


21世纪 | 规划教材 (国际商务类)
高等职业教育 | 双证系列

上海市教委高职高专经济类专业教学指导委员会组编

外贸英语口语

主编 ◆ 金玲慧



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内 容 提 要

本书为“21世纪高等职业教育规划教材双证系列(国际商务类)”之一。

本书根据“就业导向、工学结合、任务中心”的原则,结合外贸环节中业务流程的口头交际内容进行编写,全书分为17个单元,内容涉及建立业务联系、展销会、公司介绍、工厂接待、产品介绍、询盘和报盘、还盘、订货、包装、装运、保险、支付、签约、商检、索赔、仲裁、代理等。每个单元由商务知识、情景对话、语言扩展、职业拓展和辅助课文5个部分组成。本书针对外销员的国际商务英语口语考试,提供更为贴近时代而有针对性的学习辅导。

本书可作为国际贸易、国际商务等经济类专业以及商务英语专业专业课的教材,也可作为从事国际贸易工作的在职人员业务培训教材。

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序

进入 21 世纪以来,我国的高等职业教育领域发生了深刻的变革,确立了“以服务为宗旨,以就业为导向,走产学研结合的发展道路”,明确提出了以培养高技能人才为主要任务的办学目标。

为推进高等职业教育专业课程体系改革,并与教材改革相对滞后现象,21 世纪高等职业教育通用教材编委会和上海交通大学出版社携手合作,组织了“高职‘双证课程、加强实训’专业课程体系改革与教材改革”的课题研究,其中,国际商务类专业由上海思博职业技术学院主持完成了双证课程体系改革与教材改革解决方案,并启动该专业的双证教材的编写工作。我们组织了全国 60 余所高等职业院校及有关单位共 90 多位专家学者编写了这套“21 世纪高等职业教育规划教材双证系列(国际商务类)”。

本系列丛书是为了适应高等职业教育教学的需要而编写的,全面系统地讲授了国际货物贸易的规则、惯例与实务操作。

在高职院校推行“双证书制度”,就要将学校的教学计划和职业资格标准有机地结合起来,用职业标准推动学校培养模式和教学内容的改革,在课程系统中嵌入职业标准和职业资格证书的要求——这既是院校实施双证书制度的初衷,也是贯彻落实“双证书制度”的关键。

本系列丛书具有如下特点:

(1) 定位准确:本系列教材明确为高等职业教育服务。在编写教材时,围绕高等职业教育是培养具有一定理论水平、有较强实际技能的职业性人才这个培养目标,改变过于重视知识的传授和过于强调学科体系的严密、完整的做法,精选适应企业工作的基本技能和学生终身发展的基础知识,将学校的教学计划和职业资格标准有机地结合起来,充分体现社会需要、专业特点和学生身心发展三者有机的统一。

(2) 可读性强:针对高职学生特点,本系列教材分为理论实务本与技能实训本两类,理论实务本设置了:关键词、知识目标(了解、熟悉、掌握)、技能目标(会什么?能什么?做什么?实现什么?)、导入案例、基本知识、知识结构图表、业务基本流程图、技能训练、综合测试(单项、多项、判断)等形式;技能实训本设

置了：技能目标、考证要点、活动目标或者工作实例或者训练项目、知识链接(相关知识归纳)、难点分析、实训练习、模拟考试。因此，本系列教材从栏目到版式上都令人耳目一新。对构成国际商务专业综合能力的各项基本技能训练进行了摸索和创新，力求探索培养学生职业能力的训练体系。

(3) 内容新颖：本系列教材注重高职教学的实践性特点，把最新的教改精神和行业业务新动态融入其中。力图打造一套知识内容最新、课程设置科学系统的高职教材。

(4) 应用性强：将考证培训、实习实训课纳入课程体系是高职教学模式的一大特色。本系列教材力争做到：考证培训与专业教学融合，实习实训与理论教学结合。对构成国际商务专业综合能力的各项基本技能训练进行了摸索和创新，力求探索培养学生职业能力的训练体系。

高等职业教育立足于“就业为导向、能力为本位”的培养模式。针对企业用人的要求，本系列教材适合于高职高专国际商务专业或其他经贸类专业的学生使用，也可作为企业国际商务从业人员的培训用书。

教育部高等教育高职高专经济类专业教学指导委员会委员
上海市高职高专经济类专业教学指导委员会主任
姚大伟

前 言

自从加入世贸组织以来，中国与世界各国的商务活动日益频繁，外贸业务人才也越来越紧缺。为了弥补以往教材的不足，使学生较快地适应外贸从业人员实际工作中的语言交流，我们参照以往优秀的外贸、商务、涉外等方面的国内外英语教材，并进行实地采访和企业调研，突出“就业导向、工学结合、任务中心”的原则，编写了此教材。内容紧扣外贸业务环节及流程，设定具体技能目标，分模块提高学生真实语境下的商贸英语沟通技能。

本书集作者在外贸领域的实践经历和多年的英语语言教学经验，实用性强，其特色如下：

1) 层次分明，内容相互衔接。本书按时间先后记述外贸业务中进行的建立业务关系、展销会、公司介绍、工厂接待、产品介绍、询盘、还盘、订货、包装、装运、保险、支付、合同签订、商检、索赔、仲裁、代理等活动中与我方各类涉外工作人员口头交际的过程，非常适合涉外企业及外贸专业人员使用。

2) 以实用为目的，重点培养学生在外贸活动中的综合表达能力，克服原有外贸英语口语教材的句型操练不足、传统英语口语教材的外贸实践内容缺乏的缺憾，强化语言技能和外贸知识并重。每章安排句型和翻译练习，使读者能够举一反三，提高外贸英语的实际运用能力和外贸英语口语应试能力。

3) 突出商贸主题和相关业务知识，使读者更多地了解外贸业务常识和相关的英语表述方式。

4) 取材全面、内容新颖、语言规范、表达流畅，且聘请外国专家录制了配套光盘，使读者可以边听边学，既便于记忆又得到语音训练。

全书分为 17 个单元，每个单元包括 5 个部分。第一部分是商务知识，介绍外贸流程中相关背景知识。第二部分是情景对话，按业务流程编排场景顺序，突出重点英语句型。第三部分是语言扩展，包括知识点链接、句型操练和汉译英练习，提供了与单元主题相关的语句和表达方式。其中相关知识点链接强化外贸英语的专业表述，句型操练注释规范英语句型的正确运用。第四部分是职业拓展，结合主题，使听力练习和口语练习并重，采用任务型团队合作训练，使学习者在较短时间内掌握外贸英语口语和企业实战本领。第五部分是辅助课文，供学生课后阅

读或进行口语练习，亦可由教师在课堂组织讨论，旨在提高读者对经贸信息的捕捉能力。

本书针对外销员的国际商务英语口语考试，提供更为贴近时代而有针对性的学习辅导，有利于进一步熟练地运用英语从事对外经贸工作。可作为国际贸易、国际商务等经济类专业以及商务英语专业的教材，也可作为从事国际贸易工作的在职人员业务培训教材。

本书由上海东海职业技术学院金玲慧主编，并负责全书的策划和统稿。参加编写工作的有上海东海职业技术学院金玲慧(1, 2, 3, 4, 13)、牟爱春(9, 10, 11, 12)，宁波城市职业技术学院刘屹(5)、庄宇琪(6, 7, 8)，上海交通职业技术学院李琳(14, 15, 16, 17)，顾萍和赵红老师参与本书的对话和练习的编写整理，黄玲玲提供相关资料的搜索整理。本书在编写过程中得到上海理工大学时启亮教授的热情支持与帮助，在此表示诚挚的谢意。

编者在编写过程中参阅了许多国内外相关著作和教材，在此表示衷心的感谢！由于编者水平有限，经验不足，敬请专家学者不吝指正。

如需了解本书相关信息或提出建议，请与编者联系(jinlinghui@hotmail.com)

编 者

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Unit 1 Establishment of Business Relations

客户关系建立



Learning Objective

- ◆ 了解建立业务联系的多种渠道;
- ◆ 学会如何与客户进行有效的初次沟通。



Keynotes

Just as a factory requires a complete set of machinery to proceed with production, so does a foreign-trade firm need extensive business connections to maintain or expand its business activities. Therefore, the establishment of business relations is one of the important undertakings in the field of foreign trade.

If a new firm wishes to open up a market to sell something to firms in foreign countries, the person in charge must first of all find out whom he is going to deal with. Usually, such information is obtainable through the following channels:

- (1) Advertisements
- (2) Banks
- (3) Business Houses of the same trade
- (4) Chambers of Commerce in foreign countries
- (5) Chinese Commercial Counselor's Office in foreign countries
- (6) Internet
- (7) Trade Directory

Business Profile

良好的贸易关系可以使得双方的贸易进行得通畅顺利,从而形成双赢的局面。建立国外客户关系,一般可通过以下渠道:

- (1) 自我介绍。通过查阅国外出版的企业名录、贸易行的行业名录(Trade Directories)、报刊杂志的广告(Advertisement)、商务部出版的公共商务信息导报(Public Commerce Information Service),以函电或发送资料的方式,自我介绍建立关系。
- (2) 请国外银行(Banks)介绍供应商和出口商。一般的银行会直接向素不相识的商人或公司提供信息,除非咨询来自他们的同行。因此,供应商或出口商要获得银行给予的信息,必须通过他们自己的往来银行,而且要对所提供的信息保密。
- (3) 请国内外的贸易促进机构或友好协会介绍关系。如我国的贸促会(China Council for the Promotion of International Trade)、海外商会(Overseas Chamber of Commerce)等,都可办理介绍客户的业务。
- (4) 请我驻外使馆商务处(The Economic and Commercial Counselor's Office of the Embassy of PRC)或外国驻华使馆(Foreign Embassy in China)介绍合作对象。我驻外使馆对当地主要厂商的经营范围、能力和资信较为了解。
- (5) 通过参加国内外展览会(Trade Fair)、交易会建立关系。这类活动的优点是能和客户直接见面,联系的范围广。
- (6) 利用国内外的专业咨询公司(Consultancy)介绍客户。国内外都有许多专业咨询公司接受委托代办介绍客户,他们的业务关系中有许多具有一定影响、专业经验和能力的各种类型的客户,请他们介绍客户,一般效果较好。
- (7) 利用互联网搜索。运用传统的方式从事国际贸易远远不能满足中国千百万出口商/供应商拓展海外市场的需要,同时也不能满足进口商/买家寻找符合其价格、品质、包装、交货等要求的中国供应商的需要,电子商务的运用,在贸易领域的作用日益明显。如国内知名的电子商务网站阿里巴巴网(www.alibaba.com)、环球资源网(www.globalsource.com)、中国外贸网(www.Export China.com)。进口商通过互联网,比较、评估不同供应商的产品特点及公司的能力,获取供应商的最新、最及时的信息,对于所采购的产品找到最合适的供应商。供应商通过电子商务,可以随时了解市场状况,发展趋势,进口商的需求和同行活动,并将最新的公司信息查询及产品介绍发布

Situational Dialogue



Dialogue 1 First Call to Company 首次电话联系

(New Century Company is an Import and Export Company dealing with auto accessories business line in China. Patrick Blake comes from Sandra Import and Export Company in America. Jack Chen, Manager of Sales Department in New Century Company receives one of his clients' calls from Patrick.)

Miss King: Good Morning, New Century Company. Can I help you?

Mr. Mr.Blake: Good morning. Could I speak to Jack Chen?

Miss King: May I ask who is calling?

Mr. Mr.Blake: It's Patrick from American Sandra Import and Export Company. I wrote an email to him yesterday and made an appointment with him to call him today.

Miss King: One moment please. I'll put you through.

Mr. Blake: Hello? Is that Mr. Chen?

Mr. Chen: Yes, this is Mr. Chen. You can call me Jack.

Mr. Blake: Yes, Jack. This is Patrick. I have just got your company's information from the Made-in-China Website, and read about your company product. We are interested in your articles. Would you please send some sample to me? I want to know more about your products.

Mr. Blake: That's great.

Mr. Chen: No problem. So, please send me your address and telephone number in e-mail.

Mr. Blake: Yes, I will send you right away.

Mr. Chen: Bye-bye.

Mr. Blake: Bye.



Dialogue 2 Asking for Information 询问信息

(Andy Sullivan also works in Sandra Import and Export Company. She has got some information from Patrick and calls Jack to get detailed information.)

Miss King: Good Afternoon. Can I help you?

Ms Sullivan: Good Afternoon. May I speak to Jack in Sales Department, please?

Miss King: Please hold on. I'm sorry, the line is busy. Could you hold on?

Ms Sullivan: Ok. I will hold on.

(A few minutes later)

Miss King: The number is ringing for you now.

Ms Sullivan: Thank you for your help.

Mr. Chen: Sales Department. Jack is speaking. What can I do for you?

Ms Sullivan: This is Andy Sullivan from Sandra Import and Export Company. I've got your phone number from my colleague Patrick. I'm very interested in your seat cushion. I am now in China. Do you have branch offices in Hangzhou?

Mr. Chen: We don't have a branch office in Hangzhou, but I can ask our sales representatives in Shanghai to visit you.

Ms Sullivan: That sounds great. By the way, Could you send me your prices for Series LD 3200? My email address is AndySales@hotmail.com, that is, a-n-d-y-s-a-l-e-s at h-o-t-m-a-i-l dot c-o-m.

Mr. Chen: Right. I'll send it to you immediately. By the way, please give me your address and phone number in Hangzhou

Ms Sullivan: Ok. I will write them in my email to you. Good-bye.

Mr. Chen: Good bye. .



Dialogue 3 A Visit to Client 客户拜访

(The Sales Representative Steve Wang is asked by Jack to pay a visit to Ms. Sullivan.)

Mr. Wang: Excuse me, are you Ms Sullivan from Sandra Company?

Ms Sullivan: Yes.

Mr. Wang: I'm Steve Wang from New Century Company.

Ms Sullivan: Glad to see you. Thanks a lot for meeting me here.

Mr. Wang: You are welcome. It's my pleasure to meet you.

Ms Sullivan: Is this your first visit to Hangzhou?

Mr. Wang: Yes.

Ms Sullivan: I am glad you've come to visit us.

Mr. Wang: It can always make negotiation easier if we talk to each other face to face.

Ms Sullivan: You can say that again.

Mr. Wang: Now let me briefly introduce our company. Our company has a history for over 17 years.

Ms Sullivan: 17 years? That's good.

Mr. Wang: Yes, and it has been considered as one of the leading company in Zhejiang. Our main products are car cushions, car wheel cover etc. In recent years, demands both from home and abroad are getting much higher and higher.

Ms Sullivan: Absolutely right. People in my country like Chinese made products. Car Cushions are in great demand in the US market. High qualified products seem to sell well especially in winter.

Mr. Wang: Yes. I can assure you of our quality. It seems that you come just at the right time. Canton Fair will be held soon. If possible, I'd like you to visit our booth there. I'd really appreciate that. Hope that we can establish business relations with you.

Ms Sullivan: I hope too.

Data Bank

Useful Expression

- (1) We learn from your letter of April that you are interested in establishing business relations with us for the purchase of our tools.
- (2) We have got your name and address from the Commercial Counselor's Office of our Embassy in the U.K.
- (3) The City Bank has informed us that you are one of the leading importers of a wide range of digital video.
- (4) We know that you are the leading exporter of coal and you can provide the quantity we need.
- (5) Your Chamber of Commerce recommended you as a possible agent for our products in your country.
- (6) We mainly specialize in the export of foodstuffs, and wish to trade with you in this line.
- (7) We are willing to enter into business relations with your firm on the basis of our

mutual benefits.

- (8) We are willing to establish trade relations with your company.
- (9) You are warmly welcomed to discuss business with us. We will surely offer you satisfactory services.
- (10) We'd like to take this opportunity to see if we can establish business relations with you.

Drill Practice: 判断句

判断句的应用在英语中极其广泛，因为在认识客观世界的时候，时时刻刻都要判断，不是肯定某一事物，就是否定某一事物，或者由此及彼，加以推论，都离不开判断。

1. 一般判断句

句型：主语 + call (或 name) + 宾语 + 宾语补足语

说明：“称呼……是……”。相类似的动词，还有 regard(认为)、treat(看待)、consider(认为)、look on(看作是)、honor(尊为)、respect(尊为)、serve(用作)。

Example:

— This is our Manager. We call him Mr. Wu.

这是我们的经理。我们称他吴总。

— Wal-Mart is named after its founder, Sam Walton.

沃尔玛是以前创始人山姆·沃尔玛命名。

— We look on our job as an honor.

我们以自己的工作为荣。

— This room serves as the copy room.

这间房作复印室。

2. 弱式判断句

句型：主语 + seem 等感觉动词 + 表语

说明：常用的感觉动词有“look”、“seem”、“feel”、“appear”、“sound”、“tastes”等。

Example:

— That seems quite soon considering the nature of the product and shipping time.

考虑到产品的性质和运输时间，那看来是太快了。