

Vorwort

Wie die Hauptausgabe, auf der er basiert (*Commercial Correspondence – Englische Handelskorrespondenz für die Berufspraxis – New Edition*) ist auch der *Short Course* gründlich überarbeitet und modernisiert worden. Er stellt einen Kurzlehrgang der englischen Handelskorrespondenz dar und führt in 12 Kapiteln in die Berufspraxis ein.

Die Gliederung der Kapitel folgt größtenteils der alten Ausgabe, jedoch wurden die Inhalte erheblich modernisiert und modernen Gepflogenheiten der heutigen Berufspraxis angepasst. So behandelt Kapitel 11 z. B. nicht mehr die *Secretarial Correspondence*, sondern das erheblich erweiterte Feld der *Office Communication*. Jedem Kapitel ist ein Vokabular gewidmet. Den Abschluss des Buches bildet ein Glossar.

Diese Neuauflage soll Schülerinnen und Schülern sowie Studierenden an Handels-, Berufs- und Sprachschulen, Lehranstalten und Berufskollegs, Auszubildenden in kaufmännischen Ausbildungsberufen und allen, die beruflich mit Wirtschaftsenglisch zu tun haben, eine Einführung in die englische Handelskorrespondenz der Berufspraxis geben. Das Buch eignet sich auch zum Selbststudium.

Jedes Kapitel gliedert sich in insgesamt 4 Teile (plus Vokabular im Anhang):

1. eine Einführung in den Korrespondenzteil des jeweiligen Kapitels;
2. den eigentlichen Korrespondenzteil mit Beispielbriefen, Faxen und E-Mails;
3. Redewendungen in Englisch und Deutsch für die verschiedenen Belange des Kapitels;
4. einen Übungsteil.

Die Aufgaben im Übungsteil wurden so erarbeitet, dass sie den Anforderungen der Korrespondenzteile in der IHK-Prüfung „Zusatzqualifikation für Auszubildende“ entsprechen (Lückentext und *Multiple-Choice*-Aufgabe). Sie dienen aber auch anderen Lernenden zur Schulung von Vokabel- und Grammatikkenntnissen und darüber hinaus zur Förderung der Übersetzungspraxis und der Fähigkeit, ein Memo in Deutsch oder einen Geschäftsbrief bzw. ein Fax oder eine E-Mail in der Fremdsprache abzufassen.

Die genannten Fähigkeiten sind für alle, die in der heutigen Berufspraxis mit der englischen Sprache zu tun haben, unabdingbar.

Mein Dank gilt allen, die mir bei dieser Arbeit geholfen haben, insbesondere Herrn John Stevens, der die muttersprachliche Beratung und Korrektur übernommen hat.

Der überwiegende Teil der Namen und Anschriften ist frei erfunden. Mögliche Ähnlichkeiten sind zufällig.

Birgit Abegg

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o.I.3.1 Name

Individuals have a surname (last name) and one or more forenames (first names). Business firms have their distinct firm names.

o.I.3.2 Titles

Women are addressed by *Ms* (married or unmarried), *Mrs* (married), or *Miss* (unmarried – only used if the ladies insist on being addressed in this way).

Men are addressed by *Mr* for one man and *Messrs* for two or more men.

If writing to a partnership whose company name consists of names of either only male or both male and female partners, you also use *Messrs*. Registered companies and partnerships having impersonal names should not be addressed in this manner. (In the United States it is not customary to preface the names of partnerships by *Messrs*.)

Examples:

Messrs Smith & Co

but: The South Kensington Polo Club

or: Smith & Co. Ltd

Courtesy titles or academic degrees, eg those of doctors and professors, are to be indicated in the address,

eg: The Honourable James Donovan

Dr Henry Green

Professor John Edwards

Titles designating a person's office or position, such as Managing Director, President, Secretary and Sales Manager, are placed below or after the name,

eg: Mr J D Carpenter

Managing Director

or: Mr Henry A. Swift, President

Registered companies and other corporate bodies are often addressed through an official whose name is not mentioned,

eg: The Manager

Lloyds Bank

The Company Secretary

Baker & Green plc

0.1.3.3 Postal address

Examples:

UK address:

Johnson & Quick Ltd
38 Leadenhall Street
LONDON
EC1 4WW
England

USA address:

Software Incorporated
115 Crestmont Drive, Suite 810
Laurel, MD 20708
USA

The postal address may also include special instructions to the post office and/or the addressee:

(By) Air Mail	(Mit) Luftpost
Registered (Mail)	Einschreiben
Express Delivery, Special Delivery (AE)	Durch Eilboten
By courier	Durch Kurier
Poste Restante, To be called for	Postlagernd
Printed matter	Drucksache
If undelivered, return to ...	Falls unzustellbar, bitte zurück an ...
Urgent	Eilt
Personal	Persönlich
Confidential	Vertraulich

0.1.4 Salutation

In letters to individuals, the following salutations are used (listed in order of decreasing formality): *Sir* or *Madam*; *Dear Sir* or *Madam*; *Dear Mr Baker*, *Dear Ms White*, *Dear Mrs Smith*, *Dear Miss Brown*; *Dear Jim*, *Dear Mary*.

Sir/Madam is highly formal and therefore used only in specific cases. *Dear Sir/Dear Madam* is also quite formal; it is appropriate when the addressee is not personally known to the writer. In circulars and similar letters, a combined form such as *Dear Sir/Madam* may be used. *Dear Mr/Ms, Mrs, Miss* is a suitable salutation when the correspondents are personally known to each other or when the writer wishes to establish a friendly relationship with the addressee. Where appropriate, *Mr/Ms, Mrs, Miss* may be replaced by another title (eg *Dr, Professor*).

In a letter to two or more men, a business firm or other organization, the salutations *Dear Sirs* and *Gentlemen* are used. The former is preferred in Britain, the latter in the United States.

In the United States you sometimes use *Ladies* when writing to two or more women, or to a firm or organization consisting entirely of women.

6.2 Model correspondence

6.2.1 Manufacturer advises exporter of completion of order

e-mail ✕

Mail from: morgan.shuttle@nwu.uk

to: schreiter.export@com.de **cc:**

Subject: Your order for engraving machine EX 15

Attachment:

Dear Schreiter Export,

This is to advise you that the a. m. machine you ordered on 12 May for an overseas customer will be ready in about a fortnight.

We would therefore be glad to receive your packing and marking instructions. Please also inform us whether measurements, gross weights and net weights are to be stencilled on the cases.

We will let you have the exact date of completion within the next 7 days and would ask you to collect the consignment at our works within one week of this date, as we are short of storage space.

Regards,
Peter Richardson
Sales Department



6.2.2 Despatch advice

FAO: Herrn Jakob Reichert
Schreiber & Söhne GmbH
Lyoner Str. 50
69528 Frankfurt am Main

Fax No.: +49 (69) 4 53 60 95

From: Jenny Kellogg
Barings & Tangler plc
5 Ashburn Gardens
South Kensington
London SW7 4DG

Number of Pages: 2

Date: 23 October 20..

Subject: Your order No 247 KLB

Dear Jakob

This is to inform you that the above order has today been handed over to our forwarding agents, Williams & Sons (Forwarding) Ltd, for carriage to Frankfurt by road.

As attachment we enclose a copy of the commercial invoice. The original has been sent to you under separate cover. The necessary documents will accompany the consignment.

We still need your turnover tax identification number. Please advise us by fax or e-mail.

We trust the goods will reach you in good condition.

Kind regards

Jenny Kellogg

Attachment: commercial invoice

6.2.3 Despatch advice

Dear Sir or Madam

We are pleased to inform you that the optical instruments have today been picked up by our forwarding agents, CargoTrans Ltd, and will be sent to you CIP Munich Airport on British Airways Flight No. BA 5311 on 23 February. The instruments have been packed according to your instructions.

The required documents (airway bill, commercial invoice, packing list, insurance certificate) accompany the goods.

Please confirm the receipt of the goods.

Yours faithfully

6.2.4 Shipping advice

Dear Sirs

Your order no 177, dated 17th October

This is to advise you that the above-mentioned order was shipped on board the vessel "Ubana" from London to Mombasa on 25th November.

We are pleased to hand you enclosed copy of commercial invoice amounting to ... as well as non-negotiable copy of the bill of lading.

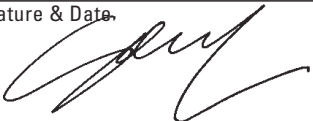
The original shipping documents (commercial invoice in triplicate, full set of clean on-board bills of lading, certificate of insurance and clean report of findings) have been presented to our bankers for collection through Barclays Bank International, Nairobi, Kenya, on a sight draft basis.

We will be glad to hear that the goods have arrived safely and in good order.

Yours faithfully

Encs(2)

6.2.5 Invoice

Exporter MAINI PRECISION PRODUCTS PVT. LTD. B-59/165, PEENYA INDUSTRIAL ESTATE INDIA - PHONE: 39 41 16/7 FAX: 39 47 14 - TLX: 08 45-5036		Invoice No & Date MPP/PA-003 26.08.20..	Exporter's Ref. MPP/PA-003		
		Buyer's Order No. & Date V 10399 & V 10586 DT 08.07.20..			
		Other Reference(s) --			
Consignee VIN ESPA HAUPTSTRASSE 157 41239 MOENCHENGLADBACH FEDERAL REPUBLIC OF GERMANY		Buyer (if other than consignee) <p style="text-align: center;">Same as Consignee</p>			
		Country of Origin of Goods INDIA	Country of Final Destination F.R.G.		
Pre-Carriage by TRUCK - BY ROAD		Terms of Delivery: SEA / CIF			
Place of Receipt by Pre-Carrier HARBOUR, MADRAS		Terms of Payment: 30 DAYS FROM THE			
Vessel / Flight No. MADRAS, INDIA		DATE OF SHIPMENT.			
Port of Discharge ROTTERDAM, NL		DOCUMENTS THROUGH			
Final Destination ROTTERDAM, NL		BANK			
Marks and Nos; Container No	No & Kind of Pkgs	Description of Goods Net. Wt. Kgs.	Quantity Pcs.	Rate EURO/Pc.	Amount EUR
Consignee: VIN ESPA DUESSELDORF FRG	1 BIG WOODEN BOX CONTAINS 7 SMALL WOODEN BOXES	<u>SMALL & CUTTING TOOL</u> <u>LAPPING MANDRELS/</u> <u>SLEEVES</u>			
Consignor: MPP B'LORE INDIA	NOS. 92 TO 98				
	1. PQ 20 W 6 LAPPING MANDRELS 2. PQ W 106 LAPPING MANDRELS	120.000 10.000	6000 500	1.2200 1.5000	7320.00 750.00
Amount Chargeable (in words)		130.000	6,500	Total	8,070.00
Euros EIGHT THOUSAND SEVENTY					
Net Weight: 130.000		Gross Weight: 182.500			
Declaration: We declare that this Invoice shows the actual price of the goods described and that all particulars are true and correct.			Signature & Date. 		

6.3.3 Caution marks:



Poison | Gift

Inflammable liquid |
Entzündbare FlüssigkeitRadioactive |
Radioaktive SubstanzGlass – fragile |
Vorsicht Glas – zerbrechlichKeep dry |
Vor Nässe schützen

This side up | Oben

Store away from heat |
Vor Hitze schützenKeep in cool place |
Kühl aufbewahren

Use no hooks | Nicht haken

11.3 Terms and phrases

11.3.1 Making appointments, invitations, business travel

I refer to our telephone conversation this morning and confirm the date of our appointment for Wednesday, June 2, at 3 pm.

Ich beziehe mich auf unser Telefongespräch von heute Morgen und bestätige das Datum unseres Treffens für Mittwoch, den 2. Juni, um 15 Uhr.

Please ring my secretary, Helen Waters, next week to arrange the date and time of our meeting.

Bitte rufen Sie meine Sekretärin, Helen Waters, nächste Woche an und vereinbaren Sie mit ihr Tag und Zeit unseres Treffens.

If you suggest a time, I will try to fit the appointment into my schedule.

Wenn Sie eine Zeit vorschlagen, werde ich versuchen, den Termin in meinen Zeitplan einzubauen.

Please tell us the exact date and time of your flight so that we can arrange for someone to meet you at the airport.

Bitte teilen Sie uns das Datum und die Ankunftszeit Ihres Fluges mit, damit wir Sie am Flughafen abholen lassen können.

Would it be convenient to meet me for an informal dinner at the ... Hotel next Monday at about 8 pm?

Wenn es Ihnen recht ist, würde ich Sie gerne am Montag gegen 20 Uhr zu einem zwanglosen Abendessen ins ... Hotel einladen.

Thank you very much for your invitation to the ... conference in ... on ..., which I gladly accept.

Vielen Dank für Ihre Einladung zur ... Konferenz am ... in ..., die ich gern annehme.

I sincerely regret that I cannot accept your kind invitation to ..., as I am leaving for Hong Kong tomorrow / as I have an important business meeting at the same time.

Ich bedauere außerordentlich, dass ich Ihre nette Einladung für ... nicht annehmen kann, da ich morgen nach Hongkong abreise / da ich zur gleichen Zeit eine wichtige geschäftliche Besprechung habe.

As you can see from the enclosed itinerary, I will arrive in New York on Monday morning, 7 July, at 6.30. Please arrange for someone to pick me up from the airport and take me to the hotel.

Wie Sie aus dem beigefügten Reiseplan entnehmen können, werde ich am Montag, den 7. Juli, um 6.30 Uhr in New York ankommen. Bitte sorgen Sie dafür, dass mich jemand am Flughafen abholt und ins Hotel bringt.

On arrival in ... I wish to meet Mr ... Please make the necessary arrangements.

Bei Ankunft in ... möchte ich gerne Herrn ... treffen. Bitte veranlassen Sie die notwendigen Vorkehrungen.

12.2 Model correspondence

12.2.1 British applicant sees advertisement on the Internet for post of tri-lingual receptionist

e-mail
✕

Mail from: lydia.graham@compuserve.uk	
to: hotel.poscher@sinzig.rhein.de	cc:
Subject:	
Attachment: CVgraham.doc	

For the attention of the Personnel Manager

Dear Sir / Madam

I am writing with reference to your advertisement and am most interested in applying for the position of tri-lingual receptionist and booking clerk at your hotel.

I am 23 years old and currently employed at a call centre in Birmingham, where I work for a German company. My job is to answer phone calls from all over the world in English, French and German. I have worked in this position for two years now and have been able to improve my knowledge of German considerably.

In 19.. I passed three A-levels, including French and German. Since leaving school, I have continued to study these two languages at the Oxford Institute. I can speak, read and write these languages nearly fluently.

To improve my knowledge of foreign languages I would very much like to spend some time abroad. The hotel trade is a field that interests me very much, and a position as tri-lingual hotel receptionist and booking clerk would be an attractive challenge for me.

My present salary is £... per annum.

I enclose my CV as an attachment and would be delighted to be invited to Germany for a personal interview.

Yours sincerely*

* Since in this case the letter is addressed to a specific person, ie the Personnel Manager, the complimentary close should be “yours sincerely”, which sounds more polite than the general close “yours faithfully”.

14. Glossary of Commercial Terms

acceptance

See *bill of exchange* and *documents against acceptance*.

agent

A person with authority to act for a principal.

airway bill. See *bill*.

arbitration

The settlement of commercial disputes between the parties to a contract by one or more arbitrators, whose decision – called the award – is final. A well-known court of arbitration is that of the International Chamber of Commerce in Paris.

asset and liability statement

American expression for the British *balance sheet*.

automated cash dispenser (or **automated teller machine**)

Computerised terminal providing cash dispensing and deposit acceptance for banking transactions. ATM terminals provide individuals with 24-hour electronic access to their banking accounts without a bank cashier or bank teller.

average

Loss or damage incurred in a transport by sea. Experts who deal with such cases are called **average adjusters**.

B2B – business to business

Communication among businesses or companies, as opposed to customers or consumers.

B2C – business to consumer

Communication between companies and their customers.

balance sheet

Financial statement that gives an accounting picture of the position of a company on a specific date for a specific period, usually a financial year. It is divided into assets and liabilities.

bank or banker's transfer

A transfer of money from one bank account to another. This is mostly done by **SWIFT** (Society for Worldwide Interbank Financial Telecommunications), an interbank telecommunications network for confirming international funds transfers.

bankruptcy

Insolvent debtors, or their creditors, may file a petition in bankruptcy with the proper court. If the court finds sufficient proof of insolvency, the debtor is adjudged a bankrupt. The bankrupt's assets are placed under the control of the official receiver, pending the appointment of a trustee in bankruptcy by the creditors.

bill

In commercial law, an account for goods sold, services rendered and work done. Another word for *invoice*.

In the law of negotiable instruments, any form of paper money.

In legislation, a draft of proposed statute submitted to the legislature for enactment.