



Effective English for Business Negotiation

实用现代国际贸易
洽谈英语

向丹辉 著



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前 言

英语，作为国际第一语言，在今天这个国际大融合的社会里，无论从政治、经济，还是文化、教育等各个领域都突出显示出了它超凡的表现力和感染力。

国际商务活动，特别是国际贸易业务往来中，英语语言的地位是其他语言所不能替代的。英语语言的正确使用与否直接影响到商务活动的质量和国际贸易谈判的结果。

随着我国外向型经济的不断发展，对外贸易业务量的迅速增加，各类应用型外贸专业人才供不应求。熟练掌握和正确使用一门外语成为对外贸易业务人员必备的知识。

为了配合当前对外经济贸易的发展，使更多的外贸业务人员能更好地掌握商务活动中英语语言的表达和使用，特编写了《实用现代国际贸易洽谈英语》一书。

本书是为了满足培养“英语+国际贸易”复合型涉外人才的需求而编写，旨在提高该类人才在国际商务环境下正确使用英语语言的能力，以便更好地为国际贸易商务活动服务。

本书注重英语口语技能在国际商务活动外贸洽谈中的实际应用，在篇章设计上贯穿了一个基本理念：语言与商务背景相依，语言与业务知识相融。突出表现英语语言在特定场景下的表现力和感染力，充分体现语言表达在业务洽谈中的重要作用，从而达到顺利完成商务谈判，并成功达成业务交易的目的。

本书的内容涵盖了国际贸易商务活动中进出口业务的主要流程，包括公司介绍、产品介绍、询盘、报盘、价格磋商、支付方式、装运条款、包装、索赔、代理等内容。每章都由四部分组成，即“Dialogue”、“Learn to Say 语言学习”、“Now You Try 实操训练”和“Talk Show Room 脱口秀屋”。

• Dialogue：该部分都提供了情景洽谈的范例。选取了对外贸易业务洽谈中最典型的情景案例，通过地道标准的英语语言和准确规范的业务术语，生动地体现现场谈判的情景，并通过对谈判进程的思路分析，引导学习者完成整个洽谈的过程。

• Learn to Say 语言学习：该部分是句型的学习和运用、知识点的归纳、业务知识的扩充环节。该部分将语言知识和业务知识有机地结合起来。

• Now You Try 实操训练：该部分是将章节内容以提示的形式重放，使读者在实践中体验该交易环节的操作性。

• Talk Show Room 脱口秀屋：该部分为读者提供了一个可供思考、讨论和总结的

一个平台。在该部分，作者以情景表达的方式提出了一些有关语言和业务的问题，引发读者对语言在国际贸易业务实践中的作用的更深层的探讨。

该书所涉及的业务内容全面、典型，业务洽谈形式广泛多样，如办公室座谈、交易会面谈、电话交谈、网上交谈、邮件往来等，适用于对外贸易业务的各个方面，是一本有效的工具书，为在校学生的学习和在职业务员的运用提供了切实有用的素材。

本书在编写过程中参照了一些国内外有关国际贸易洽谈的书籍和资料，并借鉴了一些公司实际操作的内容，以提高该书的权威性、科学性和实用性。对有关书籍和资料的原创者表示感谢！由于时间的仓促和本人水平所限，错漏之处在所难免，请各位专家、学者批评、指教。

作者于广州
2012年6月

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Making An Introduction

介绍

Self-introduction
自我介绍

Dialogue 1

Meeting a Foreigner at the Airport 在机场迎接外商



地点：国际机场
人物：John Smith——伦敦 ABC 贸易公司
Miky——广州康利轻工业品贸易有限公司

情景：
广州康利轻工业品贸易有限公司业务员王志伟 Miky 受业务经理张先生之托，前往国际机场迎接从伦敦来访的 John Smith 先生。

Smith: Hello! I'm John Smith from London ABC Trading Company. This is my name card.

Miky: Nice to meet you, Mr. Smith! I'm Miky from Guangzhou Contralia Light Industrial Products Trading Co., Ltd. This is my card. Our manager, Mr. Zhang, sent me here to meet you.

Smith: How do you do, Miky?

Miky: How do you do, Mr. Smith.

Smith: It's very kind of you to come to meet me.

Miky: It's my pleasure.

Smith: How's Mr. Zhang?

Miky: He's very well. He is having a meeting, or he will come to meet you by himself.

Smith: Well, it doesn't matter. I haven't met him since last Guangzhou Fair.

Miky: I see. Well, may I help you with your luggage, Mr. Smith?

Smith: No, thanks. I can manage it.

Miky: How's your flight, Mr. Smith?

Smith: That's OK. I'm getting used to flying the whole day long.

Miky: Did you come to Guangzhou very often?

Smith: Well, once a year at the Fair actually.

Miky: So, you must be quite familiar with the city.

Smith: Well, just a little.

Miky: This is our car, Mr. Smith. Shall we drive directly to the hotel? You need a good rest, I'm afraid.

Smith: Yes. Thank you.

Miky: The Baiyun Hotel we reserved for you is an old-fashioned hotel, but the service is one of the best. I hope you will feel comfortable staying there.

Smith: It's very thoughtful of you, Mr. Wang.

Miky: It's my pleasure.



Learn to Say 语言学习



与不相识的客户见面

(客户朝着举着自己名字的牌子走去)

A: Hello! I'm... from.... This is my name card.

B: Nice to meet you, Mr. Smith! I'm... from....



Notes

1. 与未曾谋面的客户见面时，双方应首先做自我介绍，以便双方确认对方的身份。
2. 中国人在欢迎客人时常常用“欢迎，欢迎”；而西方人习惯于用“Nice to meet you”和人打招呼。相关的表达方式还有：Glad to meet you! Pleased to meet you! It's very nice to meet you!
3. 中国人的名字对于外国人来说往往难以记忆，在介绍自己的名字时，可以帮助对方用简易的称呼方式记忆。如：“My name is Wang Zhiwei. You can call me Xiao Wang.” 或 “You can call me Miky.”。在商务接洽时，最好有英文名字，这样方便外商记忆。

自我介绍

自我介绍时，通常包括介绍自己的姓名、所在公司名称、职位及岗位等。如：

◇ John Smith (伦敦 ABC 贸易公司)

I'm John Smith from London ABC Trading Company.

◇ 张强 (广州轻工业品贸易进出口公司电器部业务员)

I'm a businessman from Guangzhou Light Industrial Products Import and Export Company, electrical products department. My name is Zhang Qiang.

◇ 李宏 (东方土畜产进出口公司花卉出口部业务经理)

My name is Li Hong. I'm the sales manager in the Flower Export Department of Dongfang Native Produce and Animal By-products Import and Export Corporation.

◇ 李林 (广州纺织品进出口公司服装出口部经理)

I'm the sales manager in Guangzhou Textiles Import and Export Corporation. My name is Li Lin. I'm in charge of the import department of garment.

◇ 王平 (广州茶叶进出口公司红茶出口部经理)

I'm Wang Ping, the manager of the Black Tea Export Department in Guangzhou Tea Import and Export Corporation.

Notes

1. Mr. 和 Miss, Mrs. 等是别人对我们的尊称。自我介绍时，在自己的姓名之前，不要加上诸如此类的称呼，如：

☒ I'm Mr. Lee.

☒ I'm Miss Wang.

2. 中文里，我们用“张医生”、“李经理”、“王老师”来称呼对方，但在英文里，医生、经理、老师等是指一个人的职业，不能做头衔放在人名前。如：

☒ Manager Li sent me here to meet you.

☒ Mr. Li sent me here to meet you.

☒ Mr. Li, our manager, sent me here to meet you.

初次见面的寒暄

1. A: Hello! I'm John Smith from London ABC Trading Company.

B: Nice to meet you, Mr. Smith! I'm... from...

2. A: I'm from Guangzhou Garment Trading Co., Ltd. My name is Wang Wei.

B: How do you do, Mr. Wang? My name is...



Notes

1. 在与人打交道时，尤其是初次见面，只要对方在自我介绍时姓名一出现，就应立即与对方打招呼、寒暄。
2. 回应对方的自我介绍，可以包括：欢迎礼貌语、寒暄礼貌语等，同时也不能忘了介绍自己。



寒暄时的用语

—How do you do?

—How do you do?

—Nice to meet you.

—Nice to meet you, too.

—Pleased to know you.

—It's my pleasure to know you.

—Glad to see you.

—Me, too.

—Welcome.

—It's very kind of you to come to meet me.

—Good morning. We've been looking for your arrival.

—It's my honor to meet you here.



表达谢意用语

—Thank you very much.

—You are welcome.

—Thank you for coming to meet me.

—It's my pleasure.

—It's very kind of you to do all that for me.

—Not at all.

—It's very nice of you to invite me.

—It's my honor to have you here.

—It's very thoughtful of you.

—Don't mention it.

—We appreciate the support you extended to us in the past.

—I'm glad we have had a good cooperation over the years and hope to continue the friendship in the coming years.



对话

Situation 1: 在宾馆前台, 服务员通知你, 你不在的时候有客来访, 她将客人的留言交给你, 你对她表示感谢。

A: Mr. Smith, you had a visitor this morning. We've taken a message for you.

B: It's very kind of you.

A: Don't mention it.

Situation 2: 你打算拜访你的客户, 并请他为你在他所在的城市预订好酒店的房间。他通知你房间已经订好, 你感谢他的周到服务。

A: We've booked you a double room, facing the seaside.

B: It's very thoughtful of you.

A: I hope you'll like it.

B: I'm sure I will.



选择话题

适当地选择话题是语言交流顺利进行的关键, 而适时地转换话题才能使谈话内容更丰富。

选择话题时要注意的原则:

1. 选择非涉及他人隐私的话题;
2. 选择谈话双方都熟悉的话题;
3. 选择谈话双方可能有共同语言的话题。

为了使谈话能够顺利地进行下去, 谈话双方还应注意与对方的互动交流, 避免等待对方提出问题的谈话方式。适时地转换话题是双方交流得以继续进行的一种有效的方式。

下面的一段对话由于话题的选择不恰当, 使谈话的对方处于非常尴尬的境地, 似乎对应答无所适从, 因此很容易终止对话, 应该避免。

A: Glad to see you.

B: Pleased to see you.

A: Are you married?

B: What? Oh, yes, I'm married.

A: Have you got any children?

B: Yes.

A: How many?

B: Two.

A: What do you do?

B: I... I... work in a factory.

A: How much do you earn each month?

B: Well... Excuse me... (leave)

试比较下面的三段对话。他们通过选择客观的、现实的，并且是双方都熟悉的话题发起谈话，使双方的交流自然而顺畅；同时，在对话的过程中，不断地转换话题，以赋予交流新内容，使双方的对话得以进行下去。这些交流方式较为可取。

Situation 1: At the Party

A: May I sit here?

B: Yes, of course.

A: Quite crowded here, isn't it?

B: Yes. I can't say I know many of them, do you?

A: I don't know anyone at all.

B: Have you known Mary for a long time?

A: Yes, we were at school together.

B: Yes? I was at school with her husband, Bill.

A: Oh, really? I work in Bill's company. He is a good man.

B: Yes, a very good man as well as an honest friend.

Situation 2: In the Carriage

A: Excuse me, but would you mind if I open the window?

B: Not at all. (She smiles in a friendly way.) It's rather hot here, isn't it?

A: Yes. And it's such a lovely day outside, isn't it?

B: Yes, and we don't have many fine days, do we? (She puts down the magazine.) Are you going far?

A: To Victoria. And you?

B: Just to Croydon. I'm going to spend a few days with my son and his wife. Do you know Croydon?

A: Only a little. But I haven't been there. I know it's beautiful, isn't it?

B: Yes. (She introduce the place.) Well, here is my station. (She smiles and stands up.) I have enjoyed talking with you. Perhaps I'll see you on the train again one day.

A: I hope to see you again. Goodbye.

Situation 3: At the Bus stop

A: Excuse me, what time is it now?

B: Half past ten.

A: What a miserable day, isn't it?

B: Yes, it has been raining for about the whole week.

A: They say it'll be fine later on.

B: I hope so. And it's colder and colder.

A: I don't mind as long as it doesn't rain. Do you wait for bus No. 5, too?

B: Yes, but it's always coming late and always crowded.

A: Is it? I seldom take this bus. I just come to visit one of my friends today. You seem to be in a hurry.

B: Yes, and I'll be late again.

A: You won't be. Look, here comes the bus.

B: Oh, yes. It's been nice talking with you. See you again sometime.

A: See you.

Dialogue 2

Seeking for Trade Partners at the Fair 在交易会寻求贸易伙伴



地点: 广州进出口商品交易会

人物: Leeon——广州宏丽纺织品贸易有限公司

William Bill——法国 B&L 贸易有限公司

情景:

法国 B&L 贸易有限公司的 William Bill 到广州进出口商品交易会寻求服装加工的贸易伙伴。广州宏丽纺织品贸易有限公司业务员林伟宏 Leeon 接待了 Bill 先生。

Bill: Good afternoon! I'm from B&L Trading Co., Ltd. in France. This is my card.

Leeon: Nice to meet you, Mr. Bill. And this is my card.

Bill: Nice to meet you. Our company is dealing in the line of garment. I'm trying to find a trading partner in China.

Leeon: I'm glad to hear that. You know, that happens to lie within the scope of our business.

Bill: That's fine. I wonder whether you accept special orders according to our request.

- Leeon:** Yes, of course. We are ready to serve our clients in any different kinds of way.
- Bill:** That's good. I've brought our samples with me.
- Leeon:** Let me see.
- Bill:** We require that the fabric, style and color should be in exact compliance with this.
- Leeon:** Well, in fact the fabric is quite common, but the style is unique. We're confident to say that it's easy for us to fulfill your order.
- Bill:** Very good. Shall we talk about the terms in details?
- Leeon:** OK.



Learn to Say 语言学习



“What can I do for you?” 的用法

这是提供帮助时常用的一句礼貌用语。类似的表达还有：

- ◇ Can I help you?
- ◇ Is there anything I can help you?
- ◇ Anything I can do for you?



对话

Situation 1: 在商店柜台，你需要购买一件 V 领灰色毛衣，服务员向你提供帮助：

服务员：Good morning, Sir. Can I help you?

客 户：I'd like to buy a sweater.

服务员：What color do you prefer?

客 户：Grey. Would you show me that V-neck pullover?

服务员：Yes. Here you are.

Situation 2: 在马路上，你看见一位外国朋友茫然地在寻找什么，于是你上前提供帮助：

A: Hello! Is there anything I can help you?

B: Yes. I'm trying to find Garden Hotel.

A: It's easy to get there. Go straight ahead to the end of the road. Garden Hotel is on your right hand side.

B: Thank you very much.

A: You are welcome.

在日常生活中，你还可以听到很多简单的接待客户的礼貌语言，如：“Yes?” “Morning, Sir.” 等。例如：

Situation 1: 在机场售票窗口，售票员为你服务：

售票员: Morning, Sir.

买票人: I'd like to fly to Chicago next Monday.

售票员: There are tow flights— 9:30 in the morning and 3:00 in the afternoon.

买票人: I prefer to fly in the morning.

售票员: It'll be \$55.

买票人: OK. Here you are.

售票员: Yes, one morning flight at 9:30 to Chicago next Monday. Here is your change. Have a good day!

Situation 2: 在酒店前台, 前台小姐为你服务:

客 户: Excuse me.

服务员: Yes?

客 户: I'd like to have a single room for two nights.

服务员: Well, a single room with a double bed, \$60 per day.

客 户: It sounds good.

服务员: Would you please fill in the form here?

客 户: OK.

Situation 3: 在电话中, 接线员向你提供帮助:

接线员: Hello! A & B Company.

客 户: Please put me through to Toys Department.

接线员: Hold on, please.

客 户: Thanks.

A4 Now You Try 实操训练

(1)



地点: 国际机场

人物: John Smith——伦敦 ABC 贸易公司业务经理

Miky——广州康利轻工业品贸易有限公司

情景:

广州康利轻工业品贸易有限公司业务员王志伟 Miky 受业务经理张先生之托, 前往国际机场迎接从伦敦来访的 John Smith 先生。

Smith: 您好, 我是伦敦 ABC 贸易公司的 John Smith. 这是我的名片。

Miky: 您好, Smith 先生。我是广州康利轻工贸易公司的 Miky。这是我的名片, 我们张经理派我来接您。

Smith: 您好, Miky。

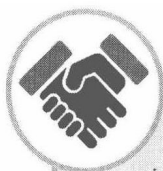
Miky: 您好, Smith。

Smith: 谢谢你来接我。

Miky: 我很荣幸。

- Smith:** 张先生好吗?
- Miky:** 张先生很好。
- Smith:** 从去年广交会之后,我们一直都没见过面。
- Miky:** 是吗?我来帮你拿行李吧。
- Smith:** 不用了,谢谢!
- Miky:** 旅途还顺利吗,Smith 先生?
- Smith:** 还行。我已经习惯于长时间在天上飞了。
- Miky:** 您常来广州吗?
- Smith:** 一年一次吧,广交会的时候来。
- Miky:** 那您对广州这个城市一定很熟悉了。
- Smith:** 略知一二,并不多。
- Miky:** Smith 先生,我们的车到了。我是不是先送您去酒店休息一下?
- Smith:** 好的。
- Miky:** 我们给您预订了白云酒店。这是一个老牌酒店,但服务是一流的。希望您能满意。
- Smith:** 谢谢你, Miky。
- Miky:** 不客气。

(2)



地点: 广州进出口商品交易会

人物: Leeon——广州宏丽纺织品贸易有限公司

William Bill——法国 B&L 贸易有限公司

情景:

法国 B&L 贸易有限公司的 William Bill 到广州商品交易会寻求服装加工的贸易伙伴。广州宏丽纺织品贸易有限公司业务员林伟宏(Leeon)接待了 Bill 先生。

- Bill:** 您好!我是法国 B&L 贸易有限公司的。这是我的名片。
- Leeon:** 欢迎您的到来, Bill 先生。这是我的名片。
- Bill:** 您好, Leeon! 我们公司是专做服装贸易的。我这次来是想寻找有可能的贸易伙伴。
- Leeon:** 我很高兴。服装是我们的主要业务。
- Bill:** 太好了。我想问一下,你们是否接受特殊订单?
- Leeon:** 当然。我们接受客户提出的各种贸易方式。
- Bill:** 好的。我带了些样品。
- Leeon:** 让我看看。
- Bill:** 我们要求布料、款式和色泽都要与我们的样品完全一致。
- Leeon:** 布料是大众化的,款式很新颖。我们有信心接这张单。
- Bill:** 太好了。我们可以谈谈具体的交易条款吗?
- Leeon:** 好的。



Talk Show Room 脱口秀屋

(1)



情景一:

某公司业务员小王到机场迎接伦敦某贸易公司的 Anderson 先生。小王不认识 Anderson 先生，因此举着一块写有 “Anderson from London” 的牌子。这时，Anderson 先生看到牌子迎面走来。

请选择适合 Anderson 先生的用语:

- My name is Anderson.
- (指着牌子) This is me.
- Excuse me, are you looking for me?
- Hello, I'm Anderson from London Trading Company. This is my card. Thanks for meeting me.

请选择适合小王的用语:

- Excuse me, but are you Mr. Anderson from London?
 - Excuse me, I'm finding Mr. Anderson from London.
 - Hello, I'm glad to meet you. Come this way, please.
 - Hello, Mr. Anderson. I'm Wang Wei from Dahua Trading Company. Nice to meet you.
- Shall we go now? The car is over there.

(2)



情景二:

某公司业务经理王先生带一名刚从学校毕业的翻译员小吴到机场迎接从伦敦某公司来穗洽谈贸易的 Smith 先生。吴小姐急于锻炼自己的语言表达，与 Smith 先生侃谈起来，忘了身边的主要人员王先生。这时，王先生应用什么样口吻的语言把自己介绍出来，既能将 Smith 先生的注意力吸引过来，又能体现自己的身份？

请选择适合王先生的用语:

- My name is Wang Tao from China National Light Industrial Products Import and Export Corporation. I am the sales manager.