



# Lehr- und Handbücher zu Sprachen und Kulturen

Herausgegeben von  
José Vera Morales

Lieferbare Titel:

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Arabisch-Deutsch · Deutsch-Arabisch

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# Communication in Business

von  
Birgit Pawelzik

3., korrigierte Auflage

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## INTRODUCTION

### 1. How has communication changed over the past decade?

The invention of the World Wide Web in 1990 by Sir Tim Berners-Lee can be regarded as an important turning point in communication. This gave the impetus to an extremely rapid development towards electronic mail, both in business and at home. Starting with approx 5% in the 1990s, emails now account for 90% of all communication, the remaining 10% being composed of fax transmissions or letters.

*Time is money.* These days, you can send emails anywhere on the planet regardless of time, space or the price of long-distance phone calls. Yet, emailing not only saves time and money, in an indirect way, it also influences our lifestyle. A completely new simplified style, with open punctuation, and frequent use of abbreviations, has superseded the traditional, very formal style of business letters. Thus, communication has become easy, fast and more personal.

### 2. What makes good communication?

*Always having the right expression at the ready!*

**Communication in Business** will teach you the right words for both oral and written communication.

If you are already working and want to improve your communication skills in English, **Communication in Business** may serve as the latest reference book.

Whether you want to start preparing for the world of work or for learning at home alongside a full-time career **Communication in Business** will help you to gain an insight into how to communicate effectively, correctly, and in a modern way in the most important situations of everyday business.

Accompanied by essential background information on commerce and foreign trade, **Communication in Business** covers the following domains: oral communication on the phone, at meetings and presentations, or on visits to business partners, and written communication in the form of emails, letters, and job applications.

### 3. What makes this book different?

*The wheel of time turns quickly.* Based on the latest research into business correspondence and communication, **Communication in Business** analyses what makes a good correspondent work efficiently and a good speaker talk successfully. **Communication in Business** identifies the key skills employed in the world of commercial business. Therefore, research is mainly based on information and experience gained in international companies to reflect the latest practical usage. Extensive Internet research has also provided up-to-date commercial background information. There is an appendix of the latest developments.

*Learning in stories.* It is a well-known fact that our brains remember developments more easily than a simple series of facts. Therefore, email and letter extracts in **Communication in Business** deal with famous companies and follow case studies that develop throughout the book. However, in all the case studies, names of business partners, prices, terms and conditions are imaginary.

### 4. How to use this book?

**Communication in Business** is written in British English and all email and letter extracts are given with open punctuation to reflect the state of the art. An appendix shows the difference in spelling between British English (BE) and American English (AE). Email or letter extracts have been marked by corresponding flags to show if they are drafted in BE or AE. Text components which are not written in BE are marked (AE). All words and expressions which are underlined can be found in the attached glossary arranged in alphabetical order. Short explanations of essential terms are given in the footnotes.

Important background information regarding commercial terms is always given at the very stage where the terms arise. This helps to create a sound basis on which you can easily follow the successive units. Consequently, some units are longer than others depending on the volume of background information provided.

Finally, an up-to-date listing of common abbreviations in use in commercial trade is attached.

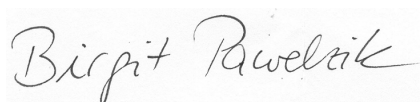
*Starting softly.* **Communication in Business** is divided into 23 units with increasing degrees of difficulty. Gradually, you will build up your skills, competence and confidence.

- Units 1-3 show you the basics of what you should know before going into detail.
- Units 4-6 teach you the typical standard phrases you should be able to use automatically on the phone, at business meetings or in emails.
- Units 7-20 lead you continuously through the traditional commercial sections.
- Unit 21 helps you to apply successfully for jobs or placements.
- Unit 22 -23 give you clear structures to easily establish your concept in presentations and meetings.

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## UNIT 1      BASICS I WRITING BUSINESS LETTERS

### 1.1 Key facts

In recent times, most of the correspondence in international trade is handled by email since this is the quickest and cheapest way of communication. However, in certain cases it is still necessary to write a letter, eg when sending a contract or samples and patterns.

Therefore, we will focus on the following:

- Layout
- Punctuation
- Parts of a business letter

#### 1.1.1 Layout

Nowadays business letters are written fully blocked. **Block letters** have every line flush with the left margin.

##### 1.1.1.2 Form of a business letter

Please note that there are no standard rules regarding the spaces between lines and paragraphs. However, all paragraphs of a business letter should be clearly defined.

The spaces below are common and should be regarded as an example. For more information please visit <http://bellevuecollege.edu/writinglab/letter.html>

**(1) LETTERHEAD**

**Company address, Email, phone, fax, website**

*4 spaces*

**(2) COMPANY REFERENCE NUMBER/INITIALS**

*double space*

**(3) DATE LINE**

*4 spaces*

**(4) ADDRESSEE**

*double space*

**(5) SUBJECT LINE**

*double space*

**(6) SALUTATION**

*double space*

**(7) TEXT**

*double space*

**(8) COMPLIMENTARY CLOSE**

*four spaces*

**(9) SIGNATURE BLOCK**

*double space*

**(10) ENCLOSURE**

*double space*

**(11) CC****1.1.2 Punctuation**

You are free to choose between open and full punctuation, though it is worth noting that with the advent of word processing open punctuation is now widely used.

**Open punctuation:** all punctuation marks are omitted except full stops at the end of a sentence.

**Full punctuation:** punctuation marks are placed after the following:

- Date
- Salutation
- Complimentary close
- Abbreviations
- Initials

### 1.1.2.1 Overview punctuation

OPEN PUNCTUATION	FULL PUNCTUATION
Mr S M Brown	Mr. S.M. Brown
25 November 20..	25 November, 20..
Dear Mr Smith	Dear Mr. Smith,
Sincerely	Sincerely,
Main Street No 234	Main Street No. 234
J Brown	J. Brown
eg	e.g.
am	a.m.
etc	etc.
Co Ltd	Co. Ltd.

### 1.1.3 Parts of a business letter

(1) Usually, the **letterhead** is pre-printed and indicates the company's logo, full address, phone and fax number, email address and homepage. It can be aligned to the left, right or centre of a page.

(2) The company's **reference number** and/or **initials** identify who in the company sent the letter. Generally, the writer's initials are in all capitals, followed by a slash, and then followed by the typist's initials in lowercase letters.

TH/pj
-------

(3) The **date** is written differently in BE and AE, this may cause confusion when written only in figure form. For this reason, it is often better to write the date in full:

BE	AE
day-month-year 14-10-09	month-day-year 10-14-09
14 October 2009	October 14, 2009

(4) The **name and the address of the addressee** are indicated. If you write to the attention of a person, the name and the function of the person is mentioned **before** the company name of the addressee. When writing to a particular department, the department is mentioned **after** the company name in the address.

Ms Janet Read Purchasing Manager Twinings Ltd South Way Andover Hampshire SP10 5AQ* Great Britain	Reebok International Ltd Sales Department 1895 J W Foster Boulevard Canton, MA 02021* USA
--	---

\*In GB you have a post code and in the USA you have a zip code.

(5) In German and American letters, the subject line is placed **before** the salutation, however, in Great Britain it is different.

BE	AE
Dear Sirs	China Agreement
China Agreement	Gentlemen

(6) The correct salutation must be used with the complimentary close. Once again there are differences in BE and AE:

BE	BE	AE	AE
SALUTATION	<u>COMPLIMENTARY CLOSE</u>	SALUTATION	<u>COMPLIMEN- TARY CLOSE</u>
<b>Formal</b>			
Dear Sirs	Yours faithfully	Gentlemen	Sincerely
Dear Sir or Madam	Yours faithfully	Ladies and Gentlemen	Sincerely
Dear Mr Green	Yours sincerely	Dear Mr Gates	Sincerely
Dear Ms Brown	Yours sincerely	Dear Ms Tucker	Sincerely
<b>Friends</b>			
Dear David	With best wishes/ With kind regards	Dear Jim	With best wishes/ With kind regards

*Mrs* is used for married women only.

*Ms* is used for married or unmarried women, and should be used if the addressee's marital status is unclear.

(7) The **text of the letter** should be drafted according to the *KISS*-principle: **Keep It Short and Simple!** There must be one clear line space between paragraphs to divide the text into manageable sections.

(8) The **complimentary close** must conform to the salutation, see chart (6) salutation.

(9) The **signature block** contains the signature of the writer, the full typed name of the writer, and the position of the writer. The company name is optional.

Reebok International Ltd

*Tony Hancock*

Tony Hancock

Sales Manager



(10) Should **enclosures** be made, such as catalogues and price lists, notations appear directly under the signature block.

Enc
-----

(11) **Courtesy copy** notations show the distribution of the letter and are placed below the enclosure notations. All individuals receiving the letter in addition to the addressee are listed.

CC Ms Emma Green, Marketing Manager
-------------------------------------

### **Continuation page headings**

Continuation pages contain the name of the addressee, the date and the page number.

NIKE Inc October 14, 20.. Page 2
--

## **1.2 Faxes**

Faxes and letters are about the same regarding form and layout. Most companies have standardised fax forms where the necessary data is to be entered before writing the text of the fax.

## 1.2.1 Fax header

<b>Reebok</b> 			
<b>FACSIMILE TRANSMISSION</b>			
Fax no:	<b>+49 231 75 68 11 23</b>	From:	<b>Tony Hancock</b>
Attention of:	<b>Volker Zoellner</b>	Date:	<b>August 25, 20..</b>
Company:	<b>Sportarena, Germany</b>	Time:	<b>09:08</b>
No of pages:	<b>1</b>	(including this cover sheet) Please telephone if you do not receive all pages	
<p><b>Terms of payment and delivery</b></p> <p>Dear Mr Zoellner</p> <p>Following our recent telephone conversations, we are pleased to confirm the following information as the basis of our future cooperation:</p> <p>Payment terms: 30 days, 2%, 60 days net          Delivery: FOB German port  <u>Delivery date:</u> within two weeks from receipt of order          Prices: to be agreed upon</p> <p>We trust that you will find the above to be in good order and we look forward to receiving your <u>enquiries</u><sup>1</sup> soon.</p> <p>Best regards</p> <p>Tony Hancock          Reebok International Ltd, USA</p>			
<p align="center"><b>1895 J W Foster Boulevard Canton,          MA 02021 USA          Phone: 1-800-934-3566 Fax: 1-800-934-3455          Internet: <a href="http://www.reebok.com">www.reebok.com</a></b></p>			

<sup>1</sup> Enquiries are also spelled inquiries. However, the term enquiry is more common.

## UNIT 2      BASICS II WRITING EMAILS

### 2.1 Key facts

The overriding principle when writing an email is *KISS*, ie **Keep It Short and Simple**. Your message should be short, simple and clear! Therefore, we will focus on

- Length
- Sentences
- Words

#### **Length of an email**

There is an art to being as brief as possible and as long as necessary. Of course, the length should be appropriate to the subject matter, however, try to be as concise as possible!

#### **Sentences**

Writing emails is like texting messages. They must be short and easy to understand. Therefore, long and woolly phrases should be omitted.

#### **Words**

When writing an email every word should be justified. Try to avoid long and scientific words if there is a short or common alternative.

## 2.2 Letters and emails in comparison

LETTER	EMAIL
Formal language	Informal language
Tendency to write longer sentences	Sentences: according to the <i>KISS</i> -principle
Tendency to use long, foreign/scientific words	Short and everyday words
Subject heading has to be placed correctly, ie BE: <b>after</b> the <u>salutation</u> AE: <b>before</b> the salutation.	Email software provides space for subject heading and prompts one if it is forgotten.
cc has to be placed at the end of the letter.	Email software provides space for cc.
<b>Formal salutation:</b> Dear Sir or Madam Dear Ms Green Ladies and Gentlemen	<b>Informal salutation:</b> Dear Richard Hello Nick Hi David Dear Colleagues
<b>Formal <u>complimentary close</u>:</b> Yours faithfully (BE) Yours sincerely (BE) Sincerely (AE)	<b>Informal complimentary close:</b> Best regards Best wishes Regards Have a good day. Have a nice weekend.
Enclosure	Attachment
Little use of abbreviations	Much use of abbreviations

## UNIT 3      BASICS III USING COMMON PHRASES

### 3.1 Key facts

When writing emails or letters it is important to use a suitable opening or closing phrase depending on the circumstances. The most common phrases are mentioned below.

### 3.2 Common phrases

#### 3.2.1 Giving information

This is to inform you that ...

*Mr Hancock will be retiring at the end of October this year. His successor will be Jim Thomson.*

Just a quick note to advise you that ...

*we have put the directions and a site map on our website.*

I am writing to let you know about ...

*our new project in China. If you need anything else, please let me know.*

#### 3.2.2 Replying to a letter or email

Thank you for ...

*your letter of 15 May. Please note that your request is receiving attention. As soon as we have got the information required, we will contact you.*

In reply to ...

*your email, please find attached our new sales letter. Please let me have your comments soon.*

Referring to ...

*your last email, please note our General Terms and Conditions specified on our website [www.twinings.com](http://www.twinings.com). Should you have any further questions please do not hesitate to contact us.*

**3.2.3 Giving favourable information**

We are pleased to announce that ...

*Mr Brown has been appointed to the position of Export Manager of our company.*

We are delighted to inform you that ...

*Twinings will be exhibiting at ANUGA<sup>2</sup> Food Tec Cologne from 4 April to 7 April 20.. We would be pleased to welcome you to our stand.*

We are glad to...

*introduce ourselves as one of the leading exporters of tea.*

**3.2.4 Giving unfavourable information**

We regret to inform you that ...

*Mr Miller left our company at the end of June. Ms Susan Little is now in charge of customer support.*

We are sorry to tell you that ...

*the hp printer requested by you is no longer available. However, we could substitute a similar product, our hp 925c printer, at the same price.*

We kindly ask you for ...

*immediate payment of our invoice no 2367 dated 8 July 20.. for €2,500.50.*

---

<sup>2</sup> International trade fair for food technology

### 3.2.5 Attaching files or enclosing documentation

Following our emails recently, I am sending you enclosed ...

*the brochure about our new “speed programme” in English. Please let me know if it would be useful to have it translated into German and French.*

Further to our exchange of emails last week ...

*I am attaching a copy of the agreement that is currently in place between hp and ALDI, Germany. Please let me know if this document can be adopted on the German market.*

Attached please find ...

*a copy of the confirmation sent to our sales representative in Florida.*

### 3.2.6 Asking for comments

Please let me have your comments on ...

*the attached version of our hp mini leaflet. If anyone can come up with better headings please let me know.*

Let me know what ...

*you think about it.*

Please contact me ...

*if you have any comments or suggestions.*

### 3.2.7 Apologising for delays in answering

Sorry, it has taken a while to ...

*send you the quotation but my client arrived just after we spoke and our meeting has just finished.*

Sorry, it took so long, but ...

*David wanted to approve it and he is quite busy.*

Sorry for ...

*the late reply, we just noticed your message.*

**3.2.8 Intermediate notes**

This is just to inform you that ...

*your request is receiving attention.*

I will be out of the office ...

*until 6 January 20.. I will be happy to answer your emails after my return.*

**3.2.9 Closing letters or emails**

I look forward to ...

*hearing from you soon.*

If you have any further questions, ...

*please do not hesitate to contact me.*

If you have any comments, changes or additions to ...

*text or layout, please let me know asap.*

**3.2.10 Closing emails**

If you have any questions, ...

*please phone me.*

Hope this helps.

Many thanks and have a nice weekend.