

Examples: Non Rapport & Rapport in Email

From: Peter Smith

To: All the Marketing team

Date: 5th July 2010

Re: Monthly Report

Can you please let me have your final figures for last month. I would like to see these broken down in our new format i.e.

Sales by territory

Sales by product

Variance for this month (only report on +10%/-10%) - no more than one short paragraph.

I need these by cob Friday 9th.

From: John Brown

To: Peter Smith

Date: 15th July 2010

Re: Monthly Report

Dear Peter

I am very sorry about the delay in sending you my team's figures for last month. I'm afraid this has been unavoidable because, as you know, Helen has been off sick for two weeks now and we have not been able to gather the exact numbers in her absence, as she is the only one who has been trained to work the new system. I would say we are about 90% there by now and we are just waiting on some outstanding numbers from Germany and Italy who said they would call us back today.

At this point it looks like there is going to be a big difference with the forecasts we put in at the beginning of the year but I'm not sure why this is. We won't be able to get to the bottom of this without doing a lot of digging around. This will probably take us another couple of weeks. Please bear with us!

Best regards

John

From: Evy White

To: Peter Smith

Date: 8th July 2010

Re: Monthly Report: Assistance Product Line

| | Germany | Italy | Spain |
|-----------------------------|-----------|------------|------------|
| Alpha start packs | 80 (-20%) | 111 (+11%) | 95 (-5%) |
| Beta travel packages | 97 (-3%) | 105 (+5%) | 150 (+50%) |
| Gamma home help | 12 (+2%) | 40 (-5%) | 9 |

Variance report:

Sales exceeded forecast

Italy Alpha start-packs (+11%)
Spain Beta travel packages (+50%)

Reason:

Unseasonal weather (widespread storms)

Sales below forecast

Germany Alpha start-packs (-20%)

Reason:

Delays in shipping components from local supplier

Best regards

Evy

