



# NEW BUSINESS ENGLISH 5

## Lesson 44

### Arranging a Meeting by Email



# LEARNING GOALS

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- ◆ Writing an Email
- ◆ Arranging a Meeting



# What would you say?

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



Would you agree that arranging meetings via email is convenient?  
Why or why not?

# Business Email

- ▶ Ms. Chen arranges a meeting by email.

— ×

To: jordanbrett@miw.com; selenaleroy@miw.com; kenzohara@miw.com

Cc: robinwaldorf@miw.com; dawnbrooke@miw.com

Subject: Meeting About CRM system

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?
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



Send

# 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.

Read and answer the questions.



*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?
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



*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.

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**1. Writing an Email**



**2. Arranging a Meeting**

### ∴ The Structure of a Business Email

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



*Which of the parts is usually the longest in the email?*

# Learning Goals

Review the structure of a business email.

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.

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1. What would be the best way to select the optimal CRM system?
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*Why do you think following a format is essential when writing an email?*

# Learning Goals

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 20<sup>th</sup> of March to discuss some tips on improving our online customers' reviews.





*What are some details that you need to mention when arranging a meeting?*

# 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.

Parts of an Email:

1	_____ team,
2	_____ _____
3	I have attached the agenda below for your reference.
4	Make sure to be prepared with your task reports and your plans for the next month.
5	Have a nice day!
	_____, _____
	 

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



*What kind of system does your company use to build good customer relationships?*

# 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).

