

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			