

BUSINESS ENGLISH CONVERSATION (2ND EDITION)

新思维“十二五”全国高职高专系列规划教材

商贸英语会话 (第二版)

主 编 许 进



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(第二版)

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编写说明

《商贸英语会话（第二版）》是一本中级口语教材，适合高职高专商务英语专业（国贸方向）和经贸类专业英语会话学习和实操，需要 76 个（以上）课时完成教学。本教材围绕国际贸易活动的主要环节，以工作过程为导向，密切结合语言和实务，提供与典型任务相关的知识和会话材料以及实用多样的训练。通过对本教材的学习和训练，学生可系统地掌握在对外贸易和商务交流工作过程中各主要环节的英语会话基本策略和技巧，具备较为熟练和规范地使用英语进行一般商务接待和贸易接洽的能力。

本教材的编撰有以下特点：

一、总体设计思路打破以专业知识或模块为主要结构特征的传统教材编写模式，以工作过程为导向组织教材整体结构和各章节内容。主要情景对话的设计以特定的一般出口贸易活动为主线，从两家公司通过广州秋交会展开始贸易接触到实质性接洽、谈判、签订合同一直到合同履行完结，将整个工作过程贯穿始终，力求从贸易活动的时间和内容、交易种类、交易数量和方式及交易实施等各方面真实地再现整个贸易活动过程。

二、各章节内容的设计依据专业调查和职业能力分析。高职高专教育培养的是技术、生产、管理、服务等领域的高等应用性专门人才。商务英语口语的交际应围绕外事接待以及进出口贸易的业务操作来开展。同时，基于实用原则和篇幅限制，教材以出口贸易活动为重点设计章节内容，且强调对话活动语境的真实性。

三、根据高职高专教育英语课程教学基本要求，遵循“实用为主、够用为度”的原则，针对高职高专学生的学习能力和认知特点选择和编撰典型、实用的对话和训练，语言通俗简练，易于掌握。

四、教材内容和形式体现语言基本技能训练和实际工作语言应用能力培养并重原则，力争使学生在各单元的学习和训练过程中学会完成相应的工作任务，同时构建相关理论知识，发展职业能力。

五、教材的对话内容和相关训练较为全面地融合了全国国际商务英语资格认证、外贸业务员等相关职业资格证书对知识、技能和素质的要求。

本教材对第一版进行了勘误、修改和补充，使语言素材更加精炼和准确，并增配教学 PPT，与对话录音光盘、练习答案一起作为教辅提供给教师和教材使用者，将为教学和学习带来很大的便利。

贸易项目基本设计：

贸易项目：一般出口贸易

公司名称：出口方：Sunshine Co., Ltd. Changsha, China

进口方：Silver Brother's Inc. Vancouver, Canada

对话角色：客商：Anderson Cooper

出口商：经理李杰（Jason Li），业务员张婷（Tina Zhang）

接洽时间：次年秋交会接触，第二年2月来访接洽、谈判、签约，3月至5月履行合同

交易货物：男式衬衫

交易数量：两种以上款式，800打

贸易术语：CIF，温哥华

价 格：225美元/打（报价：300美元/打）

付款方式：不可撤销的30天远期信用证，4月底开证

包装标识：纸箱，泡沫内衬，塑料内包，分尺码、颜色等

装运交货：从深圳到温哥华，不转运、不分装，5月底之前交货

保险条款：投保水渍险加包装破损险（WPA & Risk of Breakage）

索赔条款：按一般惯例，索赔期为收到货物30天内

合同实施：改证、催装、索赔

各单元小节的内容设计（共8个单元，18个小节）：

1. 教学目标/学习目标（Learning Objectives）：重点、难点（Important & Difficult Points）
2. 背景知识（Background Knowledge）：关于本节的相关知识和实务要点（In English）
3. 热身活动（Warm-up Exercises）：就本节话题涉及的内容提问或做教学导入练习
4. 情景对话（Situational Dialogues）：围绕设定的业务活动开展
5. 词汇（Words & Expressions）：注音，表明词义词性
6. 注释（Notes）：关键词汇、短语和难点解析并举例说明。
7. 功能（短）对话（Functional Conversations）：对话内容不局限于指定业务，补充其他可能出现的情况。
8. 会话工具（Conversation Tools）：按功能补充归纳实用的语句，为翻译和对话提供素材
9. 练习（Exercises）
 - 1) 句型操练（Substitution Drills）：根据所给英文句型示例，按所给中文意义模仿造句。
 - 2) 句子口译（Sentence Interpretation）：重点和实用的句子汉译英
 - 3) 角色扮演（Role Play）：根据双方应完成的具体任务进行情景对话
 - 4) 话题讨论（Short Talk）：就与本节主题相关的简短陈述

本教材（第二版）由许进担任主编，王薇、任花担任副主编，邱玲、李艺、李瑞丽、沈琰、成银等参编。各单元撰稿及再版修订分别为：第1单元由王薇编写；第2单元由任花编写；第3单元由邱玲编写；第4单元，第5单元的第1小结由沈琰、王薇编写；第5单元的第2小结、第6单元由许进编写；第8单元的第1、2小结由许进、李艺编写；第7单元由李瑞丽编写；第8单元第3小结由成银、李艺编写。

在编写过程中，来自外贸一线的专家为本书的整体设计提出了重要的意见，同时我们参考了有关专家、学者的著作和有关教材的内容，在此一并表示感谢。书中疏漏和不足之处，恳请同行和广大读者指正。

编者

2012年7月

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Unit One

Establishing Relationship

建立贸易关系

1.1 Trade Fair 交易会

Learning objectives

Students should be able to:

- understand and explain the main functions of trade fairs.
- comprehend and use basic words and expressions related to trade fairs.
- know how to attract potential clients' attention at trade fair.

Important & difficult points

- Functions of trade fairs
- Expressions and patterns related to trade fairs

Background Knowledge

A trade fair (trade show or expo) is an exhibition where companies in a specific industry can display and demonstrate their latest products or service, study activities of rivals and examine recent trends and opportunities. Some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press. Therefore trade shows are classified as either "Public" or "Trade Only". They are held on a continuing basis in almost all markets and normally attract companies from around the globe.

Trade fairs often involve a considerable marketing investment by participating companies.

Costs include space rental, design and construction of trade show displays, telecommunications and networking, travel, accommodations, and promotional literature and items given to attendees. In addition, costs are incurred at the show for services such as electrical, booth cleaning, Internet services, and drayage (also known as material handling).

Exhibitors attending the event are required to use an exhibitor manual or online exhibitor manual to order their required services and complete necessary paperwork such as health and safety declarations.

An increasing number of trade fairs are happening online, which are called virtual trade shows. They are increasing in popularity due to their relatively low cost.

Warming-up Exercises

1. Name some trade fairs that you know.
2. What benefits can a company expect if it exhibits at a trade fair?
3. Suppose you are an exhibitor, what will you do to compete for attention in a trade fair?

Situational Dialogues

Dialogue One

(Miss Tina Zhang, sales assistant of Sunshine Co., Ltd, is receiving Mr. Anderson Cooper, sales manager of Silver Brothers Inc, at her stand at the autumn trade fair.)

Tina: Good morning sir, welcome to our booth.

Cooper: Good morning. Your booth was arranged very nicely.

Tina: Thank you. My name is Tina Zhang. Here's my business card.

Cooper: Nice to meet you, Miss Zhang. Please accept mine.

Tina: Oh, Mr. Cooper, you are from Canada. Have you ever heard of our company before?

Cooper: I'm afraid not.

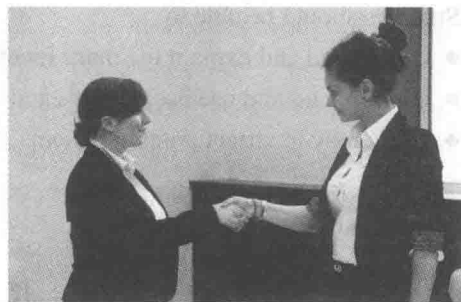
Tina: Our company has been in the line of textile for more than 50 years, and our products have been sold all over the world.

Cooper: Impressive. We are a newly-established company. But we have wide connections with wholesalers and retailers all over Canada.

Tina: Here are our best selling items. They are quite popular among our clients in the USA. I guess you might be interested in them.

Cooper: I'm sure some of them will find a ready market in my country.

Tina: I'm glad to hear that. Take your time and look around.



Dialogue Two

(After a while, Tina asks Anderson if anything is of interest to him.)

Tina: Mr. Cooper. Is there anything in particular you're interested in?

Cooper: Well, I'm quite interested in men's shirts.

Tina: Here are some samples. You'll see they are of excellent quality and beautiful design. What's more, they are very hard-wearing—lasting much longer than most others on the market. You'll find that this material will retain its luster.

Cooper: Why?

Tina: One reason is that the yarn is carefully selected for quality. And the luster is laboriously and delicately woven into the fabric.

Cooper: Oh, I see. Could you please show me some more samples in different colors?

Tina: Sure. We have seven different colors.

Cooper: What about the sizes?

Tina: We offer every size from "S" to "XXL". Please have a look at the catalogue and price list.

Cooper: Very impressive. But I'm afraid the prices are quite a bit higher than others'.

Tina: But ours are made of excellent, durable material and with superb workmanship. You can't buy shirts of similar quality at such a price anywhere else.

Cooper: May I take some fabric samples with me?

Tina: No problem. We are sure our products will turn out quite popular in your area. And you are welcome to our factory sometime.

Words & Expressions

booth [bu:θ] *n.* 展位; (商展等的) 摊位

wearing ['weəriŋ] *adj.* 磨损的

textile ['tekstail] *n.* 织物; 纺织品

elegant ['elɪɡənt] *adj.* 优雅的, 讲究的, 雅致的

retain ['ri:tein] *v.* 保留, 保持

luster ['lʌstə] *n.* 光泽, 光彩

yarn [jɑ:n] *n.* 纱线, 丝

fabric ['fæbrɪk] *n.* 纤维, 布, 衣服料子

laboriously [lə'bɔ:riəsli] *adv.* 勤勉地

delicately ['delɪkɪtli] *adv.* 精致地, 优美地

weave [wi:v] *n.* 编, 织

durable ['djuərəbl] *adj.* 坚牢的; 耐用的; 有持久力的; 有永久性的

Notes

1. Our company has been in the line of textile for more than 50 years, and our products have been

sold all over the world. 我们公司多年从事生产纺织产品, 产品销往世界各地。

in the line of: 从事……行业

e.g. I have never engaged in the line of drug trade.

2. But ours are made of excellent, durable material and with superb workmanship. 我们的产品材料经久耐用、质量上乘, 且工艺精良。

3. You can't buy shirts of similar quality at such a price anywhere else. 你在其他地方不可能以这种价格买到质量相同的衬衫。

Functional Dialogues

Dialogue One

A: What particular kind of products are you interested in?

B: I'd like to know something about this product.

A: This is our newly developed product.

B: Would you please show me how to operate this product?

A: Sure. If you press the belly of this doll, it will sing a song.

B: A lot of originality.

A: This is the catalogue of our products. Please take it for your reference.

B: Do you offer some preferential treatment?

A: If you place a large-scaled order, we may give a special discount for you.

A: I see.

Dialogue Two

A: Can you tell me something about your products?

B: These are the most fashionable ones on display. They have only been on the market for a couple of weeks.

A: Is there anything else worth mentioning about your products?

B: They are user-friendly.

A: How long is the warranty period?

B: Our warranty period is 12 months.

A: How long is the money-back guarantee?

B: Our money back guarantee is 15 hours.

A: May I have your illustrated catalogue?

B: Sure. Here you are.

Conversation Tools

Greeting expressions at a trade fair

1. How do you do?

2. Hello! Welcome to our stand.
3. Good afternoon, Sir. What can I do for you?
4. Nice to meet you.

Introducing each other at a trade fair

1. It's an honor to meet you. My name is Thomas Clinton.
2. I'd like to introduce myself. I'm Richard Carter, sales manager for Dell.
3. How do I pronounce your name?
4. May I have your name, please?
5. How do I address you?

Negotiating at a trade fair

1. What products are you interested in?
2. May I have your sample?
3. During the display period, all of our products have 10% discount.
4. This is our bottom price, so we can't give you any discount.
5. Our price is much lower than the current market price.
6. This product is result of our latest technology.
7. These are our latest standard models.
8. They are extremely popular with young people.

Farewell

1. Thank you for coming to our stand. You would be very welcome if you would like to visit our company and learn more about us.
2. Nice meeting you. Please give us a call if you need more information about our products.
3. Goodbye! Keep in touch.

Exercises

I. Substitution Drills: Make sentences according to the examples.

1. Our company has been in the line of textile for many years.
 - 1) 我公司多年从事台式电脑的出口。
 - 2) 我公司多年从事家用电器的生产。
2. You'll find that this material will retain its luster.
 - 1) 你会发现我们的价格是非常合适的。
 - 2) 你会发现我们产品物美价廉。
3. You can't buy shirts of similar quality at such a price anywhere else.
 - 1) 您在其他地方不可能以如此低的价格买到相同质量的产品。
 - 2) 您在其他地方不可能以这种价格买到质量如此好的产品。

II. Sentence Interpretation

1. 自我介绍一下, 我叫王芳, 是本公司销售经理。请问您怎么称呼?
2. 在这些产品中您有特别感兴趣的吗?
3. 我们是中国的一家大型的塑料玩具出口商。
4. 这是我们的带插图目录供你方参阅。
5. 我们想要贵公司产品的样本, 以便熟悉贵公司货物的质地和工艺。
6. 在会展期间, 所有产品一律八折。
7. 谢谢您来我们的展区, 如果想对产品有更多的了解, 欢迎您到我们公司参观。

III. Role-play

Situation: Mr./Ms. Liu is introducing his/her products to Mr./Ms. Coleman at a trade fair.

A: You are: Mr./Ms Liu, the sales representative of Weipeng Appliances Co., Ltd.

You need to:

- ✧ Greet and make self-introduction.
- ✧ Ask if he or she is interested in any product.
- ✧ Introduce your latest products.
- ✧ Express your goodwill.

B: You are: Mr./Ms. Coleman, the purchasing specialist of SMT Company.

You need to:

- ✧ Make self-introduction.
- ✧ Show your interests in electric fans.
- ✧ Ask for catalogue and price list.
- ✧ Say goodbye.

IV. Give a short talk on the following topic.

What are the functions of a trade fair?

- ✧ Developing customer relations
- ✧ Searching for partners and personnel
- ✧ Marketing the company

1.2 Making Contact on the Phone 电话接洽

Learning objectives

Students should be able to:

- understand telephone etiquette;
- comprehend and use basic words and expressions used in telephone conversation;



Important & difficult points

- Telephone etiquette
- Expressions and patterns used in a telephone conversation

Background Knowledge

Phone-answering skills are critical for businesses. Phone calling is still most businesses' primary approach to making contact with customers. And the way you answer your company's phone will form customers' first impression of your business. The following phone-answering tips will ensure that callers know they're dealing with a winning business.

1. Answer all incoming phone calls before the third ring.
2. When you answer the phone, be warm and enthusiastic. Your voice at the end of the telephone line is sometimes the only impression of your company a caller will get.
3. When answering the phone, welcome callers courteously and identify yourself and your organization. Say, for instance, *"Good morning. ABC Company. Susan speaking. How may I help you?"* No one should ever have to ask if they've reached such and such a business.
4. Keep your voice volume moderate. Speak slowly and clearly when answering the phone, so your caller can understand you easily.
5. Always ask the caller if it's all right to put him or her on hold and don't leave people on hold for longer than is necessary. If possible, prove callers on hold with progress reports every 30 to 45 seconds. Offer them choices such as *"That line is still busy. Will you continue to hold? Or should I have Mr. Wang call you back?"*

Warming-up Exercises

1. How many ways of communication do we have in business and life? Which one do you like best? Why?
2. Could you list some other telephone manner tips?
3. What should you do or say in the following situation?
 - 1) when you dial a wrong number.
 - 2) when the person who the caller asks for is not there.
 - 3) when you don't catch what the caller said.

Situational Dialogues**Dialogue One**

(Mr. Anderson Cooper went back to Canada. Several months later, he calls Tina Zhang. Nancy Zhao, a receptionist, answers the phone.)

Nancy: Good morning. Sunshine Company. Can I help you?

Cooper: Good morning. May I speak to Miss Tina Zhang?

Nancy: I'm afraid she's out of the office at the moment. Can I take a message?

Cooper: Yes. This is Anderson Cooper from Vancouver. When do you expect her to be back?

Nancy: She didn't say when she'd return. Do you want her to call you back?

Cooper: If she gets in before 3:00—your time—please have her call me, otherwise I'll get back to her tomorrow.

Nancy: Could you please spell your surname?

Cooper: That is C-O-O-P-E-R.

Nancy: C-O-O-P-E-R. Right? And your number, please?

Cooper: My number is 684-2571.

Nancy: 684-2571. I'll be sure to give her the message.

Cooper: Thank you.

Nancy: You're welcome.

Dialogue Two

(Next day, Mr. Anderson Cooper calls again, and Tina Zhang answers the phone.)

Tina: Tina Zhang speaking, how may I help you?

Cooper: Good morning, Miss Zhang. This is Anderson Cooper from Vancouver. We met at the autumn trade fair last year.

Tina: Oh, good morning, Mr. Cooper. If I remember correctly, you were interested in our men's shirt.

Cooper: Yes. We are importing a wide range of men's shirts from China. And as summer is approaching, the demand is getting greater.

Tina: It's so great to hear that.

Cooper: I'd like to do business with your company. I'll come to China next month.

Tina: Mr. Cooper, you are more than welcome to our company. You may visit our factory, and I'll show you our latest products.

Cooper: Sounds great.

Tina: Have you booked your air ticket?

Cooper: Not yet.

Tina: Please let us know your flight number and arrival time after you get the ticket.

Cooper: OK, I will. So see you soon.

Tina: We are looking forward to your coming.

Words & Expressions

surname ['sə:neim] *n.* 姓

import [im'pɔ:t] *v.* 引入; 进口

approach [ə'prəʊtʃ] *v.* 来临; 靠近、走近; 探讨、处理

demand [di'mɑ:nd] *n.* 需求

establish [is'tæbliʃ] *v.* 建立

relation [ri'leiʃən] *n.* 关系

Notes

1. When do you expect her to be back? 她什么时候回来?
2. Otherwise I'll get back to him tomorrow. 否则我明天再打电话给他。
3. I'll be sure to give him the message. 我会转告他。
4. And as summer is approaching, the demand is getting greater. 由于夏天将至, 需求量更大。
demand 需求
steady demand 稳定的需求
strong demand 强劲的需求

Functional Dialogues

Dialogue One

A: Good morning, ABC Computers, Sally speaking. Can I help you?

B: My name is Lance Stevens. May I speak to your Customer Service manager?

A: I'm sorry. He's in a meeting. May I take a message?

B: When will he be available?

A: I don't know, sir. Would you like to leave a message?

B: No, that's OK. I'll call back.

Dialogue Two

A: Hello. Is John in?

B: No, can I take a message?

A: No. I really need to talk to him personally.

B: Would you like to leave a message on his voice mail, then?

A: Yes. Thank you.

B: Hold on and I'll transfer you.

C: Hi, this is John. I'm not available to take your call, but please leave your name, number and a brief message. I'll get back to you as soon as possible.

A: Hi, John. It's Mary and I really need to talk to you. I won't be able to go to the party with you. Please call me at 556-3243 when you get back.

Dialogue Three

A: Hello, is Simon in?

B: There is no Simon here. You must have dialed the wrong number.