

The background of the slide is a photograph of a business meeting. Several people are seated around a wooden table, looking at documents and a laptop. A coffee cup is also on the table. A large teal semi-transparent shape is overlaid on the left side of the image, containing the main title text.

# **NEW BUSINESS ENGLISH 6**

## **Lesson 30**

### **After-sales Follow-up**



# LEARNING GOALS

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- ◆ After-sales Follow-up Methods
- ◆ Writing a Follow-up Email



# Warm-up

- ◆ What is an after-sales follow-up?
- ◆ How do we write an effective follow-up email?



A woman with brown hair tied in a ponytail, wearing red-rimmed glasses and a white long-sleeved shirt, is sitting at a desk and typing on a silver laptop. The background is a blurred office environment with shelves containing various items. A semi-transparent dark grey bar is overlaid across the middle of the image, containing white text.

**Abby sends an after-sales follow-up email to check on Tracer's orders and to inform him about some new promotions in Allie Swan.**



To: Tracer Brown

Subject: Policy Updates on Purchases

Dear Tracer,

It has been 2 weeks since our **lucrative** business deal, and I value the confidence you placed in us. I wanted to check in and see how you were finding our items.

We are also happy to inform you about our new purchasing guidelines and payment terms, which took effect on August 1st. First, customers can now receive a 30% discount on **bulk** purchases of our cosmetics totaling 500 units under the new policy. Second, in addition to the existing payment terms, payment by **installments** can be adopted.

If you have any questions about the new policy updates or concerns about the received products, feel free to contact me.

Yours faithfully,  
Abby Lee



Send

## Email Review

Read and answer the questions.

Dear Tracer,

It has been 2 weeks since our lucrative business deal, and I value the confidence you placed in us. I wanted to check in and see how you were finding our items.

We are also happy to inform you about our new purchasing guidelines and payment terms, which took effect on August 1st. First, customers can now receive a 30% discount on bulk purchases of our cosmetics totaling 500 units under the new policy. Second, in addition to the existing payment terms, payment by installments can be adopted.

If you have any questions about the new policy update, feel free to contact me.

Yours faithfully,

Abby Lee

# Learning Goals

## ∴ After-Sales Follow-up Methods

### Providing Good Service

- Follow up to ensure goods have been received.
- Provide updates on delivery or service arrangements.
- Check up on a new installation.

### Building Customer Loyalty

- Offer rewards for new customer referrals.
- Invite your customers to keep in touch through social media channels.
- Send seasonal greetings offering gift promotions.

### Generating Repeat Sales

- Send periodical updates to advertise sales, offers, and promotions.
- Offer new product samples that may be of interest to the customers.

## ∴ Writing an After-Sales Follow-up Email

	Key points	Expressions
<b>Subject Line</b>	attractive and clear	Policy Updates on Purchases
<b>Email Greeting</b>	be professional and polite	Dear (Sir, Madam/ XX)
<b>Purpose</b>	thank you	We really appreciate.../ Thank you...
	follow up	I wanted to check in.../ just checking in
	generate repeat sales/ offers/ new updates	We are pleased to announce that ...
<b>Call-to-Action</b>	Tell the recipient what you want them to do.	If you have any questions about the new policy update, feel free to contact me.
<b>Email Sign-Off</b>	appropriate sign-off	Sincerely/ Yours faithfully

# Learning Goals

## ∴ Writing a Follow-up Email

### Subject Line

Subject: Policy Updates on Purchases

### Email Greeting

Dear Tracer,

### Purpose

It has been 2 weeks since our lucrative business deal, and I value the confidence you placed in us. I wanted to check in and see how you were finding our items.

We are also happy to inform you about our new purchasing guidelines and payment terms, which took effect on August 1st. First, customers can now receive a 30% discount on bulk purchases of our cosmetics totaling 500 units under the new policy. Second, in addition to the existing payment terms, payment by installments can be adopted.

### Action

If you have any questions about the new policy update, feel free to contact me. I appreciate your trust in Allie Swan, and we look forward to doing business with you again.

### Email Sign-off

Yours faithfully,  
Abby Lee

# Oral Practice

## Scenario:

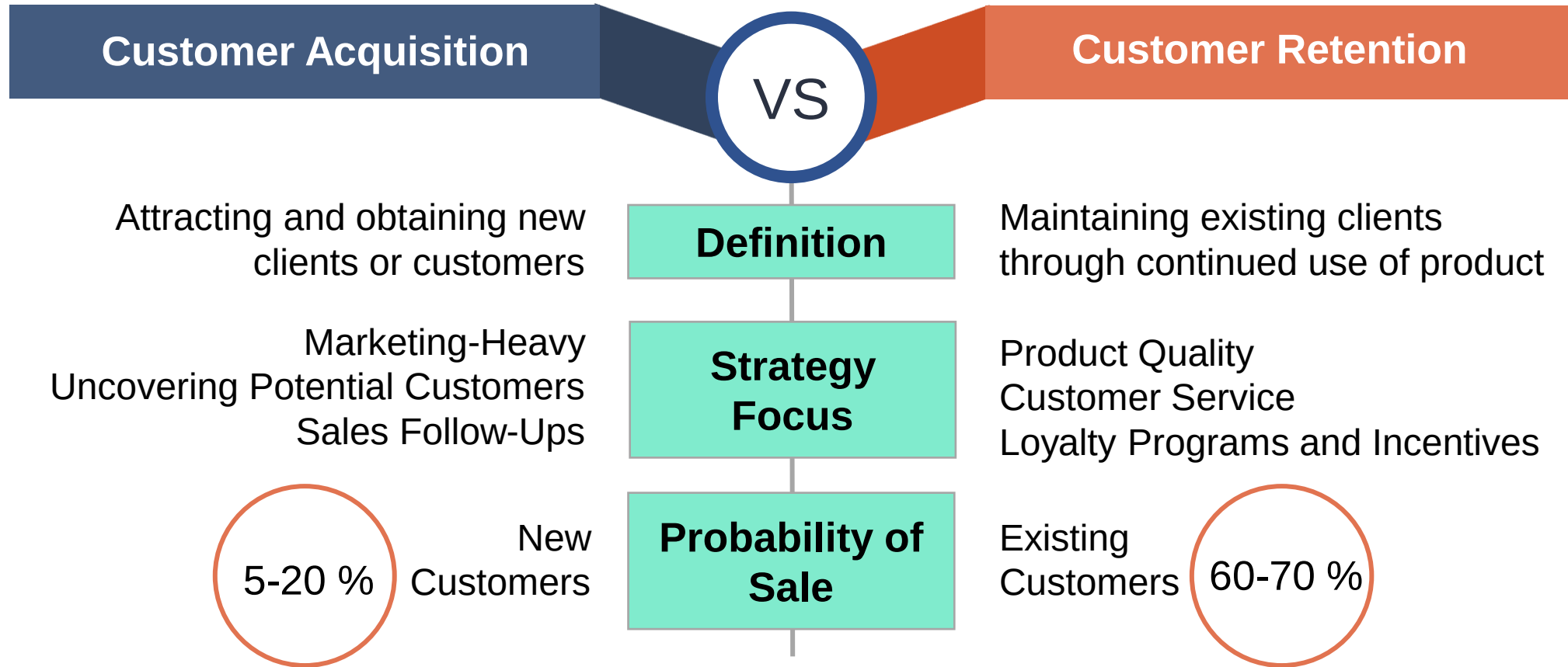
Your colleague is asking for your help in writing a follow-up email. She wanted to check if the client received his order and update him about the ongoing sale. Tell him what to write in the following parts: Subject line and Purpose.



## ... Writing a follow-up email

- Subject line
- Email greeting: *Dear xx,*
- Purpose: thank you/ follow up/ new information
- Action: *If you have any questions ... feel free...*
- Email sign-off: *Sincerely*

# Coffee Break



*1. Which do you think is difficult to do?*

*2. How can we keep retention high?*

# Overview

## Keywords and expressions

lucrative/ bulk/ installments

## After-sales follow-up methods

- Providing Good Customer Service
- Building Customer Loyalty
- Generating Repeat Sales

## Writing a follow-up email

- Subject Line
- Email Greeting
- Purpose
- Action
- Email Sign-Off

*Made by Jaymarc  
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