



 Choose the correct letter.

1. I'm _____ we've got bad news. The company will be downsizing soon.
- A apologize B afraid C regret
2. **“What if we hire more employees for the next season?”**
Which step in delivering bad news is described in the sentence?
- A Opening B Explaining C Presenting Solutions
3. Ms. Salvatore apologizes _____ the late response regarding the meeting.
- A for B in C due
4. **A:** I'd like to apologize for interrupting your presentation.
B: Don't _____ about it.
- A sorry B apologize C worry



Introduce today's sentences.

Grammar Focus

- **How to Write an Apology Email**

Key Expressions

- **I sincerely apologize for the damaged product.**
- **We look forward to providing a better experience for you in the future.**



Listen to the teacher and repeat.



quality control



replacement



on behalf of



voucher

Learn the structure of an apology email.

To: hajimetogami@gmail.com
From: bosato@gmail.com
Subject: Apologies for the Damages

Dear Mr. Togami:

Thank you for giving us your review about the washing machine. On behalf of Home Gizmos, I sincerely apologize for the damaged product that you received.

Our products go through several quality control measures before they are delivered to customers. However, it appears that there were some problems during the shipping process.

To make up for this error, we have shipped a replacement, which should arrive within 2-5 days. To make up for the inconvenience, we are also giving you a voucher that you may use for your next purchase.

We are truly sorry that your original purchase did not live up to your expectations, but we look forward to providing a better experience for you in the future. Thank you for bringing this issue to our attention, and please don't hesitate to contact me directly with any other concerns you may have.

Sincerely,
Bo Sato
Sales Manager, Home Gizmos

Format

1 Recipient's email address

2 Sender's email address

3 Subject

4 Salutation

5 Body

Expressing Remorse

Taking Responsibility

Making Amends


Providing Assurance

5 Closing Salutations

Sincerely, / Regards,

Name

Position (if applicable)



Learn the basic parts of the body of an apology email.

Body Outline for an Apology Email

Dear [Family Name] : Use a (:) rather than a (,) to follow the salutation in a business letter.

[Expressing Remorse] Specifically state what you are apologizing for.

[Taking Responsibility] Clearly indicate that you are taking responsibility for your actions, as described above. Do not make excuses; instead, make it clear that you own your role in the situation.

[Making Amends] Offer a way to make things right.

[Providing Assurance] Include a statement designed to reassure the recipient that you will not make the same mistake again in the future.

Sincerely,

[Your Full Name]

[Your Title (if applicable)]

Learn some important grammar expressions.

Expressing Remorse

sincerely apologize for + **noun clause**

I sincerely apologize for **the damaged product** .

I sincerely apologize for **the delay in replying your email**.

We sincerely apologize **for the inconvenience**.

He sincerely apologizes **for the mistakes he has done**.

Providing Assurance

look forward to + **gerund**

We look forward to **providing** a better experience for you.

I look forward to **working** with you more in the future.

The company looks forward to **offering** you better service.

We look forward to **servicing** you again.

Identify which part of an apology letter each sentence belongs to.

Expressing Remorse | Making Amends | Taking Responsibility | Providing Assurance

Again, please accept our apologies; we are confident that this will not happen in the future.

1

All our staff members are given a 3-month training program prior to their joining. He is a new employee, who too was given the right training but happened to lose his temper. I am truly sorry for his conduct.

2

As a gesture of goodwill, we are willing to offer shopping coupon worth 100 dollars which you can use within the next 1 year Of your purchase at our store.

3

On behalf of ABC Company, I sincerely apologize for one of our staff's misbehavior.

4



Construct sentences using the two expressions and the situations given.

sincerely apologize for + **noun clause**

Situation: You are late for the meeting.

Situation: You submitted the wrong file to your boss.

look forward to + **gerund**

Situation: Your boss hopes you would perform better in the next few months.

Situation: You were encouraged by your leader to improve your skills.



Write an apology email using the outline provided.

Dear [.....]:

[Express remorse.] I sincerely apologize for

[Take responsibility.] I regret that our product apparently slipped past our quality control measures.

[Make amends.] To make up for this error,

[Provide assurance.] Thank you forand please don't hesitate to contact me directly with any other concerns you may have.

Sincerely,

[.....]

[.....]



**Situation: You are the manager of the company. The customer is calling to complain about the products that she purchased online.
(Use the grammar you learned today.)**



Read what we learned today.



Word Focus

quality control

on behalf of

replacement

voucher

Grammar Focus

- How to Write an Apology Email