

WARM UP

- 1 What kind of situation might a company need to inform all its customers about?

Circular letters

A circular letter or email is used when a company needs to inform all its customers about a change or important event happening in the company. This could be a new address, a change in the management, the opening of a new factory, store or e-commerce website. As they are sent to all the customers, new and old, on the company's database, circular letters also offer a marketing opportunity, a way of reminding clients of the company's services, products or benefits.

Circular letters can also be internal, sent to all staff within a company to inform them, for example, of changes in the organisational structure or various administrative matters.

- Use mail-merge systems to personalise each letter with the customer's name.
- Alternatively use *Dear Valued Customer* as an opening salutation instead of *Dear Sir/Madam*.
- Make the letter personal by using *you*, rather than the generic *our customers*.
- Be fairly brief and to the point.

HIGGONSON & CO.

21 West Way
Farnborough
GU14 9LP

Dear Valued Customer,

Due to the large increase in the volume of our trade with Germany, we have decided to open a branch in Frankfurt. Mr Dieter Beckermann, who has worked with us for the last 7 years, has been appointed as General Manager.

This new branch will open on 1st September and from that date all orders and enquiries should be sent to:

Mr Dieter Beckermann
Higgonson & Co.
Stiftstraße 25
D – 60313 Frankfurt am Main
Tel: (+49) 69 8321564 Fax: (+49) 69 8321565

We take this opportunity to express our thanks for your custom in the past and we are sure that this new branch will lead to even higher standards in the service we provide.

Yours faithfully,

Robin Wiley
European Director

READING COMPREHENSION

- 2 Read the circular letter and answer these questions.

- | | |
|--------------------------------------|---|
| 1 What is the purpose of the letter? | 3 What should German customers do from 1st September? |
| 2 Who is Mr Dieter Beckermann? | 4 What assurance does Mr Wiley give the customers? |

VOCABULARY

3 Fill in the gaps using the expressions from the box.

business relationship • customer service • recently appointed •
the coming month • valuable asset • with pleasure

Dear Mr Gibbons,

It is (1) _____ that we inform you that we have (2) _____ Ms Ursula Grey as our sales representative for the South West region. She has worked in sales for over 10 years and I am sure she will be a (3) _____ to our company with her understanding of the sector and her excellent (4) _____ skills.

She will contact you in (5) _____ to introduce herself and show you the new samples from our autumn/winter collection.

We look forward to continuing our (6) _____ with you.

Yours sincerely,

Marjorie O'Brien

PHRASEOLOGY

4 Match the two parts of the sentence.

- | | |
|-------------------------------------|---|
| 1 We are pleased to announce that | a <input type="checkbox"/> to minimise any inconvenience during this time. |
| 2 The steady growth of our business | b <input type="checkbox"/> will result in your orders being dealt with more promptly. |
| 3 As our valued customer, | c <input type="checkbox"/> has made it necessary to relocate to larger premises. |
| 4 This change in our sales team | d <input type="checkbox"/> we inform you of the retirement of our partner, Mr Guy Wood. |
| 5 We will do our best | e <input type="checkbox"/> you will be entitled to a 15% discount for the first week. |
| 6 It is with regret that | f <input type="checkbox"/> our new store will be opening in Shanghai on 2nd February. |

WRITING

5 Write a circular letter to inform your customers of your new company address. Include the following points:

- you will move on the 1st of next month;
- telephone, fax numbers and email addresses will not change;
- the move is due to the expansion of the company;
- apologise for any disruption to business during the move.

6 Write a circular letter to inform your customers of a new outlet you are opening soon. Give them the following information:

- where the outlet is located;
- the opening date and times;
- the special offer or promotion reserved for them on that date.