

Unit2LettersofEstablishingBusinessRelations PDF转换可能丢失图片或格式，建议阅读原文

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Teaching Objectives By learning this unit, students are supposed to be able to 1. Identify the letter layout and writing style 2. Comprehend how the writing strategies achieve the effects 3.

Grasp the useful expressions used in the letters 4. Accomplish a stimulated writing in practice Teaching Focus 1. Special structures and expressions 2. Writing devices and tips 3. Writing practice Teaching Hours Presentation: 2 hours Practice: 3 hours Teaching

Methods Presentation Media demonstration Group discussion Tutorial Teaching Aids and Environment Writtensamplepapers, multi-media facilities Teaching Procedures and Contents I.

Presentation 1. Lead-in: Review what we have learned before. explain the 7C principles in writing business letters: clearness,

comprehensiveness, conciseness, correctness, consideration, courtesy and conscientiousness 2. Under what conditions is a letter

establishing business relations written? Establishing business relations is the first step in dealing with and developing mutual trade. The

business growth and broadening depends on the establishment of business relations. So it is a very important part to write business

letters in business communication. To establish business relations is to know about your clients including financial credit, business lines

and capacities, and the intention of trade contacts. In international trade, one may establish business relations with other countries, or

firms and companies through the following channels: (1) Banks (2)

Chamber of Commerce (3) Trade Directory (4) Business associates of the same Trade (5) Commercial Counselor ' s Office (6) Commercial Office of a Foreign Embassy (7) Advertisements (8) Exhibitions and Trade fairs (9) Market survey (10) Recommendation by a business friend or a client. (11) Other sources

3. The following contents should be expressed in letters of establishing business relations: 1) Telling the reader how we obtain the business lines and addresses. 2) Expressing the strong desire to establish the business relations and co-operations. 3) Introducing the company including: features, business running and types of commodities. 4) Stating what kind of products to promote or to buy. 5) If necessary, offering the information references to help understand the credit information. 6) Telling about an enclosure to help understand more about the company such as: brief introduction, catalogues, price lists and pamphlets etc. Please remember to reply as required promptly and politely even if you are unable to meet the needs. The reason should be told in reply so as to leave space for the next dealing.

Sample Letter-1  
Gentlemen: Your name and address have been given to us by the Commercial Counselor ' s Office of our Embassy in Pakistan. We are now writing to you in the hope of entering into business relations with you on the basis of equality and mutual benefit and exchanging what one has for what one needs. We are very well connected with all the major dealers here of industrial products, and feel sure we can sell large quantities of industrial goods if we can get your offers at competitive prices. We invite you to send us details and prices,

possibly also samples, of such good as you would be interested in selling, and we shall gladly study the sales possibilities in our market. On the other hand, please favor us with a list of those goods you are interested in obtaining from us so that we might be able to quote on some and give you all the necessary information regarding supply possibilities. We look forward to your favorable reply. Yours faithfully,

4. The style of letters of establishing business relations:

1. The company offers the wish to express the goodwill and purpose of establishing business relations.
2. The company is sincere and frank to tell the detailed information about the company so as to be accepted as a business partner.
3. Therequirements to get a reply areneeded even if youdisagree.
4. The language should be formal, lively and understandable by using plain, familiar expressions and varied

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