

15 Selling the company

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1 Read the following extracts from letters and tick those which you could use in a letter introducing your company to a new customer.



- a ☐ Let me tell you about us.
- b ☐ As I will be in your area next week, I would like to ...
- c ☐ I would like to introduce myself and my company.
- d ☐ We want to present to you our company which ...
- e ☐ I have attached our most recent brochure which ...
- f ☐ Best wishes
- g ☐ We can give you lots of products to choose from.
- h ☐ We are a small company which specialises in ...
- i ☐ We have an international clientele.
- j ☐ You are requested to inform us of a time as soon as possible.
- k ☐ Can we come and show you our products?
- l ☐ I saw your website and thought you could really do with our services.
- m ☐ Just wanted to let you know ...
- n ☐ Our range of products is extensive.
- o ☐ Yours sincerely
- p ☐ I will call you at the end of the week to find out when would be a convenient time.
- q ☐ You won't find prices better than ours.
- r ☐ It'd be great to hear your views.
- s ☐ All for now. Bye.
- t ☐ In the meantime, if you would like further information, please do not hesitate to ...
- u ☐ People from all over the world buy from us.
- v ☐ I look forward to meeting you very much.
- w ☐ We have a great deal of experience in ...
- x ☐ Our prices are very competitive.
- y ☐ We would be happy to arrange a meeting at your convenience.

2 Now write a complete letter to a new customer which your company would like to do business with, using at least eight of the extracts you have selected. Use your imagination to provide the details and expand where you feel it is necessary.