

A background image showing a group of people's hands stacked together on a wooden table, symbolizing teamwork. The image is partially covered by a yellow and blue geometric overlay.

NEW BUSINESS ENGLISH 5

Lesson 28

Placing an Order



LEARNING GOALS

- ◆ Buying by Email
- ◆ Negotiating by Email



What would you say?

Scenario: Imagine buying some products wholesale for your company supply by email. Considering that you buy wholesale, how would you negotiate for a discount?



To: shaw@xby.com

Subject:



Send

Business Email

▶ Candace Parker writes an email to Mr. Shaw to buy stationery materials.



To: shaw@xby.com

Subject: Place an Order

Dear Mr. Shaw,

Greetings!

I have browsed your site and found good quality products. And I intend to place an order by packs for the following items:

Quantity	Description
150	Yellow Cardstock
200	Red Cardstock

Please pack the goods and arrange the delivery as soon as possible. I am prepared to pay by check, and I would be glad if you could offer some discounts since I ordered wholesale.

Yours sincerely,

Candace Parker
Production Executive



Send

Key Vocabulary

Learn the new words and answer the questions.



place an order

(v.) to buy or purchase some products that one will receive in the near future

e.g. She tried to **place an order**, but it was unsuccessful.



discount

(n.) a deduction from the usual cost of something

e.g. The shop offers huge **discounts** just for this week.



wholesale

(n.) goods that are being sold in large quantities

e.g. He offers **wholesale** negotiations for regular customers.

Read and answer the questions.



Candace Parker writes an email to Mr. Shaw to buy stationery materials.

Dear Mr. Shaw,

Greetings!

I have browsed your site and found good quality products.
And I intend to **place an order** by packs for the following items:

Quantity	Description
150	Yellow Cardstock
200	Red Cardstock

Please pack the goods and arrange the delivery as soon as possible. I am prepared to pay by check, and I would be glad if you could offer some **discounts** since I ordered **wholesale**.

Yours sincerely,

Candace Parker
Production Executive

Let's check the learning goal!



Candace Parker writes an email to Mr. Shaw to buy stationery materials.

Dear Mr. Shaw,

Greetings!

I have browsed your site and found good quality products.
And **I intend to place an order** by packs for the following items:



1. Buying by Email

Quantity	Description
150	Yellow Cardstock
200	Red Cardstock

Please pack the goods and arrange the delivery as soon as possible. **I am prepared to pay by check**, and **I would be glad if you could offer some discounts** since I ordered wholesale.

Yours sincerely,

Candace Parker
Production Executive



2. Negotiating by Email

Learning Goals

Learn the key expressions and sentence structures.

⋮ Buying by Email

- I would like to buy/ purchase/ place an order...
- I hope to buy/ purchase/ place an order...
- I intend to buy/ purchase/ place an order...

Example Body:

- I have checked your product's reviews, and I would like to purchase some. I am pleased to place an order for **20 photocopiers** of the model **MFC-J6947DW**. I am prepared to **pay via bank transfer**.

Details to Include
When Placing an
Order on Email:

1. Item/ Product Name
2. Quantity of Items
3. Mode of Payment



How do you usually buy something via email?

Learning Goals

Learn the key expressions and sentence structures.

.∴ Negotiating by Email

- I would be glad if you could offer...
- I would like to negotiate a lower price...
- I would love to entertain financing if that would offer some discounts.

Example sentence:

- I would be glad if you could offer some discounts.
- I would like to negotiate a lower price since I ordered wholesale.



How do you usually negotiate something via email?

Learning Goals

Read and compare the two emails. Which one is better?

New Email — ✕

To: peterburg@abc.com

Subject: Place an Order


Dear Mr. Burg,
Good day!

I would like to purchase the 2022 Honda Odyssey in the Touring Trim. My preferred color is Red Scarlet Pearl but the Platinum White Pearl is also acceptable. I presently own a 2011 Accord and a 2016 Pilot, so I will qualify for Honda Owner Loyalty. I am prepared to pay cash but would entertain financing if that would offer a better out-the-door price. I am looking to take delivery by month end at the latest. I would move sooner if the deal warrants it.

Please provide me with your best detailed out the door price including all fees.

Thanks so much and I look forward to hearing back from you.

All the best,
Dan Peters

 **Send**

1

New Email — ✕

To: peterburg@abc.com

Subject: Place an Order

Dear Mr. Burg,
Good day!


I would like to purchase the 2020 Honda Odyssey in the Touring Trim, preferably Red Scarlet Pearl in color.

I am prepared to pay cash but would entertain financing if that would offer a better out-the-door price.

Thanks so much and I look forward to hearing back from you.

All the best,

Dan Peters

 **Send**

2

Writing Practice ...

Write a draft email.

Scenario: Your boss requested you to place an order for some laptops, headsets, and keyboards.

Negotiate with the seller by asking for a discount.

Buying — ①

Negotiating — ②

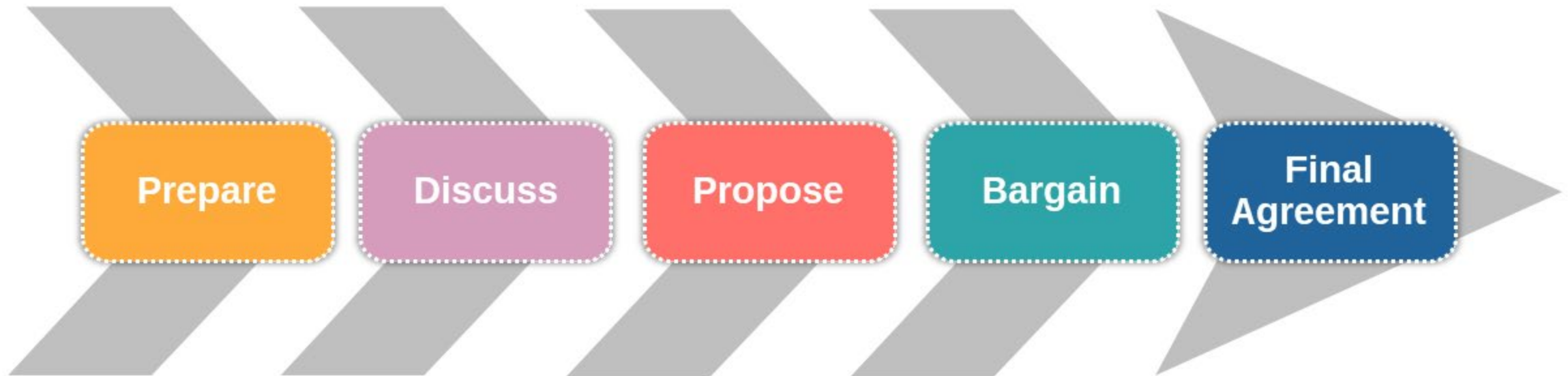
— ×

To: bestcomputershop@email.com

Subject:



∴ The Negotiation Process



What's the difference between personal negotiation and negotiation by email?

Overview

Keywords and expressions:

place an order/ discount/ wholesale

I would like to purchase...

I intend to purchase...

I would like to negotiate a lower price...

