

Writing for Impact

Template 1

Email of introduction

In the first paragraph, introduce yourself. Mention the person who gave you their name.

In the second paragraph, explain your role and what it means in practice for the other person.

End on a positive note. It's good to mix fixed expressions with something more creative and personalised.

Dear Ms Owen

My name is Edward Robertson, and I have recently taken over from Anna Jeffries as Rekin Transport's Regional Sales Manager for the South West region. As you may know, Anna has recently been promoted to a new post at our headquarters. As you have been such an important customer for us over the years, Anna suggested that I should get in touch to introduce myself.

In my role as Regional Sales Manager, I will be responsible for making sure you receive first class service in all your dealings with Rekin Transport. For all regular orders, please continue to use our email account (sales@rekintransport.co.uk) or our online order form. For more unusual or specialised requests, including discounts for large orders, please contact me directly by phone or by email. I should also be your first point of contact if you have any questions or comments on the standard of service you receive from us.

I look forward to hearing from you, and I hope we'll be able to continue our strong partnership with you in the future.

Yours sincerely

Edward

Edward Robertson
Regional Sales Manager (South West Region)
Telephone: (01632) 656800

If you're not sure whether to use the person's first name or Mr/Ms and their surname, it's safest to use their surname. You can become less formal in later emails.

At the beginning of a sentence, *As ...* is more formal and professional than *Because ...*

Flattery – saying nice things about the other person and their business – is a very effective technique, but don't overuse it.

This is less direct than '*You should contact me*'.

Don't mention negative things like complaints in your first email.

This is a standard phrase that you can use in all your emails. Present continuous (*I'm looking forward ...*) is also possible, and slightly less formal.

Use this ending after *Dear Mr ...* or *Dear Ms ...*. You could also use *Best regards* or *Kind regards*, which are slightly less formal.