



Projekt „Efektivní komunikace – cesta k úspěchu“ CZ.1.07/3.2.06/01.0015  
Tento projekt je spolufinancován evropským sociálním fondem a státním rozpočtem ČR

# Efektivní komunikace – cesta k úspěchu

## Modul 4: Písemná elektronická komunikace – anglický jazyk

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Projekt **Efektivní komunikace – cesta k úspěchu**  
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## Obsah

1	FILLING IN A FORM .....	3
2	A FRIENDLY LETTER – INTRODUCTION.....	5
1.1	A FRIENDLY LETTER FORMAT.....	6
3	A BUSINESS LETTER - INTRODUCTION .....	8
3.1	A BUSINESS LETTER FORMAT .....	9
3.2	VOCABULARY AND PHRASES.....	10
4	A BUSINESS LETTER – INQUIRY .....	11
4.1	VOCABULARY AND PHRASES.....	11
5	A BUSINESS LETTER – OFFER .....	15
5.1	VOCABULARY AND PHRASES.....	15
6	A BUSINESS LETTER – REPLY TO OFFER .....	19
6.1	VOCABULARY AND PHRASES.....	19
7	A BUSINESS LETTER – ORDER AND CONFIRMATIONS.....	23
7.1	VOCABULARY AND PHRASES.....	23
8	TELEPHONING .....	27
8.1	PHRASES .....	28
9	ACCOMMODATION.....	32
9.1	RESERVING ACCOMMODATION.....	34
	DOPORUČENÁ LITERATURA A ZDROJE:.....	36
	INTERNETOVÉ STRÁNKY A ODKAZY:.....	36



## 1 FILLING IN A FORM

### 1) Match the titles below with the correct definition.

1	Mr		A single woman
2	Mrs		A married or single woman
3	Miss		A married or single man
4	Ms		A doctor
5	Dr		A married woman

### 2) Match the parts of a form with the correct information.

A	TITLE		Harrison
B	FIRST NAME		Mr
C	SURNAME		23, Moor Lane, Swansea
D	ADDRESS		01236 897264
E	POSTCODE		jharrison@gmail.com
F	TELEPHONE NUMBER		SW3 3JK
G	E-MAIL		John



**3) Fill in the form with the correct information.**

1 APPLICANT'S NAME		
Title (Mr, Mrs, Miss, Ms, Dr)	FIRST NAME	SURNAME
2 FAMILY		
Marital status:		
Children:		
3 ADDRESS		
Street:		
Town:		
Postcode:		
Country:		
Telephone number:		
E-mail:		

**4) Can you form questions?**

**(NAME)** –

**(MARITAL STATUS)** –

**(CHILDREN)** –

**(COUNTRY)** –

**(TEL. NUMBER)** –

**5) Ask and answer questions in the previous exercise.**



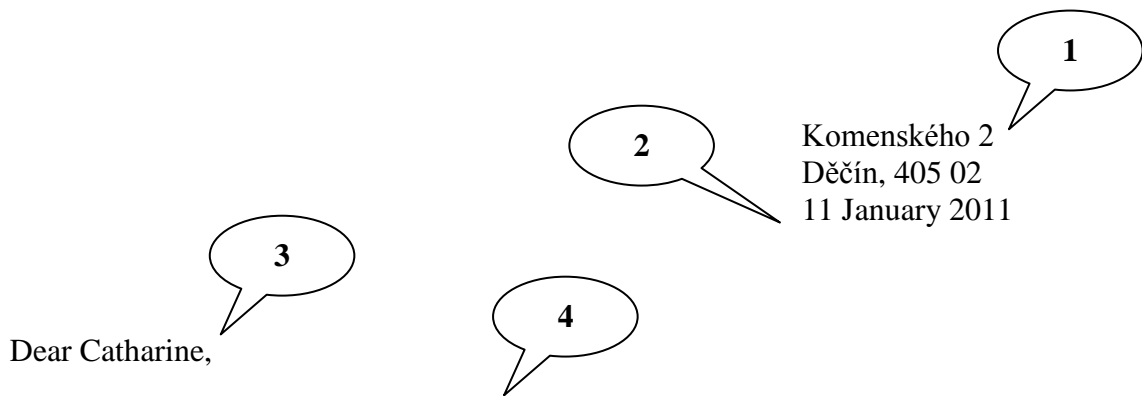
## 2 A FRIENDLY LETTER – INTRODUCTION

A friendly letter is an informal letter, it is usually sent to our friends or relatives. Here are a few tips for writing it:

- There are many uses and reasons for writing a friendly letter, but usually friendly letters will consist of topics on a personal level.
- Friendly letters can either be printed or hand-written.
- Friendly letter is typically less formal than a business letter.
- Usually the first paragraph of the body consists of an introduction which gives the recipient an idea about you're writing to them with a short summary of the main topic of your letter.
- If you don't know the person you are writing to, you may want to introduce yourself in this introductory paragraph as well.
- The next few paragraphs usually consist of the message you want to get across along with any details you may want to express.
- The last paragraph is usually the conclusion where you sum up your main idea, thank the recipient for his/her time, wish the recipient well, and/or ask any questions.
- Since friendly letters are less formal, you can feel free to write it however you like, but the above format is fairly common.



## 1.1 A FRIENDLY LETTER FORMAT



Komenského 2  
Děčín, 405 02  
11 January 2011

Dear Catharine,

It feels like such a long time since the last time I saw you. I know it's only been several weeks since I saw you. So far my summer has been great!

I spend all my weekends at the beach. I am getting a nice tan and you can no longer say I am paler than you. I have been playing lots of volleyball, surfing and building a nice collection of sea shells. Just this past weekend I took second place in a sandcastle building contest!

On the weekdays I work. I drive an ice cream truck around and sell ice cream to the kids. It is so cool. It is a combination of the two things I love most, ice cream and kids. The pay isn't too great but I love the job so much.

I hope the summer's been going well for you too. There's only a month and a half left in summer vacation and after that it's back to school. Would you like to meet me some time before school starts?

With love,

*Peter*

P.S. Jim Crowley says hi.



## **A FRIENDLY LETTER FORMAT**

In the friendly letter format, your address, date, the closing, signature, and printed name are all indented to the right half of the page (how far you indent in is up to you as long as the heading and closing is lined up, make sure it looks presentable). Also the first line of each paragraph is indented.

### **1 - Your Address**

All that is needed is your street address on the first line and the city and post code on the second line. (Not needed if the letter is printed on paper with a letterhead already on it.)

### **2 - Date**

Put the date on which the letter was written in the format Day Month Year i.e. 11 January 2011. Skip a line between the date and the salutation.

### **3 - Salutation**

Usually starts out with Dear ....., or Hi ....., Note: There is a comma after the end of the salutation (you can use an exclamation point also if there is a need for some emphasis).

### **4 - Body**

The body is where you write the content of the letter. It usually has three paragraphs with a skipped line between each paragraph. Skip 2 lines between the end of the body and the closing.

### **5 - Closing**

Tells the reader that you are finished with your letter; usually ends with Yours, Sincerely, With love, Thank you, and so on. Note that there is a comma after the end of the closing and only the first word in the closing is capitalized.

### **6 - Signature**

Your signature will go in this section, usually signed in black or blue ink with a pen. Skip a line after your signature and add the P.S.

### **7 - P.S.**

If you want to add anything additional to the letter you write a P.S. (post script) and the message after that. You can also add a P.P.S after that and a P.P.P.S. after that and so on.

## **LETTER 1**

Now use the letter generator to write a friendly letter at:

<http://www.readwritethink.org>



### 3 A BUSINESS LETTER - INTRODUCTION

A business letter is formal, it is often sent to unknown people..

Here are a few tips for writing it:

- Never use contracted verb forms. (~~don't—do not~~; ~~aren't – are not~~; ~~it's – it is~~, etc.)
- Never use exclamation marks (!) or dashes (-).
- Try to be as polite as possible. Use modal verbs (could / shall / would etc.)
- It is usual to begin the letter with an opening phrase and to end the letter with a closing phrase.
- Never forget to write your signature, the typed name and job position.
- If you enclose something to the letter, note ENCLOSURE in the very end.
- Use block style – do not indent paragraphs.
- First there is a company letterhead or the name and address of the writer.
- Then double space and include the date.
- You may include the references – “Our ref.:" / “Your ref.:"
- Include the address of the person or company you are writing to.
- The subject line is put either before or after the opening greeting.
- Double space (or as much as you need to put the body of the letter in the centre) and include the salutation. Include Mr for men or Ms for women, unless the recipient has a title such as Dr.
- Although there is not a comma after salutation, start the body of the letter with a capital letter.
- State a reference - reason for your letter (for example: "With reference to our telephone conversation...")
- Give the reason for writing (for example: "I am writing to you to confirm our order...")
- Make any request you may have (for example: "I would be grateful if you could include a brochure...")
- If there is to be further contact, refer to this contact (for example: "I look forward to meeting you at...")
- Close the letter with a thank you or a suitable closing phrase (for example: "Thank you for your prompt help...")
- Finish the letter with a salutation (for example: "Yours sincerely,")
- Include several spaces and type your full name and title
- Sign the letter between the salutation and the typed name and title
- It is usual to match the following:  
Dear Sir or Madam / Dear Sirs                      Yours faithfully  
Dear Mr X / Dear Ms X Y                              Yours sincerely





### 3.1 A BUSINESS LETTER FORMAT

Benjamin Watts  
Bookseller's  
24 River Lane  
Manchester, BA 88766  
Great Britain

*Company name  
address*

11 January 2011

*Date*

Our ref.: CB/COM456  
Your ref.: WH/13/2010

*Reference*

William Fish  
Sales Manager  
Book Specialists Ltd.  
123 Lucky Road  
Dublin  
Ireland

*Address of the  
person/company you are  
writing to*

Order No 856 confirmation

*Subject line*

Dear Mr Fish

*Salutation*

With reference to our telephone conversation today, I am writing to confirm your order No. 856 for: 60 pieces of French-English dictionary.

*The body of the letter*

The order will be shipped within three days and should arrive at your store in about 12 days.

Please contact us again if we can help in any way.

Yours sincerely

*Salutation*

***Benjamin Watts***

*Signature*

Benjamin Watts  
Director of Bookseller's

Enclosure

*Enclosure*



## 3.2 VOCABULARY AND PHRASES

### VOCABULARY

ARTICLES  
AWAIT  
BE INTERESTED IN  
CATALOGUE  
GOODS  
LOOK FORWARD TO (+ ING)  
MATTER  
REFER  
REFERENCE  
REPLY  
RETURN

ZBOŽÍ  
OČEKÁVAT  
ZAJÍMAT SE O  
KATALOG  
ZBOŽÍ  
TĚŠIT SE NA  
ZÁLEŽITOST, VĚC  
ODVOLÁVAT SE  
ODKAZ  
ODPOVĚĎ, ODPOVĚDĚT  
OBRAT

### OPENING PHRASES

We thank you for your letter *of* 12<sup>th</sup> December.  
We are writing with reference to your letter *of* 3<sup>rd</sup> January.  
We refer to your letter *of* 21<sup>st</sup> November.

### CLOSING PHRASES

We are *looking forward to* an early reply.  
We hope you will *give* this matter *your best attention*.  
We await your reply *as soon as possible*.  
We await your reply *by return*.  
We hope *to hear from you* soon.  
We await your reply *via email*.

NOTE: If you refer to a date **OF** is the proper preposition. *We refer to your letter OF 12 June...*

### LETTER 2

Vážení pánové,

odvoláváme se na váš dopis z 5. prosince 2010. Máme zájem o vaše zboží. Mohli byste nám zaslat váš katalog?

Těšíme se na vaši odpověď.

S úctou

Petr Novák  
Ředitel



## 4 A BUSINESS LETTER – INQUIRY

Here are a few tips for writing an inquiry:

- It is often written in response to an advertisement we have seen in the paper, a magazine, etc.
- You ask the supplier for more information concerning a product or service.
- You are interested in buying the product but you would like more information before making a decision.
- Start the letter with an opening phrase, then make a request and finish the letter with a closing phrase.

### 4.1 VOCABULARY AND PHRASES

#### USEFUL VOCABULARY

ACCEPTABLE	PŘIJATELNÝ
ADVANTAGEOUS	VÝHODNÝ
ADVERTISEMENT	INZERÁT
ARTICLE	VÝROBEK
AT THE LATEST	NEJPOZDĚJI
BE INTERESTED IN	ZAJÍMAT SE O
BE PLEASED	BÝT RÁD
BY THE END OF...	DO KONCE...
CUSTOMER	ZÁKAZNÍK
DELIVERY TERMS	DODACÍ PODMÍNKY
FAVOURABLE TERMS	VÝHODNÉ PODMÍNKY
INDICATE	UVÉST
INQUIRY	POPTÁVKA
MEET OUR REQUIREMENTS	VYHOVOVAT NAŠIM
	POŽADAVKŮM
OFFER FOR...	NABÍDKA NA...
ORDER	OBJEDNÁVKA
PAYMENT TERMS	PLATEBNÍ PODMÍNKY
PRICE-LIST	CENÍK
PRODUCT	VÝROBEK
PROMISE	SLÍBIT
REFER TO...	ODVOLÁVAT SE NA...
REGULAR ORDER	PRAVIDELNÁ OBJEDNÁVKA
REQUIRE	POŽADOVAT
REQUIREMENTS	POŽADAVKY
SAMPLES	VZORKY
SELLING TERMS	PRODEJNÍ PODMÍNKY
THE LATEST CATALOGUE	NEJNOVĚJŠÍ KATALOG



## OPENING PHRASES

We **have seen** your advertisement in The MF DNES.

We **saw** your advertisement in The MF DNES **yesterday**.

We **refer to** our conversation with Mr Smith (at the Bookfair / Brno Fair, etc. )

## REQUESTS

We ask you to send us your **offer for** ....

We request you to send us your **latest** catalogue.

Could you send us your **price-list** and **samples**.

Please, let us have your **latest** catalogue and price-list.

We ask you to **indicate** your **delivery** and **payment terms**.

We would **require** the goods **by** the end of March **at the latest**.

## CLOSING PHRASES

We hope you will be able to give us your most **favourable terms**.

If your prices are **acceptable**, we can promise **regular orders**.

If your prices are **advantageous**, we can promise **regular orders**.

If your prices and **selling terms** meet our **requirements**, we may become regular **customers**.



### **Sdělujeme Vám, že....**

	to tell you that...
We wish	to inform you that...
We would like	to let you know that...
	to say that...

Sdělujeme Vám, že máme zájem o Vaše výrobky.

**We wish to tell you** that we are interested in your products.

### **Sdělte nám prosím, zda /jestli...**

Please let us know if ...

Sdělte nám, prosím, zda máte tyto výrobky na skladě.

**Please let us know if** you have these products in stock.

**Poslední** – LAST (last week)

**Nejnovější** – THE LATEST (the latest catalogue)



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IČ 47274611 tel. 412 516 127 e-mail: skola@oadc.cz

### **LETTER 3**

EOA Děčín  
Komenského nám. 2  
405 02 Děčín 1  
Czech Republic

15 February 2011

School Furniture  
155 Forrest Road  
Sherwood HW 10D  
Great Britain

Inquiry

Dear Sirs

We refer to your \_\_\_\_\_ in the magazine Our House. We wish to tell you that we are \_\_\_\_\_ in your goods.

Could you please send us your latest \_\_\_\_\_. We ask you to indicate your delivery and payment terms. If your prices and selling \_\_\_\_\_ meet our requirements, we may become regular \_\_\_\_\_.

We are looking \_\_\_\_\_ to your early reply.

Yours \_\_\_\_\_

***James Cameron***

James Cameron  
Manager



#### **LETTER 4**

Odesílatel – EOA Děčín, Komenského náměstí 2, 406 81, Děčín I  
Adresát – TEA International, 12 High Street, Liverpool WAC 110a

Vážený pánové,

odvoláváme se na Váš inzerát v časopise TEA EXPRESS a sdělujeme Vám, že máme zájem o Vaše výrobky.

Pošlete nám, prosím, Váš nejnovější katalog a uveďte Vaše dodací a platební podmínky. Jestliže Vaše podmínky a ceny budou vyhovovat našim požadavkům, můžeme Vám slíbit pravidelné objednávky.

Vaši odpověď očekáváme obratem.

S pozdravem,

#### **LETTER 5**

Napište dopis společnosti SUNSUN Ltd. se sídlem 565 Sunny Road, Londýně. Odvolejte se na rozhovor na Brno Fair (Brněnském veletrhu). Požádejte o vzorky goretexových zimních bot (goretex winter boots), katalog, platební a dodací podmínky. Sdělte dodavateli, že zboží potřebujete do konce září. Pokud budou ceny a platební podmínky přijatelné, můžete slíbit pravidelné objednávky. Očekáváte odpověď obratem.

#### **LETTER 6**

***Sunday Times 7 January 2011***

Winter Jackets all sizes available  
Low Prices and Lots of Colours

For more information  
Contact Ms Black

Wear Comp., 17 King Rd, London  
45CI 12XA



## 5 A BUSINESS LETTER – OFFER

Here are a few tips for writing an offer:

- It is often written in response to an inquiry.
- You inform the customer about the prices, selling terms, etc.
- You often enclose some samples or a catalogue.
- Start the letter with an opening phrase, then make an offer and finish the letter with a closing phrase.

### 5.1 VOCABULARY AND PHRASES

#### USEFUL VOCABULARY

£5.00 A PIECE	£5.00 ZA KUS
A DISCOUNT OF 2%	SLEVA 2%
AS REQUESTED	JAK JSTE POŽADOVALI
BINDING	ZÁVAZNÝ
ENCLOSE	PŘILOŽIT
FIRM	ZÁVAZNÝ
GIVE FULL SATISFACTION	BÝT PLNĚ USPOKOJIVÝ
GRANT A DISCOUNT	POSKYTNOUT SLEVU
GUARENTEE	ZARUČIT
HELD OPEN UNTIL	OTEVŘENÝ DO
IMMEDIATE DISPATCH	OKAMŽITÉ ODESLÁNÍ
INCLUDED	ZAHRNUTÝ (VČETNĚ)
IN STOCK	NA SKALDĚ
ITEMS	POLOŽKY
MEET YOUR REQUIREMENTS	VYHOVOVAT VAŠIM POŽADAVKŮM
ORDER	OBEJDNÁVKA, OBJEDNAT
PAYMENT AGAINST DOCUMENTS	PLATBA OPROTI DOKUMENTŮM
SEAWORTHY PACKING	ZÁMOŘSKÉ BALENÍ
SHIPMENT	DODÁVKA, ZÁSILKA
THE PRICE IS UNDERSTOOD	CENA ZAHHRNUJE (SE ROZUMÍ)
WITHIN TWO MONTHS	DO DVOU MĚSÍCŮ
WITHOUT ENGAGEMENT	NEZÁVAZNÝ

#### INCOTERMS (INTERNATIONAL COMMERCIAL TERMS)

- **FOB** – FREE ON BOARD – vyplaceně na palubu lodi v přístavu určení (jméno přístavu je vždy uvedeno – např. FOB Amsterdam)
- **C & F** – COST AND FREIGHT – vyplaceně na palubu lodi v uvedeném přístavu určení i s dopravným
- **CIF** – COST INSURANCE FREIGHT – vyplaceně na palubu lodi v uvedeném přístavu i s dopravným a pojištěním



## OPENING PHRASES

We thank you for your inquiry in which you *express* interest in our goods.  
Many thanks for your inquiry of *10 January* in which you *expressed* interest in our toys.

## SELLING TERMS

The price is **£5.00 a piece** and is understood CIF London *seaworthy packing included*.  
On orders for 200 pieces or more we would *grant* you *a* special *discount of 2* per cent.  
We can promise *shipment within two months* from the date of your order.  
All *items* are *in stock* so that we can *guarantee immediate dispatch*.

## VALIDITY OF OFFERS

This offer is made *without engagement* and is *held open until 6 March* only.  
This offer is *binding (firm)* for us only if you order the goods by the end of this month.

## ENCLOSURES

*As requested* we are *enclosing* a copy of our catalogue.  
(*If you enclose something, you have to write Enclosure at the bottom of the letter.*)

## CLOSING PHRASES

We hope that our offer will *give* you *full satisfaction* (will be satisfactory).  
We hope that our offer will *meet your requirements*.  
As our offer is very advantageous, we hope to have an early *order* from you.  
We are looking forward to your order.

## OTHER PHRASES

All articles can be delivered within a month from the date of your order / from stock.  
We are glad to offer you 5,000 pieces of article *No 201* for £2.00 a piece.  
The *price is understood CIF London* packing included, *payment against documents*.



## PREPOSITIONS

<b>BY</b>	– by the end of June (do konce června)
<b>TILL / UNTIL</b>	– till the end of June (nepřetržitě)
<b>IN / WITHIN</b>	– in a month (do měsíce, během měsíce)
<b>včetně balení</b>	– including packing / packing included

## NUMBERS

<i>Thousands</i> are separated by <i>commas</i>	– 1, 234,567
<i>Decimals</i> are separated by <i>points</i>	– 2.54 (two point fifty-four)





**LETTER 7**

PROWEAR  
Washingtonská 22  
120 55 Praha 12  
Czech \_\_\_\_\_

25 February 2011

Doomie Cotton Ltd  
33 Prague Lane  
Birmingham HW 10D  
Great \_\_\_\_\_

Offer No 25/11

Dear Sirs

We \_\_\_\_\_ you for your inquiry of 10 December in which you expressed \_\_\_\_\_ in our goods.

We are glad to \_\_\_\_\_ you 60,000 T-Shirts for delivery in two shipments, the first in the middle of March, the second by the end of April. The \_\_\_\_\_ is € 150,000,- , Payment against documents. We would like to \_\_\_\_\_ you that the offer can be held open for three weeks only.

We are also enclosing our latest \_\_\_\_\_.

As our offer is very advantageous, we hope to have an early \_\_\_\_\_ from you.

Yours \_\_\_\_\_

***James Cameron***

James Cameron  
Manager

**Enclosure**



### **LETTER 8**

Odesílatel: Obuv DC, Kožená 705/25, Děčín  
Adresát: SUNSUN Ltd., 256 Sunny Road, Londýn.

Děkujeme za poptávku z 5. ledna, v níž vyjadřujete zájem o naše zboží. S potěšením Vám nabízíme goretexové zimní boty a posíláme Vám nejnovější katalog a nějaké vzorky. Informujeme Vás, že při objednávkách nad 2 tisíce kusů poskytujeme slevu ve výši 5%. Doufáme, že naše nabídka je výhodná a očekáváme brzkou objednávku.

### **LETTER 9**

Společnost GROW se sídlem v Londýně CK25c, 12 Manson Road nabízí firmě NUTS, Hořejší 123, 111 70 Praha 11 nábytek. Stůl jídelní – 20 ks po €50 za kus, židle 80 ks po € 25 za kus a pracovní stůl 15 ks po € 78 za kus. Zboží je skladem, a tak je možné okamžité odeslání. Nabídněte slevu 3 % při objednání do konce února, navrhněte způsob platby a přepravní podmínky. Nabídka je platná pouze do konce ledna.

### **LETTER 10**

Firma OFFICE SHOP, Ostrovní 164, Pardubice 4 děkuje za poptávku firmě Barney & Sons Ltd., 45 Station Road, Sheffield, UK z 5. února. Sdělte, že jste rádi, že jim můžete nabídnout kancelářské obálky (envelopes). Firma OFFICE SHOP posílá nejnovější katalog a nějaké vzorky. Cena činí Kč 1,-/kus, včetně balení. Při objednávkách nad 5 tisíc kusů firma poskytuje slevu ve výši 3%. Všechny druhy obálek jsou na skladu a mohou být odeslány do 3 týdnů od data objednávky. Firma je přesvědčená, že nabídka je výhodná a očekává brzkou odpověď.



## 6 A BUSINESS LETTER – REPLY TO OFFER

Here are a few tips for writing a reply to offer:

- It is often written in response to an offer.
- You ask the supplier to reduce the prices or shorten the delivery terms, etc.
- If the terms are not advantageous, you refuse the offer.
- Start the letter with an opening phrase, then make the request and finish the letter with a closing phrase.

### 6.1 VOCABULARY AND PHRASES

#### USEFUL VOCABULARY

ACCEPT AN OFFER	PŘIJMOUT NABÍDKU
AGREE TO PAYMENT BY ...	SOUHLASIT S PLATBOU ....
AS SUGGESTED ABOVE	JAK BYLO NAVRŽENO VÝŠE
AT THE LATEST	NEJPOZDĚJI
BE UNABLE TO ACCEPT	NEBÝT SCHOPEN PŘIJMOUT
BY THE END	DO KONCE
COMPETITOR	KONKURENT
FAVOURABLE INFORMATION	PŘÍZNIVÁ ZPRÁVA
FIRMLY BELIEVE	PEVNĚ VĚŘIT
FURTHER COOPERATION	DALŠÍ SPOLUPRÁCE
INSTEAD OF	(PŘEDLOŽKA) MÍSTO
LESS ATTRACTIVE	MÉNĚ VÝHODNÉ
LET US KNOW	SDĚLTE NÁM
PLACE AN ORDER WITH (SOMEBODY)	ZADAT NĚKOMU OBJEDNÁVKU
REDUCE (YOUR) PRICES	SNÍŽIT CENY
SHORTEN THE DELIVERY TIME	ZKRÁTIT DODACÍ LHŮTU
SUITABLE	VHODNÝ / VÝHODNÝ



### **ACCEPTING AN OFFER**

Thank you for your offer of...

We could accept your offer only if you would **reduce** your prices.

We are prepared to place an order with you if you can **shorten** the delivery time.

We require the goods **by** the end of this month **at the latest**.

We request you to agree to payment against documents **instead of** by L/C.

We firmly believe that you will reduce your prices **as suggested above**.



Letter of credit (L/C) – akreditiv

Payment **by L/C**

We shall be glad to place our order with you if you...

We are prepared to place an order with you if you.....

**reduce** the prices **by** 12%

**shorten** the delivery time **by** one week

### **REFUSING AN OFFER**

Unfortunately we are unable to accept your offer as your terms do not **meet our requirements**.

We are sorry to say we have found offers of other firms **more suitable**.

Please let us know whether you can meet our requirements (wishes).

We apologize that we cannot give you more favourable information.

We are sorry to **have to let you know**...

Your terms and prices are **less attractive than those of other competitors**.

We are looking forward to our further cooperation.



**LETTER 11**

PROWEAR  
Washingtonská 22  
120 55 Praha 12  
\_\_\_\_\_ Republic

25 February 2011

Doomie Cotton Ltd  
33 Prague Lane  
Birmingham HW 10D  
\_\_\_\_\_ Britain

Reply to Offer No 25/11

Dear Sirs

We thank you for your \_\_\_\_\_ of 10 January. However, we can accept it only if you \_\_\_\_\_ the delivery time by one month as the term two months is the usual delivery time of your competitors.

If you \_\_\_\_\_ this requirement, we shall be glad to place our \_\_\_\_\_ with you.

We await your \_\_\_\_\_ as soon as possible.

\_\_\_\_\_ faithfully

***James Cameron***

James Cameron  
Manager



### **LETTER 12**

Odesílatel: Obuv DC, Kožená 705/25, Děčín

Adresát: SUNSUN Ltd., 256 Sunny Road, Londýn.

Děkujeme za Vaši nabídku z 18.1. 2011. Litujeme však, že Vám musíme sdělit, že Vaše ceny a podmínky jsou méně atraktivní než ostatních konkurentů. Mohli bychom si objednat vaše zboží pouze v případě, že snížíte ceny o 12% a zkrátíte dodací lhůtu o 2 týdny. Očekáváme vaši odpověď obratem.

### **LETTER 13**

Firma OFFICE SHOP, Ostrovní 164, Pardubice 4 děkuje za nabídku firmě Barney & Sons Ltd., 45 Station Road, Sheffield, UK z 5. února.

Sdělte, že litujete, že musíte sdělit, že jejich ceny a podmínky jsou méně atraktivní než ostatních konkurentů. Omlouváte se, že nemůžete dát příznivější zprávu. Doufáte, že jejich příští nabídka bude výhodnější a budete se těšit na další spolupráci.

### **LETTER 14**

Děkujeme za nabídku ze 1.2.2011. Vaše nabídka je přijatelná až na platební podmínky. Žádáme Vás, abyste přistoupili na platbu akreditivem místo platbou proti dokumentům. Prosím dejte nám vědět, zda nám můžete vyhovět. Vaši odpověď očekáváme obratem.

### **LETTER 15**

Děkujeme za nabídku z 18.2.2011. Vaše nabídka je přijatelná, ale dodací lhůta je příliš dlouhá. Jsme ochotni zadat Vám objednávku, jestliže můžete zkrátit dodací lhůtu. Zboží potřebujeme nejpozději do konce března. Pevně věříme, že dodací lhůtu zkrátíte tak, jak jsme to výše navrhli. Očekáváme Vaši odpověď obratem.



## 7 A BUSINESS LETTER – ORDER AND CONFIRMATIONS

Here are a few tips for writing a reply to offer:

### Orders must cover:

- Addresses of seller and buyer
- Order number
- Payment and delivery terms
- Description of goods
- Amount of goods and price

### Confirmation of order must cover:

- Addresses of seller and buyer
- Order number
- Payment and delivery terms
- Description of goods
- Amount of goods and price
- Confirmation
- Request of signing a copy and sending it back

## 7.1 VOCABULARY AND PHRASES

### VOCABULARY

ACCOMPANYING LETTER

ASSURE

BE UP TO SAMPLE

BOOK THE ORDER

CANCEL THE ORDER

CANCEL

CAREFUL PACKING

CONFIRM

DELAYED DELIVERY

DELIVER

DELIVERY

ENCLOSE

EXECUTE THE ORDER

EXECUTE

INSTRUCT

QUOTE

REDUCE

PRŮVODNÍ DOPIS

UJISTIT

ODPOVÍDAT VZORKU

ZAPSAT OBJEDNÁVKU

ZRUŠIT OBJEDNÁVKU

ZRUŠIT

PEČLIVÉ BALENÍ

POTVRDIT

ZPOŽDĚNÉ DODÁNÍ

DODAT

DODÁVKA

PŘILOŽIT

VYŘÍDIT OBJEDNÁVKU

VYŘÍDIT

ISTRUOVAT

UVÉST CENY

SNÍŽIT



SATISFY  
SEE TO SOMETHING  
SPECIFY  
STRESS  
TRANSPORT  
UTMOST CARE

UPOKOJIT  
DOHLÉDNOUT NA NĚCO  
SPECIFIKOVAT, UPŘESNIT  
ZDŮRAZNIT  
DOPRAVA  
NEJVĚTŠÍ PÉČE

### OPENING PHRASES IN ORDERS

We thank you for your offer and request you to **book** the following order.  
We refer to your offer of 2 January and ask you to **supply** kindly the following goods.  
We **are glad / pleased** to enclose our Order No 456 for 500 pieces of article No 105 from your latest catalogue.

### QUALITY, TERMS OF SALE, PACKING

The quality must be **up to sample**.  
We **stress** that the time of delivery must **be kept to**.  
We reserve the right to **cancel** this order if the **delivery is delayed**.  
Please **see to** the careful packing of the goods.

### CLOSING PHRASES

We hope that you will **give** our order your **best attention**.  
We hope that you will **execute** our order with the utmost care.  
If we are satisfied with this shipment, we can promise you **further** orders.

### CONFIRMATION OF ORDERS

We are enclosing the confirmation of your order and ask you to return to us one copy signed by you.  
We **assure** you that your order will have our best attention.  
We **confirm** your order.



The number of Order should be written in the following format: **Order No 123 456**

IF YOU SEND AN ORDER WITH THE LETTER, YOU HAVE TO WRITE  
**ENCLOSURE** IN THE END OF THE LETTER.





**LETTER 16 - ORDER: Mr Jones writes an accompanying letter to order to you.**

We / refer / offer / last month / be pleased / enclose / Order No 649 /

4,000 pieces / article No 75 / catalogue.

Stress / delivery time / to keep / reserve / right / cancel / if / quality / not / up to the sample.  
Hope / execute / utmost care.

**LETTER 17 - CONFIRMATION: Write a reply back to Mr Jones.**

Dear . . . . .

We . . . . . you . . . . . order . . . . . January and are . . . . . its confirmation. Please return to us one . . . . . by you as soon . . . . .

We would like to . . . . . you that the delivery time will . . . . . and the quality will . . . . .

We believe that the short . . . . . and high . . . . . of our products will lead . . . . .

Yours . . . . .

**LETTER 18 - ORDER**

Firma ATKINSON & GOLLOWAY INC., 115 Crestmont Drive, Laurel, NR5 AN, England posílá průvodní dopis k objednávce firmě NYCOM a.s., Říční 11, 110 00, Praha 6. Poděkujte za nabídku z 15. března a sdělte, že jste rádi, že můžete přiložit Vaši objednávku č. 989 na 5000 kusů zboží č. 55 z jejich nejnovějšího katalogu. Zdůrazněte, že kvalita musí odpovídat vzorku a sdělte, že si vyhrazujete právo zrušit objednávku, pokud se dodávka zpozdí. Doufáte, že Vaši objednávce budou věnovat maximální pozornost.

**LETTER 19 - CONFIRMATION**

Potvrďte za Vaši firmu NYCOM objednávku. Poděkujte za ni a sdělte, že přikládáte její potvrzení. Ujistěte partnera, že dodací lhůta bude dodržena. Vyžádejte si také podepsanou kopii. Věříte, že krátká dodací lhůta a vysoká kvalita Vašich výrobků povedou k dalším objednávkám.

**LETTER 20**

EOA Děčín děkuje britské firmě School Books, 345 University Square, Cambridge WX 56U za dopis z 12. února. Napište, že přikládáte objednávku číslo 789 na 5 000 kusů položky číslo 123 v katalogu. Zdůrazněte, že dodací lhůta musí být dodržena a zboží musí odpovídat vzorkům.



### **LETTER 21**

Klimax, Kosořská 155, Kolín potvrzuje objednávku č. CZ 2010/16-01, kterou poslala firma Hairtex, 85 Long Drive, Miami, USA. Děkuje za objednávku a sděluje, že zboží bude odesláno během měsíce kromě (except) položky č 186, která nyní není na skladě. Tato položka bude však odeslána nejpozději do konce ledna. Klimax ujišťuje zákazníka, že objednávka bude vyřízena s největší péčí a těší se na další spolupráci.

### **LETTER 22**

Sklo Union, Okružní 568, 115 44 Praha 11 → United Glass Co. Inc., River Road 8, Dublin  
Poděkujte za nabídku z minulého měsíce a požádejte obchodního partnera, aby si poznamenal objednávku č. AZ/1362 na 1500 ks zboží č. 121 v jeho nejnovějším katalogu. Zdůrazněte však, že dodací lhůta musí být dodržena, protože uvedené zboží potřebujete nejpozději koncem dubna. Pokud se dodávka zdrží, vyhrazujete si právo objednávku zrušit. Doufáte, že Vaši objednávku vyřídí s maximální péčí.

### **LETTER 23**

Jste rádi, že jste od firmy Sklo Union obdrželi objednávku na 1500 ks zboží č. 121 z Vašeho nejnovějšího katalogu a přikládáte její potvrzení. Sdělte, že zboží máte na skladě a může být odesláno do 4 týdnů. Nezapomeňte si vyžádat podepsanou kopii. Doufáte, že partner bude se zásilkou spokojený a těšíte se na další objednávky.



## 8 TELEPHONING

Making and receiving telephone calls can be difficult in English. Here are some things to know and hints to help you.



**Be Brief**

**Be Clear**

**Be Polite**

**Speak clearly.**

Try to avoid difficult words and long sentences if it is not necessary to use them.

**Don't speak too fast.**

Many people speak too fast when they're nervous.

**Confirm.**

Confirm what you have understood. This is especially important if the other person gives numbers, addresses or dates.

**Be polite.**

Start and end the conversation politely. Try to avoid being too direct. In English this is often done by using would. Compare: I want some more information - I would like to have some more information.

**Be efficient.**

Make sure that you have prepared the call in advance and that you know what you want to say and how you want to say it.

**Know the telephone alphabet.**

This is important if you must spell names and addresses. You should also know the names of common symbols which are used in names and addresses.

**Listen carefully,**

so that you do not need to ask the other person to repeat information.

**Spelling**

If you need to spell your name, or take the name of your caller, the biggest problem is often saying *vowel sounds*:

'a' is pronounced as in 'may'

'e' is pronounced as in 'email' or 'he'

'i' is pronounced as in 'I' or 'eye'

'o' is pronounced as in 'no'

'u' is pronounced as 'you'



## Saying *consonants*

'g' is pronounced like the 'j' in 'jeans'

'j' is pronounced as in 'DJ' or 'Jane'

'w' is pronounced 'double you'

'x' is pronounced 'ex'

'y' is pronounced 'why'

'z' is pronounced 'zed', or 'zee' (in American English).

## Giving numbers

Here's a phone number:

0171 222 3344

And here's how to say it:

"Zero-one-seven-one, triple two, double three, double four".

**OR**

"Zero-one-seven-one, two-two-two, three-three, four-four".

## Saying email addresses

@ is pronounced 'at'

For instance, yahoo@yahoo.com is "yahoo at yahoo dot com".

/ is "forward slash"

\ is "back slash"

- is called a "hyphen" or a "dash"

\_ is an "underscore"

## 8.1 PHRASES

### ANSWERING THE PHONE

- Good morning/ afternoon/ evening, Jackson Enterprises, Sally Jones speaking.
- This is ... speaking
- How can I help you?
- Could you speak up, please?
- Who's speaking, please?
- Am I speaking to ...?
- Could you spell that please?
- Who would you like to talk to sir/ madam?
- One moment please, I'll see if Mr Jones is available.



## **ASKING FOR SOMEONE**

- I'd like to speak to ...
- Could I speak to someone who ...
- Could you put me through to Mr Jones, please?

## **PROBLEMS**

- I'm sorry, I don't understand.
- I cannot hear you very well.
- You must have dialled the wrong number.
- I've tried to get through several times, but it's always engaged.

## **PUTTING SOMEONE THROUGH**

- I'll put you through to ...
- I'll connect you to...
- I'll put ... on the line
- I'm sorry, there's no reply from Mr Jones

## **PUTTING SOMEONE ON HOLD**

- Just a moment, please.
- Hold on, please.
- Hold the line, please.

## **ASKING SOMEONE TO CALL BACK**

- Thank you for waiting. I'm afraid Mr Jones is not in at the moment
- I'm sorry, Mr Jones is in a meeting
- Can/ Could you call back later in the day?

## **TAKING A MESSAGE**

- Can I take a message?
- Would you like to leave a message?
- Can I give him/her a message?
- I'll tell Mr Jones that you called
- I'll make sure Mr Jones rings you as soon as possible.
- At what number can you be reached?



## EXERCISE 1

Peter Jackson is calling FRANK & BROTHERS to speak to Bob Marley. Rearrange the following sentences:

- Frank:** Bob Peterson's office, Frank speaking.
- Frank:** Bye.
- Frank:** Could you repeat the number please?
- Frank:** I see. Well, can I take a message?
- Frank:** I'm afraid he's out at the moment. Could you call back later, please.
- Frank:** Thank you Mr Jackson, I'll make sure Bob gets this asap.
- Operator:** Certainly, hold on a minute, I'll put you through...
- Operator:** Hello, Frank and Brothers, How can I help you?
- Peter:** Thanks, bye.
- Peter:** This is Peter Jackson calling, may I speak to Bob Marley?
- Peter:** This is Peter Jackson speaking. Can I have extension 3421?
- Peter:** Well, I think, we should solve this today!
- Peter:** Yes, Could you ask him to call me at 212 456-8965. I need to talk to him about the H-System case, it's urgent.
- Peter:** Yes, that's 212 456-8965, and this is Peter Jackson.



## **EXERCISE 2**

### **Leaving a Message**

#### **Student A:**

You want to speak to Mr Henry from HBO Company about sponsorship of a school basketball competition. However Mr Henry isn't in the office, leave the following information:

- Your name
- Telephone number: 547 891 022
- Calling because you are looking for sponsors for a school basketball competition that you are organizing
- You are until 3 o'clock at the number above. If Mr Henry calls after 3 o'clock, he can call 758 281 655

#### **Student B:**

You are a receptionist at HBO Company. Student A would like to speak to Mr Henry, but he is out of the office. Take a message and make sure you get the following information:

- Name and telephone number - ask student A to spell the surname
- Message that student A would like to leave for Mr Henry
- How late Mr Henry can call student A at the given telephone number



## 9 ACCOMMODATION

Reserving accommodation is quite easy but there are some important words you should remember.



What does it mean?

### **What is a Single room?**

A single room is a room that sleeps 1 person only, this will appear as a 1 bed private room.

### **What is a Double room?**

A double room is a room that has 1 bed which sleeps 2 people. Only 2 people can sleep in a double room.

### **What is a Twin room?**

A twin room is a room that has 2 beds and sleeps 2 people only.

### **What is a Triple room?**

A triple room is a room that has 3 beds and sleeps 3 people only.

### **What are Dorm Rooms?**

Dorm rooms are rooms that are shared with other people. They will usually have bunk style beds. There may be lockers or safety deposit boxes where you can store your valuables in the room also. Some dorm rooms now will have a bathroom or shower also, this will appear as a shared dorm with ensuite.

### **What does En suite mean?**








An ensuite room is a room that has a toilet and comes with a shower and/or bath. Private rooms and dorm style rooms can be ensuite. You will pay more for an ensuite room.







Match the words and phrases with the pictures:

a) single room	
b) double room	
c) twin room	
d) triple room	
e) family room	
f) en suite room	
g) dormitory	



Projekt **Efektivní komunikace – cesta k úspěchu**

CZ.1.07/3.2.06/01.0015

Evropská obchodní akademie, Děčín I, Komenského náměstí 2, příspěvková organizace  
IČ 47274611 tel. 412 516 127 e-mail: skola@oadc.cz

## 9.1 RESERVING ACCOMMODATION

### Part 1

The receptionist (R) at the Hotel La Grande is taking a telephone reservation from a guest (G). Read the first part of the dialogue below. How many functions (a-f) does the receptionist do, and in what order?

- a) Ask when the reservation is for.
- b) Give the price of the room.
- c) Ask for the guest's name.
- d) Ask how many nights the guest is staying.
- e) Give the name of the hotel.
- f) Ask for a credit card number.

R: Hello. Hotel La Grande. Can I help you?

G: Hello. I'd like to make a reservation, please.

R: Certainly. When is it for?

G: For the weekend of 4<sup>th</sup> and 5<sup>th</sup> June.

R: OK. How many nights is that for?

G: Three nights, please – Friday, Saturday and Sunday.

R: Is that a single or a double room?

G: A double room, if possible with a bathroom, please.

R: All our rooms have a bathroom. That's 115 Euros per night, including tax.

G: That's fine.

R: Would you like a smoking or non-smoking room?

G: Non-smoking, please.

R: OK, so that's a double room, non-smoking, for three nights, from Friday 3<sup>rd</sup> June to Sunday 5<sup>th</sup> June.

G: That's right.



## **Part 2**

Complete the second part of the dialogue between the receptionist (R) and a guest (G).

Use these words: *confirmed, credit card, expiry date, name.*

- R: Can I have your \_\_\_\_\_, please?  
G: Yes, it's Robertson, Peter Robertson.  
R: Sorry, can you spell that, please?  
G: Yes, it's P-E-T-E-R, Robertson, R-O-B-E-R-T-S-O-N.  
R: OK. Can I take your \_\_\_\_\_ details?  
G: It's a VISA card, number 1234 5678.  
R: Let me just check that number again – 1234 5678.  
G: That's right.  
R: And what's the \_\_\_\_\_ ?  
G: It's April 2014.  
R: OK, that's all \_\_\_\_\_ for you, Mr Robertson. We'll look forward to seeing you on 3<sup>rd</sup> June.  
G: Thank you very much. Goodbye.

## **Part 3**

Complete the following reservation form:

🌿 HOTEL LA GRANDE – CUSTOMER RESERVATION 🌿	
Arrival date	
Departure date	
Room type	
Guest's name	
Address	
Telephone no.	
E-mail address	
Room rates	Double room – 115 EUR
CREDIT CARD DETAILS	
Type of card (Visa, Mastercard, etc.)	
Cardholder's name	
Card no.	
Expiry date	



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