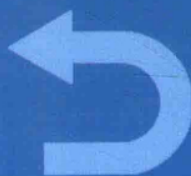


“十三五” 高等教育课程改革项目研究成果

外贸英语函电

郑志明 © 主编



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前 言

进入 21 世纪以来,国际商务交往日益密切,传统的商务书信写作也逐渐被电子邮件所取代,多数外贸函电的教材已经越来越不能适应时代发展的需要。为了能够更好地满足新时期背景下对高等院校商务英语复合型人才的需要,我们根据多年的外贸从业经验,结合多次针对行业企业的调研数据,深入研究,大胆革新,力求所编教材“条理清晰、任务明确、能力突显、实用易用”。

本书针对高等教育的特点,以外贸行业职业岗位所需的职业能力为本位,强调培养高等院校学生的外贸业务实际操作技能。为此,本书设计了客户开发、交易磋商、业务达成、付款方式、合同履行以及售后服务六大模块,共由 14 个章节、36 个任务组成。其中,第 1 章简要介绍了外贸电子邮件的基本格式、注意要素、写作原则以及外贸电子邮件的管理方法。第 2~14 章分别详细介绍外贸进出口流程的主要环节:建立业务关系、资信调查、促销、代理、询盘与回复、报盘与还盘、采购订单、付款方式、合同订立、包装、装运、保险以及索赔理赔等。每个章节包含 7 个组成部分:背景介绍、写作建议、样函展示、典型例句、实战邮件、巩固练习和实训练习。

本书的创新点:

1. 内容取材恰当。本书在取材方面,大胆创新,坚决摒弃了传统教材关于书信写作的相关内容,取而代之的是电子邮件的撰写格式、规范、写作原则以及外贸电子邮件的管理技巧等内容,应该算是外贸函电教材的一个大突破。原创性配套练习,针对性强,巩固效果良好。

2. 语言表达规范。教材编写语言规范、选词到位、时代感强、简洁明晰,不再使用过于正式、过时的表达方式,符合语言自身发展规律和电子商务时代的写作习惯。

3. 岗位能力突显。教材的编写以进出口贸易的实际工作过程为顺序,充分体现外贸各阶段的职业能力和素养要求,各教学情境紧密关联,连贯性和系统性强。

4. 工作任务引领。联合行业企业专家,深入剖析外贸岗位职能,确立进出口贸易的 36 个主要工作任务,以工作任务引领,采用“教、学、做”一体化的教学模式,着重锻造学生的外贸操作技能。

本书第一至第三模块由郑志明老师编写,第四模块由余凤英老师、陈加荣编写,第五模块由郑志明老师编写,第六模块由郑志明老师、林琳老师联合编写。鸿圣企业集团和欧格乐

企业有限公司提供了丰富的行业素材。欧格乐企业有限公司陈加荣总经理和林琳老师针对教材的内容和结构提出了建设性的意见并参与部分实训练习的编写，李冬梅教授抽出宝贵时间对全书进行审校。此外，编者还参考了近年出版的相关书籍，借此机会一并致谢。

本书适用于高等院校国际贸易、商务英语、国际商务等专业的教学，也可作为外贸行业的培训材料和外贸从业人员的自学参考资料。

由于编者水平有限，书中难免存在不足和不妥之处，望各位同行能不惜赐教，提出宝贵意见，以供日后充实和完善。

编 者

2016 年 11 月

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Module 1

Customer Development



Basic Knowledge About Business Email Writing



Learning Objectives

* Knowledge Objectives:

- 1) Be familiar with the format of a business email.
- 2) Be acquainted with the instructions on writing business emails.
- 3) Master the principles of writing business emails.

* Ability Objectives:

- 1) Be able to format a business email.
- 2) Be able to manage business emails effectively.

* Quality Objectives:

Communicate with customers abroad by adopting decent and tactful email writing skills.

Task 1 How to Write a Business Email

Part I : Introduction

Electronic mails are widely used in modern business circles. It refers to computer-based system whereby one computer sends a message to another. In comparison with traditional methods such as telex, postal service and telephone, it has become a popular medium because of its relatively low cost and the ability to send Hypertext Markup Language (HTML) messages. In addition, it is more effective and safer. Through such a system, messages can be sent or picked up anywhere in the world. Apart from these advantages, emails can be stored in the mailbox until they are retrieved. This can be particularly advantageous for users who are communicating across international time zones.

Part II : How to Format a Business Email

Like letters, proposals and other business documents, professional emails reflect a company's overall image. A poorly written email, containing errors, slang and other informal elements, reflects poorly on you and your business. When formatting a business email, you don't have to write it like you would send a personal one to a friend or family members. The rules of business letter writing, like properly addressing the person you are writing to, relaying a clear message in the body and ending with a closing, apply not only to letters, but also emails.

1. Email Header

(1) Enter the recipient's email address in the "To:" box. If sending a copy of the email to other persons whom the recipient is associated with, enter their email addresses in the "CC:" (Carbon Copy) box.

(2) Enter other recipients' email addresses, who are not known to the primary recipient, in the "BCC:" (Blind Carbon Copy) box. This will keep their addresses hidden.

(3) Enter your email address in the "CC:" or "BCC:" field, if you want a copy of the email sent to yourself.

(4) Enter a short sentence in the "Subject:" box, stating clearly the purpose of your email. Avoid one or two word subjects—short words may make your email be sent to the recipient's "Junk Email" or "SPAM" folder. However, don't be wordy, either. Write a subject that is descriptive and to the point.

(5) Mark the email "Urgent" or "High Priority" only if it applies to the message and needs to be read immediately.

2. Email Message Body

(1) Enter a greeting on the first line of your email, such as "Good Day," "Dear × × × × ×," "Mr." "Mrs." "Ms." or other greetings. Write the recipient's name in this field, if you know it.

(2) Enter the shortest possible message in the body of the email. Make sure it is direct and

clear. Try to condense the information so that your reader doesn't have to scroll to finish reading the email.

(3) Avoid using decorative backgrounds, fancy fonts, colors and unnecessary pictures and graphics that take time to load by your recipient's email program.

(4) Do not overuse punctuation, write in all capitals or overuse bold and underline text.

(5) Press the "Enter" or "Return" key after your last paragraph. Enter a closing to your email, such as "Thank you," "Regards" or "Sincerely." Then press "Enter" twice more and write your first and last names.

3. Electronic Signature

Email signatures add individuality to your electronic messages. When you set up an electronic signature in Microsoft Outlook or Word, it automatically appears at the bottom of each message you send. There are many ways to customize your signature such as adding quotes, contact information, mission statements and pictures. You can even designate different signatures for different email groups, such as personal and business. Electronic signatures are easy to create and manage. Instructions are as follows:

- (1) Open Microsoft Outlook Express.
- (2) Click on "Tools" on the top left side of your screen.
- (3) Choose "Options" from the menu.
- (4) From the "Options" menu, select the "Signatures" option.
- (5) Click the "New" button, and type in your signature.
- (6) If you want this signature to auto-populate in all of your emails, click on "add signatures to all outgoing messages."
- (7) Click "OK" to save your changes.

4. Specimen of a Business Email

To:	Jasim@hsbags.com
From:	Johnson@hotmail.com
CC:	Lily@hsbags.com
BCC:	Sonia@hotmail.com
Subject:	Computer Backpacks
<p>Dear Sir/Madam,</p> <p>We learn from http://www.alibaba.com that you are one of the largest importers of bags and cases of various styles and sizes. We are, therefore, writing to you with a keen desire to trade with you.</p> <p>You will be interested to know that the goods mentioned in the subject line have been accepted by domestic and overseas clients for nearly twenty years and have enjoyed a high reputation in Europe. If you let us know your specific requirements at an early date, we are in a position to supply you with first class goods at competitive prices.</p> <p>We look forward to receiving your favorable reply.</p> <p>Yours faithfully, Jasim Sales Manager</p>	

Part III : Instructions on Writing Business Emails

No matter what type of work you do or what industry you're in, you'll most likely have to write a formal business email at some point. A formal business email is an email message sent to a business associate or superior. You need to make sure your email message is polite, professional and to the point. Most business people don't have time to read through a lengthy email. With business writing, being simple and concise is almost always better than being long and wordy.

(1) Create a subject that clearly explains what your email is about. Business people receive dozens of emails a day, and many will delete messages based on the subjects. Be direct with the subject of your email. For example, if you're writing an email to invite your colleagues to a seminar, your subject could be "Public Speaking Seminar Invitation - How to Win Over Your Audience."

(2) State the purpose of your business email right away. Much like the subject, you need to get right to the point. Use short sentences and short paragraphs. Your recipient doesn't have time to read through lengthy paragraphs or repeated phrases.

(3) Don't use slang language or clichés. Go through your business email carefully and eliminate this type of language.

(4) Proofread. Make sure you have no grammar or spelling mistakes and your message is perfectly clear.

(5) Tell the recipient what you need from him/her. Don't assume he/she will know what you need. State clearly what his/her next steps should be, such as sending you certain information or calling you on the phone.

(6) Close your letter with a professional closing, such as "Sincerely" or "Best Regards" and type your full name. Don't assume the recipient will know who you are from your email address and first name.

Part IV : Principles of Business Email Writing

Generally speaking, the principles of business email writing are as follows: appropriate layout, logically connected ideas, correct grammar (spelling and punctuation marks), suitable style and tone, and tactfully organized information. Specifically speaking, the essential elements can be summed up in 7Cs: Clarity, Conciseness, Courtesy, Consideration, Completeness, Concreteness and Correctness.

1. Clarity

First of all, make sure that your letter is so clear that it cannot be misunderstood. If it is ambiguous, further exchange of letters for explanations will become inevitable, thus it wastes both time and money. Next, when you are sure about what you want to say, say it in plain and simple words.

e. g. They informed the suppliers that **they** would receive a reply in a few days.

They informed the suppliers that **the latter** would receive the reply in a few days.

2. Conciseness

Conciseness is often considered to be the most important writing principle and language feature.

It enables to save both the writer's and the recipient's time. Conciseness means you should clearly express what you would do in a short and pithy style of writing as possible as you can without sacrificing completeness, concreteness and courtesy. To do so, the following guidelines must be observed:

(1) Make a long story short and try to avoid wordiness.

e. g. We are sorry that we are not able to satisfy your need at the present time. (Wordy)

We are sorry that we are not able to satisfy your need now. (Simple)

(2) Avoid using general and out-of-date commercial jargons and try to express your ideas in modern English.

e. g. We acknowledge receipt of your email dated July 28th. (Out-dated)

We have received your email dated July 28th. (Modern)

(3) Avoid unnecessary repeat.

e. g. We have begun to export our machines to the foreign countries.

We have been exporting our machines for many years.

(4) Control the number of the words, and build effective sentences and paragraphs.

3. Courtesy

To achieve courtesy, one of the most important things is promptness, especially when a reply is given to a customer's letter, do it without any delay. Next, avoid irritating, being offensive and belittling statements. Besides, use diplomacy and tact to overcome differences. Courtesy consists not only in using polite phrases like "please", "thank you", but also in showing your consideration for your reader.

e. g. We have received with many thanks from your email of 20th May, and we take the pleasure of sending you our latest catalog. We wish to draw your attention to a special offer which we have made in it.

4. Consideration

Consideration means you should be considerate of your reader. It is the quality that enables us to refuse to perform a favor and at the same time keep a friend, to refuse a customer's request without killing all hope of future business. If you cannot meet your customers' needs or requests, you should show your interest in and concern for their requests, use positive sentences instead of negative sentences, and stress what you can do, but don't stress what you cannot do.

e. g. We are terribly sorry that the goods you inquire are not available now. However, we will contact you the moment the supply position improves.

5. Completeness

A business email is complete when it contains all the facts the reader needs. Completeness is necessary for several reasons:

(1) Complete messages are more likely to bring the desired results.

(2) They can build good will between buyer and seller.

(3) Complete messages can help avoid costly lawsuits.

6. Concreteness

To write concretely means being specific, definite and vivid rather than vague and general. Try

to use specific facts and figures and active verbs, and then choose vivid and image-building words.

e. g. We wish to confirm our order dispatched **yesterday**. (Vague)

We confirm our order of **July 2nd, 2006**. (Concrete)

7. Correctness

Correct grammar, punctuation and spelling are also required in business email writing. It also means the correct level or style of language for the reader and the accurate facts and figures.

e. g. The goods supplied are exactly equal to the sample.

Actually, it is very difficult to guarantee that the goods supplied are exactly equal to the sample. Therefore, the sentence may be changed into:

The goods supplied are similar in quality to the sample.

Task 2 How to Manage Business Emails

Part I : Introduction

Electronic mail is an important communication tool for conducting business activities throughout the world. Well-designed and properly managed e-mail systems expedite business communications, eliminate paperwork and automate routine office tasks, thus enhancing the working efficiency.

Part II : About Outlook Express

1. What is Outlook Express ?

Outlook Express is an email program developed by Microsoft that lets you store, manage, send and receive email messages. There are several such email programs available and Outlook Express is probably the most popular of them all because it is free and comes bundled with Internet Explorer web browser. So if you download and install Internet Explorer, you get the free email program too. An email management program, like Outlook Express, is also known as an email client.

2. Advantages of Outlook Express

(1) Availability of emails even without an Internet connection.

If you've been using web-based email accounts such as Hotmail, Gmail or Yahoo Mail, you know that an active Internet connection is required to login to your online account and access messages. With Outlook Express, the program will automatically connect to your account, download emails and store them on your computer. Since now the messages are on your local machine, they are available to you even without an Internet connection.

(2) Save time by downloading emails from various accounts.

This point applies to those who have multiple email accounts. You don't need to waste time in checking each email account separately. Multiple accounts can be set up in Outlook Express which means emails from all these accounts will be downloaded together at one place – your computer. You can also use filters and Outlook Express message rules to segregate email messages as they arrive at your system. For example, all incoming Gmail messages can be diverted to one folder while those

from Hotmail to another. You can similarly isolate emails based on senders, file sizes, whether they have attachments, etc.

(3) A copy of your emails on your computer.

Probably the most important advantage of using Outlook Express is the ability to store a copy of all your emails on your computer. So even if you accidentally delete an important message from your server or if your account is inaccessible or hacked, you know you can retrieve the messages from your system.

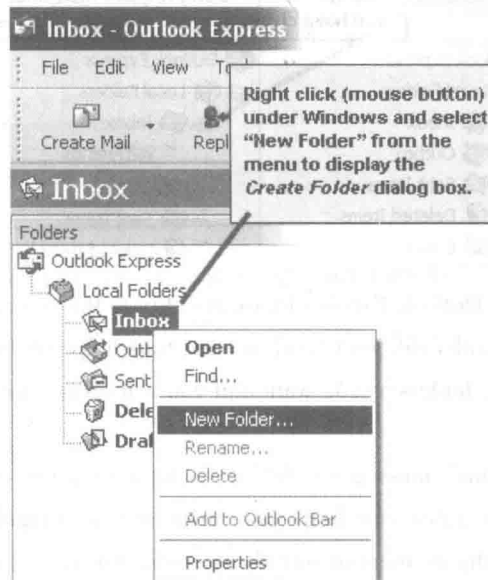
3. Sorting Emails

(1) Organize your emails in Outlook Express Inbox folders.

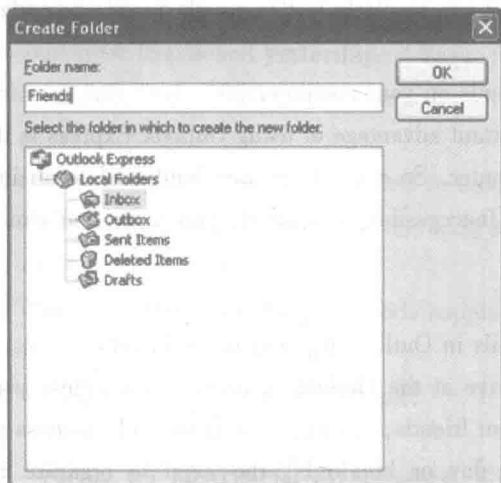
All incoming emails arrive at the Outlook Express Inbox unless you have configured message rules. We receive emails from friends, family, colleagues and business partners, etc. Whether you get just a few emails each day or hundreds, the need to organize messages is paramount for increasing productivity and saving time. Because with time the inbox would simply become one big mess of unsorted and tangled digital data. Trying to locate a lost email in the Outlook Express inbox after a couple of years, even if you employ the “Find” feature, would result in loss of precious time.

(2) Create a folder in the Outlook Express Inbox.

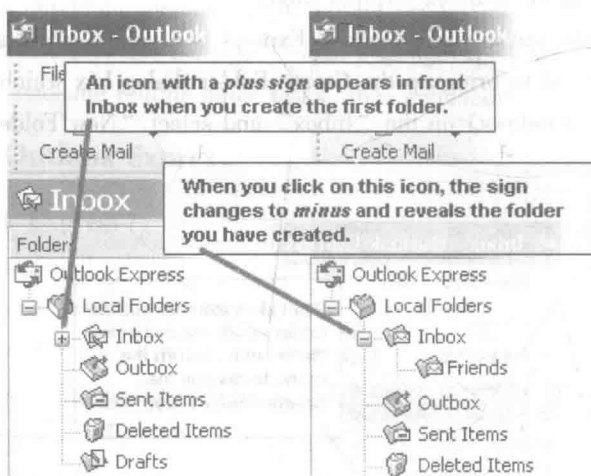
Creating a folder under the inbox in Outlook Express is a simple affair and involves just a few mouse clicks. You first need to bring up the Create Folder dialog box which can be done in three steps; right click (under Windows) on the “Inbox” and select “New Folder” or go to “File”→ “Folder”→ “New.”



In the “Create Folder” dialog box, make sure “Inbox” is selected and then enter the name of the new folder you want to create.



If this was the first folder you have created, an icon with a *plus* (+) sign would now be displayed in front of the “Inbox.” Clicking on this icon expands and contracts (the *plus* sign changes to *minus*) the list of folders under the “Inbox.”



The folders you create in Outlook Express Inbox are akin to the directories on a hard disk drive. They let you organize emails under different headings and thus help you to quickly locate a message. Finally, you can have as many folders as you want and you can create sub-folders under main folders too.

(3) Automatically sort email messages to folders using message rules.

Outlook Express message rules can help you immensely in organizing and managing email messages because you can configure them to sort all incoming emails and move messages to specified folders.

Part III : Consolidation Exercises

Part 1: Write an email based on the information given bellow.

Sender's name: Charlie Li