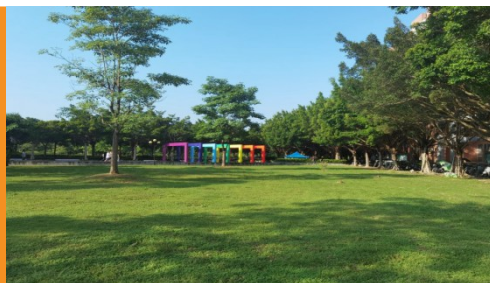
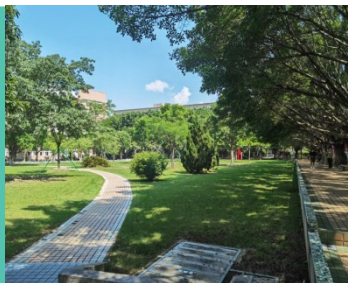


# Lesson 4

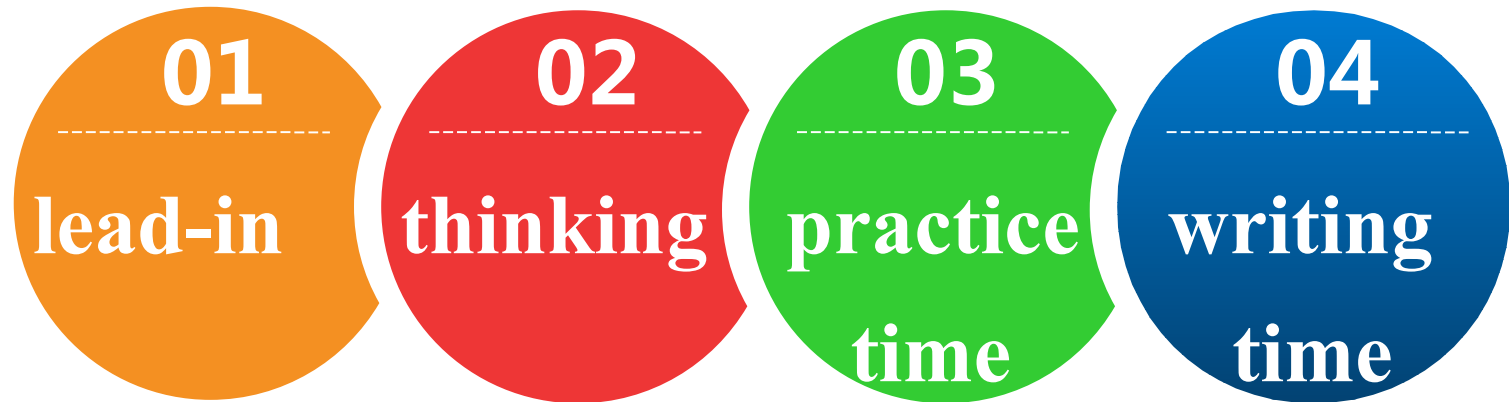
## Letters of Congratulations

外语外贸学院



# 目录

## Contents



▶ Writing is the lifeblood of career success.

*---Business Writing with Heart: How to Build Great Work Relationships*

*One Message at a Time By Lynn Gaertner-Johnston*

# Objectives

1 Compose appropriate congratulation letters;

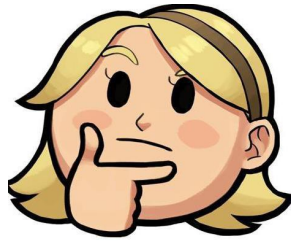
2 Express proper feelings in congratulations;

3 Close the letter positively;

4 Make correct compound sentences.

01

Lead-in



**The 2022 Beijing Winter Olympics is over. How would you like to congratulate the Chinese winners?**





You just learned that one of your customer has been promoted to sales manager due to outstanding performance. How would you congratulate him?

**What if you write him a letter ?**



02

thinking time

A blue hexagonal icon containing a white document with a pencil, representing a discussion or writing task.

## Discussion

1. When do we need to write a letter of congratulations?
2. How to write a letter of congratulations
3. Can you lists some useful expressions of business letters?



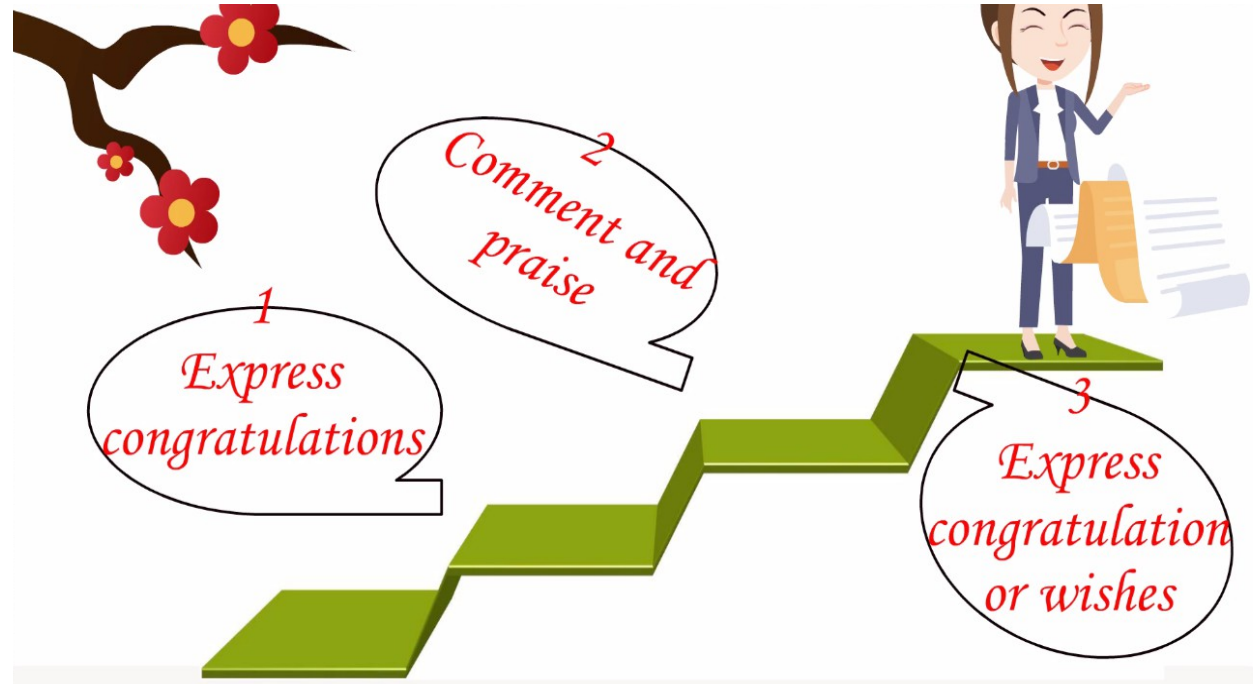
## Question 1

A letter of congratulations, or congratulation letter, is used in both personal and business situations. Their primary purpose is to formally congratulate a person or an organization for an outstanding achievement. The letter is a great gesture to maintain personal as well as professional relationships.



## Question 2

Three Steps in  
Writing Letters of  
Congratulations





## Question 2

Three Steps in  
Writing Letters of  
Congratulations

- 1) At the very beginning, put the event worth congratulating & your happy feelings.
- 2) Say your comments on the event & your praise to the receiver.
- 3) Again express your congratulation at the end of the letter and say your bless to the receiver.



# Expressions

## Opening

**We would like to congratulate you on...**

**I am pleased to congratulate you for...**

**On behalf of..., I would like to congratulate you for...**

**Congratulate you once again for...**

**I am so pleased and happy to hear that...**

**I would like to extend to you my utmost congratulations on ...**

**I was delighted to learn of your success/achievements in ...**

**Congratulations! All of us are proud of your remarkable success.**



# Expressions

## Body

**It is a reward you richly deserve for your effort.**

**I believe that this is surely owing to your ...**

**I can imagine your excitement when you realize your dream.**

**I am sure a genius like you will make great achievements.**

**It was a splendid performance**

**It is your utmost efforts to ... that lead to your brilliant achievements.**

**I believe that this position will be a new beginning, and an opportunity for you to embrace a brighter future.**

**This good news was no surprise to us in view of...**



# Expressions

## Ending

**I wish to share your honor and joy.**

**All my best wishes for an even more bright future.**

**We look forward to bragging about you in the years ahead.**

**Once again, congratulations and best wishes on your success. I'm looking forward to hearing more good news about you in the future.**



## Tips on writing

- ❑ Keep your letter positive and do not include any negative comments or unpleasant news.
- ❑ Try to avoid excessive flattery.
- ❑ Keep your congratulation letter simple and concise — under one page in length.
- ❑ Write the congratulation letter as soon as possible after the lucky event takes place.

03

## practice time

*Write your way into successful, lasting work relationships.*

## Sample 1

June 6, 2018

Dear Mr. Williams,

As one of your business partners, we would like to congratulate you on the **establishment** of your new business. It's a great thing that you are trying to widen your **scope** and enter other industries. It goes to show that your success is starting to grow and your new business will also succeed like your **current** business.

- Purpose of the letter
- Give praise in details

## Sample 1

Your company has helped my business in the past few years, and I'm very happy that you are bringing yours to a whole new level. Please accept my best regards, and I hope that your new business will flourish as well.

Sincerely yours,

Jason Parker

- Positive ending

## Sample 1

2018 年 6 月 6 日

亲爱的威廉姆斯先生：

作为您的商业伙伴之一，由衷祝贺贵公司新公司的成立。你们想拓宽视野，进入其他行业，这是件好事。这表明你们的业务获得了成功增长，新业务也会像你们现在的业务一样不断增长。

在过去的几年里，贵公司帮助了我的生意，同时我也很高兴你们把自己的生意提高到一个全新的水平，请接受我最诚挚的问候，并祝您的新公司蒸蒸日上。

真诚地，

杰森 · 帕克

- 写信的目的
- 称赞收信人
  
- 结束段语气肯定

## Sample 2

24 November, 2013

Dear Ms Becket,

Congratulations!!!

I am pleased to congratulate you and your team for winning the “**Consistence** Performance ” award for the current year. On behalf of Bright Life **Insurance**, I would like to congratulate you for the great **accomplishment**.

- Purpose of the letter

## Sample 2

Your team has been the **leading** performer, and has achieved best rankings for customer satisfaction and **annual sales target**. You have certainly set the **benchmark** for other teams to achieve. In **recognition** to your efforts, we have decided to **reward** your team with \$2 , 000 per person for the current quarter.

I am sure, your team will continue to perform in the same fashion, and raise the standards to new levels. Congratulate you and every member of your team once again for the efforts you have put in.

Sincerely,  
Katharine Hepburn  
*Katharine Hepburn*  
Business Development Manager  
Bright Life Insurance

- Give praise
- Positive ending

## Sample 2

2013 年 11 月 24 日

亲爱的贝克特女士，

祝贺你！

很高兴祝贺你和你的团队赢得本年度“优秀表现”奖。我代表美好生活保险公司为你们所获得的巨大成就向你们表示祝贺。

你的团队一直是表现出众的团队，并且在顾客满意度和年度销量目标的评比中排名第一。你们为其他团队设定了标杆。为了表彰你们的努力，我们决定本季度奖励你团队每个成员 2000 美元。

我确信，你的团队会继续努力工作，并将标准提到一个新的高度。对于你们所付出的努力，我再次向你及你团队的所有成员表示祝贺。

诚挚的，  
凯瑟琳·赫本

业务发展部经理  
美好生活保险公司

- 信件目的：祝贺
- 赞扬收信人：列举收信人主要成就
- 结尾再次表达祝贺
- 结尾敬语
- 署名
- 职务



# Vocabulary

establishment n. [U]	the act of starting or creating sth that is meant to last for a long time 建立, 创立
scope n. [U]	the range of things that a subject, an organization, an activity, etc. deals with (题目、组织、活动等的) 范围
current adj.	(only before noun) happening now; of the present time 当前的; 现在的
flourish vi.	to develop quickly and be successful or common 繁荣; 昌盛
consistence n. [U]	the quality of always behaving or performing in a similar way, or of always happening in a similar way 一致性, 连贯性
insurance n. [U]	an agreement in which you pay a company money and they pay your costs if you die or are ill, or if you lose or damage sth 保险



# Vocabulary

accomplishment n. [C]	something that is successful, or that is achieved after a lot of work or effort 成就
leading adj.	best, most important, or most successful 最好的, 领先的
ranking n. [C]	a rank or level, for example in a competition 排名, 名次
annual adj.	happening once every year, or relating to a period of one year 每年的
target n. [C]	a level or situation which you intend to achieve 目标
benchmark n. [C]	a level of quality which can be used as a standard when comparing other things 基准, 参照



# Vocabulary

recognition n. [U]	public respect and thanks for someone's work or achievements 认可, 褒奖
reward vt.	to give something to someone because they have done something good or helpful or have worked for it 奖励
fashion n. [C]	a way of doing things 方式



# Useful Expressions

1

As one of your business partners/customers, we would like to congratulate you on...

2

Please accept my best regards, and I hope that your new business will flourish as well.

3

On behalf of..., I would like to congratulate you for...

4

On behalf of ..., I would like to congratulate you for the great accomplishment.



## Useful Expressions

5

Your team has been the leading performer, and has achieved best rankings for customer satisfaction and annual sales target.

6

I am sure, your team will continue to perform in the same fashion, and raise the standards to new levels.

7

Congratulate you and every member of your team once again for the efforts you have put in.



# Task 1

Complete the following table with the information given in the samples.

	Sample 1	Sample 2
Occasion	the establishment of a new business	winning an award
Reaction	happy	pleased
Comment/Accomplishment	a great thing, success is starting to grow	leading performer
Closing	Express best wishes (flourish)	express encouragement



## Task 2

Complete the following letter of congratulations according to the Chinese given in the brackets.

June 25

Dear Ms. Asher,

(1) On behalf of (代表) everyone here at Deerwood Resorts Ltd., (2) I would like to sincerely congratulate you (我想向你表示诚挚的祝贺) on your recent graduation from Mountain State University with your M.B.A..

I must say that (3) I was not surprised to (我一点都不惊讶) read your success in the newspaper. During your first of four summers as an employee at our Lakeland Family Resort,

(4) I noted how bright you are (我注意到你非常聪明) and you have a very quick mind for business. Combine those attributes with your expertise and commitment to work, and it is obvious that (5) you have a wide open future (你有着广阔的未来) ahead of you.



## Task 2

(6) I wish you good luck ( 我希望你好运 ) in your future career and life, whatever they may be.

Yours sincerely,

Bruce Atkinson

*Bruce Atkinson*

President and CEO

04

## writing time

*Write with heart! Build strong work relationships one message at a time.*



# Writing

Please write a letter of congratulation according to the following situation.

You just learned that one of your customer has been promoted to sales manager due to outstanding performance. How would you congratulate him?



# Writing

25th June, 2021

Dear Mr. Black,

Congratulations!!!

On behalf of ABC Company, I would like to express my warmest congratulations to you on your promotion to sales manager. We are very delighted that your efforts have been recognized and extend our best wishes to you.

Our two companies have cooperated for many years. We have witnessed your efforts and thank you for your contribution to promoting our cooperation. This advancement is a reward for your



# Writing

efforts. I believe that this position will be a new beginning and an opportunity for you to embrace a brighter future.

Once again, congratulations and best wishes on your success. I'm looking forward to hearing more good news about you in the future.

Yours sincerely,  
Chen Xiaohong  
ABC Company

*Thank you !*

