

## TYPES OF BUSINESS LETTERS

### POVPRAŠEVANJE/LETTER OF INQUIRY/ENQUIRY

#### VOCABULARY

Enquiry/inquiry	Povpraševanje
Retailer	Prodajalec na drobno
Wholesaler	Prodajalec na debelo
Catalogue	Katalog
Leaflet	Zgibanka
Brochure	Brošura
Range	Ponudba
Sample pattern	Vzorec
Sample shipment	Vzorčna pošiljka
Price-list/quotation	Cenik
Demonstration	Predstavitvev
Fixed/firm order	Končno naročilo
Place an order	Naročiti/poslati naročilo
Purchase	Nakup
Methods of payment	Načini plačila
Guarantee	Garancija
Advertisement	Oglas
Buyer/customer/client	Kupec/stranka
Seller	Prodajalec
Supplier	Dobavitelj
(company) Representative	Predstavnik podjetja
Quote competitive terms	Ponuditi ugodne pogoje
Competitor	Konkurenca
Enquire about sth	Povpraševati po nečem
We are inerested in	Zanimamo se za
Arrange a visit to a showroom	Dogovoriti se za ogled vzorčne sobe
We will place further orders	Poslali vam bomo dodatna naročila
Order large quantities	Naročati velike količine
If your service is satisfactory	Če bomo z vašo storitvijo zadovoljni
Offer favourable quotations	Ponujati ugodne cene
Represent a company	Predstavlјati podjetje

## **SPECIMEN INQUIRY IN 7 STEPS**

1. Predstavitev podjetja
2. Včasih je dobro pojasniti, kako ste izvedeli za podjetje, ki mu pišete, ali navesti reference
3. Prosite za kataloge, cenike, prospekte, vzorce, predstavitve
4. Prosite za podrobnejše podatke – bodite jasni in si pri povpraševanju pomagajte z referenco/oglasom določenega datuma, ime ali številko izdelka (no. = št.). Morda se želite dogovoriti za obisk vzorčne sobe ali pa dobavitelj predlaga, da bo k vam poslal svojega predstavnika.
5. Predlagajte način plačila, pogoje, popuste
6. Včasih kupec želi pred končnim naročilom preveriti, kako se bo vrsta izdelka prodajala
7. Povpraševanje sklenite:
  - z zahvalo
  - prosite za hiter odgovor
  - omenite, da bodo morda potrebni posebni pogoji ali garancije
  - nakažite možnosti naslednjih naročil in preverite možnosti koncesij ali ugodnejših pogojev

**SAMPLE**

**1**

Kenneth Beare  
2520 Visita Avenue  
Olympia, WA 98501

Jackson Brothers  
3487 23rd Street  
New York, NY 12009

September 12, 2000

To Whom It May Concern:

With reference to your advertisement in yesterday's *New York Times*, could you please send me a copy of your latest catalog.

I would also like to know if it is possible to make purchases online.

Yours truly

Kenneth Beare  
Administrative Director  
English Learners & Company

**2**

Dear Ms Smith,

We are a retailer company based in Cerknò, Slovenia. Your name was recommended to us by the Elektron Company from Ljubljana.

We would like to have more information on your new production range. Please, could you send us your current catalogue with the up-to-date price-list.

Our customer is a large wholesale company and will probably place substantial orders if the quality and prices of your range are suitable.

Your prompt reply would be most appreciated.

Sincerely yours,

Vesna Šketa

## ODGOVOR NA POVPRASEVANJE/REPLYING TO AN INQUIRY/ENQUIRY

### VOCABULARY

Foreign trade/market	Zunanja trgovina/Tuji trg
Domestic/home/local trade/market	Notranja trgovina/domači trg
Prospective customer	Potencialni kupec
Enquirer	Pošiljatelj povpraševanja
Manufacturer	Izdelovalec, tovarnar
Customer/buyer	Stranka, kupec
Current catalogue	Zadnji katalog
Hospitality needs	Potrebe po usligah
Hospitality programme for sponsors	Program obiska za pokrovitelje
New Line	Nova linija
Services	Storitve
Stock	zaloga
Offer alternatives	Ponuditi druge možnosti
Offer concessions	Ponuditi ugodnosti
Offer discount	Ponuditi popust
Assist bn with sth	Pomagati nekemu pri
We pride ourselves on	Ponosni smo na
Provide excellent service	Ponujati prvovrstne storive
To handle an order	Izpolniti naročilo

### SPECIMEN REPLY TO AN ENQUIRY 6 STEPS

#### 1. Uvod:

- pri naslavljanju omenite ime podpisnika povpraševanja, »Dear Mr Griffin« in ne samo »Dear Sir«

- sledi zahvala piscu za povpraševanje:

Thank you for your letter of ... inquiring (asking for information) about ...

We would like to thank you for your letter of ... inquiring (asking for information) about ...

- navedite vse znane reference

#### 2. Potrdite možnost ponudbe izdelka/storitve, po kateri povprašuje kupec oz. priložite zahtevane materiale

We are pleased to enclose ... / We are pleased to attach

Enclosed you will find ... / Attached you will find ...

#### 3. Navedite dodatne informacije:

We would also like to inform you ...

Regarding your question about ...

In answer to your question (inquiry) about ...

#### 4. Če ne morete ponuditi iskanega izdelka, ponudite podoben izdelek ali priporočite drugega dobavitelja

#### 5. Spodbudite potencialnega kupca, da bi sklenil posel z vami – poudarite prednosti vašega izdelka/storitve, ponudite ugodnosti

6. Zaključite pismo z upanjem na sodelovanje

We look forward to ... hearing from you / receiving your order / welcoming you as our client (customer).

## **SAMPLE**

**1**

Dear Mr. Beare,

Thank you for your inquiry of 12 September asking for the latest edition of our catalog. We are pleased to enclose our latest brochure. We would also like to inform you that it is possible to make purchases online at [jacksonbros.com](http://jacksonbros.com).

We look forward to welcoming you as our customer.

Yours sincerely  
Dennis Jackson  
Marketing Director  
Jackson Brothers

**2**

Dear Mr. Brown,

Thank you for your inquiry of 1 December 2017. We are pleased to hear of your interest in hotel accommodation for 20 persons during the summer holidays, preferably in August.

As a full service travel company, we are pleased to offer you accommodation in one of our best hotels at favourable prices. As already mentioned to you over the phone, Martin Krpan Tour can also assist you with all or a portion of travel or hospitality needs for your group. Martin Krpan Tour is one of the oldest and most respected travel companies in Slovenia, with offices in Ljubljana, Maribor and Kranj. Martin Krpan can assist you in providing customized services including:

Roundtrip Air Arrangements  
Hotel Accommodation  
Experienced Travel Managers and Local Staff.

We pride ourselves on providing excellent service and would be delighted to speak with you in more detail regarding your needs. We can be reached by e-mail, telephone or by mail.

We look forward to hearing from you.

Sincerely yours,

Martin Gregor  
Group Sales Manager

**3**

Dear Mr Patroni,

Thank you for your inquiry of 9 May 2017. I regret to inform you that we have run out of stock of B122 and A300 units and we do not expect another delivery until later this week. I am sorry we cannot be of help to you, but we can offer you very similar B123 and A403 units from our new line which has proved quite a success.

The enclosed brochure will give you an idea of the B123 and A403 units, but may we suggest that we send our representative to you with a model of both units, so that he can give you a demonstration? If you are interested in a visit, please fill in the attached card and return it to our fax No. +386 1 5422 22.

However, if you are still set on B122 and A300 units, we advise you to contact our agents in France, Ponti&Sons Ltd., Montpellier, as they can carry a full stock of our goods. I regret we ourselves do not have the units you asked for, but I can promise you that the alternatives I have suggested will certainly meet your expectations, and remember that we and our agents in France offer a full guarantee for two years for all our units.

We hope to hear from you again soon, and can assure you that your order will be dealt with promptly.

Yours faithfully,  
Mr Janko Strauss,  
General Manager.

## NAVEDBA CEN/GIVING A QUATATION

### VOCABULARY

Legally binding prices	Zakonsko obvezujoče cene
Net price	Neto cena
Gross price	Bruto cena
Retail price	Maloprodajna cena
Wholesale price	Veleprodajna cena
Prices inclusive of delivery charges	Cene vključujejo stroške prevoza
Quote a fixed price	Ponuditi po končni sceni
To hold a price for 14 days	Držati ceno za 14 dni
Leave room for negotiation	Pustiti prostor za pogajanja
Negotiable terms	Pogoji, o katerih se je mogoče pogajati
Transport and insurance costs	Stroški prevoza in zavarovanja
Taxes	Davki
Goods exempt from VAT	Neobdavčeno blago
Customer's currency	Kupčeva valuta
Local currency	Lokalna valuta
Today's rate of exchange	Današni tečaj
Sight draft	Menica na vpogled



## **SAMPLE**

**1**

Dear Ms Jones,

Thank you very much for your enquiry. Enclosed please find our current catalogue giving detailed information about the article X45 you were interested in, and the price-list quoting prices c.i.f. Maribor.

The net price of the article X45 is EUR 10.00, to which VAT at 22.5% must be added, making a gross price of EUR 12.25.

We can offer you the quantity discount you asked for, which would be 6% off net priced for orders over € 3000, but the usual trade discount in Slovenia is 10 % and we always deal on payment by sight draft, cash against documents. Nevertheless, we would be ready to review this once we have established a firm trading association with you.

We have the products in stock and will ship them immediately after we receive your order.

Please let us know if this arrangement is satisfactory.

Yours faithfully,  
Mary Anderson.

**2**

Dear Ms Goldberg,

Enclosed please find the new Sales Catalogue. It contains our new range of products and all the information needed to place your orders. My name is Vesna Šketa and I am the Special Sales Coordinator in Gardening. I will be your primary contact during the Special Sales process.

I look forward to working with you. Please feel free to contact me for any queries or concerns.

Best regards,  
Petra Polšak  
Special Sales Coordinator

## NAROČILO/ORDER

### VOCABULARY

Trial order	Poskusno naročilo
Place an order	Oddati naročilo
Confirm an order	Potrditi naročilo
Acknowledge an order	Potrditi prejem naročila
Refuse/turn down/reject an order	Zavrni naročilo
Force majeure	Višja sila
Supply an order	Odpremiti blago
Airway bill	Letalski tovorni list
Bill of lading	Ladijski tovorni list
Delivery	Dobava
Delivery time/date	Dobavni rok
Arrange shipment	Odpremiti pošiljko
Order form	Naročilnica
Covering letter	Spremni dopis
Shipping documents	Odpremni dokumenti
Commercial invoice	Komercialna faktura
Invoice	Račun
Proforma invoice	Predračun
No extra charge	Brez dodatnih stroškov
Terms of payments	Način plačila
Banker's draft	Bančna menica
Draw a bill	Izdati ček
Bill of exchange	Menica
Documents against acceptance	Dokumenti proti potrditvi
Cash against documents	Dokumenti proti plačilu
Long-term/short-term credit facilities	Dolgoročna/kratkoročna posojila
Packing	Pakiranje/embalaža
Packing included	Pakiranje všteto
Insurance certificate	Zavarovalna polica
Reserve the right	Pridrževati si pravico

## SPREMNI DOPIS/COVERING LETTER

- STEPS:

### 1. ZAČETEK/OPENING

Your letter of .. persuaded me to place a t least a trial order for your new model of men's shoes.

### 2. VSEBINA-MOŽNOSTI/CONTENTS-CHOICE

Ob naročanju v pismu opozorimo na:

potrditev plačila, popusti, dobavni roki, način dobave, odpremnica, obvestilo o odpremi pošiljke, zamude pri dobavi, pakiranje, težave.

Možni vzroki za zavrnitev naročila:

Blaga nimamo na nalogi, naročnik blaga je na slabem glasu, slabi pogoji, velikost naročila, težave z dobavo, višja sila.

Naročilo vedno zavrujemo zelo vljudno in ubesedimo pismo tako, da se naročnik ne počuti, kot da se zavrnitev nanaša nanj osebno.

### 3. ZAKLJUČEK/CLOSING

We assure you that your order will be executed to your complete satisfaction.

Zagotavljamo vam, da boste z izvedbo svojega naročila zelo zadovoljni.

We believe the orders will be secured for the benefit of all concerned/for our mutual benefit.

Prepričani smo, da so zdaj naša naročila zavarovala v našo skupno korist.

- We were a little surprised about the rather low discount of 10%.  
Žal nas je samo 10-odstotni popust neprijetno presenetil.
- We hope that this allowance can be reviewed some time in the near future.  
Upam, da bomo kmalu našli priložnosti in se o tej olajšavi znova dogovorili.
- We do realize that the goods should be dispatched to you in time for...  
Popolnoma se zavedamo, da vam mora biti blago dostavljeno pravočasno do ...
- Please find enclosed our Invoice No. 203.  
V prilogi vam pošiljamo račun št. 203
- Much to our regret we cannot offer you the 10% discount.  
Žal vam ne moremo ponuditi 10% popusta.
- We are not in a position to grant you the allowance you have requested.  
Žal vam ne moremo ponuditi olajšave, za katero ste zaprosili.

## **NAROČANJE/PLACING AN ORDER**

Dear Ms Lupko,

Your letter of 22 June 2016 persuaded me to place at least a trial order for your new model of men's shoes. Enclosed please find our Order No. 344 for 40 pieces of men's shoes, black, Article No. 344-B77.

We were a little surprised about the rather low trade discount of 1% and we would like your comments on the matter. WE have nevertheless decided to place an order to speed up the delivery, and hope that his allowance can be reviewed at some point in the near future.

We hope you do realize that it is essential that the goods be delivered before the end of October in time for the New Year rush, and we reserve the right to refuse food delivered after that time.

The sweaters and roll necks should be packed in boxes backed in cartons, wrapped in thick paper and shipped in a container.

Of the blouses sell as well as we hope, we will send further orders very soon.

We look forward to receiving your confirmation.

Best regards,  
Jack Fall

## **POTRIDTEV PREJEMA NAROČILA/ACKNOWLEDGING AN ORDER**

Dear Mr Fall,

Thank you for your order for the sweater and roll necks which we received today. We do realize that the goods should be dispatched to you in time for the New Year rush and are pleased to confirm that we are now dealing with it, so that you may expect the delivery by the end of October. We are also making arrangements for shipment to London. We suggest that we review the allowance of the trade discount during our first meeting due in January next year.

Please find attached our Invoice No. A 1855 for €5433 dated 10 July 2017.

We look forward to receiving your remittance and assure you that our order will be executed to your complete satisfactions.

Yours sincerely,  
Barbara Liupko

## **ZAVRNITEV NAROČILA/REFUSING AN ORDER**

Dear Ms Devin,

Thank you for your order No. JO345688, which we received today. Much to our regret we do not feel that we can offer the trade discounts you have asked for, i.e. 40 per cent as we only allow a 20 per cent trade discount to all our customers regardless of the quantity they buy.

Please note that our prices are extremely competitive, and we are therefore not in a position to grant you the allowance you have asked for. Consequently, I regret that we will not be able to accept your order.

Best regards,  
Simona Štuk

## REKLAMACIJA/LETTER OF COMPLAINT

### VOCABULARY

Positive consequences	Pozitivne posledice
Joint problem	Skupen problem
Despatch of the goods	Odprema blaga
Postage and packing forward	Poštnina in pakiranje po povzetju

- Focus on the solution to the problem  
Osredotočiti se na rešitev problema
- The mistake could not have originated here  
Napaka se ni mogla pojaviti pri nas
- Keep us updated with the course of the matter  
Sproti nas obveščajte o poteku zadeve
- The mistake must be corrected as soon as possible  
Napako je treba čim prej popraviti
- Find a more suitable solution  
Najti ustrežnejšo rešitev
- Reach a mutual agreement  
Doseči obojestranski sporazum

### TACT AND DIPLOMACY STRATEGIES

#### STEP 1: UVOD/OPENING

I am writing to complain about ...

We would like to inform you ...

I am writing with reference to Order No. X122 which we received ...

I wish to express my dissatisfaction with...

#### STEP 2: VZROK ZA NAPAKO IN REŠITEV TEŽAVE ali ZAVRNITEV REKLAMACIJE/EXPLAINING THE MISTAKE AND SOLVING THE PROBLEM/REJECTING A COMPLAINT

The mistake was due to a fault in our equipment, which has now been corrected/adjusted/dealt with.

It is unusual for this type of error to arise, but the problem has now been dealt with.

We are certain you will be completely satisfied with the replacement products we will be sending you by the end of the month.

We have thoroughly examined the articles you returned and could not see any difference between them, so in this case we are not willing either to substitute the articles or offer a credit.

### STEP 3: ZAKLJUČEK/CLOSING

Pomembno je, da poudarimo, da se napake zelo redko pojavljajo in zaključimo z obžalovanjem.

Če se mi pritožujemo, se zahvalimo za pomoč in vseeno zaključimo z vljudnim tonom.

→ We would like to apologize for the inconvenience this might have caused you.

→ Thank you for your patience in this matter and we look forward to hearing from you again.

→ We trust that you will be satisfied with the replacement and assure you that this will not happen again in the future. Please accept our sincere apologies for the inconvenience.

## **SAMPLE**

**1**

Dear Sir or Madam,

I wish to express my dissatisfaction with the above iron, which I purchased from The Electrical Store in Newtown on 10 October, 2015. On using it for the first time, I found that the temperature control was faulty; it was not possible to set it for any temperature apart from the highest, for cotton. When I attempted to return the iron to the store, the cashier said that the store was unable to replace it or offer me a refund but advised me that it could be sent away for repair. As I need an iron on a daily basis, and it was not clear how long a repair would take, this option was unsatisfactory. As the iron clearly does not function as it should and therefore does not comply with the legal standards of product quality, I am writing to you to ask for a full refund of the £35.99 retail price.

I look forward to hearing from you within the next two weeks.

Yours sincerely  
Jenny Hawkins

**2**

Dear Ms Wilson,

Thank you for drawing our attention to the quality of our last shipment delivered to Messrs. John&Edwards.

Evidently, we failed to notice that part of the goods were not up to our usual standard and that they were shipped without proper checking being made at the final stage before packing.

Obviously, we would not like having to take the pieces back and we would rather find a more suitable solution; on the other hand, we do not wish to lose a customer whose orders with us have been steadily increasing over the past decade.

Therefore, we leave the matter up to you: we trust that you will be able to handle the complaint to the customers' satisfaction. On our part, we are ready to comply with any proposal you think might help us reach a mutually convenient agreement.

Please keep us updated with the course of the matter.

Yours truly,  
David Butterfield,  
Director of International Sales



## GRAMMAR

- SECOND CONDITIONAL

Uporabimo, kadar želimo opozoriti za posledice, ne da bi se to razumelo kot prošnja, grožnja ali zavrnitev.

→ IF + past tense, would + infinitive

We will have a lot of problems if we change the agent.

→ If we changed the agent, there would be a lot of problems.

We will lose this client if the goods do not arrive on time.

→ We would lose this client if the goods did not arrive on time.

- CONTINUOUS FORM

We wondered if you could replace the missing article with the new article Y15.

→ We were wondering if you could replace the missing article with the new article Y15.

- PASSIVE AND IMPERSONAL STRUCTURE

Please let us know why you did not pay the balance.

→ Please let us know why the balance has not been paid.

You should correct the mistake as soon as possible.

→ The mistake should be corrected as soon as possible.

You have created a problem.

→ A problem has arisen./There is a problem.

This is the third time you have made this mistake and we are far from satisfied with your service.

→ This is the third time this mistake has occurred and we are far from satisfied with the service.

- CHANGE THE OPPOSING "I" and "YOU" into "WE"

I have a serious problem because of the delay you have caused.

→ We have a serious problem because of the delay.

- USE OF QUESTIONS AND COMPARATIVES

→ Wouldn't ordering in metric sizes be more convenient?

- USE OF MODAL VERBS; could, would, should

→ Could you send us the goods by the end of the month?

→ We would be happy to set up a meeting.

→ You should contact our sales manager.

## CONNECTORS

### CONTRAST

- but / yet: followed by a noun phrase or a sentence.  
'The book is short but / yet interesting'
- in spite of / despite: It is placed at the beginning or in the middle of the sentence.  
'He arrived on time despite / in spite of getting up late'
- although / though/ even though / in spite of the fact that: followed by a complete sentence. They can be placed at the beginning or in the middle of the sentence. If it is placed at the beginning we need to use a comma after the clause.  
'Although / though / even though / in spite of the fact that the pupils had not studied, they all passed their exams'
- however, nevertheless, even so, on the one hand, on the other hand, on the contrary:  
'He was quite ill however/ nevertheless/ even so, he went to school'
- while, whereas  
'This film is very interesting, while/whereas that one is quite boring'

### REASON AND CAUSE

- because, as since, seeing that:  
'Because / as / since / seeing that it's late, we should go home'
- because of, on account of, owing to, due to:  
'Because of / on account of / owing to / due to the weather, we stayed at home'
- in order to, so as to, to:  
'She uses her video in order to / so as to / to record TV programmes'

### ADDITION

- for example, for instance, such as:  
'Vegetables are a good source of vitamins: for example / for instance, oranges have vitamin C'
- more over, furthermore, besides, in addition to:  
'In addition to soul music, she likes rap'
- apart from, except for:  
'Apart from English, she speaks French'.

### CONSEQUENCE/RESULT

- Consequently / As a consequence / As a result / Therefore  
Therefore/Consequently/As a result we cannot offer you a discount.

## SUCCESSION

- First of all / Firstly / To begin with / First ....
- Second / Secondly / Then ...
- Third / Thirdly / After that...
- The next stage ...
- Finally / in short / to sum up / in conclusion / lastly / last but not least...