

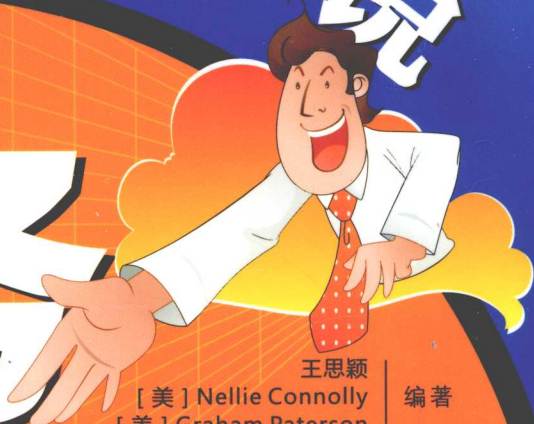


最实用的话题
最地道的表达



跟着老外天天说

商务



王思颖

[美] Nellie Connolly
[美] Graham Paterson

编著

[美] Logan West
[美] Robert Southey

审校

英语

玩转英语口语 见老外不再有口难开
打造沟通高手 说英语也能出口成章

中国宇航出版社



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Preface

The ever-increasing development of the cross-cultural communication between China and the outside world has made English an essential skill that one has to acquire in order to make more friends and grasp more opportunities in both work and daily life. It is of even greater significance for those engaged in the e-business sectors. If well-equipped with English skill, they could perform with more confidence and excellence.

Thus we compile this book on business English, including 100 topics with altogether 200 dialogues. Various topics concerning with business are covered in this book, ranging from human resource, public relations, E-business, market strategy, commercial promotion, financial crisis, negotiating, corporate structure to law in business and etiquette and culture in business. We are intending to offer our readers some comprehensive and practical model dialogues, based on the real business situation.

All the dialogues in this book are presented in both English and Chinese. As soon as problems emerge in the course of understanding the English original, readers can turn to the Chinese counterpart for reference. Relevant background knowledge is found at the very beginning of each topic, due to which, basic knowledge about business English is accumulated gradually, and potential doubts hindering the understanding of the texts are clarified. What's more, key expressions in each topic are also listed, calling for more attention and efforts from our readers. Experts from BFSU also contribute in recording the MP3 discs. Readers are encouraged to read after the discs and imitate the pronunciation and intonation, because it helps not only in practicing oral English, but also in applying the books to full use.

Readers are able to attach different importance to different chapters according to their own needs and interests for the mutual independency of chapters in each book. Rome is not built in one day, and the acquisition of one language could not be finished within a short period of time. Only when you have accumulated abundant materials can you express yourself fully and with more ease. To achieve this purpose, the recitation of the key sentences in this book is highly recommended.

We'd like to express our sincere thanks to Nellie Connolly, Logan West and Graham Paterson, linguist experts from BFSU for the appreciation of their active involvement and the valuable advice we hear from them in the completion of the book.

We hope that this book could acquaint the readers with business English, which in turn improves the efficiency and effects of their work. Wish all the readers good luck and great success.

Editor

前言

随着中外交流的日益频繁,英语成了越来越多的人所必备的技能。掌握了英语,就能够在工作和生活中更加得心应手,交更多的朋友,得到更多机会,在商务场合也会更加自信出色。因此,职场人士尤其要磨练好自己的英语。

因此,我们编写了商务话题,本书共有 100 个话题,编写了 200 个对话。内容涉及商务活动的方方面面,小到聊天,大到会谈,有人力资源管理、企业公关、电子商务、市场策略、商业促销、金融风暴、商业谈判、公司结构、商务法律和文化等各方面的谈话模板,能给读者提供相对全面的素材和经验。

本书采用了中英文对照的模式,读者可以先看英文,若有理解困难可以看中文作为参考。每个话题开头都有背景知识介绍,为读者提供一些商务方面的基本知识,便于读者理解正文。重要的表达方式也在开头列出,供大家重点掌握。此外,本书还配有由北京外国语大学专家配音录制的 MP3 光盘,供大家模仿,有助于练习口语,加深记忆。

本书的对话相对独立,读者可根据自己的需要选择重点学习。建议读者对文中的重点句型加以背诵,以便能在各种场合脱口而出。口语的训练是一个由量变到质变的过程,只有积累了丰富的原材料,背诵了大量句子,才能够最终达到自由表达和交流的水平。本书也为读者提供了一些基础的商务知识,这不仅有助于开阔眼界,还会使读者工作起来更加得心应手。

为了增加本书的权威性并使语言标准地道,我们还特别邀请了北京外国语大学美国语言专家 Nellie Connolly、Logan West 和 Graham Paterson 参与了本书的编写和审校工作。他们也为本书的创作付出了艰辛的劳动,在此表示衷心的感谢!

本书定位于商务英语口语,希望读者在品读完本书之后,能对商务知识更加熟悉,工作起来更加高效。在国际商务交流之中,能够崭露头角,把握机会,不断取得成功。

编者

2010 年夏于北京

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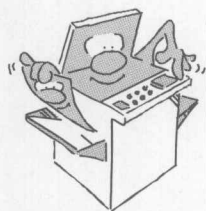


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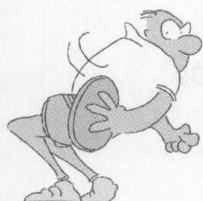
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1. Recruitment

招兵买马



拓展视野，掌握背景知识

人员的招聘，是企业组织与企业管理中最关键的一个步骤。这一工作的好坏，不仅直接影响到人员配备的其他方面，而且对整个管理过程的进行，乃至整个组织的活动，也都有着极其重要和深远的影响。“得人者昌，失人者亡”，这是古今中外公认的一条决定组织成败的要诀。



知识难点看一看，情景实战热热身

1. vacancy: 空缺，空额，名词

There are quite a few job vacancies in our company.

我们公司有不少职位空缺。

2. recruiting: 招聘，招募，名词

I want to discuss with you some details about the recruiting.

我想和你讨论一些有关人员招聘的细节问题。

3. Usually, you can try the internet recruiting, headhunters and also campus recruitment.

一般说来，你可以尝试一下网上招聘，找猎头公司或组织校园招聘。

4. can't afford: 花费不起

We can't afford time to train a possibly successful candidate.

我们花费不起时间去培训一个可能成功的求职者。

5. cover: 包括，涉及，动词

By the way, the advertisement should be well-designed to cover the basic information and show our sincerity.

对了，广告要精心设计，包含我们公司的基本信息，并表现出我们的真诚。

6. publicize: 宣扬，宣传，动词

Because this is also a very good chance to publicize the image of our company.

因为这也是一个宣传我们公司形象的大好时机。



跟着老外听一听，读一读，练一练

会话 1

Amanda: There are quite a few job vacancies in our company, including the personnel manager, since the former one resigned to resume her studies. I want to discuss with you some details about the recruiting.

Bob: How many do you plan to recruit?

A: Around 20.

B: Usually there are two ways of recruiting, one is internal recruitment and the other external recruitment. The strength of internal recruitment lies in the fact that you are very familiar with the performance of the candidate.

A: Are there any approaches that you recommend for the external recruitment?

B: Usually, you can try the internet recruiting, headhunters and also campus recruitment, and also you can put up an advertisement in the magazines or newspapers.

A: I don't think it will work to hold campus recruitment, for we merely want to hire 20 people. And besides, I want to hire a person who has done this exact job, in this exact industry, in this particular business climate from a company with a very similar culture. We can't afford time to train a possibly successful candidate.

B: Then you can put up advertisements in magazines or newspaper, or on the internet.

A: Can you contact some influential publications and talk with them to see the cost stuff?

B: I will do right away.

阿曼达：我们公司有不少职位空缺，包括人事部经理，因为前任人事部经理辞职继续她的学业去了。我想和你讨论一些有关人员招聘的细节问题。

鲍勃：你计划招多少人？

A: 20 人左右。

B: 一般有两种招聘方式：一种是内部招聘，一种是外部招聘。内部招聘的优势在于，你对应聘者的工作表现比较熟悉。

A: 关于外部招聘，你建议采取什么方法呢？

B: 一般说来，你可以尝试一下网上招聘，找猎头公司或组织校园招聘，也可以在杂志或报纸上刊登招聘广告。

A: 我认为，举办校园招聘会的建议不可行，因为我们只想聘用 20 个人。而且，我想聘用一位在本行业、本职位、本商业环境中工作过的，来自一家有着类似企业文化的公司的人。我们花费不起时间去培训一个可能成功的求职者。

B: 那么，你就在杂志、报纸，或网络上张贴招聘广告吧。

A: 麻烦你与一些有影响力的出版商取得联系，和他们谈一下费用问题，好吗？

B: 我马上去办。

核心词汇记一记

Words Storm

vacancy	['veikənsi] <i>n.</i> 空缺
resume	[ri'zju:m] <i>vt.</i> 再继续
recruit	[ri'kru:t] <i>n./vt.</i> 招聘
head-hunter	['hed,hʌntə] <i>n.</i> 猎头
publication	[ˌpʌbli'keɪʃən] <i>n.</i> 出版物

Phrases

lie in	在于
--------	----

会话 2

Bob: I am planning to put up an advertisement on “Zhilian Zhaopin”, the most popular website for recruiting now. Still, there are some points that you need to clarify for me.

Amanda: Okay, what are they?

B: The position is the **personnel manager**, and the candidate must have at least two years experience in this field, right?

A: Exactly.

B: The ideal candidate is preferably to under the age of 35, right?

A: Yes. Besides those basic requirement, the description of **applicants' qualification** should also be included, because it can **cut down** the number of applicants, attract the **desirable** ones and thus reduce the staff turnover.

B: Okay, that is a must.

A: By the way, the advertisement should be well-designed to cover the basic information and show our sincerity.

B: I know, because this is also a very good chance to **publicize** the image of our company.

A: Now, you can begin **composing** the advertisement. Call me if you have any problem.

鲍勃: 我计划在“智联招聘”上发布招聘广告, 它可是如今最火爆的招聘网站啊。还有一些细节需要你确认一下。

阿曼达: 好啊。是什么?

B: 招聘职位是人事部经理, 应聘者必须有至少两年行业工作经验, 是吗?

A: 很对。

B: 理想的应聘者最好年龄在 35 岁以下, 对吗?

A: 是的。除了基本要求之外, 还应该描述一下职位要求, 这样可以削减应聘者的数量, 吸引符合要求者, 以减少员工流动。

B: 好, 那是必须的。

A: 对了, 广告要精心设计, 包含我们公司的基本信息, 并表现出我们的真诚。

B: 我知道, 因为这也是一个宣传我们公司形象的大好时机。

A: 现在, 你就开始撰写广告吧。如果有任何问题, 给我打电话。

核心词汇记一记

Words Storm

applicant	[ˈæplɪkənt] <i>n.</i> 申请人
qualification	[ˌkwɒlɪfɪˈkeɪʃən] <i>n.</i> 资格证书
desirable	[dɪˈzaɪərəbl] <i>adj.</i> 满足需要的
publicize	[ˈpʌblɪsaɪz] <i>vt.</i> 宣传
compose	[kəmˈpəʊz] <i>vt.</i> 撰写

Phrases

personnel manager	人事主管
cut down	削减

2. Interview

面试筛选



拓展视野，掌握背景知识

一次面试的时间往往不会超过一小时，其影响却可长达数年。求职者掌握一定的面试技巧，有助于提高应聘几率，在激烈的竞争中脱颖而出。首先，要着装得体，给人良好的第一印象。其次，要语言得当，谈吐大方。第三，要展现自我能力，表现出对所从事职业的喜爱。薪水要求要合理适度，与自我水平挂钩。



知识难点看一看，情景实战热热身

1. Is it individual interview or panel interview?

是个别谈话还是小组面试?

2. general idea: 大体了解，大意，梗概

I'd better have a general idea about the candidates before talking to them.

在和他们谈话之前，我最好对求职者们有个大致的了解。

3 in turn: 转而，反过来

A challenging occupation will force you to improve and become more competitive at your job. It will also give you a sense of fulfillment and confidence, which in turn will have positive influence on your life and career.

一份有挑战性的工作有助于自身的提高，还可以使你变得更有竞争力。它同样也会给人成就感与自信。这些反过来又会对个人的生活与事业有积极的影响。

4. to be frank: 坦白地说，等于 frankly speaking

To be frank, I don't mind work overtime and on the contrary, I think I have to sacrifice more in order to make progress.

坦白地说，我不介意加班；相反，我认为，为了取得进步，我必须做出更大的牺牲。

5. contribute to: 贡献

I think salary is important for bread and milk and should be reasonable and match what I have contributed to the company.

我认为，薪水对于温饱问题很重要，应该合理适当，而且也应该与我对公司作出的贡献相一致。



跟着老外听一听，读一读，练一练

会话 1

Sam: We have received more than 100 resumes since the publication of our advertisement. It seems that our advertisement really works.

Cathy: That is good news. When will the interview begin?

S: It begins tomorrow starting from 9 o'clock, with each interview lasts for half an hour.

C: Is it individual interview or panel interview?

S: Individual interview. You can have a better picture of the performance of the candidate, and after that we will have a mental ability test to further evaluate the candidates.

C: Vow, there might be fierce competitions among the candidates. Where can I get all the resumes? I'd better have a general idea about the candidates before talking to them.

S: I have them typed out just now, and they will be ready in a minute. I will give them to you as soon as I have them. By the way, our manager wants me to tell you that, relative working experience is very important.

C: I see. We have to start this program right now, which allows no time for further training.

S: These are our interview forms needed tomorrow. You have to write a few words regarding their performance and don't forget to have them sign their names on the form.

C: I will.

山姆: 自从发布招聘信息之后, 我们已经收到 100 多份简历了。

似乎我们的广告真地起作用了。

凯西: 这是好消息啊。面试几点开始?

S: 明天早上 9 点开始。每场面试持续半个小时。

C: 是个别谈话还是小组面试?

S: 个别谈话。这样, 我们可以对求职者的表现有更好的把握。面试之后, 还有一个心理测试, 进一步评估求职者的能力。

C: 哇, 求职者之间肯定会有激烈的竞争。我到哪去取所有的简历? 在和他们谈话之前, 我最好对求职者们有个大致的了解。

S: 我刚刚叫人去打印了, 马上就能准备好。我一拿到简历, 就给你送去。对了, 经理让我告诉你, 相关的工作经验是非常必要的。

C: 我知道。这个项目马上就要实施, 没有时间培训新人。

S: 这是明天要用的面试表格。你需要就他们的表现在上面写几句评语, 别忘了让他们签上自己的名字。

C: 忘不了。

核心词汇记一记

Words Storm

resume	[ri'zju:m] <i>n.</i> 简历
interview	['intəvju:] <i>n.</i> 面试
panel	['pænl] <i>n.</i> 座谈小组
candidate	['kændideit] <i>n.</i> 求职者, 候选人
evaluate	['i:væljueit] <i>vt.</i> 评估
regarding	[ri'ga:diŋ] <i>prep.</i> 关于

Phrases

last for	持续……
mental ability test	心理测试
sign one's name	签名

会话 2

Sam: Hello, nice to see you here. You can take a seat now.

Cynthia: Thank you.

S: I have read your resume. It seems that you have rich experience in marketing. I wonder what makes you choose our company. To be frank, I thought your previous job in IB was marvelous.

C: Yes, but I believe your company has great potential, and I can expect new opportunities for career advancement.

S: Is it necessary to consider challenge when deciding to accept a job offer?

C: Yes. A challenging occupation will force you to improve and become more competitive at your job. It will also give you a sense of fulfillment and confidence, which in turn will have positive influence on your life and career.

S: Our company will provide you with ample chances and challenges, I promise. By the way, do you mind work overtime, because we have had a really busy schedule in recent months and you sometimes have to work overtime.

C: To be frank, I don't mind work overtime and on the contrary, I think I have to sacrifice more in order to make progress, and also I will try my best to improve my work efficiency.

S: I am glad that you are so conscientious. My last question is, what do you think of the salary we offer?

C: I think salary is important for bread and milk and should be reasonable and match what I have contributed to the company. I am quite satisfied, actually.

S: Thank you.

山姆: 你好。见到你很高兴。请坐。

辛西娅: 谢谢。

S: 我看过你的简历了。看起来, 你在营销方面有丰富的经验。我想知道, 你为什么选择我们公司。坦率地说, 我觉得你之前在 IB 的工作很好。

C: 是的。但是, 我相信贵公司有巨大的发展潜力, 在这里, 我可以期望获得新的职业提升的机会。

S: 当你决定接受一份工作的时候, 挑战性是必须考虑的因素吗?

C: 是的。一份有挑战性的工作有助于自身的提高, 还可以使你变得更有竞争力。它同样也会给人成就感与自信。这些反过来又会对个人的生活与事业有积极的影响。

S: 我保证, 我们公司会给你提供足够的机遇和挑战。对了, 你介意加班吗? 因为近几个月我们有一个十分紧急的项目, 有时需要你加班。

C: 坦白地说, 我不介意加班。相反, 我认为, 为了取得进步, 我必须做出更大的牺牲。同时, 我会尽全力提高我的工作效率。

S: 很高兴你有这样的意识。我最后一个问题是, 你觉得我们提供的薪水怎么样?

C: 我认为, 薪水对于温饱问题很重要, 应该合理适当, 而且也应该与我对公司作出的贡献相一致。事实上, 我很满意贵公司提供的薪水。

S: 谢谢你。

核心词汇记一记

Words Storm

marvelous	['mɑ:vələs] <i>adj.</i> 非凡的
potential	[pəu'tenʃəl] <i>n.</i> 潜能
advancement	[əd'vɑ:nsmənt] <i>n.</i> 进步
ample	['æmpl] <i>adj.</i> 充足的, 丰富的
sacrifice	['sækrɪfaɪs] <i>v./n.</i> 牺牲
conscientious	[,kɒnʃi'entʃəs] <i>adj.</i> 凭良心的, 尽责的

Phrases

work overtime	加班
on the contrary	反之, 相反

3. Training

培训提高



拓展视野，掌握背景知识

岗前培训的目标是要使新进人员了解本公司概况及规章制度，便于新进人员更快地胜任拟任岗位的工作并遵守规定。为了加快新员工的角色转变，使他们在较短时间里能适应工作岗位的要求，企业通常都要举行岗前培训。在企业文化与实际工作中，职业道德修养与人际关系的好坏显得尤为重要。



知识难点看一看，情景实战热热身

1. get accustomed to: 习惯于

Yes, all the new employees have distinct backgrounds, and only the appropriate training could help them get better accustomed to their new job.

是啊。员工们拥有不同的背景，只有通过适当的岗前培训，才能帮助他们更好地适应新工作。

2. situate sb. to: 使位于

Communication and computer skills are essential, because most of the time, they are dealing with their customers and computer skills would better situate them to the modern e-business era.

人际交往和计算机技术是必需的，因为他们大多数时间都在和客户打交道，计算机技能可以更好地使他们适应现今的电子商务时代。

3. agree with: 同意

I couldn't agree more, especially since our company has just opened the b2b business platform.

你说的太对了，尤其是我们公司刚刚开通了企业对企业网上交易平台。

4. work out: 制定出

I will work out a plan and in case any good idea suddenly come out, please let me know. 我这就做一份计划。你如果突然想到什么好点子，请一定告诉我。

5. pay for: 支付

You don't have to worry about that, definitely we will pay for the cost, which is also some bonus for our employees.

这你就不用担心了，肯定是公司支付花销了，这也算是给员工的红利。



跟着老外听一听，读一读，练一练

会话 1

Sam: Now the recruiting period is over and our next step should be to offer them some pre-work training. I think it is quite necessary.

Jane: Yes, all the new employees have distinct backgrounds, and only the appropriate training could help them get better accustomed to their new job.

S: And also bring them up to another performance threshold. What do you think should be included in the training?

J: Communication and computer skills are essential, because most of the time, they are dealing with their customers and computer skills would better situate them to the modern e-business era.

S: I can not agree with you more, especially since our company has just opened the b2b business platform.

J: Well, do you have someone in your mind as to who can give the lecture?

S: How about inviting a professor from Qinghua university? One of my friends is working there.

J: That is wonderful. By the way, our president is planning to deliver a speech in person on ethics and human relations, which according to him, bear notably on their performance.

S: Okay, I will work out a plan and in case any good idea suddenly come out, please let me know.

J: No, problem. Thank you.

山姆: 现在, 招聘环节结束了, 我们下一步应该给他们提供些岗前培训。我认为, 这很必要。

简: 是啊。员工们拥有不同的背景, 只有通过适当的岗前培训, 才能帮助他们更好地适应新工作。

S: 也是为了给他们设定另一个业绩目标。在你看来, 培训应该包含哪些东西呢?

J: 人际交往和计算机技术是必需的, 因为他们大多数时间都在和客户打交道, 计算机技能可以更好地使他们适应现今的电子商务时代。

S: 你说的太对了, 尤其是我们公司刚刚开通了企业对企业网上交易平台。

J: 呃, 关于找谁来做讲座, 你头脑中有人选了吗?

S: 请一位清华大学的教授, 怎么样? 我有一个朋友正好在清华大学工作。

J: 太棒了。对了, 我们的总裁正打算亲自做一场有关职业道德与人际关系方面的讲座。他认为, 这些会对员工的业绩有所帮助。

S: 好啊, 我这就做一份计划, 你如果突然想到什么好点子, 请一定告诉我。

J: 没问题。谢谢你。

核心词汇记一记

Words Storm

distinct	[dis'tɪŋkt] <i>adj.</i> 各异的
threshold	['θreʃhəʊld] <i>n.</i> 门槛, 开端
communication	[kə'mju:ni'keɪʃən] <i>n.</i> 沟通
essential	['ɛsənʃəl] <i>adj.</i> 必需的
situate	['sɪtʃueɪt] <i>vt.</i> 使位于
ethics	['eθɪks] <i>n.</i> 道德规范

Phrases

get accustomed to	适应
in person	亲自