

**Business email (100  
words) and  
attachment (400  
words)**



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BUSTER**

Business Email and Attachment - Letter to Persuade the Manager with  
Regards to the Team's Capability in Conducting a Sales Presentation in South  
Korea -

Student's Name

Instructor's Name

Subject / Course

Date

Business E-mail

June 12, 2008

Re: Sales Presentation in South Korea

Dear George;

I would like to inform you that our sales team is ready for the upcoming sales  
contract presentation which will be held in South Korea.

Please find the attached letter that highlights our sales team's preparation in  
determining the differences between our business culture and practices and  
the ones being practiced in South Korea.

Thank you for taking time to read my e-mail. I look forward to your response.

Sincerely yours,

Adam Smith

Sales Manager, XYZ Consultancy Firm

adam.smith@yahoo.com

(689) 645-3467

Attached Letter - Preparation for Sales Presentation

June 12, 2008

George White

<https://assignbuster.com/business-email-100-words-and-attachment-400-words/>

General Manager, XYZ Consultancy Firm

2364 De La Vina Street

Santa Barbara, CA 93101

United States

Dear George;

In line with the preparation, our sales team attended a month of training with regards to the business practices, culture and etiquettes in South Korea. Our team should observe punctuality when it comes to business meetings since they consider it as a sign of respect. (Communicaid 2008)<sup>1</sup> Also, Korean businessmen prefer to have a business appointment few weeks in advance. Therefore, it is advisable for us to make a business appointment with them as soon as possible.

As part of the training, the sales team has been informed that it is a challenge for them to develop a good interpersonal business relationship with Korean business people. We have already prepared several copies of our business card that has a Korean translation to help us communicate our official rank in the company. (Kwintessential Ltd. 2008)<sup>2</sup> When it comes to exchanging business cards, our sales team has been informed to use both hands when giving or receiving a business card. We have also informed our team to read the business card first before keeping it in a case or a pocket. Unlike the typical handshake as a business practice in North America, our sales team have been taught that they should greet South Korean businessmen with their family name combined with a “slight bow” and a handshake while maintaining a good eye-contact with the other party upon the first meeting the Korean business people in an informal reception, just before the presentation and the evening meal starts. (Kwintessential Ltd. <https://assignbuster.com/business-email-100-words-and-attachment-400-words/>)

2008) Calling them by their surname remain a practice until the Korean businessmen to tell us to simply call them with their first name.

We have also made the sales presentation as short as possible so as not to avoid over-selling our expertise as a consultant company. (Movius et al. 2006) Instead, we aim to develop a stronger business relationship with them.

Sincerely yours,

(your name)

Sales Manager, XYZ Consultancy Firm

adam.smith@yahoo.com

(689) 645-3467

References:

" Communicaid." Doing business in South Korea| South Korean Social and Business Culture. 2008. <http://www.communicaid.com/cross-cultural-training/culture-for-business-and-management/doing-business-in/South-korean-business-and-social-culture.php> (accessed June 14, 2008).

" Kwintessential Ltd." Doing Business in South Korea. 2008. <http://www.kwintessential.co.uk/etiquette/doing-business-southkorea.html> (accessed June 14, 2008).

Movius, Hal, Masa Matsuura, Jin Yan, and Dong-Young Kim. " Tailoring the Mutual Gains Approach for Negotiations with Partners in Japan, China, and Korea." *Negotiation Journal*, 2006: 22(4): 389 - 435.