

BUSINESS ENGLISH PORTFOLIO

# STARTING BUSINESS ENGLISH

商务英语初阶  
步入商界  
主教材

RESOURCE BOOK

Christine Johnson  
Jack Lonergan

BBC

外语教学与研究出版社  
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS



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# 前 言

欢迎学习《步入商界——商务英语初阶》!

这套书是为了使你能够最有效、最愉快地学习英语而设计的。通过本课程的学习,我们相信你能达到以下两个明确而实际的目标:第一,能够进行具体的商务活动;第二,能够提高商务英语水平。

《步入商界——商务英语初阶》包括两本文字教材:《主教材》和《学习辅导》。另外还有 VCD 以及录音带。这种多媒体的课程为你的学习提供了极大方便,你可以选择适合自己的学习方式,以取得最佳的学习效果。

本课程共有 20 个单元,每个单元涉及日常商务活动的一个侧面,展示如何处理工作现实中的各种问题,并突出介绍所涉及的重点语言范围。所以,你所听到的语言都是真实的,是与商务活动相关的。全部课程围绕现实生活中的一个完整的商务过程展开,兼顾知识性和趣味性。BIBURY SYSTEMS 是一家生产电子玩具的公司,我们的主人公是新任该公司推销员的 EDWARD GREEN,我们将追随他工作的进展,看到他如何处理公司内部以及同客户之间的关系。在《主教材》正文开始前,你将看到故事的几个主要人物。到课程结束的时候,你或许能决定你最喜欢的人物是谁。

在学习每个单元时,建议你从《主教材》开始。先看一看该单元故事情节的摘要,熟悉一下 WORD CHECK 中的重点词汇和 LANGUAGE SUMMARY 中的表达用语。然后再看 VCD 中的故事,了解该单元的内容和所涉及的语言点。如果你遇到看不懂的内容不要着急,《主教材》和《学习辅导》中的练习会帮助你理解故事的内容。看完录像后,先做《主教材》的练习,然后再做《学习辅导》中的词汇和句型练习。做完练习之后再再看一遍录像,你会发现能听懂更多的内容。

《主教材》中还包括:

ANSWER KEY

这是练习的答案,供你做完练习之后核对答案正确与否。

VIDEOSCRIPT

这是录像故事中的全部对话内容,供你在学习和做练习时参考。

AUDIOSCRIPT

这是录音带上的全部录音内容,供你在利用录音带做练习时参考。

GLOSSARY

书后的词汇表可供你学习时参考,但中文释义主要结合本课程。如需进一步学习该词汇,可以查阅词典。

学习本课程要注意语言的实践,要充分利用课程为你设计的各种练习,掌握所学到的在商务活动中有用的句型和表达用语。通过大量的实践,相信你将能够在实际生活中运用从本课程中所学到的地道英语进行成功的商务活动。

《步入商界——商务英语初阶》还可以帮助你顺利通过“商务英语证书考试(BEC)”。该考试是由英国剑桥大学考试委员会推荐、教育部考试中心承办的权威性考试,目前已在我国全面展开。由剑桥大学签发的 BEC 证书可在各类经济部门,特别是涉外经济部门和三资企业招聘、晋升时作为英语能力的权威证明。《步入商界——商务英语初阶》是剑桥大学考试委员会推荐的备考音像教材。

这套书的中文版由中央广播电视大学 and 外语教学与研究出版社联合引进、改编。改编顾问是对外经济贸易大学的黄震华教授。参加改编工作的有:刘黛琳和杨启宁。在改编过程中本课程的主讲者张静也曾提出不少有益的建议。

编者



# BIBURY SYSTEMS



**Geraldine Scott**  
Receptionist



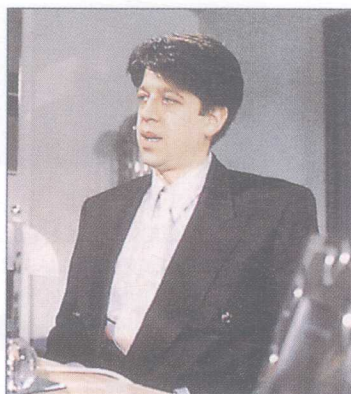
**Jenny Ross**  
Head of Administration



**Kate McKenna**  
Head of Sales



**Derek Jones**  
Development Manager



**Don Bradley**  
Director of  
Sales and Marketing



**Clive Harris**  
Managing Director



## UNIT 1 PAGE 1

### INTRODUCING YOURSELF

GIVING NAME AND JOB TITLE • GREETING PEOPLE  
TALKING ABOUT YOUR COMPANY

## UNIT 2 PAGE 6

### USING THE TELEPHONE

STARTING A TELEPHONE CONVERSATION  
GETTING THROUGH • TAKING MESSAGES

## UNIT 3 PAGE 11

### MAKING APPOINTMENTS

ASKING FOR A MEETING • FIXING TIMES  
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INTRODUCING A VISITOR TO YOUR COLLEAGUES  
MAKING SMALL TALK • RESPONDING TO INVITATIONS  
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TAKING PART IN A MEETING • EVALUATING  
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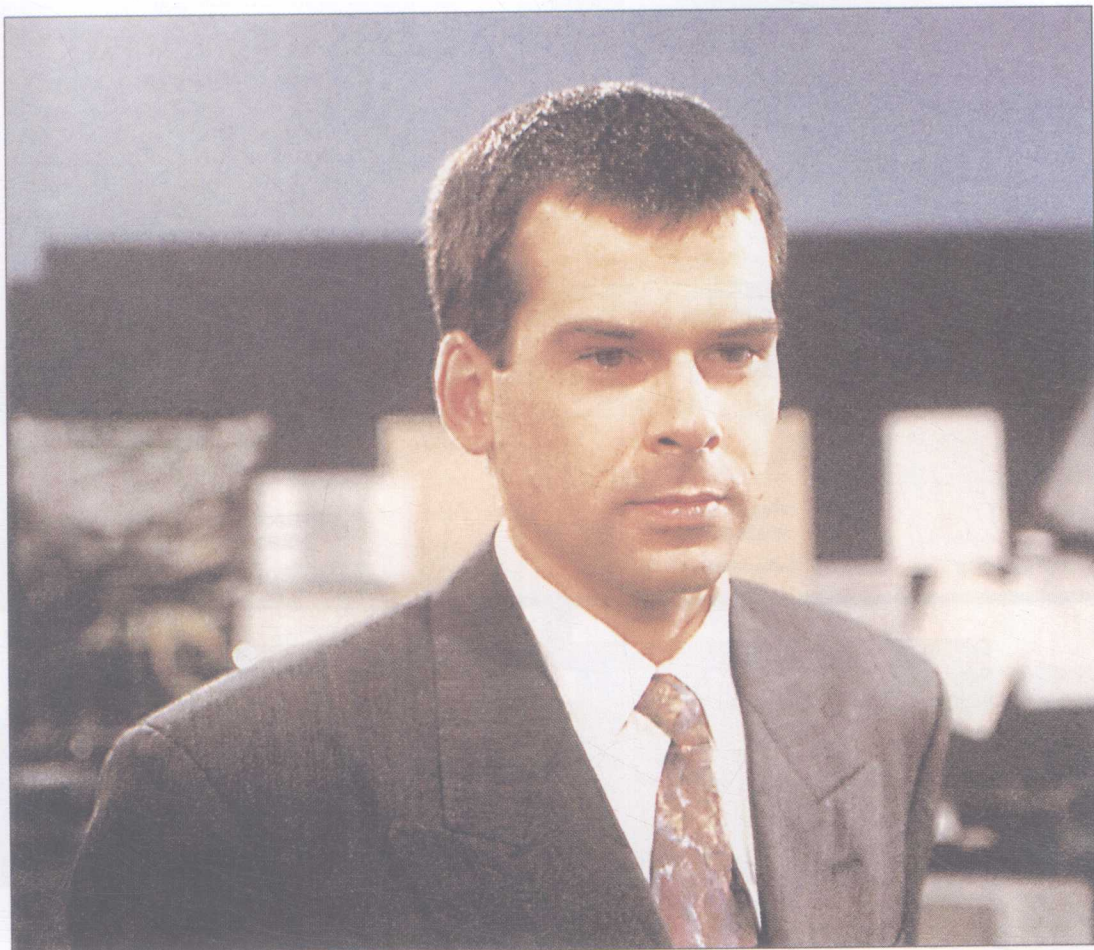


# UNIT 1 INTRODUCING YOURSELF

GIVING NAME AND JOB TITLE

GREETING PEOPLE

TALKING ABOUT YOUR COMPANY



## In this unit . . .

Bibury Systems is a British company. It manufactures electronic toys.

Edward Green starts a new job at Bibury Systems.

Jenny Ross shows Edward Green the company offices. Edward sees a new product: "Big Boss".

## WORD CHECK

**Office**  
reception  
workshop  
boardroom  
desk

**Departments**  
sales  
marketing  
administration  
research  
development

**Company**  
manufacture  
product  
electronic toy  
prototype

**Visitor**  
arrive  
meet  
greet  
welcome  
introduce  
colleague  
make small talk

**Job**  
board of directors  
manager  
executive  
assistant  
secretary  
work for  
(a company)  
report to  
(a manager)



1

## MEETING AND GREETING PEOPLE

## Match

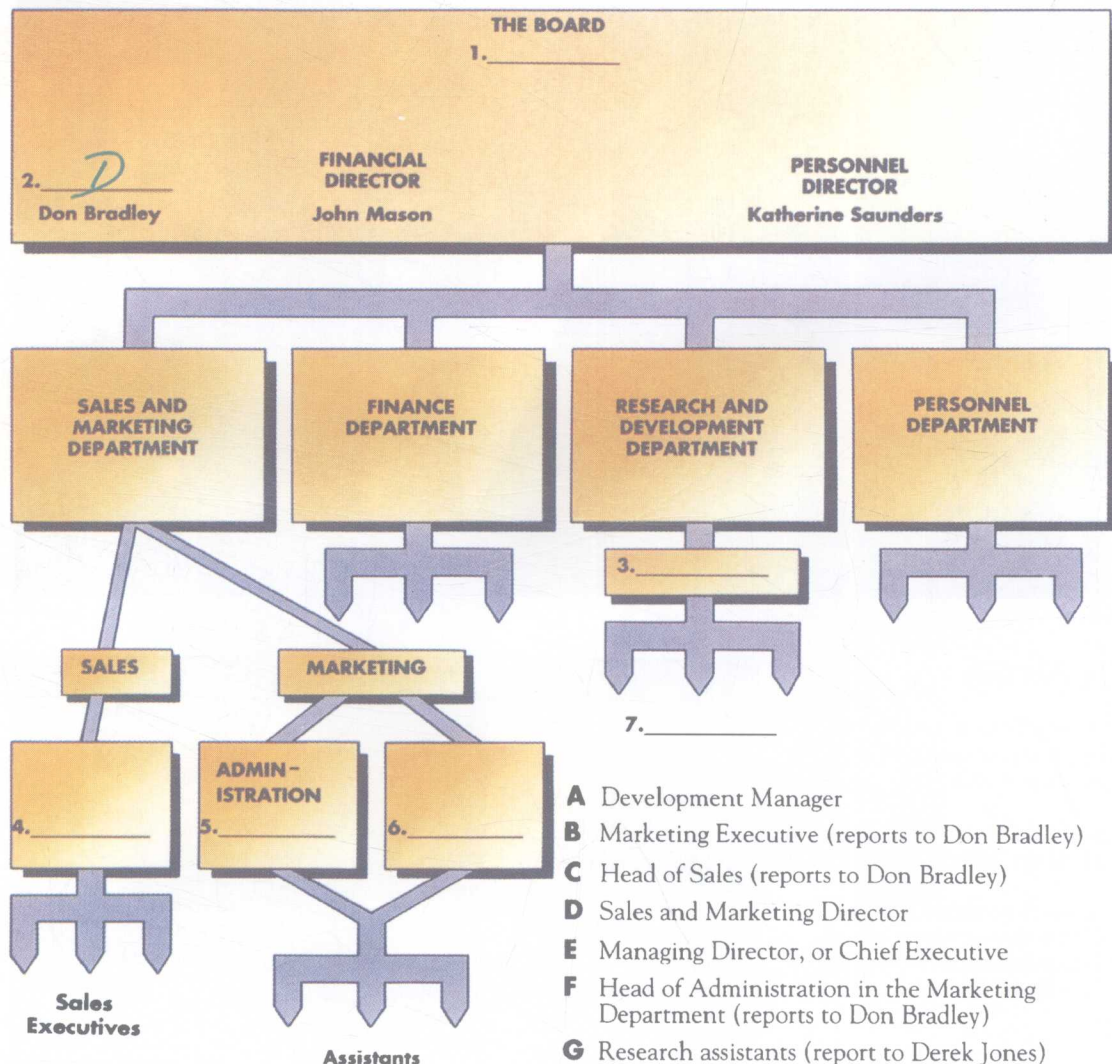
- 1 You arrive at the office in the morning. E
- 2 A new colleague or a visitor arrives at reception. \_\_\_\_
- 3 You meet a visitor or a new colleague. It is the first meeting. \_\_\_\_
- 4 Two colleagues meet. It is not the first meeting. \_\_\_\_
- 5 You introduce a new colleague. \_\_\_\_

- A** How do you do?  
Pleased to meet you.
- B** This is Edward Green.  
He's our new marketing executive.
- C** How are you?  
I'm fine, thank you.
- D** I'm here to see Don Bradley.  
One moment, please.
- E** Good morning!  
Good morning!

2

## JOB TITLES

## Match



## EDWARD GREEN MEETS ...

He meets ... in ...

- |                            |   |
|----------------------------|---|
| 1 Geraldine Scott          | C |
| 2 Clive Harris             |   |
| 3 Derek Jones              |   |
| 4 Kate McKenna             |   |
| 5 Don Bradley              |   |
| 6 Jenny Ross               |   |
| 7 Clive Harris's secretary |   |

- A** the research and development workshop      **C** the reception
- B** the marketing department      **D** the board room

## FIRST MEETING

|                | Jenny and Edward say:                                       | You can say:                           |
|----------------|---|--|
| Give your name | My name's Edward Green.<br>I'm Jenny Ross.                  | My name is ...<br>I'm ...              |
| Be polite      | How do you do?  | How do you do?<br>Pleased to meet you. |
| Reply          | Pleased to meet you.  | How do you do?<br>Pleased to meet you. |
| Give job title | I'm the head of administration in the marketing department. | I'm ...                                |

## FIRST NAMES OR SURNAMES?

Choose



- 1 Does Clive Harris say: **A** Jenny **B** Mrs Ross?      2 Does Geraldine Scott say: **A** Clive **B** Mr Harris?
- 3 Does Jenny Ross say: **A** Don **B** Mr Bradley?      4 Does Kate McKenna say: **A** Edward **B** Mr Green?

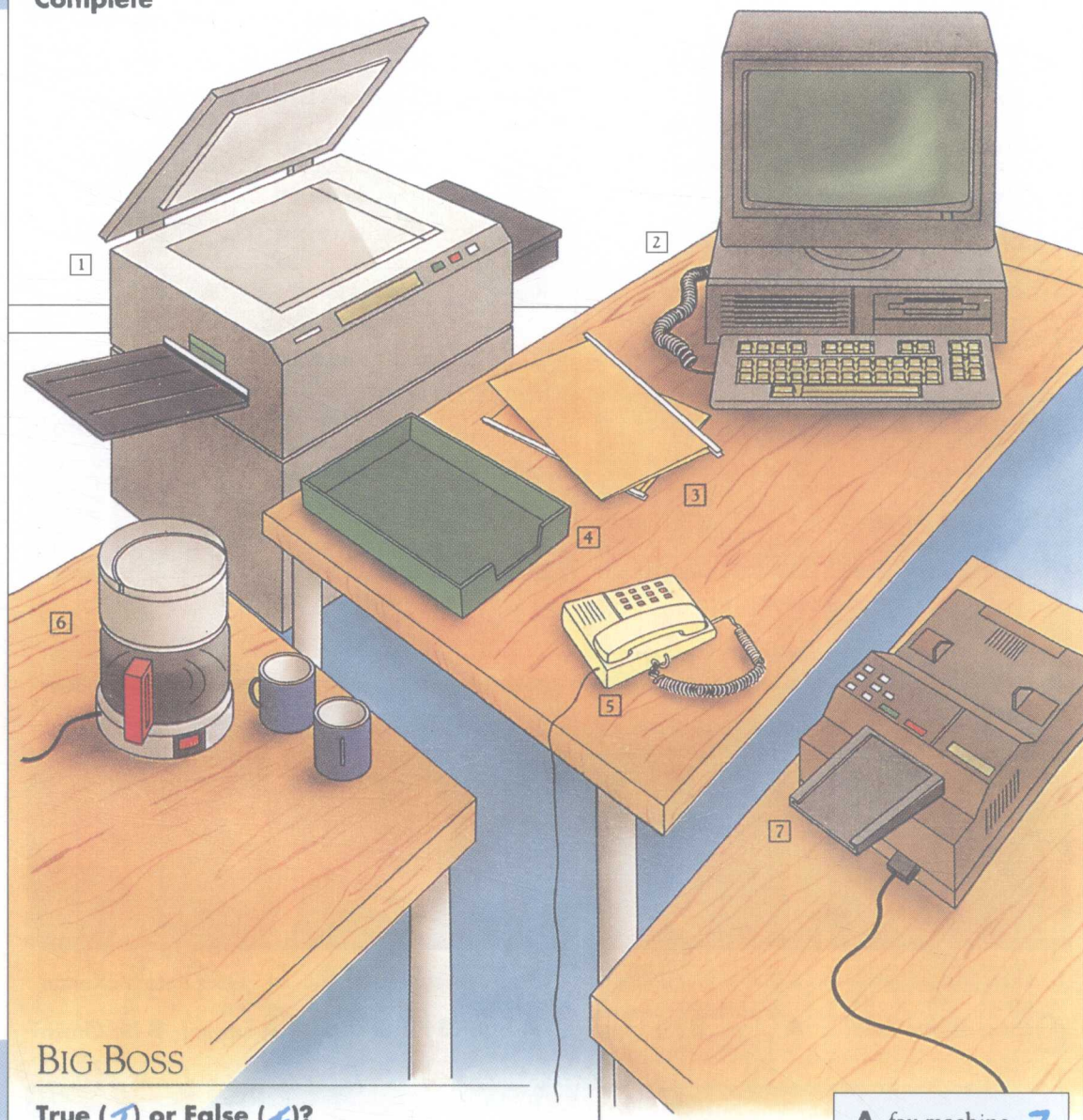
## MEETING A COLLEAGUE

|           | Jenny and Kate say:  | You can say:                                      |                 | Clive and Jenny say:                       |
|-----------|----------------------|---|-----------------|--|
| Greet     | Good morning, Kate.  | Good morning.<br>Good afternoon.<br>Good evening. | Make small talk |  |
| Be polite | How are you?         |   | weekend         | Good weekend?<br>Excellent, thank you.     |
| Reply     | I'm fine, thank you. | Fine, thanks.<br>How are you?                     | weather         | It's cold this morning.<br>Yes, very cold. |



## OFFICE EQUIPMENT

Complete



## BIG BOSS

True (T) or False (F)?

- 1 Big Boss is a toy. T
- 2 Big Boss is an old product. \_\_\_\_
- 3 Big Boss has a microphone. \_\_\_\_
- 4 Big Boss talks. \_\_\_\_
- 5 Edward sees Big Boss in the marketing department. \_\_\_\_
- 6 Big Boss speaks English. \_\_\_\_

- A fax machine 7
- B files \_\_\_\_
- C in-tray \_\_\_\_
- D telephone \_\_\_\_
- E coffee machine \_\_\_\_
- F photocopier \_\_\_\_
- G PC \_\_\_\_

## DESCRIBING THE OFFICE

## Complete

Hello. I'm Edward Green and I work with Jenny Ross.

This is 1 E office.

This is 2 \_\_\_\_ desk, here.

That is where Jenny Ross works. That's 3 \_\_\_\_ desk.

I think you know Don Bradley, the Director of Sales and Marketing. Over there is 4 \_\_\_\_ office.

Bob and Pete report to Derek Jones in the Research and Development Department.

This is 5 \_\_\_\_ workshop.

- |               |                |
|---------------|----------------|
| <b>A</b> my   | <b>D</b> her   |
| <b>B</b> your | <b>E</b> our   |
| <b>C</b> his  | <b>F</b> their |

## ANSWERING QUESTIONS

## Match

- Good weekend? C
- Are you Edward Green? \_\_\_\_
- Welcome to Bibury Systems. \_\_\_\_
- Would you like a cup of coffee? \_\_\_\_
- Do you like it? \_\_\_\_
- I'm sorry. R & D? \_\_\_\_

- |   |
|---|
| <b>A</b> No, thank you.                   |
| <b>B</b> That's Research and Development. |
| <b>C</b> Excellent, thank you.            |
| <b>D</b> Thank you.                       |
| <b>E</b> Yes.                             |
| <b>F</b> It's very good.                  |

## LANGUAGE SUMMARY

## Introducing yourself

Good morning.

I'm Edward Green.

I'm a marketing executive.

I report to Don Bradley,  
the Director of Sales and  
Marketing.

I'm ...

I'm a ...

I report to ...

## Talking about your company

I work for Bibury Systems.

Bibury Systems manufactures  
electronic toys.

We have offices in London.

I work for ...

Our company ...

We have offices  
in ...

## Introducing a colleague

This is Kate McKenna.  
She's Head of Sales.

This is ...  
He is ...  
She is ...



# UNIT 2 USING THE TELEPHONE

## STARTING A TELEPHONE CONVERSATION

## GETTING THROUGH

## TAKING MESSAGES



### In this unit . . .

Edward Green wants Mr Smith to buy Big Boss.

Don Bradley telephones Phil Watson at RUYJ Advertising.

Mr Sakai, a Japanese client, rings Clive Harris to discuss a meeting.



### WORD CHECK

#### Telephoning

make a telephone call  
ring  
contact  
call  
call back  
hold  
speak to (Mr . . .)  
switchboard  
take a message  
available  
free  
wrong number  
busy  
direct line

check  
try  
mobile phone  
extension

#### Advertising

client  
catalogue  
exciting  
arrange  
meeting  
discuss  
figures  
presentation



## STARTING A TELEPHONE CONVERSATION

## Complete



1 B  
Bibury Systems.  
2 \_\_\_\_\_

His line is busy.  
Will you hold?

I'll put you through.  
Please hold the line.

Good morning.

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_



- A** My name is Sakai. **D** Can I speak to Clive Harris, please?  
**B** Good morning. **E** Can I help you?  
**C** I'll hold.

## GETTING THROUGH

## Complete



Good morning.  
Phil Watson's office.

Who's calling, please?

I'm afraid Mr Watson  
is not in the office  
at the moment.

Can I take a message  
or would you like  
to ring him on his  
mobile phone?

Hello. Can I speak to  
Phil Watson, please?

1 C

2 \_\_\_\_\_  
Can you ask Mr  
Watson to ring me?

3 \_\_\_\_\_  
Can I have the  
number, please?

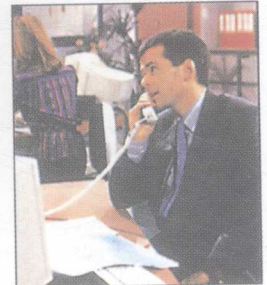


Mr Smith's office.

I'm afraid Mr Smith  
isn't available.  
He's in a meeting.

Hello.  
My name's Edward  
Green.  
I'd like to speak to  
Mr Smith, please.

4 \_\_\_\_\_



- A** Can you take a message, please?  
**B** I'll ring back.  
Is he free later this afternoon?  
**C** My name's Don Bradley.  
**D** I'll try his mobile.



3

## WHAT IS IT ABOUT?

### Match

- 1 Edward calls Mr Smith about C
- 2 Kate calls Clive Harris about \_\_\_\_\_
- 3 Mr Sakai calls Clive Harris about \_\_\_\_\_

- A** a meeting they have arranged.

**B** the figures for the presentation to Mr Sakai.

**C** an exciting new product.

4

## WHAT IS THE PROBLEM?

### Choose



1



2



3

- A** He's not in the office.
- B** He's not available.
- C** His line is busy.
- D** He has the wrong number.
- E** He's in a meeting.



\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5

## WHAT HAPPENED?

### Choose

- 1 How many telephone calls does Edward make to Mr Smith?

- A** Two.
- B** Three.
- C** Four.

- 3 Clive Harris doesn't want to talk to Kate now because:

- A** he is too busy.
- B** he has an important telephone call from Japan.
- C** he doesn't want to talk about sales figures.

- 2 Don Bradley wants to speak to Phil about:

- A** a new product.
- B** an advertising problem.
- C** mobile phones.

- 4 Edward can speak to Mr Smith because:

- A** Mr Smith's secretary is not there.
- B** he has Mr Smith's direct number.
- C** Jenny tells him to try again.

## TAKING MESSAGES

## Read

Jenny: Marketing office. This is Jenny Ross **(A)**.

Phil: Good morning. This is Phil Watson **(B)**.  
I'm from RUYJ Advertising **(C)**.  
Can I speak to Edward Green **(D)**, please?

Jenny: I'm sorry. He isn't in the office at the moment, Mr Watson.  
Can I take a message?

Phil: Yes. Can you ask him to call back as soon as possible **(E)**?  
It's very important.  
My number is 0905 816259 **(F)**.

Jenny: Let me check that. 0905 816259.

Phil: That's right.

Jenny: OK, Mr Watson. I'll give Edward Green your message.

Phil: Thank you. Goodbye.

**TELEPHONE MESSAGE**

1 For: D

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

2 Name of caller: \_\_\_\_\_

3 Company: \_\_\_\_\_

4 Tel. No. \_\_\_\_\_

5 Message: \_\_\_\_\_

6 Message taken by: \_\_\_\_\_

## TELEPHONING: MAKING A CALL

## TAKING A MESSAGE

|                              | Edward says:  | You can say:   |                              | Dave and Don say:  | You can say:  |
|------------------------------|---|--|------------------------------|--|---|
| Give your name and company   | Hello, my name is Edward Green.<br>I'm from Bibury Systems. | My name is ...<br>I'm from ...                                   | Offer to take a message      | Can I take a message?  | Can I give him/her a message                                      |
| Say who you want to speak to | I would like to speak to Mr Smith, please.                  | I'd like to speak to ..., please?<br>Can I speak to ..., please? | Ask for the name             | Can I ask who's calling, please?   | Who is calling, please?   |
|                              |   |  | Ask for the telephone number | Can I have the number, please?   | What is your number, please?                                      |
|                              |   |  | Check information            | Just let me check that.  | Can you repeat that, please?                                      |
|                              |   |  | Check the number             | 0-8-0-2- 5-4-3- double 7   |   |
|                              |   |  | Check the spelling           |  | Can you spell that, please?<br><br>B-I-B-U-R-Y-<br>-S-Y-S-T-E-M-S |
|                              |   |  | Be polite                    | I'm afraid Phil's not in the office at the moment.<br><br>Sorry to keep you waiting. | I'm sorry.<br>I'm afraid that ...                                 |



7

## WHICH IS MORE POLITE?

## Choose

- |  |   |
|--|---|
| 1 <b>A</b> I want to speak to Mr Smith.<br><b>B</b> I would like to speak to Mr Smith, please.     | 5 <b>A</b> What is it about?<br><b>B</b> Can I ask what it is about?  |
| 2 <b>A</b> Give me the number.<br><b>B</b> Can I have the number, please?                          | 6 <b>A</b> Yes?<br><b>B</b> How can I help you?   |
| 3 <b>A</b> I'm afraid Mr Smith isn't in the office at the moment.<br><b>B</b> Mr Smith isn't here. | 7 <b>A</b> I'm sorry. Can you repeat that?<br><b>B</b> What?  |
| 4 <b>A</b> Who's that?<br><b>B</b> Can I ask who's calling please?                                 | 8 <b>A</b> Mr Smith isn't available.<br><b>B</b> I'm sorry. Mr Smith isn't available. Can I take a message? |

8

## SHORT FORMS

## Match

- 1 I'll call back later.  
**C**
- 2 I'd like to speak to Mr Harris, please.  
\_\_\_\_\_
- 3 I'm afraid he isn't in the office. \_\_\_\_\_
- 4 You've got the wrong number. \_\_\_\_\_
- 5 Who's calling please? \_\_\_\_\_

- A** am  
**B** is  
**C** will  
**D** would  
**E** have

## LANGUAGE SUMMARY

## Requesting

|  |                   |
|--|-------------------|
| Can I talk to Phil Watson, please?     | Can I . . . ?     |
| Can I speak to Peter?                  |                   |
| Can I have the number, please?         |                   |
| Can we meet?                           | Can we . . . ?    |
| I'd like to speak to Mr Smith, please. | I'd like to . . . |
| I'd like to talk to Mr Smith direct.   |                   |

## Responding to problems

|   |                 |
|---|-----------------|
| I'm afraid he's in a meeting at the moment. | I'll ring back. |
| I'm afraid his line is busy. Will you hold? | Yes, I'll hold. |

## Asking questions

|  |                     |
|--|---------------------|
| Is that extension 367?                 | Is that..?          |
| Are you busy?                          |                     |
| Is Mr Smith free later this afternoon? | Is Mr Jones free..? |
| Does Mr Smith have a direct line?      | When is he free..?  |
| Do you want to see the sales figures?  | Do you want to..?   |