

FLUENCY IN SPOKEN ENGLISH

丛书主编 吴耀武



Public Relation English

英语口语大全——公关英语

主 编：秦 声

西北工业大学出版社



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副主编 刘顺华

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【内容简介】 本书为英语口语大全系列丛书的公共英语分册,全书共分为 20 个会话场景,每个场景列为 1 个单元,共 20 个单元。每个单元由 3 个经典对话、语言点注释以及文化广场构成。为了读者能够方便、快捷地使用本书,所有的英语会话都配有相应的中文译文可供参考。

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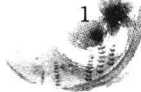


前言



随着经济的全球化以及中国对外开放政策向着纵深发展,越来越多的国外企业不断涌入充满生机、蓬勃发展的中国市场,纷纷在中国内陆与沿海开设分支机构或直接投资开厂兴业。与此同时,越来越多的中国企业也开始走出国门,积极投身于海外市场的开发与培育,在海外直接或间接投资开展商业发展。于是,无论在国内还是国外就业,英语就成为职场人士为企业发展壮大贡献力量,为自己提高发展开辟道路的关键,它同时关乎企业个人的发展命运。一本能够为职场人士,特别是在与外国企业有关联发展的企业从事公共关系工作的职场人士,提供最常用英语会话场景、语言点以及文化知识的小册子,一定能为他们事业的发展,为他们自己的口语表达与交际能力的提高提供很大的帮助。正是基于这种考虑,我们编写了这本《英语口语大全——公关英语》,希望对从事公共关系工作的职场人士有所帮助。

全书共分为 Greeting the foreign guests at the airport (机场迎接外宾)、Business arrangements (业务安排)、Establishing business relations (建立商务关系)、Business visit (商务参观)、Banquet reception (招待宴请)、Sightseeing arrangement (观光游览)、Farewell banquet (告别送行)、Trade fair (商务展会)、Introduction and promotion of products (产品介绍与促销)、Business negotiation (商务谈判)、Preliminary talk (初次会谈)、





Inquiry and offer (询盘与报盘)、Counter-offer and counter-counter-offer (还盘与反还盘)、Acceptance and order (接受与订货)、Packing and shipment (包装与装运)、Payment and delivery (付款与交货)、Inspection and insurance (商检与保险)、Agency and contract (代理与签约)、Claims and settlement (索赔与理赔)、Complaint handling (处理投诉) 等 20 个会话场景, 每个场景列为 1 个单元, 共 20 个单元。每个单元由 3 个经典对话、语言点注释以及文化广场构成。为了读者能够方便、快捷地使用本书, 所有的英语会话都配有相应的中文译文可供参考, 对话部分还通过语言点注释和文化广场对重要的语言点和文化背景做了较为清晰的解释和说明。

本书的编写方式比较切合职场英语的实用特征, 这极大地提高了本书的实用性和参考性。书中的对话贴近现实, 易于模仿, 能够在较短的时间内帮助使用本书的职场公关工作者提高自己的英语水平。由于所选择的语言点注释以及文化广场也都是职场英语中具有实践价值与代表性的, 所以本书的知识对于增强业务水平亦有裨益。此外, 中英文对照的编写方式在很大程度上降低了学习和使用的门槛, 使得处于各个阶层职场公关工作者都易于使用。

本书配有 MP3 听力光盘一张, 由 Ruth Brooks 和 David Bernard 等人朗读, 音质饱满、语调自然、发音纯正, 相信会对读者的英语口语和语音语调水平的提高有很大帮助。

《英语口语大全》丛书主编由吴耀武担任, 负责全套丛书的整体规划和写作体例, 并统稿和审稿。本册《英语口语大全——公共英语》由西安科技大学人文与外国语学院秦声老师主编并负责第 6 至 20 单元的编写工作。西安理工大学刘顺华老师参与编写并负责第 1 至 5 单元的编写工作。

本书在出版过程中承蒙西北工业大学出版社李东红等编辑的大力协助; 丛书的其他分册编者们的也与我们互通有无、共同进步;





本书在资料搜集方面得到了孟丽、张洁等人的大力协助，编者谨在此一并表示感谢！

本书在编写过程中参阅了相关的材料，力求达到通俗、易懂、全面、适用。虽经精心编写，但因水平有限，书中有疏漏与不妥之处，敬请读者不吝赐教，我们将会认真听取和处理您的意见和建议，以期再版时修正相关不足。

编 者

2011年5月

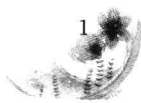




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Unit 1 Greeting the foreign guests at the airport



机场迎接外宾

Situational Dialogue 1

Mr. Brown(male): the client; Wu Lan (female): PR assistant

Wu Lan: Excuse me, are you Mr. Brown from the United States?

Mr. Brown: Yes, I am.

Wu Lan: I'm delighted to meet you at last. Please allow me to introduce myself. I'm Wu Lan, PR assistant from Datang International. Here's my name card.

Mr. Brown: Oh, how do you do, Miss Wu?

Wu Lan: How do you do, Mr. Brown. Welcome to China.

Mr. Brown: Thank you. It's very kind of you to come and meet me at the airport, Miss Wu. I hope you haven't been waiting long.

Wu Lan: No, not at all. I hope you've had a good trip.

Mr. Brown: Yes, thank you. I was held up for three hours at Beijing Capital International Airport because of a





small accident. But anyhow I had a smooth flight in general. The service was great and the food was nice.

Wu Lan: I'm glad to hear that. Is this your first trip to China, Mr. Brown?

Mr. Brown: Yes, the very first.

Wu Lan: I hope you will enjoy your stay here in Xi'an.

Mr. Brown: Thanks. I'm sure I will. I've heard that the city is famous for fresh and tasty food. I'd like to taste all the delicacy, if possible!

Wu Lan: Oh, there's no problem, we will make a good arrangement for you in Xi'an.

Mr. Brown: I'm so lucky. Thank you.

Wu Lan: Well, Mr. Brown, I guess you must be tired after such a long trip.

Mr. Brown: Yes. Actually whenever I travel by air, I feel a bit airsick. But don't worry, a nap will always be a remedy for that.

Wu Lan: Shall we go to the Sheraton Hotel directly, then? We've already made a reservation for you there.

Mr. Brown: Good. You're so thoughtful.

Wu Lan: This way, please. Our car is waiting over there. Let's drive to the hotel. By the way, you've got altogether five pieces of baggage, isn't it?

Mr. Brown: Er... Let me have a check again. Yes, you're right.

Wu Lan: OK, Mr Brown. Your baggage will be delivered to your room later.





布朗先生：是的。实际上每次我坐飞机，都有点晕机。不过没事，小憩一会我就恢复了。

吴兰：那我们直接去喜来登酒店吧？已经在那帮您订好房间了。

布朗先生：贵方想的真是周到。

吴兰：您请这边走。车停在那里，我们开车送您去酒店。顺便问一句，您总共带了5件行李吗？

布朗先生：呃……我看看。是的，5件。

吴兰：好的，布朗先生。您的行李稍后会送到您的房间。

布朗先生：太好了！非常感谢。

吴兰：我帮您拿个包吧。

布朗先生：不用，谢谢。我自己能行。我们走吧。

吴兰：车在这边，请上车。



Notes

1. Be delighted to...

很高兴做……/很乐意做……

2. How do you do?

初次相识时互相致意的招呼用语，采用疑问句式，但表肯定语气，较为正式。意为“您好”。对方回答 How do you do? 作为相应的礼貌致意。

3. Hold up; cause to be slowed down or delayed

(通常对旅途而言)延误，耽搁，阻滞

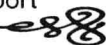
4. Beijing Capital International Airport

北京首都国际机场

5. Very; exactly

正是





6. Stay: period of staying or visit
停留时间
7. Be famous for...
因……而闻名
8. Make an arrangement for...
为……安排事宜
9. Airsick
晕机的, 患航空病的
10. Make a reservation for...
为……预订(房间、机票、餐位……)
11. Step in/get in/hop in
上车



Cultural Square

How to greet guest at the airport?

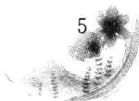
To ensure guest is being attended to without any hassle from the Arrival Hall.

If the guest has made prior arrangement for a car to pick him/her up, ensure the following is done:

Follow-up to check the actual arrival time for the pick-up.

Make sure the car booked for is on standby for the guest-car should be at the airport on time.

Ensure that paging board is prepared beforehand. Make sure that the guest name is neatly written on the board (Writing should be legible).





At least 5 - 10 minutes after the announcement, GRO to standby at the Arrival Hall Waiting/Greeting area to wait for the guest.

Make sure Paging Board is held upright, and it can be spotted by guest.

When the guest approaches you, greet the guest:

"Welcome to xx" or if you know that the guest is a return guest, say:

"Welcome Back"

Introduce yourself to the guest.

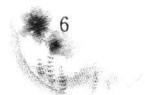
"My name is Joan and I am the Guest Relations Officer for Hotel xxx. May I show you to our Airport Lounge for some refreshment while the driver brings the car over?"

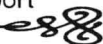
Note: Be careful, some guests may be in a hurry to go and he might not want to wait at the Lounge. If this is the case, walk the guest to the entrance; introduce the driver to the guest.

Be prepared to have other guest who does not have prior arrangement for car booking or maybe even "Walk In" guest who would approach you and enquire about the hotel. Do not turn the guest away, be attentive and assist the guest.

If there is a "Walk In" guest who decide to stay with you, get as much information as you can, so that you can call back the hotel and inform the Receptionist to expect a "Walk In" guest. However, you should give the details of the guest to the Receptionist so that they can prepare his/her registration card in advance.

For guests who do not have car booking, you may offer them the next available Shuttle Service. Show the guests to your





Airport Lounge to wait, offer them some refreshment and towel.

Call the GRO/Reception at the hotel and inform that guest is on his/her way.

如何接机？

确保客人从步出机场大厅开始就能够毫不费力地得到照料。

如果客人已经提前安排了前来接机的车子，那么要确保做到以下几项：

·跟进并检查客人的实际到达时间以便迎接；

确保预定的车子能准时在机场等候客人；

请提前预备写有客人名字的接站牌，牌子上的名字要书写整齐并易于辨认；

在预告飞机到达的 5 至 10 分钟后，客户关系主任要前往接机区等待客人；

请把接站牌高举，以便能被客人看到。

客人朝你走来时，要问候对方：

“欢迎到××来”，或者如果你知道客人此次是返回该地的话，可以说“欢迎回来”。

向客人做自我介绍。

“我叫×××，是××酒店的客户关系主任，司机正在取车，我带您到机场休息室用些茶点好吗？”

注意：有些客人赶时间而不愿意在休息室等待。如果是这种情况的话，陪客人走向出口；见到司机时，把司机介绍给客人认识。

你可能还会遇见一些没有提前预订接机的客人，或者甚至是“临时起意”入住的客人，他们可能会走过来向你咨询你们酒店的情况，请不要拒绝，而是要给予他们关心和帮助。

如果有“临时起意”的客人最终决定入住你们酒店，那么你要





获取有关客人的足够信息,打电话回酒店通知接待人员做好迎接客人的相关工作。你应该向接待人员提供客人的详细信息以便他们能够提前为客人准备登记牌。

对于没有预订接机服务的客人,你可以告知他们等待下一班酒店客车,把客人带入你们在机场的休息室,并提供茶点和毛巾。

在客人启程前往酒店途中,打电话通知客户关系主任或接待员准备接待。

Situational Dialogue 2

Mr. Hilton, the client; Jessica Liu (female): PR assistant

Jessica: You must be our long-expected guest, Mr. Hilton from US.

Mr. Hilton: Yeah, I am. It's nice to meet you.

Jessica: Nice to meet you. I am Jessica. I'm from Shaanxi Chemicals Import & Export Corporation. I'm the PR assistant. Welcome to Xi'an. These flowers are for you.

Mr. Hilton: Thank you. They are beautiful.

Jessica: How was your flight? Was it enjoyable? Was it a direct flight from US to Xi'an?

Mr. Hilton: Yes, it was a most enjoyable flight and the service on board was excellent. It took just over 9 hours non-stop from US.

Jessica: Did you get any sleep on the plane?

Mr. Hilton: I managed a few hours' sleep and am now feeling



Unit 1 Greeting the foreign guests at the airport



fine. I am sure, however, that jet lag will catch up with me tomorrow.

Jessica: Well, there's no schedule tomorrow. Have a nice rest and recover from the jet lag.

Mr. Hilton: Sounds great! You are so considerate.

Jessica: Is this your first visit to Xi'an?

Mr. Hilton: Yes, it is. I have never been to Xi'an before. And I'd like to buy some souvenirs of my stay here.

Jessica: Xi'an is a city with great history. I am sure you will love this city and you must load yourself with a lot interesting souvenirs here. I'll be happy if I can help you with anything.

Mr. Hilton: Thank you.

Jessica: We shall try to make your visit a pleasant one. You'll find your visit here most impressive and take back home happy memories. Fortunately, you've come at the right time. Flowers are in full bloom. Spring in Xi'an is wonderful. Oh, it's lunch time. Shall we get something to eat? You must be hungry after a long way to China.

Mr. Hilton: Good idea.

Jessica: We have Chinese restaurant and western-style restaurant. Which would you prefer?

Mr. Hilton: We'd like to try some Chinese food for a change this time.

Jessica: I drive my car here, so I can drive you to the famous Laosunjia restaurant.

Mr. Hilton: I've heard a lot about that restaurant. Let's go.





Chinese Version

杰西卡：您一定是我们期盼已久的客人，来自美国的希尔顿先生吧。

希尔顿先生：是的，我是。很高兴和您见面。

杰西卡：很高兴见到您。我是杰西卡，来自陕西化工进出口公司，我是公关部助理。欢迎您来西安。这些花是给您的。

希尔顿先生：谢谢，真漂亮。

杰西卡：旅途还好吗？您是从美国直飞西安的吗？

希尔顿先生：是的，旅途很好，飞机上的服务也很周到。从美国直飞需 9 个小时。

杰西卡：您在飞机上睡觉了吗？

希尔顿先生：我设法睡了几个小时，现在感觉很好。但是，我想明天就会有时差反应了。

杰西卡：噢，没关系，明天没有什么安排。好好休息，调整一下时差。

希尔顿先生：太好了！你们真是体贴入微。

杰西卡：这是您第一次到西安吗？

希尔顿先生：是的。我都没有来过西安。在我逗留期间我还想买些纪念品。

杰西卡：西安有着辉煌的历史。我肯定您一定会爱上这座城市，也一定会买一大堆有趣的纪念品。如能为您效劳，我将十分高兴。

希尔顿先生：谢谢。

杰西卡：我们将尽力使您的来访开心。您会发现这次来访是难忘的，并会带着美好的记忆踏上归途。加之您来得正是时

英语口语大全

