

Business writing

A letter of introduction

How do you introduce yourself to a potential new customer by letter or by email? Read the letter of introduction on page 110 and answer these questions.

- 1 What is the reason for the letter?
- 2 What kind of company does the supplier represent?
- 3 What can the company offer the customer?
- 4 What is the supplier's track record?
- 5 What are the next steps?

Writing task

Now imagine a situation in your own business. You have to write your own letter of introduction. Draft the letter.

Key take-aways

Write down the things you will take away from Unit 10 and how you will implement them.

| Topic | Take-away | Implementation strategy – how? | Implementation time frame – when? |
|---|-----------|--------------------------------|-----------------------------------|
| How to introduce yourself and your company | | | |
| The five stages of negotiation | | | |
| Language of the five negotiation stages | | | |
| How negotiation expectations differ across cultures | | | |
| How to write a letter of introduction | | | |