

Writing for Impact

Template 2

Request and enquiry

If it's a personalised request, start by introducing yourself. In less personal requests, go straight to the purpose of writing.

Dear Mr Leonard

My name is Sharon King, and I am the Training Manager at Rencher Engineering. I recently attended an excellent training course conducted by you on Time Management. I found the content of the course extremely useful and you made the whole event very memorable and enjoyable.

This is the simplest way to introduce yourself.

Make your request and say why it is important for you.

I would therefore like to ask if you would be willing to conduct a similar course for a group of middle managers at my company. I have identified Time Management as one of the key areas for improvement in our business, and I am confident that your course would be extremely beneficial to our team. I realise you must have a very busy schedule, but I hope you will find time to spend a few days at our offices.

Use a formula like this to make your request more polite.

When you make a big request, show that you understand that it may be inconvenient for the other person.

After the request, you need a call to action: tell the other person what to do next.

If you think this is something you might be interested in, please let me know so that we can discuss details such as dates and of course your fee. Perhaps we could arrange an introductory meeting at our offices to plan how to take this forward.

Contrast the high benefits (e.g. *extremely beneficial*) with the low costs (e.g. *a few days*).

There is no need to go into detail in your initial email. Save that for your first meeting (or a later email).

Keep the request (paragraphs 1–3) separate from any follow-up enquiries.

I would also be very interested to find out what other training courses you would be able to provide. I am especially keen to identify a trainer who could provide advanced training for professional negotiators. Again, please let me know if you would be interested in discussing this further.

In enquiries, describe what you are looking for, using *a/an* (e.g. *a trainer who could provide ...*). Don't create the impression that you are offering a contract (e.g. *I would like you to provide ...*).

This is a very safe way of asking for a response to an enquiry. There is no danger of a misunderstanding.

Finish on a positive note.

I look forward to hearing from you soon.
Best regards

Sharon King

Training Manager
Rencher Engineering