

Worksheet 7: Introducing your company

1 How do people find out about your company? What percentage of your business (approximately) do you think comes through each of the following?

- online advertising
- word of mouth and referrals
- mail shots or emails
- industry events (e.g. trade fairs)
- sales representative and cold calling
- other

2 Read the letter and answer these questions.

- 1 What is the purpose of the letter?
- 2 Is it the first time the reader has heard from the company?
- 3 What does the writer send with the letter?
- 4 What is going to happen next?

Envera Office*The leading provider of office recycling products*

Dear Sir or Madam

I would like to take this opportunity to introduce you to Envera Office. Envera Office is now an established and reputable name in the provision of office recycling bins and accessories.

We operate with over 50 staff from our headquarters in Birmingham. Since the company began in 2002, we have swiftly developed a leading reputation as THE provider of unique products in the world of office recycling.

As you will see from the enclosed brochure, we offer an exciting choice of high-quality recycling bins and equipment in line with industry standards and the modern company's commitment to environmental and social responsibility.

One of our representatives will be in touch with you to arrange a personal meeting in order to describe our service in more detail and to outline the benefits that cooperation between us might bring.

We look forward to meeting you and discussing your company's requirements.

Yours faithfully

N.J. Kiyosaki

General Manager, Envera Office

3 In this kind of letter, the writer uses strong, emotive language. Underline any words or phrases in the letter that you think convey emotions rather than facts. Compare with a partner.

4 Match these synonyms and definitions to words in the letter.

Paragraph 1

- 1 old (in business) _____
- 2 with a good reputation _____
- 3 selling and delivery _____

Paragraph 2

- 4 work _____
- 5 very quickly _____
- 6 number one _____
- 7 the business area of _____

Paragraph 3

- 8 following official guidelines _____
- 9 duties to society _____

Paragraph 4

- 10 contact _____
- 11 present _____
- 12 good things _____
- 13 working together _____

5 Read the sentences taken from different letters of introduction. Replace the words in italics with more emotive words and phrases from the box.

delighted	quality	huge selection	exciting benefits	without delay
outline	established industry leader	highest standards		

- 1 I am *happy* to be able to offer you our latest product.
- 2 We are an *old company* with fifty years of experience.
- 3 Our success is built on reliability and *good* products.
- 4 Our catalogue offers a *big choice*.
- 5 Let us deliver *quickly* to your door.
- 6 All our products are made to the *top level*.
- 7 I'd like to *talk about* the key features.
- 8 We look forward to telling you about all the *good things* our services can provide.

6 Write a letter of introduction about your company to send to new customers. Use emotive language.

I CAN	
write a letter of introduction	<input type="checkbox"/>
use emotive language	<input type="checkbox"/>