

ENQUIRIES & REPLIES

PART - 2

CLASS: MBA TA IV SEM

SUBJECT: Foreign Language (English)

UNIT : IV

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HINTS OF DRAFTING AN ENQUIRY

- State the purpose of your letter.
- Request for price list catalogue etc.
- Ask for sample or demonstration.
- State the details of your business.
- Give an idea of the quality you need in order.



POINTS TO REMEMBER:

- Avoid lengthy & unnecessary statements.
- Avoid Repetition
- Avoid apologies



REPLIES

- Enquiries must be replied to promptly even when the seller doesn't agree to the terms & conditions mentioned in the letter, a prompt reply thanking the enquirer must be sent.



HOW TO SEND REPLY TO DIFFERENT BUYERS

- **Replies to regular customer :**
 - Replies should be clearly convey all the information asked by them.
 - It should be polite and should express gratitude for the enquiry.



- **Replies to first enquiries:**

- They are different from routine replies.
- It must be drafted in a way that enquiry may soon turn into a rewarding order.



- **Replies must replace sales person :**

- It must contain something capable of arousing the interest of reader and creating in turn a desire to buy.



HINTS FOR DRAFTING A REPLY:

- Referred to the date or number of letter.
- Thank the party for his letter and show appreciation for his interest in your company.
- Answer in a cheerful tone to all the questions asked in the letter of enquiry.



- Clearly state the terms of order ,delivery , payment & discount etc.
- Mention if any offer is applicable.
- Use some sales talks to stimulate the interest of the buyer.

