

It is very important to make a good impression when responding to enquiries from potential customers. Of course, the best impression will be made by providing the materials or information that the perspective client has asked for, this positive impression will be improved by a well written response.

Remember to place your or your company's address at the top of the letter (or use your company's letterhead) followed by the address of the company you are writing to. The date can either be placed double spaced down or to the right. You can also include a reference number for correspondence.

Important Language to Remember

- **The Start:**

Dear Mr, Ms (Mrs, Miss VERY IMPORTANT use Ms for women unless asked to use Mrs or Miss)

- **Thanking the Potential Customer for His/Her Interest:**

Thank you for your letter of ... /enquiring (asking for information) about ...
We would like to thank you for your letter of ... /enquiring (asking for information) about ...

- **Providing Requested Materials:**

We are pleased to enclose ...
Enclosed you will find ...
We enclose ...

- **Providing Additional Information:**

We would also like to inform you ...
Regarding your question about ...
In answer to your question (enquiry) about ...

- **Closing a Letter Hoping for Future Business:**

We look forward to ... hearing from you / receiving your order / welcoming you as our client (customer).

- **Signature:**

Yours sincerely (remember use 'Yours faithfully' when you don't know the name of the person you are writing and 'Yours sincerely' when you do.

An example letter

Jackson Brothers
3487 23rd Street
New York, NY 12009

Kenneth Beare
Administrative Director
English Learners & Company
2520 Visita Avenue
Olympia, WA 98501

September 12, 2000

Dear Mr Beare,

Thank you for your enquiry of 12 September asking for the latest edition of our catalogue. We are pleased to enclose our latest brochure. We would also like to inform you that it is possible to make purchases online at <http://jacksonbros.com>.

We look forward to welcoming you as our customer.

Yours sincerely
(Signature)

Dennis Jackson
Marketing Director
Jackson Brothers