**ANSWER/ REPLY LETTERS, OFFERS**

Answer-letters are sent in reply to an enquiry. The sales-conscious businessman wants to draw the attention of customers and new customers to a special product or range of goods. He will take the opportunity to stipulate his correspondent’s interest in his goods or services by including sales messages and the assurance that the customer will receive personal attention. A firm offer is subject to certain conditions, a deadline for the receipt of orders, or a special price for certain quantities.

It is very important to make a good impression when responding to inquiries from potential customers. Of course, the best impression will be made by providing the materials or information that the perspective client has asked for, this positive impression will be improved by a well written response.

**I. Introductory Phrases**

Thank the writer for his or her enquiry. Mention the date of his or her letter and quote any other references.

*- Thank you for your enquiry of 6 June 20- - in which you asked about…*

*- I would like to thank you for your enquiry of 10 May 20 --, and am pleased to tell you that we would be able to supply you with the…*

*- We were pleased to learn from your letter of 10 December that you are impressed with our selection of…*

*- Thank you for your letter, NJ 1691, which we received this morning.*

*- We were pleased to learn your interest in…*

*- It is good of you to take so much interest in our work…*

*- As to your inquiry of … we are informing you that …*

*- We would like to introduce ourselves as …*

*- We are pleased to make you an offer regarding…*

*- We have pleasure in offering you the following goods…*

*- We can offer you … for immediate shipment…*

*- We are pleased to enclose ...  
- Enclosed you will find ...  
- We enclose ...*

**II. Replies to the customer’s questions**

Let the enquirer know near the start of your reply if you have the product or can provide the service he or she is asking about. It is irritating to read a long letter only to find that the supplier cannot help.

*- We would also like to inform you ...*

*- Regarding your question about ...  
- In answer to your question (inquiry) about ...*

*- We have a wide selection of … that will appeal to the market you specified.*

*- Our factory would have no problem in producing the 6,000 units you asked for in your enquiry.*

*- We can supply from stock and will have no trouble in meeting your delivery date.*

*- I am pleased to say that we will be able to supply… you require.*

*- We can offer door-to-door delivery services.*

*- We deliver our goods on … terms…*

*- The price covers packing and transportation expenses…*

*- The price covers delivery to …*

*- I especially call your attention to …*

*- Besides the above mentioned goods our company also produces …*

**“Selling” your product**

Encourage or persuade your prospective customer to do business with you. A simple answer that you have the goods in stock is not enough. Your customer might have made ten other enquiries, so remember it is not only in sales letters that you need to persuade. Mention one or two selling points of your product, including any guarantees, special offers, and discounts.

*- When you have had the opportunity to see the samples for yourself, we feel sure you will agree that they are of the highest quality; and to see a wide selection online, go to* [*www.bettaware.co.uk*](http://www.bettaware.co.uk/)*.*

*- Once you have seen… we know you will be impressed by…*

*- We can assure you that … is one of the most outstanding machines on the market, and our confidence in it is supported by our five-year guarantee.*

**Suggesting alternatives**

If you do not have what the enquirer has asked for, but have an alternative, offer that. But do not criticize the product he or she originally asked for.

*- … and while this engine has all the qualities of the model you asked for, the “Powerdrive” has the added advantage of fewer moving parts, so reducing maintenance costs. It also saves on oil as it…*

*- The model has now been improved. Its steel casing has been replaced by strong plastic, which makes the machine much lighter and easier to handle.*

*- Of course, leather is an excellent upholstery material, but escalating costs have persuaded many of our customers to look for an alternative which is more competitive in price. … have produced a high-quality substitute, “letherine”, which has the texture, strength, and appearance of leather, but at less than a quarter of the cost. We feel confident that the samples enclosed will convince you…*

**Referring the customer to another place**

You may not be able to handle the order or answer the enquiry. If this is the case, tell the enquirer and, if possible, refer them to another company which can help them.

*- I regret to say that we no longer produce… as there is no longer sufficient demand for it. I am sorry we cannot help you.*

*- The book you mention is not published by us, but by… Their address is…*

*- We no longer manufacture pure cotton shirts as their retail prices tend only to attract the upper end of the market. All our garments are now polycotton, which is stronger, needs little ironing, and allows variations in pattern, which you can see on our website at* [*www.elegance.co.uk*](http://www.elegance.co.uk/)*. However, if you are only interested in pure cotton garments, we advise you to contact… at…*

Even if you can handle the enquiry, you may still have to refer the enquirer elsewhere.

*- We manufacture the product you require, but we only deal with wholesalers, not retailers. Therefore, I suggest you contact our agent… in…*

*- Our agents in… are… . They carry the full range of our products.*

**Sending catalogues, price lists, prospectuses, and samples**

Remember to enclose current catalogues and price lists with your reply. If you are attaching catalogues, price lists, etc. to an email message, make sure you compress them to save your recipient's time when they download the material. If prices are subject to change, let your customer know. It is bad policy suddenly to send a letter telling a customer that prices have been increased by ten per cent after you have quoted a firm price.

*- We enclose our catalogue with the latest price-list…*

*- As you can see from our price-list, our prices are at least 2% lower than market prices.*

*- Our detailed catalogue will demonstrate the wide range of our products…*

*- Please find enclosed our current catalogue and price list quoting CIF prices… . The units you referred to in your letter are featured on pp. 31-34 under catalogue numbers y32-y37. When ordering could you please quote these numbers? The samples you asked for will follow under separate cover.*

*- We enclose our booklet on... . It can be adapted to your specifications (see the section 'Structural changes' on page 12).*

*- We enclose our summer catalogue, which unfortunately is only published in English. However, we have included a German translation for the relevant pages (41-45) and hope this will prove helpful.*

*- ... and we have enclosed our price list, but should point out that prices are subject to change as the market for… is very unstable at present.*

**III. The terms of payment**

When a manufacturer, wholesaler, or retailer quotes a price, they may or may not include other costs such as transport, insurance, and *PURCHASE TAX* (e.g. VAT (Value Added Tax) in the UK). Prices which include these extra costs are known as *GROSS PRICES*; those which exclude them are known as *NET PRICES*.

- *The net price of this article is £1oo.oo, to which VAT must be added at 17.5%, making a gross price of £117.50.*

*- We can quote you a gross price, inclusive of delivery charges, of £347.50 per 100 items. These goods are exempt from VAT.*

*- The net price of $530.00 per unit is extremely competitive.*

When quoting terms, you may require, or suggest, any of several methods of payment:

• Payment on invoice – платеж по получении счета

• Monthly (quarterly) settlements – ежемесячные (ежеквартальные) расчеты

• Net cash – чистый платеж наличными (без скидки)

• Cash within 5 days – наличными в течение5-ти дней

• Cash with order – наличными при заказе

• By irrevocable Letter of Credit – по безотзывному аккредитиву

• By Bill of Exchange – векселем

• Cash in advance – кредит в налично-денежной форме

• COD / Cash on delivery – наличными по поставке

*- Our terms of payment are monthly (quarterly) settlements…*

*- Our usual terms are cash against documents (c.a.d.)*

*- We can allow you three months’ credit for future orders…*

- As our prices are so favorable our terms of payment are 30 days net cash.

**Discounts**

Manufacturers and wholesalers sometimes allow a discount (i.e. a deduction) on the net or gross price. These are of different kinds, e.g. a **trade discount** to sellers in similar trades; a **quantity discount** for orders over a certain amount; a **cash discount** if payment is made within a certain time; a **loyalty discount** when companies have a long association.

- *We allow a 3% cash discount for payment within one month.*

*- The net price of this model is £17o.oo,less 10% discount for quantities up to 100 and 15% discount for quantities over 1oo.*

*- We do not normally give discounts to private customers, but because of your long association with our company we can offer you12% off the retail price.*

**IV. Terms of Delivery**

There are a number of abbreviations that indicate which price is being quoted to the customer. These are established by the International Chamber of Commerce (ICC) and are called *Inco Terms*.

CIF/c.i.f./cost, insurance, freight – стоимость, страхование, фрахт

CF/c.& f./cost and freight – стоимость и фрахт

FAS/f.a.s./free alongside ship – за счет продавца

FOR/f.o.r./free on rail – за счет продавца

Carriage Paid (C / P) – за счет продавца

Carriage Forward (C/F*)* – за счет покупателя

Abbreviations for *Inco Terms* may also be written in lower case, e.g. *cif* or *fob*.

*- Delivery can be made from stock.*

*- Delivery is not included in the price.*

*- Delivery will be made within 1 month of receipt of your order.*

*- We will send replacements for the damaged goods c/p.*

**Quoting delivery date**

If the enquiry specifies a delivery date, confirm that it can be met, or if not, suggest an alternative date. If a delivery time is a condition of ordering, the customer could reject the goods or sue you if you break the contract.

**-***... and we are pleased to say that we can deliver by November so you will have stock for the Christmas sales period.*

*- As there are regular sailings from Liverpool to New York*, *we are sure that the consignment will reach you well within the time you specified.*

*- We have the materials in stock and will ship them immediately we receive your order.*

*- As there is a heavy demand for fans at this time of year, please allow at least six weeks for delivery.*

*- We would not be able to deliver within two weeks of receipt of order, as we would need time to prepare the materials. However, we could guarantee delivery within four weeks.*

**V. Closing Phrases**

Always thank the customer for contacting you. If you have not done so at the beginning of the letter or email, you can do so at the end. You should also encourage further enquiries.

*- Once again we would like to thank you for writing. We would welcome any further questions you might have.*

*- Please contact us again if you have any questions, using the above telephone number or email address.*

*- I am sorry we do not have… you asked for, but can assure you that the alternative I have suggested will meet your requirements. Please remember that we offer a full three -year guarantee.*

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

*- We ask you to consider our proposal once more and let us know if we can expect your order…*

*- If you accept our offer, please advise us by fax …*

*- We ask you to order as soon as possible as the quantity of this product available is limited.*

*- If our proposal is acceptable to you please confirm it…*

*- We would appreciate if we got the order from you as soon as possible…*

*- Please let us have your order as soon as possible since supplies are limited.*

*- We look forward to receiving a trial order from you.*

*- If you are not happy with our proposal please let us know why.*

*- If our proposal doesn’t suit you please let us know why.*

*- We are at your disposal.*

**VI. Sample Letters**

**Letter 1**

MATTHEWS & WILSON

Ladies’ Clothing

421 Michigan Avenue

Chicago, III. 60602

30 June 2011

Mr. James Green

Marketing Director

Green Industries Ltd.

148 Mortimer Street

London WIC 37D

England

Dear Sirs!

In reply to your enquiry we regret to inform you that we cannot offer you instruments of the model you are interested in, as they are no longer produced.

We can make you a firm offer for similar instruments of a new model. Their price is a bit higher, but they are already in great demand.

We can deliver the goods within 3 months of the date of receipt of your order.

We are looking forward to your positive reply.

Yours faithfully,

P.Wilson

P.Wilson

Sales Manager

**Letter 2**

Lingua Services Galactic Ltd  
69 Milk Street

London SW7 6AW

England   
Tel: +44 20 123 4567 Fax: +44 20 765 4321  
Email: info@linguaservicesgalactic.com

26 January 2015

Ms Andrea Philips  
Dreamtime Movies Universal Ltd  
54 Oxford Road  
Skagnes SK3 4RG

England

Dear Ms Philips

Translation Services & Fees

Thank you for your letter of 22 January enquiring about our translation services.

Lingua Services Galactic offers a full range of translation services to help you in the development of sales literature and web sites. I have pleasure in enclosing our latest brochures and price list from which you can see that our prices are highly competitive.

I look forward to calling you in a few days.

Yours sincerely

***James Brown***

James T Brown  
Sales Manager

Enc: 3