

## Review Article

## On Writing Strategies of Business Letters in Cross Border E-Commerce

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**Abstract:** Based on the analysis on the shortcomings and typical errors in writing business letters, this paper discusses the writing strategies of business letters in cross border E-commerce. It states the role of business letters in cross border E-commerce, such as strengthening the cross border E-commerce exchanges, the cultivation of corporate prestige and the mining of potential customers. Typical examples of business letters are listed and analyzed to illustrate the problems existing in cross border E-commerce writing. The main problems are: the violating of the Politeness Principle, the deficiency of professional business skills, and the failure of the vocative function. The strategies for writing letters in cross border E-commerce are further suggested including politeness strategy, profession strategy and persuasion strategy.

**Keywords:** business letter; cross border E-commerce; writing strategy; politeness principle.

### I INTRODUCTION

With the development of the technology of Internet, foreign trade corporation has appeared dramatically. As a foreign trade staff, mastering the skills of selling language is necessary. Business letter writing is also a kind of art. If we take good advantages of language and business professional knowledge, the business letter will enhance business cooperation. According to the actual business activities, the standard business letter will make a good business communication by using the language and persuasion skills effectively. It can help to keep a long-term relationship with customers and corporations and improve the teaching of business English letters.

This paper will analyze the current situations of cross border E-commerce and common mistakes of business letter writing. It will conclude a set of professional business letter writing strategies and suggestions. Business letter writing of cross border E-commerce involves the format and politeness principle, persuasion strategy, corporation's culture and reputation, which have the inextricably connection with professional knowledge of professional terms, art of language, product professional terms.

This paper is divided into five parts. The first part is the introduction. The second part discusses the role of business letters in cross border E-commerce, such as strengthening the cross border E-commerce exchanges, the cultivation of corporate prestige and the mining of potential customers. The third part lists and analyzes business letter examples, discusses the problems existing in cross border E-commerce writing. The main problems are: inadequate use of polite language, lack of professional skills, and failure in effective language functions. The fourth part offers suggestions on solving the problems mentioned. The strategies for writing letters in cross border E-commerce include politeness strategy, professional strategy and persuasion strategy.

The study on business letter writing strategy cross border E-commerce is beneficial to the teaching and the real application of business English letters as well as the communication of trade parties. It helps to promote the development of cross border e-commerce.

### II. The Functions of Business Letters

After China joining the WTO, international cooperation and exchanges continue to strengthen, business letter has become an important business communication between domestic enterprises and foreign customers. It is a method to build a bridge of

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communication. There is no doubt that a good letter can win the trust and respect of customers.

Business letter belongs to the category of business etiquette documents. It refers to the enterprises and between enterprises. Simple letter is used in various business occasions or business processes. Business letter has special functions for the purposes of facilitating business activities. It can close business contacts, explore potential customers and develop corporations' prestige.

### 2.1 Promoting International Business Contacts

With the rapid development of the world economy, business competition is becoming fiercer. The success of business highly depends on the effectiveness of communication. Business letter is important for effectiveness communication.

As the bridge of information and friendship, business letter helps to keep the business contacts with international enterprises. In addition to sharing objective business information, the business letters are capable of enhancing mutual trust by reflecting subtle emotions. A well-written business letter helps to strengthen communication and promotes cooperation, while a disorganized business letter may lead to bad expression or even fail in communication.

### 2.2 Exploring Potential Customers

Business letter not only can communicate business information, but also can explore potential customers. Old customers are the main source of stable income of enterprises, is the cornerstone of enterprise development. However, it is equally important to tap new customers and stabilize old customers. The addition of new customers has injected new blood into the enterprise, especially the large potential customers. It has an important influence on the profit of the enterprise. There are many ways to develop new customers and tap potential customers. What's more, business letter also can tap potential customers.

Language expression skills in business letter are important. Providing professional level of personalized service will enhance the communication with customers. We can master the best customer experience and corporate image in the whole process of communication with customers by mastering and using the expression skills skillfully. The role of questioning can stimulate the curiosity of customers; establish credibility in the eyes of the customer. Good control of the business letter writing makes customers eliminate reverse psychology. The commonly way of questioning are: open questions, questions, questions of diagnosis signed and closed question. To do: facing customers fervidly, providing suggestions for customers sincerely. A good impression left, your old customers will recommend you to their friends, then, more and more customers you will have.

With the contact of business letter, we can know customer expectations and requirements for products. It is good for a corporation to improve and develop new products to win more customers. So, business letter writing is not that simple, the more professional business skills in business letter, the better impression will leave, and then the potential customer will appear.

### 2.3 Enhancing Corporations' Reputation

Credibility is the most important thing in business trade. Many people don't believe the information in the Internet. How to gaining the trust of customers by English communication is particularly important. So, writing a good business letter is vital to enhance the reputation of the corporation.

Business letter should be aimed at developing a long-term relationship management services. With customers in good faith as the premise, it is important to have a good exchange with customers. We cannot underestimate the importance of enhancing mutual understanding and establishing the integrity of the system too much. A sincere and positive business letter will make customers feel that the corporation is very reliable. With the requirements of customers, the customers will have a new understanding of the enterprise. It can narrow the distance between enterprises and customers. For example, if a product is damaged, business letter will comfort customers first and take some feasible measures. At the same, the usage of language is very important. If customers complain a product is not satisfying, we can't overuse "sorry" too much. The language and words should be positive and sincere in business letter. In this way, the corporation's prestige can be shown.

## III The Current Situation of Business Letter Writing

In the foreign trade, an essential condition for the two sides to reach a transaction is writing business letter correctly. It helps the parties to accomplish business activities successfully and efficiently. However, there are many problems in the actual business letters writing. For example, incorrect format, confusion logic and improper wording tone hinder the normal business activities.

### 3.1 The Violating of the Politeness Principle

Business letter is about communicating a message. Everybody in the business world has to be able to communicate with colleagues, customers, and partners and so on. The professional business letter is momentous. A polite business letter is not only a basic requirement for business workers, but also an important prerequisite for the smooth development of business activities.

### 3.1.1 Unsuitable Personal Pronoun

The politeness principle in business letter does not only refer to using polite words, but also using the suitable personal pronoun. An unsuitable personal pronoun is likely to bring bad impression to the customers and make the customers feel uncomfortable.

In communication, if the first person is used first, that is, “we-attitude”, even if the language is used correctly, it will also stimulate the readers to respond for the sake of their own interests. On the contrary, when “you-attitude” is properly used in the writing of business letters, even if the actual meaning of the information is the same as the preview version, the effect will be much better.

In practical work, there are so many mistakes of personal pronoun in the process of business letter writing. “we-attitude” is adapted too obviously and too frequently. For example, it is often written as the “We have two laser printers compatible with your software”, which seems to be arrogantly and self-centered. It is highly recommended to change the expressions as “Your software is compatible with two of our high-quality laser printers”. Two sentences deliver the same information, but the second expression makes consumers feel the letter-writer is in position of establishment of friendly relations.

### 3.1.2 Improper Euphemism

With the development of global trade, euphemism plays an important role in business occasions. Euphemism is a special form of language, widely used in the political, economic and cultural fields.

In business letter writing, there are many problems about euphemism. For example, “Maybe this is a quality problem”, “You can check it again”. The first one “Maybe” in the former sentence is expressed with an uncertain tone, which will make the customers feel that letter-writer is neither professional nor responsible. The word “Can” in the latter sentence indicates an imperative and compulsive tone. Both of the two improper euphemisms may offend and irritate the customers.

### 3.1.3 Indirect Information

Accuracy is the most important principle in business letter writing. The principle of accuracy and direct not only refers to the spelling and punctuation of words, the correct use of grammar and structure, but also ensures the accuracy of the information. It figures and facts involved in business letter.

Therefore, in the business letter writing, many foreign trade workers did not write business letter completely and answered their questions carelessly. What’s more, many foreign trade workers added excrement information or massage. It will confuse your

customer, and too much information will affect the business activities.

For example, “Please that an enquiry is conducted to determine the reason. Please find out the reason. We express our regret at being unable to fulfill your order on this occasion. We are sorry we can’t meet you present order.” This sentence is too wordy. Use concise language; if possible, try to use words to replace some cutesy phrases. By deleting unnecessary adjectives in the following sentences, such as an adjective or adverb deletion does not affect the sentence meaning: The proposal is under (active) consideration. The answer is (definitely) correct. I would (rather) think the fare is too high.

## 3.2 The Deficiency of Professional Business Skill and Writing Skill

With China’s accession to the WTO, the relationship between China’s economy and the world economy get closer. In daily business contacts, the importance of foreign trade business letter is self-evident. However, many people do not know more about the characteristics of this kind of letters. The information fails to achieve the expected effect. The problems include various aspects, such as using improper business letter forms and unprofessional terms. The professional business skills are important in business letter writing.

### 3.2.1 Misused Format

Business letter format is very simple and to some extent quite fixed. Its essence lays in a kind of written business negotiation. In practical writing, the business letter format is very easy to be misused because of its particularity.

There are many kinds of business letter format, such as indented form, block style and semiblock style with indented paragraphs. Each letter format has its own characteristics and easy to use and write. In the modern time, the indented form is popular with most of foreign trade workers, because it is very simple and clear.

In the actual business letter writing, many people do not pay attention to the format of the letterhead, writing the text which is not aligned with the letterhead, which is actually very disrespectful to the customer.

### 3.2.2 Nonstandard English

As a foreign trade worker, we should have professional English language skills. The difference languages bear different culture. In the process of business letter writing, people tend to make some mistakes, such as, the words, the grammars, abbreviated forms and colloquial expressions, which can affect the business activities between two parts.

For example, “We feel regret that we can’t accept your terms of payment”. This is one of the common mistakes for beginners in business letter writing. Abbreviations should be avoided as much as possible in business letters. This is an informal way of writing. It will give people a non-standard, not serious, impolite feeling. And “You are interested in selling your bike, wear glad”. A complete sentence is split into two parts, the structure is not rigorous. It does not meet the formal style of the requirements and the feeling is more inclined to colloquial.

Beginners have many mistakes in the process of business letter writing, such as misuse of synonyms, phrase errors and so on.

### 3.2.3 Deficient Business English Terminology

There are many commercial terms in business English. If the writer of the letters does not grasp its way of expression, it will be extremely easy to cause misunderstanding of each other or do not understand. It can make the negotiating parties feel inconvenient, and even lead to a huge loss of trade between the two sides. Therefore, business expressions should not be considered careless and should be considered before they act.

(Payment by D/A at 60 days... sight), but many of foreign trade workers write as “60 days... D/A after sight; D/A after 60 days; D/A paid after 60 days; D/A terms of 60 days”. Although these expressions can be understood and understood by the insiders, this expression is not standard and professional. Business competitions, just like a battlefield, cannot afford a little carelessness.

### 3.3 The Failure of the Vocative Function

In the commodity sales activities, a special relationship between the operators and producers, operators and consumers, and the formation and maintenance of the relationship, rely on language. Language helps to bridge the gap in business negotiation, product promotion, technology introduction and sales service.

#### 3.3.1 Overused Negative Expressions

In business activities, the image of an enterprise is very important. In cross border E-commerce activities, business letters show the image of a company. In the process of communicating with customers through business letters, it is very important to express positive corporate image in the letters.

However, in the actual business letter writing, many foreign trade staffs have ignored this point. For example, a customer complained that our company had a problem with the product and your reply like “We feel sincerely sorry for that our product let you down, it is our mistake and sorry to bring you so many trouble”. Too many “sorry” have been used. This will make your

customer feel that your corporation is not reliable with quite low quality. There is no doubt that this will bring a big lose for your corporation. So, the usage of the negative words should be properly avoided.

#### 3.3.2 Few Persuasive Words

The purpose of business letter is to convey information about goods and tell people what goods we have. The persuasive language is the using of business letters to persuade customers to trust us and buy our products. This is a skill for a foreign trade staff, which is an important prerequisite for doing business.

In the actual business letter writing process, many customers will ask a lot of questions in the inquiry, we need to do more than answering some of the questions he asked about the product. It is about adding some persuasive language. However, many foreign trade staff only answers the main questions when replying to mail. For example, “do you still want this type of product?”. This reply may make your customer feel uncomfortable. The reply may be revised as “our product is cost-effective. I suggest you use it. I hope you are satisfied”. The words like “please, hope, suggest” have the power of persuasiveness.

Persuasive language is important for salespeople and it’s more likely to retain customers with persuasive language.

#### 3.3.3 Inadequate Sale Language

Language is the tool of transmitting information and the level of service. In the selling process, the operators and producers, operators and consumers form a special relationship, and the formation and maintenance of this relationship depends on the sale language.

For instant, the customer asks, “is not this material red?” the salesman replies, “no,” and that is the negative sentence. After listening to customers, the reaction is natural, since no. I will not buy. But if you answer: “there is only blue and yellow left now, and these two colors look good”. It becomes a positive answer. Although the two answers admit that there is no red cloth, but the negative seems to be rejected. It certainly gives people a gentle feeling.

In the process of writing business letters, many sales personnel can not use the sales language skills correctly, and there is too much use of sales language. This would be offensive. Some would be too small to use sales language, which would make the whole sales process less convincing. The art of selling Language is essential.

The core of sales language is persuading the other party to accept their products and services. The main content of sales language is to communicate with each other in business activities, exchange information,

sell goods, for customers before, after sale, after sale service.

#### **IV Business Letter Writing Strategies in Cross Boarder E-Commerce**

With the continuous promotion of global economic and trade integration, international trade competition is increasingly fierce. To improve the writing skills of business letters, the following principles are suggested.

##### **4.1 The Principle of Politeness**

As a medium of communication in written language, business letters should also follow the politeness principle. Only in this way can we write proper letters that can ensure the results of business communication activities. From the pragmatics point of view, business letter is a kind of activity that uses language as the carrier to communicate and promote communication. In the process of negotiation, both sides have both sides of cooperation and conflict. While seeking cooperation, both sides of the negotiations seek to win the best interests. Therefore, it is important for business letter to use appropriate language to express interest demands, promote negotiation process and avoid positive conflict, and whether business negotiation is successful or not.

##### **4.1.1 The Proper Way of Using You-attitude**

There are various types of business letters, such as, business letter to establish trade relations, promote the company's products, complaint, claim and provide other services to the other side. Its purpose and function are different. These letters involve all aspects of business activities, but the ultimate purpose is to stimulate the interest and purchase intention of the other party. In the process of communication, all the "We-attitude" and the language will only make sender benefit. The language is correct, but it may be difficult for the other party to accept it. In business letter writing, the using of "You-attitude strategy" can make it easier for the other party easy to accept the point of view in the letter. Then, it can reach a deal.

Be Flexible in using of personal pronouns. "You-attitude" in business letters is to put oneself in the other's position. From the other side's point of view, it can reflect the interests of the other side. It is easy to express their views by the needs of the other party. Therefore, the using rate of the second person pronouns "You" and "Your" in business letters is significantly higher than that of other pronouns.

For example, "you will get special offers for orders of no less than 1000dozeds at a time".

The use of "You-attitude" is not the use of the second person pronoun in all occasions. "You-attitude" emphasizes the respect, understanding and caring for each other. The proper using of the first person and the

third person can also express the connotation of "You-attitude". Especially when replying to the claim of the other party, it can express the apology and understanding to the other party, relieve the tense atmosphere, and appear tactful and polite. For example, "We are sorry about the delay and will have our shipping department".

In business letters, the using of personal pronouns flexibly reflects the attitude of the other side. It puts the interests of the other in the first place, and conveys information at the same time, gives the other side great respect, polite and considerate. It expresses a cooperative attitude to achieve a positive role in cooperation.

##### **4.1.2 The Proper Way of Using Euphemism**

Euphemism is a good lubricant. In the process of business communication, polite and tactful rhetoric will make the cooperation parties feel the respect and sincerity of each other. In the way of avoiding unpleasant verbal conflicts, it can promote the smooth development of business activities.

The use of euphemism in business activities can help maintain the face of both partners. In business activities, especially in business negotiations, the negotiating positions conflict, both sides want to try their best to persuade the other side to accept their own requirements or suggestions. If at this point, one or both sides of the language is too sharp, straightforward, will be a bit aggressive, at this time, both sides will feel the other side hurt their own face, negotiation and cooperation may not be smooth. On the contrary, the partners can use "I was wondering" at this point... "Could you possibly". Or "Could you possibly"... And so on, instead of "I want...", "I am wondering": "We want you to"... In order to avoid the subjectivity and arbitrariness in the negotiation and cooperation, the two sides will feel that they are respected by each other, and will feel their face to be maintained.

In foreign business correspondence, the use of the passive voice can highlight the style of business correspondence, weaken the executor, emphasize the responsibilities and obligations that the two parties should undertake and comply with. For example: According to the stipulations of the L/C NO.5301, the goods should be shipped before the end of this month and neither partial shipments nor delay are allowed.

Euphemism is a kind of lubricant, which can ease the tense atmosphere, whether in business English negotiations or in business correspondence. Business activity itself is a serious and tense occasion, if used reasonably in the time of the euphemism, cooperation between the two sides because of psychological pressure or verbal offence and lose each other likely rational phenomenon of dispute is greatly reduced. Thus, avoiding the business negotiation and cooperation

in rigid scenes is conducive to cooperation in a calm mood in a good atmosphere. In the problem with contradictions, the successful completion of cooperation will achieve.

#### **4.1.3 The Proper Way of Expressing Direct Information**

Business letters are short in length. Writing is concentrated and the language is concise and concise. This is under the condition of market economy, which decides the status of fierce commercial competition, because the main business activities of the limited time and energy to focus on those key contents and letter not or less related content, so the writer must extract the core contents of the letter in the letter writing before writing after carefully consider, with the main subject something absolutely give up, avoid the waste of time and energy transfer between the two sides, the influence of the main content. The language features of business letters are concise and clear.

First, the content of the letter is only related to the transaction activities. Business letters come from buying and selling activities, serving business transactions, and are completely different from the writing of theoretical articles and official documents. The letter is often involved in trading time, location, number, price, quality, and other data; this is not the lack of information on both sides of trading activities. The writer does not need to make a long story, just go straight to the topic, ensure accurate information, and avoid mistakes or omissions. This will help each other weigh the decision and speed up the progress of the transaction.

Second, the outstanding problem of business letter communication, there is always something more directly related to the purpose of writing, which forms the key point of communication. For example: there is a direct mail explaining for the order requirements on the packaging of goods:

“Thank you very much for your order for raincoats on March 13th. Thank you. We are pleased to inform you that all the terms and conditions in the order are acceptable except for the retention of packing terms. The packing required in your order is the old packing we used several years ago. Since then, we have made improvements, and the customer is quite satisfied with the improvement. Our raincoats are first packed in plastic bags, and then packed in cartons, packed in five dozen boxes, with a gross weight of about 30 kilos a carton. Each carton is lined with plastic paper, full box with metal straps, to protect the goods from moisture and may cause damage through rough handling. Due to the use of a single package method, each raincoat can be individually displayed in the shop window, convenient and beautiful, but also conducive to the sale of goods. In addition, the improved package is lighter

than the former, so it is easy to handle.” (FBC-Edition- Unite 04 Enquiry and Reply)

This letter shows that both sides have different opinions about the method of packing. This will be the main content of the reply. Because the improvement of packaging products ordered raincoat is still unknown, so special letters are needed to explain it and enable the parties to eliminate difference, reach a consensus, and realize the transaction.

#### **4.2 The Principle of Profession**

A professional business letter is supposed to answer all the questions one by one and clarify the important information they want to express. The integrity of the letter helps to establish a good corporate image, save both business hours and achieve the desired results, and avoid unnecessary disputes caused by incomplete information. It includes correct business letter format, the expression should be clearly. As a foreign trade staff, there is no doubt that accurate usage of business terminologies is important. In order to improve the business trade the principle of profession should be followed.

##### **4.2.1 Correct Business Letter Format**

English letters may be classified in to two catalogues by formats: mixed type and block.

Mixed type: each paragraph indents two lattices. Signature is at the end of the letter under the right position.

Block: all the contents of the letter are on the left, a blank line between paragraphs.

The idiomatic usage of English letters consists of the following aspects:

##### **(1) The heading letter head**

Letterhead refers to the printed or printed enterprise name, plant name, address, telephone number, telegram registration, name of the supervisor, etc.. Usually, the company will print letterhead paper, including the sender's name, address, telephone, fax and so on. When we write traditional letters, we can use this kind of paper directly.

##### **(2) The number and date of reference number and the date**

It is convenient to write the letter in the future. Your ref: (your number) our ref: (our number)

The date is usually printed in the lower right-hand position of the letter head, or below the name and address of the sender. The English version of the date is day, month and year; American style is month, day and year. In order to avoid misunderstanding, the date and year are represented by numbers, and the month is expressed in English. The first letter is capitalized and also abbreviated. For example, May, 1998 (American style); 1, May, 1998 (British style).

### **(3) The inside address**

Similar to the recipient's name and address on the envelope, it is usually printed on the left side of the letter paper, below the date line 2 - 4 lines, and also in the signature position of 2 - 4 lines.

### **(4) The title and salutation**

In English letters, the same as "Sir", "Mr." kind of courtesy appellation, common Dear SIRS; call enterprise, women's organizations commonly used Madams, the company name Ladies; no specific recipient address by Dear Sir or Madam receiver.

### **(5) The beginning and opening sentences**

There is no uniform format in the beginning, but it is customary to make a comprehensive statement of the date, subject and brief content of the letter received by polite statements, so that the other party is clear at a first glance.

### **(6) The body of the letter**

The status and content of the text are the same as those of Chinese letters. In English business letters, the letters are written from the two line of the title, and there is a line between the lines, two lines between the paragraphs.

### **(7) Concluding remarks and closing sentences**

The ending is usually used to sum up what is said in the text, suggesting the request to the addressee, such as "hope to write a letter, order", "reply to inquiry".

### **(8) Conclusion**

At the end of English business letter writing is the rest, the equivalent of "respect" means. If the recipient for the company, says Yours Truly, Truly is commonly used: Yours, Yours and faithfully etc; if the addressee is personal, is commonly used: Yours sincerely, Sincerely yours etc.. Note that, at the end of the form must be a comma.

### **(9) Signing the signature**

Try not to use the seal, seal words, indicating that the letter is not personally read, but only letter, not for people's attention. For easy identification, should also print name in the signature, sometimes will also be printed titles.

### **(10) Annex enclosure**

If there is an attachment in the letter, Encl. or Enc. should be marked in the lower left corner. For example: Enc: 2 Invoices Enc.: 1 B/Lading

## **4.2.2 Errorless Expressions**

The syntactic errors and improper collocation are the mainly causes for deficiency in writing business letters.

Firstly, syntactic errors should be avoided. The negative word "not" is often misused in the sentences. For example: I think our company is not responsible for the damage to the goods. The above errors are rooted in the different thinking patterns and the usage of negation of Chinese and English. The sentence is to be modified as: I don't think our company is responsible for the damage to the goods.

Second, improper collocation should be revised. As a special purpose English, the collocation of professional words in business English letter must follow certain principles. Some students just memorize the Chinese meaning of English words, ignoring their cultural connotation and usage. Therefore, there are several lexical collocation errors in the writing. For example, when the buyer points out that the price of the product is high or uncompetitive, he writes: "I am afraid that the price of your products is too expensive". The proper collocations of "the price" are "high", "unreasonable", "low", "competitive" and so on, while the noun collocation with "expensive" should be "the goods".

The errors above are caused by the interference of Chinese thinking mode and the corresponding cultural background knowledge. The students misuse Chinese language rules in English writing.

## **4.2.3 Accurate Business Terminologies**

From the perspective of foreign trade disputes, due to improper use of trade terms, often lead to the import and export contract in the implementation of various hidden dangers, and even make the enterprise to bear huge economic losses. The reasonable selection and correct use of trade terms have become the most important issue in international trade negotiation and contract performance.

In business letter writing, the professional requirements of business letters are not only the accuracy of commercial trade terms, but also the need for foreign trade staff to understand the professional terms of enterprise products thoroughly.

First, in international trade, a special trade term is used to determine the delivery conditions, which means that the buyers and sellers bear the responsibility, the cost and the risk of each other in the delivery of goods. For example, according to the delivery condition (FOB) of the port of shipment and the delivery condition (DES) according to the port of destination, due to the different delivery conditions, buyers and sellers bear their respective responsibilities, costs and risks are very different.

Second, each product term is very important for the product itself, as a foreign trade personnel, not only to understand the product terms in business activities, but also the customer is likely to ask a

product function or attribute, these may be related to product term. In most cases, customers don't understand the terms of the product, which requires us to explain. So, in business letter writing, for the exclusive term products cannot be understood or indeed, to explain in terms of product customer inquiries, which can reflect a professional foreign trade salesman, so as to enhance the trust of our customers.

So, it is necessary to understand business terminology and product terminology.

#### **4.3 The Principle of Persuasiveness**

With the development of economy, international business activities are becoming more and more frequent. As the carrier of international communication and trade, business letters are becoming more and more important. The communication between every business letter is an exchange between buyers and sellers. A polite and vivid business letter helps to express the different views and needs of buyers and sellers, and establishes friendly relationship between buyers and sellers, which makes the possibility of cooperation between buyers and sellers greatly enhanced, thus bringing about the expected effect.

##### **4.3.1 Positive Manner**

Using positive words cannot only transmit information, but also convey emotion, reflecting the courteous and thoughtful attitude. Positive words should be used in business letters, such as be pleased, obliged, satisfy, welcome. For example: I would appreciate having your reply by July 1st so that we can arrange the meeting. Your kind invitation this time is most welcome. On the contrary, negative words such as no, cannot, inefficiency and other negative words should be avoided as much as possible. Straight disagreement or refusal may result in the lack of interest in cooperation. Therefore, the use of negative vocabulary should be minimized in the writing of business English letters. A more euphemistic tone may be more effective.

With the continuous promotion of the integration of global economy and trade, the competition of international trade is getting more and more intense. In business English letters politeness principle, as a general requirement of international economic communication, will surely become international business. At the same time, it creates a respect for each other. The atmosphere of cooperation enables us to set up a kind of integrity. If you refuse the business requirements of the other party, you will lose the business opportunities.

So in business activities, we should pay attention to the use of polite expressions in English business letters, improve the quality of business English letter writing, and ensure the smooth progress of business activities.

##### **4.3.2 Persuasive Language**

First, we must judge the true ideas and needs of the customer and prove your suggestion to the customer. The idea will meet his most important needs. Almost all outstanding foreign personnel in the sales presentation, even before all the sales work, will focus on the analysis of determining the true idea of customer and actual demand, and the excellent sales representatives usually find ways to focus the master in the customer's ideas and needs, because they know that they are selling something rarely can meet all the needs of customers.

Second, persuasive selling skills show that we need to ensure that customers do trust you. You should be confident with the most sincere attitude be clear and concise to your customers. If we complete the first step in the general situation, you will win the customers' trust. It is very good to the customer. We clarify the specific interests that have attracted customers. In general, when we state our ideas, customers will be immediately accepted. The sales will come to an end. However, in many cases, the customer does not immediately understand the statements. Then, you can bring the idea of how specific interests had mentioned to him. Your ideas will bring what specific benefits for customers so you need to provide evidence to the customer. At least, it is the logic of common sense.

The clients seek information from all aspects to prove that his decision is right, so we should be confident. Wise decision, your language and information to the customer, confident attitude will lay a good foundation for the future cooperation.

##### **4.3.3 Vocative Function**

In the commodity sales activities, the managers and producers, operators and consumers form a special relationship, and the formation and maintenance of this relationship depends on language. Language is playing a role in business negotiation, product promotion, technology introduction and sales service. And the role of this play, in the whole business activities, from close to the customer to the customer to promote product, doubt, until the final transaction, cannot do without sales language. The core of sales language is persuading the other party to accept their products and services. The main content of sales language is to communicate with each other in business activities, exchange information, sell goods, for customers before, after sale, after sale service.

Sales language is not only a tool for business activities, but also an art. The artistry of sales language is the embodiment of sales art. The artistic expression of sales language is embodied in the specific sales activities such as receiving customers, introducing goods, business negotiations, etc..., especially embodied in the communication between operators and consumers.

Try to avoid imperative tone and use request statement. Use negative sentences less, use affirmative sentences more. Sales process is the process of language communication. If you master the docking points of customer language, you will properly understand the meaning of customer expression and give the customers a clear answer. It will achieve sales purposes.

## V CONCLUSION

In order to ensure the success of the transactions and reduce the trade disputes, more and more attentions have been paid to business letter. The business letter provides the rights and obligations of the parties to the transaction, as well as the trade process and dispute settlement. It provides legal guarantee for smooth trade and practical methods for dealing business activities.

Through the study, we find that the writing of business letter involves many aspects, and its content is more standardized and formal than the other general letter writing. This paper analyses the current situation of business letter writing and states the main problems, which include the violation of politeness principle in business letter writing, the deficiency of professional business skill and writing skill and the failure of vocative functions.

Based on the analysis of the current problems, the paper probes into the business letter writing strategies of cross border E-commerce. It is found that the business letters have formed its own unique writing style for a long time. In order to improve business letter writing, we should pay attention to the politeness principle and the persuasion strategies, as well as the logic and standardization of the expressions. Meanwhile, we must analyze the euphemism and vague language of the business letter writing. Only in this way can we improve the business letter writing of cross border E-commerce.

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