Learning Objectives

In this session, you will:

• Understand how to word and present a request for information.
• Learn about levels of formality in a request.
The learner reads aloud this email. Notice that the email uses a three-part structure: an INTRODUCTION, a REQUEST, and a CLOSING. Answer the questions on the next slide.

Dear Ms. Villiers,
We recently advertised a position for a programmer. One of our applicants was John Lee, who gave us your name as a reference.
I would appreciate having your personal insight into Mr. Lee. Specifically, we would like your opinion on his programming abilities, work habits, and performance under pressure.
Would you please let me know a convenient time next week so I can call you to talk about Mr. Lee? I would be very grateful for your assistance.
Thank you in advance for your assistance. I look forward to hearing from you.
Best regards,
Mai M. Fisher
1. Do you think email is a good medium to request for information? Why? Why not?

2. When you make a request to someone, what can you do to make sure that they don't ignore your request?

3. Is email etiquette important when making a request? Why? Why not?

4. How do you decide an appropriate level of formality or informality when making a request? Why is it important?
### How to Word Your Request

#### Advanced

<table>
<thead>
<tr>
<th>I would be very grateful if you would send me the details. I would appreciate it if you could send me the details.</th>
<th><strong>Formal &amp; Polite</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Could you please give us an estimate? Would you please give us an estimate?</td>
<td></td>
</tr>
<tr>
<td>Please let me know the dates. Let me know the dates.</td>
<td><strong>Informal &amp; Direct</strong></td>
</tr>
<tr>
<td>I would appreciate your immediate attention to this matter. I need this information no later than March 30. I would appreciate it if you would get back to me as soon as possible. Could you possibly send me this information by early next week?</td>
<td><strong>Most Demanding (When Asking for a Reply)</strong></td>
</tr>
<tr>
<td>I would be grateful if you would reply at your earliest convenience. I look forward to hearing from you.</td>
<td><strong>Less Demanding (When Asking for a Reply)</strong></td>
</tr>
</tbody>
</table>
Let’s Practice
Advanced

Which of these requests for replies would you classify as 'Most Demanding'? Which ones are 'Least Demanding’?

1. Tom is emailing a colleague in another department. He needs some financial data. Tom has never met this colleague. He writes, “I would appreciate it if you could get back to me by Thursday at the latest.”

2. Martina is emailing a vendor she knows well. She writes, “I need this information no later than Monday.”

3. Caterina is emailing a supplier who made a major mistake in a shipment. She writes, “I would appreciate your immediate attention to this matter.”

4. Kai is emailing his manager in the sales division with a question. He has an important customer waiting for an answer. He writes, “Liza, could you possibly get back to me by the end of the day?”

5. Gilberto is emailing a co-worker asking for her feedback on the slides he has prepared for a presentation. He writes, “I really value your input, and I look forward to hearing from you.”

6. Makiko is emailing a senior manager at another company. She is asking him for a reference for a job applicant. She writes, “We hope to make a hiring decision within two weeks, so I would be grateful if you would reply at your earliest convenience.”
Let’s Practice

Advanced

Decide if the tone of these requests should be formal or informal. Then take turns to complete the requests.

1. John is emailing the members of his team. He writes, "Hey everybody, please let ____________.”

2. Jeremy is emailing a friend at another company. He writes, "Laura, could you ____________________________?”

3. John is emailing a new vendor. He writes, "I have read about the Model 230e on your website. I would ________________________________.”

4. John is emailing a colleague after a presentation. He writes, "Gary, would you ______________________________.”

5. John is emailing his CEO. He writes, "I ________________________________.”
Apply It!

Advanced

Read Mai’s email to a referee for one of the applicants at her company. Phrase and complete the REQUEST and the CLOSING.

From: Mai Fisher
To: Celine Villiers
Subject: Reference for John Lee

Dear Ms. Villiers,

We recently advertised a position for a programmer. One of our applicants was John Lee, who gave us your name as a reference.

____________________________________________________________
________________________________________
__________________________________________________________________
_______________________________________________________________

Warm Regards,

Mai M. Fisher