

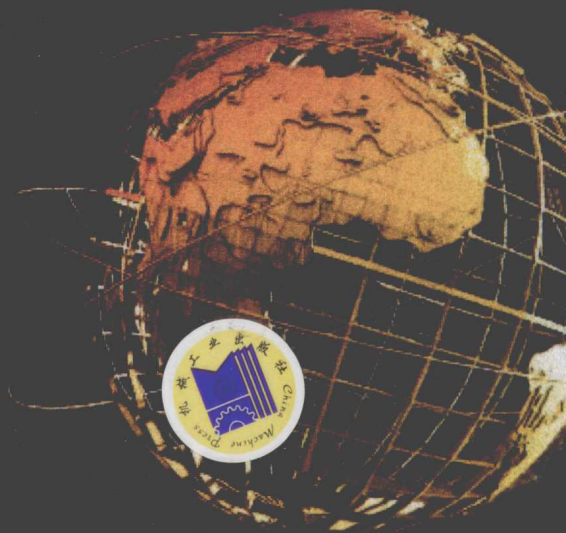
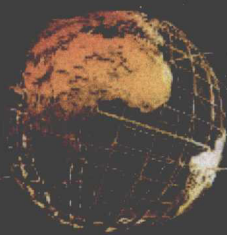
普通高等教育国际经济与贸易专业规划教材

外贸函电

WAIMAO HANDIAN

第2版

仲鑫 编著



 **机械工业出版社**
CHINA MACHINE PRESS

普通高等教育国际经济与贸易专业规划教材

外贸函电 第2版

Foreign Trade Correspondence in English

仲 鑫 编著



机械工业出版社

本书共 15 章，主要由两部分内容构成：一是介绍了英文信件的格式、内容以及有效写作的方法；二是按交易程序，分别从建立业务关系，发盘、接受以及合同的签订、促销，合同交易条款——支付、包装、运输、保险和争端解决等，以及贸易方式四个方面阐释了外贸函电写作的内容和技巧。

本书的主要特色在于：一是从遣词、造句和组段三个层面阐释了商业信件的写作技巧；二是每章后均配有书面磋商的有用词句及课外阅读材料；三是每章后均附有注释及练习。本书可作为国际经济与贸易、世界经济、国际金融、工商管理等专业在校研究生、本科生、辅修生、夜大生的选材，并能为外贸工作者提供学习的方便。

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前言

本教材自 2006 年出版以来，以其严谨的结构、丰富的资料和高度的实用性得到了广大读者和同行专家的一致好评，成为广受高校学生和对外贸易工作者欢迎的英文教材。

自出版后 4 年以来，中国对外贸易出现了较大发展，2007 年中国货物出口额达到 12180 亿美元，超过同年美国的 11632 亿美元，成为世界第二大货物出口国。2009 年，尽管世界金融危机对包括我国在内的各国出口造成了严重冲击，但我国货物出口仍然超过了德国，达到 12017 亿美元，成为世界第一货物出口大国。如此迅速的贸易发展速度，使得包括外贸函电写作在内的对外经贸技能对广大外贸工作者而言显得更为重要。

本教材在第 1 版的基础上，根据外贸函电的自身规律和特点，同时充分考虑广大读者的阅读反馈，对原版内容和结构做了一些调整，增设了“资信调查”、“书面谈判技巧”两章，并将原书第四、五章合并为“书面谈判程序”一章。此外还对原书的一些细节内容和结构进行了修改，增加了一些实用性较强的信函实例等，使得本书结构更为合理，实用性进一步提高。

本教材由北京师范大学经济与工商管理学院博士生导师仲鑫教授负责总编著，北京师范大学博士研究生马光明、陈相森担任副主编，硕士研究生陈云兰、傅琳等参加了部分章节的编写，许多同行和专家对本书的再版提供了宝贵意见，在此一并表示感谢。

因水平所限，书中难免存在疏漏和错误之处，敬请广大读者指正。

编 者

2010 年 4 月

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Chapter 1 Structure and Layout¹ of International Business Letter

Format of Letter Typing

(1) Indented Form

The sender's address is printed in the up-middle part or typed in the up-right part with date below it. The receiver's address starts from the left margin. The opening line in each paragraph is indented and the complimentary close as well as the signature is typed at the right bottom.

Specimen Letter 1-1 (Indented Letter)

Lyons and Jackson
5 Fifth Avenue
New York, N. Y. 10071
Telex: NY6506077
Telephone: 6508825

January 5th, 2008

Mr. Harry A. Walkman
Pine Lane
Portland, Maine

Dear Mr Walkman,

Thank you for your information about letter format we requested last month. I'm writing to you in the indented form because, to my opinion, this format looks beautiful even it is hard to type. This is a conventional format that makes me happy since I'm old-fashioned.

I'd like to do further discussion with you about some other formats, but it

should be at your convenience².

I am looking forward to hearing from you.

Sincerely yours,

Y. L. Chen

Professor of Business Communication

(2) Modified Block Form

The format most frequently used for business letters these days is the so-called modified block form. Paragraphs are not indented but the date, complimentary close and signature are aligned slightly past the center of the page.

Specimen Letter 1-2 (Modified Block Letter)

Greensburg University of Pennsylvania
Department of Business Education
Greensburg, Pennsylvania 15601

October 20, 2008

Mr. Wang Yan
Department of Foreign Trade
No. 2 Foreign Language Institute
Beijing, China

Dear Mr. Wang,

I was happy to receive your request for information about business letter formats. You'll find enclosed with this letter a copy of the pamphlet³ you requested. I am glad to be able to help you in this way in the preparation of your new economics course.

To answer your question, the format of this letter is the one most frequently used in business today. It's called the modified block format. Except for the heading, the date and the signature, all its elements begin at the left-hand margin. There is no indentation at the beginning of a paragraph. The body of the letter is single-spaced, with double-spacing between the paragraphs.

Typists generally like the modified block format. It has a clean, precise appear-

ance, and is quicker to type. No need to fiddle with⁴ indentations. You'll see other formats in use, but the modified block form seems to have the widest appeal.

You can't go wrong adopting it for your official correspondence.

Sincerely yours,
Tom Smith
Professor of School of Economics

TS: ms
Copy: M. G. M

(3) Full Block Form

In this form, every part of a letter is typed from the left margin. It is convenient to type but the layout is not so beautiful.

Specimen Letter 1-3 (Full Block Letter)

Greensburg University of Pennsylvania
Department of Business Education
Greensburg, Pennsylvania 15601

October 20, 2008

Mr. Wang Yan
Department of Foreign Trade
No. 2 Foreign Language Institute
Beijing, China

Dear Mr. Wang,

Perhaps you prefer this alternative format, known in most textbooks as full block style. This means to keep all lines flush on the left margin.

Your first glance at the page will have told you that there is no indention so that every line starts from left-hand margin.

It has been shown that this practice, when applied on a large scale, saves a significant amount of typist's time.

If it is used in very short letter, it is necessary to leave an extra space between paragraphs in order to make them off clearly.

Sincerely yours,

K. Liu

TS: ms

Copy: X. Zhong

Structure of a Business Letter

In modern international business letter writing, formality is rapidly giving way to a less conventional and friendlier style, but the mechanical structure of a letter still follows a more or less set pattern determined by custom and not resulting from any deliberate plan. Choice of layout is a matter of individual taste, but it is better to follow established practice, to which the business world has become accustomed.

A well-arranged business letter usually consists of seven principle parts and some miscellaneous matters:

Principle Parts

The Heading;
 The Date;
 The Inside Address;
 The Salutation;
 The Body of the Letter;
 The Complimentary Close;
 The Signature.

Miscellaneous Matters

The Reference;
 For the Attention of...
 The Subject Heading;
 The Enclosure;
 The Identification Marks;
 Copy Notation;
 The Postscript.

(1) Principle Parts

1) The Heading

The first and most obvious part of a company's business letter is its letterhead. The role of a letterhead is to identify where the letter comes from. A letterhead contains the organization's name, address, telephone numbers, possibly the name of the chief executive and other useful information. Sometimes a trademark or slogan is effectively incorporated.

Most business organizations select their letterhead style carefully, often deliberately aiming for a certain effect (conservative, attractive, adventurous, understated, etc.) that is thought to fit the image the company in attempting to project its corporate identity. The heading is usually printed on the letter paper used in the firm.

Specially designed letterhead paper can contribute a great deal to business letter's initial impact on the receiver. It can set the tone for what follows. It is then up to⁵ the writer, of course, to maintain that good impression.

For example:

China National Import & Export Corporation
Shanghai China
Telegraphic Address: CNIEC Shanghai
Telephone: 021-64357356
Fax: 021-64357358

2) The Date

The date should be placed three to six spaces below the letterhead to the right for indented style and to the left for block style.

The date should be typed in full and not abbreviated (e. g. December for Dec.) and there is a growing tendency to omit the -th, -st, -nd and -rd that follow the day (e. g. 2 June for 2nd June).

The recommended forms for date are as follows:

7 July 2008 (British) or July 7, 2008 (American)

Avoid giving the date in figures, for the practice to write date varies in different countries. English style follows the order of day, month and year while the U. S. month, day and year. For example, 2/3/2008 could be taken as either February 3 or March 2.

3) The Inside Address

Business letters should always contain the name and complete address of the person or organization for which the letter is intended. This practice serves several purposes:

① The letter is more likely to be inserted in the correct envelope and should therefore arrive at the right destination.

② If a letter is accidentally placed in the wrong envelope, the person receiving it will realize on opening it that it was intended for someone else.

③ The inside address may also serve as the outside address when window envelopes are used.

④ The envelope is usually thrown away. The letter itself must clearly indicate for whom the message was intended.

Depending on the letter's length, place the inside address two to six spaces below the date line. The usual sequence of display of the inside address in a business letter is as follows:

- ① name of person addressed;
- ② title of person addressed;
- ③ name of organization ;
- ④ street number and name;
- ⑤ city, state (abbreviated) and postal code;
- ⑥ country of destination (if necessary).

Whenever possible, address your letter to a specific reader, using that reader's position title (Executive Vice President, Director, Dean, etc.) or one of the traditional courtesy titles: Mr. , Mrs. , Miss, or Ms. including a courtesy title even when a position title follows:

Ms. Demy More

Director

Dawson & Jones Corp.

437 Fifth Street

Boone, Conn.

US

If your addressee⁶ has earned some other titles, for example, Professor Gene Thibadeau, Dr. Robert Morris, General John Taylor, Reverend⁷ Terry Foster, Senator John Smith and so on, one thing we have to keep in mind is that inside title of respect can not be abbreviated except Mr. , Ms. and Dr.

4) The Salutation

The salutation is the customary greeting in every letter. It is usually positioned on the left side of the sheet, about double space below the inside address.

Although business letter tends to be friendlier than conventional one, it is always formal comparing with ordinary personal letter. If you are writing to an individual you know by name, the most appropriate salutation is to use the individual's name, e. g. "Dear Mr. Stuart". If you are writing to one you know by name but not by sex, your salutation would be, for instance, "Dear A. K. Clancy". If the receiver's name and sex were unknown, "Dear Madam or Sir" would be a preferable salutation. But the Americans usually use "Gentlemen" instead of "Dear Sirs".

5) The Body of the Letter

Begin your letter on the second line below the salutation. For letters that will fill most of the page, use single spacing within paragraph and double spacing between paragraphs. For short letters, double-space within paragraphs and triple-space between paragraphs to balance the page.

The most important part of any business letter is the body of the letter, which contains the message from the writer to the addressee. You may observe all the correct forms for writing business letters but if the body of the letter is so poorly written or so poorly organized that it does not accomplish its purpose, the letter is a failure. The body of the letter deserves special attention, therefore, no matter how brief it may be. A business letter that has only one or two short paragraphs is just as important as a two or three pages long business letter. If there is a reason for writing the letter, there is a reason for making it an effective letter.

Before beginning to write the message, you must first of all consider the following two points: ① What is your aim in writing this letter? ② What is the best way to go about it?

The main purpose of business letter is to sell or buy products or services. In order to reach your final aim, ① your letter must be concise, clear, correct, complete and courteous and ② your letter must be very well organized with one topic to each paragraph. Further discussion of the body of the letter is deferred to Chapter 2, which deals with the writing principles and use of language.

The body of the letter should start on the next line under the salutation and about an inch from the left-hand side of the letter paper.

6) The Complimentary Close

This is the goodbye you say to your correspondent before you sign your name and slip the letter into the envelope. It usually consists of a few conventional words or phrases which are placed under the body of the letter. The first letter of the first word in the close should be capitalized and there is sometimes (not always) a comma after the last word.

Since it is a business letter, your closing should be polite but not overly intimate or too modest.

The following are some most commonly used complimentary closes:

Yours faithfully;

Yours truly;

Very truly yours;

Respectfully;

Cordially (yours);

Sincerely (yours);

Very sincerely yours;

Best wishes;

Very cordially yours;

Warmest regards.

Some Americans prefer to use "Yours truly".

7) The signature

The person taking legal responsibility for it should sign a letter in ink. Since many hand-written signatures are illegible, the name of the signer is usually typed below the signature and followed by his job title or position.

There are generally four ways of signing a business letter:

① An official signing for his company:

Yours faithfully,
For the Overseas Co. Ltd.
(Signature)
W. Black
President

② A partner signing for his firm:

Yours faithfully,
(Signature)
Jackson Brown Co.

③ An employee with special authority to sign:

Yours faithfully,
per pro^s Hopkins, Wright & Co.
(signature)
J. Bell

④ An employee without special authority to sign:

Yours faithfully,
For Sales Manager
(signature)
R. Hopkins

(2) Miscellaneous Matters

1) The Reference

In business communication, when a firm writes to another, each will give a reference. The reference may include a file number, departmental code or the initials of the signer followed by those of the typist of the letter. These are marked "our ref": and "your ref": to avoid confusion:

Your ref: JBD/WM

Our ref: WDW/LP

They are typed immediately below the letterhead. If desired, the reference initials can also be placed at the lower left margin two lines below the name of the signer.

Where the heading does not provide for it, the reference may form part of the first paragraph of the reply letter. Fox example:

Dear Sir:

Thank you for your letter, reference PC/MJ, of August 24. . .

The reference may also be used as a subject heading. Fox exmple:

Dear Sir:

Your Ref: PC/NJ

Thank you for your letter of August 24. . .

The reference can be either typed, for instance, CN: sh, CN: SH or CN/SH and cn/ sh.

2) For the Attention of . . .

The phrase "for the attention of" also known as attention line is used if the writer of the letter wishes to direct the letter to a specific individual or section of a firm. It generally follows the inside name and is usually typed about two lines spacing above the salutation, underlined and centered over the body of the letter.

Fox example:

The secretary

The London Export Corp.

6 and 7 Clifford street

London, W, 1, England

For the attention of Mr. R. Hawkeye

The other form, "Attention: Mr. R. Hawkeye" can also be used. It depends on which one you prefer. It doesn't make any difference.

3) The Subject Heading

Many business letters generally adopt two kinds of subject headings. One is the main heading, the other paragraph heading. The former summarizes the topic of your letter while the latter summarizes the main idea of the paragraph. Headings are especially useful if two companies have a lot of correspondence with each other on a variety of subjects, as it immediately tells what the letter or paragraph is about. It is also useful as a guide for filing.

Typed about two lines spacing below the salutation, the subject heading is,

usually underlined and centered over the body of the letter, and helps to ensure that the letter goes to the right person or department without delay. For example:

Subject: Chinese Light Industrial Products

Since the subject heading's content and placement indicate its function, the word "Subject" can be omitted. For example:

Chinese Light Industrial Products

Sometimes a subject line is used to refer to an account number or invoice number. And sometimes, instead of the word "Subject", the Latin "Re" is used at the head of a subject line. For examples:

Subject: Credit Account of Mr. Andy Haley, # 34-2145

Re: Your Order No. 107/5

Paragraph heading appears at the beginning of each paragraph. Block capitals may be used, followed by a full stop, colon or dash to emphasize the distinction between heading and text.

4) The Enclosure

If other documents (catalogues, price lists, etc.) are enclosed in your letter, enclosure notation is added at the left bottom right under the identification marks. It is typed either as "Enclosure (s)", "Encl. " or "Enc". The usual forms for indicating enclosures are as follows:

Enclosure: Price List

Encl. Check

Enc. Catalogue

Enclosures L/C⁹ No. 555, \$ 1 million

B/L¹⁰ No. 678

Enclosures 1. Recommendation (I)

2. Invoices¹¹ 4

3. Order Form No. 432

5) Identification Marks

The marks are usually the initials of the person who dictated the letter and the initials of the secretary or typists. The identification marks indicate who should shoulder the responsibility of the letter if any dispute concerning the letter happens. The initials are positioned two spaces below the signature against the left margin. The two groups of initials are separated either by a colon or a slant. For example:

PC; DM, PC/DM, pc/dm

6) Copy Notation

If you distribute copies of the letter to other readers, so indicate using the distribution notation: CC, cc, Cc (all mean carbon copies). Place this notation one or two lines below any enclosure notation. Fox example:

CC Mr. Roger, President
Mr. J. Carter, Sales Manager

Since most copies are now photo copied, some typists use the notation: XC (xerox¹² copy), pc (photocopy¹³), or PC. Fox example:

XC Mr. Roger
PC Mr. Roger

If you don't want the prime recipient to know that copies of the letter have been distributed, use a "bc" (blind copy)¹⁴ or "uc" (undisclosed copy) notation to route the copies. Type this notation on the copies only, not on the original. Fox example:

bc Mr. Roger
uc Mr. Roger

7) The Postscript

A postscript (P. S.) draws your reader's attention to a point you want to emphasize. Don't use a postscript if you forget to mention a point in the body of the letter; rewrite the letter instead. Use postscripts to reemphasize an important point. And some executives occasionally add a handwritten letters. Place the postscript two lines below any other notations, and flush with¹⁵ the left margin. For example:

P. S. Your offer is acceptable.

Structure and Format of a Business E-mail

With the development of Internet, more and more people use e-mail to chat with their friends and family members, or to do business on the Internet. It can save your cost and time, and it's cheaper and faster than the traditional business letter. There is almost no better communicational tool than e-mail. Nowadays, e-mail has taken a significant part in business dealings, especially when both parties are familiar enough. It is inconvenient in traditional ways, or in informal occasions like ads.

A well-arranged business e-mail usually consists of two principal parts as follows:

(1) Heading

This part includes "TO:", "From:", "Bcc" "Cc", subject attachment and date.

1) TO: and From:

In the "TO: field" and "From: field", contact's name should be formally typed, such as John B. Doe, not john b Doe or JOHN B DOE. Only accurate addresses of senders' and recipients' can make sure the successful communication of both parties.

2) Bcc and Cc

Bcc is short for blind carbon copy. "Bcc: field" will be used when e-mailing a group of contacts who do not personally know each other. Cc is the abbreviation of carbon copy. "Cc: field" will be used when there are a handful of associates involved in a discussion that requires all of them on the same page.

3) Subject

Subject is the window into an e-mail and can even determine whether this e-mail will be opened. If this is your first contact with a customer based on his request through e-mail, be sure to have a short subject that indicates clearly what topic the e-mail is. Never be misleading in this regard! Or it may give the impression that you are a spammer.

For example:

YES: Supplier training;

NO: professional trainees from sister company should abide by rule of local company.

Because the latter is too long, not concise.

YES: Tomorrow's meeting canceled;

NO: News about the meeting.

Because the latter is not clear, may mislead readers.

4) Attachment

In this field, you can upload or download files with the e-mail. As a sender, if you need to send a large file, you'd better ask the recipient first if it is OK to send a file like that.

Moreover, to ensure they are available to download the file, confirm what is the appropriate sending time and whether they have the compatible software and version with it.