

LEARNING GOALS

- Writing an Email
- Arranging a Meeting



What would you say?

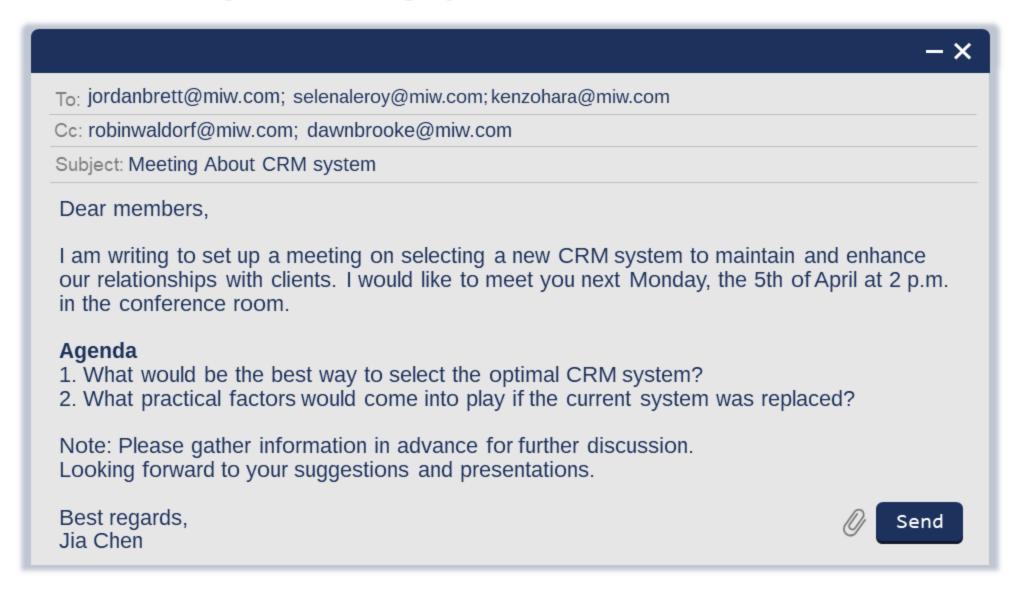
Scenario: Imagine you are the supervisor in a big company.



Business Email



Ms. Chen arranges a meeting by email.



Key Vocabulary

Learn the new words and answer the questions.



optimal

(adj.) the best or most effective possible in a particular situation

e.g. It is considered optimal to start job hunting before graduation.



select

(v.) to choose something, or to make a choice

e.g. The role of marketing is to select the target markets.



system

(n.) a set of connected items or devices that operate together

e.g. They make sure all the parts of the computer system are complete.

Email Review

Read and answer the questions.



Ms. Chen arranges a meeting by email.

Dear members,

I am writing to set up a meeting on **select**ing a new CRM system to maintain and enhance our relationships with clients. I would like to meet you next Monday, the 5th of April at 2 p.m. in the conference room.

Agenda:

- 1. What would be the best way to select the **optimal** CRM system?
- 2. What practical factors would come into play if the current system was replaced?

Note: Please gather information in advance for further discussion. Looking forward to your suggestions and presentations.

Best regards, Jia Chen

Let's check the learning goal!



omail. Ms. Chen arranges a meeting by email.

Dear members,

I am writing to set up a meeting on selecting a new CRM system to maintain and enhance our relationships with clients. I would like to meet you next Monday, the 5th of April at 2 p.m. in the conference room.

Agenda:

- 1. What would be the best way to select the optimal CRM system?
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Note: Please gather information in advance for further discussion. Looking forward to your suggestions and presentations.

Best regards, Jia Chen

🕳 1. Writing an Email



Review the structure of a business email.

.:: The Structure of a Business Email

Parts	
1	Use an appropriate greeting .
2	Introduce the topic/ purpose.
3	Explain more with brief details .
4	Add a concise requirement or a call to action.
5	Use an appropriate sign-off .



Review the structure of a business email.

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- 1. Greeting
- 2. Purpose
- 3. Details

- 4. Call to Action
- 5. Sign-off

Dear members,

I am writing to set up a meeting on selecting a new CRM system to maintain and enhance our relationships with clients. I would like to meet you next Monday, the 5th of April at 2 pm in the conference room.

Agenda:

- 1. What would be the best way to select the optimal CRM system?
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Note: Please gather information in advance for further discussion. Looking forward to your suggestions and presentations.

Best regards, Jia Chen



Learn the key expressions and sentence structures.

.... Arranging a Meeting

- ➤ I am writing to set up/ schedule/ arrange a meeting + (topic) + to + (reason).
- > I'd like to hold a meeting + (time/ timeframe) to + (reason).
- ➤ I would like to arrange a meeting with you + (time/ timeframe) to + (reason).

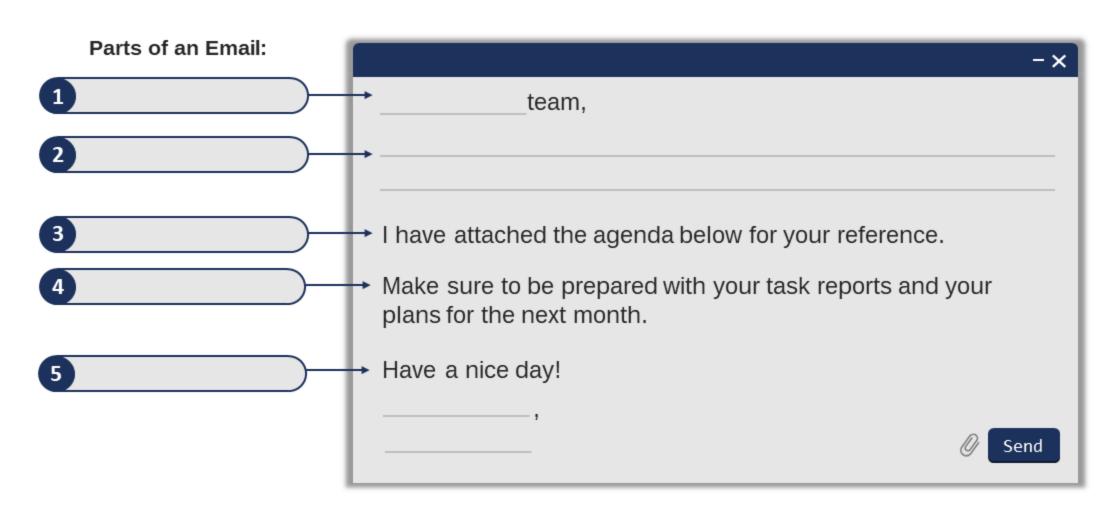
Example sentences:

- I am writing to set up a meeting on selecting a new CRM system to maintain and enhance our relationships with clients.
- I'd like to hold a meeting this week to develop our content marketing strategy for the next quarter.
- I would like to arrange a meeting with you on the 20th of March to discuss some tips on improving our online customers' reviews.



Writing Practice

Scenario: You were asked by your manager to set up the monthly staff meeting for the end of the month. Fill in the necessary details to complete your email. Then, label the parts on the right.



Coffee Break

Learn some benefits of CRM systems for businesses.

.:: 3 Benefits of Customer Relationship Management Systems



Engage to build lasting customer relationships



Improve customer experience



Increase revenue





Overview

Keywords and expressions:

optimal/ select/ system

- 1. Use an appropriate greeting.
- 2. Introduce the topic/ purpose.
- 3. Explain more with brief details.
- 4. Add a concise requirement or a call to action.
- 5. Use an appropriate sign-off.

I am writing to set up/schedule/arrange a meeting + (topic) + to + (reason). I'd like to hold a meeting + (time/ timeframe) to + (reason).

I would like to arrange a meeting with you + (time/ timeframe) to + (reason).

