

## CHAPTER 5

### THE FOLLOW-UP LETTER

#### A. Pendahuluan

Dalam bab 4 telah dibahas mengenai letter of offer/reply to inquiry. Surat tersebut dibuat sebagai balasan atas inquiry yang dikirim oleh pihak (calon) pembeli. Surat penawaran dibuat karena mengharapkan sesuatu hasil yang menguntungkan, yaitu untuk segera mendapatkan pesanan (order). Jadi maksud surat penawaran adalah agar para (calon) pembeli tertarik kepada penawaran tersebut dan berminat untuk membeli.

Setelah beberapa lama surat penawaran dikirimkan, kadang tidak satupun pesanan yang diterima. Dalam kasus seperti ini pihak penjual tidak boleh putus asa dan hendaknya berupaya terus bagaimana caranya agar (calon) pembeli tertarik. Untuk maksud tersebut dibuatlah surat yang disebut dengan "follow-up letter". Dalam surat ini diupayakan penawaran yang kedua kali. Tuliskan bahwa sebagai penjual telah berupaya mengirim balasan dan penawaran atas dasar inquiry yang diterima dari mereka. Penting pula untuk menanyakan mengapa mereka belum mengirimkan pesanan. Bahkan lebih baik lagi dikemukakan beberapa ketentuan-ketentuan baru, misalnya : memberi keringanan syarat-syarat pembayaran, menambah besarnya potongan harga (discount) yang akan diberikan, dan dijanjikan pelayanan-pelayanan yang lebih menarik dari pada penawaran yang lalu.

Sebaiknya surat diakhiri dengan mengulang sekali lagi harapan-harapan agar (calon) pembeli tertarik dan segera mengirimkan surat pesanan.

#### B. Contoh-contoh kalimat dalam follow-Up Letter

##### 1. Opening Line

- a. We send you our letter of .....as an answer to your inquiry for our .....
- b. We have send you a letter of reply dated ..... in which we enclosed our .....

- c. Replying to your inquiry we send you on ..... our ..... which you request.
- d. We refer to our letter of ....., we sent you our .....
- e. We sent you our ..... on ..... to fill your inquiry.
- f. We refer to our letter of ..... when we informed to you the advantages of our (new product).
- g. With reference to our offer of ....., we regret that we have not had an order from you.
- h. When you visited our (stand at the Jakarta Fair), you were interested in our .....

## 2. Asking the reason

- a. We inform you that we have not heard from you.  
We would like to ask you whether you don't have an opportunity to consider our offer.
- b. We are regret that may be the reason why you have not decided to place an order.
- c. We are regret that until now are not receive any order from you. We want to ask you why you have not yet decided an order. Please let us know.....
  - whether those thing are not suitable with your requirements.
  - perhaps our terms are very heavy
  - may be some points of our letter did not make clear
  - whether our prices are too high
  - may be you didn't like the colour/style of our goods
  - whether you didn't agree with our terms.
  - Etc.

## 3. Give a letter condition

- a. You would find that our catalogue could only show our lowest prices in the best quality. We trust, our goods are very suitable with your requirements.

- b. As you request, we sent you our competitive prices, and would give you a discount of (2%). Now, we inform you, if you will send us an order in (this month), we will give you a discount of (5%).
- c. We are glad to tell you that we now in a position to offer delivery of your order in (two weeks) of receipt an order.
- d. If you can't send an order in (this month), we will increase our prices in next month.
- e. If you will send an order soon (in this week), we promise to decrease our price to ..... per .....

4. Closing sentence

- a. We would be grateful if you write us again
- b. We are most anxious to serve you and hope to hear from you.
- c. We are glad to give you additional information and wait your order as soon as.
- d. We are glad to receive your trial order and you will confident that we always give you the best service.
- e. Please don't hesitate for our terms and send us your order promptly
- f. We are looking forward to receive your trial order.
- g. We wait your instructions, which will have our careful attention.
- h. You may be sure that you will receive our immediate and personal attention for your every order.

**C. Exercises :**

Write "Follow-Up Letter to the exercises of supplies of Chapter 4.