

陈 洁 / 主编

# DEVELOPING SPEAKING

## Skills for BUSINESS ENGLISH



商务英语  
口语  
拓展训练

INTERMEDIATE  
中 级



中国商务出版社  
CHINA COMMERCE AND TRADE PRESS

商务英语应用能力实践课程系列教材

# Developing Speaking Skills for Business English

## 商务英语口语拓展训练

( *Intermediate* )  
( 中 级 )

主编 陈 洁

中国商务出版社

CHINA COMMERCE AND TRADE PRESS

## 图书在版编目 (CIP) 数据

商务英语口语拓展训练: 中级 / 陈洁主编. —北京: 中国商务出版社, 2008. 8

(商务英语应用能力实践课程系列教材)

ISBN 978-7-80181-923-9

I. 商… II. 陈… III. 商务—英语—口语—教材  
IV. H319.9

中国版本图书馆 CIP 数据核字 (2008) 第 121199 号

---

商务英语应用能力实践课程系列教材

**Developing Speaking Skills for**

**Business English (Intermediate)**

**商务英语口语拓展训练 (中级)**

主 编 陈 洁

中国商务出版社出版

(北京市东城区安定门外大街东后巷 28 号)

邮政编码: 100710

电话: 010—64269744 (编辑室)

010—64266119 (发行部)

010—64295501

010—64263201 (零售、邮购)

网址: [www.cctpress.com](http://www.cctpress.com)

E-mail: [cetp@cctpress.com](mailto:cetp@cctpress.com)

北京中商图出版物发行有限责任公司发行

北京金奥都图文制作工作室排版

上海市崇明堡港印刷厂印刷

787 毫米×980 毫米 16 开本

9.5 印张 176 千字

2008 年 8 月 第 1 版

2008 年 8 月 第 1 次印刷

印数: 5 000 册

ISBN 978-7-80181-923-9

H·228

定价: 20.00 元

---

版权专有 侵权必究

举报电话: (010) 64212247

**Developing Speaking Skills for  
Business English (Intermediate)**  
**商务英语口语拓展训练 (中级)**

主 编 陈 洁

副主编 毛 静 孟娇娇

编 者 周芹芹 司耀龙 杨 琪  
苗 杰 黄 春 李国华

# 前言

随着我国国际经济贸易地位不断提高，国际间商务往来更加频繁，社会对掌握英语沟通技巧的复合型商务人才的需求日益增长。

《商务英语口语拓展训练》（中级）一书是为了顺应中国加入世界贸易组织后日益增多的国际商务往来对各层次的商务人才的急剧需求而精心编写的，特别适合商务英语、国际贸易、国际金融、国际企业管理等专业的学生和有志于提高自身商务口语能力的其他人士。

《商务英语口语拓展训练》（中级）以循序渐进的方式，通过内容丰富、专业面广、难度适中、饶有趣味的真实商务材料，促使学生积极参与有关商务实践活动，在提高其口语表达能力的同时，了解商务活动的各主要环节，拓展视野，获取新知识。

全书共分 20 个单元，紧扣商务活动中的各个主要环节，以适合学生进行自主训练的编排方式，由浅到深逐步训练国际商务交际的各个方面，如电话沟通、客户接待、广告、商务市场竞争、商务会议、商务旅行、产品演示等。每单元的核心内容由以下两部分构成：

第一部分（Part 1: Starting out）是针对本单元主题训练的讨论思考题，作为热身训练，目的是让学生更好地了解本单元的训练主题，同时给学生开口训练的机会。

第二部分（Part 2: Activities）是本单元的重点训练内容，针对训练的主题进行口语的各项训练，由两个环节（Section A: Pairs Work 和 Section B: Role Play）构成。Section A: Pairs Work 部分的训练内容让学生更多掌握相应主题的核心知识、专业词汇，扩大专业

知识面，同时更为进行语言综合交际的 **Section B: Role Play** 部分训练作铺垫，有配对、选择、排序、阅读等小练习，在训练难度安排上循序渐进。**Section B: Role Play** 部分中每个 **Role Play** 均经过精心设计，由导入练习、商务情景、活动卡片、任务卡等构成。书后附有每单元的练习答案，供学生自我检查学习效果之用。

《商务英语口语拓展训练》（中级）是编者在多年的教学实践与研究的基础上完成的，通过数届学生使用从而不断改善。在编写出版过程中，本书得到了学校领导和教务处领导以及有关专家的支持，在此一并致谢。由于编者水平有限，成书时间匆忙，漏误难免，恳请专家、同仁及本书的广大使用者批评指正。

编 者  
于上海对外贸易学院  
2008 年 7 月

# Table of Contents

Unit 1	Arranging a Meeting .....	( 1 )
Unit 2	Entertaining .....	( 6 )
Unit 3	Complaining .....	(13)
Unit 4	Solving Problems .....	(20)
Unit 5	Negotiating .....	(26)
Unit 6	Asking for a Pay Raise .....	(32)
Unit 7	Job Interview .....	(39)
Unit 8	International Dealings .....	(49)
Unit 9	Staff Review .....	(56)
Unit 10	The Invoice .....	(62)
Unit 11	Information Gathering .....	(68)
Unit 12	Business Practices .....	(74)
Unit 13	Market Research .....	(81)
Unit 14	Sales Strategy .....	(87)
Unit 15	Appointment .....	(93)
Unit 16	Partnership .....	(98)
Unit 17	Business Visits .....	(104)
Unit 18	Briefing .....	(110)
Unit 19	Business Discussion .....	(115)
Unit 20	Being Evasive in Business .....	(120)
	Key for Reference .....	(125)

# Unit 1

## Arranging a Meeting

### Aims

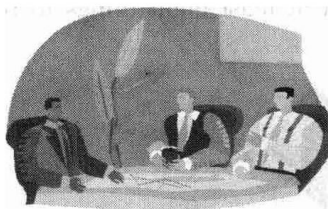
In this unit, you will learn:

- to identify major elements involved in preparing for a meeting.
- to practice making meeting arrangements and simulate a meeting.

### Part 1: Starting out

☛ Questions for discussion:

1. Do you agree that good planning is the key to productive meetings?



2. Generally speaking, the purpose of a meeting is either informational or decision making, although many meetings combine both purposes. Please categorize the following meeting in terms of its purposes:  
◆ Staff Training ( )



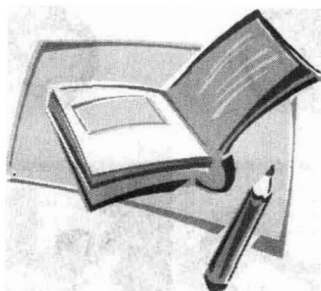
- ◆ Sales Review ( )
- ◆ Annual Board Meeting ( )
- ◆ Weekly Departmental Meeting ( )
- ◆ Workshops ( )
- ◆ Crisis Management ( )
- ◆ Guest Lectures ( )
- ◆ Policy Clarifying Meeting ( )
- ◆ Competition Review ( )

3. Think of a meeting you have led ( or one you have attended) . Did the meeting achieve its objective? What contributed to its success? What could have been done differently when preparing to make the meeting more successful?

## Part 2: Activities

### Section A Pairs Work

- ☛ You are working with your partner in organizing a press conference for the launch of your new toy Metro Pal. Work out a list of at least eight things to be prepared for it.

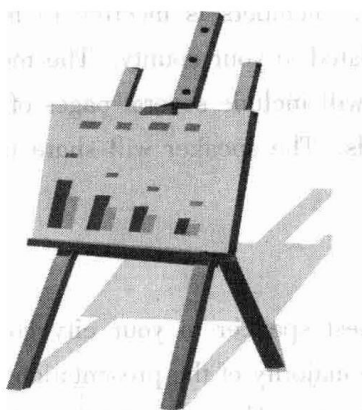


1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

## Section B Role Play

### Stage 1

- ☛ Work in groups of five to six persons and study the following information assigned to your group. Draw a picture of the room arrangement which would provide the best meeting environment for the given situation.



### Situation 1

The Shanghai Municipal Education Commission is meeting with the University Administration. The meeting will begin at noon on Wednesday and end at noon on Thursday. They will have a traditional business meeting and the University Administrators will meet with them at their meeting site for 1 – 2 hours on Wednesday afternoon. The University President has requested equipment for a ten-minute video about the University. He will bring two Vice Presidents and the Dean of Language School with him. A panel of University administrators will follow the video.

### Situation 2

Your county council is hosting a public dialogue session with the four candidates for county commissioner. Each candidate may make a five minute presentation. This will be followed by a one-hour question and answer session with all four candidates. About 150 people are expected to attend. You will video-record this session. In addition you will have some assistants who will take notes during the dialogue.

### Situation 3

You work as a tourist guide at a travel agency. You'll lead a group of 40

American guests to have a two-day visit in Shanghai. Before your tour starts tomorrow, you'd like to meet and notify them of some issues involved in the trip. The meeting would last half an hour.

#### **Situation 4**

Your city council of 25 members is meeting to hear a presentation about the demographic information related to your county. The meeting would last for one and half an hour. The handout will include several pages of data about your city. Charts and graphs will depict trends. The speaker will share insights and implications with the participants.

#### **Situation 5**

You have invited a guest speaker to your city council leadership forum. The speaker informs you that the majority of the presentation will be a computer-generated slide presentation (Power Point). The presentation will be followed by small group discussion. The speaker would like to have six people in each group. Approximately 60 people have registered for the forum. Immediately after the presentation you will serve a boxed lunch in the same room.

#### **Stage 2**

- ☞ Work with your group members, and compose an appropriate agenda for each of the above meetings based on the following framework.

**(Your Organization's Name and Logo)**

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

### Meeting Agenda

Present: \_\_\_\_\_

Apologies: \_\_\_\_\_

Theme: \_\_\_\_\_

<b>Time</b>	<b>Agenda Items</b>	<b>Presented By:</b>
1.		
2.		
3.		
4.		
5.		
6.		
...		

### Stage 3

- ☞ Design a role for each group member and prepare a brief meeting for about 20 minutes based on your situation. Then act it out.

Situations Roles	Situation 1	Situation 2	Situation 3	Situation 4	Situation 5
Role A					
Role B					
Role C					
Role D					
Role E					
Role F					

# Unit 2

## Entertaining

### Aims

In this unit, you will learn:

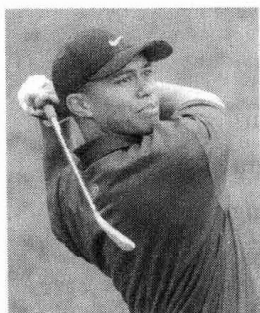
- to understand the importance of entertaining a client.
- to identify some major ways of entertainment.
- to practice entertaining a client in a given situation.

### Part 1: Starting out

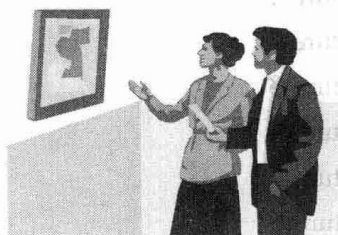
☛ Questions for discussion:

1. What has made it quite common for companies to entertain their clients?
  - To make business fun.
  - To help impress the client.
  - To stand out as competition is much more fiercer nowadays.
  - A good reputation in the corporate world depends largely on what clients think and speak of the company.
2. There are numerous activities companies can do with clients. Match the following pictures of Column A with the corresponding activities listed in Column B.

(1)



(2)



(3)



(4)



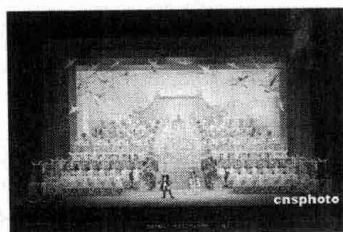
(5)



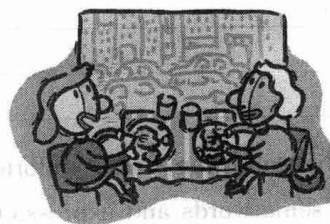
(6)



(7)



(8)



(9)



**Column A**

Picture 1

Picture 2

Picture 3

Picture 4

Picture 5

Picture 6

Picture 7

Picture 8

Picture 9

**Column B**

Playing golf

Boat excursion

Watching opera

Playing bowling

Watching Games

Theme parties

Gallery showings

Dinner at a fancy restaurant

Relaxing retreat (spa, foot reflexology, etc.)

**Part 2: Activities**

**Section A Pairs Work**

- ☛ Every client is different. When entertaining your client, you'd better find an activity that is most appropriate. Talk with your partner to find out the factors that affect your choosing of an activity.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

- ☛ Study the following useful information about golf. Work with your partner to identify some words and expressions about golf and list some best golf players that you know.

### Golf

Why has golf become the golden standard for entertaining clients? The fact is that many of us struggle to find time for it and even more of us struggle to play a good game.

Golf is a client-friendly activity because it is a slow game—unlike the breakneck pace of so many other sports. It does not leave you exhausted and gives you plenty of time to talk about business. The game is also exclusive in that top golf clubs often require special memberships.

Golf is relaxing not just in that many golf courses are visually soothing with beautiful architectural structure and pastoral surroundings. It affords you extended face time and allow you to flatter your clients better than other activities.

Golf can fuel some pretty intense passions; there aren't many sports that will motivate a guy to sacrifice his Saturday morning sleep-in, or inspire the otherwise docile man to hurl his \$400 golf bag into a pond. The game can give rise to some pretty fiery debates as well. Granted, the most obvious point of dispute in any sport—its best player—doesn't seem applicable to golf anymore, but there's still plenty to contest off the links. From putting stances to swing tips, golf fans find all kinds of things to argue about.

1. Vocabulary about golf:

---



---

2. Famous golf players that you know:

---



---



---

## Section B Role Play

### Stage 1

☞ Study the following letter of invitation before your role play.



Cowley Industrial Estate  
43 Butts Road  
Ox4 2JR UK  
Tel (01865) 533336  
Fax (01865) 533453

Your ref:  
Our ref: AG/MLTF/PF

Mr Paolo Fellini  
Purchasing Manager  
Cuore Sportivo  
Via Nicolosi 3  
20121 Milan  
Italy

5 November 2001

Dear Mr Fellini

(1) \_\_\_\_\_ to finally meet you at the Milan trade fair last week and I would like to thank you for the interest you expressed in Trackplus and our range of children's and teenage fashion sportswear and accessories.

(2) \_\_\_\_\_ to spend two or three days in the UK to visit our factory in Oxford and give you an overview of our facilities and production methods. This would also be an opportunity for you to visit our Head Office in London to meet our design team and Marketing and Sales Directors to discuss common areas of interest.

As you would be our guest, we would of course meet all your expense. We can also put a company car and driver at your disposal during your stay in London. (3) \_\_\_\_\_ watch "*The West End*" play if this would interest you.