

## CLASS 2

### STEP 1

#### KEY DOCUMENTATION FOR INTERNATIONAL TRADE

\*Read the text and look up in the dictionary the unknown words.

#### KEY DOCUMENTATION FOR INTERNATIONAL TRADE



From: <https://www.nibusinessinfo.co.uk>

Making sure you have the right documentation is a vital part of international trade. Thorough and accurate paperwork minimises the risk of problems and delays.

- There should be a clear **written contract** between buyer and seller, including details of exactly where goods will be delivered.
- Specific documents may be needed to get the goods through customs and to work out the right **duty and tax** charges. There may be requirements both for the country the goods are being exported from and the country they are being imported into.
- Documentation is needed to cover the **transport** of the goods and **insurance** during the journey.
- The right paperwork can be an important part of the **payment** mechanism.

It's important to co-operate with your counterpart on getting the paperwork right. For example, if you're shipping goods to a customer overseas, they should tell you what paperwork they require at their end. If you are dealing with a non-English speaking country, it can be a good idea to provide one set of commercial documents in the local language. You may want to get help with handling paperwork. Many businesses use the services of a freight forwarder or import agent. The British International Freight Association (BIFA) may be able to identify a suitable freight forwarder. However, you should remember that you are ultimately responsible for making sure you have the correct documentation.



\*Then, read the first paragraph again and the translation sample:

*“Asegurarse de tener la documentación correcta es una parte vital del comercio internacional. El papeleo/Un trabajo administrativo minucioso y preciso minimiza el riesgo de problemas y retrasos.*

*Debe haber un contrato escrito claro entre comprador y vendedor, incluyendo/que incluya los detalles de dónde los bienes serán entregados...”*

\* Translate the **last** paragraph. Pay attention to modals and verb tenses.

.....  
.....  
.....

## STEP 2

### LETTERS AND E-MAILS

\*\*\*Extra info! Take into account the following tips for both types of business correspondence: <https://www.doctemplates.net/business-letter-writing-mistakes/>

### WRITING LETTERS AND E-MAILS

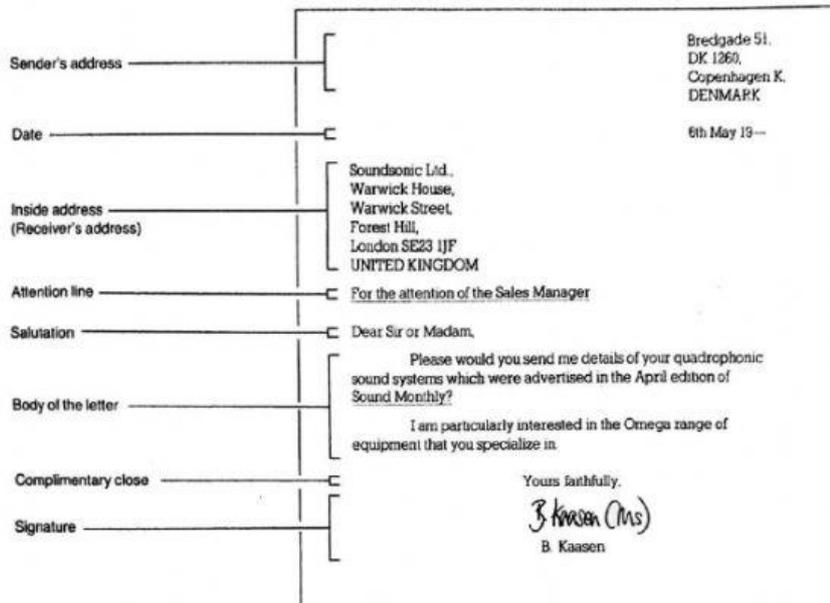
#### LETTERS AND E-MAILS: HOW DIFFERENT ARE THEY?

Letters and e-mails do not differ much in content as they do in layout. Content will depend on the type of letter/e-mail you are writing, i.e. the reason for writing (enquiry, reply, complaint, application, etc.). Layout refers to the format, either letter or e-mail.

Compare:

LETTERS	E-MAILS
Company logo/Sender's address	To:
Date	Cc:
(Ref. N°)	Bcc:
Receiver's address	Subject:
(Attention line)	 Attachment
Dear Mr./Mrs./Ms. + surname, Dear sir/sirs/madam, <i>or</i>	Dear Mr./Mrs./Ms. + surname, <i>or</i> Dear sir/sirs/madam,
Opening line (reason for writing)	Opening line (reason for writing)
Middle paragraph (Additional details)	Middle paragraph (Additional details)
Final paragraph	Final paragraph
Closing line (I look forward...)	Closing line (I look forward...)
Yours sincerely, <i>or</i> Yours faithfully,	Yours sincerely, <i>or</i> Yours faithfully,
Signature Name (Position)	Name (Position)
Encl. (For example: order)	

## LETTERS: LAYOUT



The letter shown is from a private individual to a company in the UK. It shows some of the features of a simple business letter.

### Sender's address

In correspondence that does not have a printed letterhead, the sender's address is written on the top right-hand side of the page. It is **not** usual to write the sender's name before the sender's address.

### Letterheads

The printed letterhead of a company gives a great deal of information about it: the type of company (PLC, Ltd, Inc.), the address and the registered number.

### References

They are quoted to indicate what the letter refers to (*Your Ref.*) and the correspondence to refer to when replying (*Our Ref.*)

### Date

The date is written below the sender's address, sometimes separated from it by a space. In the case of correspondence with a printed letterhead, it is also usually written on the right-hand side of the page.



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### Inside (or receiver's) address

This is written below the sender's address and on the opposite side of the page.

- **Surname known:** If you know the surname of the person you are writing to, you write this on the first line of the address, preceded by a courtesy title and either the person's initial or his/her first name.
- **Courtesy titles:** Mr (with or without a full stop) for a man  
Mrs for a married woman  
Miss for an unmarried woman  
Ms is used for both married or unmarried woman.
- **Title known:** If you do not know the name of the person you are writing to, you may know or be able to assume his/her position in the company in which case you can use it in the address. (e.g. The Sales Manager, The Finance Director)
- **Department known:** Alternatively you can address your letter to a particular department of the company (e.g. The Sales Department, The Accounts Department)
- **Company only:** Finally, if you know nothing about the company and do not want to make any assumptions about the person or department, your letter should go to, you can simply address it to the company itself.

### Order of inside addresses

After the name of the person and/or company receiving the letter, the order and style of addresses recommended is as follows:

- Name of house or building
- Number of building and name of street, road, avenue, etc.
- Name of town or city and postcode
- Name of country

E.g. Industrial House  
34-41 Craig Road  
Bolton BL8 8TF  
UNITED KINGDOM

### "For the attention of..."

An alternative to including the recipient's name or position in the address is to use an attention line.

E.g. *International Industries Ltd.*  
*1-5 Greenfield Road*  
*Liverpool L22 0PL*  
*For the attention of the Production Manager*  
*Dear Sir,*

### Salutations

- *Dear Sir* opens a letter written to a man whose name you do not know.
- *Dear Sirs* is used to address a company
- *Dear Madam* is used to address a woman, whether single or married, whose name you do not know.
- *Dear Sir or Madam* is used to address a person of whom you know neither the name nor the sex.
- When you do know the name of the person you are writing to, the salutation takes the form of *Dear* followed by a courtesy title and the person's surname. Initials or first names are **not** used in salutations. The comma after the salutation is optional. (e.g. *Dear Mr Smith*, or *Dear Mr Smith*)

### The body of the letter

This may be indented or blocked. Whichever style you use, you must be consistent and use that style all through the letter.

### Complimentary closes

- If the letter begins *Dear Sir, Dear Sirs, Dear Madam or Dear Sir or Madam*, it will close with *Yours faithfully*.
- If the letter begins with a personal name – *Dear Mr. James* – it will close with *Yours sincerely*.

The comma after the complimentary close is optional. The position of the complimentary close – on the left, right or in the centre of the page – is a matter of choice. It depends on the style of the letter and on your firm's preference.

Note that Americans tend to close even formal letters with *Yours truly* or *Truly yours*, which is unusual in the UK in commercial correspondence. But a letter to a friend or acquaintance may end with *Yours truly* or the casual *Best wishes*.

### Signatures

Always type your name after your handwritten signature and your position in the firm after your typed signature.

### Per pro

The term per pro (p.p.) is sometimes used in signatures and means *for and on behalf of*. Secretaries sometimes use p.p. when signing letters on behalf of their bosses.

### Enclosures

If there are any enclosures, e.g. leaflets, prospectuses, etc, with the letter, these may be mentioned in the body of the letter. But many firms in any case write *Enc.* at the bottom of the letter and if there are a number of documents, these are listed.

### Further features

Some firms open their letters with a **subject title**. This provides a further reference, saves introducing the subject in the first paragraph, immediately draws attention to the topic of the letter and allows the writer to refer to it throughout the letter

At the end of the letter, it is sometimes written **c.c. (carbon copies)**, when copies are sent to people other than the named recipient.

## CONTENT

### First paragraph

The first sentence or paragraph of a letter is an important one since it sets the tone of the letter and gives your reader his first impression of you and your company. Generally speaking, in the first paragraph you will thank your correspondent for his letter (if replying to an enquiry), introduce yourself and your company if necessary, state the subject of the letter, and set out the purpose of the letter.

E.g.

*Thank you for your enquiry dated July 8<sup>th</sup> in which you asked us about our range of cosmetics. As you have probably seen in our advertisement in fashion magazines, we appeal to a wide age-group from the teenage market through to more mature women, with our products being retailed in leading stores throughout the world.*

### Middle paragraph(s)

This is the main part of your letter and will concern the points that need to be made, answers you wish to give or questions you want to ask. This can vary widely with the type of letter that you are writing but it is in this paragraph you have to make sure that your points are made clearly, fully and in a logical sequence.

### Final paragraph

When closing the letter, you should thank the person for writing, if your letter is a reply and if you have not done so at the beginning. Encourage further enquiries or correspondence, and mention that you look forward to hearing from your correspondent soon. You may also want to restate, very briefly, on or two of the most important points you have made in the main part of your letter.  
E.g.

*I hope I have covered all the questions you asked, but please contact me if there are any other details you require. May I just point out that the summer season will soon be with us, so please place an order as soon as possible so that it can be met in good time for when the season starts. I hope to hear from you in the near future.*

**This is a layout of a letter but the different parts of the letter have been replaced with boxes. You have to decide what should go in each box. Choose from the list below. One has been done for you as an example.**

	<p><b>Choose from this list:</b></p> <ul style="list-style-type: none"><li>*opening sentence (reason for writing)</li><li>*greeting / salutation (Dear...)</li><li>*date</li><li>*signature</li><li>*receiver's name and address</li><li>*sender's name</li><li>*company logo</li><li>*I look forward to...</li><li>*main body of text</li><li>*sender's title or position</li><li>* indication of an attachment</li><li>*subject heading</li><li>*Yours ...</li><li>*closing sentence (request for action)</li></ul>
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## E-MAILS

People have been writing business letters for a very long time so the style of writing them has developed slowly. Writing e-mails is relatively new. However, their use as a form of business correspondence is increasing at great speed. They are also written and sent much faster too. We do not say e-letter, or e-note or e-message. All correspondence sent electronically has the same name and therefore the differences in style has become less clear. Because of this there is a less accepted convention about how business e-mails should be written.

**What do the following mean?**

- |                               |                  |
|-------------------------------|------------------|
| 1. cc                         | 6. Forward       |
| 2. bcc                        | 7. Insert a file |
| 3. A draft                    | 8. Signature     |
| 4. Threads                    | 9. Abbreviations |
| 5. Format – plain text / html | 10. Emoticons    |

The subject you give an e-mail is very important. People often receive many e-mails every day so it's important to give as much information as possible in the subject if you want your e-mail to be read.

**Look at the following headings and decide which one is best and why:**

*Visitor tomorrow  
Regional Director visit 12/12/03  
Mr. Ahmed is visiting*

**What subject heading could you give for the following e-mails?**

1. You want to take two weeks' leave next month..
2. You're e-mailing a client with product information after they telephoned you with an enquiry.
3. There has been a policy change regarding working hours.
4. Communal e-mail about an in-house customer care training course next week.

**Look at the following two e-mails and compare the language and layout. Which one is better for a business e-mail following a first telephone conversation? Try and identify the differences between them.**

- The subject heading
- The typeface
- The style
- The signature
- The tone

To:	m.mostafa@pdf.in
Cc:	
Subject:	English courses
hi mohamed,	
i've attached a proposal 4 yr employees 2 come & study business communications skills here at the council. If u want2 come & visit 2 discuss it in more detail pls get in touch, hope 2 hear from u soon. Krys	



To:	m.mostafa@pdf.in
Cc:	
Subject:	English Language Training Proposal
<p>Dear Mr Mostafa,</p> <p>Further to our conversation this morning, I am attaching our proposal for your employees to come and study at the British Council. If you would like to come and visit the premises and look at the facilities we offer students, please get in touch to arrange a date and time. Alternatively, I can come and talk about the proposal in more detail.</p> <p>I look forward to hearing from you soon.</p> <p>Best wishes,</p> <p>Krystine</p> <p><b>Krystine Crystal</b> Senior Training Consultant Corporate Services The British Council</p>	

**Look at the following examples of abbreviations from e-mail and online chats. Can you understand them?**

1. IDK what the answer is ATM. I'll tell U ASAP.
2. TYVM for the proposal.
3. BTW, I'm going away on holiday next week so CU when I get back.
4. ...so it's quite difficult, UC.
5. I'm busy now. PLS can we call me L8R?
6. OK, CUL8R.
7. FYI I'm not here tomorrow.
8. THX for your MSG.



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