



人力资源和社会保障部“十一五”规划课题成果

21世纪|规划教材
高等职业教育|双证系列

外贸英语口语教程

主编\李冬梅

(第二版)



上海交通大学出版社
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主 编 李冬梅
副主编 姚丽梅

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内 容 提 要

《外贸英语口语教程》共 18 课,以外贸活动各个实践环节为每课主题,每课均由听力练习、情景会话、交替口译练习、词汇和外贸商务知识五个部分组成,按时间先后记述了参加出口商品交易会、客户发展、外贸谈判等商务活动的各个环节,着重就商务谈判的各个环节进行分析讲解与练习。本书取材全面、内容新颖、语言规范、表达流畅,使读者可以边听边学,从中提高外贸商务知识。

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李冬梅 主编

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前 言

《外贸英语口语》是由上海交通大学出版社组织申报,劳动部“职业导向、就业优先、工学结合、双证融通”专业课程改革与教材改革的研究与实践子课题研究成果之一,也是福建省精品课程《外贸英语口语》的建设成果之一。

本教材注意到了在打好语言功底的基础上加强培养学生的商务特别是涉外经贸活动的能力。教材力求突破传统教材存在的一些问题,注意听与说的有机结合。书中的听力和对话都是取材于真实的商务活动场景,按照工作过程安排教学内容,让学生有身临其境之感,在课堂里就能亲身体验将来实际工作中可能遇到的场景。教材以外贸活动的各个实践环节为每课主题,每课均由听力练习、情景会话、交替口译练习、词汇和外贸商务知识五个部分组成,按时间先后记述了参加出口商品交易会、客户发展、外贸谈判等商务活动的各个环节,在章节编排外还充分考虑学习者的认知特点,着重就商务谈判的各个环节进行分解讲解与练习,涵盖了外贸谈判中外国买家与我方涉外工作人员磋商所可能涉及的各个细节。本书取材全面、内容新颖、语言规范、表达流畅,此外还聘请外国专家录制了配套有声资料,使读者可以边听边学,既便于进行听说训练又能提高外贸商务知识。本书可作为高等职业院校涉外经贸、商务英语、应用英语、外企管理等专业的外贸英语口语教材,也适用于外贸行业的涉外工作人员自学以及商务英语口语职业资格证书考试。

本教材由黎明职业大学外语系李冬梅副教授主编,由黎明职业大学12位教师共同完成。具体分工如下:1、3单元由李冬梅、杨德权编写;2单元由李冬梅、陈黎莉编写;4、5单元由李冬梅、郑志明编写;6单元由李冬梅、陶嫣姘编写;7、8、16单元由李冬梅、欧阳江涯编写;9、10单元由李冬梅、童敏君编写;11单元由李冬梅、林志坚编写;12、13单元由王强、李冬梅编写;14单元由陈伟强、李冬梅编写;15、17单元由姚丽梅、李冬梅编写;18单元由李冬梅、魏恩文编写。

由于缺乏经验且时间仓促,本书定有不少疏漏和不妥之处,敬请广大读者批评指正。

李冬梅

2009年5月30日

于黎明职业大学

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Unit 1 Choosing Target Market

Section One Listening Comprehension

Words and Phrases

garment / gɑ:mənt / *n.* 衣服
preliminary / pri'liminəri / *adj.* 初步的, 预备的
demographic / demə'græfik / *adj.* 人口(统计)的
expertise / ekspə'ti:z / *n.* 专家的意见, 专门技术
segment / 'segmənt / *n.* 部分 *v.* 分割
guarantee / gæ'rən'ti: / *n.* 保证, 担保 *vt.* 保证
option / 'ɒʃən / *n.* 选择
brochure / 'brəʃə / *n.* 小册子

I. Warming-up exercise: Listen and repeat the sentences you hear on the tape. Then, write down each sentence.

1. _____
2. _____
3. _____
4. _____
5. _____

II. You are going to listen to five short conversations. Choose the best answer according to what you hear on the tape.

1. A. About the supermarket's blackboard.
B. About producing goods abroad.

- C. About movies concerning marketing.
- D. About marketing worldwide.
- 2. A. The neighbourhood disturbance.
- B. The management problems.
- C. The labour trouble.
- D. The shortage of fund.
- 3. A. She should spend more time on the quality of the goods.
- B. She should focus on the home market.
- C. She should do more desk research.
- D. She should pay more attention to the competitors in the world market.
- 4. A. The packing.
- B. The insurance.
- C. The cost.
- D. The freight.
- 5. A. It's disappointing.
- B. It's great.
- C. It needs modifying.
- D. It's out of date.

III. Listen to the dialogue and complete the following conversation with the information you hear.

Jimmy: Paul, how would you like to take half a month's trip to England?

Paul: What? 1. _____?

Jimmy: No, first of all, let me explain that it's a business trip.

Paul: A business trip?

Jimmy: Yes, the company wants me to visit some of 2. _____ there and have some meetings about this new machine I'm developing.

Paul: Oh. But what would you like me to do there?

Jimmy: They feel if we combine expertise, we'll advance more quickly on the idea. Since you're working on this field, I think you'll 3. _____.

Paul: Oh, Jimmy, 4. _____.

Jimmy: So you're saying yes?

Paul: Of course, why not?

IV. You are going to listen to a passage about Selecting the Market. Listen to it carefully and answer the following questions.

1. What must we consider when developing a marketing strategy for our business?
2. What should we know about the marketing process?

V. Listen to the passage again, then fill in the blanks with missing words.

1. When developing a _____ for your business, you must consider a number of aspects of your marketplace, before even thinking of your business.
2. Can you _____?
3. What is the _____ of my products and services for my customers?
4. When answering this question, consider all the _____, not just advertising.
5. Some of the marketing options available to you are _____, newsletters, cold calls, special offers, _____, referrals, joint ventures, trade shows, seminars, workshops, websites, sponsorship, media advertising, yellow pages, direct mails and brochures.

Section Two Sample Dialogues

Dialogue One

(Eric, from Developing Department of a toy company, and Sarah, from the Marketing Department, are talking about their new product in the target market.)

Eric: The technology is the same as ours. I have never seen two products which are so similar. In concept and design there are no basic differences. However I have examined the components and the model

BY340...

Sarah: What is the BY340?

Eric: The BY340 is the power source which drives the toys. I think it has a few weaknesses. It's not as good. In my opinion it's not reliable enough for children.

Sarah: Exactly how unreliable is it?

Eric: I can't say exactly. I haven't completed the tests yet. It's too early to say.

Sarah: Will it affect their sales?

Eric: Not much in the first six months, I suppose.

Sarah: It's the first six months that are important.

Eric: En, you're right. And what do you think of their packaging?

Sarah: Well, plenty of bright colours. It'll have a lot of impact at point of sale.

Dialogue Two

(Paula, a sales staff in the toy company, is asking for advice from Peter, an expert in this line.)

Peter: Thanks for the lift, Paula.

Paula: Welcome. You are something of a specialist in the Far East, aren't you?

Peter: You could say that.

Paula: Well, when this deal with this Japanese company is settled, we might need your help. We shall need a consultant to help set things up. Of course, the success of this new product is a very important part of the deal.

Peter: When might this happen?

Paula: That depends.

Peter: We know their selling price, but what's their unit cost?

Paula: I don't know yet, what's your estimate?

Peter: We haven't had that information yet. But their production run is 300,000 units.

Paula: And the advertising budget?

Peter: Paula, I don't know. Really, I don't know.

Paula: Well, will they produce three hundred thousand? Or more?

Peter: I don't know the answer to that one. At that retail price they have to sell a lot of toys.

Paula: It can't be less than 300 thousand, can it?

I. Words and Phrases.

drive / draiv / *n.* 推进力, 驱使

v. 开车, 驱使

weakness / 'wi:knis/ *n.* 软弱, 弱点

in my opinion 依我看, 照我的观点

reliable / ri'laɪəbl/ *adj.* 可靠的

packaging / 'pækɪdʒɪŋ / *n.* 包装

point of sale 销货点, 现场销售

specialist / 'speʃəlist / *n.* 专家

something of (口语) 若干, 多少, 一些

consultant / kən'sʌltənt / *n.* 顾问

unit cost 单位成本

estimate / 'estɪmət / *n.* 估计, 估价

/ 'estɪmeɪt / *v.* 估计, 估价, 评价

production run 产量

budget / 'bʌdʒɪt/ *n.* 预算

v. 编预算, 为……做预算

retail price 零售价

II. Please complete the following sentences with substitution drills.

1. ... the same as (ours).

The style of your dining room is ——

The sports he likes are ——

... ——

2. I have never seen ...

—— a beautiful picture like this before.

—— (that) he acted so differently.

——...

3. ... there are ...

In this city —— more and more skyscrapers.

—— no children playing on the street.

——...

4. In my opinion, ...

——, he is wrong.

——, we should not do this.

——, ...

5. I haven't ... yet.
—— finished my homework
—— started my project
—— ...

Section Three Consolidation

I. Useful Sentences.

1. Market research is actually an analysis of specific market for a particular product.
市场调查实际上就是对某一产品的特定市场进行分析。
2. Let's look at the original plan and see where we've got.
我们看一下原计划,看我们到了哪一步。
3. Our sales reach the target and the customers' reaction is good.
我们的销售达到预定目标,顾客反应良好。
4. They have no problems with production during the market test.
市场检测时,生产没有任何问题。
5. Apart from advertising and promotion campaign, we're going to hold national and local press conferences.
除了广告促销计划外,我们还将召开地方及全国性的记者招待会。
6. We have to run the market test for two months.
市场检测将为期两个月。
7. Everyone knows that there've been some major changes in our market over the last five years.
我们都知道,在过去5年里我方市场发生了重大变化。
8. Field service may include after-sales maintenance or service and tech support on client sites.
现场维修包括售后维修及客户点的技术支持。
9. No single marketing effort works all the time for every business.
任何生意都不能只依靠单一的营销活动。
10. The primary job of marketing managers is the design and execution of marketing programme.

市场部经理的主要职责就是营销计划的制定及执行。

11. How do you value the function of marketing in the management process?
你如何评价营销在管理过程中的作用?
12. Marketing research and product development are one side and advertising and sales promotion are the other.
营销调查和产品开发是一个方面,广告和促销是另一个方面
13. Selecting the appropriate marketing channel in the beginning is vital.
在一开始选择适当的营销渠道是至关重要的。
14. You'll lose the market completely if you ignore this.
如果忽略了这一点,你会完全丢掉市场。
15. We'll ask him to do a market research.
我们将请他做一个市场研究。
16. I believe it's high time you changed your sales approach.
我认为你该变换销售方式了。
17. You won't reach all your potential customers in the present way.
以目前的方式,你无法赢得所有的潜在顾客。
18. Your policy is paid off in our market.
你的生意宗旨在我们的市场大见成效。
19. They're professional and know the business and the local conditions well.
他们是专业的,对业务和地区环境非常了解。
20. Customers won't worry so much about the price if your products are really the best.
如果你的产品真的最好,顾客是不会过于计较价钱的。

II. Translate the following terminologies.

- | | |
|---------|-------------------|
| 1. 案头调研 | 9. 建议价格 |
| 2. 产品差异 | 10. 角色扮演 |
| 3. 产品系列 | 11. 营销部 |
| 4. 随机抽样 | 12. 研究助理 |
| 5. 传销 | 13. 零售商 |
| 6. 促销 | 14. 研究和开发部 |
| 7. 定量研究 | 15. 产品种类 |
| 8. 分销 | 16. head of sales |

- | | |
|-------------------------|--------------------------------------|
| 17. marketing executive | 24. opinion poll |
| 18. marketing director | 25. bandwagon effect |
| 19. company structure | 26. brand image |
| 20. production run | 27. corporate identity |
| 21. outside view | 28. market share |
| 22. Unilever | 29. profit impact of market strategy |
| 23. media analysis | 30. perfectly competitive market |

III. Interpretation practice.

A. Interpret the following sentences into English.

1. 我们正在考虑找个产品代理商。
2. 他在该地区独家经销这一商品。
3. 传统市场的 20 世纪模式是购物中心或称为商业街。
4. 说实在的,我对欧洲的销售环境知之甚少。
5. 进行市场调查的目的之一就是找出该产品的销售市场。
6. 基于因特网的网络营销是一种创造财富的有效方式。
7. 营销人员调整他们的工作以满足该市场范围内顾客的需求。
8. 现代的营销理念强调只有消费才能决定生产的观念。
9. 出口商可以用来进行案头调研的统计资料、信息和指导性材料来源很多。
10. 一开始花费一些时间和费用,可能会避免犯灾难性的错误,还可收益颇丰。

B. Interpret the following sentences into Chinese.

1. That's because we always put quality at the top of everything.
2. Sometimes the best gain is to lose.
3. A market is commonly considered as a place where commodities are bought and sold.
4. The modern image of a company is the impression that people have of that company as a whole.
5. A picture gives better impression than just a diagram.
6. Basically, selling the product would be accomplished by sales promotion, which included advertising and personal selling.

7. The methods of marketing will vary according to the size of exporting firms and also according to the type of goods and the nature of the market.
8. Demands and market forces are still an important aspect of modern marketing, but they are considered prior to the production process.
9. Along all points of the distribution channel various amounts of storage are required.
10. The producer should consider who is going to buy the product or what the market for the product is —— before production begins.

IV. Match the exporter's requests with the importer's responses. Write the correct order in the brackets.

Requests:

1. Robert: Certainly, but they are in the showroom.
2. Robert: Sure. I'd be happy to answer any questions you may have.
3. Robert: Not very far. It's only half an hour's car ride.
4. Robert: Our products are known for their good quality. They've met with great favor overseas and are always in great demand.
5. Robert: Of course. We specialize in the export of Japanese Light Industrial Products and we have been in this line for more than thirty years.

Responses

- A. Dennis: Could I have some information about your scope of business?
 - B. Dennis: I'd like to get the ball rolling by talking about the selling market.
 - C. Dennis: Oh, sounds your company has achieved better experience in this line of business. How about your marketing abroad?
 - D. Dennis: Ah, may we have a look at your products?
 - E. Dennis: Is it far from here?
- ()... ()... ()... ()... ()... ()... ()... ()... ()... ()

V. Complete the following dialogue.

- Davis: Mr. Liu, total sales on the USB-Disk were U. S. \$ 100,000 last year, through our agent in Guangzhou.
- Liu Ping: Our research shows most of your sales are made in the Taipei area.

Your agent has only been able to target the Taipei market.

Davis: True, but we are happy with the sales. It's a new product. How could you do better?

Liu Ping: We're already well-established in the floppy business. The USB - Disk would be a good addition to our product range.

Davis: _____?

Liu Ping: In the past three years, our unit sales have gone up by 350 percent; profits have gone up almost 400 percent.

Davis: What kind of distribution capabilities do you have?

Liu Ping: We have salespeople in four major areas around the island, selling directly to customers.

Davis: _____?

Liu Ping: In terms of unit sales, 55 percent are still from the Taipei area. The rest comes from the Kaohsiung, Taichung, and Tainan areas.
_____, Mr. Davis.

VI. Interpret the following dialogue into English.

大卫: 距我们上次见面已经两年了,这几年我们之间的生意发展势头不错。

怀特: 没错。要让这势头得到最大限度发展,我们认为如果我们代表你们在澳大利亚销售你们的打印机,那将对双方都有利。我就为这事来的。

大卫: 是啊,你信里提到过。很高兴现在我们终于可以面对面来谈谈了。你对我们打印机的促销有信心吗?

怀特: 当然,我们在这方面很有经验,又非常了解顾客的需求,你们打印机的销路肯定很好。我想这些年你也对我们很了解了。

大卫: 哦。我们知道你们的销售能力,你们在各方面的关系也不错。我对我们之间的生意相当满意,你们是我们可以找到的最好独家代理。您能否告诉你们能保证的最低年营业额是多少吗?

怀特: 整个澳大利亚地区一年 1,500 套怎么样?

大卫: 哦,怀特先生,整个澳大利亚一年才卖 1,500 套,您不觉得有点保守了吗?我记得,去年您一个人就卖了将近 1,200 套呢。

怀特: 我承认我们比较谨慎行事。你也知道,现在整个打印机市场比较低迷,对手又伺机抢夺我们已有的市场,竞争越来越激烈啊!那您觉得年营业额应该多少才好呢?

大卫：我知道现在的市场。但是以您的销售能力，加上我们的产品质量好，价格又低，我想，您一年卖个 2,500 套应该不成问题吧？

怀特：好，我同意，但是要 6% 的佣金。

大卫：行，没问题。

VI. Please compose dialogues according to the following situations.

1. As an overseas sales representative of your company, you are required to do a market research. What will you do first?
2. Your company is pushing sales for a new printer. What measures will you take for the promotion?

Section Four Supplementary Reading

Target Your Market——Marketing

Your market is not everybody, as so many small businesses assume. It is the people/organizations who need, want, have the money—and the willingness—to pay for what you are offering. Identifying them can be complicated and expensive, or it can be relatively painless and cheap.

How much do you need to know about them? Enough to have all the clues on how to reach them, what to say, and when you do. Finding your target is vital, so whatever method you choose, do it properly and test your **assumptions**.

Research

The best place to start is with what you already know. What does your company know about its clients? Do you already have a perfect client—the one you wish you had more of? Examine their **demographics**. Who are they, where are they, what are they spending, what are they earning, how many employees do they have? And any other information that may help you build a clear picture.

Now, identify what need your product or service is fulfilling. Who needs your product or service the most? What industry are they in? Where are they located and how can you reach them?

Further Research

Once you have exhausted your internal research, go further. Interview **potential** prospects. Ask questions that deal with the benefits you bring: Is there a need? Is there awareness of your type of offering? Try to identify any unfulfilled needs: price, service or other benefits. See if there are any weaknesses in the competition. If all those you survey are happy with their present supplier, you should ask yourself if this is the right target.

All your prospects have different levels of awareness of your type of product/service. Using Capstone's Awareness Scale, divide your potential prospects into three groups:

1. Those who are unaware of the existence or the benefits of your type of product/ service. This is the Educational Target.
2. Those who are aware but unsure or **unconvinced**. This is the Doubter Target.
3. Those who are convinced and buying. This is the **Differentiation** Target.

Once you define your ideal prospect, you're set. This perfect buyer **falls in** the middle of a **bell curve** of prospects with similar wants and needs. The positioning and communication strategies and tactics you develop to sell this prospect will apply to most of your prospects.

Notes

assume *vt.* 假定,设想,承担

demographics *n.* (尤指市场测算的)人口统计数据

potential *adj.* 可能的,潜在的

n. 潜力,潜能

unconvinced *adj.* 不信服的

differentiation *n.* 区别,分化,变异

fall in 进入,陷入,集合,到期

bell curve 钟形曲线,正态分布