# 外贸邮件大全（模版）

来源：网络 作者：夜色温柔 更新时间：2025-05-05

*第一篇：外贸邮件大全（模版）1.向顾客推销商品Dear Sir: May 1, 2001Inquiries regarding our new product, the Deer Mountain Bike, have been comi...*

**第一篇：外贸邮件大全（模版）**

1.向顾客推销商品

Dear Sir: May 1, 2024

Inquiries regarding our new product, the Deer Mountain Bike, have been coming in from all parts of the world.Reports from users confirm what we knew before it was put on the market-that it is the best mountain bike available.Enclosed is our brochure.Yours faithfully

2.提出询价

Dear Sir: Jun.1, 2024

We received your promotional letter and brochure today.We believe that your would do well here in the U.S.A.Kindly send us further details of your prices and terms of sale.We ask you to make every effort to quote at competitive prices in order to secure our business.We look forward to hearing from you soon..Truly

3.迅速提供报价

Dear Sir: June 4, 2024

Thank you for your inquiry of June the 1st concerning the Deer Mountain Bike.It gives us great pleasure to send along the technical information on the model together with the catalog and price list.After studying the prices and terms of trade, you will understand why we are working to capacity to meet the demand.We look forward to the opportunity of being of service of you.交易的契机

4.如何讨价还价

Dear Sir: June 8, 2024

We have received your price lists and have studied it carefully.However, the price level in your quotation is too high for this market, If you are prepared to grant us a discount of 10% for a quantity of 200, we would agree to your offer.You should note that some price cut will justify itself by an increase in business.We hope to hear from you soon.Yours truly

5-1 同意进口商的还价

Dear Sirs: June 12, 2024

Thank you for your letter of June the 8th.We have accepted your offer on the terms suggested.Enclosed our will find a special price list that we believe will meet your ideas of prices.You should note that the recent advances in raw materials have affected the cost of this product unfavorably.However, for your order we have kept our prices down.Sincerely

5-2 拒绝进口商的还价

Dear Sirs: June 12, 2024

Thank you for your letter of June the 8th.We regret that we cannot meet your terms.We must point out that the falling market here leaves us little or no margin of profit.We must ask you for a keener price in respect to future orders.At present the best discount offered for a quantity of 200 is 5%.Our current situation leaves us little room to bargain.We hope you will reconsider the offer.Truly

6.正式提出订单

Dear Sir: June 15, 2024

We have discussed your offer of 5% and accept it on the terms quoted.We are prepared to give your product a trial, provided you can guarantee delivery on or before the 20th of September.The enclosed order is given strictly on this condition.We reserve the right of refusal of delivery and/or cancellation of the order after this date.Truly

7.确认订单

Dear Sir: June 20, 2024

Thank you very much for your order of June 15 for 200 Deer Mountain Bikes.We will make every possible effort to speed up delivery.We will advise you of the date of dispatch.We are at your service at all times.Sincerely

8.请求开立信用证

Gentlemen: June 18, 2024

Thank you for your order No.599.In order to execute it, please open an irrevocable L/C for the amount of US$ 50,000 in our favor.This account shall be available until Sep.20.Upon arrival of the L/C we will pack and ship the order as requested.Sincerely

9.通知已开立信用证

Dear Sir: June 24, 2024

Thank you for your letter of June 18 enclosing details of your terms.According to your request for opening an irrevocable L/C, we have instructed the Beijing City Commercial Bank to open a credit for

US$ 50,000 in your favor, valid until Sep.20.Please advise us by fax when the order has been executed.Sincerely

10.请求信用证延期

Dear Sir： Sep.1, 2024

We are sorry to report that in spite of our effort, we are unable to guarantee shipment by the agreed date due to a strike at our factory.We are afraid that your L/C will be expire before shipment.Therefore, please explain our situation to your customers and secure their consent to extend the L/C to Sept.30.Sincerely

11.同意更改信用证

Gentlemen: Sept.5, 2024

We received your letter today and have informed our customers of your situation.As requested, we have instructed the Beijing City Commercial Bank to extend the L/C up to and including September 30.Please keep us abreast of any new development.Sincerely

交易的进行

12.抱怨发货迟延

Dear Sirs: Sept.25, 2024

Concerning our order No.599 for 200 mountain bikes, so far you have shipped only 50 bikes against the shipment.We are notifying you that we reserve our right to claim on you for the shortage, if it is confirmed.We have given our customers a definite assurance that we would supply the goods by the end of September.We hope you will look into this urgent matter.Yours faithfully

12a.处理客户的抱怨

Gentlemen: Sept.30, 2024

In response to your letter of Sept.25, we regret your complaint very much.Today we received information from Hong Kong that the remaining 150 bikes were on a ship that developed engine trouble and had to put into port for repairs.The trouble was not serious, and the vessel is now on her way.She would arrive at your place tomorrow or the next day.Truly

14-1 取消订货

Dear Sirs: Oct.2, 2024

We are sorry that causes completely beyond your control have made it impossible for you to keep the shipment date of Sept.30.Since you have failed to uphold your end of the agreement, we find it necessary to cancel our order.Unfortunately, our buyers cannot wait indefinitely for the units.We are sorry that it is necessary to take such a drastic step.Sincerely

14-2 谅解迟运原因

Gentlemen: Oct.2, 2024

We have received of your notice of delay of shipment due to mechanical troubles on the ship.We are pleased that the order is now on its way.Thank you for the notice.We are eagerly awaiting the ship\'s arrival.Yours faithfully

交易的尾声

15.货物损坏报告

Dear Sirs: Oct.4, 2024

Upon arrival of your shipment, the ship\'s agents noticed that case No.5 was damaged and notified us.The number of articles in the case is correct according to the invoice, but the following articles are broken:(List of articles)

As you will see in our survey report and of the ship\'s agents\', that these units are damaged and quite unsaleable.Please send us replacements for the broken articles;we await your reply in due course.Sincerely

16-1.拒绝承担损坏责任

Dear Sirs: Oct.8, 2024

Thank you for informing us of the damaged shipment.Since the units were packed with the best of care, we can only assume that the cases were handled roughly.We therefore urge you to lodge your claim with the insurance company.Sincerely

16-2.承担赔偿责任

Gentlemen: Oct.8, 2024

As soon as we got your letter we got in touch with the packers and asked them to look into the matter.It appears that the fault lies with the packaging materials used.We have since corrected the mistake.We apologize for the oversight, and are sending a new delivery immediately.Sincerely

交易花絮

17.催要逾期货款

Dear Sirs: Nov.30, 2024

It has come to our attention that your payment is one month overdue.The units ordered were delivered to you on September 26 and were invoiced on September 30.Payment is due on October 30.We look forward to seeing your remittance within a week.Sincerely

18.付清逾期货款

Dear Sirs: Oct.3, 2024

We have looked into the cause of the delay in payment and have found that our accounting department made an oversight in making your remittance.We are sorry for the inconvenience.The sum of US$ 20,000 has been sent to you by Telegraphic Transfer and should reach you sometime tomorrow.Sincerely

**第二篇：外贸邮件**

A、主动跟新买家建立联系

Dear Mr.Jones:

We understand from your information posted on Alibaba.com that you are in the market for textiles.We would like to take this opportunity to introduce our company and products, with the hope that we may work with Bright Ideas Imports in the future.We are a joint venture specializing in the manufacture and export of textiles.We have enclosed our catalog, which introduces our company in detail and covers the main products we supply at present.You may also visit our online company introduction at Http://www.feisuxsF Copenhagen dated February, 21.In reply, we offer firm, subject to your reply reaching us on or before February 26 for 250 metric tons of groundnuts, handpicked, shelled and ungraded at RMB2000 net per metric ton CNF Copenhagen and any other European Main Ports.Shipment to be made within two months after receipt of your order payment by L/C payable by sight draft.Please note that we have quoted our most favorable price and are unable to entertain any counter offer.As you are aware that there has lately been a large demand for the above commodities.Such growing demand will likely result in increased prices.However you can secure these prices if you send us an immediate reply.Sincerely，(b.)

Dear Mr.Jones:

We thank you for your letter dated April 8 inquiring about our leather handbags.As requested, we take pleasure in offering you, subject to our final confirmation, 300 dozen deerskin handbags style No.MS190 at $124.00 per dozen CIF Hamburg.Shipment will be effected within 20 days after receipt of the relevant L/C issued by your first class bank in our favor upon signing Sales Contract.We are manufacturing various kinds of leather purses and waist belts for exportation, and enclosed a brochure of products for your reference.We hope some of them meet your taste and needs.If we can be of any further help, please feel free to let us know.Customers\' inquiries are always meet with our careful attention.Sincerely，(c.)

Re: SWC Sugar Dear Sirs，We are in receipt of your letter of July 17, 2024 asking us to offer 10,000 metric tons of the subject sugar for shipment to Japan and appreciate very much your interest in our product.To comply with your request, we are offering you the following: 1.Commodity: Qingdao Superior White Crystal Sugar.2.Packing: To be packed in new gunny bag of 100kgs.each.3.Quantity: Ten thousand(10000)metric tons.4.Price: US dollars one hundred and five(US$105.00)per metric ton, Fob Qingdao.5.Payment: 100% by irrevocable and confirmed letter of credit to be opened in our favor through A1 bank in Qingdao and to be drawn at sight.6.Shipment: Three or four weeks after receipt of letter of credit by the first available boat sailing to Yokohama direct.Please note that we do not have much ready stock on hand.Therefore, it is important that, in order to enable us to effect early shipment, your letter of credit should be opened in time if our price meets with your approval.We are awaiting your reply.Sincerely，H、作为对方供应商，认为对方压价太低

Dear Mr.Jones:

We confirm having received your telex No.LT/531 of May 17, asking us to make a 10% reduction in our price for Men\'s Shirts.Much to our regret, we are unable to comply with your request because we have given you the lowest possible price.We can assure you that the price quoted reflects the high quality of the products.We still hope to have the opportunity to work with you and any further enquiry will receive our prompt attention.Sincerely，I、作为买家，认为对方报价太高

Dear Mr.Jones，We acknowledge receipt of both your offer of May 6 and the samples of Men\'s Shirts, and thank you for these.While appreciating the good quality of your shirts, we find your price is rather too high for the market we wish to supply.We have also to point out that the Men\'s Shirts are available in our market from several European manufacturers, all of them are at prices from 10% to 15% below the price you quoted.Such being the case, we have to ask you to consider if you can make reduction in your price, say 10%.As our order would be worth around US$50,000, you may think it worthwhile to make a concession.We are looking forward to your reply, Sincerely，J、要求对方开立信用证

Dear Mr.Jones:

With reference to the 4,000 dozen shirts under our Sales Confirmation No.SX260, we wish to draw your attention to the fact that the date of delivery is approaching but up to the present we have not received the covering L/C.Please do you utmost to expedite its establishment so that we may execute the order within the prescribed time.In order to avoid subsequent amendments, please see to it that the L/C stipulations are in exact accordance with the terms of the contract.We look forward to receiving your favorable response at an early date.Sincerely，K、因对方未能如期信用证而交涉

Dear Mr.Jones:

With reference to our Sales Confirmation No.825 dated August 10, 2024, we regret to say that your letter of credit has not yet reached us up to the time of writing.This has caused us much inconvenience as we have already made preparations for shipment according to the stipulations of the said Sales Confirmation.You must be aware that the terms and conditions of a contract once signed should be strictly observed, failure to abide by them will mean violation of contract.If you refer to our Sales Confirmation, you will see the clause reading:

“The Buyer shall establish the covering Letter of Credit before 30th August, 2024, failing which the Seller reserves the right to rescind the contract without further notice.”

The goods you ordered have been ready for quite some time and the demand of late has been so great that we find it hard to keep them for you any longer.However, in consideration of our friendly business relations, we are prepared to wait for your L/C, which must reach us not later than October 5, 2024.If we again fail to receive your L/C in time, we shall cancel our Sales Confirmation and ask you to refund to us the storage charges we have paid on your behalf.Your cooperation in this respect will be appreciated.Sincerely，L、修改信用证

Dear Mr.Jones:

We have received your L/C No.121/99 issued by the Yemen Bank for Reconstruction & Development for the amount of $19,720 covering 1,600 dozen Men\'s Shirts.After reviewing the L/C, we find that transshipment and partial shipment are not allowed.As direct steamers to your port are difficult to find, we have to ship via Hong Kong more often than not.As to partial shipment, it would be our mutual benefit because we could ship immediately whatever we have on hand instead waiting for the whole lot to be completed.We, therefore, are writing this afternoon, asking you to amend the L/C to read: “TRANSSHIPMENT AND PARTIALSHIPMENT ALLOWED”

We shall be glad if you see to it that amendment is cabled without any delay, as our goods have been packed ready for shipment for quite some time.Sincerely，M、延期信用证的期限

Dear Mr.Jones:

We thank you for your L/C for the captioned goods.We are sorry that owing to some delay on the part of our suppliers at the point of origin, we are not able to get the goods ready before the end of this month.As a result, we sent you a cable yesterday reading: L/C1415 PLSCABLE EXTENSION SHIPMENT VALIDITY 15/31 MAY RESPECTIVELY LETFOLLOWS

It is expected that the consignment will be ready for shipment in the early part of May and we are arranging to ship it on s/s “Fanyang” sailing from Dalian on or about 10th May.We are looking forward to receiving your cable extension of the above L/C thus enabling us to effect shipment of the goods in question.We thank you for your cooperation.Sincerely，N、拒绝对方做独家代理商的要求 Dear Mr.Jones:

Thank you for your letter of 15th September.As we are now only at the get-acquainted stage, we feel it is too early to take into consideration the matter of sole agency.In our opinion, it would be better for both of us to try out a period of cooperation to see how things go.Also, it would be necessary for you to test the marketability of our products at your end and to continue your efforts in building a larger turnover to justify the sole agency arrangement.We enclose our latest pricelist covering all the products we handle within the framework of your specialized lines.We look forward to hearing from you.Sincerely，O、指定对方为独家代理商

Dear Mr.Jones:

We have received your letter of the 15th and are impressed with the proposal you make.We are pleased to tell you that we have decided to entrust you with the sole agency for our Embroideries in the territory of Sweden.The Agency Agreement has been drawn up for a duration of one year, automatically renewable on expiration for a similar period unless a written notice is given to the contrary.Enclosed you will find a copy of the draft.Please go over the provisions and advise us whether they meet with your approval.We shall do all in our power to assist you in establishing a mutually beneficial trade.Sincerely，P、处理对货损的投诉

Dear Mr.Jones:

We have received your letter of 18th July, informing us that the sewing machines we shipped to you arrived in a damaged condition on account of imperfectness of our packing.Upon receipt of your letter, we have given this matter our immediate attention.We have studied your surveyor\'s report very carefully.We are convinced that the present damage was due to extraordinary circumstances under which they were transported to you.We are therefore not responsible for the damage;but as we do not think that it would be fair to have you bear the loss alone, we suggest that the loss be pided between both of us, to which we hope you will agree.Sincerely，Q、处理对货物品质的投诉 Dear Mr.Jones:

We very much regret to learn form your letter of 2nd March that you are not satisfied with the dress materials supplied to your order No.9578 From what you say it seems possible that some mistakes has been made in our selection of the materials meant for you and we are arranging for our Mr.Yang to call on you later this week to compare the materials supplied with the samples form which your ordered them.If it is found that our selection faulty, then you can most certainly rely on us to replace the materials.In any case, we are willing to take the materials back and, if we can not supply what you want, to cancel your order, though do this reluctantly since we have no wish to lose your custom.邮件技巧：

我们已经及时回复了买家询盘，但似乎总是“石沉大海”：相信这是众多外贸人员常遇到的状况。这是为什么呢?是邮件内容太多无针对性?内容太少买家没兴趣?还是我们的英语水平需要再提高?客观言说：以上揣测都可能会影响到但只是片面的影响，当下电子商务运用日渐广泛深入，买家通过给出的平台寻找感兴趣的中国供应商时，往往不会只针对一家厂商发送询盘，如何才能积极跟进初次询盘促成订单，让我们在完成初步的询盘筛选后一同来关注询盘跟进技巧.一、询盘为泛问所有产品

内容大多如下：

We are interested in all your products, could you please send us more information and samples about your products and price list?

回复可参考如下：

Dear Sir/ Madam，Thanks for your inquiry at Alibaba.com.We are professional supplier for XX(产品名)at competitive price, located in XX(公司地址).By now our products have been exported to XX(出口国别或地区).Here is the attachment with some pictures & price of our products that may suit your market requirements.Also you’re welcome to check our website(xxx)for more details and select your interested products.We’re sincerely looking forward to developing business with you, If any comments, we would be glad to discuss in details through MSN：XXX mails or any way you like.(附件内容可挑选一些公司主打产品或通过搜索初略客户市场需求后可推荐的产品类型)

泛泛咨询时，往往真实购买意图一般，除非其正好需要/感兴趣您现在的产品或您挑选出的主打产品。对能给予继续回复的买家应继续重点追踪，未回复的买家可在转发首次回复邮件基础上询问买家是否有收悉X月X日的回复。

二、询盘为针对公司具体产品发的询价

此类询盘价目标性较强，真实有效性较高，需重点跟进。倘若已据询盘内容做出了具体回复，并报了价格，但买家没有再回邮件，可发以下邮件提醒：

Dear Sir/ Madam，Several days no news from you and sincerely may all go well.Now I am writing for reminding you about our offer for XXX(品名)dated on XXX as reply to your inquiry from Alibaba.com Have you got(or checked)the prices or not? Any comments by return will be much appreciated.It will be our big pleasure if we have opportunities to be on service of you in near future.Looking forward to your prompt response.(最好把第一次发给客户的邮件内容和客户最初的询盘附在邮件下方以提醒买家。简便方法：可直接转发第一封回复邮件。收件人写明买家的Email.)

若过段时间，买家还是没有回复邮件，建议可再发如下类似邮件再次追踪：

Dear Sir/ Madam，How are you? Hope everything is ok with you all along.Now I am emailing you to keep in touch for further business.If any new inquiry, you’re welcome to reach us here and I will try my best to satisfy you well with competitive price as request.By the way, how about your order(or business)with item XXX? If still pending, I would like to offer our latest price to promote an opportunity to cooperate with each other.如果连续三封邮件发出去之后买家仍然无动于衷，基本证明买家可能对您产品/价格不感兴趣或者由于其他原因暂时不需要您的产品，可暂时搁置，将时间用在继续寻找新的目标客户上。当然也有很多非常好的买家会被您的毅力感动，回复告诉您一些关于产品进展的情况。我们千万不可急于求成，应仔细分析家客户的提示有针对性得去保持追踪。

以下为几种经常收到的买家回复：

1.客户收到跟进邮件后，如暂时对提供的产品无需求的话，他/她一般都会说以后联系，说明以后还是有机会的，这个时候一定要有耐心：

Dear，I’m doing fine, thanks for your information.I’m still in the planning of building my new office, due to the work constrain I decided to delay it first.Anyway I will contact you once I decided.Thanks!

2.收邮件的人不是公司决策者

Dear，Thank you!I received your email and I sent it to our outsourcing manager.He didn’t tell me anything just now.I will contact you soon once got any news.3.告诉您不及时回复邮件的原因

Dear，I receive more than 10 offers every day and it will take me some times to look into each and every offers.I will contact you in the future if you are in our selection of companies.Many thanks for your co-operation.跟进技巧：这类客户建议可通过发新产品介绍或者新报价的方式来保持联系，相信时间久了成为您客户的能性还是比较大的。至少让买家对您留有印象，即使暂时不需要您的产品，日后有需要的时候也会首先可想到您。

4.可能暂时不需要您的产品，但会问其他产品或者详细咨询一些与产品相关的问题，如：

Dear，Sorry for delay in my reply.I have been so busy searching through all the mails, concerning the item of XX(产品).May I ask you, where you purchase XXX(可能是产品相关行业的其他产品或产品的材料部件).Currently We’re interested in this subject.In the coming days, I will reply concerning some samples.跟进技巧：这样的客户就要根据公司的实际情况来回复了，建议不管能否帮得上忙都能给些回复和建议，暂时不能成为客户也可以先做朋友嘛，至少他问的是与您产品相关的问题，中国有句俗话“多个朋友多条财路”，特别是生意上的朋友!

5.想借机刺探军情的

Dear，Sorry for the late reply.I will get back with you later.I am very busy at the moment.If you have US customer as reference, that would help a lot.I am not here to steal information.We use reference in US to generate trust, just like you have “connections”(friends)among Chinese.跟进技巧：应对这样的买家，如果公司在US地区有关系较好，规模较大的老客户，不妨挑选两个介绍给他/她，这样很能显示您的实力。但回复之前还是应根据公司具体产品在这个地区的推广情况来做妥当回复，站在买家立场多思考其询问的真正目的，考虑已在合作的客户公司是否愿意您将其公司名称透露，因为同一区域的多个采购上不可避免将存在竞争。一般简单告知公司名称即可，谨慎透露对方联系方式。如果在US地区没有客户，可以多介绍一些其他国家的客户来显示公司实力，同时向买家暗示我们在US地区还没有合作伙伴，如果您和我合作，将会帮助您开发整个US市场。

6.讨价还价

Dear，Thanks for your reply, I have received your quote and I am currently looking through all of the quotations that I have received.Currently your prices aren’t the best but your products are very good.If you could make your prices more competitive I am sure we would be putting an order in with you very soon.跟进技巧：可根据具体价格情况回复客户，或通过询问客户所在区域和订单量大小来做可能范围内的让步。

综上，对于有效询盘，我们一定要保持跟进。买家每天都会收到很多Offer，如果不恰当跟进，买家很有可能会忽略我们。跟进过程中，更重要的是细细体会各种可能的原因，积极采取相应措施，激发、把握买家购买意图，达成合作。

Tips: 跟进邮件的发送时间宜选择在星期二到星期五期间。星期

六、星期日最好不要进行这样的跟进邮件(特别是主动的业务开发邮件)，因为星期一上班后，客户的邮箱里往往会充满了需要处理的工作邮件，人们常常会没有时间或耐心仔细阅读此类业务开发邮件，而丧失机会。

**第三篇：外贸经典邮件集锦**

邮件一：（询问客户反馈，选择供应商标准）

Hi Henry，Good day.Thank you for your order and support to Gielight, I\'m very glad to be at your service.Now I\'m are collecting some feedback from clients, can you do me a favor?

Can you tell me the reason of choosing Gielight as your partner? What\'s your standard of evaluating supplier?

In order to offer you better support in future, could you advise what we should improve in future?

Thank you in advance for your help,we will very appreciate it!

邮件二：（询问客户产品情况，推荐合适产品）

邮件三（询问客户背景）

Dear Alice，Thanks for your inquiry, regarding our led high bay light.I am SELENA, FROM Gielight CO., LTD.Glad to be on service for you.In order to give you utmost support, do you mind if I ask the below questions:

1.Could you please let us know more information about your company? 2.How long have you been in LED lighting? 3.What are your main LED lighting products? 4.What is your business type, distributor, contractor, wholesaler, end user...? 5.Have you ever imported LED lighting products from China?

Your information will be highly appreciated.Thanks and looking forward to your reply!

Best regards, Selena，邮件四：(价格谈判)Hi Amigo，Frankly speaking, i really want to support you with very good quality of compatible tube at cheap price.But as you know, it seems very difficult to us due to the current market，As mentioned, you are competing with the tube Nano launched with cheap price, energy saving and high lumen.Can you share us more info about Nano company and its tube spec?

With our customers\' feedback, price is not very important to valuable clients.They prefer to pay more attention to the quality, warranty and after-service.Real product value must combine all of these.So if i am sales, the best way is to show own advantages including the excellent products behind customers.Do you think so?

Actually, currently we have a new 150cm frosted compatible tube with 24w at 2900lm, which is mainly for German Market.If you feel interested, i can send you the price as reference tomorrow.But the cost is not cheap.Any problem, pls let me know.邮件五:（新产品推荐）

Thanks for your precious time to read my mail.After the exhibition in Frankful, we got lots of information from esteemed customers who liked the high lumen T8 LED tube with 120lm/w at frosted cover & 130lm/w at clear cover for their applications.According to their requirements and new VDE standards, we have successfully developped such powerful product recently.Pls kindly find out the attached testing report & pricelist if can help you during the promotion.We sincerely invite you to work with us with your most sincere comment.Alison

邮件六:（新产品推荐）

Dear Friend，Good day!

This is May from Gielight.With the continuous development of Led markets, customers are interested in the high Brightness and installation convenient for them.So I\'d like to share our new design Led tube light T8 for your reference:

邮件七:（价格贵回复）

Dear Walter，Yes, i know most of customers are not happy with the price for high lumen tube.But actually, the high quality 150cm tube is specially for german market.Because of the installation height over 5m, they need higher brightness to illuminate the ground.In other words, they need high brightness 150cm LED tube to replace the existing 58w 150cm CFL tube.That is why we launch such product and only with 150cm at the moment.For our compatible tube, not only it is compatible with electronic ballast, but also compatible with magnetic ballast at the same time.Actually, for both type of ballasts its compatibility is more than 95%.Frankly speaking, the product is very potential with its innovative technology in current market.If you don\'t need the tube with high lumen(130lm/w at clear cover), we prefer to recommend you with our economic compatible tubes(110lm/w at clear cover)from from 60cm to 150cm.Can you share us your comment if it is suitable for your business and your market? If we are capable to cooperate with you and want to support you, what do you need us to do? Your most sincere suggestion is our best support.Alison.邮件八:（询问客户信息）

Dear David，Got it, thanks!

Normally, we will ask esteemed customers with the following questions before seiously quoting them.a.Any requirements about the warranty, quality, print, color, cover, lumen and certificate?

b.What is your customer range? Retailer, end-user, contractor or distributor?

c.Do you want to remove the ballast or not? And what is your ballast type?

If you can answer us, we are capable of helping and supporting your business in your market.Best regards，Alison

邮件九 展会邀请函：

Dear Friend，Good day!

This is Alison from Gielight, which has worked together with “China Wanda”, “Japan Honda”, “Japan Fuji Market”, “Germany Telecom”, “UK Vision” for almost 5 years at LED lighting field.We(Gielight)sincerely invite you to visit our booth at HK LED Show this month, then will see the following innovative items there.1.VDE certified T8 LED Tube(135LM/W)2.CE listed Electronic & Magnetic Ballast Compatible T8 LED Tube(135LM/W).........for Europe market 3.DLC/cULus listed + Electronic & Magnetic Ballast Compatible T8 LED Tube............for North American market 4.DLC/ETL/CE listed LED Panel(100-110LM/W)5.DLC/cULus/CE listed IP66 LED Highbay or Stadium Lamp(100-1000W)6.New version LED Streetlight + floodlight + tunnel light + tower lamp + projection lamp........If you will be there, pls kindly reply us and we will try our best to give you the help during your trip.Thanks & regards，Alison Huang 邮件十 回复询盘，问清楚客户需求：

Dear Larry

Good evening!And thanks for your inquiry.This is Joan from Gielight.Gielight as a professional manufacturer have been in the field of LED lighting over 8 years.We are keeping cooperate with Honda group and FujiMart in Japan, Wanda group(The biggest company group in China), Grand Hyatt in Hong Kong, Vision Accendo in UK.Gielight always do the project assistance for over three years, and there a engineer team focus on it.In order to support you better, could you pls kindly let us know some details as below?

1)Where do you use these led highbay light? Is that a project? 2)Could you pls kindly let us know the quantity you need so that we can work out a best offer for you? 3)How can we assist you will help you complete the project better? And what kind of offer can help you better?

A detailed quotation will be present to you as soon as got your feedback.Any question pls let me know.Thanks!

Best Regards

Joan

邮件十一 拒绝对方做独家代理商的要求

Dear Mr.Jack:

Thank you for your letter of 15th September.As we are now only at the get-acquainted stage, we feel it is too early to take into consideration the matter of sole agency.In our opinion, it would be better for both of us to try out a period of cooperation to see how things go.Also, it would be necessary for you to test the marketability of our products at your end and to continue your efforts in building a larger turnover to justify the sole agency arrangement.We enclose our latest pricelist covering all the products we handle within the framework of your specialized lines.We look forward to hearing from you.Sincerely，邮件十二 指定对方为独家代理商

Dear Mr.Jack:

We have received your letter of the 15th and are impressed with the proposal you make.We are pleased to tell you that we have decided to entrust you with the sole agency for our Embroideries in the territory of Sweden.The Agency Agreement has been drawn up for a duration of one year, automatically renewable on expiration for a similar period unless a written notice is given to the contrary.Enclosed you will find a copy of the draft.Please go over the provisions and advise us whether they meet with your approval.We shall do all in our power to assist you in establishing a mutually beneficial trade.Sincerely，邮件十三 处理对货损的投诉

Dear Mr.Jack:

We have received your letter of 18th July, informing us that the sewing machines we shipped to you arrived in a damaged condition on account of imperfectness of our packing.Upon receipt of your letter, we have given this matter our immediate attention.We have studied your surveyor\'s report very carefully.We are convinced that the present damage was due to extraordinary circumstances under which they were transported to you.We are therefore not responsible for the damage;but as we do not think that it would be fair to have you bear the loss alone, we suggest that the loss be pided between both of us, to which we hope you will agree.Sincerely，邮件十四 放假通知邮件

Hi \*\*\*:

How about business recently?

I am writing to tell you that our factory and office will be temporarily closed from 1st Oct to 7th Oct, for the National Day holiday, and we will be back in office on 8th Oct.If you have any enquiries, pls send me email, I will check it during that time.Sorry for any inconvenience.Have a nice day，邮件十五 处理对货物品质的投诉

Dear Mr.Jack:

We very much regret to learn form your letter of 2nd March that you are not satisfied with the dress materials supplied to your order No.9578

From what you say it seems possible that some mistakes has been made in our selection of the materials meant for you and we are arranging for our Mr.Yang to call on you later this week to compare the materials supplied with the samples form which your ordered them.If it is found that our selection faulty, then you can most certainly rely on us to replace the materials.In any case, we are willing to take the materials back and, if we can not supply what you want, to cancel your order, though do this reluctantly since we have no wish to lose your custom.Sincerely,

**第四篇：外贸邮件常用语**

外贸常用语

感谢询价

1.2.3.4.5.6.Thank you for your interest in \*\*\*, expressed in your letter of June5.We are very much obliged by your enquiry for… Thank you very much for your inquiry of September 2 for our… Glad to get your inquiry of … It\'s a long time since I got your last letter.please accept(I wish to express)my sincere(grateful)(profound)appreciation for...问候语

1.Wish you well with your work

2.Hope everything goes well with you all along.3.Hope you are fine.4.How is everything?

5.How are you?

6.I hope everything is all right

7.How are you getting along these days? I miss you very much.8.Many thanks for your kind and warm letter.9.Wish u lots of luck.10.Best wishes for you.11.We wish you a fine day.12.I hope everything is fine with you.要求回复

1.2.3.4.5.6.Your prompt reply would be greatly appreciated.For further information, you… We are looking forward to your favorable and prompt reply We look forward to receiving from you the specific enquiries.Looking forward to hearing from you.Please kindly get back your comments to us.We are sure any of your feedback will get our prompt attention & reply.Thanks in advance!

7.Should you find interest in our items, kindly let us know?

8.Please feel free to contact me if any question.9.I can\'t wait for your next mail.10.Any problem, welcome to contact with me freely.询问最新进展

1.What\'s more, if any news updated about the 3rd container, let me know please.2.It\'s been several days since last letter.How\'s going there? Please let me know any your comment about my last letter dated November 2nd.3.With regard to your letter of November 2nd about the price

**第五篇：外贸邮件回复**

外贸邮件回复范文：

收到客户询盘时的回复： Dear Sir，We hereby acknowledge receipt your inquiry of XX,(products)and I just got the information form our production department, these standards are available for us.And the now pls check the quotation below: The specification you required: The length: The diameter: The material ……

The price: XX usd /pcs FOB(Tian Jin)

I hope this is the one in your favor, as an experienced company(ISO9001:2024)in the XX field for more than 20 years.And we take the opportunity seriously to cooperate with you.If you have any questions, pls feel free to contact me.I will try my best.Thanks and regards Singature

客户询盘模糊，像客户询问规格 Dear Sir，Thanks for your inquiry of our XX(products).On Dec.10th.And we are in XX field for many years, so we are confident we can do it.But the specification you given is still lack.Such as the diameter, material, quantity and so on…, so pls can you send us the details? The drawing(CAD)is ok.After we confirmed, we are happy to provide you with our good quality and competitive price.Looking forward your soonest reply, Thanks and regards Singature

针对客人的讨价还价的回复 Dear Sir，Sorry for my late reply, I discuss with our boss for a long time, but regarding the price, it is near our bottom line, you know the market is changing everyday, and it is hard to cut more on cost as we need the products with best quality.But we treasure our first cooperation, so we allow you a 2% discount, this is the best I can do for you.I hope that if you have the will to cooperate, pls don’t just focus on the price, the most important is the quality, I think.If you any comments, pls let me know.Thanks and regards, Angela

这个得针对情况，如果利润真的不太高，就这样写么有关系，如果老板太黑了，就给点折扣，关于价格不是一封两封的邮件可以搞定的，总之灵活点啦。

应对客户的迟迟不回复的邮件： Dear Sir，Did you receive our quotation on Dec.12th? And no reply from you.I was waiting until until all the colleagues left the office.May be you are very busy.So pls can you take some time to give me a reply? And kindly give me some advice on XX(products)

Looking forward your reply Thanks and regards Angela

面对客户迟迟不回复 Dear Sir，How are you these days? I am Angela from XX Company, hope you still remember me.You sent us an inquiry of XX products.And we quoted for you on Dec 12th.Can you send me a reply which can state your advice? You know we usually keep our client’s data and advice in the achieves, so that we make special and pide plan and schedule for each client.At the same time we can improve our service according to them, if there’s some fault and in our works.So pls take a few time to tell me some advice on our business.Ok? Thanks very much.针对报价了不回复的 Dear Sir or Madam，Hope you still remember me, I sent you quotation for XX(products)on XX(date), well maybe you are very busy, and I understand.I review your website very carefully, and have much interests to make a start for our cooperation, to provide the best special service.Could you give me some advice so that we can do better

Best Regards

1, Therefore we always put the quality as the first consideration 因此我们总是把质量放在第一位的

2，Would it too much to ask you to respond my question by tomorrow? 可以请你明天以前回复吗？

3，the price we give is almost reach our bottom line 我们所给的价钱已经接近我们的底线了

4，The validity of the quotation is about the 10 days 报价的有效期大概是10天左右

5，Moreover we keep the price costs to the costs of the production 再说，我们的紧挨个已经接近生产费用的边缘

6，Will you kindly tell the quantity you require so as to unable us to sort our the offers?

为了方便我们报价，你能告知数量吗

7, you should take the quantity into consideration 你必须考虑到数量

8，We may reconsider our offer if your order is big enough 如果你们数量足够大的话，我们可以重新考虑价格 9，I’d like to tell you what I think about that 我想告诉你一些我的想法

10，But consider the quality, our price is quite reasonable 如果考虑到质量，我们的报价是很合理的收到来信：

I have just received your kind letter.I was very happy/glad/delighted/pleased to receive your letter yesterday morning.Your kind letter of Saturday arrived this morning 久未通信

Pls pardom me long in writing to you

I must apologize for not having written to you previously 未及时回信

I apologize for the delay in my reply

I apologize for being a day late with the delay reply to you Having lost your last mail, I have not been able to reply sooner 久无音信

I have not heard a word you for a long time There has been no news from you for ages

As I have not heard of you for long, I feel anxious 表示歉意难过：

Pls accept my sincerest apologies for the inconvenience I fear we caused you 遇到不好的事情

I have deeply grieved to hear the death of your father

I was most distress to learn from your letter of the illness of your father 谈谈开发信的事情

还蛮感谢大家，我要继续努力啦，不然对不起版主，呵呵

其实我也还是做外贸就10月左右，所以经验什么的都不是很成熟，在总结自己的同时还希望帮到比我还新的朋友，前辈不要拍我板砖哦。

发开发信要先找到邮箱，至于找邮箱呢，我觉得至今用的比较顺手的是各国邮箱的后缀(自己搜一下，太长了不好发上来)和一些好的黄页，有些朋友反映用邮箱后缀找不到，那是因为你要分析一下你们的产品在哪里很畅销，用的比较多。比如我们的产品水井管在沙特等中东产石油的地方用的多，那么就那些国建的公共邮箱后缀，搜出来比较多。其实我觉得开发信这个东西就像我们国内做电话销售一样，我想每个外贸人都很讨厌每天一大堆的网络推广电话，我想老外和我们应该是一样的心情。所以我觉得做外贸的不容易的，每天辛辛苦苦找邮箱发开发信息，而且还被人讨厌，看都没看就删了。有的说喜欢简短的开发信，有的喜欢有点专业性的比较长一点开发信，至于到底怎么样，我有两种版本经常换着发，要多多准备几封进行追踪，邮箱最好设上阅读回执，对有阅读回执的邮件进行追踪，几

周几个月时不时的骚扰一下。要用不同的版本，要不发一样的，看不看都删了，没什么新意。我开发信的内容很大众化就不贴上来了。呵呵

还有一点是开发信是主题，反正我不喜欢什么how are you, hi, my friend,什么的，就用产品名称，或者用RE:貌似比较有效果，呵呵，还有可以突发奇想，比如有一天我用的标题是your water need treatment,（我们做水处理过滤产品的）结果发过去一会就有人回复说介绍一下详细的catalog什么的。当然可能是运气什么的 发开发信需要坚持，不要没有效果就放弃后再抱怨怎么没效果啊没效果啊，因为开发信本身的是一个概率问题，成功率本身就比较低的。所以那句话叫什么来着广撒网才能网大鱼。前辈的话是有道理的。

What’s wrong withy you, you look depressed

Something went wrong.情况不秒啊（出了问题/麻烦）。You are welcome, you deserve it.Not necessarily.不见得

I am embrassed to take so many gifts

Embrassed还可以指别人给你难堪而感到尴尬You scolded me in public, I am embrassed I don’t deserve this/I am flattered.我不敢当 As for a leave/ I ask to use a sick leave today

Let’s get down to business.It’s late, let’s get down to business时候不早了，让我们谈正事吧。

1.无法提供客户想要的产品时回复

Dear

Thank you for your enquiry of 12 March cate 9 cable.We appreciate your efforts in marketing our products and regret very much that we are unable to supply the desired goods due to excessive demand.We would, however, like to take this opportunity to offer the following material as a close substitute:

Cate 5, US$\_\_ per meter FOB Shanghai, including your commission 2%.Please visit our catalog at http://www.feisuxsF Copenhagen dated February, 21.In reply, we offer firm, subject to your reply reaching us on or before February 26 for 250 metric tons of groundnuts, handpicked, shelled and ungraded at RMB2000 net per metric ton CNF Copenhagen and any other European Main Ports.Shipment to be made within two months after receipt of your order payment by L/C payable by sight draft.Please note that we have quoted our most favorable price and are unable to entertain any counter offer.As you are aware that there has lately been a large demand for the above commodities.Such growing demand will likely result in increased prices.However you can secure these prices if you send us an immediate reply.Sincerely，Dear Mr.Jones:

We thank you for your letter dated April 8 inquiring about our leather

handbags.As requested, we take pleasure in offering you, subject to our final confirmation, 300 dozen deerskin handbags style No.MS190 at $124.00 per dozen CIF Hamburg.Shipment will be effected within 20 days after receipt of the relevant L/C issued by your first class bank in our favor upon signing Sales Contract.We are manufacturing various kinds of leather purses and waist belts for exportation, and enclosed a brochure of products for your reference.We hope some of them meet your taste and needs.If we can be of any further help, please feel free to let us know.Customers\' inquiries are always meet with our careful attention.Sincerely，Re: SWC Sugar

Dear Sirs，We are in receipt of your letter of July 17, 2024 asking us to offer 10,000 metric tons of the subject sugar for shipment to Japan and appreciate very much your interest in our product.To comply with your request, we are offering you the following:

1.Commodity: Qingdao Superior White Crystal Sugar.2.Packing: To be packed in new gunny bag of 100kgs.each.3.Quantity: Ten thousand(10000)metric tons.4.Price: US dollars one hundred and five(US$105.00)per metric ton, Fob Qingdao.5.Payment: 100% by irrevocable and confirmed letter of credit to be opened in our favor through A1 bank in Qingdao and to be drawn at sight.6.Shipment: Three or four weeks after receipt of letter of credit by the first available boat sailing to Yokohama direct.Please note that we do not have much ready stock on h

and.Therefore, it is important that, in order to enable us to effect early shipment, your letter of credit should be opened in time if our price meets with your approval.We are awaiting your reply.Sincerely，3.客户向我们发出关于一个物品的讯盘后我们发的还盘

Dear :

Thank you for your inquiry of 16 March.We are pleased to hear that you are interested in our product “toaster”.We\'ve enclosed the photo and detailed information of the product for your reference:

Product: toaster

Specification: xxxxxxxxxxxxxxx

Package: 1pcs/box

Price: 10usd/pcs

Payment: L/C

For purchase quantities over 1,000pcs of inpidual items we would allow you a discount of 1%.Payment is to be made by irrevocable L.C at sight.We look forward to receiving your first order.Sincerely，4.对新客户想和我们建立合作关系的还盘

Dear Mr.Jones:

We have received your letter of 9th April showing your interest in our complete product information.Our product lines mainly include high quality textile products.To give you a general idea of the various kinds of textiles now available for export, we have enclosed a catalogue and a price list.You may also visit our online company introduction at Http://xxxxxxxxxx.alibaba.com which includes our latest product line.We look forward to your specific enquiries and hope to have the opportunity to work together with you in the future.Sincerely,.Mark Li

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