

30 sample business emails plus formal English glossary

Essential Business Emails

ad_lib
BUSINESS



- Apologies
- Confirmations
- Complaints
- Cancellations
- Requests
- Reminders

Essential Business Emails

**Copyright Ad_Lib Language Service Ltd 2010
t/a Ad_Lib Business**

**Suite 12501 2nd Floor 145-157
St John Street
London EC1V 4PY
UNITED KINGDOM**

**office@adlib-english.com
telephone: +44 208 123 06 32**



Contents:

1. Email apologizing for a defective, damaged, or incomplete product
2. Email apologizing for a late payment
3. Email apologizing for a missed deadline
4. Email apologizing for missing an appointment
5. Email cancelling a reservation
6. Email cancelling an appointment
7. Email cancelling an order
8. Email complaining about a billing error
9. Email complaining about a faulty delivery or a shipping error
10. Email complaining about overdue work or poor workmanship
11. Email confirming an appointment
12. Email confirming an error correction
13. Email confirming an oral agreement
14. Email declining to schedule an appointment
15. Email filing a warranty claim
16. Email introducing a new account manager
17. Email making a reservation
18. Email notifying a customer that an order has been shipped
19. Email notifying a customer that merchandise ordered is not available
20. Email requesting an appointment
21. Email requesting confirmation of receipt of an order form
22. Email responding to a complaint
23. Email responding to a sales rejection
24. Email responding to an inquiry
25. Email to a sales prospect who is difficult to contact
26. Follow-up after a sales call
27. First email reminding a customer that a payment is past due
28. Second email reminding a customer that a payment is past due
29. Third email reminding a customer that a payment is past due
30. Fourth email reminding a customer that a payment is past due

DO's and DON'Ts of writing professional emails

YES:

- The subject of your email should clearly inform your reader what this email is about.
- Clearly state the purpose of your writing in the first paragraph (or even better; the first sentence).
- Try to keep your sentences short.
- Use paragraphs.
- Use bullet points; they often make arguments easier to follow.
- Use words like: so, therefore, although, however, etc, to connect the sentences in a logical manner.
- Go easy on idioms and acronyms.
- Always proof-read your email before sending
- Choose the right level of formality. If you don't know the person well, keep your writing formal.
- When preparing a formal piece of writing don't use contractions or colloquial expressions.

NO:

- Don't use metaphors and flowery adjectives. They will just confuse the reader.
- Don't use jargon unless you are absolutely sure the reader will understand you.
- Don't try to translate sentences from your own language. It is likely to result in calques and ungrammatical constructions. It is much better to try to compose the message in English using the constructions that you are familiar with.
- Don't trust your spell-check blindly.

- Are you an **exporter** doing business with **UK companies**?
- Are you an **outsourcing provider** looking for **international clients**?
- Does your job require you to **communicate in English** with foreign clients?
- Do you worry that misunderstandings can cost you business?
- Do you worry about the contracts you might be missing out on because your English is not fluent enough?
- Do you feel stressed if you have to make a call, conduct a meeting, or give a presentation in English?

We can help!

Ad_Lib Business is a London-based online training provider helping businesses with their English communication needs.



Call us now on +44 208 123 06 32
or visit **www.adlib-business.com** for more details

(I) Email apologizing for a defective, damaged, or incomplete product

SUBJECT: Faulty monitor

Dear Mr Unhappy,

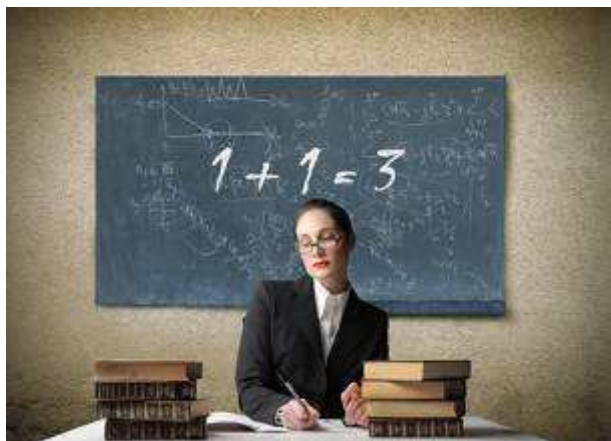
We regret the monitor you purchased is causing you difficulties. We take great care to thoroughly test all XYZ products before shipping, yet sometimes mistakes still happen.

We have enclosed a replacement monitor for your convenience. Please return the original to us via post or simply return it to our nearest outlet. You will find a list of our outlets here: (insert a link to a relevant section of your website).

If you need further assistance, please call us at 555-5555. We will do our utmost best to help.

With kind regards,
David Prompt

Customer Service Representative
XYZ Enterprises Plc.



**How much does
your English
teacher know
about business?**

(2) Email apologizing for a late payment

SUBJECT: Regarding overdue payment of invoice No. 2456743

Dear Mr Concerned,

We are writing to let you know that the payment of 298.00 GBP on the outstanding invoice No. 2456743 has just been made.

Please accept our apologies for this oversight. We are truly sorry for any inconvenience it may have caused you.

With kind regards,

Andrew Forgetful,

Accountant
XYZ Enterprises Plc.



Ad_Lib Business tutors are:

- fully qualified
- native speakers of English
- based in the UK
- experienced in teaching Business English
- with business experience relevant to the client's field of interest

(3) Email apologizing for a missed deadline

SUBJECT: Delay in dispatching issue 11

Dear Mr Angry,

We are extremely sorry for not being able to dispatch the printed magazine on the 29th April as previously agreed.

We are experiencing something close to a flu epidemic in (*our country*) and we were left short-handed when nearly thirty per cent of our production staff became ill.

To ensure that this does not happen again, we have hired temporary workers and rescheduled the dispatch for 9:00 a.m. Friday morning. We appreciate your patience. Your business is important to us and we hope that this incident will not hurt our relationship.

With kind regards,

Ian Embarrassed

Operations Manager
XYZ Enterprises Plc.

(4) Email apologizing for missing an appointment

SUBJECT: Video-conference yesterday

Dear Mr Important,

Please accept my sincere apology for missing our video-conference yesterday. In the middle of the rush to meet our printing deadline, I overlooked our appointment.

Could we make another date for next week?

With kind regards,
Sam Smart

Business Development Manager

XYZ Enterprises Plc.



**With Ad_Lib Business you can
have your training
in your
office...**

at home...

**...or
anywhere
your business takes you**



(5) Email cancelling a reservation

SUBJECT: Cancellation of reservation No. 78993

Dear Sir or Madam,

I regret having to cancel my reservation for the industry conference on February 12 and 13. Budgetary constraints dictate that we cancel our reservations for conferences this year. Kindly reimburse me the paid deposit, minus the non-refundable registration fee, as per agreement.

We appreciate your efforts in organizing the annual conference and look forward to attending next year.

With kind regards,
Sam Smart

Business Development Manager
XYZ Enterprises Plc.

All you need to study with Ad_Lib Business is:



Computer

connected to the internet*

**good connection required*

Webcam

(optional but will allow you to have a visual contact with your tutor)

Headset

connected to the computer or to your office telephone

(6) Email cancelling an appointment

SUBJECT: Meeting on Monday 3rd May

Dear Sam,

Due to unexpected work responsibilities, I regret that I will be unable to keep our 10:30 a.m. appointment on Monday, 3rd May.

I will contact your office tomorrow to reschedule our meeting. Please accept my sincere apologies for any inconvenience it might have caused you.

With kind regards,

Fred Fickle,

Managing Director

ABC Ltd.

(7) Email cancelling an order

SUBJECT: Cancellation of order No. 834560

Dear Sir or Madam,

Please cancel my order for ten "ArtDeco" kitchen units. My order No. is 834560.

In accordance with your policy, kindly credit my account with the re-funded amount. I apologise for any inconvenience my cancellation may have caused.

With kind regards,

Fred Fickle,

Managing Director

ABC Ltd.

(8) Email complaining about a billing error

SUBJECT: Regarding invoice No. 00123

Dear Mr Forgetful,

Thank you for the invoice. However, there seems to be a problem. Our original order form states that on purchasing 200 units of equipment we are eligible for 10% discount; in line with the offer advertised on your website at the time of the purchase.

The invoice we've received does not include the offered discount, bringing the price up to 300.00 GBP per unit (not as previously agreed 270.00 GBP).

Kindly send us a corrected invoice so that we can make the agreed payment.

With kind regards,
Ian Embarrassed

Operations Manager
XYZ Enterprises Plc.

Thanks to its cooperation with Cornelsen, **Ad_Lib Business** is one of a few providers offering **Virtual Blended Learning** solutions which comprise:



1.
Fully automated, online e-learning platform
(accessible 24/7)



2.
Email mentoring



3.
Social element via custom-built online communities



4.
Live 1-to-1 training in a virtual classroom

(9) Email complaining about a faulty delivery or a shipping error

SUBJECT: Order No. 73450 - problem with items delivered

Dear Sir or Madam,

On March 17 I ordered a box of promotional stickers for our central office in Manchester. We received your shipment within one week, but the slogan on the stickers contained a rather unfortunate spelling mistake. The original slogan is 'The Lion Roars—England Scores!' - the slogan on the stickers read: 'The Loin Roars—England Scores!'

I am returning the stickers and I will appreciate your sending me the correct stickers as soon as possible. Also, I trust you will credit my account with 21.86 GBP, the cost of returning the merchandise.

Thank you for your attention to this matter.

With kind regards,

Kevin Polite

Customer Service Assistant

XYZ Enterprises Plc.

(10) Email complaining about overdue work or poor workmanship

SUBJECT: Requesting progress update

Dear Mr Sloppy,

We requested your services on recommendation from Ms Shirley Smug of ABC Ltd, who praised you as efficient and reliable website developers.

However, two months into the contract, we have seen virtually no progress on the project.

As you are aware, our new website is to be launched on 1st August. With 30 days required to carry out the necessary testing, the actual work on the website ought to be completed by 30th June, i.e. in a week's time. In fact, on signing the contract, we were assured that the testing phase will begin on 15th June - please see a copy of the contract attached.

At this stage, I am concerned that the website will not be fully ready by the planned launch date, which could have disastrous consequences for our business.

Please call me, and follow up in writing, about how you intend to complete the work on time. If it appears that you will default on this contract, we will be forced to take immediate measures to protect ourselves.

With kind regards,
Sam Smart

Business Development Manager
XYZ Enterprises Plc.

(11) Email confirming an appointment

SUBJECT: Meeting on 13th March

Dear Shirley,

Following our telephone conversation, I am writing to confirm the appointment on 13th March at 10am at our office in St Johns Street. You will find the map with directions to our office here: *(insert link to GoogleMaps)*

I very much look forward to meeting you in person.

With kind regards,
Sam Smart

Business Development Manager
XYZ Enterprises Plc.



Did you know...

Only **8%** of foreign employees of multinational companies said that their current English abilities are adequate to be successful in their jobs.

(Source: TIRF Report—Plurilingualism in Multinational Corporations)

(12) Email confirming an error correction

SUBJECT: Invoice No. 00123 - CORRECTION

Dear Mr Embarrassed,

Thank you for alerting us to an error in the invoice we sent. We try to double-check all the documents before sending but mistakes do creep in from time to time.

Please find the corrected invoice attached. We apologise for the inconvenience it caused you.

With kind regards,
Andrew Forgetful,

Accountant
XYZ Enterprises Plc.



**We can help your employees
become more communicative
during meetings...**

(13) Email confirming an oral agreement

SUBJECT: Confirming agreement made on 12th July

Dear Shirley,

Thank you for taking the time to meet me today. Our conversation allowed me to get a better understanding of ABC's current needs and priorities.

This email summarizes the verbal agreements made during today's meeting.

It has been decided that as of 12th July 2009: *(summarise what has been decided in bullet points below)*

- point one
- point two
- point three etc.

If this summary is correct, please fax the printed and signed copy to +44 208 133 06 32 or email as a scanned attachment.

With kind regards,
Sam Smart

Business Development Manager
XYZ Enterprises Plc.

(14) Email declining to schedule an appointment

SUBJECT: Regarding appointment on 28 February

Dear Mr Eager,

It has come to my attention that your company representatives have requested an appointment to meet with our engineers on Saturday, 28th February.

There must have been a misunderstanding as we have already contracted with another company to take care of safety issues. Our current contract runs for two more years, after which time we will be pleased to reopen discussions with your firm. I apologize for any inconvenience this may have caused you.

With kind regards,
Shirley Smug

ABC Ltd



**...more persuasive
during sales calls,**

(15) Email filing a warranty claim

SUBJECT: Warranty claim - photocopier KX-FP217

Dear Sir or Madam,

Three months ago we purchased a photocopier from PhotoCop Ltd. Initially the unit worked well but within the last week we have noticed the stapling function no longer works. Also, the copies - previously clear and high quality - now appear smudged with the surplus of toner visible on every sheet.

We assume that you will repair or replace the unit under warranty. Kindly contact us to arrange a time to collect the faulty unit.

With kind regards,

John Decisive

Office Manager

XYZ Enterprises Plc.



**...deliver better
presentations,**

(16) Email introducing a new account manager

SUBJECT: Introducing Mark Efficient as your new account manager

Dear John,

As I mentioned during our telephone conversation, I will be leaving XYZ Enterprises, starting my (*sabbatical / maternity leave / etc*) on (*date*).

Taking over my responsibilities as your account manager will be Mark Efficient. Mark will contact you personally to introduce himself and discuss any new challenges facing your business and how he can assist you.

In the mean time, please do not hesitate to contact me directly should you have any questions or concerns.

With kind regards,

Beverly Diligent

Regional Account Manager

XYZ Enterprises Plc.



**...effectively
communicate with
international clients and
contractors,**

(17) Email making a reservation

SUBJECT: Reservation: two twin rooms 12-15 September

Dear Sir or Madam,

I would like to book two twin rooms (half-board) for three nights, 12th to 15th September 2009.

The guests are all employees of XYZ Plc. (give the names of employees)

- person 1
- person 2
- person 3
- person 4

Please email a written confirmation of this reservation to me. If you have any questions, my phone number is +44 208 123 06 32

With kind regards,

Shirley Helpful

Sales Assistant

XYZ Enterprises Plc.

(18) Email notifying a customer that an order has been shipped

SUBJECT: Your order has been shipped

Dear Ms Garish,

This is to let you know that your order of 20 rolls of wallpaper 'Fuchsia Desire' (order No. 3401) has already been shipped. Please allow 3 to 4 working days for delivery.

Should you have any questions regarding the shipment, or if the item is not delivered by Friday 26th November, please contact us directly on:
+44 208 123 06 32

Thank you for your custom.

With kind regards,

Shirley Helpful

Sales Assistant

XYZ Enterprises Plc.



**...get better results
from networking.**

(19) Email notifying a customer that the merchandise ordered is not available

SUBJECT: The item you ordered is out of stock

Dear Ms Garish,

I regret to inform you that your order of 20 rolls of wallpaper 'Insane Pink' (order No. 3401) cannot be realised. 'Insane Pink' has proven very popular with our clients and we currently only have 7 rolls left in stock.

We have already ordered more 'Insane Pink' wallpaper and we expect it to be available by early January.

Perhaps we could interest you with 'Fuchsia Desire' - a colour that is very close to 'Insane Pink' and is often purchased as a substitute.

I have sent samples of 'Fuchsia Desire' and 'Insane Pink' in the post for you to compare the two products. Please let me know of your decision.

If you decide to stay with your original choice, I will contact you as soon as 'Insane Pink' becomes available again.

We are very sorry for the inconvenience this might have caused you.

With kind regards,

Shirley Helpful

Sales Assistant

XYZ Enterprises Plc.

(20) Email requesting an appointment

SUBJECT: Appointment request to discuss *(insert the subject you wish to discuss)*

Dear Mr Busy,

I plan to be in Basingstoke on 16th April, and would like to discuss the possibility of working with you on the *(insert the name of the project)* project.

I'll give you a call next week to see if we can set up a convenient time to meet.

With kind regards,

Sam Smart

Business Development Manager

XYZ Enterprises Plc.

(21) Email requesting confirmation of receipt of an order form

SUBJECT: Regarding order form sent (*date*)

Dear Ms Hectic,

On Monday, 17th May, I sent you an order form for the shipment of products you had requested.

As we have not received your reply I am concerned that you may have not received my email. For your convenience I have attached the original email along with the order form.

Kindly confirm the receipt of this email so that we know you have received it.

We require your signature on the order form before we can ship the goods. The signed order form can be faxed to (*insert fax number*) or emailed as a scanned attachment.

Please do not hesitate to contact me directly on +44 208 123 06 32 if you need any assistance.

With kind regards,

Shirley Helpful

Sales Assistant

XYZ Enterprises Plc.

(22) Email responding to a complaint

SUBJECT: Your complaint

Dear Mr Annoyed,

Thank you for drawing our attention to the problems with downloading files on our website. We have forwarded your email to our IT department who are currently thoroughly checking the whole system to fix the problem and make sure that it doesn't happen again.

In the mean time you may access your files using this alternative link:
(insert link)

Thank you again for your patience and please accept our most sincere apologies for the inconvenience this problem caused you.
Please do not hesitate to contact me directly on +44 208 123 06 32 should you need any assistance in the future.

With kind regards,
Kevin Polite

Customer Service Representative
XYZ Enterprises Plc.



**Contact us on
+44 208 123 06 32
for a FREE and
NO OBLIGATION presentation of
our services**

*We also speak Polish 

(23) Email responding to a sales rejection

SUBJECT: Regarding our recent telephone conversation

Dear Mr Picky,

Thank you for your interest in our services (*alternatively specify the product / service you discussed*). I understand that you have decided not to purchase the service at this time.

In the light of our telephone conversation, I fully understand your reasons and I sincerely hope that you will take XYZ Enterprises into consideration when you are ready to make the purchase.

With kind regards,
Shirley Helpful

Sales Assistant
XYZ Enterprises Plc.



You can also go to our website
www.adlib-business.com and re-
quest a call-back.

We will contact you within
24 hours.

*We also speak Polish



(24) Email responding to an inquiry

SUBJECT: Your inquiry regarding *(the nature of the inquiry)*

Dear Mr Curious,

Thank you for your recent inquiry about XYZ products. The information about the technical specifications for the products you have listed can be obtained on our website under this link: *(hyperlink)*

Alternatively, you can contact Shirley Helpful on *(email / mobile)* should you require more detailed information.

Thank you again for your interest in XYZ Enterprises.

With kind regards,

Kevin Polite

Customer Service Assistant

XYZ Enterprises Plc.

(25) Email to a sales prospect who is difficult to contact

SUBJECT: Contact request from XYZ Enterprises Plc.

Dear Ms Absent,

I have tried to call you several times during this past month, but have had no success in reaching you. I can appreciate how busy you must be overseeing the whole of operations for ABC Ltd.

(Give a very short description of what your company offers)

I will call you in the near future to discuss how we can help your organisation's needs and perhaps schedule an online demo of our services.

I look forward to speaking to you.

With kind regards,

Shirley Helpful

Sales Assistant

XYZ Enterprises Plc.

(26) Follow-up after a sales call

SUBJECT: XYZ's proposal for ABC Ltd

Dear Shirley,

Thank you for taking the time to speak to me today. From our conversation I understand that ABC Ltd requires complex IT solutions to ensure the smooth running and further development of its network systems.

As I mentioned during our conversation, XYZ Plc offers... *(present the company's offer as outlined during the sales call)*.

I fully understand that you need to discuss the issue with your business associates before committing to such an extensive contract. I will therefore prepare a formal proposal, containing all the details of the offer, and send it to you by Friday for the consideration of the board of directors.

Should you have any more questions or require additional information, please do not hesitate to contact me directly on +44 208 123 06 32

With kind regards,
Shirley Helpful

Sales Assistant
XYZ Enterprises Plc.

(27) First email reminding a customer that a payment is past due

SUBJECT: Overdue payment - invoice No. 9234

Dear Mr Crook,

We hope the the goods you purchased (*services we provided*) have met your requirements. This is just a friendly reminder that your payment of the invoice No. 9234 (800.00 GBP) is overdue.

If you have any questions regarding this payment please contact our billing department directly on +44 208 123 06 23

With kind regards,
Shirley Helpful

Sales Assistant
XYZ Enterprises Plc.

Ad_Lib Language Service Ltd. is a London-based company specializing in online English language training. It has two websites:



FOR INDIVIDUALS:

Ad_Lib English.com came to existence in September 2008. Initially, its services were directed at the Polish community in the UK and the Republic of Ireland.

In July 2009, Ad_Lib English opened up to the world accepting students from countries as diverse as Saudi Arabia and the Russian Federation. It currently has over 1,200 registered users.

www.adlib-english.com
www.blog.adlib-english.com
[www.twitter.com/AdlibEnglish](https://twitter.com/AdlibEnglish)



FOR BUSINESSES:

Ad_Lib Business is a service offering high level, personalized Business English and Communication training to foreign and multinational companies.

Ad_Lib is one of a few providers offering Vir-

tual Blended Learning solutions.

www.adlib-business.com
www.blog.adlib-business.com
[www.twitter.com/Ad_Lib](https://twitter.com/Ad_Lib)

(28) Second email reminding a customer that a payment is past due

SUBJECT: Overdue payment - invoice No. 9234

Dear Mr Crook,

I understand how busy you are and realize that you may have forgotten to send us your payment. Our records show that your payment of the invoice No. 9234 (800.00 GPB) is still outstanding.

If you have not made the payment yet, please do so now. If the payment has been made within the last couple of days, please disregard this email.

If you have any questions regarding this payment please contact our billing department directly on +44 208 123 06 23

With kind regards,
Shirley Helpful

Sales Assistant
XYZ Enterprises Plc.

(29) Third email reminding a customer that a payment is past due

SUBJECT: Overdue payment - invoice No. 9234

Dear Mr Crook,

This is the third notice that we have sent you about your outstanding payment of 800.00 GBP on the invoice No. 9234.

As I am sure you are aware, delayed payments may adversely affect your company's credit rating. We therefore urge you to make the payment as soon as possible. Failure to do so may result in a legal action.

If you have any questions regarding this payment please contact our billing department directly on +44 208 123 06 23

With kind regards,
Shirley Helpful

Sales Assistant
XYZ Enterprises Plc.

(30) Fourth email reminding a customer that a payment is past due

SUBJECT: Overdue payment - invoice No. 9234 (FINAL REMINDER)

Dear Mr Crook,

We have been most patient, but you have failed to respond to our three previous reminders. We now are left with no other option but to refer the matter of an unpaid invoice (No. 9234 for the amount of 800.00 GBP) to a debt collecting agency.

You may still avert the debt collection by making the payment immediately and faxing the payment confirmation slip to (*enter a fax number*).

With kind regards,
Shirley Helpful

Sales Assistant
XYZ Enterprises Plc.

Formal English Glossary

'Smart' words and what they mean

adversely	in a bad way
alternative	different
appointment	meeting
as per agreement	according to the agreement
assistance	help
attached	enclosed
budgetary constraints	budget limitations / budget cuts
completed	finished
concerned	worried
convenient time	good time
currently	now
delayed	late
due to	because of
error	mistake
for your consideration	for you to have a look at (and think about it)
formal	official
I regret	I'm sorry
I regret to inform you	I am sorry to let you know
I trust you will do something	I expect you will do something
in accordance with	according to / in agreement with
in line with	according to
inconvenience	problem
initially	in the beginning
it has come to my attention	I have noticed
oral	spoken
ought to	should
outlet	shop
outstanding (payment)	late payment
outstanding (quality)	very good quality
overdue (payment)	late payment
previously	earlier
reimburse	repay / pay back
thank you for your custom	thank you for your business / thank you for buying from us
to affect something	to have an effect on something (often a bad effect)
to alert somebody to something	to show / to point out something to somebody

Formal English Glossary

(continued)

to assure that something will happen	to guarantee (verbally) that something will happen
to avert something	to stop something (bad) from happening
to be aware of something	to know something
to be eligible for (a discount)	to qualify for (a discount) / to have the right to (a discount)
to commit to something	to agree to something / to say that you will do something
to consider something	to think about something
to default on the contract	to fail to complete the contract
to draw somebody's attention to something	to show something to somebody / to point out something to somebody
to ensure	to make sure
to fail to do something	not to do something (that you were supposed to do)
to forward (an email)	to send (the same email) to somebody else
to inquire	to ask for information
to obtain	to get
to overlook	to not notice / to forget
to oversee	to manage / to control
to praise somebody	to say good things about somebody
to purchase	to buy
to receive	to get
to request something	to ask for something
to require	to need
to respond	to answer
to state	to say something
to take immediate measures	to do something immediately
verbal	spoken
virtually	practically

Also available:



ad_lib
BUSINESS



Virtual Blended Learning IN PLAIN ENGLISH



- ❖ What is Virtual Blended Learning?
- ❖ Is online learning right for my company?
- ❖ Questions you need to ask.
- ❖ Virtual Blended Learning and ROI.

Not sure what Virtual Blended Learning is all about? Then download this free 16-page white paper and learn all about it.

- **What is Virtual Blended Learning and how it differs from traditional training methods.**
- **Is there a business case for investing in foreign language training?**
- **Language skills and their impact on employees.**
- **How do I know if Virtual Blended Learning is appropriate for my company?**
- **Situations when it is better to choose more traditional training methods.**
- **How to calculate the budget for your training?**
- **How to ensure ROI on language training?**
- **Measures to be put in place before training is commenced**

www.adlib-business.com/vbl