# **How to Write a Business Inquiry**

A business inquiry can be likened to the first baby step of a business-to-business relationship. Typically, you write an inquiry letter in response to a sales outreach or advertising campaign by a company with which you are not familiar. You write to learn more about the service, product or enterprise you are considering using, buying or creating a relationship with. An inquiry letter should be brief and to the point. Its primary purpose is to solicit more detailed information than was included in the original sales material.

**1.** Type the letter date. The date is useful should you need to refer to the inquiry in future communications.

**2.** Type the address of the company. If the initial sales materials included the name of the appropriate contact, type that name above the company name. If only a title or department was referenced, type that data on a separate line at the end of the address. Begin that separate line with the abbreviation "Attn:." An example is "Attn: Vice President, Business Services."

**3.** Use the appropriate greeting. If the sales material you received had a folksy, friendly tone, you might use the first name of the contact person. Otherwise, simply address the contact with Mr. or Ms., followed by the last name.

**4.** Briefly state your request. If you want a catalog or price list, simply say so. For example, "I am writing to request a product catalog in response to your recent sales mailing." If you're feeling expansive, you can include a line about your company's function, such as "My company uses widgets in the manufacture of widget frames."

**5.** Close with a standard closing and printed signature line. "Sincerely" and "Very truly yours" are common and appropriate closings. Include your title beneath the signature line.