look forward to meeting you soon.

Yours sincerely

Angela Cauldwell
Senior Accounts Manager

2 Read the letter again. What is the purpose of each paragraph?

3 This is a letter to an existing client. How would it change if it was written to a potential new client? How would you sign off?

4 Now look at this checklist from a business website for writing a 'cold' letter of introduction to a company. Put the advice in the correct order and then compare it to your answer to 3.

- Try to set up a meeting with the person you are writing to.
- Identify yourself and your company or organization.
- Mention a brief history of your company.
- Inform the reader how to purchase your products or services and where they can find further information about them.
- Highlight your main products or services and briefly mention why cooperation might be mutually beneficial.
- End with *Yours sincerely* (or *Yours faithfully* if you use *Dear Sir / Madam*).
- Express the hope that the reader will become a client of your company and include the promise of fruitful cooperation.

5 What phrases from the letter could replace the following? Do you think they are less formal? Why / why not?

- 1 I'm writing to you to ...
- 2 I'm making contact ...
- 3 to use this chance ...
- 4 As you know ...
- 5 Until then ...
- 6 Feel free to get in touch with me ...

6 Choose six of the phrases from 5 and write sentences about yourself and your company.

7 You are going to write a letter to a potential new distributor introducing yourself and your company.

- 1 Make a list of the information you will need to include, then compare your list with a partner.
- 2 Decide how you are going to organize the information into paragraphs. Use the check list in 4 to help you.
- 3 Write the full letter to a potential new distributor introducing yourself and your company.