Level 4 Business Writing

Worksheet 9: Direct and indirect language

1	Have you ever negotiated any of the following with customers, colleagues, or you
	manager?

- prices
 delivery times
 length of your vacation
- time of a break discounts on large orders pay
- refunds
 doing a job no one in your workplace likes doing
- 2 Read these emails. Which of the issues from Exercise 1 do they negotiate?

Thanks for replying so quickly. We're happy with your range and we'd like to place an order. But the total price is too high so please come back with a reduced offer. Also, the delivery time on certain items is long—why is this? Please let me know ASAP. Thanks.

Further to your email with an outline of your products range and prices, I'd like to express our initial interest in your offer. However, at this stage would you be able to give us a better idea of flexibility in terms of pricing? Could you possibly clarify, for example, whether there are discounts on certain orders?

It also seems from your email that orders on certain ranges might take up to a month to deliver. To be honest, I think this could be too late for our summer stock but perhaps you could send more details on this.

I look forward to hearing from you.

- **3** Discuss the emails in groups. Answer these questions.
 - 1 How well do you think the writer in the first email knows the other person? Is the language direct or indirect?
 - 2 How well do you think the writer in the second email knows the other person? Is the language direct or indirect?
- 4 These sentences use indirect and tentative language. Delete words so the sentences are more direct. Your new sentence must have the number of words in parentheses. See the first example.

1	Thanks for your email with your offer.
(4)	Thanks for your offer.
2	Could you please send me a price list?
(5)	
3	Further to our phone call yesterday morning, can we meet on Wednesday at 10?
(7)	
4	Could you possibly clarify, for example, if this price includes delivery?
(6)	

	5 I'm very sorry, but we have a delay of 24 hours because of the shipping company.					
	(9)6 It seems that your prices have increased twice in the last six months already.					
	(6)7 Would you possibly be able to send this year's brochure, please?(5)					
	8					
5	These sentences come from emails to people the writer knows well, so they are direct. Change the sentences so they are less direct and more tentative. Replace the words in bold with these phrases.					
	To	be honest, the price you're asking	aps you should Could you possibly explain We'd appreciate it if you would Why don't we ? I'm afraid I'm unable to			
	Please send us a replacement as soon as possible. send us a replacement as soon as possible send us a replacement as soon as possible.					
	2	Can you call me by the end of today	_ *			
	3	Sorry but I can't accept your offer.	accept your offer			
	4	Maybe you can call them to discuss				
	5	I think this price has gone up.				
	this price has gone up. 6 Let's meet to discuss this in more detail. meet to discuss this in more detail?					
	7	Your price is too high.	_ is too high.			
	8 What's the extra ten percent added to the total price?					
	the extra ten percent added to the total pri					
6	6 Write two emails. Email 1: You have ordered some items you need for your workplace from a regular supplier. The supplier has sent you a price, but it is 20% higher than your previous order. Find out why. Use direct language.					
	aske but	the same order. The quote seems to be lower, its and times and precise details of discounts on guage.				
			I CAN			
			use direct language			
			use indirect language			