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# БИБЛИЯ ДЕЛОВЫХ ПИСЕМ

ФАКС-СООБЩЕНИЙ и E-MAIL  
НА АНГЛИЙСКОМ ЯЗЫКЕ

Джон К. Уолден  
2004 г.

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# ***КНИГА II***

## *Практика делового письма*

# ***Глава 5***

### *Первичные запросы, начало переговоров*

*Как послать запрос, попросить прислать каталог, прайс-лист, проспект, задать вопросы и обсудить технические детали продукта, запросить образцы, демонстрационные модели. Как предложить условия сделки, методы платежей, попросить скидки, обсудить условия поставки товара (на реализацию, в кредит).*

#### **5.1 Первичные запросы**

Большинство первичных запросов обычно бывают достаточно короткими. Они могут быть отправлены по почте, факсу или электронной почте. Как правило, они включают краткую информацию о Вашей компании и способе получения информации о компании – адресате.

5.1.1 В начальной части письма сообщите краткие сведения о своей фирме

5.1.2 Как Вы узнали о фирме, которой адресуете свое письмо?

Можно упомянуть того, кто рекомендовал Вам обратиться к этой компании, или из какого источника Вы узнали о ней.

5.1.3 Запрос каталогов, прайс-листов, проспектов

Не принято предоставлять слишком много информации о себе, если Вы просто просите прислать каталоги, брошюры, проспекты. Не забудьте сообщить свой почтовый адрес (или адрес электронной почты), а также указать, заинтересованы ли Вы в получении более подробной информации о каком-либо продукте.

#### 5.1.4 Запрос подробностей о товаре

Когда Вы делаете запрос о продукте или услугах, старайтесь понятно объяснить, что именно Вы хотите. При ссылке на объявление в газете или интернете, укажите его детали. Если Вы ссылаетесь на каталог, буклет и т.п., упомяните его, например, Cat. No.A143 Item No.54

#### 5.1.5 Запрос образцов

Возможно, Вы захотите получить образцы товара или материала перед тем, как разместить заказ. Большинство производителей предоставят образцы или, если речь идет о сложной и крупной технике – пригласят посетить демонстрационный зал или предложат послать Вашего представителя на завод.

#### 5.1.6 Условия поставки, методы платежа, скидки и другие полезные выражения

Даже если Вы осведомлены о стандартных условиях, всегда можно попробовать договориться о дополнительных скидках с помощью выражений, которые в любом случае не обидят Вашего контрагента, например:

Можно попросить небольшую партию товара на реализацию (sale or return basis – на условиях продажи или возврата), если Вы не уверены, насколько хорошо будет продаваться товар. Обычно такая схема возможна в работе с постоянными клиентами или при наличии гарантий.

#### 5.1.7 Ниже мы приведем другие полезные выражения, которые используются в подобных письмах-запросах

#### 5.1.8 Окончание писем - первичных запросов



Обычно в конце писем такого рода достаточно простого "thank you". Тем не менее, Вы можете упомянуть, что будете признательны за скорый ответ, или что Вас устроят определенные условия.

Вы также можете написать пару слов о перспективах бизнеса и постоянного сотрудничества. Если поставщик поймет, что Вы можете стать постоянным клиентом, а не настроены на одну сделку, скидки могут стать существенно больше, а условия поставки мягче.

## 5.2 Краткие запросы (примеры)

### A Запрос каталога и прайс-листа

Date Name/Title Business/Organization Address City, Zip Code Dear Name: When we attended the International Electronics Trade Fair in London last month, we visited your stand and saw a very interesting demonstration of your automatic high-security garage doors. The ability to drive straight in and out of your garage from the comfort of your car, as well as your emphasis on theft protection, appealed to us. We believe that there is a ready market for this in the United States. Our company is a wholly owned subsidiary of the international Zetax Corporation, well-known in the security and theft prevention industry. Would you please send us your current sales literature and price list? Of course, we will be glad to provide the usual credit and trade references if we decide to order from your company. Sincerely yours, Signature Name
---

Date Name/Title Business/Organization Address City, State Zip Code Dear Name: A business associate of ours, Berend Kasius of the Hilbers Company in Albany, New York, mentioned your name and showed us your company's brochure. We own and operate six medium-sized hotels in the Moscow area and are looking for a reliable fire prevention/sprinkler system for these properties. Could you mail us your latest sales catalogue and price list? Thank you very much. Sincerely, Signature Name
--

Date Name/Title Business/Organization Address
--

City, State Zip Code

Dear Name:

One of our business associates—Mr. Ben Nevins of Gorham Brothers in Hong Kong—informed us that your company is a major manufacturer of pure cotton-striped or solid polo shirts and terry jumpsuits in all sizes for young women. We would like you to send us detailed information and your export price list, as well as several samples of the shirts and jumpsuits.

Thank you very much!

Sincerely,

Signature

Name

Dear Sir,

Please would you send me your Spring catalogue and price-list quoting c.i.f. prices, Le Havre? Thank you.

Yours faithfully,

Date

Name/Title

Business/Organization

Address

City, State Zip Code

Dear Sir/Madam:

Could you please send us your current catalog and price list of the video recorders advertised in this month's issue of Professional Video Equipment News? We are operating a video production facility and are particularly interested in Models AA5 and AA8.

Please, reply as soon as possible as we would like to make a purchasing decision early next month.

Sincerely yours,

Signature

Name

### ***В Просьба прислать проспект может быть выражена в различной форме***

Dear Sir,

I would like some information about your Proficiency courses in English beginning this July.

Please send me a prospectus, details of your fees, and information about accommodation in London for the period July-December. If possible I would like to stay with an English family. Thank you.

Yours faithfully,

Еще один вариант письма:

Date

Name/Title

Business/Organization

Address

City, State Zip Code

Dear Name:

We are the U.S. buying agents for a direct mail organization in Japan offering quality merchandise to consumers at bargain

prices. Products, which carry an unconditional money-back guarantee, include tools, do-it-yourself aids, automotive supplies, plus a whole range of hobby and sporting supplies.

Would you please send us your latest price lists and illustrated catalogs for all the products you stock, including detailed information on your discount system for substantial orders?

We look forward to hearing from you soon.

Sincerely,

Signature

Name

Date

Name/Title

Business/Organization

Address

City, State Zip Code

Dear Name:

We are interested in having a stand in next year's Consumer Electronics Exhibition in Boston and would be grateful if you could mail us a copy of your detailed Exhibition Folder.

Sincerely yours,

Signature

Name

Date

Name/Title

Business/Organization

Address

City, State Zip Code

Dear Name:

Please send us two copies of the color brochure on your new Samson Color Copier Model 33H advertised on page 15 in your "Office Supplies" catalog No. 93.

Thank you for your prompt response to this inquiry.

Sincerely,

Signature

Name

***С Просьба прислать общую информацию.***

Обратите внимание, что упоминание в этом письме фабричной цены (trade price) говорит производителю о том, что он имеет дело с розничной или оптовой фирмой, а не с частным лицом.

Date  
Name/Title  
Business/Organization  
Address  
City, State Zip Code

Dear Name:

We have heard from the German Consulate in Chicago that you are a leading producer of self-adjusting, all-weather sunglasses in Germany. Since there seems to be a growing interest in and demand for such high-quality ambermatic sunglasses in the United States, we would like to know the frame styles that are now available for both men and women.

We are importers of optical products, including glasses, sunglasses, binoculars, and loupes.

Please, send us your illustrated catalog, export price list, and terms of business. As a rule our domestic and international suppliers allow us to settle by monthly statements. We can supply you, of course, with business and bank references. We look forward to your reply.

Sincerely,

Signature

Name

Dear Sir,

Could you please send me details of your tubeless tyres which are being advertised in garages around the country?

I would appreciate a prompt reply quoting trade prices.

Yours faithfully,

Date  
Name/Title Business/Organization  
Address  
City, State Zip Code

Dear Name:

We would be grateful if you would send us patterns and prices for your floral-print, quilted com-forters and geometric-design bed spreads (sizes: Twin, Full, Queen, and King). Please, also inform us whether you could supply these goods from stock, because we need them before the Christmas season starts.

Sincerely,

Signature Name

Date  
Name/Title Business/Organization  
Address  
City, State Zip Code

Dear Name:

Your company has been highly recommended to us by the Alex Thallier Company in Paris, France. We are a small company specializing in cordless telephone equipment and have received numerous inquiries from our business customers for a cordless phone that delivers sound quality comparable to that of a corded telephone. We want to expand our range of equipment and would like you to send us full details of your cordless phone models as well as the latest sales catalogue and your most competitive dealer prices. Please, also include information about packing and shipping (GIF Boston) and the minimum quantity for a trial order.

We look forward to hearing from you soon.

Sincerely,

Signature

Name

Date  
Name/Title  
Business/Organization  
Address  
City, State Zip Code

Dear Name:

We are interested in ordering 175 new electronic memory-read typewriters for our new direct-mail facility at Reddington, Utah. Could you please send us an estimate? The enclosed specification sheet provides the necessary details.

Sincerely yours,

Signature

Name

Date  
Name/Title  
Business/Organization  
Address  
City, State Zip Code

Dear Name:

Could you please send me information about the international sales training program as advertised in the April issue of International Sales Training Magazine? Thank you very much.

Sincerely,

Signature

Name

Date  
Name/Title  
Business/Organization  
Address  
City, State Zip Code

Dear Sir/Madam:

We have seen your advertisement in the March issue of Business Catering Management and would be grateful if you could send us details about your catering services for medium-sized companies.

A prompt reply would be appreciated.


Sincerely,

Signature

Name

### 5.3 Запрос в ответ на объявление

В этом письме клиент отвечает на объявление о продаже кассет, которое он прочитал в отраслевом журнале. Покупатель решил запросить у продавца дополнительную информацию.

<hr/>	
<i>251 rue des Raimoni&amp;res F-86000 Poitiers Cidex</i>	
<i>Tel: (33) 99681031 Teltcopie: (33) 102163</i>	
<hr/>	
<b>Ref:</b> PG/AL The Sales Dept. R.G. Electronics AG Havmart 601 D-5000 Köln 1	12 May 2005
Dear Sirs,	
We are a large record store in the centre of Poitiers and would like to know more about the tapes and cassettes you advertised in this month's edition of 'Hi Fi News'.	
Could you tell us if the cassettes are leading brand names, or made by small independent companies, and whether they would be suitable for recording classical music or only dictations and messages? It would also be helpful if you could send us some samples and if they are of the standard we require, we will place a substantial order. We would also like to know if you are offering any trade discounts.	
Thank you.	
Yours faithfully,	
	
P. Gerard	

### 5.4 Запрос от менеджера по закупкам

Многие фирмы имеют в других странах своих агентов по закупкам, которые действуют от имени головной компании.

Sanders & Lowe Ltd.

Import and Export, (London Office), Planter House, Princes Street, London

Birmingham Office: 28 Bradshaw Street, Birmingham B5 1TQ

Manchester Office: 343 Oxford Street, Manchester M27 2LR

Liverpool Office: 54 Bakers Road, Liverpool U 9HW

Stockport Office: 5 Island Road, Stockport SM3 12K

EC1 7DQ

Telephone: 071 5431615

Fax: 071543 1925

Telex: 928537

Reg. No. England 155134

VAT No. 013 7001 21

Directors: L.W. Lowe, D.R. Sanders

Yourref: ----- Ourref: 180/MB

Date: 7 JULY 2005

The Sales Manager

Glaston Potteries Ltd.

Clayfield

Burnley BB10 IRQ

Dear Sir or Madam,

We are writing to you on behalf of our principals in Canada who are interested in importing chinaware from England.

Could you send us your latest catalogue and price-list, quoting your most competitive prices?

Our principals are a large chain store in North America and will probably place substantial orders if the quality and prices of your products are suitable.

We look forward to hearing from you soon.

Yours faithfully,



L.W. Lowe (Mrs)

## 5.5 Запрос образцов для ознакомления

Клиент, написавший это письмо, уже имел дело с данной компанией, и в запросе упоминается об этом. К запросу приложен предварительный заказ — клиент уверен в согласии поставщика предоставить комплекты для ознакомления и изучения спроса. В таком случае рекомендации необязательны.

<b>R. Hughes &amp; Son Ltd.</b> 21 Mead Road, Swansea, Glamorgan 3ST1DR		
Telephone: Swansea 58441 Telex: 881821		VAT No. 215 2261 30
Mr R. Cliff, Homemakers Ltd., 54-59 Riverside, Cardiff CF1 1JW		17th November 2005
Dear Mr Cliff, Thank you for your last delivery. You will be pleased to hear that the dressing tables are selling well. A number of my customers have been asking about your bookcase and coffee table assembly kits which are listed in your Summer catalogue under KT 31, and we would like to test the demand for them. Would it be possible for me to have, say, half a dozen units of each kit, <u>on approval</u> , before placing a firm order? I have enclosed an order, No. B1463, in anticipation of you agreeing, and as there <i>is</i> no particular hurry for the units, you could send them along with your next delivery. Yours sincerely,		

## 5.6 Запрос от торговой фирмы зарубежному производителю

Это письмо от розничной сети итальянскому производителю. Здесь владелец сети объясняет, откуда у него информация о производителе и дает понять, что размер оптовых скидок и предлагаемый метод оплаты позволят ему сделать заказ. Он заранее ставит условия, поскольку, будучи оптовым покупателем, считает возможным диктовать условия.

<b>F. Lynch &amp; Co. Ltd.</b> (Head Office), Nesson House, Newell Street, Birmingham B3 3EL Telephone No.: 021 2366571    Fax: 0212368592    Telex: 341641	
SateX S.p.A Via di Pietra Papa 00146 Roma	Your ref: Our ref: Inq. C351 6 February 2005
Dear Sirs, We were impressed by the selection of sweaters that were displayed on your stand at the 'Menswear Exhibition' that was held in Hamburg last month. We are a large chain of retailers and are looking for a manufacturer who could supply us with a wide range of sweaters for the teenage market. As we usually place very large orders, we would expect a quantity discount in addition to a 20% trade discount off net list prices, and our terms of payment are normally 30-day bill of exchange, documents against acceptance. If these conditions interest you, and you can meet orders of over 500 garments at one time, please send us your current catalogue and price-list. We hope to hear from you soon. Yours faithfully, L. Crane Chief Buyer	



## 5.7 Слова для запоминания

to make an enquiry about a product	<i>сделать запрос о продукте</i>
to enquire about a product	<i>запрашивать информацию о продукте</i>
a company	<i>компания</i>
a supplier	<i>поставщик</i>
a customer	<i>клиент</i>
a wholesaler	<i>оптовая торговая фирма</i>
a retailer	<i>розничная торговая фирма</i>
a bulk buyer	<i>оптовый покупатель</i>
an agent	<i>агент</i>
a principal	<i>принципал</i>
an associate	<i>компаньон</i>
a representative	<i>представитель</i>
a subsidiary	<i>филиал</i>
a co-operative society	<i>кооперативное общество</i>
a Trade Association	<i>торговая ассоциация</i>
a catalogue	<i>каталог</i>
a brochure	<i>брошюра</i>
a booklet	<i>буклет</i>
a prospectus	<i>проспект</i>
a price-list	<i>прайс-лист</i>
a leaflet	<i>рекламный буклет</i>
a showroom	<i>демонстрационный зал</i>
a demonstration	<i>демонстрация</i>
a circular letter	<i>циркулярное письмо</i>
a trade journal	<i>отраслевой журнал</i>
samples	<i>образцы</i>
patterns	<i>модели</i>
to offer concessions	<i>предлагать скидки</i>
to quote a price	<i>назначать цену</i>
to suggest/state terms	<i>предлагать/определять условия</i>
cash discount	<i>скидки за расчет наличными</i>
trade discount	<i>торговые скидки</i>

quantity discount	<i>скидки за количество</i>
monthly/quarterly statement	<i>ежемесячные/квартальные отчеты</i>
documents against acceptance	<i>передача документов на право владения собственностью после принятия покупателем чека к оплате</i>
bill of exchange	<i>вексель</i>
to place an order	<i>разместить заказ</i>
goods on approval	<i>товары для ознакомления</i>
goods on sale or return	<i>товары с возможностью возврата (в случае, если они не будут проданы)</i>
to stock a product	<i>иметь товар на складе</i>
to hold/carry (a) stock of a product	<i>держат в наличии запас товара</i>
to invite/seek a tender or estimate	<i>проводить конкурс или оценку</i>
to provide/supply a tender or estimate	<i>участвовать в конкурсе по цене</i>
a reference	<i>отзыв, рекомендация</i>
to ask for trade references	<i>запрашивать информация о состоянии дел фирмы</i>
to provide/supply trade references	<i>предоставлять информация о состоянии дел</i>

## 5.8 Ответы на письма-запросы

В ответе на свой запрос Вы можете встретиться с различными вариантами писем:

Name/Title Business/Organization Address City, State Zip Code Dear <b>Name</b> : Thank you very much for your request of April 16 for samples of our new ABC fabrics. We have asked our agents in San Diego, Arthur Roth Company, to supply you with a copy of our current sales catalog and price list and a full line of samples. We appreciate your interest and thank you for writing to us. Sincerely yours, Signature Name	Date
---	------

Name/Title Business/Organization Address City, State Zip Code Dear <b>Name</b> : Thank you for your interest in our sales management training program. Per our telephone conversation of yesterday, I am enclosing detailed information about this program. If you have any questions, please do not hesitate to contact me. Sincerely, Signature Name	Date
---	------

Name/Title Business/Organization Address City, State Zip Code Dear <b>Name</b> : Thank you for your inquiry. I hope that the enclosed information about our institute's direct-mail marketing course will be of use to you. Just give me a call at (000) 000-0000 and I will be happy to answer any questions you may have. Sincerely yours, Signature Name	Date
---	------

Name/Title Business/Organization Address City, State Zip Code Dear <b>Name</b> : Thank you for your request for additional information on the Misell Carpet Machine, which we have been producing since 1994. This professional vacuum cleaner removes deep-down dirt. Misell Company has an excellent reputation for high-quality products, reliability, and service. Our products are designed and manufactured in the United States. I have enclosed a special folder on the Misell Carpet Machine and a catalog that describes our other professional floor care products, including the Silent Power canister and the Full-Power Upright Vacuum Cleaner. Please call me at (000) 000-0000 if you have any questions. Sincerely yours, Signature Name	Date
---	------

Date

Name/Title  
 Business/Organization  
 Address  
 City, State Zip Code  
 Dear **Name**:

Thank you for your fax of February 19. Enclosed is our current summer sales catalog for the complete range of Fairfax products you asked for, together with full details of our liberal terms of business. As you can see on page 3 of our price list, we allow you a special discount off all net prices for orders of the value you stated in your fax. Delivery will be within four weeks of receipt of your order. However, to take full advantage of these special summer sales offers, we advise you to place your order promptly. We expect considerable response to our summer sale and supplies are limited.

If you have any further questions, please contact us. We look forward to hearing from you as soon as possible.

Sincerely,  
 Signature  
 Name

Date

Name/Title  
 Business/Organization  
 Address  
 City, State Zip Code  
 Dear **Name**:

Thank you for expressing an interest in Elyxx/Automated Simulations. In response to your request for further information on our product line of computer games, we enclose our latest catalog and price lists.

We are in the process of expanding our distribution channels internationally as the demand for high-quality computer games increases. Our games are unique and positioned for your market. Take a few minutes and review the enclosures, and you will see why so many top retailers have added the Elyxx computer games to their product mix.

Please contact us if you have any questions regarding the product line or material enclosed. We look forward to hearing from you in the near future.

Sincerely,  
 Signature  
 Name

Date

Name/Title  
 Business/Organization  
 Address  
 City, State Zip Code  
 Dear **Name**:

We are pleased to enclose the Master Film Classic Video catalog you requested in your letter of April 2. Also included is a catalog of titles available on the Master Famous Films label. You may order these titles using either the Film Classic or Famous Films order form.

Please note that postage rates listed in both catalogs apply to USA destinations only. Parcel postage to countries within the European Union is \$5 per tape; outside the European Union \$7 per tape.

Kind regards,  
 Signature  
 Name

Name/Title Business/Organization Address City, State Zip Code Dear <b>Name</b> : Thank you for inquiring about Graphica Corporation and our products. The enclosed literature details the capabilities of our computer graphics systems. We understand the need for efficient information management and let it guide the research and development of our integrated software and hardware products. If you have additional questions after reading our literature, please call our company's regional office in your area. Our sales or technical representatives would be happy to discuss pricing or arrange a demonstration at your office. A list of regional offices and telephone numbers is enclosed for your convenience. We appreciate your interest in Graphica Corporation. Sincerely, Signature Name	Date
---	------

Name/Title Business/Organization Address City, State Zip Code Dear <b>Name</b> : Thank you for your fax of April 23 requesting dealer information about our company's newest Grand Mobile Homes. With over 4,000 Grand Mobile Homes sold and in service in the southwestern United States, our unique concept has been proven popular. Built with the latest technology and newest materials and with simplicity of maintenance in mind, our rugged and durable Grand Mobile Homes offer flexibility available in no other mobile home on the market today. The enclosed brochures as well as the detailed technical and dealership information show you why our Grand Mobile Homes have become an outstanding sales success during the past three years. After you have reviewed our information package, please feel free to contact us for further information. We also want to invite you to visit our manufacturing facilities in Sun Valley, Arizona. We would be pleased to show you how our Grand Mobile Homes can meet your requirements of mobile homes in southern Florida, efficiently and economically. Sincerely, Signature Name	Date
--	------

Name/Title Business/Organization Address City, State Zip Code Dear <b>Name</b> : In reply to your letter of September 12, we are pleased to enclose a copy of our most recent sales catalog which features the complete range of our new corduroy sports jackets for men. These handsome and versatile jackets—in beige, navy, chocolate, or rust—can be worn from the office to informal dinners to weekend activities in great style and comfort. The medium-wale corduroy is made from a long-wearing blend of long staple cotton and polyester and is soft and easy to wear. The models that you are interested in are presented on pages 9 to 15. Mr. Robert Dillon, our regional sales manager, will telephone your office next week in order to arrange a meeting. He will be able to provide you with complete details of our other new sportswear lines. Sincerely, Signature Name	Date
--	------

## 5.9 Отказ от поступивших предложений

В некоторых случаях, несмотря на всю привлекательность, Вам придется отказываться от различных бизнес-предложений. Постарайтесь это делать так, чтобы не нарушить дальнейших отношений с контрагентом :

### *Причины отказа от проекта: Слишком высокая стоимость*

Dear **Name**:

Thank you for submitting your proposal for **name of project**. Unfortunately, your proposal makes it clear that the project would be prohibitively expensive. We cannot, therefore, proceed.

Please be assured that we appreciate your prompt attention to our request for a proposal, and we will keep you in mind for future projects.

Sincerely,

Dear **Name**:

Your proposal for **name of project** is very impressive and has occasioned a great deal of thought here. Unfortunately, after thoroughly costing the project out, we have concluded that it is prohibitively expensive.

I am returning the proposal to you with our thanks, and we will certainly keep you in mind for future projects.

Sincerely yours,

### *По причине несоответствия условиям рынка*

Dear **Name**:

Thank you for your project proposal for **name/type of project**. We read the proposal with great interest, but have concluded that it is inappropriate for our market **needs, customers, etc..**

We appreciate your thinking of us. Sincerely,

Dear **Name**:

Thank you for letting us see your proposal for **name/type of project**. Unfortunately, what you propose lies well beyond our area of specialization and is not, therefore, right for us.

Sincerely yours,

Dear **Name**:

We have completed our review of your proposal to supply **Name of product**. Unfortunately, the equipment you propose does not meet our minimum specifications. There is still time before our **date** deadline for considering proposals. We invite you to reexamine our spec sheet and submit a revised proposal.

Sincerely yours,

Dear **Name**:

Your proposal is very impressive, but the merchandise you have available does not meet the specifications outlined in our RFP. We invite you to reexamine the RFP and, if you can supply more appropriate merchandise, please resubmit your proposal before the deadline of **date**.

Sincerely yours,

### ***По причине неподходящих условий***

Dear **Name**:

After long and careful consideration of proposals from various vendors for name of project/product, we have concluded that what you offer is not quite right for us, and we have elected to go with the proposal of another vendor.

We appreciate your taking the time to prepare and submit the proposal.

Sincerely yours,

Dear **Name**:

Competition for this project was not just lively, it was downright fierce. We received many very fine proposals, yours among them. However, we could only go with one—which offered the very best combination of service, product, and price.

Thanks for taking the time to prepare your very impressive proposal.

Sincerely yours,

### ***По причине излишней специализации***

Dear **Name**:

I have received and reviewed your proposal to create a **name of product**. The idea is a very interesting one, but I am convinced that the market for such a product is, at this time, too narrow, specialized, and limited to warrant the investment necessary to put your proposal into production.

I'd be happy to go into greater detail, if you like. Give me a call.

Sincerely yours,

### ***По причине неадекватных гарантийных условиях***

Dear **Name**:

Thank you for your proposal to supply name of product. While there is much that we like about what you propose, your warranty terms are inadequate. Please consult our specification requirements once again. If you can revise your warranty to meet these requirements, we will be pleased to reconsider your proposal.

Sincerely yours,

Dear **Name**:

Your product looks great. Unfortunately, the warranty you offer falls well below our minimum guidelines, which specify terms. We will not consider purchasing additional coverage, but if you can extend the standard warranty as specified, we will be delighted to reconsider your proposal.

Sincerely yours,

# Глава 6

## Заказ товара

*Covering letters – письма, сопровождающие заказ, подтверждение платежа, скидки, даты доставки, способы доставки и упаковки, упаковка; подтверждение получения заказа; отгрузка; задержка отправки; отказ в поставке товара и причины (больше нет в наличии, плохая репутация, плохие условия, размер заказа).*

### 6.1 Размещение заказа

Заказы обычно передаются на фирменном бланке фирмы с указанием даты и номера, который в дальнейшем следует приводить в любой переписке по поводу данного заказа. Даже заказ по телефону или электронной почте согласно международной деловой практике подтверждается письменно (письмом или факсом) .

Ниже мы расскажем, из каких разделов обычно состоит письмо-заказ. Не все разделы являются обязательными в каждом конкретном случае.

Письма, которые сопровождают заказы и подтверждают их получение должны быть краткими, точными, и по существу. Во многих случаях компании используют стандартные пронумерованные формы. Сопроводительное письмо часто посылается вместе с формой заказа. В свою очередь поставщики также используют формы для подтверждения приема заказа.

При размещении заказа письмом или факсом, следующие детали должны быть упомянуты: ссылка на прайс-лист или оговоренную цену, скидки, номера каталогов; количество; качество, модели, материалы и цвета; упаковка, специальные маркировки, и инструкции по доставке; хранение на складе; поставка; документы (напр.. счет-фактура, про-формы, таможенные документы, транспортные накладные, страхование); и подтверждение сроков оплаты.



## 6.1.1 Письма, сопровождающие заказ

Объясните, что данное письмо сопровождает Ваш заказ.

Пример письма, сопровождающего заказ, в котором подтверждается цена и условия поставки (на склад).

Dear **Name**:

We acknowledge receipt of your samples and quotation of October 3. Please find enclosed our order No. GW/RK 1193-DdeO, for 450 Martinex 100 percent cotton thermal blankets for twin- and full-size beds.

We would remind you that, as stipulated in our letter of August 29, the blankets must be delivered to our warehouse in Salt Lake City before October 15, because our special Winter Sales Week will start on Monday morning, October 27.

Sincerely,

Обратите внимание, что в этом письме подтверждается открытие аккредитива на поставщика.

Dear **Name**:

Enclosed you will find our order No. X776 for 550 Brass Finish Table Lamps Model 33D. In accordance with your terms of payment we have instructed International United Commerce Bank to open a credit for \$18,710.40 in our favor at their branch office in Newark, New Jersey. This branch office will accept your draft on them for the amount of your invoice.

Sincerely,

Еще несколько примеров писем, сопровождающих заказ

Dear **Name**:

Thank you for responding so quickly to our telephone inquiry of June 26 about your "Rough Country" insulated leather sports boots for men (spring catalog: Model X9-ZZ).

We believe that these guaranteed waterproof boots will sell well in Norway and therefore we enclose our order form No. 02985B for a substantial trial order. We accept the terms in your quotation of June 28 and also confirm that payment will be made by irrevocable letter of credit.

Please acknowledge this order and also confirm that you will make delivery to Dallas, Texas, before September 15.

Sincerely yours,

Dear **Name**:

We thank you for your quotation of July 3 for the supply of vacuum bottles and find your terms acceptable. We are pleased to enclose our order, No. 993 for 1,500 unbreakable stainless steel vacuum bottles (Cat. No. 330C 1-quart Bottle) at \$19.75 per bottle.

We would appreciate delivery within one month and look forward to your acknowledgment.

Sincerely,

Dear **Name**:

We are happy to enclose our trial order No. SidB-8822, for 325 Burda Ladies' Car Coats, size medium, navy blue color; at \$98.75 per coat, subject to six percent quantity discount. Please sign the duplicate of the enclosed order form and return it to us as your acknowledgment.

As stated in your quotation of April 8, we may expect immediate shipment from stock.

We are looking forward to your acknowledgment.

Sincerely yours,

## 6.2 Обсуждение цен

Когда производитель, оптовый продавец приводит цену, в нее могут быть включены или не включены такие издержки, как перевозка, страховка, налоги и прочие сборы. Цены, которые включают все платежи третьим сторонам, называют обычно "gross price" – "*цена брутто*", цена производителя без дополнительных сборов – "net price" – "*цена нетто*".

Как правило, ответ в такой форме не является юридически обязательной ценой, т.е. продавец на этой стадии не связан ценовым обязательством, и может обозначить в своем ответе сроки или условия изменения цены.

В этом письме отзываются уже предоставленные расценки.

**MERION INSURANCE**  
7542 Warner Place  
Chicago, IL 60603

May 10, 20XX  
Lisa Reiters  
Managed Care Insurance Marketing Corporation  
P.O. Box 1051  
Los Angeles, CA 90052  
RE: 1933 Sterling Silverware

Dear Lisa:

As we discussed today, Merion is withdrawing the quotes that I sent you on this case. In reviewing the information that was supplied, we don't feel this would be a good risk for Merion.

I'm sorry this couldn't be a more favorable response, but I look forward to working with you at another time.

Sincerely,  
Signature  
Joyce Cole  
Supervisor  
JC/mj

*Констатация  
причин*

*Резюме*

## 6.3 Условия оплаты. Возможность предоставления кредита

**Подтвердите условия оплаты.**

Подробнее о платежах рассказано в Главе 7.

**Запрос возможности предоставления товара в кредит.**

На определенном этапе сотрудничества покупатель может рассчитывать на более приемлемые условия оплаты, включающие оплату товара через оговоренное время после его получения. Обычно в этом случае в стандартной мировой практике приняты следующие варианты обращения:

Dear **Name**:

As we have done business with your company for more than 18 months on the basis of payment on invoice, we would now like to request you to grant us open credit terms with monthly settlement.

You may check our credit rating with Mr. William Hamilton, Branch Manager of the Bank of Indiana, 000 Orchard Street, Belleville, Indiana 00000.

For information concerning our company's promptness in paying invoices, we refer you to the following credit references:

- Wells Export Company, 000 Oxford Street, Phillipsville, PA 00000.
- Nathan Kane, Inc., 000 West 42nd Street, Nathan, MA 00000.

Paxton & Asscher Company, 000 Brentwood Place, Chicago, IL 00000.

If you would require additional information, we will be glad to supply it.

Sincerely,

Dear **Name**:

For the past six months, we have been purchasing household appliances from your company on a C.O.D. basis. However, we would now like to open a line of credit. Please, let us know your usual credit terms and also what credit references and other business information you require to open such an account.

We hope your company will be willing to comply with our request.

Sincerely,

Dear **Name**:

We would like to order nine Samsom Laser Printers, Model HJ 933, at \$1,339 per printer, as listed in your January Dealer Catalog. Also, we request that you open an account with 30-day credit terms for us, starting with the order listed above.

Our company, Computeronica Consultants, was established ten months ago. It sells computer hardware and software to small businesses located in and around Dayton, Ohio. We also act as computer systems advisers to these companies. Computeronica Consultants has enjoyed a steady improvement in business since our opening.

The following companies will furnish you with credit information about our financial responsibility and promptness in paying our bills:

- Kaiser Electronics, Inc.

00 Franklin Avenue, Palo Villas, CA 00000.

- Edward Mills & Company

000 Broad Street, Cambridge, VT 00000.

- Ruta Computer Sales, Inc.

00 Wilson Plaza, Westwood, NJ 00000.

Our bank is The International American Bank Branch Office (Mr. John Brown, Vice President), 000 Wallington Avenue, Edgewater, NJ 00000.

You are, of course, welcome to call us if you need additional names of credit references or require more information for granting credit.

Since your Samsom Laser Printers are of the high quality and attractive price range sought by our small business customers, we expect to place many more orders for them. This initial order could therefore mark the beginning of a profitable relationship.

Sincerely,

## **Ответ на запрос о возможности предоставления товара в кредит.**

### **Положительный**

Dear **Name**:

Thank you very much for your purchase order #CC-373. So that we may extend our normal credit terms of 30 days, please provide us with the following information:

- Your company's most recent financial statements
- Names of three suppliers with whom your company is presently doing business
- Name of your bank

Thank you for your cooperation.

Sincerely,

## **Отрицательный**

Dear **Name**:

Thank you for your order No. 00530 of January 19 for 600 Bambo Quartz Travel Clocks Model ISA at \$19.95 per unit. We have these clocks in stock and will be able to deliver them before the date— March 6—you requested.

However, we are sorry that we cannot supply your order on the credit terms you requested and for that reason request prepayment. Enclosed you will find our pro-forma invoice. We would be obliged if you would arrange payment for this invoice by either irrevocable letter of credit or banker's draft as soon as possible in order that we can ship the goods F.O.B. Buenos Aires.

Sincerely,

Если Ваша компания решает вопрос о предоставлении товарного кредита, обычно она запрашивает третьи стороны о надежности партнера. И, наконец, возможно, что именно к Вам обратятся за рекомендацией и с просьбой о предоставлении информации о кредитоспособности клиента.

### ***Вы можете дать положительный отзыв***

Dear **Name**:

We are happy to endorse the Allied Graphics Company—with corporate headquarters at Hooverville, Florida—as a good credit risk. This company is well known to us, since we have had business dealings with them during the past twelve years. As far as we can ascertain the company appears to be in good financial condition and their record of payment has been completely satisfactory. Therefore, you should have no hesitancy about extending credit to the company up to the amount of \$15,000 a month.

Sincerely,

Dear **Name**:

In reference to your inquiry of May 11, as to the financial standing of the Cedexa Company in Mid-dletown, South Carolina, we are pleased to inform you that this company enjoys an excellent reputa-

tion and has been in business since 1982. We have dealt with Cedexa for the past eight years and they have been very prompt in meeting all their financial obligations during that entire period. Most of their monthly purchases have been in the low five-digit figures.

We believe that your company would be justified in working with Cedexa on the credit terms they propose.

Sincerely,

### ***Или , к сожалению, отказаться рекомендовать данную компанию***

Dear **Name**:

I acknowledge receipt of your letter of November 21. However, I regret that I am unable to give you a satisfactory reference for the Jacques Lamberte Company in Carrollton, Kansas. During the past two years that I have been doing business with Lamberte Company, my experiences have been unsatisfactory. Payments are never made promptly and the company accounts are always in arrears for two or more months.

I trust that this information, which is given to you in strictest confidence, will be helpful to you.

Sincerely,

## 6.4 Скидки

Подтвердите согласованные скидки.

F. Lynch & Co. Ltd.			
ORDER No. <b>DR 4316</b> <i>F. Lynch &amp; Co. Ltd.</i>			
(Head Office), Nesson House, Newell Street, Birmingham B3 3EL Telephone: 021236 6571 Fax: 021236 8592 Telex: 341641			
Satex S.p.A Via di Pietra Papa 00146 Roma ITALY		Authorized	
Quantity	Item description	Cat. No.	Price c.i.f. London
50	V Neck: 30 Red/20 Blue	R432	£13.80 each
30	Roll Neck: 15 Black/15 Blue	N 154	£9.40 "
30	Crew Neck: 15 Green/15 Beige	N 154	£16.00 "
40	Crew Neck: pattern	R541	£12.60 "
Note: Subject to 5% quantity discount			
(Head Office), Nesson House, Newell Street, Birmingham B3 3EL Telephone: 021 236 6571 Fax: 021 2368592 Telex: 341641			
Satex S.p.A Via di Pietra Papa 00146 Roma ITALY <u>Attn. Mr D. Causio</u> Dear Mr Causio, Please find enclosed our order, No. DR4316, for men's and boys' sweaters in assorted sizes, colours, and designs. We have decided to accept the 15% trade discount you offered and terms of payment viz. documents against payment, but would like these terms reviewed in the near future. Would you please send the shipping documents and your sight draft to Northminster Bank (City Branch), Deal Street, Birmingham B3 1SQ. If you do not have any of the listed items in stock, please do not send substitutes in their place. We would appreciate delivery within the next six weeks, and look forward to your acknowledgement. Yours sincerely,  Lionel Crane Chief Buyer		Your ref:D/1439 our ref: Order DR4316  9 March 2005	

## 6.5 Условия доставки

### Способы доставки


*Большинство компаний используют транспортно-экспедиционные агентства – "forwarding agents", которые специализируются на упаковке и документации для перевозки грузов. Тем не менее, всегда разумно написать, какую именно упаковку и вид доставки Вы хотите получить, чтобы в случае задержки или повреждения груза в пути у Вас были письменные основания для претензий.*

Транспортно-экспедиционные агентства используются экспортерами для осуществления как экспортных, так и импортных поставок. В первом случае их услуги включают сбор партии, организацию поставки, при необходимости – упаковку и обработку всей документации, в том числе составление накладной, получение страховки, отправку торговых счетов-фактур и плату компании-поставщику за своих клиентов. Они также информируют экспедиторскую фирму импортера об осуществлении поставки письменным уведомлением. В свою очередь, эта фирма уведомит клиента, отправит ему товары или организует их хранение до востребования. Многие экспедиторы в странах-импортерах также выступают в роли *агентов по клирингу (clearing agents)*, обеспечивающих прохождение товара через таможни и отправку импортеру.

Поскольку экспедиционные фирмы занимаются сразу многими поставками, они могут забрать партии для доставки в один и тот же пункт назначения и предложить конкурентоспособные "групповые тарифы" на отправку большого количества партий в одной поставке. Однако многие экспортеры считают более удобным работать напрямую с экспедиционными агентствами в стране импортера, а некоторые импортеры предпочитают иметь дело с экспедитором поставщика.

## Запрос грузовых тарифов и тарифов на морские перевозки

Компания запрашивает грузовые тарифы на морские перевозки в Лондон.

<b>Lee Boat Builders Ltd.</b>	
Dock 23, Mainway, Hong Kong	
Telephone: 385162	Telex: 349512 Fax: 662553 Cable: LEBATS
Far Eastern Shipping Lines 31-4 Park Road	
21 April 2005	
Dear Sirs,	
We intend to ship a consignment of dinghies and their equipment to London at the beginning of next month. The consignment consists of ten boats which have been packed into wooden crates marked 1-10, each measuring 4 x 2 x 2.5 metres and weighing 90 kilos.	
Could you inform us which vessels are available to reach London before the end of next month, and let us know your freight rates?	
Yours faithfully,	
	
J. Lee	

## Указания транспортно-экспедиционной фирме

В этом письме компания дает указания транспортно-экспедиционной фирме забрать 20 компьютеров, которые следует отправить клиентам.

<b>Delta Computers Ltd.</b>	
<b>Bradfield Estate, Bradfield Road, Wellingborough, Northamptonshire NN8 4MB</b>	
Telephone: 0933 16431/2/3/4	Reg. England 1831713
Telex: 485881	VAT 2419 62114
Fax: 0933 20016	Your Ref:
	Our Ref:
Mr J. D. Simpson	11 May 20—
Kent, Clarke & Co. Ltd.	
South Bank House	
Borough Road	
London SE10AA	
Dear Mr Simpson,	
Could you please pick up a consignment of 20 C2000 computers and make the necessary arrangements for them to be shipped to Mr M. Tanner, N.Z. Business Machines Pty., 100 South Street, Wellington, New Zealand?	
Would you please handle all the shipping formalities and insurance, and send us seven copies of the bill of lading, five copies of the commercial invoice, and the insurance certificate? We will advise our customers of shipment ourselves, and would appreciate it if you could treat the matter as urgent. Your charges may be sent to us in the usual way.	
Yours sincerely,	
N. Smith	
Senior Shipping Clerk	



Подробнее тема Транспортировки товара рассмотрена в Главе 8.

## 6.6 Упаковка грузов

### Важная составляющая процесса импорта - рекомендации по упаковке груза.

#### *Некоторые важные выражения:*

- Each piece of crockery is to be individually wrapped in thick paper, packed in straw, and shipped in wooden crates marked <> and numbered 1 to 6.
- The carpets should be wrapped in thick grease-proof paper which is reinforced at both ends to avoid wear by friction.
- The machines must be well greased with all movable parts secured before being loaded into crates, which must be marked.

## 6.7 Заключительная часть писем-заказов

#### *Некоторые полезные выражения:*

- We hope that this will be the first of many orders we will be placing with you.
- We will submit further orders, if this one is completed to our satisfaction.
- If the goods sell as well as we hope, we shall send further orders in the near future.
- I look forward to receiving your advice/shipment/acknowledgement/confirmation.

## 6.8 Письмо – размещение заказа агентом по закупке от имени

В данном письме Mrs Lowe - представитель фирмы – агента по закупкам размещает заказ от имени головной компании. Обратите внимание на инструкции, которые она дает и на ссылку в письме на результаты телефонных переговоров.

Sanders & Lowe Ltd.

Import and Export. (London Office), Planter House, Princes Street, London

Birmingham Office: 28 Bradshaw Street, Birmingham B5 1TQ

Manchester Office: 343 Oxford Street, Manchester M27 2LR

Liverpool Office: 54 Bakers Road, Liverpool L3 9HW  
Road, Stockport SM3 12K

Directors: L.W. Lowe. D.R. Sanders

Your ref: --

Our ref: 185/MB

EC1 7DO

Telephone: 071 543 1615

Fax: 071 543 1925

Telex: 928537 Stockport Office: 5 Island

Reg. No. England 155134

VAT No. 013 7001 21

Date: 2 July 2005

Mr J. Merton  
Sales Manager  
Glaston Potteries Ltd.  
Clayfield  
Burnley BB10 1RQ

Dear Mr Merton,

Please find enclosed an order (R1432) from our principals, MacKenzie Bros. Ltd., 1-5 Whale Drive, Dawson, Ontario, Canada.

They have asked us to instruct you that the 60 sets of crockery ordered should be packed in six crates, ten sets per crate, with each piece individually wrapped, and the crates marked clearly with their name, the words 'fragile', 'crockery', and numbered 1-6.

They have agreed to pay by letter of credit, which we discussed on the phone last week, and they would like delivery before the end of this month, which should be easily effected as there are regular sailings from Liverpool.

If the colours they have chosen are not in stock, they will accept an alternative provided the designs are those stipulated on the order.

Please send any further correspondence relating to shipment or payment direct to MacKenzie Bros, and let us have a copy of the commercial invoice when it is made up,

Yours sincerely,

L.W. Lowe (Mrs)

## 6.9 Подтверждение заказа поставщиком

### Благодарность за заказ

Dear Name:

Thank you for your order (SB-8802) for three general purpose lightweight hand trucks. We are currently processing this order, which we expect to have ready for shipment by Ameri-Express Services within two weeks. Our shipping department will notify you in advance.

Thank you for doing business with us.

Sincerely,

### Подтверждение получения заказа

Dear Name:

We acknowledge receipt of your trial order No. MvZ-903 for 275 wrist watches (Model X92), which we received today. Your order is now being processed for immediate dispatch and will be ready for airfreight shipment for delivery to Heathrow Airport London early next week. As requested, we will enclose a packing note with the goods.

We are sure you will be pleased with this new line of wrist watches and look forward to working with your company again soon.

Sincerely,

### Благодарность за первый заказ

Dear Name:

We welcome you as a new customer and appreciate very much your order of May 6, which will be shipped on the 24th by air express. As agreed upon, this order as well as future orders will be shipped to you on our most favorable credit terms.

We are packing our latest window display cards with this order. Within the next few days you will hear from our sales promotion department, a service that is conducted exclusively for our customers. Please feel free to make use of this service at any time without any obligation or charge.

We are looking forward to pleasant business relations with your company.

Sincerely yours,

## 6.10.1 Изменения в заказе

### Предложение поставщика о замене товара в заказе, в связи с отсутствием товара в наличии

Dear Mr. Johnson:

We were pleased to receive your order for 10,000 quarter-inch nuts, part number XK22345JM. However, we are unable at this time to fulfill the order.

Our present inventory has been depleted, and that nut is now on backorder until mid-July. Our supplier of raw materials is unable to supply the materials until July 1, thus pushing us back to

mid-July for possible delivery. We have tried without success to find an alternate source of raw materials. If you like, we could substitute part number XK22346JM. It is a penny higher in price per unit. Otherwise, we will keep your order and rush it to you as soon as we can start production in these nuts again. Please let us know your preference this week.

Thank you for your understanding in this matter. We apologize for your inconvenience.

Sincerely,

### Поставщик просит изменить срок исполнения заказа

Dear Name:

Thank you for your order No. C 876-DD for 125 Do-It-Yourself Paint Machines. However, we are unable at this time to fulfill this order due to a fire in our manufacturing plant in New Orleans three days ago. We intend to resume production next week and expect to deliver your order early next month.

We apologize for the delay and hope it will not cause you serious inconvenience.

Sincerely,

Dear Name:

We have received your most recent order (#98-ZAZ/Bob) and we thank you. Unfortunately, we are temporarily out of stock of cordless infra-red headphones. We expect to receive a new supply shortly and we will send your order as soon as possible.

Thank you so much for your patience during this delay.

Sincerely yours,

### Поставщик сообщает о повышении цены

Dear Name:

In our circular letter of September 15 (a copy of which is enclosed with this letter), we advised our customers of price increases in our entire Speedy Sport Bicycle line which would become effective on . October 1. For that reason, we regret that we cannot accept your order No. ACC-18 of October 10 which uses the expired price list.

Please advise us whether you want to confirm this order in accordance with our current price list.

We look forward to hearing from you soon.

Sincerely,

### Поставщик сообщает о другой цене

Dear Name:

Thank you for your order No. 396CF. Much as we would like to accept your order and to do business with your company, we are unable to accept your order at the price you requested of \$107.25 per ten units. As indicated in our fax of November 14, we stated that \$117.50 was our lowest price per ten units. Our profit margins, which are already the lowest in the industry, simply do not warrant a further reduction in our quoted price. It stands to reason that we will be pleased to fulfill your order 396CF if you will confirm our price of \$117.50 per ten units.

Sincerely,

## 6.10 Подтверждение получения заказа

Приведем отдельно несколько писем-подтверждений при получении заказов

<p><b>Satex S.p.A.</b> Via di Pietra Papa, 00146 Roma Telefono: Roma 769910 Telefax: (06) 681 5473 Telex: 285136</p>	<p>13 March 2005</p>
<p>Mr L. Crane, Chief Buyer F. Lynch &amp; Co. Ltd. Nesson House Newell Street Birmingham B3 3EL UNITED KINGDOM</p>	
<p>Dear Mr Crane,</p> <p>Thank you for your order (No. DR4316) which we are now making up. We have all the items in stock and will be advising you in the near future.</p> <p>Yours sincerely, D. Causio</p>	

Следующие два письма служат для подтверждения заказа на товар, сделанного по телефону. Они дают еще одну возможность упомянуть качества товара и войти в контакт с клиентом.

<p><b>Mom's Magic</b> 1121 Elm Avenue Joplin, MO 64804</p>	<p>June 18, 20XX</p>
<p>Ellen Rhymer Make Believe Catalog Company P.O. Box 5217 Amit, OR 97101</p>	
<p>Dear Ms. Rhymer:</p> <p>Thank you for your order of 200 Treasure Trunks from Mom's Magic. I believe you will be very satisfied with the quality of costume pieces included in each. It is this quality which makes my imaginative play apparel so unique.</p> <p>As we discussed, I will be shipping 125 storybook trunks and 75 professional trunks to be received no later than August 1. I will be contacting you the week of October 1 to determine if additional trunks are needed. If you need to place an order before then, please call me at 913-555-6215.</p> <p>Thank you again. Sincerely, Signature Jennifer Lewis</p>	

*Благодарность*  
*Преимущества*  
*Подтверждение*  
*Контактная информация*

Maximum Sales, Inc.  
555 West Access Road  
Columbia, MO 65217

March 14, 20XX

Andrew Roberts, President  
University Sports  
468 Baltimore  
Kansas City, MO 64105

Dear Mr. Roberts:

This is to confirm your phone order made March 14 for 10, 50-count cases of mini-flying disks in fluorescent colors (green, yellow and pink) to be delivered no later than May 1, 20XX. Your logo, a copy of which is enclosed, will be printed on each disk in black ink.

Thank you for placing an order with Maximum Sales. I understand that these flying disks will be included in the registration packets of all participants at the Mid-America Soccerama scheduled for Memorial Day weekend. I believe you will be pleased with the increase in sales and name recognition that will result due to this marketing promotion.

We look forward to being of service to you in the future.

Sincerely,  
Signature  
Lisa Nixon  
Sales Consultant

*Подтверждение*

*Детали*

*Выражения  
доброжелательности*

*Преимущества*

*Заключительные  
выражения*

## 6.11 Сообщение об отправке

Это письмо подтверждает, что фирма Satex S.p.A. отправила заказ. По получении этого письма г-н Крейн должен пойти в Northminster Bank, где он должен будет оплатить его. После этого он получит документы на груз (shipping documents: bill of lading (накладная), insurance certificate (страховое свидетельство) и commercial invoice (коммерческий счет), которые потребуются для получения груза.

Как вы помните, это процедура c.i.f., когда продавец оплачивает стоимость доставки и страховки (documents against acceptance basis – т.е. передача документов на право владения после принятия покупателем чека к оплате).

**Satex S.p.A.**  
**Via di Pietra Papa, 00146 Roma**  
**Telefono: Roma 769910**  
**Telefax: (06) 681 5473**  
**Telex: 285136**

Mr L. Crane, Chief Buyer  
F. Lynch & Co. Ltd.  
NessonHouse  
Newell Street  
Birmingham B3 3EL  
UNITED KINGDOM

ref.: Order DE4316  
Ns. ref.: D/1141  
29 March 2005

Dear Mr Crane,

We would like to advise you that your order has been shipped on the SS Marconissa and should reach you within the next ten days. Meanwhile our bank has forwarded the relevant documents and sight draft for £1,662.60 to the Northminster Bank (City Branch) Birmingham

We are sure you will be pleased with the consignment and look forward to your next order.

Yours sincerely,



D. Causio

Фирма Glaston Potteries выполнили заказ MacKenzie и сообщают им об этом. MacKenzie Bros уже открыли аккредитив на этот заказ в Canadian Union Trust Bank на имя поставщика – Glaston Potteries.

Теперь банк будет ждать подтверждения отгрузки от эскпедитора, чтобы отправить деньги.

GIASTON POTTERIES Ltd.  
Clayfield, Burnley BB10 1RQ  
Tel: 0315 46125 Registered No. 716481  
Telex: 8801773 VAT Registered No. 133 5341 08  
Fax: 0315 63182

MacKenzie Bros. Ltd.  
1-5 Whale Drive  
Dawson  
Ontario  
CANADA  
Dear Sirs,  
Order R1432

14 July 2005

The above order has now been completed and sent to Liverpool Docks where it is awaiting loading onto the SS Manitoba which sails for Dawson, Canada on the 16 July and arrives on 30 July.

Once we have the necessary documents we will hand them to Burnley City Bank, your bank's agents here, and they will forward them to the Canadian Union Trust Bank.

We have taken special care to see that the goods have been packed as per your instructions, the six crates being marked with your name, and numbered 1-6. Each crate measures 6ft x 4ft x 3ft and weighs 5 cwt.

We managed to get all items from stock with the exception of Cat. No. G16 which we only had in red. But we included it in the consignment as it had the Willow pattern you asked for.

If there is any further information you require, please contact us. Thank you very much for your order, and we look forward to hearing from you again soon.

Yours faithfully,  
J. Merton(Mr) Sales Manager

banker's draft	<i>тратта, выставленная одним банком на другой</i>
sight draft	<i>вексель на предъявителя</i>
bill of exchange	<i>вексель, тратта</i>
to draw a bill on a customer	<i>выставить счет клиенту</i>
documents against acceptance	<i>передача документов на право владения собственностью после принятия покупателем чека к оплате</i>
irrevocable letter of credit	<i>безотзывный аккредитив</i>
quarterly statements	<i>квартальные отчеты</i>
long-term credit facilities	<i>источники долгосрочного кредитования</i>
shipping documents	<i>погрузочные документы</i>
air waybill	<i>авиагрузовая накладная</i>

## Запомните

- 1 Даже если Вы используете любую стандартную форму для размещения заказа, пошлите сопроводительное письмо, подтверждающее условия платежа, скидки, условия доставки и упаковки.
- 2 Получив заказ (если Вы –экспортер), следует это подтвердить. Если Вы импортер, следует ждать от поставщика подтверждения отправки груза со всей информацией (маркировка груза и т.п.)

## 6.12 Отказ от сделанного заказа

Обстоятельства могут сложиться так, что Вам возможно придется отказаться от ранее сделанного заказа, например, по причинам задержки поставки по вине поставщика:

Dear Name:

We are sorry to inform you that we must cancel our order No. GRA:1874 of June 9 due to the inexcusable delay in the shipment of the goods, which we still have not yet received.

Sincerely,

Dear Name:

We are sure you will understand that your very long delay in delivery puts our company in an embarrassing position. For that reason, we can see no alternative but to cancel our order #RKTR-741 dated March 28. In addition, we will hold your company liable for all losses caused by this inexcusable delay.

Sincerely,



# Глава 7

## Платежи

*Инвойсы, счета, платежи по счетам, методы платежей (внутренняя и международная торговля), подтверждение платежа, отсрочка платежа; просьбы об ускорении платежей.*

### 7.1 Инвойсы

Инвойс – это документ, в котором содержится информация о продаваемом товаре, условия поставки и детали для совершения платежа. Инвойс может сопровождаться дополнительным документом с информацией, которая необходима покупателю.

Это довольно простой инвойс. Обратите внимание на добавление НДС (VAT) и почтовые расходы и упаковку (p. & p.). Буквы "E & OE" внизу означают "Errors and Omissions are Excepted" – ошибки и пропуски принимаются; другими словами, если в счете допущена ошибка, поставщик имеет право исправить ее, потребовав еще денег или вернув часть суммы.

INVOICE		No. B1951
<i>D&amp;R Electrical Ltd.</i> 35 Hill Street, Seacroft, Leeds LS14 1ND Tel: 0532 640181 To: P. Gwent & Co. Ltd. 43 Ring Road Leeds LS16 2BN <u>Your order No. LS7/5</u>		Registered London No. 115662 VAT Reg. No. 154 6627 19 Date: 1 May 2005
Number	Description	Total
40	RVA 250 volt plugs	
E & OE	@ 65p. each	£26.00
	Add VAT 17½%	4.55
	" p & p	1.35
		£31.90

## 7.2 Предварительные счета (Проформа инвойсы)

*Предварительный счет – это документ, на котором значится слово «pro-forma» и который используется в следующих случаях:*

- 1 Если покупатель должен заплатить за товар перед тем, как его получить – он платит согласно этому документу;
- 2 Чтобы покупатель был уверен в неизменности цены, в сумме, которую ему придется уплатить
- 3 Если товары поставляются на консигнацию, с возможностью возврата
- 4 Как документ для таможни.

## 7.3 Отчет о состоянии счета

Вместо того, чтобы требовать предоплаты, продавец может предоставить покупателю кредит на оговоренный период, обычно от 1 до 3 месяцев. В конце этого периода подводится баланс.

Как правило, отчеты о состоянии счета по товарному кредиту носят самостоятельный характер. И лишь изредка сопровождаются письмами – например, когда платеж просрочен.

Данный отчет о состоянии счета связан со сделкой между двумя компаниями. Обратите внимание, что здесь указан как размер кредита (D/N 311), так и дебита (C/N C517). Два платежа были осуществлены наличными, хотя слово "чек" также встречается в контексте.

SEYMORE FURNITURE Ltd.					STATEMENT
Tib Street, Maidenhead, Berks. SL6 5D2					
Telephone 0628 26755					
Registered No. 18514391					
London VAT No. 231 618831					
C.R. Mendez SA					31 May 2005
AvdadelEjercito83					
E-48015 Bilbao					
Date	Item	Debit	Credit	Balance	
2005		£	£	£	
1 May	Account Rendered			270.00	
2 "	Inv. L8992	60.00		330.00	
8 "	D/N 311	12.00		342.00	
12 "	Cash		100.00	242.00	
14 "	Inv. L 8995	720.00		962.00	
20 "	C/N C 517		40.00	922.00	
25 "	Cash		600.00	322.00	
E. & O. E.	Cash Disc. 3% if paid within 7 days				

## 7.4 Способы оплаты во внешнеторговых операциях

### Чек

Иностранному поставщику можно заплатить чеком, однако поставщик получит платеж нескоро. Например, при сделке между Германией и Великобританией поставщик может ожидать платежи три недели.

### Кредитные карты

Удобным способом расчета для частных лиц может стать оплата покупок кредитной картой. Обычно сличается адрес владельца карты и адрес доставки. Но они могут не совпадать, как в этом примере:

This is my order for the Czech Tractor/Wagon, which was advertised in the July issue of Atlantic. This miniature is to be a birthday gift and should be sent to:

Mr. Keith Wood  
115 South Williams Street  
Holder, Florida 32645

Please charge the gift (\$39.50) to my Visa credit card as follows:

Theodore Wood

Number 0000 0000 0000 0000

Expiration date: 9-96

Is it possible to schedule this mailing so that the gift arrives no earlier than August 15 and no later than August 20? I would greatly appreciate it if you could. Thank you!

Sincerely,

### Международные денежные переводы

Международные денежные переводы можно купить в большинстве банков в Великобритании, они оплачиваются в фунтах стерлингов или долларах. Банк за небольшую плату проводит перевод, покупатель отправляет его *бенефициару*, т.е. получателю.

### Банковский перевод

Платеж можно осуществить с помощью банка в своей стране, переводящего деньги на зарубежный счет. Перевод может быть телеграфным (telegraphic transfer - TT) и почтовым (mail transfer - MT). Общество всемирных межбанковских финансовых телекоммуникаций (SWIFT) предлагает услуги перевода за 24 часа с помощью своих вычислительных систем.

## Международные тратты

Это банковский чек, который банк выписывает на себя и отправляет клиенту, а тот расплачивается им, как обычным внутренним чеком. Обычно банк получателя должен открыть счет на банк отправителя или заключить с ним соглашение.

## Простой вексель

Простой вексель – не метод платежа, а просто письменное обязательство должника кредитору уплатить оговоренную сумму по требованию или в определенный срок. Вексель имеет форму долговой расписки "я вам должен" – "IOU" (I owe you).

## Тратта

Процедура такая же, как и для внутренней торговли, но погрузочные документы обычно сопровождают счета, когда банк выступает в качестве посредника при международных транзакциях.

## Документарный аккредитив

Этот термин используется, чтобы отличить обычный аккредитив, применяемый в бизнесе, от циркулярного аккредитивного письма, который раньше использовали путешественники и который теперь вытеснили "Eurocheque", дорожные чеки и банковские чеки на наличные. Документарные аккредитивы получают в банке покупателя, заполнив подробную форму о кредите (т.е. указав, подлежит ли чек аннулированию), бенефициаре, сумме, сроке, документах и описании товара. Деньги переводятся на счет поставщика после подтверждения поставки.

*Письма, подтверждающие оплату в международных сделках бывают сложнее, если вы хотите в письме выяснить определенные детали, однако они могут быть конкретными, как при внутренних сделках.*

- Thank you for your prompt delivery. Please find enclosed our draft for £2,341 drawn on Eastland City Bank, Sommerville. Could you please acknowledge receipt?
- We would like to inform you that we have arranged for a credit transfer through our bank, the Hammergsbank, Bergen. The transfer is for £3,120 in payment of invoice No. Re1641. Could you confirm the transfer has been made as soon as the correspondent bank advises you?

- We have pleasure in enclosing our bank draft for £5,141.53 as payment on pro-forma invoice No. 5512. Please advise us when the goods will be shipped and are likely to reach Barcelona.
- You will be pleased to hear that we have accepted your bill and now have the documents. We shall collect the consignment as soon as it arrives in Bonn and honour your draft at maturity.
- Our bank informs us that they now have the shipping documents, and will be transferring the proceeds of our letter of credit to your account.

## 7.5 Уведомление об оплате

*Письма, уведомляющие о получении оплаты, бывают короткими – как в международных, так и во внутренних сделках.*

- Thank you for your Postal Order Cheque/draft/credit transfer/postal cheque for £... In payment of our statement/invoice No.... dated...
- Our bank advised us today that your transfer of £761.00 was credited to our account. Thank you for paying so promptly, and we hope to hear from you again soon.
- We received your Giro slip today informing us that you had paid £126.00 into our account in settlement of Invoice
- No. L231. Thank you for letting us know, and we look forward to hearing from you in the near future.
- Thank you for sending your draft for invoice No. 11871 so promptly. We hope you like the consignment and look forward to your next order.
- We received an advice from our bank this morning that your transfer for invoice No. RE1641 has been credited to our account. We would like to thank you, and ask you to contact us if you need anything else in menswear, or any information about fashions in this country.
- Our bank informed us today that you accepted our bill (No. BE 2255) and the documents have been handed to you. We are sure you will be pleased with the consignment.
- The Nippon Bank in Tokushima have told us that the proceeds of your letter of credit have been credited to our account. Thank you for your custom and we hope you will write to us again. We are enclosing our summer catalogue which we are sure will interest you.

## 7.6 Просьба о продлении срока уплаты

Если вы пишете поставщику, почему вы не оплатили счет, помните – ему важнее, *когда* счет будет оплачен. Так что, хотя объяснения неуплаты нужны, следует также указать, *когда* и *как* вы намерены осуществить оплату.

Начните письмо с имени кредитора (это обязательное условие в установившейся переписке, но в данном случае это особенно важно: вы должны кому-то, и вам следует знать имя этого человека). Укажите счет и извинитесь в ясных, объективных выражениях (т.е. не используйте фраз типа "Please forgive me for not settling my indebtedness to you"). Заметьте: вместо слова "pay" употребляются слова "clear" и "settle the account".

*Объясните, почему вы не можете погасить задолженность. Не слишком драматизируйте ситуацию.*

Обратите внимание на правила деловой этики, в последнем письме не упоминается, ни имени компании-банкрота, ни суммы долга. Обратите внимание также, что в последней фразе говорится о том, что ситуация равно затронула всех поставщиков этой фирмы.

Сообщите о сроке погашения задолженности, это наиболее важная часть информации. Предложите частичную оплату, чтобы сгладить ситуацию.

### **Запомните**

- 1 В инвойсы записывают проданные товары. Торговый инвойс – один из основных документов, используемых в торговле. При нем может быть короткое сопроводительное письмо.
- 2 Предварительные счета (проформы инвойсы) отправляются в случае предоплаты или чтобы сообщить клиенту о цене.
- 3 Отчеты о состоянии счета по товарному кредиту, отправляются ежемесячно или иногда ежеквартально и включают подробности всех транзакций за этот период.
- 4 Существует много методов оплаты через почту и банки. Сопровождающие платежи письма обычно короткие, дают всю информацию о платеже и его предмете. Однако при необходимости в них можно дать дальнейшие комментарии.

- 5 Письма, подтверждающие платеж или дающие рекомендации по платежу, обычно короткие и стандартные, однако в них можно предложить новые условия платежа или выразить недовольство.
- 6 Если вы просите об отсрочке платежа, вам следует извиниться за неуплату в срок, объяснить причину неуплаты и указать, как и когда вы намерены заплатить. Помните, ваш кредитор больше заинтересован в сроке получения по счету, а не в хороших предложениях неуплаты.
- 7 Поставщик обычно взыскивает долг в три приема. Первый шаг – написать вежливое письмо, допускающее разумную причину неуплаты. Второй шаг – отправить более настойчивый запрос со ссылкой на уже отправленное письмо и приложением копий инвойсов и отчетов о состоянии счета. Во втором запросе можно упомянуть, что вы ожидаете уплаты или ответа в разумный срок. Последнее требование следует писать с ограничениями. Опишите происшедшее, объясните, что счет долгое время не оплачивали, и при необходимости пригрозите судебным иском, если счет не будет оплачен к определенной дате.

## 7.7 Словарь

an invoice	<i>счет, инвойс</i>
a remittance	<i>денежный перевод</i>
a pro-forma	<i>предварительный счет (про-форма)</i>
a statement of account	<i>отчет о состоянии счета</i>
a credit/debit note	<i>уведомление о кредите/дебете</i>
a balance	<i>баланс счета</i>
a refund	<i>возмещение убытков</i>
open account facility	<i>открытый счет</i>
Account Rendered	<i>оплаченный счет</i>
due date	<i>дата уплаты</i>
prompt payment	<i>своевременная уплата</i>
to clear/settle an account	<i>оплатить счет</i>
overdue account	<i>просроченный счет</i>
to extend credit	<i>предоставлять кредит</i>
a first/second/third request	<i>первый/второй/третий запрос</i>
a final demand	<i>окончательное требования</i>
to recover a debt	<i>взыскивать долг</i>
carriage forward	<i>стоимость перевозки подлежит уплате получателем</i>

trade discount	<i>скидка розничным торговцам</i>
cash discount	<i>скидка при оплате наличными</i>
goods on approval/sale or return	<i>товары для ознакомления/условия продажи или возврата</i>
a postal order	<i>денежный перевод по почте</i>
a Giro	<i>Гиро-счет</i>
COD (cash on delivery)	<i>наложенным платежом</i>
a cheque	<i>Чек</i>
a current account	<i>текущий счет</i>
a savings account	<i>депозитный счет</i>
a bank transfer	<i>банковский перевод</i>
a telegraphic transfer (TT)	<i>телеграфный перевод</i>
a mail transfer (MT)	<i>почтовый перевод</i>
a bank draft	<i>банковский счет, тратта</i>
a sight draft	<i>вексель на предъявителя</i>
a bill of exchange	<i>вексель, тратта</i>
a letter of credit	<i>Аккредитив</i>
a money order	<i>денежный почтовый перевод</i>
a promissory note	<i>простой вексель</i>
documentary credit	<i>документарный аккредитив</i>
Value Added Tax (VAT)	<i>Налог на добавленную стоимость (НДС)</i>
postage and packing (p&p)	<i>почтовые расходы и упаковка</i>
errors and omissions are excepted (E&OE)	<i>ошибки и пропуски допускаются</i>
The Society for Worldwide Interbank Financial Telecommunications (SWIFT)	<i>Международная межбанковская система передачи информации и совершения платежей</i>

## 7.8 Уведомление о задержке оплаты

Этим письмом адресата уведомляют о том, что платеж просрочен.



Western Wear  
2212 Boot Hill Rd. • Cheyenne, WY 82001  
July 5, 20XX  
Ted Wilson  
515 Ramey Ct.  
Laramie, WY 82063

Dear Mr. Wilson:

Thank you for shopping with us. You are a valued customer. We appreciate your business and know that you want to keep your account current with us.

On May 15, 20XX, you purchased merchandise worth \$319.04 from our store in Laramie. Your payment of \$100 is now overdue.

In the credit agreement you signed, you agreed to pay off your bill in three payments. The first payment of \$100 was due June 15, 20XX. Please send this amount now.

Failure to pay on time may affect your ability to charge merchandise at our store. Thank you for your prompt attention.

You may call me at 800-555-9875 if you have any questions or concerns. Your continued patronage is important to us.

Sincerely,  
Signature  
Mary West  
Credit Manager

*"Шапка"*

*Дата (2-3 пробела)*

*Внутренний адрес (2-3 пробела)*

*Приветствие*

*Формулирование проблемы*

*Формулирование ситуации*

*Указание срока уплаты*

*Указание последствий*

*Указание контактного работника*

*Выражения*

*доброжелательности*

*Заключительные выражения*

*Подпись*

*Напечатанное имя*

*Дополнительная информация*

## 7.9 Напоминание о неоплате

Это письмо напоминает о том, что вексель просрочен, и платеж до сих пор не получен. Старайтесь сосредоточиться на фактических данных и избегать предположений. Например, фраза "We have not received payment" (*мы не получили платеж*) – констатация факта. Фраза "You have not sent payment" (*вы не отправили платеж*) – лишь предположение. Сохраняйте позитивный настрой.

<p>Western Wear 2212 Boot Hill Rd. • Cheyenne, WY 82001 August 5, 20XX Ted Wilson 515 Ramey Ct. Laramie, WY 82063</p> <p>Dear Mr. Wilson:</p> <p>We have not yet received your payments. This is to remind you that both your first and second payments of \$100 are now overdue. This \$200 plus the balance of \$119.04 is due on August 15.</p> <p>In the credit agreement you signed, you agreed to pay off your bill in three payments. The first payment of \$100 was due June 15, 20XX, the second payment of \$100 was due July 15, 20XX, and the final payment of \$119.04 is due August 15, 20XX. Please send the full amount in 10 days.</p> <p>Failure to pay on time will affect your ability to charge merchandise at our store. If you want to discuss your account, call me at 800-555-9875. Perhaps we can arrange a more comfortable payment plan.</p> <p>Thank you for your immediate attention.</p> <p>Sincerely, Signature Mary West Credit Manager</p>	<p><i>Напомните адресату о ситуации</i></p> <p><i>Запросите платеж и укажите крайний срок</i></p> <p><i>Укажите последствия, альтернативу и контактного работника</i></p> <p><i>Обозначьте доброжелательность</i></p>
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## 7.10 Запрос о причинах задержки оплаты

В этом письме содержится вопрос, почему счет не оплачивается. Предполагается, что он просрочен. Имеет смысл сопроводить это письмо личным телефонным звонком и задать тот же вопрос. Часто можно разработать альтернативный план оплаты, принимающий во внимание текущие трудности адресата. Если будет достигнуто другое соглашение, отправьте адресату копию нового плана. Сопровождайте письма звонками, чтобы поддержать общение. Регистрируйте все звонки.

<p>Western Wear 2212 Boot Hill Rd. • Cheyenne, WY 82001 September 5, 20XX Ted Wilson 515 Ramey Ct. Laramie, WY 82063</p> <p>Dear Mr. Wilson:</p> <p>Is there some reason you have not paid your bill of \$319.04? In the credit agreement you signed, you agreed to pay off your bill in three payments. Your total bill is now overdue. Please send \$319.04 within 10 days. If you have any questions or concerns regarding this bill, please contact me at 800-555-9875 by September 10.</p> <p>Failure to send the full amount by September 15 may mean that your bill is turned over to a collection agency. Your prompt attention is urgent to protect your credit.</p> <p>Sincerely, Signature Mary West Credit Manager</p>	<p><i>Задайте вопрос</i></p> <p><i>Укажите срок оплаты</i></p> <p><i>Укажите контактного сотрудника</i></p> <p><i>Укажите последствия</i></p>
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## 7.11 Настойчивое требование

Это письмо указывает на настоятельную необходимость предпринять какие-либо действия в отношении оплаты. Это продолжение отчета о счете адресата. Если ранее был выработан альтернативный план оплаты счета, укажите детали соглашения и даты телефонных разговоров, чтобы сохранить точные записи о них.

Western Wear  
2212 Boot Hill Rd. • Cheyenne, WY 82001  
November 5, 20XX  
Ted Wilson  
515 Ramey Ct.  
Laramie, WY 82063

Dear Mr. Wilson:

Your bill of \$319.04 is now overdue 60 days. Send \$319.04 within 10 days. If you cannot send the total, please call me at 800-555-9875.

Failure to respond may mean that your bill is turned over to a collection agency. Thank you for your prompt attention.

Sincerely,  
Signature  
Mary West  
Credit Manager

*Обрисуйте ситуацию*

*Укажите период отсрочки (если договорились об альтернативе, укажите ее)*

*Укажите возможные последствия*

## 7.12 Спасибо за оплату

Письмо с выражениями благодарности — это инкассовое поручение, о котором часто забывают. Оно может стать напоминанием как о состоянии счета, так и о важности клиента.

Word Trade, Inc.  
5698 Adie Road • St. Ann, MO 63074  
April 19, 20XX  
Vern Mueller  
13245 Greenwood Lane  
Overland Park, KS 66213

Dear Mr. Mueller:

Thank you for your payment of \$563.89.

Your current balance is \$3,000 — your credit limit. A payment of \$500 is due May 1.

We appreciate your attention to your account status with us. Your patronage is important to our company.

If we can assist you, please contact us at 800-555-9000.

Sincerely,  
Signature  
Anita Collins  
Account Executive

*Благодарность*

*Предупреждение/напоминание*

*Признательность*

*Контактная информация*

## 7.13 Потерянный платеж/извинение

Иногда бывает необходима корректировка счета и извинение.

Deem's Department Store  
2030 Aquamarine Road  
Silver Spring, MD 20904  
August 4, 20XX  
Mrs. Franklin  
5930 E. 46th St.  
Colesville, MD 20901

Dear Mrs. Franklin:

Your patience has been bountiful. When we last spoke on Friday, I had not yet located your payment. I have credited \$45.89 to your account today.

Our policy states that one percent interest (APR) is accrued on the last workday of the month on any account balance. However, we are withdrawing this policy for you for August 1 through October 31, during which time your account will reflect a zero-interest adjustment.

We found your check (#984, dated June 20, 20XX) on our mailroom floor this morning. The envelope was torn away and the check was crumpled. We are still speculating about how it disappeared.

To offset any inconvenience the interim bills have caused you, we are enclosing a 20 percent discount coupon for your next order. Just attach the coupon to your order and I'll personally assist you. Thank you for your patience, Mrs. Franklin. Please accept our warmest apology.

Sincerely,  
Signature  
Sybil Paxton  
Customer Service Manager

*Признание  
необходимости  
корректировки*

*Причина корректировки  
политики*

*Преимущество*

*Благодарность*

*Извинение*

## 7.14 Проверка

**Не забыли ли вы:**

- Уточнить имя адресата?
- Написать письмо твердо, но с пониманием?
- Указать сумму долга?
- Указать дату, когда должна была быть произведена оплата?
- Указать штрафы, при наличии таковых?
- Предложить альтернативный план оплаты?
- Указать период отсрочки, при наличии такового?
- Указать новый срок уплаты?
- Указать телефонные номера для контакта?
- Указать последствия неуплаты по счету?

# Глава 8

## *Транспортировка товара, транспортные расходы и страхование*

### **8.1 Термины для обозначения условий доставки товаров**

Международная торговая палата установила специальные термины для обозначения условий доставки товаров – *"Incoterms"*. Их использование необязательно, но значительно упрощает составление контрактов.

**GROUP C** – за перевозку уплачено

**CFR (Cost and Freight) ...**( употребляется с указанием порта прибытия груза – конечного порта следования товара).

**GIF (Cost, Insurance & Freight)** + употребляется с названием порта

**CFR** и **GIF** используется для морских и речных перевозок.

**CPT (Carriage Paid To)** + место назначения

**CIP (Carriage and Insurance Paid)** + место назначения

**GROUP D** – По прибытии

**DAF (Delivered at Frontier)**, название места

**DES (Delivered Ex Ship)**, название порта

**DEQ (Delivered Ex Quay - Duty Paid)**, название порта

**DES** и **DEQ** используется для морских и речных перевозок

**DDU (Delivered Duty Unpaid)**, место назначения

**DDP (Delivered Duty Paid)**, место назначения

**GROUP E** – Отправка груза

**Ex-Works (EXW)**, например, с фабрики или склада

**GROUP F** – Неоплаченная перевозка

**FCA (Free Carrier)**, место передачи груза перевозчику

**FAS (Free Alongside Ship)**, название порта поставки, например, порта отбытия груза

**FOB (Free on Board)**, название порта отбытия

## **8.2 Транспорт и водные перевозки**

*Безрельсовый, железнодорожный, воздушный транспорт и документация; водный транспорт (типы судов, организации, документация и страховка, транспортно-экспедиторские агентства); услуги контейнерных перевозок и документация; фрахтование судов.*

### **Безрельсовые, железнодорожные и воздушные перевозки**

Три основных метода транспортировки товаров, помимо водных перевозок, выделенных в отдельную главу – это безрельсовые, железнодорожные и воздушные перевозки.

## Безрельсовый транспорт

Безрельсовый транспорт обычно сравнительно дешевле и более быстрый по сравнению с железнодорожным. В последнее время объемы таких перевозок в Европе удвоились. Причины – увеличение грузоподъемности грузовиков, особенно с появлением контейнеров, быстрое обслуживание, улучшение дорог и возможность переправиться с помощью паромов, на которые грузовики могут заехать, не разгружаясь.

## Железнодорожный транспорт

Железнодорожный транспорт способен перевозить массовые товары (нефть, зерно, уголь) большими объемами, чем безрельсовый.

Связь между дорожными и железнодорожными перевозками обеспечивают такие компании, как Freightliners, но перегрузка товаров из вагонов в грузовики по-прежнему может стать проблемой. Специальные паромы перевозят поезда через водные преграды (например, Ла-Манш). Тем не менее этот вид транспорта сравнительно дороже, чем безрельсовый.

## Воздушный транспорт

Некоторые товары со временем теряют ценность – например, газеты – или портятся – например, цветы; воздушный транспорт используется для быстрой доставки, особенно на большие расстояния. Страховка стоит дешевле, поскольку товары находятся в пути меньше времени. Однако при перевозке больших объемов воздушный транспорт гораздо дороже и может оказаться неэкономичным.

Основной документ – это *авиагрузовая накладная* (Air Waybill - AWB), состоящая из 12 копий, которые распределяются между авиакомпаниями, экспортером, импортером и таможенной. В отличие от *накладной* (bill of lading, см. ниже раздел «Товаросопроводительная документация»), авиагрузовая накладная – это только квитанция, которую нельзя передавать другому лицу.

## Морской транспорт

Экспортер может воспользоваться услугами компании, состоящей в ассоциации владельцев кораблей, курсирующих по одному и тому же маршруту (*Shipping Conference*) или в *Балтийской бирже* (*Baltic Exchange*).

*Ассоциация* – международная организация владельцев кораблей, которые договорились о фиксированных ценах на перевозку грузов или пассажиров. Они периодически встречаются, чтобы урегулировать стоимость фрахта их судов. Преимущество их клиентов в том, что стоимость перевозки постоянна и универсальна – т.е. не меняется за короткий период и одинакова для всех участников. Они также могут объявить уступки (скидки) за объемные поставки. В области авиаперевозок также существует подобная организация - IATA, Международная организация воздушного транспорта.

*Балтийская биржа* несет несколько функций, но ее рынок перевозок предлагает экспортерам возможность фрахта кораблей и самолетов через брокеров, которые работают за комиссионные и являются специалистами в сфере движения судов и поиска наиболее конкурентоспособных тарифов в любой период.

## Товаросопроводительная документация

В международной торговле используется несколько документов. Основная товаросопроводительная документация такова.

*Счет по фрахту (freight account)* – счет-фактура, отправляемая компанией-перевозчиком экспортеру; в нем указаны тарифы. Когда груз принят в доке, суперинтендант получает *ордер на отгрузку (shipping note)* с квитанцией, требующей отправить груз. *Квитанция, вручаемая перевозчику после погрузки товара (dock receipt, иногда wharfinger's receipt)* возвращается грузоотправителю, тем самым подтверждая, что товары хранятся и готовы к перевозке. Когда товары погружены на борт, может быть отправлена *квитанция помощника капитана (mate's receipt)*, подтверждающая погрузку товаров. Квитанция помощника капитана часто отправляется, когда партия погружена напрямую, и служит титульным документом до тех пор, пока не будет готова накладная.

*Накладная (bill of lading, b/l)* – самый важный документ, поскольку она является титульным документом, т.е. дает право владения товарами лицу, названному в ней. Если на ней значатся слова "to order" (на заказ), это означает, что данный документ подлежит купле-продаже. В таком случае он будет индоссирован на обороте (экспортер подпишет его), и если это бланковый индоссамент (т.е. лицо, которому переступается документ, не указано), ограничений по владению не будет. При передаче аккредитива подтверждающий банк обычно требует перевода накладной на себя на время оплаты экспортеру, а затем передают ее клиенту.

*Отправленная накладная (shipped bill of lading)* означает, что товары погружены на борт. Иногда это обозначается словами "shipped on board". В



транзакциях типа CIF (стоимость, страхование и фрахт - c.i.f.) и "стоимость и страхование" (c. & f.) используются слова "freight prepaid" (фрахт оплачен заранее), указывающие, что стоимость перевозки оплачена. Накладные также помечаются как "clean" (чистые): это значит, что товары погружены на борт в хорошем состоянии; или "dirty/claused" (грязные/с оговорками) – т.е. при проверке были обнаружены неполадки, например, упаковка или товары повреждены. Это защищает перевозчика от заявлений, что он несет ответственность за повреждение или плохое состояние груза.


### 8.3 Запрос тарифов на безрельсовые перевозки

В этом письме компания Homemakers Ltd. пишет фирме по грузовым перевозкам запрос о примерной стоимости доставки мебели клиенту; она описывает упаковку (обратите внимание, что основным для оператора в данном случае будет не вес, а размер), указывает стоимость партии и время доставки.

<b>HOMEMAKERS Ltd.</b> 54-59 Riverside, Cardiff CF1 1JW Telephone:  0222  49721      Registered No. C135162 Telex: 38217		
Transport Manager Cartiers Ltd. 516-9CathaysPark Cardiff CF19UJ Dear Sir,		10 November 2005
Would you please quote for collecting, from the above address, and delivering the following consignment to R. Hughes & Son Ltd, 21 Mead Road, Swansea?		
6 divans and mattresses 700cm x 480cm		
7 bookcase assembly kits packed in strong cardboard boxes, measuring 14 cubic metres each		
3 coffee table assembly kits, packed in cardboard boxes, measuring 10 cubic metres each		
4 armchairs, 320 x 190 x 260cm		
The divans and armchairs are fully protected against knocks and scratches by polythene and corrugated paper wrapping, and the invoiced value of the consignment is £1,660.50.		
I would appreciate a prompt reply, as delivery must be made before the end of next week.		
Yours faithfully,		

## 8.4 Запрос о фрахте судна

Компании необходим корабль для доставки партии бокситов.

<b>Putney &amp; Raven Merchants Ltd.</b>	
Dealers House, Cantley Street, London WC11AR	
Directors: M.L. Putney, D. Raven	
Telephone: 071 467 3149 (10 lines)	Reg No: England 615113
Telex: 886125 PUTRAY G	VAT No: 21 371942
Fax: 071 467 5959	
Keyser Shipbrokers Ltd. 123-5 Lowland Street London EC 1 2RH	7 July 2005
Dear Sirs,	
We would like to charter a vessel for one voyage from Newcastle. New South Wales, Australia, to St Malo, Brittany, France, to take a consignm.ent of 4,000 tons of bauxite.	
Our contract states that we have to take delivery between 1st and 5th August, so we will need a ship that will be able to load during those dates. Please advise us if you can get a vessel and let us know the terms.	
Yours faithfully,	
	
D. Raven	

## 8.5 Словарь: транспортировка груза

Road/rail/air transport	<i>безрельсовый /железнодорожный/воздушный транспорт</i>
transshipment	<i>отгрузка товаров с одного судна на другое в одном и том же порту</i>
haulage (trucking)	<i>перевозка грузовыми машинами</i>
a freight company	<i>компания, занимающаяся грузоперевозками</i>
an airline	<i>авиалиния</i>
a forwarding agent	<i>транспортно-экспедиционный агент</i>
a clearing agent	<i>агент по клирингу</i>
a private carrier	<i>частная транспортная организация</i>
a consignor	<i>грузоотправитель</i>
a consignee	<i>грузополучатель</i>
a checker	<i>контролер</i>
a packer	<i>упаковщик</i>
in transit	<i>в пути (о грузах)</i>
a lorry	<i>грузовик</i>
a van	<i>фургон, товарный вагон</i>
a container	<i>контейнер</i>

a passenger liner	<i>пассажирский лайнер</i>
a passenger/cargo vessel	<i>пассажирское/грузовое судно</i>
a tramp	<i>грузовое судно</i>
a tanker	<i>танкер</i>
a bulk carrier	<i>сухогруз</i>
a container vessel	<i>контейнеровоз</i>
roll-on roll-off facilities	<i>мощности для трейлерной погрузки и разгрузки судна</i>
a ferry	<i>паром</i>
a barge	<i>баржа</i>
a lighter	<i>лихтер</i>
a goods depot	<i>товарный склад</i>
a terminal	<i>терминал</i>
a consignment	<i>партия товара, груз</i>
a shipment	<i>поставка</i>
cargo	<i>груз</i>
a bulk commodity	<i>бестарный (насыпной, навалочный) груз</i>
perishable goods	<i>скоропортящиеся продукты</i>
size	<i>размер</i>
volume (cubic m)	<i>объем (кубические метры)</i>
weight (cubic kg)	<i>вес (кубические килограммы)</i>

## 8.6 Ответственность при перевозках и страховые процедуры

### Ответственность при перевозках

Гаагские правила (Hague Rules), подписанные на Брюссельской конвенции в 1924 году, регулируют ответственность за потерю или повреждение груза, перевозимого по морю в соответствии с накладной, и констатируют, что перевозчик не будет нести ответственности в следующих условиях: войны, восстания, гражданских беспорядков; форс-мажора, т.е. таких исключительных опасностей, как шторм, аномальные нарушения или необычные опасности; небрежности, т.е. когда товары не были надлежащим образом упакованы или были в плохом состоянии в момент упаковки; неотъемлемых дефектов, т.е. когда товары портятся из-за своего содержания или природы. Например, рыба может испортиться, дерево может содержать насекомых, металл может окислиться.

Гамбургские правила (Hamburg Rules) 1978 года расширили ответственность перевозчиков за повреждение или задержку "грузов в сфере их ответственности", если они не докажут, что приняли все меры, чтобы избежать проблем.

Для надежности большинство компаний страхуют свои товары от всех рисков (all risk) – это защищает их от большинства непредвиденных обстоятельств, однако для особенно опасных зон необходима специальная "страховка на случай военных действий".

## **Страховые процедуры**

Компании и отдельные люди защищаются от убытков, ущерба или травм с помощью страховых полисов, являющихся контрактами на случай возможных будущих рисков. Обычный процесс страхования таков:

Желающий получить объем страховой ответственности (cover) заполняет бланк заявки (proposal form). В нем указывается предмет страхования, стоимость, срок и условия, поскольку полис может не охватывать все риски. Страхования компания (underwriter), которая выплатит компенсацию в случае требования определяет страховую премию (premium), т.е. цену страховки.

Если страхователь удовлетворен указанной в бланке заявки информацией, он выдает уведомление о страховке (cover note). Это не сам полис (policy), а соглашение о страховании товаров до момента, пока не будет готов полис. Когда полис отправлен клиенту, страховщик сообщит ему о том, что он по условиям полиса застрахован (indemnified) от потери, повреждения или ущерба.

В случае травмы или смерти застрахованного лица или при страховании жизни (Life Assurance), по условиям которого по прошествии лет выплачивается фиксированная сумма, чтобы общая сумма, или пенсия, была выплачена к концу периода, в силу вступает принцип выплаты пособия (benefit payment). Это означает, что застрахованному выплатят компенсацию исходя из потери заработка или боли и страдания. Платежи по страхованию жизни вычисляются на основе ежегодных взносов плюс процент, который компания получает благодаря инвестированию страховых взносов.

Страховые компании – крупные организации-инвесторы на фондовом рынке. Благодаря инвестированию взносов они могут выплатить компенсации по страховкам или полисам страхования жизни, срок которых подошел.

## 8.7 Запрос о полном страховании

Компания United Warehouses хочет сменить страховую компанию. В данном письме она запрашивает расценки.

<b>United Warehouses Ltd.</b>		
Chairman: B.R. MacDonald A.C.A.      Directors: N.S. Souness, A. Gemill M.Sc, B. Daracott Head Office, Bruce House, Bruce Street, Aberdeen AB9 1 FR		
Registered in Scotland No. 166051		Telephone: 022441615
VAT No. 54901013		Fax: 022462219
		Telex: 247182
Your ref:	Our ref: N3162-1	Date: 6 April 20 —
Westway Insurance Co. Ltd. Society House Ellison Place Newcastle-upon-Tyne NE1 8ST		
Dear Sirs,		
We would like to know if you could offer a comprehensive insurance policy covering us against fire, flood, accident, industrial injury, and theft.		
We are a large warehouse selling furnishings to the retail trade, and employing a staff of thirty. The building we occupy belongs to us and is valued, along with the fixtures and fittings, at £250,000 and at any one time there might be stock worth £70,000 on the premises.		
When calculating the premium, would you please take the following into consideration:		
There are no open fires on the premises as central heating is used, and we have a fully operational sprinkler system which is serviced regularly. There are also numerous fire extinguishers strategically placed throughout, and fire exits on every floor.		
The only danger from flood would be from burst pipes, as we are some distance from the river.		
Since we began trading six years ago we have never had to claim for industrial injury, and damage to stock has been minimal. Finally, pilferage, which is common in warehouses, has only cost us £400 per annum on average.		
Our present policy runs out at the end of this month, so we would require cover as from 1 May, and we would point out that we are changing insurance companies because of the increased rates that our former insurers are charging. So a competitive quotation would be appreciated.		
Yours faithfully,		
B. Daracott		
United Warehouses Ltd.		

## 8.8 Запрос о расценках на морское страхование

Фирма Kent, Clarke & Co. является транспортно-экспедиционным агентством. Она запрашивает стоимость поставки для своих клиентов в Новую Зеландию, поскольку такая доставка не предусмотрена условиями генерального полиса.

**Kent, Clarke & Co. Ltd.**

Chairman: Lord Matherson Directors: B. Kent ACA, C.D. Clarke HND, R.P. Diller  
South Bank House, Borough Road. London SE1 OAA

Reg No: London 3395162  
VAT No: 41 618231 59  
Fax: 071 9287111  
Worldwide Insurance Ltd.  
Worldwide House  
Vorley Road  
London N19 5HD

Telephone: 071 928 7716  
Telex: 988153

15 May 2005

Dear Sirs,

We will be sending on behalf of our clients, Delta Computers Ltd., a consignment of 20 computers to N.Z. Business Machines Pty., Wellington, New Zealand. The consignment is to be loaded on to the SS Northern Cross which sails from Tilbury on 18 May and is due in Wellington on 25 June.

Details with regard to packing and values are attached, and we would be grateful if you could quote a rate covering all risks from port to port.

As the matter is urgent, we would appreciate a prompt reply. Thank you.

Yours faithfully,

J.D. Simpson Supervisor

## 8.9 Запомните

- 1 *Страховка (Insurance)* защищает человека или бизнес от таких рисков, как потеря, ущерб или повреждение. Существует много типов полисов, защищающих от возможных случаев, но клиент должен решить, какие опасности грозят ему.
- 2 *Гарантии (Assurance)* связаны с предложением выплаты пособия иждивенцам в случае смерти или получения инвалидности, или в случае страхования на дожитие или на случай смерти. Крупная пенсия выплачивается после внесения вкладов на протяжении нескольких лет.
- 3 *Возмещение (Indemnification)* – покрытие, позволяющее выплатить компенсацию в случае потери или ущерба. Оно вычисляется на основе рыночной стоимости или стоимости с учетом износа товаров, а не исходя из их первоначальной стоимости. Чтобы застраховаться, клиент заполняет *бланк заявки (Proposal Form)*; затем оценивается *страховая премия (premium)*. В Великобритании она рассчитывается в пенсах. Затем клиент получает квитанцию о покрытии, которая действует, пока полис не будет готов. Страховка основана на принципе добросовестности и поддерживается законами против мошенничества. Страховые компании исходят из того, что застрахованные предметы принадлежат клиенту, не могут быть застрахованы дважды, их стоимость соответствует указанной, и что клиент подчинится условиям полиса.
- 4 *Морская страховка (Marine insurance)* предлагает различные полисы для страхования грузов. Однако большинство экспортеров покупают *таксированный полис (valued policy)* от *всех рисков (all-risk)*, защищающий почти от всех случайностей и обеспечивающий компенсацию потери или ущерба плюс 10%.

- 5 *Генеральный полис (Open cover и floating policy)* используются, когда экспортер осуществляет регулярные поставки. Эти полисы обеспечивают ему общее покрытие, уменьшающееся по мере объявления стоимости каждой поставки, но их можно возобновить.

## 8.10 Словарь по страхованию груза

an insurance company	<i>страховая компания</i>
a broker	<i>маклер</i>
a proposal form	<i>заявление</i>
a quotation	<i>расценки</i>
a policy	<i>полис</i>
Cover	<i>покрытие</i>
all risk	<i>все риски</i>
underwriter	<i>страховая компания; страховщик</i>
a syndicate	<i>синдикат, консорциум</i>
a cover note	<i>уведомление о покрытии</i>
indemnification	<i>возмещение, компенсация</i>
original position	<i>исходное положение</i>
subrogation	<i>суброгация, замена одного кредитора другим</i>
to cover against	<i>гарантия</i>
to take effect from	<i>вступить в силу с</i>
to bond someone	<i>подписывать долговое обязательство</i>
to renew a policy	<i>возобновлять полис</i>
a claimant	<i>предъявляющий права</i>
to make/reject a claim	<i>подавать/отклонять требование</i>
compensation	<i>компенсация</i>
to inspect damage	<i>проверять ущерб</i>
negligent	<i>небрежный</i>
to overvalue	<i>переоценивать</i>
an independent assessor	<i>независимый оценщик</i>
an assessment	<i>оценка</i>
valuation	<i>оценка</i>
arbitration	<i>арбитраж</i>
life assurance	<i>страхование жизни</i>
benefit payment	<i>выплата страховой суммы, пособия</i>

endowment	<i>вклад</i>
fire insurance	<i>страхование от пожара</i>
'special perils' policy	<i>страхование от особых рисков</i>
consequential loss insurance	<i>страхование от косвенного ущерба</i>
accident insurance	<i>страхование от несчастных случаев</i>
insurance liability	<i>обязательства по страхованию, страховая ответственность</i>
property insurance	<i>страхование собственности</i>
personal accident insurance	<i>индивидуальное/личное страхование от несчастного случая</i>
insurance of interest	<i>страхование процентов</i>
fidelity bonds	<i>гарантия, выдаваемая одним лицом другому против злоупотреблений третьего лица</i>
marine insurance	<i>морское страхование</i>
all risk policy	<i>полис от всех рисков</i>
valued policy	<i>таксированный полис</i>
time policy	<i>полис на срок</i>
voyage policy	<i>полис на рейс</i>
mixed policy	<i>комбинированный полис</i>
floating policy	<i>генеральный полис</i>
open cover policy	<i>генеральный полис</i>
in arrears	<i>иметь задолженность</i>
a clause	<i>статья</i>
free from particular average	<i>без ответственности за частную аварию; не включая частную аварию</i>
with particular average	<i>с ответственностью за частную аварию; включая частную аварию</i>
declaration form	<i>таможенная декларация</i>
an insurance certificate	<i>страховое свидетельство</i>
to ship clean	<i>чистая поставка</i>
a clean bill of lading	<i>чистый коносамент</i>
The American Insurance Association	<i>американская ассоциация страховщиков</i>
Lloyd's of London	<i>Ллойд</i>
Lloyd's List	<i>регистр Ллойда</i>
Lloyd's Shipping Index	<i>индекс поставки Ллойда</i>



Lloyd's Loading List                    *регистр Ллойда на погрузку*  
Lloyd's Register of Shipping        *регистр Ллойда на поставку*

## 8.11 Претензии и жалобы по грузам

### Извинение за задержку

Dear Mr. Laing:

Our service goal is to fill your orders accurately 100 percent of the time. However, when we fall short and errors occur, it's frustrating for everyone.

I'm sorry you had a problem with your recent order, and I hope the situation has been resolved to your satisfaction. If there is anything else we can do for you, please call us toll-free at 800-555-5225 Monday through Friday between 7 a.m. and 4 p.m. Eastern time.

Thanks for your patience and understanding.

Sincerely,

Peg Mahr

Customer Service Manager

### Претензия на некачественный товар

PAM'S PARTY GIFTS

P.O. Box 8473

Torrance, CA 90502

April 18, 20XX

Delta Novelty Company

3217 SW 31st St.

Topeka, KS 66614

SUBJECT: REQUEST FOR CREDIT IN ACCOUNT

The case of Hippiity Holiday Bunnies that I purchased from your company do not hop. I am, therefore, returning them to you and requesting that you credit my account the amount charged plus shipping.

The Hippiity Holiday Bunnies which arrived at my store had faulty mechanisms which caused them to fall over instead of hop — as promised in your sales brochure. Because I plan on selling through my line of seasonal items within the next three weeks, I wish my account to be issued a credit instead of you replacing the faulty merchandise. Please find enclosed the copies of your invoice, #1342, in the amount of \$36 and my invoice for shipping charges of \$2.95.

Your quality products have always sold well in my store, and I look forward to seeing your new line of fall items as soon as they are available. In the meantime, your prompt attention to this matter is appreciated.

Martha Sacks

Enc.

Dear Name:

I have been installing name of product for number years now. Since date, I have received number complaints from my customers and have had to replace number units. This has led me to the unavoidable conclusion that too many faulty units are being shipped, which means that you have a breakdown in your quality-control procedures.

I strongly urge you to reevaluate your quality-control program in order to determine where the breakdown is occurring. These repeated problems are making my customers unhappy, which means they are making me very unhappy.

Please give me a call or drop me a note at your earliest convenience in response to this complaint. I would especially like to know how you plan to improve your quality control. This situation cannot be ignored. You can't afford it, and I can't afford it.

Sincerely yours,

### **Поврежденный товар**

Dear Name:

The name of item we ordered from you on date was received on date. The following parts were received damaged—we assume in shipping:

list

On receipt of replacements for these parts, we will make arrangements with you for the return of the damaged items.

You will probably want to know that our Receiving Department reports that the merchandise was packed without adequate cushioning material. This may have been an oversight on the part of your shipping department. If not, we suggest that you réévaluation your damage-prevention procedures.

Sincerely yours,

### **Жалобы по доставке**

Dear Name:

We are sorry to inform you that your delivery of 28 four-drawer chests (Model H95—white finish) on February 19 has given us cause for serious complaint. They were delivered in substandard condition and cannot be fixed. We have been doing business with your company for the past four years and have always been satisfied until today. For that reason, please let us know as soon as possible what your company intends to do to rectify this situation.

Sincerely,

### **Неоднократные ошибки при доставке**

Dear Name:

We've been doing business with you for a long time, now, and I feel I can speak frankly with you.

The performance of your shipping department over the past number months has been, in a word, poor. Of number shipments we received since date, number have been late by at least number days; number have been incomplete; and number have included items we did not order.

These errors have cost us time and effort and have inconvenienced our customers. They have simply got to stop happening.

I'd like to hear what you've got to say about this situation, how you account for it, and how you plan to deal with it. A written response is not necessary, but I do expect a phone call at your earliest convenience.

You've got one unhappy customer here. Sincerely yours,

During this quarter or other time period we have placed number orders with you. Of that number, number included errors: incorrect quantities, incomplete shipments, wrong items, and unauthorized substitutions.

These habitual mistakes have cost us money, time, and effort. I'm sure they have cost you plenty of the same as well. Neither of us can continue to tolerate this situation. Please give me a call at telephone number to discuss the problem. If we are going to continue doing business together, I need to hear your plan for correcting this very serious, very costly problem.

I look forward to speaking with you. Sincerely yours,

**Доставленные товары не соответствуют  
ранее представленным образцам**

Dear Name:

We are sorry to have to inform you that the bulk of the acrylic loungewear (button-front robe with V-neck; our order no. SSLW-V2) that was delivered is not up to the samples which we received on March 15.

On comparing the loungewear received with the samples, we were unpleasantly surprised to discover that the models are not the same high quality. We can only assume that a mistake was made and that the loungewear we ordered has been wrongly delivered.

We cannot accept this delivery because we pride ourselves on the fact that our stores carry only the very best quality in ladies' fashions. For that reason, we must ask for replacement of this entire collection. Please let us know what you wish to do with this order.

Sincerely,

**Доставлен не указанный товар**

Dear Name:

On June 14, I ordered an answering machine with a built-in telephone (Article No. 172AM-TE) from your Summer Sales Catalog. On opening the parcel, I found that it did not contain the ordered item. Instead it contained an entirely different machine. I am therefore returning the item for replacement.

Sincerely,

To:

From:

Re: Wrong Part Shipped, Order Number \_\_\_\_\_

I am returning herewith part number number, which we received on date. We had ordered part number number.

This error has caused us considerable inconvenience, and we would therefore appreciate your expediting delivery of the correct part, part number number.

This is not the first time I've had to write to you about problem.

It's happened again. Your shipping department sent us the wrong parts for item.

On date I ordered quantity merchandise from you. I was promised delivery by date. I have yet to receive the shipment.

To: From:

Re: Order Number \_\_\_\_\_

This order was received incomplete, lacking the following items:

list

The name of item we ordered from you on date was received on date, with the following parts damaged in shipment:

list

We have done a lot of business together, so I feel I can—and should—speak frankly with you.

**Отсутствует часть товара**

Dear Name:

On checking the waterproof parkas with taffeta lining (Models 666L and 999XL; our Order No. 7778) we received this morning, we find that 32 parkas listed on your packing lists as well as on your invoices have not been included in this shipment. For that reason, we enclose a list of the missing articles. Please check with your packers before we make a formal claim.

Sincerely,

## Обратите внимание:

Ключ к написанию эффективного письма с претензией о поздней доставке не только в том, чтобы констатировать факт, но предупредить о тех неудобствах или дополнительных расходах (временных, финансовых или моральных) которые происходят из-за этого:

Ваше письмо должно включать:

1. Детали проблемной поставки: номер товарной партии и заказа.
2. Оговоренная и реальная дата доставки.
3. Внутренние проблемы в Вашей компании из-за задержки груза.
4. Проблемы финансового характера, ущерб деловой репутации, подрыв доверия клиентов.
5. Позитивное заявление о высоком качестве продукции поставщика и Вашего желания продолжать работать с ним.
6. Что Вам требуется чтобы и в дальнейшем сотрудничать с поставщиком (готовность исправить ошибки, письменное соглашение о готовности платить штрафы и так далее).
7. Просьба о немедленном ответе.

*Посмотрите как реализованы все эти правила в письме:*

Dear Mr. Travis:

We received the three linear amplifier circuits we ordered today on PO # 3456. As you know, this is six days past the promised delivery date.

As a result, we have had to delay shipment of a base station to one of our most important network accounts. We also had to log considerable overtime in our shop to make up for the delay your late delivery caused.

We now have a major customer complaining about our service, not to mention a substantial loss of profit margin on this particular sale. Obviously, my management is not happy.

Zarcon makes excellent amplifier circuits, which is why we favor you with substantial business. But now my boss is asking for technical bids from other companies.

I would like to continue placing our orders with you if you can assure me that the delivery problem will be corrected on all future orders. In addition, we may want to write a cash penalty for late delivery into future contracts.

Please call me as soon as possible to discuss these terms and arrangements.

Sincerely,

*Вот пример еще двух нестандартно написанных писем:*

Dear Name:

Repeatedly during the past period of time, Name of company has shipped our orders anywhere from number to number days late. Occasional late shipments are understandable and, I suppose, unavoidable. But your practice of shipping later than promised is becoming intolerable. We simply cannot keep adjusting our schedules and disappointing our customers.

I need two things from you at this point—

First: Please send me a letter of explanation detailing the reasons for your pattern of late shipment and outlining a plan for preventing late shipments in the future. I will expect this letter no later than date.

Second: Start making your shipments on time.

We want to work with you to resolve this problem, but, above all, we need to work with suppliers on whom we can depend.

Sincerely yours,

Dear Name:

We're all familiar with the concept of a chain reaction. Something happens at one end of a process, and the other end is affected. One reaction sets off another, and that one another, and pretty soon you've got a very big explosion.

I'm afraid that's what's happening to us. Your company has been consistently late in making shipments to us, which has meant that we, in turn, have sometimes been unable to keep our promises.

We can't go on this way. Lets stop the chain reaction right now—before the explosion

I'd like to set up a meeting with you before date to discuss the reasons for the late shipments and to hear your plan for making all future shipments on time. Please give me a call at telephone number as soon as possible.

We like your product and your price, but we need to be able to depend on you 100 percent.

Sincerely yours,

### **Ответ на претензию о задержке доставки (вина третьей фирмы)**

Dear Ms. Jones:

Thank you for bringing the problem of late deliveries to our attention. I'm sure they must be most aggravating.

As much as we would like to help you, the problem lies with the trucking firm. We have contacted them concerning the late deliveries and are reviewing our use of Nelson Trucking as our carrier. At present, we have no contract with them but shall be demanding a contract so we have leverage in such matters. I suggest that you contact them, also, to emphasize the seriousness of the situation.

I'm sorry I can't help you any more than this, but I can assure you that we are trying to remedy the situation as quickly as we can. Unfortunately, an immediate solution is dependent upon Nelson Trucking. Thank you once again for your understanding.

Sincerely yours,

Dear Name:

We are in receipt of your fax of November 28 and regret the delay in delivery of your order No. SSTX-32AA for floor lamps and pole lamps. When we received your order in late October, our supplier was out of stock. However, we are pleased to advise you that your order will be filled by December 8. We apologize for any inconvenience caused by this delay. Thank you very much for your patience and cooperation in this matter.

Sincerely,

## **Благодарность за решение проблемы**

Если Ваше обращение произвело действие, и Вы рассчитываете на продолжение деловых отношений, имеет смысл написать короткое письмо-благодарность. Основной смысл такого письма – показать, что проявленная Вами решимость в защите своих прав – во взаимных интересах сторон.

### **Персонализируйте свое письмо-благодарность:**

Правильно написанное письмо-благодарность несет положительный функциональный заряд. Оно побуждает контрагента и дальше относиться к Вам с предпочтением.

1. Скажите "спасибо" и объясните за что.
2. Подтвердите, что Ваша жалоба была удовлетворена.
3. Подтвердите, что Вы готовы сотрудничать в дальнейшем.

Пример письма-благодарности:

Dear Ms. Lieb:  
Just a short note to say "thanks" for your courteous letter and for sending a replacement amplifier cover so promptly.  
In today's pressured world, many customers (including myself) are quick to criticize and slow to praise. This is a letter of praise.  
Your response was fair and exactly was what I wanted. You have resolved my problem, transformed dissatisfaction into satisfaction, and assured continued future orders from me. Both of us got what we want. Thank you.  
Sincerely,

## **Отказ от товара по причине его задержки**

Есть много причин, по которым Вы можете отменить заказ после того, как Вы его отправили. Вы могли устать ждать поставки. Или, если товары не были специально изготовлены для Вас, Вы могли найти более дешевые либо качественные варианты или решить, что товар Вам больше не нужен. Независимо от причины отказа, Ваше аннулирование должно быть сделано в письменной форме. Если время ограничено, пошлите факс или сообщение по электронной почте, затем вышлите подписанный бумажный экземпляр почтой

Создайте свое письмо-аннулирование заказа:

- Укажите номер заказа.
- Укажите причину, по которой Вы отменяете ваш заказ.
- Дайте понять, что поскольку Вы не получили товар, Вы не ожидаете получить счет.

RE: Order #794556

Dear Mark:

After a six-week wait, we have not received the connectors we ordered from your company.

At this point, we can't wait any longer without the risk of missing our production deadlines. I am buying the connectors from a local supplier and canceling my order with you.

I do not expect to receive a bill. Sincerely,

## **Возврат товара**

Иногда Вы можете столкнуться с необходимостью по каким-либо причинам вернуть товар. Возможно причиной тому, что получен не тот товар или качество не соответствует ожидаемому. Вы можете требовать от поставщика исправить ошибку или отменить заказ и просить возместить стоимость. В любом случае постарайтесь ясно объяснить почему Вы возвращаете товар, и что Вы ожидаете от поставщика.

### **Персонализируйте свое письмо о возврате товара:**

Отказываясь от поставки, четко объясните какие товары Вы возвращаете.

1. Укажите номер заказа и приложите его копию (если есть в бумажном виде).
2. Объясните, почему Вы возвращаете товар.
3. Объясните, что Вы хотите: исправить ошибку или вернуть деньги.
4. Укажите дату, до которой Вы хотите исправить ошибку или вернуть деньги.
5. Поблагодарите за содействие.

Dear Name:

This is the second third, etc. name of product I have returned to you because of manufacturing faults. The problems with this unit include list.

I am willing, yet one more time, to accept a replacement, but I reserve the right to a complete refund if I find the replacement unsatisfactory.

Might I respectfully suggest that you thoroughly review your manufacturing and quality control procedures?

Sincerely yours,

Dear Mr. Millington,

I am returning with this letter a recent shipment of 500 imprinted golf balls (order #3345) along with a copy of our original purchase order.

As stated, the logo should be reproduced in our corporate color, which is green. The logos on the golf balls you sent are bright blue, and therefore unacceptable.

Please make the necessary corrections and send another shipment of 500 golf balls (with the logo in our corporate green) by the 15th of this month. We need them for a company-sponsored event that starts the first of next month.

Thanks for your prompt attention to this matter.

Sincerely,

# Глава 9

## *Рекламные письма и письма о продаже*

Собственно говоря, все письма касаются продажи. Вы продаете услуги или продукт, а также свой имидж. Такие письма призваны начать или закончить процесс продажи. Все же мы попытались собрать в этом разделе категории бизнес-писем, которые встречаются наиболее часто:

- Просьба о встрече
- Представление возможному клиенту
- Письмо клиенту о продаже
- Рекомендательное письмо
- Дополнительное письмо
- Письмо по поводу отсутствия ответа
- Дополнительное письмо после продажи
- Письма о передаче

Приведенные ниже письма иллюстрируют все разделы письма.

### **9.1 Организация продаж товара**

С помощью писем (факсов, сообщений электронной почты) о распродажах и продвижении товара продавцы назначают или подтверждают встречи, объявляют о распродаже, представляют клиентам новых менеджеров. Само письмо является инструментом продажи. Зачастую эти письма демонстрируют творческий подход к содержанию и структуре.



## 9.2 Представление нового менеджера клиенту

Это письмо представляет менеджера потенциальному клиенту.

**Tom's Sport Supply**  
665 Spinning Wheel Ct. • Bilmont, UT 84106

December 4, 20XX

Terrance O'Toole  
Golfers Teed Off  
870 C. Street  
Walla Walla, WA 98661

Dear Mr. O'Toole:

You and your firm have been recommended by Cal Gonzonles of Fore, Inc. Cal indicated that you may be interested in the line of products that we have, particularly our new Golfite line. I have enclosed our latest catalog.

I will be in the Walla Walla area the week of December 16. I would like to meet with you to discuss how our Golfite line can help your business. I will contact you within the next 10 days to schedule an appointment. In the meantime, if you have any questions, call me at 800-555-1125. I look forward to meeting you.

Sincerely yours,  
Signature  
Chip Ashcroft  
Sales Representative

*Рекомендации*  
*Дополнительные*  
*услуги*  
*Просьба о*  
*встрече*  
*Контактная*  
*информация*

Это письмо также представляет менеджера и заодно рекламирует возможности гостиницы:

**WAVERLEY HOTEL**  
360 South Dearborn • Chicago, IL 60604

August 15, 20XX  
Fred E. Sherman, Secretary  
The Paramount Institute  
P.O. Box 323  
Orlando, FL 32822

Dear Mr. Sherman:

Just a note to introduce myself and to let you know of the Waverley Hotel's interest in the 20XX meeting plans of the Paramount Institute.

The Waverley Hotel contains 674 newly redecorated guest rooms; this includes 12 double room suites. The hotel is located in the heart of Chicago, only 30 minutes from Midway airport. Our three four-star restaurants offer our guests variety in menu selection and atmosphere. Our 36,000 square feet of meeting and banquet space include the city's largest ballroom and the largest on-site exhibition hall. I have enclosed a complete schedule of our function space dimensions and capacities.

Please stop by and see us if you are in our area — we would like the opportunity to show off our hotel. In the meantime, however, I will call your office next week to answer any questions you may have on the Waverley's facilities and to discuss how we may be of service to the Paramount Institute.

Sincerely,  
Signature  
Carol Brawn  
Director, Convention Services

*Причина*  
*написания письма*  
*Подробности*  
*Приложение*  
*Дополнительные*  
*данные о*  
*состоянии дел*  
*Планы*  
*Контактная*  
*информация*

## 9.3 Письмо существующему клиенту по поводу продаж

В этом письме сделана попытка перехватить бизнес у другой фирмы:

<p style="text-align: center;"><b>GERSON ACCOUNTING SERVICES</b> P.O. Box 514 San Francisco, CA 94133</p> <p style="text-align: right;">September 10, 20XX</p> <p>John L. Hoffman United Services Bank P.O. Box 8976 San Francisco, CA 94133</p> <p>Dear Mr. Hoffman:</p> <p>This afternoon I spoke with Don Smith at the United Services Bank in Berkeley. During our conversation, Don mentioned that the bank uses a local CPA firm to maintain their book depreciation records.</p> <p>Since we prepare the tax return for United Services Bank, it would seem to make sense for us to maintain both systems. We would incur some set-up cost; however, this would be recouped over a relatively short period through efficiencies in running both depreciation systems through one software package.</p> <p>If you are interested in this idea, I will put together an estimate of the set-up cost for you. For your information, since the bank's book depreciation system is in very good shape, I would anticipate our set-up time on this account to be less than what we have encountered in setting up other clients.</p> <p>Sincerely, Signature Steve Brooks Vice President</p>
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*Констатация  
ситуации*

*Причина*

*Преимущество*

*Услуги*

*Преимущество*

## 9.4 Рекомендательное письмо

Это письмо представляет людей друг другу – например, нового продавца клиенту. Если вы обращаетесь к адресату по имени, представляемого человека также можно называть по имени. Если более уместно вежливое обращение и должность, следуйте той же модели со всеми именами, упомянутыми в письме.

<p style="text-align: center;"><b>Sea Lanes</b> 8945 N. Shore Dr. • Boston, MA 01611 • 1-800-555-3456</p> <p>Carl N. White Lobster Trappers Ltd. Box 65 Kerpaquadick Cove, ME 04103</p> <p>Dear Carl:</p> <p>I am happy to introduce our new sales representative, Terry King, to you. Terry will be in charge of servicing your account.</p> <p>Terry is a graduate of the University of Maine and holds a degree in Sales and Marketing. For the last five years he has worked as a salesman for Boston Fisheries and Equipment. We are proud to have him on our staff and are sure he will be able to give you the kind of service you have come to expect from Sea Lanes. Please call us if there is anything we can do for you. Terry will be contacting you within the next two weeks to personally introduce himself, discuss his monthly schedule and answer any questions you might have. Ask Terry about his family's secret recipe for lobster!</p> <p>Sincerely yours, Signature T.K. (Tip) Walton Director of Sales</p>	<p style="text-align: right;">November 22, 20XX</p>
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*Причина  
представления*

*Исходная  
информация*

*Просяба о  
поддержке*

*Контактная  
информация*

*Личные  
комментарии*

## 9.5 Дополнительное письмо (нет ответа на запрос)

В этом письме спрашивают, получил ли адресат письмо.

**Three W's**  
Box 231 • Medford, MO 64506

December 1, 20XX

Richard Patterson  
789 Winterwood Lane  
St. Joseph, MO 64503

Dear Mr. Patterson:

On November 10, I sent you a letter describing our newest product. Did you receive the letter?

I will be happy to answer any questions you may have and explain the unique features of Vu-More and its benefits to you. You are a valued customer. If there is any way that I can help you in making a decision, please call me at 800-555-1309.

Sincerely,  
Signature  
Kay Lynne Overmeyer  
Sales Director  
KLO:pst

*Ссылка*

*Цель*

*Любезность*

*Предложение помощи и  
контактная информация*

Напоминание клиенту о том, что он не ответил на последнее письмо.

**Lakeland Insurance**  
7779 23rd St. E. • Camden, NJ 08610

October 2, 20XX

Barry Wu  
Wu's Gardens  
558 Magnolia  
Garden City, NJ 08638

Dear Mr. Wu:

Just a reminder: I recently sent you a computer printout of a proposal of health insurance for your employees.

I have attached another printout for your convenience and hope that you will take the time to review it. As you can see, we offer a competitive package. Plans A and B are especially responsive to your needs.

I will call you next Friday after you have had time to review the proposal. I am eager to do business with you. In the meantime, if you have any questions or concerns, I can be reached at 308-555-9847.

Sincerely,  
Signature  
Terry Laforge  
Sales Manager  
TML:wie  
Enc.

*Напоминание*

*Обзор*

*Акцент*

*Предложение помощи*

*Контактная информация*

## 9.6 Настойчивое письмо по поводу отсутствия ответа

Такое письмо пишут, когда клиент не отвечает довольно долгое время.

<p style="text-align: center;"><b>Cattleman's</b> 3567 Hereford Lane • Tulsa, OK 73072</p> <p>July 15, 20XX</p> <p>J.M. Chesterman 900 Oilman Highway Tinderbox, CO 80215</p> <p>Dear Mr. Chesterman:</p> <p>Yesterday I was going through our files and realized that we had neglected to contact you concerning our proposal to replace your cattle feeders.</p> <p>I realize that four months have passed since I sent you the information, so I have attached our original proposal. I hope you will take time to look it over. We feel our prices are very competitive and the quality and durability of our feeders will actually save you money in the long term.</p> <p>I will call you next Monday after you have had time to review the proposal. I am looking forward to doing business with you. If you have any questions or concerns, I can be reached at 308-555-9847.</p> <p>Sincerely, Signature Theodore "Tex" Miller President TJM:ssm Enc.</p> <p>P.S.You can save \$535 on a feeder this year!</p>
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*Констатация  
ситуации*

*Рекомендации*

*Преимущества*

*Контактная  
информация*

*Постскриптум*

## 9.7 Письмо, сопровождающее договор

Контракт можно сопроводить письмом.

<p style="text-align: center;"><b>Zarcon Laser Systems</b> 80000 Orange Blossom Dr. Boston, MA 02174</p> <p>March 15, 20XX</p> <p>Tony Blumenthal, Realtor The Winstead Building, Suite 400 P.O. Box 46758 Boston, MA 02180</p> <p>Dear Tony:</p> <p>Two copies of the revised six-month leasing agreement for the Zarcon Laser Copier II are enclosed. I'm pleased you are happy with its performance.</p> <p>The yellow highlights on one copy reflect the changes that we addressed in our March 14 conversation. Please indicate any additions or omissions in the margins and initial and date each correction. I will review the copy and get back to you by April 5.</p> <p>If the current changes meet with your approval, please sign at the "X" on page 3 of the unmarked copy and return it in the SASE by March 29.</p> <p>If I may clarify or help in any other way, Tony, please call me at 555-3993.</p> <p>Sincerely, Signature Lee Webster Senior Account Executive Enc.</p>
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*Цель*

*Приложения*

*Инструкции*

*Альтернативные  
инструкции*

*Контактная  
информация*

## 9.8 Письмо передачи с запросом

Если вам нужно отправить одни данные и запросить другие, прибегните к подобному сопроводительному письму. Обмен информацией – часть стратегии продажи. Обсуждение технических вопросов в письме должно быть коротким – объяснения приведите в приложениях.

<p style="text-align: center;"><b>Rocky Flats Physics Facility</b> 2367 Central Avenue Albuquerque, NM 87106</p> <p style="text-align: right;">February 16, 20XX</p> <p>Joseph P. Harlow, Ph.D. Defense Engineering 784 Trinity Dr. Los Alamos, NM 87544</p> <p>Dear Dr. Harlow:</p> <p>Your inquiry regarding our services is welcome. I am enclosing a brochure that will summarize our optics program for infrared conductors and the surface lab work we do.</p> <p>If you will send us similar literature from your agency, I can be more specific about what we can do for you.</p> <p>I will call you later this week to answer any questions. Thank you for your interest.</p> <p>Sincerely, Signature Zack A. Bromley, Ph.D.</p> <p>Enc.</p>
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*Ответ на запрос*

*Просяба*

*Преимущество*

*Контактная информация*

## 9.9 Письмо с приложениями

Это письмо коротко освещает техническую информацию и сообщает о возможных дополнительных услугах. Все детали оставьте для приложений, а в сопроводительном письме приведите только краткий обзор.

<p style="text-align: center;"><b>William Hennings Accountants</b> Drawer NN Burlington, NC 27216</p> <p style="text-align: right;">December 10, 20XX</p> <p>Linda Maple 77 Cherry Brook Terr. Burlington, NC 27218</p> <p>Dear Linda:</p> <p>Your projection for the possible Grantor-Retained Income Trust (GRIT) is included with this letter.</p> <p>You may also want to investigate Grantor-Retained Annuity Trusts (GRATs) and Grantor-Retained Unitrusts (GRUTs). I have taken the liberty of including a pamphlet describing these options in more detail.</p> <p>Please let me know if I may clarify anything for you. We could meet any time next Thursday at your convenience to discuss which trusts best suit your assets and family situation.</p> <p>Sincerely, Signature Davis C. Cernicek</p> <p>Enc.</p>
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*Ответ на запрос*

*Дополнительные услуги*

*Предложение помощи*

## 9.10 Письмо передачи с информацией

Письмо с выражениями благодарности или вопросами продажи, включающее потребованную клиентом информацию. Обеспечивает контакт.

<b>Roger Publications Inc.</b> 8560 College Blvd. Overland Park, KS 66210	
	September 21, 20XX
Janet Kirby Alvarez Advertising 10253 W. Higgins Road, Suite 600 Rosemont, IL 60018	
Dear Janet:	
You made a wise decision by including Working Women's Guide in your marketing plans for Mor-PEP! Thank you for your order.	
Working Women's Guide provides the most effective way to reach this big-volume market. Readership is unexcelled, as shown by the recent Starch WOMEN'S Study.	
Regarding your question on a preprinted insert card: the investment involved is \$3,000. If you would like for us to print a card, the card would be a net cost of \$1,575. There would be no real cost advantage to using a card attached to our reader service coupon.	
The cost for the coupon space is \$5,000 and includes the printing.	
Having your message on the card next to the reader service coupon could be a big advantage, however, for readership.	
I'll call your office next week to answer any questions on this — and thanks again for your order.	
Rebecca Ruddy Account Supervisor	

*Доброжелательность*

*Преимущества*

*Информация*

*Преимущества*

*Контактная информация*

# Глава 10

## *PR письма, поддерживающие имидж компании*

*В этой главе приведены примеры PR писем, которые помогут вам затронуть различные темы, влияющие на внешний облик компании и отношения внутри нее. В таких письмах говорится о специальных событиях, достижениях и вопросах.*

### 10.1 Общая благодарность

В этом письме выражается благодарность клиентам. Такое письмо можно использовать для продажи или рекламы или в знак благодарности за верность компании.

<p><b>Zebra Prints</b> 224 Bever Ave. • Madrid, MS 39378</p> <p>Lillian R. Wilkinson 4500 Ramble Road Lane Madrid, MS 39379</p> <p>Dear Ms. Wilkinson:</p> <p>On behalf of Zebra Prints, we wish to express our sincerest appreciation for your continued patronage. It is because of valued customers like you that we are able to continue to offer you the finest in fabrics.</p> <p>Zebra Prints has been in business for 75 years. We are dedicated to bringing you the finest in fabrics, particularly those of all-natural materials. Mr. Case, our founding father, loved to say, "The customer wants the best at the lowest price," and that is the motto we use as our guiding principle.</p> <p>Please stop in and see us soon. Our new spring fabrics will be in the showroom on March 15. If you bring this letter with you, we will give you a 15 percent discount on any fabric you purchase in March.</p> <p>Sincerely yours, Signature Terrance Sullivan Case, Jr. President TSC:maj</p>	<p>October 12, 20XX</p>
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*"Шапка"*

*Дата*

*Внутренний адрес*

*Приветствие*

*Констатация цели*

*Любезность*

*Развитие*

*Итог*

*Преимущество*

*Заключительные  
выражения*

*Подпись*

*Напечатанное имя*

*Дополнительная  
информация*

## 10.2 Признательность

В этом письме выражается признательность за предпринятые действия. Довольно часто такие письма отправляются работникам компании.

<p style="text-align: center;"><b>Seven Sisters</b> 709 Starry Way • Council Bluffs, IA 50574</p> <p>R.K. Kirkman 4590 N. Iowa Avenue Omaha, NE 68164</p> <p>Dear Mr. Kirkman:</p> <p>On behalf of the staff at Seven Sisters, I want to express my appreciation for your help in our recent ad campaign. Your tireless efforts made the campaign one of the most successful we have ever had.</p> <p>Seven Sisters' success relies heavily on the commitment of its employees. Devotion such as yours allows us to be leaders in the field of fashion merchandising in the Omaha/Council Bluffs area.</p> <p>Your efforts contribute to higher sales, and that, as you know, means increased profit-sharing for our employees.</p> <p>Thank you for all of your hard work. Seven Sisters is successful because of employees like you.</p> <p>Sincerely, Signature Laney Moore President LAM:rie</p>	<p style="text-align: right;">April 13, 20XX</p>
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*Причина  
признательности*

*Общая  
информация о  
компании*

*Особая  
признательность*

*Благодарность*

## 10.3 Официальная дата (менеджеру компании)

В этом письме говорится об официальной дате – например, избрание политика или годовщина работы сотрудника в компании.

<p style="text-align: center;"><b>Wood Hollow Cranberries</b> 850 Random Rd. • New London, CT 06320</p> <p>Edward Brown 8879 Kirksville Ct. New London, CT 06320</p> <p>Dear Ed:</p> <p>All of us at Wood Hollow Cranberries wish to extend our sincerest congratulations on your tenth anniversary here at Wood Hollow.</p> <p>Your work, first as Assistant Plant Manager and now as Plant Manager, has been exemplary. We are most pleased to have you on our management team and look forward to many more years of working with you.</p> <p>Sincerely yours, Signature Grant Kleissman President GWK:gmh</p>	<p style="text-align: right;">April 8, 20XX</p>
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*Поздравления*

*Специальные  
положения*

*Репутация*



## 10.4 Приглашения - официальные

Официальные выражения этого письма отражает официальность события и требуют официального ответа.

<p><b>Erskins and Co.</b> 985 Washington • Boise, ID 83805 555-8800</p> <p>Carmen and Ted Schmitt 800 Lander Lane Meridian, ID 83642</p> <p>Dear Mr. and Mrs. Schmitt:</p> <p>You are cordially invited to a formal dinner in honor of Samuel Whitters on October 21, 20XX, at 8 p.m. at the Boise Hilton.</p> <p>Mrs. Schmitt, as you are an associate of Mr. Whitters, we would like you to speak briefly about his work in the lumber industry. If this is possible, please let me know within the next week.</p> <p>Please note that this is a black-tie event. RSVP with the names of those attending by October 14.</p> <p>Sincerely yours, Signature John Randall III Chairman, Social Committee JKR:sat</p>	<p>October 1, 20XX</p>
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*Время, дата и  
место события*

*Просьба*

*Срок*

*Требования*

## 10.5 Приглашения - неофициальные

Это письмо более неформально и написано более разговорным языком. Оно может требовать ответа, но ответ может быть устным или неофициальным.

<p><b>TeleWorld</b> 1810 Ohio Ave. • Little Rock, AR 72293</p> <p>Ramona Jenkins 55 Tremont Little Rock, AR 72291</p> <p>Dear Ramona:</p> <p>The marketing department is having a surprise get-together next Thursday afternoon after work for the retirement of J.J. Small.</p> <p>Please bring a gag gift to send J.J. on his way to a happy retirement. We're asking each person to contribute \$5 for a legitimate retirement gift. Wanda Templeman is collecting.</p> <p>Let Wanda (ext. 233) know by Monday if you can make it so she can order enough refreshments.</p> <p>Sincerely, Signature Chuck Meyers Chairman, Social Committee CJM:eem</p>	<p>June 13, 20XX</p>
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*Время, дата и  
место события*

*Просьбы*

*Требования*

*Срок*

## Приглашение на формальный ужин

<b>Erskins and Co.</b> 985 Washington • Boise, ID 83805 555-8800		October 1, 20XX
Carmen and Ted Schmitt 800 Lander Lane Meridian, ID 83642		
Dear Mr. and Mrs. Schmitt:		
You are cordially invited to a formal dinner in honor of Samuel Whitters on October 21, 20XX, at 8 p.m. at the Boise Hilton.		
Mrs. Schmitt, as you are an associate of Mr. Whitters, we would like you to speak briefly about his work in the lumber industry. If this is possible, please let me know within the next week.		
Please note that this is a black-tie event. RSVP with the names of those attending by October 14.		
Sincerely yours, Signature John Randall III Chairman, Social Committee		

## Принятие приглашения

Name/Title Business/Organization Address City, State Zip Code Dear Name: Dr. and Mrs. John McDonald are pleased to accept the Winchester Corporation's kind invitation to attend the dinner dance at the Alexandria Hotel on Saturday, September 12. Yours sincerely, Signature Name	Date
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## Отказ от приглашения *(из-за другой предварительной договоренности)*

Dear Name: Mr. and Mrs. Alex Longman thank the Management Team of the Winchester Corporation for the kind invitation to attend the dinner dance honoring William R. Chesterfield on September 12, but regret that they are unable to attend due to a prior commitment. Sincerely, Signature Name
--

Dear Name:

Mr. and Mrs. Frank Hitching sincerely regret that owing to a previous engagement they are unable to accept the kind invitation of the Winchester Corporation for the dinner dance to be held on Saturday, September 12.

Sincerely,

## 10.6 Признание достижений

В этом письме работодатель признает хорошую идею работника и приводит положительные комментарии других людей.

**Baker's Department Store**  
432 Washington Ave.  
Independence, MO 64052

December 12, 20XX

Sharon Rash  
2508 East Elm  
Independence, MO 64053

Dear Sharon:

You are doing a super job and it shows! Because of your efforts in coordinating the seasonal decorations around one theme, each department looks better — and that has the entire store looking better. And, of course, this makes it a more pleasant place to work for all of us.

Your efforts have been noticed not only by staff but also by our customers. Several have mentioned the "new" look. The extra time you spent on this project is greatly appreciated; the enclosed is our "Thank you for a good idea and a job well done."

Sincerely,  
Signature  
Steven Baker  
President  
Enc.

*Признание*

*Конкретные факты*

*Приложение*

В этом письме признают достижение клиента, работника, родственника клиента или работника, или друга компании.

**Pampered Prints**  
282 Kefauver Dr. • Mt. Vernon, KY 42040

March 30, 20XX

Maria Fernandez  
3333 Trenton Way  
Mt. Vernon, KY 42049

Dear Maria:

Your design for our Kute Kids line is outstanding! Pampered Prints is proud that you are one of our employees.

Because of your design, Kute Kids is breaking all records in sales.

During the first quarter, Kute Kids outsold all other lines in the Size 6-12 category.

Keep up the good work. We need people like you, Maria, at Pampered Prints.

Sincerely yours,

Signature  
Lily Marret  
Director of Sales  
LNM:ddl

*Признание достижения*

*Общая информация о достижении*

*Пощрение*

## 10.7 Дополнительное письмо после продажи

Это письмо следует за событием. Оно поддерживает позитивный контакт и поощряет клиента к продолжению совместной работы.

<b>WAVERLEY HOTEL</b> 360 South Dearborn • Chicago, IL 60604	October 31, 20XX
Cynthia Brown The First Management Group 110 First Ave. Clayton, MO 63105	
Dear Cynthia:	
It was such a pleasure to have a group like yours as our guest! Not only did we enjoy having The First Management Group in our hotel, but getting to work with you was an added benefit!	
You are so professional and organized that you make us look good.	
Cynthia, if there's anything I can ever do to help you, give me a call. Please stay in touch; the next time you're in Chicago, we'll take some time and see the city!	
Sincerely,	
Signature	
Carol Brawn	
Director, Convention Services	

*Поздравления*

*Репутация*

*Личные  
обращения*

## 10.8 Объяснение политики и позиции

Эта служебная записка объясняет политику компании и позицию в отношении работников. Обычно служебной записки достаточно, но в определенных обстоятельствах бывает необходимо официальное письмо.

<b>MEMORANDUM</b>
Date: December 23, 20XX
To: All Employees
From: Manuel Gonzales
Re: Policy Concerning Sick Leave
There seems to be some misunderstanding concerning Swithams' sick leave policy.
Each employee is allowed 10 sick days per year during the first five years of employment. For five to 10 years of employment, each employee is allowed 15 days of sick leave. Any employee of 10 or more years is granted 20 days of sick leave. Sick leave may be accumulated up to one full year (365 days). After an absence of two days, an employee must seek medical advice and present a doctor's excuse upon return to work. Failure to do so may result in docking of pay for any sick leave after two consecutive days.
For further information, refer to the employee manual, page 23, or contact our Benefits Officer, Barbara Wieland.
I hope this clears up any misunderstanding, particularly concerning the doctor's excuse.

*Констатация  
ситуации*

*Объяснение*

*Последствия*

*Конкретный  
вопрос*

*Репутация*

**Australian Outfitters**  
P.O. Box 212 • Los Angeles, CA 99045-0212

October 3, 20XX

Corbin Reynolds  
3510 Aroya Canyon Road  
Hollywood Hills, CA 95234

Dear Mr. Reynolds:

I regret to inform you that your order of boomerangs will be delayed by four weeks because of a recent fire at Outback Boomerangs in Sydney, Australia.

I hope this delay is acceptable. As soon as we found out about the fire, we contacted Woolabang Boomerangs in Alice Springs and were able to fill your order. Unfortunately, its boomerangs take longer to make because they are handmade. This is to your

advantage: Though they are more expensive, we will absorb the difference in cost.

Thank you for your understanding and cooperation in this unfortunate matter. If you have any questions, please call me at 800-OUTBACK.

Sincerely yours,

Signature

Tanner Dundee

TJD:mal

*Извинения*

*Причина*

*Объяснение*

*Преимущества*

*Благодарность*

# Глава 11

*Разнообразная корреспонденция: бронирование, встречи, гостеприимство, личные деловые письма*

## 11.1 Бронирование

В этом разделе представлена разнообразная корреспонденция, с которой может столкнуться секретарь или менеджер фирмы.

### **Резервирование авиаперелетов**

Dear Sir,

This letter is to confirm our telephone conversation this morning when I arranged for two tickets to be sent to us in the names of P. R. Dell and B. Newsome, our directors, who will be travelling London Heathrow-Rome on flight BA 164 at 10.05 hours, on Wednesday 12 June.

Please send the tickets to us by return, and find a cheque for £210.00 enclosed.

Yours faithfully,

### **Резервирование путешествий поездом**

Dear Sir,

With reference to my telephone call to you this morning, would you please book a return ticket including couchette in the name of Mr John Miles for London-Paris-Zagreb, leaving on Monday 18 July, and returning Zagreb-Paris-London, on 3 August?

Please could you reserve a seat in a non-smoking compartment?

I would appreciate your sending the tickets as soon as possible and have enclosed a cheque for £188.00.

Yours faithfully,

### **Резервирование мест в гостинице**

Dear Mr Ruggerio,

This letter is to confirm my telex and your answer of today in which you agreed to reserve two separate rooms with shower and bath, from 12 June to 21 June inclusive for Mr P.R. Dell and Mr B. Newsome, who will be attending the Textile Trade Fair in Rome.

Could you make sure that the rooms are situated at the back of the hotel, as the rooms they were given last year, overlooking the main road, were rather noisy?

I am enclosing a banker's draft for £40.00 as a deposit. Could you please acknowledge receipt?

Yours sincerely,

## Резервирование помещений для конференций

Dear **Name**:

As discussed on the telephone, we want to reserve the use of a small conference room where dinner can also be served for 23 people for the evening of Thursday, June 7 from 6:00 p.m. until 11:00 p.m.

We also want to reserve your three-course steak dinner (\$24.95) for every participant, as well as optional bar service.

Please, confirm this reservation by return mail or fax.

Sincerely,

Dear **Sir**,

We are holding our annual conference this year in Nantes and are looking for a hotel which can offer us accommodation and conference facilities from 15 to 18 November inclusive.

There will be 60 delegates, 15 of whom will be bringing their wives. Therefore, we will need 45 single rooms and 15 double with full board for the three days. Provision should also be made for serving morning coffee and afternoon tea in the conference room.

For the meetings we will need a room that can accommodate 60 to 70 people, with sound equipment, and if possible a stage from where lectures and demonstrations can be given.

We will be bringing our own visual aids with us, so it will not be necessary to provide projectors, boards, or screens.

Please would you send us a list of your tariffs and let us know if you are prepared to allow discounts for a block booking. If you can offer a competitive quotation, and satisfactory accommodation and facilities, you can rely on regular bookings from us in the future.

Yours faithfully,

Dear **Name**:

I enjoyed talking to you on Tuesday. The Dorset Hotel does have the facilities that our company needs to schedule its annual shareholders' meeting on April 2, with check-in time scheduled for 9:30 a.m.

I hereby confirm that we have booked the Wessex Room, which can comfortably seat 100 people; the Flamingo Suite (spacious seating for at least 15 people) for press meetings; and the Washington Dining Room (seating capacity for more than 100 people) where drinks and luncheon will be served after the shareholders' meeting.

We also need the following audiovisual and other equipment and services:

- In the Wessex Room:
  - Public address system
  - One VHS videocassette player
  - Four television monitors
  - One overhead projector and screen
  - Coffee and tea service
- In the Flamingo Suite:
  - One flip chart
  - Coffee, alcoholic and non-alcoholic beverages
- In the Washington Dining Room:
  - Public address system
  - One motion picture projector (16 mm)
  - One motion picture screen
  - Alcoholic and non-alcoholic beverages
  - Luncheon (including wine service)

I will telephone you on March 29 about the arrangements as outlined above. Please send me your written confirmation.

Sincerely,

## 11.2 Встречи

### Просьба о встрече

Этим письмом менеджер назначает встречи и представляет свой график. Включите в него упоминание дополнительной услуги или работы, чтобы адресат захотел с вами встретиться. Это письмо-представление, за ним должно последовать другое письмо или телефонный звонок.

<p style="text-align: center;"><b>Carrington's</b> 38 E. 91st St. • Chicago, IL 60614</p> <p>Linda Montgomery, Manager A-1 Cleaners 2903 Burreth St. Lincoln, NE 68506</p> <p>Dear Ms. Montgomery:</p> <p>I will be in Lincoln on February 3 and would like to meet with you at your office to discuss cleaning supplies you may need in the second half of the year.</p> <p>I have enclosed our latest catalog. Please note the items in yellow highlight. They are special values or new products that A-1 Cleaners will want to take advantage of now.</p> <p>I will contact you later this week to schedule an appointment. If you need to get in touch with me, call me at 800-555-9047. I look forward to talking with you. Thank you for your continued business.</p> <p>Sincerely yours, Signature Douglas James Sales Representative</p> <p>P.S. See page 68 of our catalog for a great value on our most-ordered product choice!</p>	<p>January 25, 20XX</p> <p><i>"Шапка"</i></p> <p><i>Дата</i></p> <p><i>Внутренний адрес</i></p> <p><i>Приветствие</i></p> <p><i>Просьба о встрече</i></p> <p><i>Преимущества</i></p> <p><i>Дополнительная услуга</i></p> <p><i>Подтверждение</i></p> <p><i>Выражение благодарности</i></p> <p><i>Заключительные выражения</i></p> <p><i>Подпись</i></p> <p><i>Напечатанное имя</i></p> <p><i>Должность</i></p> <p><i>Дополнительная информация</i></p> <p><i>Постскриптум</i></p>
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### Назначение бизнес - встречи

<p>Dear <b>Mr Grane</b>,</p> <p>Our Chief Buyer, Mr Norman Luman, would like you to contact us with a view to discussing the possibility of setting up a contract with your company to supply us with steel over the next year.</p> <p>He will be in his office all next week, and if you could write or phone him on 081-573 6621 he would be glad to arrange a meeting with you.</p> <p>Yours sincerely,</p>	
<p>Dear <b>Name</b>:</p> <p>Ms. Diane Bond, national production manager of our sales catalog division, will be in Boston on Thursday, January 28 and would like to tour your web offset printing plant in nearby Cambridge during that afternoon.</p> <p>Would it be convenient for you or your assistant to meet her on this date? I will get in touch with you by telephone early next week to make an appointment.</p> <p>Sincerely,</p>	



Dear **Name**:

I will be in Manchester on Tuesday, June 7, until Thursday, June 9, and would like to meet you at your office to discuss the brochure layout requirements that we briefly talked about at the recent Technical Trade Exposition in New York. Please, let me know when you could see me. I can come to your office at any time during the above mentioned period.

I will telephone your secretary next week to schedule an appointment. I am looking forward to meeting you.

Sincerely,

Dear **Name**:

As per our telephone conversation yesterday, I have checked the availability of my French colleague in September. We would indeed be happy to meet with you in San Francisco on Thursday, September 7, at whatever time would be convenient for you.

I am looking forward to our meeting.

Sincerely,

### **Подтверждение назначенной встречи**

Dear **Mr Grane**,

Mr Norman Luman has asked me to confirm the appointment you made to see him. He looks forward to meeting you at 11.30 in his office, at the above address, on Tuesday 2 August.

Yours sincerely,

### **Отмена встречи**

Dear **Ms Hopper**,

I am sorry to tell you that Mr Grane will not be able to keep the appointment he made to see Mr Luman on Tuesday 2nd August. Unfortunately an urgent matter has come up in our Lisbon office and needs his immediate attention, He offers his sincere apologies for the inconvenience and will contact you as soon as he returns to London.

Yours sincerely,

Dear **Name**:

Thank you for your letter of November 6 asking for an appointment with Ms. Louise Rainer. Unfortunately, she is away from the office and is not expected back until the end of this month. Ms. Rainer will contact you upon her return and I am sure she will be pleased to meet with you.

Sincerely,

### **Дополнительное письмо после встречи**

Dear **Mr Luman**,

Just a line to say that I was pleased we were finally able to meet one another yesterday after having to postpone our meeting two weeks ago when I was called to Lisbon.

I am also pleased we were able to work out the main points of our contract so quickly and were able to come to a mutually acceptable agreement.

It would be useful for us to keep in contact so I will call you in a few weeks or so and perhaps we can discuss how things are going with our supplies or anything else you would like to talk about. I look forward to seeing you soon.

Yours sincerely,

## **Ответы на запрос вместо отсутствующего сотрудника**

Dear **Name**:

Thank you for your letter of February 5, addressed to Mr. Ronald Santori, concerning the proposed distribution center. Mr. Santori is out of town, but I will see that your proposal is called to his immediate attention as soon as he returns to the office next Tuesday.

Sincerely,

Dear **Name**:

In Ms. Silverman's absence, I am answering your request for information about our Model XX5 Laserprinter. I enclose a brochure describing its many new features.

I hope this information will be of some help to you until Mrs. Silverman returns to the office early next week. She will be in touch with you then to answer any further questions you may have about this new model which we have in stock.

Sincerely,

Dear **Name**:

Mr. Peter Auerbach is away on business in Canada now and plans to return to Atlanta the second week of June. I will bring your letter about the sales conference to his attention at that time. I am certain that Mr. Auerbach will contact you promptly.

Please accept my apologies for this unavoidable delay.

Sincerely,

Dear **Name**:

This letter will acknowledge your letter of May 3 addressed to Ms. Anne Colfax. Ms. Colfax is ill and is not expected to return to the office until the end of this month. Just as soon as I am in touch with her, I will mention your letter.

Sincerely,

## **11.3 Гостеприимство**

### **Просьба принять и представить бизнес-гостя**

Компания намерена расширить свой бизнес и просит делового партнера помочь и принять приезжающего сотрудника. Обратите внимание, что письмо начинается не с просьбы, а с вежливого напоминания совместной работе компаний. Кроме того, просьба выражена в общих выражениях, а не конкретных требованиях.

Dear **Mr Deksen**,

Thank you for your last consignment. You will be pleased to hear that we are processing another order to be sent to you within the next few weeks.

The purpose of this letter, however, is to ask if you could offer any assistance to our overseas sales manager, Mr Michael Hobbs, who will be visiting Oslo from 11 to 17 May.

You may remember that when you were here a few months ago I mentioned that we intended to expand our sales. We are now looking at the potential of the Scandinavian market, and Michael Hobbs's trip is part of our investigations into the possibilities of our exporting to Scandinavia.

I wondered if, while he was in your city, you would be able to introduce him to wholesalers and retailers in our trade who may be able to give him information with regard to the type of products that we would need to offer to the Norwegian market. He will also be interested in marketing, demand, importing procedures and any other information that would be useful to us.

I understand of course that you are very busy, but if it is not too inconvenient, may I tell him that he may contact you at some time during his stay? The help would certainly be appreciated, and reciprocated if the opportunity arises.

Yours sincerely,

## **Представление нового сотрудника**

Dear **Carl**:

I am happy to introduce our new sales representative, Terry King, to you. Terry will be in charge of servicing your account.

Terry is a graduate of the University of Maine and holds a degree in Sales and Marketing. For the last five years he has worked as a salesman for Boston Fisheries and Equipment. We are proud to have him on our staff and are sure he will be able to give you the kind of service you have come to expect from Sea Lanes.

Please call us if there is anything we can do for you. Terry will be contacting you within the next two weeks to personally introduce himself, discuss his monthly schedule and answer any questions you might have. Ask Terry about his family's secret recipe for lobster!

Sincerely yours,

Signature

## **Рекомендательное письмо**

Dear **Mr Deksen**,

The bearer of this letter is Mr Michael Hobbs, our overseas sales manager, who is visiting Oslo on our behalf to investigate our export possibilities to Norway.

Thank you for your letter of 10 April in which you offered to help him. I will appreciate any assistance you can give, or suggestions you make.

Yours sincerely,

## **Благодарность**

Dear **Mr Deksen**,

Thank you very much for assisting Michael Hobbs while he was in Oslo.

I know he has already written to you expressing his gratitude, but I would like to add my own appreciation. The introductions you made for him and the contacts and information he gained will be extremely useful in our Scandinavian export programme.

If I can offer you any similar service in the future, please contact me.

Yours sincerely,

## **Приглашение**

Dear **Mr Grant**,

We would like to invite you to attend our award ceremony at Claremont College which is being held on 14 December this year. The proceedings will begin about 2.00 and end around 5.00 in the afternoon, after which a dinner will be given at 7.00 for our prominent visitors.

As one of our distinguished ex-students we would like you to address the parents and students with a short speech of your choice before handing out the awards,

Although we realize you are busy we hope you can find time to accept the invitation and look forward to seeing you.

Yours sincerely,

## **Согласие принять приглашение**

Dear **Mr Edwards**,

Mr Grant, our director, has asked me to write to thank you and accept your kind invitation to attend the award ceremony and speak at Claremont College on December 14.

He has fond memories of the college where he trained as an engineer, and welcomes the chance to visit it again.

The topic he has chosen to speak on is 'Changing Technology in the next Decade', and he would appreciate it if you would let him know whether this will be an acceptable subject.

Yours sincerely,

## **Отказ от приглашения**

Dear **Mr Odena**,

Our Chairman thanks you very much for the kind invitation you sent to attend the reception being held next month at your embassy.

Although he would have liked to have come, he will be in America at that time. However, he sends you his best wishes and apologies for not being able to attend, and hopes that you will send another invitation at some future date, when he does not have any commitments.

Yours sincerely,

## 11.4 Личные деловые письма

Иногда вы пишете скорее от своего имени, чем от имени всей компании. В этой главе приведены примеры личных деловых писем.

### 11.4.1 Поздравления — общественные

Этим письмом поздравляют работника, родственника работника или друга компании.

**Linder Airplanes**

August 6, 20XX

Dear Tommy:

Congratulations on winning the soap box derby during My Waterloo Days. Your father couldn't stop talking about how proud he was of your victory.

I was interested in your win because I, too, was a soap box derby winner 21 years ago in Akron, Ohio. There's nothing quite like the thrill of knowing that something you've made is capable of winning.

Congratulations once again and good luck at the Nationals!

Sincerely,  
Signature  
Charles  
Charles M. Norris  
President  
CMN:cro

*Первые поздравления*

*Личные комментарии  
(необязательно)*

*Вторые поздравления  
(необязательно)*

### 11.4.2 Поздравления с днем рождения

В этом коротком письме человека (работника, родственника работника, друга компании, делового партнера) с днем рождения.

May 25, 20XX

Garrett Montgomery  
774 Rising Hill Rd.  
Lakeland, FL 32340

Dear **Garrett**:

It's your birthday again! Where has the time gone? We hope your birthday is a happy one. We appreciate your work here at Oglethorpe's and Osman and hope that we enjoy many more birthdays together.

Sincerely,  
Signature  
Larry  
Lawrence Oglethorpe  
President, Oglethorpe's and Osman

*Поздравления с днем  
рождения*

### 11.4.3 Поздравления с праздником

Этим коротким письмом поздравляют работника или делового партнера с праздником.

December 15, 20XX
Joshua Schwartz 38 Fairview Ct. Teasdale, WV 26656 Dear <b>Josh</b> : The warmest of holiday greetings to you and your family. We at Gibraltar Gems hope this holiday season brings you the best of everything. Our regards to all of you. Sincerely, Signature Tip Thomas "Tip" Gibraltar Gibraltar Gems

*Доброжелательность  
Поздравления*

### 11.4.4 Рождение ребенка

В этом письме адресата поздравляют с рождением ребенка.

June 4, 20XX
Dear <b>Lorraine</b> : There is nothing more exciting than a new baby. You and T.K. must be proud. We were all thrilled to hear about Travis' birth and know you are, too. All of us are looking forward to seeing you, T.K. and Travis when you come to visit us next week. That's the time for our traditional "Shower of Gifts." Congratulations, Lorraine! We're all envious of your new little one. Take care of all three of you. Sincerely, Signature Shelli Shelli McAdam Office Manager China Dolls for You

*Первое поздравление  
Общая информация  
Второе поздравление  
(необязательно)  
Выражения  
доброжелательности*

### 11.4.5 Поздравления с бракосочетанием

Этим письмом поздравляют работника или делового партнера со свадьбой.

February 22, 20XX

Dear **Linda**:

On behalf of Smith, Jones and Yanacek, I would like to extend our best wishes on your marriage to Terry Gleason. We all wish you the happiest of times.

It is always a pleasure to share in the happiness of one of our employees. In your case, it was even more so because you have been such an important part of our firm. I know I speak for all of us when I say that it couldn't have happened to a nicer person. We all look forward to your return after your honeymoon and hope that we will meet Terry soon.

Best wishes once again. We'll see you in a couple of weeks.

Sincerely,  
Signature  
Monty  
Montgomery Smith  
Senior Partner  
Smith, Jones and Yanacek  
Counselors at Law  
231 1st St. S.E. • Remington, MO 63302

*Первое  
поздравление  
Личные  
комментарии  
Второе  
поздравление  
(необязательно)*

### 11.4.6 Сочувствие – болезнь сотрудника

В этом письме выражается сочувствие попавшему в больницу работнику.

January 10, 20XX

Dear **Carl**:

I am sorry to hear that you have been hospitalized. I'm sure that the staff at Trinity General will take good care of you and get you on your way. Please call us if you have any questions regarding the company's health insurance.

Ft. Dodge Furnaces relies heavily on its employees and will feel your absence. I hope that you will recover quickly. We look forward to your return.

Sincerely,  
Signature  
Ole  
Ole Munson  
President  
Ft. Dodge Furnaces

*Сочувствие  
Репутация  
компании  
Помощь  
Дополнительные  
комментарии*

### 11.4.7 Благодарность

В этом письме выражается благодарность работнику, его родственнику, деловому партнеру за сделанное.

**Wobbly Horse Gift Shop**  
4866 Kilimanjaro Dr. • Ann Arbor, MI 48897

April 3, 20XX

Dear Mr. Wu:

I want to thank you for sending me the address and phone number of the gift shop in Hong Kong.

I called them this evening to ask about the tablecloths you told me about. You were right. They were most cordial and reasonable in their prices. I was able to order 10 tablecloths at a fraction of what they would have cost here in the States.

Thank you once again for your kind gesture.

Sincerely,  
Signature  
R. Jim Robinson

*Первая благодарность*

*Объяснение  
(необязательно)*

*Вторая  
благодарность*

### 11.4.8 Извинение за отсутствие

Это официальное извинение. Такие письма обычно пишут в связи с официальными поводами.

**Trundle, Trundle and Smith**  
P.O. Box 2290 • Frost, AZ 85603

December 1, 20XX

Dear Mr. and Mrs. Lambertson:

Please accept my apologies for missing your Thanksgiving brunch on November 23. I hope my last-minute change of plans did not inconvenience you too much.

As you know, I had planned on attending and was looking forward to it. However, my brother who lives in Boston, Georgia, had emergency bypass surgery, and his wife asked me to be with her.

Had that not happened, naturally I would have been with you.

Once again, I ask for your understanding in this matter and hope that my frantic, last-minute call to bow out was acceptable.

Sincerely,  
Signature  
Thomas J. Trundle, Sr.

*Первое извинение*

*Объяснение и личные  
комментарии  
(необязательно)*

*Второе извинение  
(необязательно)*



## 11.4.9 Запрос

В этом письме запрашивают информацию, которую будет использовать компания.

<p style="text-align: center;"><b>Cat Man Dew Pet Suppliers</b> 853 Regal Ave. • Oklahoma City, OK 73009</p> <p>Pekka H. Huovienin 34 Raamintinuu 58 Helsinki 00580 Finland</p> <p>Dear Mr. Huovienin:</p> <p>We are trying to locate information on a breed of cat called the Suomi Shorthair and understand that you are the leading expert on cats in Finland.</p> <p>We have a client who is interested in buying a Suomi Shorthair.</p> <p>She had seen one once at the New York Feline Show but has been unable to locate one since. She came to our shop and requested that we help her. Since the breed originated in Finland, we thought you might be able to give us some more information. We are most interested in the names of breeders that may have kittens for sale.</p> <p>We will call you within the next month to follow up on this inquiry. Thank you for all your trouble. We look forward to talking to you.</p> <p>Sincerely, Signature Kathleen "Cat" Pence KMP:nip</p>	<p style="text-align: right;">February 14, 20XX</p>
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*Запрос*  
*Любезность*  
*Объяснение*  
*Благодарность*  
  
*Контактная информация*

## 12.4.10 Просьба по частному вопросу

В этом письме выражается просьба отдельному лицу или компании.

<p style="text-align: center;"><b>PDQ Truckers</b> P.O. Box 2068 • Denver, CO 80393-2068</p> <p>Cameron Mrstik Mrstik's Mobile Station 582 Robinwood Minihaha, MN 55437</p> <p>Dear Mr. Mrstik:</p> <p>Would you please return the black leather jacket that was left in your gas station last Saturday?</p> <p>One of our truckers, Sam MacIntyre, left his leather jacket when he was on a run for us. Another of our truckers mentioned to Sam that he thought he saw a jacket just like Sam's hanging on your wall.</p> <p>He said it had to be Sam's; there are few leather jackets that say, "Ivydale, West Virginia" on them. Sam asked us to call you as he's on vacation in the Bahamas. We have tried repeatedly to reach you by phone, but your phone is always busy.</p> <p>Please send the jacket as soon as possible, C.O.D. Thank you for your prompt response.</p> <p>Sincerely, Signature Patrick D. Quentin President PDQ:msq</p>	<p style="text-align: right;">August 21, 20XX</p>
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*Просьба*  
  
*Объяснение*  
*Конкретная информация*  
*Благодарность*

## 12.4.11 Отказ выполнить частную просьбу

Это письмо – ответ на запрос. В нем приводятся причины отказа.

<p style="text-align: center;"><b>Mrstik's Mobile Station</b> 582 Robinwood • Minihaha, MN 55437</p> <p>Patrick D. Quentin, President PDQ Truckers P.O. Box 2068 Denver, CO 80393-2068</p> <p>Dear Mr. Quentin:</p> <p>I would like to return Mr. MacIntyre's jacket to him, but I don't have it. The jacket your trucker saw says, "I love Dale, Wes and Virginia." I had that jacket made specially for my wife. Those are our three children's names. I checked our register of truckers, and there was no Sam MacIntyre at our station on the Saturday you mentioned. Perhaps he was at Mrs. Rick's Mobile Station on the interstate. The phone number there is 612-555-3827. People get us mixed up all the time. I'm sorry I couldn't help you. I hope Mr. MacIntyre finds his jacket soon.</p> <p>Sincerely, Signature Cameron Mrstik CJM:mjm</p>	<p style="text-align: right;">August 25, 20XX</p>
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*Отказ*

*Объяснение*

*Дополнительные услуги*

*Сожаление*

*Доброжелательность*

# Глава 12

## *Искусство и правила составления резюме*

### 12.1 Резюме

Резюме – это краткое описание деловой или профессиональной квалификации человека, его образования и опыта работы. Цель резюме (которое в английском языке пишется как "résumé" и "resume", и также называется "curriculum vitae" или "c.v.") – заинтересовать потенциальных работодателей в способностях, квалификации и рекомендациях соискателя для выполнения определенной работы. В данной главе вы найдете несколько сопроводительных писем, а также образцов резюме для соискателей различных должностей.

Существует два основных формата резюме: хронологический и функциональный.

В хронологическом резюме – наиболее широко распространенном формате – вы указываете места работы в обратном хронологическом порядке, начиная с занимаемой в настоящее время и самой недавней должности. Следует указать: название и адрес компании; даты начала и окончания работы; должности; описание собственных обязанностей и зон ответственности в порядке важности.

В функциональном резюме вы делаете акцент на своих обязанностях и ответственности, а не на работодателях, точных сроках работы и названии должностей. Такое тип резюме не следует использовать, если вы занимали постоянное место. Образец функционального резюме приведен в данной главе.

## Письмо, сопровождающее резюме

7260 Vista Drive  
Denver, CO 80030

March 3, 20XX

Thomas Randolph, Senior Geologist  
Gigantic Resources  
One Mountain Plaza  
Phoenix, Arizona 99065

Dear Tom:

I enjoyed our telephone conversation this morning and was interested to hear about the opening for an exploration geologist at Gigantic Resources. As you requested, I am faxing you a copy of my resumé. I will also be mailing you a copy for your permanent files.

As I mentioned during our conversation, I am a petroleum geologist with seven years of experience in the Rocky Mountain region. Currently, I am working for Weaver Oil and Gas as their Manager of Geology. My duties include both prospect generation and sales. I have strong technical abilities and sound written and oral communication skills. Due to family considerations, I am very interested in relocating to the Casper area.

I look forward to meeting with you on November 11. If you wish to contact me before our interview, you may reach me at 303-555-5792.

Thank you again for the information you offered me on the telephone this morning.

Sincerely,

Signature

Karl Davis

## 12.2 Самостоятельные ("холодные") сопроводительные письма потенциальным работодателям

Dear Name:

This is a letter of inquiry. I am writing to find out if your company has openings for a product manager in one of your pharmaceutical divisions.

The recent acquisition of Mencken Diagnostics, Inc. (for which I am currently working) by the Rex-tell Corporation has left the future of many employees uncertain. For this reason, I am seeking new challenges and options and have selected Barker Pharmaceuticals Corporation as one company whose reputation and leading position in the industry is unparalleled.

At present I am employed as a product manager for Mencken Diagnostics, Inc. in their New Jersey headquarters. My job involves the implementation of effective marketing plans in order that sales targets are met both on time and within budget. More specifically this involves the preparation of quarterly sales and analysis reports and forecasts, preparing product information packages for each new product launched, and producing promotional material for existing products.

After you have reviewed my resumé, I hope that we will have the opportunity to discuss my experience and qualifications further during a personal meeting. Thank you for your consideration.

Sincerely,

Dear Name:

I am writing to inquire about the possibility of obtaining a position as a bilingual secretary (English-French) in your company's international marketing and promotions department. I am currently working as a private secretary for the senior vice president in charge of international sales of United Belgian Marketing Corporation in Milwaukee, Wisconsin.

Attached is my resumé outlining my qualifications and nine years of experience as a secretary for several mid-sized companies. I have excellent secretarial abilities, including shorthand (120 wpm) and audio (IBM AS 4010), and computer skills such as Word for Windows 6.0, business graphics, and desktop publishing (PageMaker 7.0). I can handle heavy responsibility and I have the ability to work on my own initiative and as part of a team. My experience with United Belgian Marketing Corporation is especially relevant to the qualifications you may seek. I would enjoy discussing this with you in a personal interview.

I look forward to your reply and hope to have the opportunity to meet with you during a planned visit to Chicago early next month.

Sincerely yours,

Dear Name:

I am presently a graduate student at Columbia University in New York City, working toward a Master of Science degree in geophysics. I will graduate in July 1999. Since my prior work experience during summer and part-time employment is in geophysics, the profile of your company was provided to me by Columbia's placement office. I am particularly interested in a position in your company related to geological exploration.

I have worked as a summer intern and later as a part-time employee for the Ferguson Oil & Gas Exploration Company in Madison, New Hampshire. I was involved in seismic interpretation and acreage evaluation in order to delineate existing and future fields and to define potential exploration targets. The attached résumé indicates my capabilities. I am available for an interview to discuss my qualifications and your requirements at your convenience.

Thank you for your consideration and I look forward to hearing from you.

Sincerely,

Louise Jensen  
0000 Elm Street  
New York, NY 00000  
Tel. (000) 000-0000

May 5, 1999

Ms. Martha Peyton Director of Personnel ABC International, Inc.  
000 Midwood Avenue  
New York, NY 00000

Dear Ms. Peyton:

I am writing to you with the hope that you might have an opening now or in the near future for a personal assistant/secretary in the international sales division of your company. However, if you do not, I would very much appreciate if you could keep my enclosed résumé on file for future employment opportunities with Petersen International.

I am an experienced personal assistant/secretary with excellent administrative, organizational, and secretarial skills. I also would like to use my fluency in French and German, both written and spoken. I have a flexible approach to my work, together with the ability to cope with pressure and deadlines. The attached résumé details my working and educational experience. I would appreciate my application being treated as confidential, because I am currently employed as personal assistant to the senior vice president in charge of sales at an international specialist retail chain in New York City.

Looking forward to your answer to this letter and thanking you for your consideration, I am,

Sincerely,

Louise Jensen

Enclosure: résumé

## Хронологическое резюме (A chronological résumé)

Louise Jensen  
0000 Elm Street  
New York, NY 00000  
Tel. (000) 000-0000

### CAREER OBJECTIVE

Personal Assistant/Secretary position in a major international company with long-term career potential for advancement and growth.

### WORK EXPERIENCE

Blackstone Shop Holdings Inc., Manhattan (N.Y.), 1990-Present

Personal Assistant to the senior vice president in charge of sales for 33 stores in the New York metropolitan area, 21 stores in France, 18 stores in Great Britain and 14 stores in Germany. This position at the company's headquarters in New York City demands excellent secretarial skills (105 wpm typing and 100 wpm shorthand), correspondence in three languages, travel arrangements; heavy client contact, organizational and well-developed communication skills, maturity, diplomacy, and fluency in French and German, both written and spoken. In addition, this position requires a good sense of humor and the initiative to anticipate the day-today of a busy senior executive.

Rosado Construction Company, Brooklyn (N.Y.), 1986-1990

Secretary to the General Manager of a construction company, which is well-known for its innovative office building projects in the New York Metropolitan Area.

Schaefer & Associates, Manhattan (N.Y.), 1984-1986

Receptionist/Telephone Switchboard Operator/Secretary with a busy law firm, specialized in business and commercial law. This was my first job after completion of my secretarial training and formal education.

#### EDUCATION

Volmer Language Training School in Manhattan: Advanced language instruction in French and German (evening courses; 1984-1988).

Richardson Business Institute in Manhattan: Two-year secretarial, administrative, and "computer literacy" training; 1983-1984.

High school education in France, Germany, and New York City.

#### REFERENCES

Available upon request

## 12.3 Письма с ответами на объявления

**Simon Kushner**  
0000 East 67th Street  
New York, NY 00000  
Phone: (000) 000-0000

September 16, 1999

#### CONFIDENTIAL

Mr. Lawrence Rendell

Director, Human Resources Department

XYZ Company, Inc.

0000 Michigan Avenue

New York, NY 00000

Dear Mr. Rendell:

am responding to your company's advertisement for a marketing and promotions specialist in the September issue of Marketing Promotions magazine. This advertisement looks as if it has been written with my background, experience, and qualifications in mind.

As a marketing and promotions specialist for my present employer Durham Brown Company in New York (see attached résumé), I have considerable experience in all phases of marketing, promotions, advertising, and public relations. Although I enjoy the responsibilities and challenges of my current position, I am looking for the personal and professional growth that only a major company such as XYZ Company has to offer.

I would welcome the opportunity to meet with you to discuss my qualifications and the specifics of your company's requirements in greater detail. I prefer to leave the discussion of salary until my interview with you.

Sincerely yours,

Simon Kushner

## Хронологическое резюме (A chronological résumé)

<p style="text-align: center;"><b>Simon Kushner</b> 0000 East 67th Street New York, NY 00000 Phone: (000) 000-0000</p>
<p><b>JOB OBJECTIVE</b> A position in marketing and promotions offering increasing levels of responsibility and advancement and the opportunity to work for a quality organization.</p> <p><b>WORK EXPERIENCE: 1988 TO PRESENT</b> Durham Brown Company, Marketing and Promotion Specialists New York City: November 1993-Present Supervisor of the consumer marketing and promotion department (seven persons). Responsible for all aspects of daily operation of the department, including planning, organizing, and implementing assignments of personnel and work flow; problem-solving and troubleshooting; preparation of news releases; public relations as well as marketing, advertising, and promotional materials; marketing and promotion plans; audiovisual presentations and press conferences. Also, participate in developing new marketing and promotional plans and objectives for clients. Finch Palazzi Public Relations New York City: July 1988-October 1993 Prepared public relations materials and news releases for small and medium-sized companies in the New York metropolitan area; audiovisual presentations; organized press conferences and press tours for trade journalists.</p> <p><b>WORK EXPERIENCE (PART-TIME AND SUMMER JOBS DURING UNIVERSITY STUDY)</b> KEFG-Cable Television Channel 14 in Garden City, N.Y. Part-time during 1987 and 1988. Joined television crew on location and helped edit and present local cable television news reports. Bergen Herald, Hackensack (New Jersey): 1984-1986 Full-time during summer; part-time (weekends) during remainder of the year. Junior reporter (local and county news).</p> <p><b>EDUCATION</b> Bachelor Degree in Marketing Pace University (New York): 1984-1988 Completed six specialist courses in public relations and mass communications at the Mass Communications Institute of New York University: 1988-1990.</p> <p><b>REFERENCES</b> Available upon request</p>

## 12.4 Полезные выражения для использования в сопроводительных письмах, связанных с просьбой о приеме на работу

- I am applying for the position of Marketing Assistant, which was advertised in last week's New York Weekly Review. I have completed my third year at New York University and intend to take a year off to supplement my education with relevant work.

- Seven years as a personal assistant to the public relations manager of the Mancini PR Corporation in Pittsburgh have given me the background and professional experience to qualify for the position (Nr. 137) you advertised in last Sunday's Pittsburgh Telegraph. Therefore, I believe that my qualifications will meet your requirements for this challenging position with your company.
- I have worked for the past four years as an international sales representative of a large industrial company, and I would like to apply for the position of Assistant Sales Manager that you advertised in the New York Times of July 22. This position calls for qualifications and experience that correspond to my professional background and job objective.
- I am sending this letter and résumé to apply for the position of clinical technician with your institute. I believe that my background qualifications and work experience are very compatible with the requirements of this position you listed in your advertisement in this month's Specialized Medicine Journal.
- I am forwarding my résumé in response to your advertisement in this week's edition of Procurement News for an Asian procurement specialist. This position seems tailor-made to my qualifications and long-time experience with several major companies in Southeast Asia.
- As an experienced advertising sales representative, I believe that I am the qualified candidate you are looking for in this month's issue of Advertising Sales Magazine. I feel confident that I can make a significant contribution to your staff.
- I am submitting my résumé in response to your advertisement for the position of program coordinator that appeared in the latest Sunday edition of The Daily Sketch. I believe that my qualifications and working experience are an ideal match for your requirements.
- I am confident that my international experience qualifies me for the position of export sales representative in your marketing department. I am able to handle assignments individually or as a member of a team.
- I feel confident that I can apply my qualifications, skills, and working knowledge of computer hardware development to your company.
- I am interested in a part-time or freelance position in your advertising art production department.
- I am currently seeking a position change and I believe that my management background in the construction industry might be of interest to your company.



## 12.5 Описание опыта предыдущей работы в сопроводительных письмах

*ACCOUNTING ANALYST бухгалтер-аналитик* — I am presently working as an accounting analyst for a subsidiary of the Philadelphia-based Collins Technology, a data technology company providing storage, management and access products for computer communications systems. I am responsible for the preparation of the financial statements of one of the company's subsidiaries, from journal entry to the trial-balance stage. I am also responsible for accurate measurement and reporting of the company's marketing and sales programs. This position requires extensive experience of general ledger and trial-balance preparation and reconciliation, intercompany accounting as well as sales, cost of sale, and general and administrative expenses reporting.

*ART DIRECTOR художественный директор* — I am working as an art director with the Artox Design Studio in New York. This company has a strong blue-chip client base and works in industries as diverse as insurance, automobiles, travel, and business-to-business. Artox Design's work appears in North America and Europe. It also does a high proportion of press work and direct mail. My position demands the ability to develop strong ideas as well as skillful understanding of typography, design, and high-budget, low-volume work.

*BACK OFFICE MANAGER менеджер в банке* — I am currently working as back office manager for a major bank in Tucson, Arizona. Reporting to the General Manager and working closely with the bank's management team, I am responsible for developing, establishing, and running all the relevant systems and procedures for the bank. Key elements of my job include settlements, information technology, accounting, planning, budgeting, and administration. My position requires a broad general understanding of international banking operations and wide experience and comprehensive knowledge of planning, implementing, and managing appropriate systems.

*BUYER/FREIGHT FORWARDER менеджер по логистике* — I am currently employed in New Orleans as a buyer/freight forwarder for FGS Sea Transportation Group, a major system integrator and sea-freight forwarder. I am responsible for promoting the import and export activities of the company in Great Britain. My specific responsibilities include product sourcing, negotiating with suppliers, organizing and tracking shipments, and collecting offers from suppliers and relaying them to the Group's partners. In addition, I provide general administrative support to the purchasing process.

*CALL CENTER SUPPORT AGENT менеджер* — I am currently employed as a call center support agent for the Wittax Company, a large producer and supplier of information and communication services, with headquarters in San Antonio, Texas. The

company's customers are supported by a comprehensive range of technical services from a call center where support agents provide assistance to those customers who have difficulty in installing, configuring, or using Wittax equipment. My job requires a strong commitment to customer service, a background in computer technology and computerized systems and detailed knowledge of and experience in tape drives and CD-recordable technology.

*CONTRACTS ADMINISTRATOR администратор по лизинговым контрактам* — I am presently working as a contracts administrator for the BEXO International Lease-Finance Company in Hartford, Connecticut, where I assist in the day-to-day management of an ever-increasing portfolio of commercial vehicles. I am a member of a small team acting as the catalyst for all contractual, financial, and technical management of the portfolio. My position demands a high level of computer literacy as well as an organized and methodical manner to support all elements of an international lease company.

*CREDIT CONTROL MANAGER кредитный менеджер в банке* — I am currently working as a credit control manager for a medium-sized consumer goods subsidiary in Portland, Oregon, which is part of a multinational group with corporate headquarters in Omaha, Nebraska. My key responsibilities are: developing credit-control policy, identifying and resolving significant overdue accounts, recommending action on different debts, systems development, and considerable liaison with the company's sales teams. Reporting to the financial controller, I lead a department of six specialists.

*DISTRICT SALES MANAGER региональный менеджер по продажам* — I am employed as a district sales manager for an American subsidiary of one of Germany's leading industrial companies. It manufactures a wide range of plastic consumer products. The main responsibilities of my present position are to identify and exploit business opportunities, to call on prospective customers, to arrange demonstrations, to manage regular promotional activities, and to close sales with senior decisionmakers. I report to the general sales manager and one of my specific roles is to develop and maintain close relationships with department stores, supermarkets, and major cash-and-carry sales organizations located within my sales district.

*ENGINEER инженер* — I am working as an engineer for the customer technical support group (Fuels) of Stillmeyer Chemical Corporation in Tulsa, Oklahoma. Stillmeyer is a major marketer of industrial chemicals, polymer additives, pharmaceutical components, and fuel and lubricant additives. These products are sold in North America and the Asia-Pacific region. I specialize in fuels and demonstrate the suitability of the company's products to customers, by providing technical data and supporting the national and international sales function.

**FINANCE AND INVESTMENT COORDINATOR** *координатор по финансам и инвестициям* — At present, I am employed as finance and investment coordinator for Kearns International, a subsidiary of Werner Oil Limited, in Dallas, Texas. Kearns International is primarily involved in the marketing and distribution of petroleum products in the European Union. I work within an international unit that provides an independent appraisal service to senior management. My areas of responsibility include investment and acquisition appraisal, competitor and market analysis, and production of relevant economic summaries and ad-hoc projects.

**GEOPHYSICIST** *геофизик* — I am employed as a geophysicist in the exploration department of the Columbus Oil Drilling Company in New Orleans, Louisiana, where I am involved in an exploration program aiming to increase the company's level of reserves. My specific duties include integrating well and depth conversion, advising on acquisition and processing of seismic data, and liaising with management and partners as well as government bodies on relevant matters. This position also requires a sound knowledge of all aspects of geophysical acquisition, processing, and interpretation, along with experience in the use of interactive seismic workstations.

**INFORMATION TECHNOLOGY SPECIALIST** *специалист по информационным технологиям* — I am presently working as an information technology specialist with the Young & Webster Corporation, a multi-business group with headquarters in Tampa, Florida. I am responsible for the development and implementation of the corporate information technology strategy. The company's current systems environment consists of Protexx and Baana business systems, DEC Alpha, Novell and Microsoft Office technologies, and upgraded Lan/WAN infrastructure.

**INVENTORY CONTROL MANAGER** *менеджер по складам* — As inventory control manager for the Bartlett & Morley Company, I am responsible for the stockholding and European distribution strategy of this company, which has its headquarters in St. Paul, Minnesota. With over 1,900 different electronic and electrical product lines being distributed internationally to each of the company's 184 specialized retail outlets in Great Britain, Italy, France, Germany, and Austria, one of my principal responsibilities is controlling computerized holding and stock replenishment procedures at the company's central warehousing facility in Milwaukee. Another key aspect of my job is the development and implementation of internal and external procedures, resulting in improved communications, service levels, and reduced stocks. This requires close working relations and information links with suppliers, critical thinking and problem-solving skills, computer literacy, and flexibility, especially when dealing with crisis situations.

**LEGAL SECRETARY** *секретарь у юриста* — I am currently working as a legal secretary for two corporate lawyers in a multinational company with headquarters in Akron, Ohio. I provide secretarial support, including shorthand, diaries, telephones, and

travel arrangements. I also type and lay out agreements, correspondence, and contracts quickly and accurately. In addition, I keep track of spreadsheet figures relating to budget.

**MARKETING COORDINATOR** *координатор по маркетингу* — I currently work as marketing coordinator for the Morton Company in Hartford, Connecticut, a leading manufacturer of hot-water appliances. This company is a wholly owned subsidiary of Morton International with corporate headquarters in London, England. My responsibilities include direct marketing; business-to-business and trade press advertising; coordination of sales and promotional literature production; involvement in market analysis; provision of sales force support; and budget administration.

**MEDICAL REPRESENTATIVE** *торговый представитель в фармацевтической компании* — At present, I am employed as a medical representative for the Sullivan Company, a medium-sized pharmaceutical company with corporate headquarters in Scottsdale, Arizona. I work in a recently established division to contact health-care professionals in hospitals. This position requires me to spend three to four months a year traveling throughout the Southwest in spells of one to two weeks duration.

**PERSONAL ASSISTANT/SECRETARY** *личный помощник\секретарь* — I am currently working as personal assistant/secretary to the senior vice president in charge of international information technology at Lippencott Management Consultants in San Francisco. This position demands excellent interpersonal skills and the ability to work in a role that requires not only the traditional blend of secretarial and organizational skills, but also the initiative and flexibility to thrive within a varied and often hectic environment. I am responsible for client liaison at international level, diary management, the organization of meetings and presentations, travel arrangements, as well as a variety of day-to-day functions. Other necessary qualifications are excellent shorthand and proficiency with a wide range of PC-based software packages.

**PERSONAL ASSISTANT/SECRETARY** — I am presently working as personal assistant/secretary for the head of the sales and marketing support department of the Van Nuys Corporation in Milwaukee, Wisconsin. In addition to the usual secretarial duties, I am also responsible for the running of the department's secretarial pool. This includes the supervision of eight secretaries and typists, extensive preparation of costs and expenses reports and frequent liaison with the company's regional offices in Chicago, Detroit, Indianapolis, Cleveland, Grand Rapids, and Cincinnati.

**PRODUCTION GEOLOGIST** *геолог* — I am employed as a production geologist for the Hernandez Corporation in Baton Rouge, Louisiana, where I work as part of a closely knit professional team of geologists, geophysicists, and reservoir engineers. My specific responsibilities include constructing and maintaining detailed geologic models of operational fields and adjacent areas, proposing and justifying new development,

appraisal of well locations, supervising well site activity, and management reporting and presentations. This position also requires a thorough knowledge of production geology, well site operations, exploration geology, plus a basic understanding of geophysics and reservoir engineering.

***SAFETY MANAGER*** *менеджер по технике безопасности* — I am currently working as safety manager for Mayfield Facilities, the manufacturing subsidiary of RDF Corporation, a leading healthcare company. With over 650 employees at its manufacturing plant near Birmingham, Alabama, health, safety, and environmental protection are of vital importance. This is reflected in the plant's safety and environmental department where I am responsible for providing and managing operational support in safety, fire, and environmental protection as well as strategic responsibility for training and systems development. My position requires a detailed understanding of the laws and regulations concerning safety, hygiene, and the work environment. It also demands a technical appreciation in accident prevention covering electrical and mechanical installations.

***SALES COORDINATOR*** *координатор по продажам* — I am currently employed as a sales coordinator in the document management systems department of the Finnesta Corporation in Eugene, Oregon. I coordinate support for new product introductions and sales and marketing activities, as well as business-oriented sales research. Moreover, I offer assistance to local sales companies in the areas of planning strategies, promotions, and distribution. My job requires extensive experience with new product introductions, a market and customer-oriented attitude, team spirit, flexibility, and excellent communication skills.

***SALES REPRESENTATIVE*** *представитель по продажам* — I am presently working as a sales representative for the Curtiss Brown Scientific Corporation, a manufacturer of sophisticated technical products for the medical community (physicians and nurses), with headquarters in Provo, Utah. In this position, I deal directly with decisionmakers in clinics and hospitals where I provide a consultative role analyzing and presenting solutions to their individual requirements. For that reason, my position not only requires considerable business experience in medical devices, but also negotiating skills and a thorough knowledge of the decisionmaking processes in hospitals and clinics.

***SALES SUPPORT REPRESENTATIVE*** *администратор в отделе продаж* — I am currently working as a sales support representative for the XXZZ Database Corporation, a provider of specialized knowledge bases for safety and the environment, with corporate headquarters in Norfolk, Virginia. Within the sales support department, I answer telephone calls, respond to customer and sales managers' requests and inquiries, and assist with proposals and quotes. Moreover, I provide general administrative support to the purchasing process and I have daily communication with our two other sales support offices in Houston and San Diego. My job requires excellent

organizational skills, word processing experience (Microsoft), and the ability to work to stringent deadlines.

*TECHNICAL SUPPORT OPERATOR менеджер по технической поддержке (компьютеры и т.д.)* — I am employed by the Manchester (Indiana)-based Elton Glenn Transaction Company, an information technology company providing software, hardware, and services to support high-volume transaction processing for sales outlets in retail industries. I am a member of the desktop support group where I am working as a technical support operator. This group is responsible for support and maintenance of the company's computer users, ranging from printing problems on the network to actually resolving problems users may incur with the operating systems. The troubleshooting includes use of remote support with sites all across Indiana, Michigan, and Ohio.

## **12.6 Полезные выражения для описания целей карьеры или профессиональных целей**

- Entry-level opportunity at an advertising agency.
- An entry-level position in the field of personnel administration.
- Entry-level position in financial services offering a chance to demonstrate initiative and abilities.
- Seeking an entry-level position in the field of management with preference in sales promotion.
- To secure an entry-level engineering technician position with the opportunity for advancement.
- Trainee in a sales-oriented company offering the opportunity to advance to a position of
- increasing responsibility and career growth.
- A management trainee position in a medium-sized direct marketing company with an opportunity to advance to management level.
- To obtain a position as a sales management trainee that allows for career growth.
- An assistant sales manager position with a large distributor.
- A position as manager of a furniture department of a large department store.
- A position as personal assistant/secretary with a major corporation.

- Personal assistant/secretary position with a major international telecommunications company.
- A position in the field of public relations where a background in journalism and consumer marketing may be utilized.
- Management position in retail sales commensurate with 16 years of successful retail/supermarket sales experience.
- Seeking a responsible position commensurate with nine years experience as a direct marketing specialist. I am looking for a chance to demonstrate a high level of motivation to succeed.
- A sales management position in a communications company where I can use my promotion and sales experience.
- A challenging supervisory position and active involvement in accounting with the opportunity for advancement and personal growth.
- A line management position in a growth-oriented pharmaceutical company where I can apply my research, problem-solving expertise, and experience in medical chemistry.
- A challenging and career-oriented position utilizing my experience and skills in office management and providing opportunities for advancement.
- A position as a personnel manager where I can utilize my background and management experience in human resources and an opportunity to expand my areas of responsibility with further career potential.
- A position in new product engineering providing an opportunity to apply my extensive technical experience.
- Professionally and financially rewarding marketing management position offering challenge, responsibility, and an opportunity for advancement.
- Seeking a full-time staff position offering career advancement and increasing responsibility in the field of international market research. I am willing to travel and relocate.
- To seek a challenging position in the financial services field with the opportunity for professional growth based on performance.
- To pursue an international sales position that offers advancement opportunities.
- Seeking an opportunity to start a new career in audience and marketing research with a major television station.

- To work in a managerial position with decision-making responsibilities in which I can utilize my long-time banking experience and professional skills.
- To fully utilize my professional computer programmer experience in a position offering variety of challenging projects with growth potential in a major software company.
- To find long-time employment in the accounting department of a major European organization that offers a career with advancement and expansion of responsibilities.
- To obtain a position as an electronics engineer with a progressive Asian company engaged in advanced satellite research and development.
- To obtain a challenging position in which I can utilize my diversified project engineering background and experience and an environment where individual achievements will be recognized.

## 12.7 Образцы резюме

### Хронологическое резюме: бухгалтер (Chronological resume: bookkeeper)

<p><b>Christina Ivanoffa</b> 0000 Bergen Avenue Avondale, NJ 00000 Tel. (000) 000-0000</p> <p><b>OBJECTIVE</b> To work for a large company where I can utilize my experience and background in general accounting/bookkeeping and payroll administration.</p> <p><b>EXPERIENCE</b> Jason International Trading, Inc., Teaneck, New Jersey Bookkeeper: March 1995-present Major responsibilities include accounts receivable, accounts payable, cost accounting, profit calculations, credit investigations on all new clients, and biweekly EDP payroll processing, including overtime, bonuses, sales commissions, and incentive awards for 157 employees. I supervise four people. Simpson &amp; Tague Company, Hackensack, New Jersey Accounting Assistant: August 1988-February 1995 Duties included processing of invoices, checks, accounts receivable, and accounts payable.</p> <p><b>EDUCATION</b> Fairlawn Junior College, Fairlawn, New Jersey Associate Degree in Business Studies: June 1988 Fairlawn Junior College, Fairlawn, New Jersey Diploma, Accounting I, II, and III: May 1990 Paramus Business Institute, Paramus, New Jersey Certificate, EDP for Business Accounting: December 1991</p> <p><b>SPECIAL SKILLS</b> Fluency in Italian (spoken and written)</p>
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Experience with computer hardware and software, including desktop publishing

#### REFERENCES

References will be forwarded upon request. Please keep my application confidential at this time.

## Хронологическое резюме: (Chronological résumé: certified public accountant)

Vincent Harrison  
000 Chandler Avenue  
Chicago, IL 00000  
(000) 000-0000

#### CAREER OBJECTIVE

An accounting career with a large company that offers advancement opportunities and professional growth.

#### EMPLOYMENT

Bressler & Andersen, Certified Public Accountants, Chicago Certified Public Accountant: August 1991-present  
Preparation of financial reports and statements and income tax returns (professional partner ships, corporations and institutions).  
Responsible for planning internal control evaluations and audit engagements of publicly and privately owned companies.  
Preparation of internal control comments for presentation to senior management.  
Schwartz Company CPAs, Chicago  
Financial Accounting Intern: June 1990-May 1991  
Responsible for preparation of financial statements and monthly accounts analysis.  
Hovert Trading Company, Chicago  
Designed computerized accounts payable and receivable system: Summer 1988.  
International Illinois Bank, Chicago  
Assisted in developing revenue forecasts: Summer 1987.

#### EDUCATION

University of Chicago  
Bachelor of Science Degree in Accounting: 1989  
M.B.A. Degree: 1990  
Certified Public Accountant (Chicago): 1991  
Continuing professional education courses in federal taxes: 1994-present.

#### SPECIAL SKILLS

Fluency in German.

#### PROFESSIONAL AFFILIATION

American Institute of Certified Public Accountants

#### REFERENCES

Available upon request.

## Хронологическое резюме: управление бизнесом (Chronological résumé: a career in business management)

Marcia Turner  
000 Bond Street  
Boston, MA 00000  
(000)000-0000

#### OBJECTIVE:

A career in business management. Willing to travel and relocate.

#### **EDUCATION**

Columbia University, New York City

Bachelor of Business Administration: September 1994

#### **WORK EXPERIENCE**

MIRABELLA INSURANCE COMPANY, Hartford, Connecticut

Research Coordinator in Business Planning Division: October 1994-present

Conduct business, field, and desk research and make in-house presentations of results to senior management. Coordinate and supervise system of current financial business news to department heads.

MARCUS BROWN, INC., Teaneck, New Jersey

Business Development Intern: Summer 1992

Worked in the areas of demographics and sales forecasts.

TIECO SALES CORPORATION, New York City

Business Intern: Summer 1991

Worked in the accounts payable and accounts receivable department.

DERBY INDUSTRIAL ADVERTISING, New York City

Business Intern: Summer 1990

Assisted Account Executive to develop promotion program for several industrial clients.

#### **REFERENCES**

Available upon request.

## **Хронологическое резюме: менеджер в гостинице**

**John Morrison**

000 Saratoga Avenue

Miami, FL 00000

(000) 000-0000

#### **PROFESSIONAL OBJECTIVE**

A management position with a major international hotel chain.

#### **WORK EXPERIENCE**

The Colonnade Hotel—Miami, Florida

Food and Beverage Manager: July 1989-present

Directly responsible for management of restaurant and kitchen operations (staff of 44) and purchasing in a 326-room hotel with a restaurant, coffee shop, and banquet facilities.

LaSalle Hotel—New York City

Assistant to Food Services Manager: September 1983-May 1989

Supervised dining room and bar staff of 38. Responsibility for meal planning and coordination of approximately 125 banquets and large private parties (50-400 guests) per year.

Orange Roof Restaurant—Passaic, New Jersey

Manager: October 1980-August 1983 Assistant

Manager: July 1979-September 1980

Responsible for management of a 124-seat restaurant of a well-known popular restaurant chain with set menus at reasonable prices.

Continental Diner, New York City

Waiter: May 1978-June 1979

Waiter at a busy diner (open 24 hours) in midtown Manhattan.

#### **EDUCATION**

University of Miami

Bachelor's Degree in Business Administration: 1994

City College of New York

Successful completion of three Financial Management courses: 1982

Hotel-Restaurant Institute, New York  
Completed six-month management training course (day/evening classes): 1979  
Philadelphia Junior College  
Associate Degree in Business Studies: 1978

#### REFERENCES

Available on request.

## Хронологическое резюме: менеджер по персоналу

**Martin B. Ritter** 000 Baxter Avenue Dallas, TX 00000 (000)000-0000

#### JOB OBJECTIVE

A management position in the human resources department of a major manufacturing company.

#### WORK EXPERIENCE

DOLLINGER INDUSTRIES—Dallas, Texas  
Personnel Manager: March 1990-present

Responsible for:

Recruiting, screening, interviewing, testing and hiring of personnel for secretarial, clerical, production, and research and development positions (approximately 175 positions per year). Dollinger Industries has 2,550 part-time and full-time employees.

Negotiate and commission contracts with employment agencies.

Participate in contract negotiations with labor unions.

Conduct compensation surveys and analyses; set salary and wage ranges.

Initiate, formulate, revise, and implement staff training programs, job evaluations, performance appraisals, and personnel policies.

Supervise the maintenance and retention of all employment records.

Update and revise personnel manual, covering employment, training, salaries, wages, and benefits.

Supervise a staff of eight.

COOPER PRODUCTS, INC.—Cambridge, Massachusetts Assistant Director of Human Resources: July 1985-February 1990

Assisted the Director of Human Resources in areas of personnel screening, evaluation, and selection. Conducted performance appraisals and contributed to the company manual covering benefits, education, and training.

#### EDUCATION

Boston University.

Bachelor of Science degree in personnel administration: June 1985

Master of Science degree in personnel management: May 1987

The Institute of Personnel Administration of MIT, Cambridge, Massachusetts.

Certificate: six evening courses in personnel administration and EDP applications (including dBASE 6 and IBC II): 1988-1989.

References are available upon request.

## Функциональное резюме: системный программист (Functional résumé: systems programmer)

**Brad Anaheim**

00 Beech Avenue

San Jose, CA 00000

Tel. (000) 000-0000

**PROFESSION**

Systems Programmer

**OBJECTIVE**

A challenging position in the computer programming field where I can utilize my extensive experience and broad analytic design and problem-solving skills as a systems programmer.

**EXPERIENCE**

Member of a MVS/OS395 Parallel Systplexx Conversion Team.

Involvement in high exposure state-of-the-art environment, including OS395 Parallel Systplexx Conversions with full data sharing, Open Edition, and Internet Connection Secure Server.

Solid experience in the installation, maintenance, tuning, and debugging of MDFS/ESA (OS395), SMPE, JES3, TSO/ISPF, VTAN, TCP/IP and DB2 and CICS.

Ability to multitask and adaptability to multiple environments; implementing complex systems and network management applications.

**EMPLOYMENT HISTORY**

1993-present Sonomax Conversion Systems, San Jose, California

1989-1991 ATRAXX Computer Associates, Palo Alto, California

1985-1988 Innova Computer Programs, San Francisco, California

**EDUCATION**

Bachelor of Science—Mathematics (1983) University of California at Los Angeles

Master of Science—Computer Science (1985) University of California at Berkeley

## Хронологическое резюме: менеджер среднего звена

На региональной конференции Американской Ассоциации Школьных Администраторов Рассел Бучанан, главный региональный менеджер по дистанционным продажам в издательстве, узнает что компания Kauffman Institutional Equipment, Inc. имеет вакансию регионального менеджера по продажам.

The Résumé

**Russell R. Buchanan**

1416 Saybrook Road

Wellesley Hills, Massachusetts 02181

(617) 944-8778

**QUALIFICATIONS SUMMARY**

Position: Regional Sales Manager

**EXPERIENCE**

1992-present	Field sales supervisor, Horton-Miller Book Company. Duties: Selecting, training, and supervising a field sales staff of 16. Territory includes Massachusetts, New Hampshire, Vermont, and Maine. During this period, sales in the territory have increased 22 percent.
1988-1992	Sales representative, Horton-Miller Book Company, calling on teachers and administrators in western Massachusetts.
1984-1988	Head of department of business education, DeKalb (Illinois) High School. Duties: Supervised eleven instructors and managed the department with an enrollment of over 800 students.
1980-1984	Instructor in accounting and data processing, DeKalb High School. Also taught evening classes in accounting at Northern Illinois University.
<b>EDUCATION</b>	
Degrees	B.S. in Business Education, University of Wisconsin, 1981 M.S. in Business Education, 1983
Activities	Member of Pi Omega Pi (undergraduate business education fraternity—served as president in junior year), Badger diving team (placed second in Big Ten meet), and Tau Kappa Epsilon (social fraternity). As a senior, I worked part-time as a grader for accounting instructors.
<p>When I was associated with DeKalb High School, I had frequent opportunity to meet and talk with sales representatives of various companies that supply schools with textbooks and equipment. Although I enjoyed teaching and administration, I became interested in selling because I felt it provided broader opportunities for me.</p> <p>It turned out to be a wise choice—I found that I thoroughly enjoyed selling. Meeting new people constantly and providing counsel and services to the educational community was immensely rewarding. It still is. I have not lost my basic love for education, but I feel strongly that my influence is much greater in my present capacity.</p> <p>In my two years as Field Sales Supervisor at Horton-Miller, I have had an excellent opportunity to exercise what I believe is my real forte: motivating sales personnel and managing a sales organization. To me, the principles of sales management are the same, whether the product is a book, a desk, or a computer system.</p>	
<b>REFERENCES</b>	
<p>*Mr. A. J. Sholes, Director of Marketing Horton-Miller Book Company 2001 Aurora Boulevard Northbrook, Illinois 60062</p> <p>Dr. James C. Hightower, Principal DeKalb High School DeKalb, Illinois 60015</p> <p>*Mr. Sholes is aware of my interest in changing positions. The opportunity to become a regional manager at Horton-Miller in the near future does not appear to be favorable because of a recent restructure in the field organization.</p>	

## Хронологическое резюме: изменение области работы

Диана Ситон начала карьеру как секретарь в Livermore Manufacturing Company пять лет назад и за это время продвинулась до Административного помощника исполнительного Вице-Президента.

И хотя ей нравится работа и она с ней справляется, она всегда хотела работать преподавателем. В свое время она получила диплом преподавателя истории, но не смогла найти место, прошла курсы секретарей в бизнес-школе и стала работать секретарем.

Несмотря на успехи на этом месте, у Ситон всегда оставалось стремление работать в школе. В течении последних 2 лет она проходила курсы повышения квалификации преподавателей, надеясь что однажды она получит эту работу. Она только что увидела объявление в The Wall Street Journal о вакансии Менеджера по Office Training и решает послать резюме.

The Résumé		Dianne Seaton
		517 Park Avenue Omaha, Nebraska 68105 (402) 862-1175
<b>Position applied for:</b> Supervisor of Office Training		
<b>JOB EXPERIENCE</b>		
	1993-present	Administrative Assistant to the Executive Vice President, Livermore Manufacturing Company, 7400 West Center Road, Omaha, Nebraska. Duties: Supervise general office activities (including one secretary and one clerk-typist) and assist the Executive Vice President with such matters as writing letters and reports, doing research, planning conferences and meetings, and representing the executive in various functions, particularly when he is away from the office (very frequent).
	1988-1993	Secretary to the Manufacturing Manager, Livermore Manufacturing Company. Duties: General secretarial activities, such as receiving visitors, managing the appointment calendar, taking and transcribing dictation, writing routine letters and reports, assisting in the preparation of analytical and statistical reports, and handling other responsibilities assigned by the manager. Reason for Leaving: Promoted to higher position in the company.
<b>OTHER EXPERIENCE</b>		
	1985-1988	Taught evening courses twice a week in word processing, typewriting, and business communication, Creighton University, Omaha
	1981-1985	Part-time assistant in the history department of the University of South Dakota, where I graded student exams and reports and did some tutoring of freshman students.
<b>EDUCATION</b>		
	University	A.B. Degree, University of South Dakota, 1985. Major: History, Minor: Education. Honors and Activities: Dean's list three years (B+ average): Vice President of Kappa Delta Phi (history fraternity): member of Choral Ensemble; received Award of Merit in History in senior year.
	Business College	Diploma in secretarial administration, Yankton (SD) Business College, 1984. Courses included shorthand (two semesters), typewriting (two semesters), accounting, business mathematics, business communications, and secretarial procedures.
	High School	Vermillion (SD) High School; graduated in 1985. (College preparatory course. Electives included one year of typewriting and one year of business English.)
	Current Studies	During the past two years, I have taken extension courses at Creighton University in educational media, adult education methods, and personnel administration.
<b>SPECIAL INTERESTS</b>		
My primary avocational interests include music (since junior high school I have always been associated with one or more school and community choral groups, often as soloist) and working with brain-damaged children at hospitals and social service agencies. I am also a sports enthusiast (especially water skiing and scuba diving), play better-than-average tennis, and am learning handball.		
<b>REFERENCES</b>		
Professor H. A. Douthitt Department of History University of South Dakota Vermillion, South Dakota 57069		
Mrs. Janette Cellars Yankton Business College Yankton, South Dakota 57078		
Mr. Jason Carew, Principal Vermillion High School		

Vermillion, South Dakota 57609

Note: References from the two executives with whom I have been associated at Livermore Manufacturing Company will be submitted upon request. ' Neither is aware that I am interested in a career change at this time.

## Хронологическое резюме: менеджер высшего звена

Френсис Розен, занимающая высокий пост в большой Балтиморской корпорации, узнает от друга, что в одной крупной фирме увольняется директор по общественным связям. Она не уверена, что компания ищет нового человека на это место, но все равно решает обратиться.

The Résumé	
L. FRANCES ROSEN	
1703 Salisbury Road Baltimore, MD 21201	
<b>Position desired:</b> Director of Public Relations	
<b>PROFESSIONAL EXPERIENCE</b>	
1986-present	Manager, Corporate Communications, Regent Chemical Corporation, Baltimore. Duties: Responsible for employee magazine and other publications, communications with stockholders, general publicity, and media relations.
1981-1986	Assistant Director of Public Relations, Marchand Manufacturing Company, Arlington, Virginia. Duties: Handled PR correspondence, news releases, preparation of reports to stockholders, institutional promotion (including advertising and special brochures). Also responsible for instituting and directing a school and community relations program, which included the development of educational materials, speaking before various groups, and representing the company at most civic affairs. Reasons for leaving: Professional and financial advancement afforded by a larger organization.
1978-1981	Editor and Publisher of Periscope (employee magazine), Marchand Manufacturing Company. Duties: Directed a staff of five in producing the magazine and distributing it to employees and others. Also, upon request, assisted various department heads in preparing new-product information releases.
1974-1978	Administrative Assistant to the Director of Publicity, Marchand Manufacturing Company. Duties: Secretarial and office management, composing drafts of news releases and other publicity, and writing routine letters and reports for the director's signature.
<b>PROFESSIONAL ACTIVITIES</b>	
Member of the Baltimore Advertising Club (Secretary-Treasurer, 1976), National Public Relations Association, Baltimore Women Executives Club, and the Board of Directors, Baltimore Symphony Orchestra. Frequent speaker at public relations conventions and contributor of articles on public relations and management communications to various trade publications.	
<b>EDUCATION</b>	
A.B. degree, University of Virginia, Charlottesville, 1972, with a major in journalism.	
I have taken graduate courses (evenings) in journalism, public relations, and management communications at the University of Baltimore and Georgetown University.	
While at the University of Virginia, I was Editor in Chief of Daily Cavalier for one year and a member of Gamma Theta Pi (a journalism sorority of which I was president in my senior year). I was selected the outstanding student in the School of Journalism upon graduation.	
<b>PERSONAL PHILOSOPHY</b>	
I am deeply committed to the concept that public relations is essentially education—that is, educating people in favor of one's organization—and embraces seven basic groups: the local community, employees, customers, suppliers, stockholders, the financial community, and the general public. While I believe that those engaged in public relations have the main responsibility for developing and enhancing a positive image in the eyes of the public, I feel strongly that their end objective should be company growth in terms of sales and profits.	
<b>REFERENCES</b>	
References, including Regent Chemical Corporation executives, will be supplied on request.	

## Функциональное резюме: перемена области работы (отсутствие опыта)

Когда Леонард Ламбет закончил колледж, по специальности реклама, он начал работу на спортивном факультете, где он занимался организацией таких направлений как рыбная ловля, охота, и пешие походы. Хотя работа Ламбету нравилась, она не очень хорошо оплачивалась, но он никак не мог собраться с силами и выйти в реальный мир. Но наконец, после трех лет работы на этом месте, он решает уволиться и начать карьеру на новом месте. Его преподаватель журналистики сообщает ему об открытой вакансии помощника менеджера по рекламе в журнале Southern Outdoors-man, в Чарльстоне.

The Résumé	
Qualifications of	
<b>LEONARD B. LAMBETH</b>	
As Assistant Advertising Manager Southern Outdoorsman	
Present address:	Address after August 2004:
319 Daly Street Loris, SC 29569 (803) 271-4660	414 Maple Drive Columbia, SC 29205 (803) 542-1151
<b>EDUCATION</b>	
B.S. degree, University of South Carolina, Columbia, 1990 Major field of study: Advertising	
Courses in Advertising Advertising Theory and Practice Copywriting and Layout Advertising Art Advertising Media Publishing and Printing Techniques Advertising Department Management Advertising Research	
Related Courses	
Principles of Marketing Sales Principles and Management Marketing Statistics Business Communications Business Psychology	
Special Electives: Newswriting, Photography, Typewriting	
Honors and Extracurricular Activities President, Angler's Club (1990); member of university golf team (1987-1988); student member of National Advertising Council, Columbia Chapter (1989-1991); advertising manager of The Gamecock (1988); and occasional staff writer for student newspaper (1988-1990).	
<b>RECENT EXPERIENCE</b>	



1990-present      Instructor, athletic department, University of South Carolina. Duties: Organized and directed miscellaneous outdoor sports, including fishing, boat handling, hunting, and archery.

#### **OTHER EXPERIENCE**

Sold advertising space (part-time and summers) for a small local magazine (The Grand Strand), Myrtle Beach, SC.

Clerked at the Sportman's Place, Loris, SC, in the summers of 1988-1989.

Worked at the Horry County Beacon, a weekly newspaper, in the summer of 1990 (feature writing, copy editing, proofreading, and makeup).

Earned money at various times repairing fishing rods (ferrules, grip, guides, and windings).

#### **PERSONAL DATA**

Height: 5 feet, 11 inches

Weight: 165 lbs.

Health: Excellent

Marital status: Single, but engaged to be married in December of this year.

#### **REFERENCES** (by permission)

- |   |   |
|---|---|
| 1. Dr. Sophia C. Levinthal<br>Professor of Journalism<br>University of South Carolina     | 2. Mr. Patrick L. Patton<br>Athletic Director<br>University of South Carolina |
| 3. Mr. C. Raymond Dykstra<br>Publisher<br>Horry County Beacon<br>Atlantic Beach, SC 29577 | 4. Mr. Harry M. Petrie (owner)<br>The Sportsman's Place<br>Loris, SC 29569    |

# Глава 13

## Письма, касающиеся изменения места работы

### 13.1 ПИСЬМА О ПРИЕМЕ НА РАБОТУ

Существует два типа писем с просьбой о приеме на работу: (а) самостоятельные ("холодные") письма, которые отправляются в компанию в которой вы бы хотели работать, даже если компания не давала объявления о вакансии; и (б) письма с просьбой о приеме на работу, являющиеся ответом на рекламное объявление в газете или периодическом журнале о конкретной вакансии. В обоих случаях письмо с просьбой о приеме на работу (также называемое "сопроводительным письмом" - "cover letter" или "covering letter") должно сопровождаться резюме.

#### А. САМОСТОЯТЕЛЬНАЯ ПРОСЬБА О ПРИЕМЕ НА РАБОТУ

##### Просьба о приеме на работу

Это письмо также можно использовать в качестве сопроводительного письма для резюме. Основные описания напрямую связаны с данными из резюме.

Dear Mr. Carver:

I am responding to the in-house posting for the position of Associate Project Manager with your organization. A former colleague, Terry Barrington, alerted me to the opening and suggested that I contact you directly.

I have four years of experience with Michaels & Wade in Redmond, where I specialized in Management Information Systems. As you update your computer network and applications, you will need expertise in every department of your import business. The key descriptors below highlight areas of my experience and education that you will find most pertinent.

Computer Skills: DOS, WordPerfect, Lotus, Harvard Graphics;

Associate's Degree in Computer Science, 1993.

Communication Skills: Excellent grammar and usage in writing; good oral presentation and training skills; wrote and delivered annual department report for board of directors.

Sales Experience: Retail sales associate as high school and college student for three years at Pier Trading Post.

Supervisory Experience: Assistant to the associate warehouse supervisor at Michaels & Wade for four years.

May I arrange a time to meet with you or your agent early next week? I will call your office on Thursday, October 16. I would be available immediately, just in time for the holiday rush at Carver, Barrington & Stephens Imports. My daytime phone number is 555-7889. Please call collect if you have questions.

Sincerely,

*Цель*

*Должность*

*Рекомендации*

*Резюме*

*Преимущества*

*Специальные навыки*

*Просьба*

*Контактная информация*

*Возможность связаться*

## Поиск работы по специальностям:

### Страховой специалист

Dear Name:

My present employer—Harvest Insurance Company in Memphis, Tennessee—is a regional insurance company that offers limited opportunity for advancement. Therefore, I am seeking a new and challenging position with a major national insurance company, that will enable me to use my seven-year experience in the market research field. This confidential letter is to inquire into the possibility of an opening as research executive in your company's national marketing department.

I am currently working as a senior researcher in the marketing, planning, and research department, which plays a central part in the development and implementation of marketing strategy. This department commissions continuous and ad-hoc research designed to support new product development, market monitoring, customer analysis, and advertising and promotional development. My job involves all aspects of managing research projects, including liaison with internal marketing teams and research agencies. It also includes field and desk research and in-house presentations.

I would appreciate your time in reviewing my enclosed résumé and would welcome an opportunity to meet with you personally to discuss a position in your company.

Sincerely,

### Бухгалтер

Dear Name:

Within the next four months, I will be moving to Chicago where I would like the opportunity to put my ten years of accounting experience to work for your company.

I am currently working as a financial controller for the Morano Supermarket Group in Seattle, Washington, where I report directly to the group financial director. I am responsible for the group's financial direction and control, through tighter forecasting, budgeting, development of modern computerized controls, and more accurate reporting. As a result, I contributed significantly to the group's profitable growth during the past four years. In addition, I also ensure that all legal, taxation, and audit requirements are complied with and that appropriate statutory deadlines are met.

I have not yet informed my employer of my intention to leave the company. Therefore, I would appreciate your confidentiality in this regard. Should you wish to contact me, I can be reached on a con-

fidential basis at (000) 000-0000 during the day, or else at my home phone during evening hours after 7:30 p.m.

Sincerely,

### Отдел пресс-службы в банке

Dear Name:

Having worked for the past four years as an international marketing assistant in the marketing unit of a prestigious and highly rated British bank in Chicago, I would like to apply for a challenging marketing position in your bank's international department in New York.

I currently work in a close-knit, professional team and I am responsible for a broad range of marketing activities: internal and investor communications, including regular newsletters, reports and brochures; production of materials for client presentations; and advertising and direct mail. My position demands marketing experience for the financial management and investment communities and in dealing with financial data and markets. It also requires excellent organizational skills and the ability to work to stringent deadlines.

I am enclosing a résumé of my qualifications for your review and I would welcome the opportunity to meet with you. I can be reached during evening hours at my home phone (000) 000-0000 or at my office (000) 000-0000 on a confidential basis during business hours.

Sincerely yours,

## Поиск работы с частичной занятостью

Dear **Name**:

I am planning to return to the work force after an absence of eight years. During this period I raised two children, managed a busy household, and did volunteer work at the Essex City Hospital. I also retained my secretarial and administrative office skills and computer literacy with part-time work for my husband, who manages the Blackstone Insurance Agency in Essex City.

Since my family is well established, I am ready and eager to re-enter the job market once again in either a part-time or full-time position as a secretary or administrative assistant. For that reason, I enclose my résumé with additional information about my education, work experience, and other qualifications. Thank you very much for your consideration.

Sincerely,

## Сопроводительные письма для резюме

Основная функция сопроводительного письма – информировать потенциального работодателя о том, должность какого типа вы хотите получить. Оно также должно показать особую квалификацию, достижения и способности или опыт работы (подробности которого изложены в приложенном резюме), имеющие особое значение для данной должности.

Если вы отвечаете на рекламное объявление в газете или журнале, всегда сообщите об этом в первом абзаце своего сопроводительного письма.

Отправляя свое резюме по факсу потенциальному работодателю, также отправьте по почте копию для его картотеки.

Dear **Tom**:

I enjoyed our telephone conversation this morning and was interested to hear about the opening for an exploration geologist at Gigantic Resources. As you requested, I am faxing you a copy of my résumé. I will also be mailing you a copy for your permanent files.

As I mentioned during our conversation, I am a petroleum geologist with seven years of experience in the Rocky Mountain region. Currently, I am working for Weaver Oil and Gas as their Manager of Geology. My duties include both prospect generation and sales. I have strong technical abilities and sound written and oral communication skills. Due to family considerations, I am very interested in relocating to the Casper area.

I look forward to meeting with you on November 11. If you wish to contact me before our interview, you may reach me at 303-555-5792.

Thank you again for the information you offered me on the telephone this morning.

Sincerely,

*Реноме*

*Просьба*

*Ответ*

*Резюме (в общем)*

*Контактная  
информация*

*Благодарность*

## Краткое сопроводительное письмо для резюме, если вы не знаете о конкретной вакансии.

Dear Ms. Smith:

I am interested in a part-time position with American Academy of Family Physicians as an editor. My writing and editing experience include newspaper copy, manuscripts, advertising copy, books, brochures and training manuals.

My resumé is enclosed. If you have questions or need more information, please call me at 555-4866.

Sincerely,

*Причина*

*Резюме (в общем)*

*Приложение*

*Контактная информация*

## **Б. ОТВЕТ НА ОБЪЯВЛЕНИЯ О ВАКАНСИИ**

### Просьба о приеме на работу

Это ответ на объявление о вакансии; в нем приведено резюме автора и просьба о собеседовании.

Dear Ms. Armstrong:

I am writing in response to your advertisement in the December issue of Publishers Monthly Journal, in which you announced an opening for a sales representative with Taggerty and Sons Publishing.

I have five years of retail experience in the book industry. For the past three years, I have managed Books for Us, an independent bookstore located in Rolling Hills. I am familiar with the products that you publish and believe my experience as a retailer and with the buying public would benefit your company. As the manager of an independent bookstore, I have demonstrated my ability to set goals and complete projects in a timely and thorough manner.

In my current job, I am responsible for buying both new publications and backlist inventory as well as the analysis of sales trends using a computerized inventory system. I have a B.A. in English literature, and I am an active participant in local writers' workshops. I have enclosed a copy of my resumé for your review.

I would like to meet with you and will contact your office the week of April 27 to determine if an interview may be arranged. If you wish to contact me before that date, please call 555-2434.

Sincerely,

*Цель*

*Должность*

*Рекомендации*

*Резюме*

*Специальные навыки*

*Приложение*

*Просьба*

*Контактная информация*

## **Специалист по охране окружающей среды**

Dear Name:

I am responding to your advertisement in the Manchester Herald of August 14 for an entry-level position as environmental analyst. As my resumé will indicate, I appear to fit the candidate description as specified in your advertisement. I have a strong interest in this position and I believe that my background, qualifications, and work experience appear to be well-suited to your company's specific requirements.

I received my Bachelor of Science degree in environmental chemistry from Manchester College last month. In addition, I have worked as a summer intern with several chemical companies in the Manchester area during the past three years.

Please accept my enclosed resumé in consideration for this position. Thank you for your time. I am looking forward to hearing from you.

Sincerely,

### **Финансовый консультант**

Dear Name:

Your advertisement in this month's edition of Management News states that you are looking for several management trainees to add to your financial management staff in Boston. I would like to apply for one of these positions, because I believe my professional training and career objective are very much in line with your requirements.

I attended Columbia University in New York where I earned my bachelor of arts degree in Economics. I was awarded the master of business administration degree last year. I am currently working as a financial research assistant in the business planning and research department of the Mirabella Insurance Corporation in Washington, D.C.

I appreciate your time in reviewing my enclosed résumé and would welcome the opportunity to meet and discuss my qualifications and experience with you.

Sincerely yours,

### **Международный финансовый менеджер**

Dear Name:

The position of international Business Development Manager as advertised in the weekend edition of The San Francisco Times sounds like an interesting opportunity, especially since I am planning a move to the San Francisco metropolitan area. My international background, professional qualifications and fluency in Spanish and Portuguese appear to be an excellent match for this challenging position. Therefore, I am enclosing my résumé for your consideration.

I am currently employed as a business development manager for Jones & Bateman, a Chicago-based international organization providing a variety of management and marketing services to a wide range of clients in consumer and business-to-business markets in the United States, Canada, Mexico, and countries in Latin America. Business development managers have responsibility for maintaining and developing business among existing clients; identifying new clients for existing services; investigating and identifying new services and markets in which the organization should operate; providing appropriate proposals for participation in these markets; implementing agreed-upon plans for such new activities; and controlling revenue and profit budgets. I also manage a small team (five people) to carry out day-to-day contact with existing and new domestic and international clients.

Jones & Bateman has recently been sold to a Canadian conglomerate and the offices will relocate to Toronto, Canada. I am very interested in joining your organization in San Francisco.

Should you agree that my experience and qualifications, as outlined in the enclosed résumé, are a good match for your specific requirements, I would look forward to the opportunity of meeting with you personally in San Francisco early next month. Thank you for your consideration.

Sincerely,

### **Менеджер по планированию**

Dear Name:

I have read your advertisement for a planning manager in the Friday edition of the Financial Times with a great deal of interest. Comparison of my background and professional qualifications with your candidate description, as specified in this advertisement, suggests that I would be an excellent candidate for this interesting position. For that reason, I am forwarding my résumé for your review and consideration.

In my current position as planning manager for the Danzo Corporation—an international consumer-oriented marketing organization with corporate headquarters in Newark, New Jersey—I work on the development of two-year strategic and annual operating plans and in the critical area of allocating resources to meet the changing needs and objectives of the corporation. I report to the corporate planning manager. My job demands a strong background in corporate, strategic, and marketing planning in a large international consumer goods organization, where a sophisticated monitoring of international market and economic trends and the ability to respond rapidly to changing market conditions and directions is of vital importance. It also requires strong communicative and persuasive skills, together with the capacity to work effectively with senior management. I am willing to relocate for the right opportunity.

I would welcome the opportunity to discuss this challenging position with you personally.

Sincerely,

### **Директор по связи с клиентами**

Dear **Name**:

I am forwarding my résumé in response to your advertisement in the October edition of International Oil magazine for a director of client relations. This challenging position appears to be an exciting opportunity and has prompted me to submit my résumé for your consideration.

At present, I am employed as director of client relations for the USA-Euro Marine Spill Response Corporation in New York City. This corporation is an international, not-for-profit organization dedicated to providing a best-effort response to cleaning up catastrophic oil spills in the coastal and tidal waters of the countries bordering the Atlantic Ocean and the North Sea. I am responsible for client relations, including the negotiation and administration of a variety of contracts for oil spill response services with our clients, who are major producers, transporters and users of petroleum. In addition, I am responsible for the establishment and maintenance of an international network of specialized subcontractors in Europe, the United States, and Canada who assist the organization in meeting its oil spill response obligations. My position requires extensive knowledge of the oil industry (particularly transportation of petroleum products); excellent negotiating skills; and the ability to interact with all levels of management and government.

I am confident that I can make the transition from a small organization to a large international company smoothly. I look forward to your response and an opportunity to further discuss my international experience and qualifications and the possibility of working for your company.

Sincerely,

### **Финансовый дилер**

Dear **Name**:

This week's Financial Weekly contained your advertisement for an experienced international financial transaction dealer. I appear to be an excellent match for your specific requirements.

As you can see in my enclosed résumé, I am currently working as an international financial transaction dealer at the corporate headquarters of Janssen International Finance BV in Curaçao, the Netherlands Antilles. I am a member of the capital markets and asset financing division, which is charged with bond issues of all types, including Euro equity issues, equity warrants and other international equity-linked products, swaps, and derivative instruments, infrastructure financing, and tax-based crossborder leasing. I am bilingual (English/Dutch) and I have a working knowledge of German and Spanish.

I would welcome the opportunity to meet and discuss my experience and qualifications with you. Since I will be in Miami at the end of this month, I will call you next week to set up a personal meeting.

Sincerely,

### **Личный секретарь - переводчик**

Dear **Name**:

I read your advertisement for a bi-lingual personal secretary in the September 9th issue of The Los Angeles Times with considerable interest. This position sounds quite interesting and I have the qualifications that you are seeking. I am therefore submitting my résumé for your review and consideration. I am looking for a challenge and feel that I can meet the exacting standards you require.

Since 1991, I have been the personal secretary for the Director of the international department at the American-Scandinavian Investment Bank in Los Angeles. In addition to the usual secretarial duties, I am also responsible for the smooth running of the department's secretarial pool. My job includes the supervision of a small team of secretaries, extensive preparation of cost and expense reports, and constant liaison with New York headquarters. It also demands excellent shorthand, word processing skills, desk top publishing, a sound knowledge of Lotus 1-2-3, and strong personal qualities of initiative, maturity, loyalty, diplomacy, and confidentiality.

If my experience and qualifications are of interest, I would be delighted to meet with you to further explore career opportunities with your company.

Sincerely,

### **Консультант по финансовым рискам**

Dear **Name**:

The position advertised in the October issue of The Financial Post for a risk management consultant is of special interest to me, because I appear to have the profile and qualifications that you are seeking.

I am currently working as a consultant in the risk management department of the Lanchart Consulting Group in Wilmington, Delaware. Reporting directly to the senior vice president in charge of the

department, my position involves providing advice on alternative risk-financing solutions to medium-sized American and Canadian corporations. My duties include: high-level client contact and liaison with the Lanchart insurance network on all matters related to alternative risk financing; analysis of prospects and clients' insurance and risk management programs, including preparation and presentation of detailed feasibility studies.

The attached résumé details my business and academic background. I would be willing to relocate to New York City for the right opportunity.

I will be in the New York area from November 1 through November 6 and would be happy to meet with you regarding this position at that time. Would it be possible to arrange an interview with you during this period? I look forward to hearing from you soon. However, I would appreciate my application being treated as strictly confidential, as I am currently employed.

Sincerely yours,

### **Менеджер по материалам**

Dear **Name**:

Your advertisement for an experienced materials supervisor in this week's edition of International Drilling describes a position that I believe is well suited for my background, experience, and qualifications.

At present I am employed as materials supervisor for the Johanson's Drilling and Development Company in Houston, Texas. Johanson is an independent exploration and production company. As a key member of the company's production team, I am involved in all aspects of inventory control and procurement of goods and services relating to drilling and development operations in Texas and Louisiana. Sourcing suppliers and ensuring delivery of highest quality and reliability within rigidly applied cost parameters and timescales is a very important part of my job. This also applies to the ability to plan and schedule long-term procurement requirements. My position requires relevant experience in the oil industry and an extensive knowledge of domestic and international procurement, safety compliances, and computerized purchasing and materials management systems.

I would appreciate the opportunity of meeting with you personally to discuss my background and professional qualifications, as outlined in the attached résumé, in more detail.

Sincerely,



## Письма соискателя на должность, с упоминанием контакта

В этих письмах автор просит о собеседовании и упоминает имевший место КОНТАКТ.

Dear **Mr. Hunter**:

John Stewart, your director of public relations, told me that you were looking for a communications specialist. I am a recent graduate of Richmond University and would like the opportunity to talk with you about the position.

My degree is in journalism, and my intern work during my senior year was on the community desk at the Kansas City Star.

The summer of 20XX I assisted the editor of the St. Joseph Hospital newsletter and was responsible for writing the articles and taking pictures.

May I have an appointment to discuss my qualifications and my interest in working with you as a communications specialist? I will call your office Wednesday morning for a time that is convenient for you.

Sincerely,

*Контакт*

*Причина*

*Резюме*

*Просьба*

*Контактная информация*

Dear **Mr. Carver**:

I am responding to the in-house posting for the position of Associate Project Manager with your organization. A former colleague, Terry Barrington, alerted me to the opening and suggested that I contact you directly.

I have four years of experience with Michaels & Wade in Redmond, where I specialized in Management Information Systems. As you update your computer network and applications, you will need expertise in every department of your import business. The key descriptors below highlight areas of my experience and education that you will find most pertinent.

Computer Skills: DOS, WordPerfect, Lotus, Harvard Graphics; Associate's Degree in Computer Science, 1993.

Communication Skills: Excellent grammar and usage in writing; good oral presentation and training skills; wrote and delivered annual department report for board of directors.

Sales Experience: Retail sales associate as high school and college student for three years at Pier Trading Post.

Supervisory Experience: Assistant to the associate warehouse supervisor at Michaels & Wade for four years.

May I arrange a time to meet with you or your agent early next week? I will call your office on Thursday, October 16. I would be available immediately, just in time for the holiday rush at Carver, Barrington & Stephens Imports. My daytime phone number is 555-7889. Please call collect if you have questions.

Sincerely,

Dear **Name**:

I received your name from Dr. Helmut Schwartz this week. I spoke to him regarding career opportunities with Silver Star Polymer Industries in Maryland. He suggested I contact you about the opening for a product development engineer in your company's engineering department in Hamilton.

I am currently employed as a product development engineer for Atlantic Polymer GmbH in Bonn, Germany. This company is well known in the field of polymer engineering. To ensure that their position in the German marketplace is consolidated and developed, the company employs me as a specialist engineer to build further relationships with their German customers. This position calls for a "hands-on" engineer who is capable of designing and developing new products from concept to manufacturing. This in turn requires the ability to build excellent relationships with customers.

I would welcome the opportunity to meet with you or a representative of your company to discuss the information on my enclosed résumé. May I call you next week to determine the most convenient time for such a meeting? Thank you for your consideration.

Sincerely,

## 13.2 ПРОСЬБА О ВСТРЕЧЕ, СОБЕСЕДОВАНИЕ

### А. ПЕРЕД СОБЕСЕДОВАНИЕМ

#### Просьба о встрече

В этих письмах выражается просьба о собеседовании для обсуждения будущей работы. Такие письма содержат достаточно информации, чтобы заинтересовать адресата, но не представляют подробного резюме.

Dear Mr. Justin:

I am a professional business editor who will be relocating to your area within the next six months. I plan on being in New York April 22 through April 25. May I have an appointment with you to discuss employment opportunities in the New York area and specifically with Justin and Cramer Publishing?

My expertise is both as an editor and as a business writer. I have six years of experience in business editing: four years as an assistant editor at Smart Company Books and, most recently, two years as a business writing consultant for professional groups. I have also published newsletters for two not-for-profit organizations on a volunteer basis.

If it is convenient, may I schedule time to talk with you between April 22 and 25? I will call your office the week of April 1 to determine if there is a time you will be available. In the meantime, if you have any questions or need additional information, please contact me at 219-555-9846.

Sincerely,

*Информация*

*Просьба (в общем)*

*Резюме*

*Просьба  
(конкретная)*

*Контактная  
информация*

В следующем письме просьба об интервью для газеты используется в качестве "крючка", позволяющего попасть в компанию. В то же время автор четко описывает свою квалификацию и желание стать претендентом на должность.

Dear Mr. Crenshaw:

May I have an interview with you to discuss your work in personnel as well as any new directions you see developing in the personnel field?

I am gathering information for an article I am writing on students, graduation, job prospects and future developments in personnel.

The article will appear in the local section of the Kansas City Star.

I would very much like your input for my article.

I am especially interested in what is taking place in manufacturing companies such as ABC. As a college senior, I will graduate from Kansas University at the end of May with a degree in human resources and business communication. I feel that my education and summer activities, writing news releases for the regional YMCA and developing skill programs for YMCA employees will qualify me in the future for a trainee position in personnel.

I will call your office next Wednesday morning for an appointment time that is convenient. My interview should not take more than 30 minutes.

Sincerely,

*Просьба*

*Причина*

*Резюме*

*Просьба*

Умение выразить просьбу о встрече или собеседовании очень важно.

Dear **Ms. Montoya**:

Thank you for your response to my April 19, 20XX, inquiry concerning the position of escrow representative at Valley National Bank.

If you have any time available on either May 7 or 8, I would appreciate 10 minutes of your day to review a five-step plan for developing an escrow division in one month. This plan could benefit the entire bank. If the plan interests you, we could then schedule additional time to discuss how I might assist VNB in achieving its escrow goals.

I will call on May 2 to arrange an appointment. I look forward to meeting you in person.

Sincerely,

*Благодарность*

*Ссылка на должность*

*Просьба*

*Преимущество*

*Контактная информация*

## Приглашение на собеседование

**HILL MULTI-MEDIA CORPORATION**  
301 E. Armour Blvd. • Kansas City, MO 64111

March 5, 20XX

Kay E. Anders  
7923 Noland Road  
Lenexa, KS 66215-2528

Dear Ms. Anders:

Thank you for your application for the position of Communications Director. We are pleased to invite you to be interviewed for the position. Your interview has been scheduled as follows:

Date: March 17, 20XX

Time: 11:15 a.m.

Location: Conference Room A  
Second Floor (Northeast)  
Gillham Plaza Building  
301 E. Armour Blvd.  
Kansas City, MO 64111

Parking: Underground area off Gillham Road

You can expect to meet with the committee for 30 to 45 minutes. If you have any questions, please contact me at 816-555-6889.

Again, thank you for your interest in the position.

Sincerely,  
Signature  
Carol J. Kennedy  
Interim Director of Programs

## Отказ представителя фирмы от собеседования

Dear **Mr. Korslund**:

Your letter inquiring about employment opportunities in our company was forwarded to me from Personnel because of your interest in advertising and copy writing. I am pleased you thought of David Smith Advertising.

At this time, however, all our writing slots are filled, and I do not anticipate there being any openings this year. I will ask Personnel to keep your letter on file for three months. In April, let them know if you still want to be considered for an opening.

Sincerely,

## **Б. ПОСЛЕ СОБЕСЕДОВАНИЯ**

### **Уточнение условий работы**

#### **Письмо после собеседования**

Dear Mr. Harris:

I am looking forward to beginning my position as office manager at Jenkins, Louis & Albright effective August 1. Thank you for the confidence you have shown in my abilities.

In reviewing our conversation regarding my compensation, it is my understanding that the position pays \$26,000 per year and that my salary will be reviewed on an annual basis beginning one

year after I start with the company. I will receive both medical and dental insurance as stipulated in the health care enrollment package I was given during my second interview on July 21. In addition, I am entitled to two weeks of paid vacation per year after I have been with the company 12 months. I recognize that I must schedule my vacation at least four weeks in advance and arrange for a temporary replacement to fulfill my duties while I am away.

I am pleased to be associated with Jenkins, Louis & Albright.

Sincerely,

### **Благодарность за собеседование**

И снова, сохраните свое имя в памяти потенциального работодателя и на его столе. Демонстрирование хороших манер – эффективное средство для получения работы.

Dear Ms. Montoya:

Thank you for the interview today. Your joke about the lonesome lawyer still makes me laugh.

I appreciate your consideration of my qualifications and application for the job of escrow representative. I will check in with you next Monday to see if you have made a decision about the position. If I can answer any questions or concerns, please call me at 555-6678, mornings, if possible.

Thank you again for your interest.

Sincerely,

*Благодарность*

*Напоминание*

*Контактная  
информация*

*Благодарность*

## **13.3 РЕКОМЕНДАЦИИ**

Работодателей часто просят о характеристиках или рекомендательных письмах для бывших сотрудников. Различия между этими двумя документами минимальны. Рекомендательное письмо (letter of recommendation) – это благоприятный отзыв бывшего работодателя о квалификации, работе, характере и надежности бывшего сотрудника, рекомендующий данного работника как подходящего для определенной должности или выполнения определенных функций.

Характеристика (letter of reference) обычно подтверждает факты, касающиеся бывшего рабочего места (например, сроки работы и описание работы) сотрудника, хотя она часто содержит информацию о способностях, характере и работе человека. Лицо, предоставляющее подобную характеристику, обычно называется "reference" ("рекомендатель").

Однако следует упомянуть, что рекомендательные письма и характеристики содержат только безоговорочно положительные отзывы о бывшем сотруднике. В общем, такие письма не несут негативной или умаляющей заслуги информации, поскольку такие замечания о бывшем работнике могут привести к судебному иску против бывшего работодателя. По этой причине рекомендательные письма и характеристики зачастую не столь важны, как думают многие соискатели – если только работодатели специально не требуют их предоставления. Многие работодатели предпочитают поговорить по телефону с начальником кандидата, чтобы получить "живые" ответы на возникающие вопросы.

### **Просьба о рекомендации**

Для большинства людей попросить о рекомендациях довольно трудно. Данное письмо поможет вам в этом в качестве примера.

#### **Просьба о рекомендации**

Dear Jason:

May I use your name as a reference for a job I hope to get? I am applying for risk manager openings at Johns Oil Company, Fast Food Inc., and Ploish Publishing. Our experience together at JJT helped give me the confidence to try for these jobs.

Since I graduated with an Associate Degree in Risk Management last spring, I have taken several courses in industrial engineering. I am experienced with OSHA regulations and a variety of plant operational systems.

Being both co-workers and friends for many years, I naturally thought of you as a reference. If you are comfortable with that idea, please return the enclosed self-addressed stamped postcard to me stating your approval. I'd appreciate your help, of course, but also understand not wanting strangers calling and wanting inside information about someone who out-fishes you on every camping trip. Yet, I know I could have a great career with any of these companies and could then afford to treat you to a fish dinner at a

fine restaurant!

Thanks either way for being a friend — and the son of a heavy equipment company owner who hired a poor fisherman years back!

Sincerely,

*Приветствие*

*Просьба*

*Подробности*

*Новые сведения*

*Личные  
замечания*

*Благодарность*

*Заключительные  
выражения*

### **Рекомендательное письмо**

Составляя рекомендательные письма или характеристики, избегайте популярного когда-то приветствия "To Whom It May Concern" ("всем, кого это касается"). Вместо этого озаглавьте письмо "Letter of Reference for Ronald Bush", "Letter of Recommendation for Laura Webber" или "Recommendation for Peter Finch".

#### **Рекомендательное письмо**

Dear Mr. Doerter:

Elizabeth Kidder, who has applied for the position of City Clerk/Finance Director for the City of Burlington, has asked me to provide you with a letter of recommendation. I am pleased to comply with her request.

Ms. Kidder was the personnel clerk at the City of Olathe, Olathe, Kansas, when I began as personnel director in September 20XX. I found her to be very capable.

During the two years that she reported to me, Ms. Kidder was extremely skilled in handling the administration of all office functions, which included supervising the part-time clerk.

Ms. Kidder is a self-starter, a capable, efficient supervisor and an exceptional worker; I give Ms. Kidder my highest recommendation. She would be a valuable member of your team.

Sincerely,

## 13.4 ОТВЕТЫ НА ПРЕДЛОЖЕНИЕ О РАБОТЕ

### A. СОГЛАСИЕ НА РАБОТУ

#### Согласие на работу

Сделайте это письменно! Подтвердите договоренности так, как вы их понимаете.

One Tailgate Dr.  
Sioux City, IA 50584

December 15, 20XX

Mr. Kevin Johns  
Johns Oil Company  
R.R. Box 45  
Sioux City, IA 50523

Dear Mr. Johns:

It is a pleasure to accept the position of risk manager, effective January 3, 20XX. I am eager to begin my new assignment.

Thank you for your confidence in me. I will do my best to surpass the challenge presented by Johns Oil Company's phenomenal growth.

Sincerely,

Signature

Cody Helm

*Согласие*

*Дата*

*Благодарность*

*Намерение*

## Ответ на предложение работы: обсуждение условий

Это ответ на предложение работы. Автор обсуждает условия работы.

<p>1231 Holly Drive Carrollton, Texas 75007</p>	<p>July 16, 20XX</p>
<p>Edward Harris Jenkins, Louis &amp; Albright 505 Santa Fe Ave. Coppell, TX 75019</p>	
<p>Dear Mr. Harris:</p>	
<p>I am looking forward to beginning my position as office manager at Jenkins, Louis &amp; Albright effective August 1. Thank you for the confidence you have shown in my abilities.</p>	
<p>In reviewing our conversation regarding my compensation, it is my understanding that the position pays \$26,000 per year and that my salary will be reviewed on an annual basis beginning one year after I start with the company. I will receive both medical and dental insurance as stipulated in the health care enrollment package I was given during my second interview on July 21. In addition, I am entitled to two weeks of paid vacation per year after I have been with the company 12 months. I recognize that I must schedule my vacation at least four weeks in advance and arrange for a temporary replacement to fulfill my duties while I am away.</p>	
<p>I am pleased to be associated with Jenkins, Louis &amp; Albright.</p>	
<p>Sincerely, Signature Melissa Waters</p>	

*Согласие*

*Дата*

*Благодарность*

*Условия*

*Любезность*

## Б. ОТКАЗ ОТ ПРЕДЛОЖЕННОЙ РАБОТЫ

### Ответ на отказ в приеме на работу

Это ответ на предыдущее письмо с информацией, что интересующая автора вакансия заполнена. Письмо позитивно и оставляет возможность для будущего контакта с компанией.

<p>Janet E. Thompson 2244 West Nassau Street Aurora, CO 80013</p>	<p>October 21, 20XX</p>
<p>Smith Engineering P.O. Box 2955 Denver, CO 80206</p>	
<p>Dear Mr. Smith:</p>	
<p>I appreciate your promptness in writing that the human resources director has been selected. The opportunity to discuss the position and find out about your company was a pleasure, as was meeting the staff. Thank you.</p>	
<p>If, in the future, a position is open at Smith Engineering that would fit my goals, background and experience, please call me. I am committed to this area and the human resource field and, of course, am very interested in Smith Engineering.</p>	
<p>Sincerely, Signature Janet E. Thompson</p>	

*Понимание*

*Благодарность*

*Реноме*

Это письмо написано после отказа в приеме на работу. Оно оставляет возможность для повторного обращения в случае появления вакансии. Тон письма приветливый и профессиональный.

2343 South 10th Eugene, OR 97405	July 21, 20XX
Marcus Edwards, Personnel Director Tachert & Hood Manufacturing P.O. Box 8452 Eugene, OR 97405	
Dear Mr. Edwards:	
Thank you for considering me for the position of account supervisor at Tachert & Hood. I understand that my qualifications are not in line with your company's needs at the present time.	
I am very impressed with your company. I believe that Tachert & Hood continues to be successful because of the skill of your management in analyzing the direction of market trends. I hope you will consider me again should another employment opportunity compatible with my experience become available.	
If you wish to contact me, please call 555-3416.	
Thank you again for the opportunity to interview with Tachert and Hood.	
Sincerely,	
Signature	
James Andrews	

*Благодарность*

*Реноме*

*Просьба*

*Контакт*

*Благодарность*

## Отказ от предложенного места работы по причине недостаточной квалификации

Это трудная ситуация. Если вы знаете, что работа вам не подходит, будьте честны и постарайтесь исправить ситуацию.

174 Bittersweet St. Broken Arrow, OK 74012	January 18, 20XX
Carroll Connell, Director Intercomp, Inc. P. O. Box 23659 Tulsa, OK 74133	
Dear Ms. Connell:	
The position of executive drafting assistant sounds exciting.	
Thank you for considering me. However, I cannot accept this offer in good conscience at this time.	
The computer expertise this position requires for success demands more experience than I currently have. I want to do an excellent job; therefore, I am enrolling in a CAD course at Tulsa University. In four months I will have the training to pursue a similar position with determination.	
Perhaps TU instructors can suggest names of recent students who are prepared now to accept the responsibilities of the job.	
Someone better trained than I is waiting to discover Intercomp.	
Thank you again for thinking of me. It has been the incentive I needed to get the extra training I must have to continue in the drafting field. I intend to be prepared for the next executive drafting assistant opening as your company continues to expand its operation.	
Sincerely,	
Signature	
Chris Jensen	

*Должность*

*Благодарность*

*Отказ*

*Причина*

*Решение*

*Предложение  
альтернативы*

*Благодарность*

*Намерение*



## Отказ от предложенного места работы в связи с другим предложением

Это позитивное письмо, предполагающее продолжение деловых отношений в будущем.

<p style="text-align: right;">June 23, 20XX</p> <p style="text-align: center;">Veronica Black President Quinta Exploration P.O. Box 1312 Phoenix, AZ 85029</p> <p>Dear <b>Veronica</b>:</p> <p>Thank you for your letter notifying me that I am one of your final candidates for the position of Corporate Vice President. I certainly enjoyed meeting with you Tuesday, touring the company and learning more about the goals of your Board.</p> <p>However, as we discussed at our meeting, my priority has been to settle on the East Coast, and I have continued to pursue opportunities. Recently, I received an offer in my field of hydrogeology, located within a day's drive of the coast and in proximity to family members. With the responsibilities that are inherent in the position and the future that it promises, I have accepted the offer.</p> <p>I hope that we meet again, perhaps at the national conference next summer. Since it is scheduled for Atlanta, I can promise you a tour of the city.</p> <p>Thank you again for the fine day at Quinta Exploration.</p> <p>Sincerely, Signature Janet T. Lundquist</p>	<p><i>Благодарность</i></p> <p><i>Причина отказа</i></p> <p><i>Результат</i></p> <p><i>Будущее</i></p> <p><i>Реноме</i></p> <p><i>Благодарность</i></p>
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## 13.5 ИЗМЕНЕНИЕ МЕСТА РАБОТЫ

### Изменение места работы. Позитивная отставка

Когда вы должны "двигаться дальше" к новым возможностям, используйте это письмо как образец для письма об отставке. Оно может быть коротким и представлять лишь официальное уведомление для документации. Оно также может содержать объяснения. В такой ситуации работодатели ценят понимание.

<p style="text-align: right;">February 2, 20XX</p> <p style="text-align: center;">34458 Seminole Lane Tampa, FL 33640</p> <p>Jerry Sanderstein Sanderstein Aviation 8865 Hidden River Parkway Tampa, FL 33637</p> <p>Dear <b>Jerry</b>:</p> <p>With deep regret and with some excitement, I must resign as night shift supervisor, effective March 1, 20XX. My family will be relocating to Georgia this spring so my wife can pursue a lucrative offer in a law firm. This is an opportunity we cannot overlook.</p> <p>I will be glad to assist in the training of my replacement. Our night shift has a couple of competent workers who would make excellent shift supervisors.</p> <p>Your encouragement during the past nine years has allowed me to grow in my responsibilities and capabilities. Thank you for these successful years. I will miss you, Jerry, as well as all my other friends at Sanderstein Aviation. Your leadership provides me with many fond memories. I wish you continued success.</p> <p>Sincerely, Tom</p>	<p><i>Чувства</i></p> <p><i>Отставка</i></p> <p><i>Дата</i></p> <p><i>Причина</i></p> <p><i>Предложение помощи</i></p> <p><i>Благодарность</i></p> <p><i>Личные комментарии</i></p>
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## Изменение места работы. Негативная отставка

Если вы вынуждены уйти с работы из-за давления или стресса, ваши объяснения должны быть короткими, честными и позитивными. Никогда не пишите письмо об отставке, будучи в раздражении. Помните о поговорке "Не стоит сжигать мосты". Цель письма – спокойно, рационально и учтиво заявить о конфликте. Несмотря на различия между вами, вам может понадобиться рекомендация вашего работодателя.

345 Cedar Lake Road Minneapolis, MN 55426		July 14, 20XX	
Leslie Young, Marketing Director Marketing Towers 60 S. Ninth St. Minneapolis, MN 55402			
Dear Ms. Young:			Отставка
I am resigning my position as special accounts representative, effective July 30, 20XX.			Дата
Recent circumstances incompatible with my personal values require that I change my employment.			Причина
Thank you for the chance to work and learn at Marketing Towers.			Благодарность
Sincerely,			
Signature Julie Mast			

## 13.6 ПРОЧИЕ ПИСЬМА

### Повышение - поздравления

Этим письмом работника или делового партнера поздравляют с повышением.

Cadrell's 290 26th Ave. • Winston, GA 30067		August 8, 20XX	
T. Molly Rathburn 8944 Tripp Winston, GA 30067			
Dear Molly:			Первое поздравление
I would like to congratulate you on your recent promotion to Assistant Plant Supervisor. You must be proud of your accomplishments.			Общая информация (необязательно)
Because of your hard work and dedication, you deserve this promotion. Employees like you help Cadrell's keep ahead of the competition and lead the way in the field of dental equipment.			
Your efforts are appreciated.			
Congratulations again. Welcome to the management team at Cadrell's.			Второе поздравление
Sincerely yours,			
Signature J.K. Cadrell, Jr. President JKC:ltj			

## Прекращение деловых отношений (позитивно)

В этом письме выражается удовлетворение от совместной работы, однако одновременно адресату сообщается о прекращении совместного проекта.

<p style="text-align: center;"><b>Valley View Shops</b> P.O. Box 5310 Aurora, CO 80013</p> <p style="text-align: right;">June 1, 20XX</p> <p>Sharon Young Right On! Writing P.O. Box 6864 Boulder, CO 80322</p> <p>Dear Sharon:</p> <p>Enclosed is a summary of the teambuilding workshop evaluations. We are very pleased with the results and feel you met our expectations extremely well. Thank you for tailoring the course with our materials in order to meet our objectives.</p> <p>Even with all the good feedback, however, the money we need in order to schedule additional workshops with you is not available.</p> <p>Hopefully next year will be another story, and the two of us can plan more skill development workshops for the secretaries.</p> <p>Again, it was a pleasure working with you. I am enclosing a "to whom it may concern" reference that states how highly we regard your work.</p> <p>Sincerely, Signature Bernice Kendrick Supervisor, Purchasing Services Enc.</p>
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*Благодарность*  
*Плохие новости*  
*Будущие возможности*  
*Реноме*

## Ответное письмо клиенту, отменившему совместный проект.

Это письмо клиенту, отменившему совместный проект. Оно помогает поддержать отношения и закладывает основу будущей совместной работы.

<p style="text-align: center;"><b>Managing Your Time — for Yourself! Workshops</b> Plaza Parkway Building P.O. Box 5130 Salem, OR 97304</p> <p style="text-align: right;">May 31, 20XX</p> <p>Joyce Roland Training and Development Perry Stores P.O. Box 312 Salem, OR 97304</p> <p>Dear Joyce:</p> <p>Thank you for letting me know this far in advance that you will not be scheduling additional workshops in "Managing Your Time — for Yourself!"</p> <p>I have enjoyed my work with the groups from Perry Stores and feel the workshops were productive for your staff. Perhaps there will be an opportunity in the future to plan a workshop with you on another aspect of skill development: telephone techniques, getting organized or presentational speaking. I'll call you next quarter.</p> <p>In the meantime, all the best to you and Susan. Thank you again!</p> <p>Sincerely, Signature Barbara Dennis</p>
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*Благодарность*  
*Реноме*  
*Общие комментарии*  
*Конкретные комментарии*  
*Личные замечания*  
*Благодарность*

# Глава 14

## Жалобы и претензии

*Письма, улучшающие или поддерживающие хорошие отношения с клиентами, поддерживают имидж компании. Ниже вы найдете короткое объяснение каждой части письма. В первом письме представлена каждая часть, в остальных – лишь изменения основного формата.*

### Признание жалобы

Этим письмом признается жалоба и предлагается решение проблемы.

<p style="text-align: center;"><b>Tiny Toes Dance Studio</b> 33 Barbara Dr. • Butte, MT 59777</p> <p>Mickey Wu 790 7th St. Butte, MT 59777</p> <p>Dear Mr. Wu:</p> <p>Thank you for your letter of August 30 discussing our policy concerning payment for missed classes.</p> <p>I have checked with our owner, Ms. Timberlane, for a clarification. In the past, our policy was that missed classes would still need to be paid for. Under the circumstances, however, she said that you will not have to pay for the classes your daughter missed because of her unfortunate accident on the way to class.</p> <p>We hope this is a satisfactory solution for you and wish your daughter, Jasmine, a speedy recovery. We shall put a hold on your account until she is ready to return to her tap lessons. Thank you once again for your concern.</p> <p>Sincerely yours, Signature Mary Manson Business Manager MLM:wmj</p>	<p style="text-align: right;">September 2, 20XX</p>
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*Признание жалобы*

*Решение*

*Итог*

*Благодарность*

## Жалоба об ошибочной доставке

В этом письме видно, как следует представлять претензии.

<b>R. Hughes &amp; Son Ltd.</b> 21 Mead Road, Swansea, Glamorgan 3ST1DR Telephone: Swansea 58441    VAT No. 215 2261 30 Telex: 881821	
Mr R. Cliff, HomemakersLtd, 54-59 Riverside, Cardiff CF1 1JW Dear Mr Cliff, I have received a consignment of 6 dressing tables from you yesterday, my order No. 1695, which were ordered from your summer catalogue, Cat, No. GR154. But on unpacking them I found that six heavy mahogany-finished dressing tables had been sent, instead of the light pine-finish ones asked for, As most of my customers live in small flats earning a moderate income it is doubtful that I will be able to find a market for larger more expensive products. I also have firm orders for the goods asked for. Would you send someone with my consignment as soon as possible and at the same time pick up the wrongly delivered goods? Thank you. Yours sincerely,  R. Hughes	3rd February 20—

## Жалоба о повреждении

<b>F. Lynch &amp; Co. Ltd.</b> <b>(Head Office), Nesson House, Newell Street, Birmingham B3 3EL</b> Telephone No.: 021 236 6571    Fax: 021 2368592    Telex: 341641	
SatexS.p.A. Via di Pietra Papa 00146Roma ITALY Attn. Mr D. Causio Dear Mr Causio, Our Order No. 14478 I am writing to you to complain about the shipment of sweaters we received yesterday against the above order. The boxes in which the sweaters were packed were damaged, and looked as if they had been broken open in transit. From your invoice No. 18871 we estimate that thirty garments have been stolen to the value of £150.00. And because of the rummaging in the boxes, quite a few other garments were crushed or stained and cannot be sold as new articles in our shops. As the sale was on a c.i.f. basis and the forwarding company your agents, we suggest you contact them with regard to compensation. You will find a list of the damaged and missing articles attached, and the consignment will be put to one side until we receive your instructions. Yours sincerely, L. Crane Chief Buyer	YourRef: Our Ref:  Date: 15 August 20—

## Жалоба о неосуществленной доставке

Этот пример иллюстрирует пример серьезной претензии в адрес поставщика. В данном случае клиент производит грузовики на экспорт. Он разместил у компании Baden заказ на поставку 60 генераторов, предназначенных для экспортной партии

грузовиков в Грецию. Baden не выполнила заказ и не ответила на предыдущее письмо Forham, требующее произвести доставку.

<b>FORHAM VEHICLES PLC</b> Lever Estate, Scarborough, Yorkshire YO11 3BS Directors: M. Blackburn, M.H. Thomson		Reg. England: 8969135 VAT. 1462321 17
Telephone 072316952 Fax: 072381953 Telex: 437865 Mr R. Zeitman E.F. Baden AG Zillpicher Str. 10-20 D-4000 Dusseldorf 11		Date: 20th June 20—
Dear Mr Zeitman Order No. VC 58391		
We are writing to you with reference to the above order and our letter of 22 May in which we asked you when we could expect delivery of the 60 dynamos (Artex model 55) you were to have supplied on 3 June for an export order.		
We have tried to contact you by phone, but could not get anyone in your factory who knew anything about this matter.		
It is essential that we deliver this consignment to our Greek customers on time as this was an initial order from them and would give us an opening in the Greek market.		
Our deadline is 28 June, and the lorries have been completed except for the dynamos that need to be fitted.		
Unless we receive the components within the next five days, the order will be cancelled and placed elsewhere. We should warn you that we are holding you to your delivery contract and if any loss results because of this late delivery we will be taking legal action.		
Yours sincerely, M. Blackburn		

### Дополнительное письмо после жалобы

После того как жалоба подана и ваша компания урегулировала ее, пошлите дополнительное письмо, чтобы еще раз постараться восстановить вашу репутацию.

<b>McGraw-Hill Publishing Company</b> 29 New York Ave. New York, NY 10022		May 21, 20XX
Steve Laing 444 Madison St. Livingston, NJ 07039		
Dear Mr. Laing:		
Our service goal is to fill your orders accurately 100 percent of the time. However, when we fall short and errors occur, it's frustrating for everyone.		
I'm sorry you had a problem with your recent order, and I hope the situation has been resolved to your satisfaction. If there is anything else we can do for you, please call us tollfree at 800-555-5225 Monday through Friday between 7 a.m. and 4 p.m. Eastern time.		
Thanks for your patience and understanding.		
Sincerely,		
Signature		
Peg Mahr		
Customer Service Manager		
PM:hs		

*Цель*  
*Признание ошибки*  
*Извинение*  
*Реноме*  
*Предложение помощи*  
*Контактная информация*  
*Благодарность*

## Жалоба на повреждение при доставке по железной дороге

В данном письме речь идет о товарах, отправленных железной дорогой по запросу грузополучателя, и повреждены в пути.

<b>Disc SA</b>	
<b>251 rue des Ramoni</b>	
Tel: (33) 99681031 Telecopie: 133] 102163	
R#f: PG/AL The Sales Director R. G. Electronics AG Haumarte 60I D-5000 Köln 1 Dear Mr Gerlach, Consignment Note 671342 158 Yesterday we received the above consignment to our order, No. T1953, but found on opening boxes 4, 5, and 6 that the CDs and tapes in them were damaged. Most of the CDs were either split or warped, in boxes 4 and 5, and the majority of cassette cases in box 6 were smashed, with tape spilling out of the cassettes themselves. The goods cannot be retailed even at a discount and we would like to know whether you want us to return them, or hold them for inspection. Yours sincerely, P. Girard	15 August 20—

## Восстановление доверия клиента

Ключ к восстановлению доверия клиента – быстрый ответ на жалобу, вне зависимости от того, решена ли уже проблема или нет. Всегда сохраняйте профессионализм при распределении ответственности за проблему – никогда не перекладывайте вину не имея подтвержденных фактов. Вместо этого сообщите о позитивных действиях, призванных помочь избежать проблем в будущем. Начните с признания конкретной проблемы. Сообщите, что делается для исправления проблемы. Затем уверьте клиента в важности его дела для вас и в вашей заинтересованности в продолжении отношений.

Modern Medical Supplies  
302 Main • Portland, OR 97272

November 23, 20XX

Dr. Laura Schmitt  
1520 Barston Blvd.  
Sacramento, CA 95808

Dear Dr. Schmitt:

Please accept our sincerest apologies for the recent mix-up with the shipment of tongue depressors. I can assure you that action has been taken to remedy the problem in our warehouse.

As a token of good faith, we have deducted 15 percent from your bill. We hope this will help compensate for any inconvenience this problem caused. Because of this unfortunate situation, we have discovered a number of errors with our shipping department. Consequently, we have brought in a new person to head this department. We are confident that our new shipping clerk will keep things running smoothly for you and all of our customers. Thank you for bringing the error to our attention.

We hope this will be a satisfactory solution. Your corrected order of tongue depressors should be arriving shortly, as they were sent

November 22.  
Sincerely yours,  
Signature  
Graham Johnson  
Customer Relations  
GJJ:amr

*Констатация цели*

*Восстановление  
доверия*

*Результаты*

*Благодарность*

*Краткое содержание  
заказа*

*Информация*

## Признание жалобы – отрицание ответственности

В этом письме автор признает жалобу клиента, чтобы сохранить хорошие отношения, однако письмо отсылает клиента к другому источнику, ответственному за возникновение проблемы.

Peoria Pet Foods  
3005 Lincolnway • Peoria, IL 61635

March 30, 20XX

Mary Louise Jones  
Paws R Us  
8900 Waconia  
Joliet, IL 60434

Dear Ms. Jones:

Thank you for bringing the problem of late deliveries to our attention. I'm sure they must be most aggravating.

As much as we would like to help you, the problem lies with the trucking firm.

We have contacted them concerning the late deliveries and are reviewing our use of Nelson Trucking as our carrier.

At present, we have no contract with them but shall be demanding a contract so we have leverage in such matters. I suggest that you contact them, also, to emphasize the seriousness of the situation.

I'm sorry I can't help you any more than this, but I can assure you that we are trying to remedy the situation as quickly as we can.

Unfortunately, an immediate solution is dependent upon Nelson Trucking. Thank you once again for your understanding.

Sincerely yours,  
Signature  
Lucy McAlister  
Customer Relations  
LJM:glu

*Признание жалобы*

*Отказ от  
ответственности*

*Предпринятые  
действия*

*Результат*

*Предложение*

*Извинение*

*Благодарность*



## Признание жалобы – объяснение непонимания

Чтобы сохранить хорошие отношения, признайте жалобу клиента, объяснив непонимание между клиентом и компанией.

**RTM, Inc.**  
P.O. Box 2089 • Milwaukee, WI 53219

January 16, 20XX

Thomas R. Linder  
Bottlers' Distributors  
7035 Wacker  
Milwaukee, WI 53227

Dear Mr. Linder:

I appreciate you bringing to my attention the problem of our Colden Beer and its introductory flyer. I understand your confusion perfectly.

When we sent you the letter introducing our new beer, our marketing department mistakenly sent a mock-up of an ad for Eagle's Wings Ale. Naturally, you would be confused because we were referring to the blue eagle on Colden Beer while giving you the bald eagle label of Eagle's Wings Ale. We are most sorry for this error and have enclosed a corrected flyer.

I hope this letter and the enclosed corrected flyer clear up this unfortunate misunderstanding. Thank you once again for bringing this to my attention.

Sincerely,  
Signature  
R. Edwards Rands  
Public Relations Director  
RER:kks

*Признание жалобы*

*Объяснение*

*Непонимание*

*Извинение*

*Благодарность*

## Исправление ошибки

Исправьте ошибку, совершенную клиентом или компанией.

**Capital Credit Union**  
890 Minnesota Ave. • Washington, D 20041

April 24, 20XX

Mr. and Mrs. John Gallup  
3256 Mozart Dr.  
Silver Spring, MD 20743

Dear Mr. and Mrs. Gallup:

After our current auditing we discovered an underpayment to your account of \$53.23 in interest.

The error occurred in the transferring of funds in March from your High-Fi account to your regular savings account. We have corrected your savings account and credited you with \$53.23.

I hope this is satisfactory, and I apologize for any confusion this error caused. Thank you for your continued patronage.

Sincerely,  
Signature  
Molly Butters  
Vice President, Accounting  
MMB:tlj

*Констатация ошибки*

*Объяснение*

*Исправление*

*Извинение*

*Благодарность*

## Общие извинения

Этим письмом компания извиняется перед клиентом.

**Merkers Department Store**  
1115 Brandon • New Ulm, MN 56053

July 22, 20XX

Kim Langworth  
R.R. 1  
Red Earth, MN 56670  
Dear Ms. Langworth:

We at Merker's would like to extend our sincerest apologies and ask for your understanding.

Our recent sales brochure made claims that we could not follow through on. Not all merchandise in the Summer Saver Sale was on sale at 50 percent off. The printer inadvertently left out the important word "selected". Because of this glaring error, we have decided to postpone our sale and reschedule it for another time. By postponing the sale we will be able to offer you even better bargains than we had originally planned.

Thank you for your understanding in this embarrassing situation.

Sincerely,  
Signature  
R. Merker  
Chairman of the Board  
RCM:hjh

*Извинение*

*Объяснение*

*Решение*

*Преимущество*

*Благодарность*

## Жалобы на ошибку в выставленном счете

Пример менее формальной по стилю жалобы

Dear **Name**:

I am tired of having to audit your invoices.

Since date, I have placed number of orders with you. In no fewer than number instances, you have billed me incorrectly.

I simply can no longer afford the time and inconvenience involved in ferreting out your errors. If you wish to retain me as a customer, I strongly urge you to examine your billing procedures in order to find out just what is going wrong.

Everyone makes occasional errors, but mistakes committed with such regularity suggest that something very basic is going very wrong. If it would help, I am very willing to discuss the problem with you in detail.

Sincerely yours,

В этом письме клиент отказывается оплачивать неправильно выставленный счет

Dear **Name**:

I am returning your date invoice unpaid. It lists number items I neither ordered nor received. I've indicated these by check marks on the invoice.

Your firm has sent me a good many erroneous invoices in the past. I used to review them, correct them, and send you a check. I do not intend to do that any longer. Any problem invoices I receive will be returned to you for correction first.

Please take some time to examine your billing procedures. Sincerely yours,

Клиент указывает на несовпадения суммы по счету и ранее сообщенных цен

Dear Name:

Enclosed is my check for \$ amount, the price (including shipping) you quoted for number items, which we received on date. The invoice accompanying the shipment indicated a total charge of \$ amount, which I assume is in error.

Sincerely yours,

Dear Name:

I am returning the enclosed invoice unpaid because the amount charged— \$ amount—differs sharply from the price I was quoted on date. I assume the invoice is in error. Please send me a corrected invoice.

Sincerely yours,

### **Разъяснения для банка по сути ошибки**

Другая распространенная проблема, с которой часто приходится сталкиваться – это ошибка банка при работе с Вашими счетами.

### **Основные правила письма-претензии к банку:**

Банковские выписки со счетов не застрахованы от ошибок. Всегда храните письменные подтверждения банковских переводов для составления писем-претензий:

1. Сообщите, что Вы считаете что произошла ошибка в выписке со счета. Укажите дату ошибки и номер счета.
2. Что, по Вашему, должно было в счете.
3. Каких действий Вы ожидаете от банка.

Dear Ms. Jensen:

I believe I may have discovered an error in our February checking account statement. Could you please look into this and help us reconcile the discrepancy?

Our statement shows deposit of a client check (Morgan Jewelry, check #551) on February 26 for \$350.

Then on February 27, a check we wrote to a vendor (TheftProof Electronics, our check #1106) for \$872 was returned for insufficient funds, and we were assessed a \$25 overdraft fee.

According to my records, however, the February 26 deposit was actually \$3,500, not \$350 as the statement shows. And that amount would have more than covered our February 27 check.

Attached are copies of the check we deposited on February 26 along with the deposit slip. Perhaps the teller misread my handwriting on the deposit form.

Please call me with your assessment of this situation. Our office number is 123-456-7890. I am at extension X242.

Thanks for your helping me resolve this situation as promptly as possible. I look forward to hearing from you within the next few days.

Sincerely,

## Извинения за ошибку в выставленном счете

Dear **Name**:

I am in receipt of your letter of April 9 and regret the error on your bimonthly invoice. When this invoice was made up, two items had been duplicated on invoice 778, with the result that your company was overcharged \$1311.29. I have deducted this amount from your invoice and will mail you a new one for the correct amount of \$11,430.88.

Thank you for bringing our billing error to our attention. Again, I apologize for the inconvenience this has caused you.

Sincerely,

## Извинения за несвоевременную оплату

Dear **Name**:

I have something better than an apology for having let this invoice go over thirty days. It's a check for the balance due.

We have had some personnel difficulties here, which caused delay in paying some of our bills. The problem is now fully resolved, and I assure you that future invoices will be paid promptly.

I greatly appreciate your patience and understanding in this matter. Sincerely yours,

Dear **Name**:

Here's one I bet you've never heard: The check is in the mail. Honest.

No, my dog didn't eat your invoice. But my filing system did. And I just now resurrected the bill.

Please accept my apologies for any inconvenience this delay may have caused. I promise to be more careful in the future.

Sincerely yours,

## Извинение за ошибку в счете

Dear **Name**:

Thank you for your letter of June 17 pointing out the error in our invoice No. A-531 dated January 9. We would like to apologize for this billing error and we are sorry for any inconvenience that our error has caused you. We try our best, but occasionally errors do slip by our accounting department. Therefore, we have canceled the old invoice and now enclose a revised invoice for the correct amount.

We would like to thank you once again for bringing this matter to our attention.

Sincerely,

## Признание получения заказа — невыполненный заказ

Этим письмом компания признает, что заказ клиента получен, но не выполнен, что вызвало задержку.

**Todmann Nuts and Bolts**  
P.O. Box 3445 • Idaho Falls, ID 83406

June 3, 20XX

Timothy R. Johnson, Purchasing  
Sheppard Hardware Distributors  
P.O. Box 1078  
Kansas City, MO 64109-1078

Dear Mr. Johnson:

We were pleased to receive your order for 10,000 quarter-inch nuts, part number XK22345JM. However, we are unable at this time to fulfill the order.

Our present inventory has been depleted, and that nut is now on backorder until mid-July. Our supplier of raw materials is unable to supply the materials until July 1, thus pushing us back to mid-July for possible delivery. We have tried without success to find an alternate source of raw materials. If you like, we could substitute part number XK22346JM. It is a penny higher in price per unit. Otherwise, we will keep your order and rush it to you as soon as we can start production in these nuts again. Please let us know your preference this week.

Thank you for your understanding in this matter. We apologize for your inconvenience.

Sincerely,  
Signature  
Cass Walker  
Production Head  
CBW:pst

*Признание  
получения заказа*

*Объяснение*

*Альтернатива  
(необязательно)*

*Благодарность*

*Извинение*

## Подтверждение получения заказа - объяснение процедуры поставки

Объясните клиенту процедуру поставки, при этом признав получение заказа.

**Raging Bull Farms**  
R.R. 2 • Kingman, OK 73439

August 13, 20XX

Natalie Gorman  
Cherokee Crafts  
900 E. Main  
Tulsa, OK 74102

Dear Ms. Gorman:

Thank you for your order of 25 authentic Cherokee head-dresses On August 11, 20XX. We will be sending those immediately.

Because of the fragile nature of our headdresses, we hand deliver to our customers within Oklahoma. Our delivery day for Tulsa is Friday, which means that your headdresses will arrive this coming Friday, August 17. If this is unsatisfactory, please call us so that we can arrange an alternative delivery date.

Thank you for your business. I'm sure you will be most pleased with our headdresses, and we look forward to working with you in the future.

Sincerely yours,  
Signature  
Tamara Whitewater  
TJW:zmd

*Признание получения  
заказа*

*Объяснение*

*План действий*

*Альтернативный план*

*Благодарность*

## Извинение за действие работника

Извинитесь за действия работника, которые нанесли ущерб отношениям с клиентом. Воздержитесь от упоминания имени работника и, при возможности, объясните альтернативный план, который вы выработали для этого работника. Если нет постоянных проблем, в интересах компании продемонстрировать сочувствие клиентам и работникам.

**Belle's Phone Store**  
Windale Mall  
8855 Outer Dr. • Waukegan, IL 60079

November 3, 20XX

Travis C. Schultz  
5554 Rocky Shore Dr.  
North Waukegan, IL 60079

Dear Mr. Schultz:

I wish to personally apologize for your unfortunate treatment by one of our employees last Friday. His actions toward you were totally inappropriate.

Because of this situation, the employee has been placed in a position working directly with our inventory, having less contact with customers. We would also like to offer you a \$50 gift certificate for merchandise at our store. We value our customers and hope this token will help compensate for the embarrassment you felt. We are increasing our training in customer relations for all of our employees to avoid just such a problem occurring again.

Thank you for your business and your understanding. We hope this is a satisfactory solution to the problem.

Sincerely yours,  
Signature  
Belle June Maples  
BJM:kio

*Извинение*

*Предпринятые  
действия  
(необязательно)*

*Цель клиента*

*Удовлетворение*

*Результат*

*Благодарность*

## Уведомление о жалобах

Это письмо начинается с просьбы урегулировать жалобу на неисправные товары, но заканчивается заверениями в том, что деловые отношения не пострадают, чтобы сохранить профессиональный контакт.

**PAM'S PARTY GIFTS**  
P.O. Box 8473  
Torrance, CA 90502

April 18, 20XX

Delta Novelty Company  
3217 SW 31st St.  
Topeka, KS 66614

SUBJECT: REQUEST FOR CREDIT IN ACCOUNT

The case of Hippiity Holiday Bunnies that I purchased from your company do not hop. I am, therefore, returning them to you and requesting that you credit my account the amount charged plus shipping.

The Hippiity Holiday Bunnies which arrived at my store had faulty mechanisms which caused them to fall over instead of hop — as promised in your sales brochure. Because I plan on selling through my line of seasonal items within the next three weeks, I wish my account to be issued a credit instead of you replacing the faulty merchandise. Please find enclosed the copies of your invoice, #1342, in the amount of \$36 and my invoice for shipping charges of \$2.95.

Your quality products have always sold well in my store, and I look forward to seeing your new line of fall items as soon as they are available. In the meantime, your prompt attention to this matter is appreciated.

Martha Sacks  
Enc.

*Требование по  
причине  
(конкретных)*

*Детали*

*Приложение*

*Соглашение*

*Запрос (общий)*

## Ответ на претензию о повреждении товара

### Объяснение ответственности перевозчика

Telex: 6153291  
P. Gerard  
Disc S.A.  
251 rue des Raimonieres  
F-86000 Poitiers Cedex

Dear Mr Gerard,

I was sorry to hear about the damage to part of the consignment (No. T1953) that we sent you last week.

I have checked with our despatch department and they tell me that the goods left here in perfect condition. There should be our checker's mark on the side of each box, which is a blue label with a packer's number and date on it.

As you made the arrangements for delivery, I am afraid we cannot help you. However, I suggest you write to Gebrüder Bauer Spedition and if the goods were being carried at "carrier's risk" I am sure they will consider compensation.

I have enclosed a copy of their receipt from their goods depot at Köln, and you can have any other documents that we can supply to help you with your claim.

Yours sincerely,

R. Gerlach  
Sales Director  
Enc.

**R. G. Electronics AG**  
Havmart 601 D-5000 Köln 1  
Tel: (221)324298  
Fax: (221)836125

Your Ref: JA/MR  
20 August 20—

## Письмо с требованием решения проблемы

Это письмо требует решение проблемы. Требование подтверждается документально, в письме указана желаемая дата устранения проблемы.

**A-1 Merchandise Supply Company**  
P.O. Box 1276  
Grandview, MO 64030

May 29, 20XX

Taylor Jackson  
Jackson Roofing Contractors  
P.O. Box 5692  
Grandview, MO 64031

RE: Roof repair, invoice #1724, March 11, 20XX

Dear Mr. Jackson:

The roof, which you repaired in March, continues to leak along the south wall of our overstock merchandise storage area. Please repair the roof by June 1, 20XX, without charge, as stated in your two-year guarantee.

Bill Wagstone, a repairman with your company, has examined the roof and informed me that the new seals placed between the roof and the surrounding brick walls were not properly installed. Mr. Wagstone has advised me that the roof will continue to leak until this problem is corrected.

Fortunately, before the last storm, we were able to move the merchandise out of the area before any damage was done. My company cannot afford the loss of this storage space, however, so all additional repairs must be completed by June 1.

Please contact me the week of May 25 so that I will know when to expect your roofers.

Sincerely,  
Signature  
Anne Smith  
President

*Требование по  
причине*

*Детали*

*Требование*

# Глава 15

## Письма в средства массовой информации

Здесь приведены образцы, которые помогут вам писать письма в средства массовой информации (газеты, телевизионные программы, журналы).

### Письма в СМИ – начало кампании распродаж

Сообщите СМИ о начале кампании распродаж и пригласите их освещать это событие.

<p><b>Capital Crystal</b> 449 Worthington • Charleston, WV 25009</p> <p>Todd Phillips, Station Manager KOAL 2525 Kanawah Charleston, WV 25009</p> <p>Dear Mr. Phillips:</p> <p>On March 25, Capital Crystal will announce the winner of our "How Many Goblets in a Dump Truck" contest. We will do so at noon in front of our business at 449 Worthington.</p> <p>Our "How Many Goblets in a Dump Truck" contest has been going on now for approximately three months, and one of the more than 4,000 entrants will be the lucky winner of \$1,000. We will also donate \$1,000 to Charleston's Homeless Shelter at that time.</p> <p>During the announcement we will dump the goblets out of the truck and onto the ground. Wade Wilson and His Debonnaires will play during the reception that follows.</p> <p>We are sure that this event would be of interest to your viewers of "Eye on Charleston" at noon because of the huge response we have had to the contest. Thank you for your interest.</p> <p>Sincerely yours, Signature Candice Trotter President CJT:lsj</p>	<p>March 16, 20XX</p>
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*"Шапка"*

*Дата*

*Внутренний адрес*

*Приветствие*

*Объявление*

*Конкретные детали*

*Итог*

*Благодарность*

*Заключительные  
выражения*

*Подпись*

*Напечатанное имя*

*Дополнительная  
информация*



## Письмо в СМИ - юбилей

С помощью такого письма можно сообщить прессе о годовщине вашей компании.

<p style="text-align: center;"><b>Evanson Buick</b> 7793 Sahara Way • Reno, NV 89585</p> <p style="text-align: right;">May 19, 20XX</p> <p>Wayne Wilson KBET 444 Plaza Dr. Reno, NV 89588</p> <p>Dear Mr. Wilson:</p> <p>Evanson Buick will be turning 50 years old on May 9, making us the oldest car dealership in Nevada. We will be staging a three-day celebration.</p> <p>On May 29, we will kick off our anniversary with free hot air balloon rides and an ascension at 6 p.m. On May 30, we will have the oldest race car driver, Judd MacElroy, signing autographs from 2 to 4 p.m. On May 31, we will have our drawing for a Buick Reatta at 5:30 p.m., followed by a picnic open to the public. During all three days there will be displays of antique autos and carnival rides for the children. We think that our anniversary event would make a fine spot on your "Neighbors" segment on the 6 o'clock news.</p> <p>I have enclosed a flyer describing the complete festivities.</p> <p>Thank you for helping us celebrate our anniversary.</p> <p>Sincerely, Signature M. Art Evanson President</p>
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Объявление

Объяснение

Детали

Итог

Благодарность

## Пресс-релиз - юбилей

Этим пресс-релизом сообщите СМИ о юбилее своей компании.

<p style="text-align: center;"><b>Darling's Cookies</b> 309 Watertown Road • Tacoma, WA 98438</p> <p style="text-align: right;">January 29, 20XX</p> <p><b>FOR IMMEDIATE RELEASE</b></p> <p>On February 5, 20XX, Darling's Cookies will celebrate its 50<sup>th</sup> anniversary, making us the oldest bakery in Tacoma and the second oldest in the Tri-State area.</p> <p>Darling's Cookies was established on February 5, 195X, by Darrel Darling. At first, Darling's employed only three people and was located on Front Street in downtown Tacoma. After the war, Darling's moved to its present location on Watertown Road and now employs 25 people full-time. Darling's specialties are cinnamon rolls, chocolate chip cookies and its patented double chocolate fudge bar. Darling's will host an open house on February 5 at its plant. We are expecting children from several local schools, residents from several nursing homes and group houses, as well as our regular patrons. Please stop by for free refreshments.</p> <p><b>FOR MORE INFORMATION CONTACT:</b></p> <p>Darrel Darling, Jr. President 555-2211</p>
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Объявление

Объяснение

Детали

Контактная  
информация

# Глава 16

## Электронные письма

Электронная почта – сравнительно новая форма письменного общения в деловом мире. Она позволяет удовлетворить потребность в более быстром темпе ведения дел. У нее есть свои плюсы и минусы. Основные преимущества – скорость и удобство, а отсутствие неприкосновенности частной информации и безопасности – ее недостатки. Электронная почта не всем нравится из-за принятого неформального стиля. Большое количество отправленных по ошибке или в рекламных целях – "мусорной почты" – электронных сообщений, приводит к неловким ситуациям и подтверждает мнение о том, что это не всегда подходящий способ корреспонденции.

**Обратите внимание:** Это деловое письмо! Старайтесь писать его деловым тоном. Пишите ясно, хорошим английским языком и всегда будьте вежливы! Будьте осторожны при отправке важной или конфиденциальной информации. Думайте об электронном письме как об открытке – его может прочитать кто угодно. Сообщения можно перехватывать или переправлять – случайно или намеренно – без вашего согласия или уведомления.

### Объявление о встрече

Этим электронным письмом назначают собрание и объявляют о первой запланированной встрече.

To: Department Managers  
From: C. Jarrett  
Subject: **Budget Meetings**

We will be meeting to plan the capital budgets for the coming year.

I expect it will take three to four meetings for us to get the numbers on the table and then work it all out to the final projections.

The first meeting will be held on November 2nd at 10 a.m. in the conference room. We will set the remaining meeting dates/times during this first one. Bring your department's budget projections and be prepared to explain how your department will contribute to the company's cost-cutting drive.

Thanks,  
Carl

*Информация об  
отправителе/получении/теме*

*Объявление о встрече*

*Подтверждение даты, времени и  
места*

*Запрошенная информация*

*Заключительные выражения*

*Заключение и "подпись"*

## Проверка сообщения

Не забудьте проверить, получено ли ваше сообщение, особенно если оно очень важно. Сети электронной почты, программное обеспечение и компьютеры не всегда надежны, и письма иногда теряются. Кроме того, вы не узнаете, что письмо не было доставлено, если не возьмете на себя труд проверить это с помощью функции “сообщить о получении” или другой подобной услуги.

## Когда следует использовать электронную почту

- Чтобы быстро и одновременно связаться со многими людьми
- Чтобы отправить короткое личное сообщение, не требующее официальной "шапки" и подписи
- Чтобы отправить сообщение, не требующее безопасности или конфиденциальности традиционной почты

## Запрос заказанных материалов

Прямое электронное письмо – весьма эффективный способ сделать быстрый неофициальный запрос.

To: Roger Carlton  
From: C. Celderon  
Subject: **Presentation Slides Not Delivered**  
Roger,  
You were going to have the presentation slides for the Cortland project to me by yesterday. They have not arrived.  
Please get in touch with me ASAP! We'll need those slides for tomorrow afternoon's presentation!  
I left a voice mail with you this morning, too.  
Charlie

*Запрос*

*Дополнительная  
информация*

## Будьте тактичны

Чем серьезнее сообщение, тем меньше электронная почта подходит для его передачи. Плохие новости никогда не следует посылать по электронной почте. В таком формате официальная информация легко может быть изменена, фальсифицирована или скопирована. Никогда не пишите по электронной почте то, что не хотели бы сказать лично. Перед отправлением всегда следует подумать, показали бы вы шутку или остроумную записку начальнику.

## Предложение проекта

С помощью электронной почты можно быстро неофициально предложить работнику или клиенту контракт или проект. Как и в случае предложения работы, сообщение должно рассматриваться как контракт. Приведите всю важную информацию, необходимую для принятия решения.

To: Patrick Murphy  
From: R. Jordan  
Subject: **Book Revision Project**  
Pat,  
I have a book revision project if you're interested. The book is Business Communication Made Easy. It was last revised in 1993.  
Revision points would include:  

- Update form sections
- Update samples and language in samples
- Add section on e-mail
- Add any communication strategies for new or changed situations

This would be work for hire. Turn around time is about 2 months (text in by Nov. 29). Fee is \$3,600.  
If you're interested, I'll overnight the book to you so that you can take a look at it. We need to have a contract on this by midweek.  
Thanks,  
Rich

*Предложение*

*История*

*Описание проекта*

*Цели*

*Оплата и сроки*

## Дополнительное письмо по проекту

Электронная почта удобна, когда главная цель – поделиться информацией. Телефонный звонок может занять больше времени, чем необходимо просто для обмена информацией, а официальное письмо требует больше усилий, чем нужно. Ниже приведено сообщение, в котором описан план действий работника и просьба об участии. Отправитель указывает, что письмо снабжено приложением, чтобы адресат точно просмотрел его.

To: Rich Jordan  
From: P. Murphy  
Subject: **Revision Outline**  
Rich:  
I'm attaching the overall description of the plans I have for revision of the BCME project. I will begin working directly with the text that you sent me, but would like you to review these plans for your input/direction.  
I will be adding additional information about the use of postcards to Chapter 3. And, I will work up a new chapter on informal business meetings (i.e., the coffee house, book store, etc.). Unless something unforeseen should arise, I will expect this project to be wrapping up the end of next week. Hope that will get it to your layout team with plenty of time to spare. As always, your feedback is valuable and appreciated!  
Murph

*Констатация цели и запрос*

*Указание на приложение*

*Дополнительная информация о планах*

*Сроки*

## Все прочее ...

**Улыбки (smileys или emoticons)** – это символы, формирующие схематическое изображение лица, выражающего эмоции. Хотя многим компьютерным специалистам они кажутся смешными дополнениями к электронным письмам, другие считают их неподходящими для делового письма. Ограничьтесь использованием таких лиц в переписке с людьми, которые – вы уверены – не будут возражать.

Использование **акронимов** и **сетевых аббревиатур** следует также ограничить перепиской со знакомыми адресатами. Не все знают, что "IOW" означает "in other words – другими словами", или что "IMHO" переводится как "in my humble opinion – по моему скромному мнению".

В электронных сообщениях не уместно писать текст **ПОЛНОСТЬЮ ЗАГЛАВНЫМИ БУКВАМИ**. Такие сообщения гораздо труднее читать; это говорит о вашем намерении кричать. Используйте этот прием для **ВЫДЕЛЕНИЯ** отдельных слов.

**“Flaming” (“Ужасно”)** – сетевой термин, обозначающий чрезвычайно эмоциональные, оскорбительные или злые сообщения. Не забудьте проверить письмо на предмет эмоций.

# Глава 17

## Открытки

*Открытки – дешевые и при этом мощные инструменты корреспонденции. Открытки могут донести сообщение, информацию или уведомить о событии.*

В этой главе приведены примеры открыток, включая следующие:

- Поздравление клиента с особым событием
- Приглашение
- Напоминание

На этой странице вы найдете короткое объяснение каждой части открытки. Первые примеры иллюстрируют все части сообщения, остальные – лишь изменения основного формата.

### Поздравление с праздниками

Этим письмом можно поздравить клиентов с праздником. Желательно использовать открытку специально для этого праздника.

<p style="text-align: center;"><b>Flatt Tire Co.</b> 223 Nueva Matica • Santa Cruz, CA 95066</p> <p style="text-align: right;">December 5, 20XX</p> <p>Dear Mr. Brown:</p> <p>Flatt Tire Co. would like to wish you and your employees the very best this holiday season. We hope that your establishment has been blessed with exceptional customers, as we have.</p> <p>We are most fortunate to have customers like Glendale Amoco and hope that during this coming New Year we can continue our relationship. We know our prosperity depends on our customers.</p> <p>Thank you for helping make Flatt Tire Co. one of the leaders in Southern California. Our fondest regards for all of you at Glendale Amoco.</p> <p>Happy Holidays, Signature Rhonda J. Flatt President</p>
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*Поздравления*  
*Развитие темы*  
*(необязательно)*  
*Благодарность*  
*Реноме*

## Поздравление клиента с особым событием

Этой открыткой клиента поздравляют с днем рождения и дарят специальную скидку.

### **It's Your Birthday!**

Let us help you celebrate!

Present this card and we will give you 15% off your purchase as our special gift to you!

(Sale merchandise not included.)

Valid for 60 days.

Happy Birthday!

from

Gracie's Gifts and Collectibles

2891 Clairmont • Jacksonville, Florida 35695

(202) 541-6301

*Событие*

*Специальное  
предложение*

*Логотип компании*

## Приглашение

Эта компания использует формат открытки для приглашения покупателей в торговый дом.

### **You're Invited!**

The Toulles House is having an Open House.

Please join us for caroling, cocoa and cookies on Sunday, November 30th, anytime between 2:00 and 5:00 o'clock in the afternoon.

Toulles House

1601 Lexington Drive

Nantucket Sound, Massachusetts 21807

203.617.0202

*Событие*

*Информация о событии*

## Напоминание

Открытка может быть эффективным средством обеспечивающим быстрое и неформальное напоминание о событии.

### **Just a Reminder!**

Your special order is ready for pick up!

Please call to make an appointment.

Harvey's

Books and Papers

10 Lindlewood Lane • Campaign, Washington 98940

709.334.0088

*Напоминание*

*Просьба*

**Файл взят с сайта**  
**[www.kodges.ru](http://www.kodges.ru)**  
**на котором есть еще**  
**много интересной**  
**литературы**

**[wbooks.ifolder.ru](http://wbooks.ifolder.ru) — бесплатный файловый хостинг**