

# LESSON 4

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22 **training**

**boost**

**scheme**

If you owned a department store, which do you think would boost sales more efficiently: spending on advertising, or spending on training for sales staff?

If I ..., I think  
spending on ... would boost ...

What kind of companies normally run annual training schemes for new graduates?

The kind of companies that ...  
big companies that know they'll  
have a large number of positions available

**fraud**

Is it an act of fraud to lie about your qualifications in your CV?

Yes, it's ...

**revenue**

**expenditure**

**source**

**exceed**

What is a government's main source of revenue?

A government's main  
source of revenue is the taxation system

And what might a government need to do if its expenditure regularly exceeds its revenue?

If a government's expenditure ...,  
it might need to borrow money

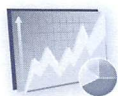
23 **treasurer**

**charity**

**finances**

In a charity, club or society, which aspect of the organization is the treasurer in charge of?

In a ..., the treasurer is in  
charge of the organization's finances



See Section C of Charts

**organogram**

**organization chart**

**hierarchy**

**diagram**

**personnel**

**An organogram, or organization chart, is a diagram showing us the structure of an organization, and it allows us to understand the hierarchy that exists and the relationships that there are among the personnel.**

What's an organogram (or organization chart)? An organogram is a diagram showing us the structure of an organization, and it allows us to ...

In your view, does a business need to have a strict hierarchy to ensure that it's managed efficiently? Yes, in my view, ... ~ No, in my view, ...

Why or why not?

**overtime**

**deadline**

Do employers in your country have to pay workers extra for doing overtime? Yes, ... ~ No, ...

24 What's a common reason for needing to work overtime? A common reason ... is when there's an important deadline to meet

What's the opposite of "to meet a deadline"? The opposite ... "to miss a deadline"

**put somebody through to ...**

**extension**

What could you say to a telephone receptionist if you wanted to speak to Mr Jones, for example, but didn't know his personal extension? If I wanted ... but didn't know ..., I could say "Could you put me through to Mr Jones, please?"

## Writing a business letter or email

Please note: there are writing homework titles at the end of this book.

**headed paper**

**letterhead**

**linking words**

**Re:**

**When you write a business letter, you should:**

- **think about the position of addresses. If headed paper is used, your company's address will be at the top in the letterhead. This may be on the right, in the middle, or on the left. If you're writing on plain paper without a letterhead, it's common to put your address in the top right-hand corner. The address of the person or company you're writing to should be below your own address, on the left-hand side of the page;**
  - **start with "Dear Mr Fisher", for example, if you know the name of the person you're writing to. Do not write "Dear Simon" or "Dear Simon Fisher". End the letter with "Yours sincerely";**
  - **start with "Dear Sir or Madam" if you do not know the name of the person you're writing to, and then end with "Yours faithfully".**
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- **At the end of a business email, we normally use "Regards", "Best regards", "Kind regards" etc. instead of "Yours sincerely" or "Yours faithfully".**

**supplies**

**miscommunication**

**delivery**

**warehouse**

**compensation**

**reduction**

**invoice**

**shortly**

**JLFB Furniture Supplies**  
**2 Dale Park, London SE26 4IY**  
**Tel: 020 79460570**  
**www.jlfbfurniture.co.uk**

21 November 2014

Simon Fisher  
 Assistant Head Teacher  
 Denchurch Primary School  
 Slade Avenue  
 London SE4 9PD

Dear Mr Fisher

(1) You can use this line to indicate what you are writing about.

(2) If you are replying to earlier correspondence, make this clear in the introduction paragraph.

Also include your reason(s) for writing the letter.

**Re: Failed delivery**

*With reference to your letter* dated 19 November, I am writing *to apologize* for the failed delivery of desks and chairs, and to confirm that we will, of course, *arrange for the items to be delivered* to your school immediately.

(3) Start a new paragraph each time you change subject or make an important new point; it makes the text easier to read and understand.

We are sorry to hear that you personally waited for the delivery in vain on the afternoon of Saturday 17 November. There was an unfortunate and very rare miscommunication between our Customer Services Department and the warehouse which led to the order being accidentally scheduled for next month.

(4) Use full forms (e.g. "we would") rather than contracted forms (e.g. "we'd").

(5) Use linking words and expressions to connect your ideas together clearly.

As compensation for the inconvenience caused, *we would* like to offer you a 5% reduction on the price of the items ordered, and there will be no charge for the delivery itself. You should *therefore* ignore our previous invoice; a new one will follow in the post shortly.

(6) If you want the reader to do something specific after reading your letter, it helps if your request is near the end.

*Please could you call* our warehouse directly on 020 79460572 and speak to the manager, Terry Franks, in order to arrange a day and time for delivery that is convenient for you.

Yours sincerely

(7) Put your signature here, with your name and job title below.

*D. Thorn*

David Thorn  
 Customer Services Manager

Direct line: 020 7946 5712  
 Email: davidthorn@jlfb.co.uk

27 If we're writing a business letter on plain paper without a letterhead, where's a common place to put our own address? If we're ..., a common ... in the top right-hand corner

And where should we put the address of the person or company we're writing to? We should ... below our own address, on the left-hand side of the page

If we're writing to someone called "Simon Fisher", for example, how should we start the letter: "Dear Mr Fisher", "Dear Simon Fisher", or "Dear Simon"? If ..., ... "Dear Mr Fisher"

How should we start a letter if we don't know the name of the person we're writing to? If ..., ... "Dear Sir or Madam"

What's the purpose of the line we often find at the start of a business letter that begins with the abbreviation "Re"? The purpose ... to indicate what the letter is about

What should we mention in the first main paragraph? In the ..., we should mention any earlier correspondence we're replying to, and our reasons for writing the letter

Why is it important to start a new paragraph each time we change subject or make an important new point? It's important to ... because it makes the letter easier to read and understand

Should we use full forms or contracted forms in a business letter? We should use full forms ...

Why are linking words and expressions important in our writing? Linking ... because they help to connect our ideas together clearly

28 Give me a few examples of linking words and expressions, please. however; therefore; in order to; on account of etc.

**If we want to make a request for the reader to do something specific after reading our letter, where's a good place to put the request?**

If we ..., a good place ... near the end

**What's the difference in use between "Yours sincerely" and "Yours faithfully"?**

The difference ... is that we use "Yours sincerely" when we've written a person's name at the beginning of the letter, whereas we use "Yours faithfully" when we've started the letter with "Dear Sir or Madam"

**What do we print below our signature at the end of a letter?**

We print our name and job title ...

**At the end of a business email, what do we use instead of "Yours sincerely" or "Yours faithfully"?**

At the end ..., we use "Regards", "Best regards", "Kind regards" etc. instead of ...



### *Dictation 1*

Don't expect much growth/ in your pension fund this year./ The size of my sister's overdraft/ is her principal reason for wanting/ to cut up her debit card./ It's a steep learning curve,/ and I'm acquiring new technical skills daily./ The CEO plans to ensure/ that all employees,/ not just senior executives,/ understand every aspect of her new strategy./ Certain airlines claim in their marketing/ that they offer good value,/ but they fail to mention the surcharges/ that customers have to pay./ Richard was an experienced entrepreneur,/ and he knew a lucrative market/ when he saw one./ As your lawyer,/ I insist on seeing all correspondence/ relating to this issue./ Sector, specialist, circulate, factor, statutory.