

Writing file 4

Writing a letter of agreement

1 Work with a partner and discuss these questions.

- 1 How often do you send letters rather than emails in your job?
- 2 Why might you choose to send a letter rather than an email in some cases?

2 Read the letter below. What is the aim of the letter? Why has the writer decided to write a letter rather than an email?

Ms Johanna Halfpenny
Henson Sporting Products
40 Charteris Drive
Cardiff
February 11th

Dear Ms Halfpenny

Further to our conversations last week relating to your company selling your products online via our website, I am writing to confirm that we are able to offer you exclusivity in terms of your product type, subject to the following terms and conditions.

As you know, last week's discussions centered on the commission rate we would charge you on sales from our website. The figure of 5% was mentioned. However, after looking at our costs in more depth, we feel this would not bring about the returns we are looking for.

Based on this we would like to offer you the exclusive right to trade sporting goods via our website. In return for this we would like to take 10% on all sales. Although this is double the initial offer, we feel that the exclusivity makes this a viable opportunity for both sides to maximize revenue.

I sincerely hope this new offer is mutually agreeable and I look forward to hearing your response.

Yours sincerely

Dwayne Peel

3 Read the text again and decide if these sentences are true or false.

- 1 Dwayne and Johanna have been in contact before.
- 2 Johanna's company will be one of many other companies selling their type of products on the website.
- 3 Dwayne's company wants to change the conditions previously discussed.
- 4 Dwayne will proceed immediately with the agreement.

4 Work with a partner. Match 1–7 with definitions a–g. Refer back to the letter to help you.

- | | |
|----------------------|--|
| 1 subject to: _____ | a at the beginning |
| 2 centre on: _____ | b limited to one thing / person |
| 3 bring about: _____ | c be based on |
| 4 viable: _____ | d able to succeed / work as intended |
| 5 exclusive: _____ | e depending on the stated thing happening |
| 6 initial: _____ | f when two parties feel the same about something |
| 7 mutually: _____ | g cause something to happen |

5 Read the letter again. Which words or phrases in the letter perform the following functions?

- 1 Referring to previous contact:

- 2 Giving the reason for writing:

- 3 Introducing concern about a previous agreement:

- 4 Encouraging agreement to the new offer:

- 5 Referring to future contact:

6 A company that works in a similar field has contacted you about a possible website tie-in. They want to have a joint website because customers are often looking for both your and their products. Last week you met to discuss their proposal. Read your notes on the situation.

Meeting held on 27th Feb

Agreement made to cooperate on website.

Suggestions discussed: create one new website including products from both companies

Post meeting research: new website will be too expensive to build, so propose having clear links on each other's websites instead

Action: Write to contact (John Norton) and explain that the new website is too costly. Make the suggestion about links and try to persuade him this is a good alternative – cheap, and traffic to our existing site is good.

7 Write a letter of about 150 words to John Norton. Try to use some of the language that you focused on in 4 and 5.

8 Exchange letters with a partner. Read your partner's letter and write a reply.