

List of questions:

1. Prove that business letter writing is an essential part of business.
2. What are the requirements to a business letter?
3. Prove the fact that to write a letter of enquiry you don't need to be an expert.
4. How to start an enquiry? How to hint at future business? (Give example phrases)
5. Is it possible to offer goods without waiting for an enquiry.
6. What's the use of a follow-up letter?
7. What is the aim of a sales letter?
8. In what case may an order be expected to follow?
9. Why clarity and double check are needed to make an order?
10. What are the details we may need to mention while placing an order?
11. What problems do despatch departments face?
12. What is the general plan in all packing?
13. Try to recall as many types of packing containers as possible.
14. Why is the invoice an important document in the Export Trade?
15. What's the purpose of a "pro-forma invoice"?
16. Name the payments in foreign trade.
17. When is the advice of despatch usually sent?
18. Name "shipping documents".
19. Name the main functions of banks.
20. What is a Letter of credit and a Bill of Exchange?
21. Tell the difference between the general and particular average in Insurance.
22. What's surveyor's job?
23. What are the two kinds of complaints?
24. How to reply to a complaint?

1. Enquiry.

Your firm is a well known Swiss manufacturing company and is in urgent need of certain metal fittings which cannot be obtained quickly enough from its normal suppliers. Write a letter to an English maker of these fittings.

2. Offer

Your firm is a textile importer. Write a letter to your trade customers offering them your old season's stock at bargain prices.

3. Sales letter

Write a letter to important retail buyers from a large wholesale firm dealing in office equipment. In the letter tell the buyers about your latest goods and make a special offer.

4. Order

Write a letter to an export manufacturer of some article with which you are familiar. Enclose an order and state your requirements regarding quality, appearance and delivery.

5. Packing and dispatch.

Write a letter to an English engineering firm, ordering a special machine. Give packing and marking instructions.

6. Invoicing and Accounting.

Send an order for textiles to an English manufacturer with whom you have not yet done business and say how you propose to pay.

7. Shipping and Forwarding.

Write to the office of British European Airways and ask for particulars of freight, insurance, etc., on a consignment of watches and clocks.

8. Insurance.

Write a letter to insurance agents, telling them you have a cargo of machinery for shipment from Liverpool to a south American port, and asking them to arrange insurance.

9. Complaint.

Write a letter from buyers, saying that some articles are missing from a delivery.

FOCUS 1. Read and discuss the contract.

EXTRACT FROM A STANDARD FORM OF PRODUCT SALES AGENCY AGREEMENT

This Agreement is effective as of the first day (1st) of May, 20__, by and between Euromax Development Ltd., hereinafter referred to as the «Principal» and Rasico A/S, hereinafter referred to as the «Agent».

Whereby, the Principal appoints the Agent as Sales Agent for the promotion and sale of the products in conformity with the specifications attached hereto (Addenda 1 & 2), hereinafter referred to as the «Products».

The parties have agreed on the following:

1. SCOPE OF AGREEMENT

The Agent is authorized by the Principal to promote the Products, find customers, conduct negotiations, and conclude sales contracts, provided that the terms and conditions of such contracts are agreed upon by the Principal beforehand.

2. TERM OF AGREEMENT

The term of the Agency shall be 12 months beginning from 1st May, 20__. The parties agree that prior to the scheduled termination of this Agreement, they will review the terms and discuss the possible extension of this Agreement. However, neither party shall be under any obligation to extend this Agreement at any time.

3. AGENT'S RESPONSIBILITIES

The Agent agrees to devote the Agent's best efforts to the business of selling the Products of the Principal under the direction of the Principal's representative and conform to rules, regulations and instructions of the Principal as provided to the Agent from time to time.

4. TERRITORY

The Agent shall be entrusted with the promotion and sales of the Products in Denmark and Sweden only.

5. COMMISSIONS

5.1 The Agent's commission on sales made pursuant to this Agreement shall be two per cent (2%) of the value of the Product sold, as determined by the sales invoice issued to the Purchaser.

5.2 The Agent shall be entitled to the commission provided for in this Agreement by paying the Principal ninety eight per cent (98%) of the value of the Product sold to the Purchaser, promptly by telegraphic transfer, after receiving payment from the Purchaser.

6. CONTENTS OF ORDERS

6.1 All orders for the Products shall be accepted by the Agent for the Principal in accordance with terms and conditions as designated by the Principal from time to time. All such orders shall be sent to the Principal immediately. It is understood and agreed that the Principal shall not be responsible for promises or conditions not

specified in the orders. The Products shall be sold by the Agent upon terms and conditions, including but not limited to price, designated in advance by the Principal.

6.2 If the Principal incurs any expense as a result of the Agent making representations to the Purchaser that are in addition to or inconsistent with the orders submitted to and approved by the Principal then the amount of the expense may be charged to the Agent's account.

7. NOT TO COMPETE

7.1. The Agent agrees, for the term of this Agency agreement, not to sell Products in the Territory from any other source.

7.2. The Principal agrees, for the term of this Agency agreement, not to sell the Products in the Territory, directly or indirectly, through any other channel.

8. AGENT'S EXPENSES

All expenses for travelling, entertainment, office, clerical, office and equipment maintenance and general selling expenses that may be incurred by the Agent in connection with this Agreement shall be borne wholly by the Agent. In no case shall the Principal be responsible for such expenses unless agreed upon in advance in writing by the Principal.

9. COLLECTION OF ACCOUNT

The Agent shall bear the full credit risk for all sales of the Products made pursuant to this Agreement including bankruptcy of the Purchaser, and have full responsibility and control of invoicing and collection of any and all accounts for the Products sold by the Agent.

10. INSPECTION OF AGENT'S ACCOUNTS

The Agent agrees that officers or authorized representatives of the Principal shall have, on demand, access to and the right to examine and make copies of all books and accounts, vouchers, papers of the Agent, relating to the Agency agreement, in order to ascertain whether the business of the Agent is being conducted in a manner satisfactory to the Principal.

11. INVENTORIES

The Principal agrees to maintain, at its expense and in amounts at its sole discretion, inventories of the Products in quantities sufficient to facilitate sales by the Agent and to provide high quality service to Purchasers.

12. SALES INFORMATION

The Agent agrees to maintain accurate records of its activities pursuant to this Agreement, including but not limited to customer lists, call reports and related market information and to supply the Principal, on a regular basis, with such information and any other information as the Principal may reasonably request.

13. CUSTOMER SERVICE

The Agent will promote the development of markets and uses for the Products, provide customer service to customers in accordance with the Principal's directions and, in reasonable and proper ways, promote the placing of orders by customers for the Products.

14. TERMINATION

The agency created by this Agreement may be terminated by either party by written notice mailed or delivered to the other party. In case of termination as a result of an infringement of this Agreement, the notice of termination shall be effective immediately.

15. CONFIDENTIALITY

The Agent agrees to keep confidential such information as the Principal may from time to time impart to the Agent regarding the Principal's business affairs and customers. The Agent will not, in whole or in part disclose such information.

16. COMPLIANCE WITH LAWS

The Agent shall give all necessary notices and shall comply with and ensure that all Agent's employees comply with all applicable federal, state, local laws, ordinances, governmental rules and regulations relevant to the Agent's activities pursuant to this Agreement.

17. ASSIGNMENT

This Agreement may not be assigned or otherwise transferred to a third party, by either party, without consent of the other party.

18. GOVERNING LAW

The applicable law shall be that of the United Kingdom of Great Britain and Northern Ireland.

19. ARBITRATION

Any and all disputes arising out of this Agreement or relating to its violation, termination or cancellation shall be finally settled under the Rules of Arbitration and Conciliation of the London Chamber of International Arbitration, London, UK.

20. FORCE MAJEURE

Neither party shall be responsible for any partial or complete non-fulfilment of their obligations under the Agreement, where the non-fulfillment is a consequence of force majeure. Force majeure is understood in accordance with international rules.

The party who is unable to meet its contractual obligations for the reason of force majeure, should, not later than two (2) days from the time when that inability has come into being, formally inform the other party in writing of the proposed period of suspension preventing fulfilment of the above-mentioned obligations. The relevant competent Government body should confirm the facts, presented in a written notice. Should the duration of complete or partial non-fulfillment of contractual obligations exceed 3 months, then either party shall have the right to terminate this Agreement partially or in total, without recourse to reimbursement of possible losses (including costs).

21. LEGAL ADDRESSES

Euromax Development Ltd.
PO Box 879
Chera Chambers
Road Town
GORGOLA
BVL Great Britain

RASICO A/S
PO Box 545
Molledamsvej 12
DK-6709 Birkerød
Denmark

For and on behalf
of the Principal

For and on behalf
of the Agent

Sales Agency Agreement (exercises)

1. Match the halves of the sentences

1.This Agreement is effective	A) with the promotion and sales of the Products in Russia and China only.
2.The parties agree that prior to the scheduled termination of this Agreement	B) unless agreed upon in advance in writing by the Principal.
3.The Agent is authorized	C) inventories of the Products in quantities sufficient to facilitate sales by the Agent
4.The Agent agrees to devote the Agent's best efforts to the business of selling the Products	D) may be terminated by either party by written notice mailed or delivered to the other party.
5.The Agent shall be entrusted	E) as designated by the Principal from time to time.
6.All orders for the Products shall be accepted in accordance with terms and conditions	F) disclose confidential information.
7.The Principal agrees to maintain, in amounts at its sole discretion	G) as of the sixth day (6 th) of May, 2020
8.The agency created by this Agreement	H) comply with all applicable federal, state, local laws, ordinances, governmental rules and regulations
9.The Agent will not, in whole or in part	I) under the direction of the Principal's representative and conform to rules, regulations and instructions of the Principal.
10.The Agent's commission on sales	J) is understood in accordance with international rules.
11.Force majeure	K) by the Principal to promote the Products, find customers, conduct negotiations etc.
12.In case of termination as a result of an infringement of this Agreement,	L) including bankruptcy of the Purchaser
13.The Agent shall ensure that all Agent's employees	M) made pursuant to this Agreement shall be two per cent (2%) of the value of the Product sold
14.The Agent shall bear the full credit risk for all sales of the Products	N) they will review the terms and discuss the possible extension of this Agreement.
15.In no case shall the Principal be responsible for such expenses	O) the notice of termination shall be effective immediately.