

THREE FIRST REPLIES TO A FOREIGN BUYER

The first reply is not there to sell. It exists quickly, shows you know your product in two lines, qualifies who wrote, and proposes a next step with a date. Fill the square brackets, delete what does not apply.

1 · THE GENERIC ENQUIRY (CATALOGUE AND PRICE LIST, PLEASE)

Use it when the request is vague. The subject line already says why there is no price inside, so the missing list does not look like reticence.

Subject: Re: [product] enquiry - a few questions before I send the right price list

Dear [name],

thank you for reaching out. We are [company], a [size] producer of [product] based in [region, Italy]. We produce [key technical detail: yield, batch size, formats] and we currently supply [countries / channels].

So that I send you the correct export price list rather than a generic one, three quick questions:

1. Which market will the product be sold in, and through which channel (retail, food service, distribution)?
2. What volumes are you considering for a first order, and in which packaging format?
3. Do you need our own brand, or private label?

In the meantime I attach our English product sheet, so you can see the range while we wait.

I can send the full quotation within [24/48] hours of your reply, or we can go through it in a short call: I am available [day] or [day], [time range] CET.

Kind regards,

[name] - [role] · [company] - [website] - [phone]

2 · THE ENQUIRY THAT IS ALREADY SPECIFIC (PRODUCT, FORMAT, VOLUME, MARKET)

Use it when the request is complete. Slowing it down with questions would be the mirror error of sending everything at once. The last line turns an email into an appointment: use it only when it is true.

Subject: Re: [product] [format] - availability, terms and next step

Dear [name],

thank you for the detailed enquiry, it makes this easy.

Availability: [product] in [format] is available, current lead time [X] working days for [quantity].

Terms: our export price list is attached, quoted [EXW / FOB port]. Minimum order [MOQ] for this format.

Compliance: the English technical sheet is attached; [label adaptation / certificate] for [country] can be prepared in [timeframe].

Two points I would like to confirm before we go further: the destination market, since labelling requirements differ, and whether you need samples before the first order.

If it works for you, I can hold [quantity] from batch [reference] until [date] while you review.

Kind regards,

[name] - [role] · [company] - [website] - [phone]

3 · THE COUNTRY YOU ARE NOT READY FOR YET

Use it when the buyer asks for a market where you do not yet have the certificate, the label or the registration. A clear no with a date keeps the relationship and puts you in their calendar. Silence, or a vague promise to check, closes the door twice.

Subject: Re: [product] for [country] - not yet, and when

Dear [name],

thank you for your interest in [product]. I want to answer you precisely rather than quickly.

At the moment we are not able to supply [country]: [the reason, in one line: e.g. the health certificate for that market / the label adaptation / the establishment registration] is not in place yet.

We expect to complete it by [month]. If it is useful, I will write to you again on [date] with the export price list and the documents ready for [country].

In the meantime, we currently supply [countries / channels], and I attach our English product sheet so you can see what we make.

Kind regards,

[name] - [role] · [company] - [website] - [phone]