

Request Reply

The main **aims** of the writing this type of the letter are:

- to increase the interest in your company,
- to inspire the inquirer to action.

Request Reply

- Letters responding to requests may open with a **subject line**:
- to identify the topic immediately,
- to refer to previous,
- to summarize a message,
- **SUBJECT**: Your Letter of August 5 About Award Programmes

Request Reply

- **Opening.** You should:
- thank the reader, acknowledging the interest in your company,
- announce the good news promptly.

Request Reply. Opening.

- E.g.:
- - Thank you for your interest in A&M equipment. We are happy to supply you with the information you requested.
- - We appreciate your interest in our company.
- - Thank you for your request for information about ...
- - I will be happy to speak to your business communication class on the topic of ...
- - We thank you for your inquiry of October 12th , for your interest in our product.

Request Reply. Opening.

- - Thank you for your letter. We shall be only too pleased to supply you with display material of our book.
- - We are obliged for your letter of May 16th, in which you inquire whether our firm is represented in Brazil.
- - We thank you for your letter of 28 June, and are glad to inform you that all the items listed in your inquiry are in stock.
- - Replying to your enquiry of 2nd May, we are pleased to inform you that...

Request Reply.

- **Body.** You should:
- supply explanation and additional information,
- include specific facts your reader requested,
- include the information that may be of help,
- provide considerable data,
- show how it would benefit the customer,
- arrange the information logically,
- make the information readable by using lists, tables, headings, italics,
- promote your organization and products,
- itemize the list of responses to the customer's questions.

Request Reply. **Body.**

- E.g.:
- - The enclosed brochure describes our special feature, including ...
- - You can use our standardized tests to free you from time-consuming employment screening.
- - It gives me great pleasure to send you our catalogue, which contains all technical details about the model you inspected. You will find that the prices vary.

Request Reply.

- **Closing.** You should:
- offer further assistance if further action is required,
- refer to the information provided or to its use.

Request Reply. **Closing.**

- E.g.:
- - In case you have any further questions, please do not hesitate to call. I can be reached between 8.30 a.m. and 6.00 p.m. at (201)8819412.
- - I have enclosed for your reference a list of our dealers in the Bronx and Manhattan. A number of these dealers sell Maxine Sportwear at discount.
- - I hope this data about our experiences helps you solve your microcomputing disc storage problems.

Request Reply. **Closing.**

- - Our whole experience is at your service. We hope you will make use of it.
- - We hope this catalogue will give you all the essential facts about our lines.
- - We think we have covered every point of your enquiry. If not please do not hesitate to write us again.
- - Our services are at your disposal.

Request Reply.

A request for information may be answered with a brochure or catalog. Then in your letter you should:

- arouse your reader's interest in these materials,
- call attention to the particulars of the brochure,
- attempt to encourage a sale,
- explain why you have sent the brochure.

Request Reply.

- Cover letter:
- Dear Sir:
- In reply to your request for our Catalogue № 135 we enclose a copy, and we hope you may find it useful. You will find an order form inside to assist you in choosing the items you may require.
- Yours sincerely,

Request Letter

- The reason for writing a request letter are to:
- Obtain information (such as prices or technical data);
- To receive printed matter (such as booklets, catalogs, price lists, and reports);
- To receive sample products;
- Engage services (including repair or maintenance services);
- To make reservations (at hotels, restaurants, theatres);
- To seek special favors (such as permission, assistance, or advice).

Request Letter

- All requests should:
- Be specific and brief;
- Be reasonable;
- Provide complete, accurate information;
- Be easy to answer.

Request Letter. Opening.

- In the opening you should **put the main idea first** .
- The opening sentence introduces the purpose immediately so that the reader quickly knows why the letter was sent.

Request Letter. Opening.

- Please provide information and recommendations regarding security equipment to prevent the theft of office computers, keyboards, monitors, and printers.
- Will you please answer the following questions about your payroll service.
- Would you please send the information about

Request Letter. Opening.

- We would ask you to inform us whether you are in a position to
- We write to enquire whether you could
- Please let us know whether you could
- We should be grateful to you if you could send us detailed information
- We should be obliged if you would let us know immediately whether you agree to ...

Request Letter. Body.

- **In the letter body explain needs for information and provide details.** If you have questions, express them in parallel form so that they are balanced grammatically. To elicit the most information, pose open-ended questions. Group the questions into list for quick comprehension and best feedback and put them into logical order.
- *What computer lock-down device can you recommend?*
- *What expertise and equipment are required to install and remove the security device?*

Request Letter. Body.

- Answers to the following questions will help us
- Your answers will help us to understand how

Request Letter. Closing.

- **In the closing you should:**
- show appreciation or thank your reader;
- set an end date and reason;
- develop reader benefits
- describe briefly how the information will help you.

Request Letter. Closing.

- Because our insurance rates will be increased if the equipment is not secured before April 1, we would appreciate your response by February 15.
- Thanks for returning the questionnaire before May 5, when we are going to begin tabulation.
- We are grateful for the information you will provide because it will help us serve you better.
- I genuinely appreciate information that will enable me to... .

Request Letter. Closing.

- We would appreciate your reply by December 1 because we are having the Board meeting.
- Since we are planning ... we would appreciate you response by April 1.
- We look forward with interest to your reply.
- Your immediate reply will be very much appreciated.

