*🗊* **Comment rédiger une lettre commerciale en anglais?**

☺ **Ce qu’il faut faire :**

**Mise en page /Lay out of the letter**

Comment s’adresser à son interlocuteur?

|  |  |  |
| --- | --- | --- |
| Man | Mr D. Rogers | Dear Mr Rogers |
| Titled man | Sir Donald Rogers | Dear Sir |
| Unmarried woman | Miss/Ms Rogers | Dear Miss/ Ms Rogers |
| Married woman | Mrs/ Ms Rogers | Dear Mrs/Ms Rogers  Dear Madam |
| Titled woman | Lady Patricia Rogers | Dear Lady Rogers |
| Impersonal names | The manager or the secretary | Dear Sir/ Madam |

Comment choisir la formule de politesse ?

|  |  |  |
| --- | --- | --- |
| Person addressed | Salutation | Ending in the UK |
| Mr T. Smith | Dear Mr Smith | Yours sincerely |
| Mrs Brown | Dear Mrs Brown | “ |
| Ms Smith | Dear Ms Smith | “ |
| The secretary | Dear Madam | Yours faithfully |
| The manager | Dear Sir | “ |
| Messrs Smith and Jones | Dear Sirs | “ |

**Look at the sample letter!**

JFG

27 Cardigan avenue

Manchester UK

20 February 2017

Mario Ranieri

JFG

2 plaza venizia

Roma Italy

Dear Mr Ranieri

Re : European Subsidiary Meeting

With our last European Subsidiary Meeting having taken place on September 18 last year, we would like to invite you to our premises in London for a European JFG meeting on Tuesday, March 21, 2017, 9:30 a.m.

Agenda items :

1. 2017 sales forecast review

2. New factory in Harrington

3. Delivery problems

4. Introduction of a new product : G254K

5. How to achieve our 40 % market share target for consumables in 2018 ?

Due to the nature of the agenda it will be necessary for several managers from your company to participate. Please advise who from your organization will attend the meeting by Tuesday, March 14.

Please accept our apologies for this relatively short notice.

In case of any questions or comments, please do not hesitate to contact us.

Sincerely yours

Roy Mills

Managing Director

* Be Clear

Your reason for writing should be absolutely clear—both to you and to your reader.

* Be Concise

Stick to the points you want your reader to pay attention to.

* Be Courteous

Speak directly to your reader and be sure to sound reasonable and respectful.

* Be Correct

Double check everything—your facts, spelling, punctuation, grammar, mechanics. Don't give your reader a reason to conclude that you're careless and your letter doesn't deserve much attention.

☹ **Ne pas faire :**

- Watch out for these common problems:

* Text is too small to be legible.
* Grammar mistakes: she like**s**
* Spelling mistakes: final**ly**
* Copy another letter
* Write something you don’t understand

*✍ When your audience is reading, they’re expecting clear information*