





Fill in the blanks to complete the apology email.

To:

From:

Subject: Delivery Delays

Dear Mr. Kamimura,

Thank you so much for your email informing us about the delivery delay. Our company would like to 1. \_\_\_\_\_ for the late arrival of your order due to 2. \_\_\_\_\_.

We always make sure to deliver products on time and carefully monitor our couriers. 3. \_\_\_\_\_, this unfortunately slipped past our standards, and we truly apologize for this inconvenience.

We have sent another driver who will be delivering your product within the day. To make up for the delay, we have also sent you an electronic coupon that you may use on your next purchase.

4. \_\_\_\_\_ for bringing this issue to our attention. We are 5. \_\_\_\_\_ forward to doing business with you.

Respectfully,  
**Jefferson Kang**  
Delivery Manager, JBC Service Company

[Expressing Remorse]

[Taking Responsibility]

[Making Amends]

[Providing Assurance]

Learn today's grammar and sentences.

## Grammar Focus

- Reflexive Pronouns
- Reciprocal Pronouns: Each Other vs. One Another

## Key Expressions

- We help each other to meet and exceed our target sales.
- You should thank yourselves for providing great customer service.



Listen to the teacher and repeat.



recap



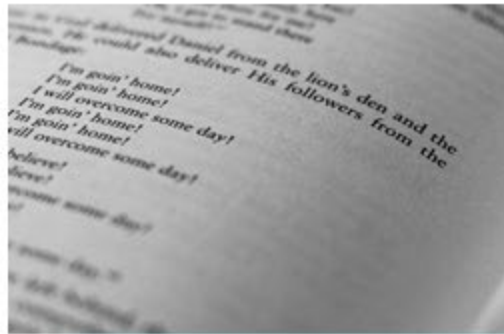
prospect



assist



specification



script



competitor



Bo encourages the sales representatives and gives them suggestions on how to better persuade customers.

**Bo:** Hello, everyone! Mr. Tanaka has asked me to meet you both so that we can have a recap of our tasks. So, can you please describe your tasks?

**Rep. 1:** Well, I sell the company's products and give important details to prospects through calls, trainings, and presentations.

**Rep. 2:** As for me, I determine the sale and promo schedules and assist customers in selecting products based on specifications and regulations. **We help each other to meet and exceed our target sales.**

**Bo:** I'm glad to inform you that our customer support ratings have been impressive based on the reviews. **You should thank yourselves for providing great customer service.**

**Rep. 1:** Do you have any suggestions on improving the skills in persuading customers?

**Bo:** Just be natural and make sure you don't sound like you're reading a script.

**Rep. 2:** Got it, Sir! Is there anything else we should do?

**Bo:** Make sure the customer feels comfortable talking to you. But most of all, prove to them that our products are better than those offered by our competitors.



Learn the reflexive pronouns.



## Reflexive Pronouns

- are used to specify that the subject and object are the same person
- 

### Subject

I  
You  
He  
She  
It  
We  
You  
They


I have introduced **myself** for a couple of times.

**We** determine the pricing schedules and assist the customers **ourselves**.

**You** should thank **yourselves** for providing customer service.

### Object

**Myself**  
**Yourself**  
**Himself**  
**Herself**  
**Itself**  
**Ourselves**  
**Yourselves**  
**Themselves**



Learn how to use reflexive pronouns.

## 1. noun or pronoun + reflexive pronoun

She manages the overall **workflow** **herself**.

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**You** **yourself** should sell the company's products.

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The **design** **itself** is extraordinary.

## 2. by + reflexive pronoun


I supervise the employee's day-to-day tasks **by** **myself**.

---

They determine the pricing information **by** **themselves**.

---

With her remarkable job description, she could persuade the customers **by** **herself**.



Learn the reciprocal pronouns.



## Reciprocal Pronouns

- suggest that one person or group does
- something to another person or group

### EACH OTHER

referring to two people

We help **each other** to meet and exceed our sales goals.

Aya and Jackson taught **each other** about the new software.

They congratulated **each other** for finishing the project.

### ONE ANOTHER

referring to more than two people

Customers are fighting against **one another** for a single product.

The sales representatives are helping **one another** on assisting their customers.

Keanu and his colleagues were talking to **one another** after the board meeting.





Fill each gap with the correct reflexive pronoun.

Ex. Edwin fixed his bike by himself.


1. She looked at \_\_\_\_\_ in the bathroom mirror.
2. We had to ask \_\_\_\_\_ if this was the right thing to do.
3. There was a buffet where we could just help by \_\_\_\_\_.
4. The cat was washing \_\_\_\_\_.
5. Nobody wanted to help them, so they cleaned the streets by \_\_\_\_\_.
6. They were pleased with \_\_\_\_\_ for completing the project on time.



Write “each other” or “one another” to complete the sentence.

Ex. We give each other gifts in exchange.

1. The opponents are blaming \_\_\_\_\_ for the culprit.
2. It's been a long time since we talked to \_\_\_\_\_.
3. All of them are throwing pillows to \_\_\_\_\_ while playing.
4. Tessie and Arthur help \_\_\_\_\_ with their new software application.
5. Stella, if we don't help \_\_\_\_\_ every now and again, we won't survive.
6. The company employees send emails to \_\_\_\_\_.



Rewrite the sentences based on the underlined subject.

**Ex.** The members of the group discussed after the discussion.

The **members** of the group discussed **with one another** after the discussion.

1. She cut down her hair yesterday.

2. He took the whiskey and poured a drink.

3. The car adjusts according to the season.

4. The boats are striking because of the tides.



**Situation:** Your company assigned you and your colleague to organize a sales job fair for university students next month. Talk about your plans and preparations with the colleague. Use the grammar you learned today. (reflexive pronouns and reciprocal pronouns)



Read what we learned today.



- **Word Focus**

- recap

- prospect

- assist

- specification

- script

- competitor

- **Grammar Focus**

- Reflexive Pronouns

- Reciprocal Pronouns