外贸业务英语》

Business English for Foreign Trade

吕秀成 刘奎芬 ⊙ 主编



山东省技能型人才培养特色名校建设教材

外贸业务英语

Business English for Foreign Trade

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前言

随着我国外贸事业的发展和外贸经营权的放开,越来越多的企业开展了外贸业务,我国外贸事业得到了空前发展,因此需要越来越多的国际商务人才,尤其是外贸业务员。外贸业务员是指在进出口业务中负责寻找客户、贸易磋商、签订合同、组织履约、处理争议等进出口业务全过程操作和管理的综合性外贸从业人员,是外贸企业开展业务的重要人才,是连接企业与客户的纽带,同时也是外贸企业做大做强的中坚力量。

本教材以职业能力培养为导向,将英语语言知识运用到实际商务工作中,以语言为工具,以商务活动为基础,使学生能够在不同商务环境中练习使用英语,培养学生的商务职场技能。按照国际商务人才"一条龙业务员"的培养目标,基于外贸业务员工作流程中的主要工作场景,本教材共设求职面试、开发客户、建立业务关系、商务接待、商务宴请、产品介绍、磋商签约和包装发运入个项目,以全面训练学生外贸业务背景下的听、说、读、写、译技能,以培养学生在业务环境下熟练运用英语知识与技能的能力,并以此为依据构建教材内容和体系。

本教材内容翔实,涵盖了外贸业务涉及的基本工作环节,既注重外贸理论探讨, 又突出示范进出口实务操作。同时,本教材实用性强,在本书编写过程中邀请了山东华晶家电玻璃有限公司外贸部经理杜媛媛、潍坊海汇俊彤进出口有限公司的崔爱民等外贸一线的业务人员参加编写,并担当主审,使其完全符合我国外贸业务发展的实际。不仅具有较高的理论性,而且具有较强实用性和操作性。

由于编者水平有限,编写时间紧、任务重,难免会有不足之处,真诚欢迎各界 人士批评指正,多多提出宝贵意见。

> 编 者 2015年7月

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Program 1

Job Hunting & Interview

A job interview is a conversation which occurs between a potential employer and a job applicant. During the job interview, the employer hopes to determine whether or not the applicant is suitable for the job, while the applicant tries to learn more about the position and also impress the employer. It is the most critical part of the job research process.

面试发生在潜在的雇主与应聘者之间。在面试的过程中,雇主希望确认应聘者 是否适合这份工作,而应聘者试图了解更多有关这个职位的信息,同时也试图给雇 主留下深刻的印象。面试是求职过程中最重要的环节。

▶ Part I Warm-up

5. Pretend to know what you actually don't know.

Talk frankly and wisely.

Work in Pairs. Here are some DOs and DON'Ts during a job interview. Tick the DOs in
the box.
1. Knock on the door and enter the room politely.
☐ Just rush in.
2. Take a seat without being invited.
☐ Sit down quietly.
3. Look at the interviewer. Make eye contact.
Look sideways if you are nervous.
4. Stretch your legs to relax yourself.
☐ Sit properly.

▶ Part II Listening Practice

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6	9	Task	1
	-	IUSK	ı

Directions: Listen to the first part of a job interview and complete the chart below.

Name	
Age	
Place of Birth	
Martial Status	
Present Address	
Nationality	
Health	
Personality	\(\frac{1}{2}\)
Hobbies	
Family	

-			
6	9	Task	2
	9	IUSK	_

Directions: Listen to the second part and complete the chart below.

School Attended	Duration of Schooling	Major	Minor	Average Score	Degree or Diploma Obtained

Task 3

Directions: Listen to the third part and complete the chart below.

Work Unit	Length of Service	Position	Responsibilities	Reasons for Quitting

Task 4

Directions: Listen to the fourth part and complete the chart below.

Reasons for Joining the Company	1. 2.
Qualifications & Special Skills	1. 2. 3.
Starting Salary Expected	
Working Days & Hours	
Fringe Benefits	
Trial Period	
Contact Phone Number	
E-mail Address	

Task 5

Directions: In this task you'll hear a short passage. After you've heard the passage, please fill in the blanks with the missing words or phrases.

The interview is your (1) to show that you are the best person for the job.
Your application or (2) has already exhibited that you are (3) Now
it's up to you to show how your skills and (4) match this position and this
company.
The employer will be looking and listening to (5) if you are a good
fit. He/she will be looking for a number of different qualities, (6) the skills
that you possess. To make the best impression, (7) appropriately; sell your
(8); arrive early, by about 10-15 minutes; be enthusiastic; (9) firmly;
be an active listener; sit up straight and maintain (10) ; ask questions.

▶ Part **Ⅲ** Speaking Practice

Directions: Complete the dialogues and act it out with your partner.
1. Linda: Good morning.
Mr. Johnson: Er, good morning, Miss Smith. Sit down, please.
Linda: Thank you.
Mr. Johnson: You applied for the position of GM (General Manager) secretary. Erm,
well,?
Linda: Yes, erm, I'm 24. I've been working in Universe Toy Company for two years.
Mr. Johnson: there?
Linda: Oh, secretarial work, typing letters, arranging my boss's social calendar and
making appointments for him. I've also been talking to visitors that come in to
see him — general things like that, general office work.
Mr. Johnson: Oh, it sounds you are quite familiar with secretarial work.
Linda: Yeah, I think so.
Mr. Johnson:?
Linda: The salary they offer is low. I expect an increase in my present salary, of course,
more responsibilities.
2. Interviewer: Why don't you begin by telling me a little about yourself?
Jill: What do you want to know?
Interviewer: The usual things, such as something about your background and experience
and anything else you feel is pertinent (相关的)?
Jill: Well, I was born in Illinois and went to school there. My father is a doctor and my
mother a lawyer.
Interviewer: Sounds as if you came from a professional family.
Jill: That's right. My sister is a university teacher.
Interviewer: the field of computers?
Jill: Oh, nothing particular, I guess. I always like mathematics and handling with
machines.
Interviewer: Now what about your experience? computers?

Jill: More than five years now. After I did my engineering degree, I began to specialize
in computer technology and I even had my own company for a while.
Interviewer: It certainly sounds impressive. I should say
Why don't you leave your address and telephone number
by phone.
Jill: Thanks very much.
Part IV Watching Videos
Video 1 Applying for the Position of Financial Consultant
Language Focus A
Opening
Good morning, sir/madam.
Good morning. Take a seat, please. My name is Li Ming.
Did you have any trouble finding us?
Not really. I am familiar with this area.
May I see Mr. John Watt, the personnel manager?
t's me. What can I do for you?
'm for an interview as requested.
t is a great pleasure for me to have this opportunity for interview.
During: General Questions
Personal Details
Can I have / What is your name?
How do you spell your full name?
How old are you?/ What is your age?
What's your birthday? / When were you born?
Where are you from? / What is your hometown? / Where is your native place?
Are you married?
No. I am still single.

How long have you been married?

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I have been married for two years.

Education Background

Which school are you attending? / Which university did you graduate from?

I graduated from Shandong University of Science and Technology.

What degree will you receive?

I will receive a Bachelor's degree / a Master's degree /a Doctoral degree.

What subject did you major in at university?

What's your major?

I majored in economics/industrial design/ history /sociology.

How about your academic records/ scores at college?

I got excellent scores on each of them.

Have you got any honors or rewards?

Yes. I was awarded a scholarship from the university every year.

Which subject/course do you like best/ better / least?

English. It was both interesting and useful.

Can you talk about your education background?

I graduated from Beijing No. 4 High School in 1996, then I entered China University of Political Science and Law and I graduated in 2000. I gained a B.A. (Bachelor of Arts) degree.

Work Experience

What sort of work experience do you have?

I've been a sales engineer for three years. / I've worked as a training manager for two years.

Have you ever worked in a state-owned enterprise / foreign trade company?

Yes, I have. / No, I haven't.

What was your position? / What position did you hold in that company?

I was the manager of the human resources department.

What was your responsibility? / What were you in charge of?

As I was the Personnel Director, my responsibilities mainly included recruitment and training new employees.

What achievements / awards have you got?

I promoted our products in over ten provinces and last year my turnover amounted to five million *yuan*.

New Words and Expressions

finance *n*. 财政, 金融 major *n*. (大学的)专业 consultant *n*. 顾问 corporation *n*. 公司

consultancy *n*. 顾问公司 available *a*. 可获得的;可接见的 pressure *n*. 压力 notify *v*. 正式通知 (某人)

Pre-viewing

Look at the following pictures to have a rough idea of the video.



Chen Bo, a university senior student



Cathy Mandel, director of HR department of a leading international corporation



Setting: Cathy Mandel interviews Chen Bo for the position of consultant.

Viewing	
1. Watch the video and try to fill in	the following blanks. (I stands for interviewer, and C for
candidate.)	
I: To start with, would you like	to tell me a bit about (1)?
C: Sure. I'm a senior student a	t Guangdong University of (2) I expect to
graduate this summer. My m	najor is (3)
I: So, why did you choose our c	ompany?
C: As far as I know, your compar	y is one of several (4) international consultant
corporations which came to C	hina after China entered WTO. I think working here would
give me the best (5)	to (6) what I've learned at university.
2. Watch the video and try to comp	plete the following chart.
Reasons for Joining the Company	
Relevant Work Experience	
Questions	
Result of the Interview	

Post-viewing

Work in Pairs to make up a dialogue according to the following situation.

You, a guaduating student from a university with the major of English, is applying for a position of English secretary in a company. Your interviewer, Mr. Wang is interviewing you.

Video 2 The Devil Wears Prada - A Job Interview



Language Focus B: During Position-related Questions

Reasons for Application

What made you decide to change your job?

I didn't like the culture of the company and I saw no change of promotion. / I have to leave my present post because the company is going bankrupt / has been declared bankrupt.

Why did you choose / pick our company?

Well, I know you have a very international business, so I thought I would be able to learn some advanced methods of management from foreign staff members.

Qualifications and Skills

What are your qualifications?

I'm a qualified stenographer. I can type 60 words per minute and I can take shorthand at 80 words a minute.

How many languages can you speak?

Two. Chinese is my native language and English is my foreign language. I can also speak Cantonese.

Job Fit

What do you know about our organization?

Well, I saw from your website that...

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Why do you think you are qualified for this job?

I'm familiar with Western-style accounting because I've worked in a foreign capital enterprise for four years. So I think I'm qualified for the position.

What do you look for in a position?

I'm looking for an opportunity to apply my skills and contribute to the growth of the company while helping to create some promotion opportunities for myself.

What are your short-term goals?

Short-term? I'd like to contribute to the company's bottom line. The position we are here to discuss today would appear to be such an opportunity. Could you tell me more about it? Certainly, but please let me first ask you: where do you want to be in five years?

I would hope to have increased my skill base and made a significant contribution to the company. Hopefully, I would be considered for promotion by then.

Closing

Do you have any questions to ask me?

Yes. Do you have a training program for new employees? / I'd like to know if there would be any chance to work abroad in the future. / I'd like to know more about the job.

We'll get in touch with you as soon as we've made our decision. Thank you for coming. Thank you. I hope we will meet again.

New Words and Expressions

journalist *n*. 新闻工作者,记者 exploitation *n*. 开发,开采,利用 glamorous *a*. 迷人的 feathered *a*. 有羽毛的,羽状的

human resources 人力资源 skinny a. 皮的,皮包骨的 exclusive a. 独有的,排外的,专一的

Pre-viewing

Look at the following picture to have a rough idea of the video.



O Viewing

Watch the film clip adapted from *The Devil Wears Prada*. Listen carefully and answer the following questions.

- 1. Where did Andrea Sachs graduate?
- 2. What position does Andrea want to get?
- 3. What work experience did Andrea have before?
- 4. What weakness and strength does Andre have to work for a fashion magazine?

Post-viewing

You are having an interview for the position of personnel manager. Work in Pairs, making up a dialogue based on your own information. Take turns to be the interviewer and interviewee.

▶ Part V Writing Practice

Task 1 Writing Skills

英文个人简历并无固定的形式,应聘者可以根据个人的具体情况来确定采用何种形式,灵活设计。一般来说,应届毕业生可以采用以学历为主的简历,把简历的重点放在学业上,通常包括下列元素:

- 1. Personal Data/Information (个人资料/信息): name (姓名), address (通讯地址), post code (邮政编码), phone number (电话号码), birth date (出生日期), birthplace (出生地点), gender (性别), height (身高), weight (体重), health (健康状况)等。
- 2. Job/Career Objective (应聘职位): 此项应该和应聘单位所要求的职位一致或者接近。
- 3. Education Background (教育背景): 就读学校及院系的名称、学位、起止时间、和应聘职位相关的课程与成绩、社会实践、课外活动、奖励等。注意: 如果参加的社会实践、课外活动和获得的奖励较多,可以分开单列,突出重点。
 - 4. Special Skill (特别技能):强调语言技能、计算机技能或其他专业技能。
- 5. Hobbies/Interests (业余爱好): 如果在教育背景项目的课外活动中已经注明, 此项则不必重复。

Task 2 Key Expressions

1. 成绩名列前茅

- I am at the top of my class.
- I was one of the top students in the class.
- ♦ I'm ranked the first of my class in terms of average marks.
- ♠ I got excellent records.
- ♦ I am above the average in the order of merit.

2. 三好学生

- Excellent Students Awards
- Straight A student
- "Triple-A" outstanding student; outstanding student
- Excellent Tri-A Student Scholarship