

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 laptop screen in the foreground displays various business charts and graphs. A coffee cup is also visible on the table. A large, semi-transparent teal 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

- ◆ 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. She is looking at the screen with a focused expression. 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.

Learning Goals

∴ Writing an After-Sales Follow-up Email

	Key points	Expressions
Subject Line	attractive and clear	Policy Updates on Purchases
Email Greeting	be professional and polite	Dear (Sir, Madam/ XX)
Purpose	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 ...
Call-to-Action	Tell the recipient what you want them to do.	If you have any questions about the new policy update, feel free to contact me.
Email Sign-Off	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:

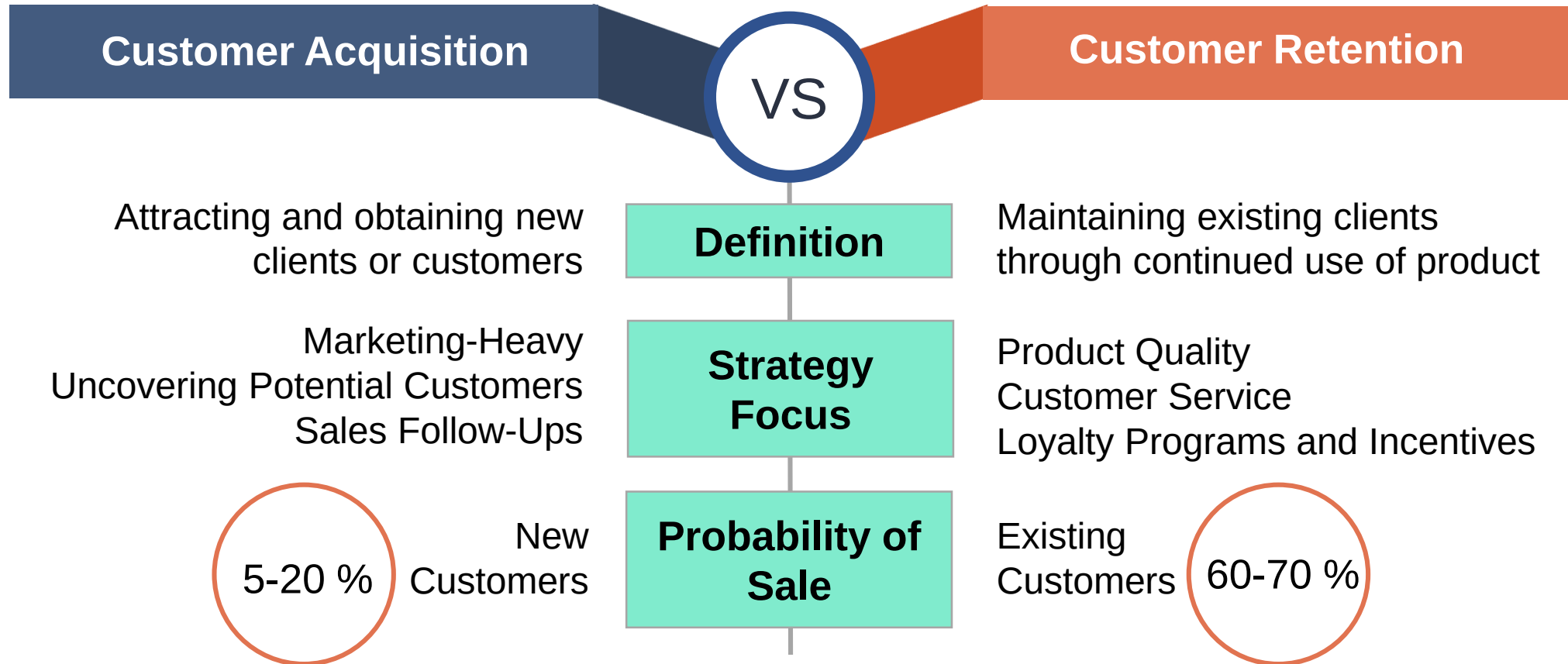
Your colleague is asking for your help in writing a follow-up email. She wanted to check if the client received his order and update him about the ongoing sale. Tell him what to write in the following parts: Subject line and Purpose.



∴ 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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