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?
2 Who is Mr Dieter Beckermann?
3 What should German customers do from 1st September?
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) to minimise any inconvenience during this time.
2 The steady growth of our business b) will result in your orders being dealt with more promptly.
3 As our valued customer, c) has made it necessary to relocate to larger premises.
4 This change in our sales team d) we inform you of the retirement of our partner, Mr Guy Wood.
5 We will do our best e) you will be entitled to a 15% discount for the first week.
6 It is with regret that f) 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.