



外贸英语口语实训教程

主编 · 常 珊



WUHAN UNIVERSITY PRESS

武汉大学出版社

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主 编 常 珊
副主编 王拉沙



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前 言

随着电子商务尤其是跨境电子商务的白热化发展,社会各界对外语人才的需求持续增长,对英语人才的培养也提出了更高的要求,即培养以英语教育为主体,全面培养高素质的复合型人才。为了适应新形势发展的要求,编写一本符合民族地区应用型高校办学指导思想 and 人才培养方案要求,体现“本科学历+职业能力”的培养模式,适应市场对应用型人才需求的外贸英语口语实训教材是专业英语教师的共同期待。

《英语教学大纲》要求大学英语本科毕业生能够在外交、外事、经贸及文化等领域从事一般性的口译工作。本书是根据《英语教学大纲》为高等院校英语本、专科学生编写的口译课程教材。

外贸英语口语能力是对外经济贸易企业中从事国际贸易活动的从业人员必须掌握的专门技能,也是与贸易工作相关的单证员、跟单员、会计师等的职业技能素质,与传统的英语使用相比,它更着重于外贸流程各环节的实际沟通。就外贸英语口语教学而言,应当遵循“实用为主,够用为度”的原则,强调语言基本技能的训练和从事实际外贸活动的语言应用能力并重,其教学材料不同于普通英语,需要更加真实的语言材料。

本书强调外贸英语口语实训的氛围创建,旨在培养和强化外贸英语相关专业学生和广大兴趣爱好者在各种常用商务情景下的英语语言综合应用能力以及相关职业素养。结合多年外贸英语课程的教学实践,本书的编写重点服务于培养学生在外贸活动现场环境中语言运用能力及交际能力,以应用为导向,体现知识学习和职业技能训练兼顾的原则,突出外贸口语实践技能操作。以职业英语为主导,找准外贸和英语的切合点,选择真实的语言材料,服务于提高学生外贸英语口语的职业技能,突出培养“英语+商务+实践”的应用型职业人才的特色。

本书由西昌学院“百书工程”资助出版,由常珊担任主编,王拉沙担任副主编,徐宗毅和黄莺担任参编。具体分工如下:常珊负责统稿并编写第1篇第1至第4单元,以及第2篇和附录;王拉沙负责协助主编统稿并编写第1篇第5至第8单元;徐宗毅负责编写第1篇第9单元和第10单元;黄莺负责编写第1篇第11单元和第12单元。感谢黄涛教授和裘洪斌主任在本书编写中给予的帮助和大力支持。

本书既可作为高等院校商务英语相关专业的教材,又可供口译爱好者自学使用。

本书在编写过程中参考了有关教材、网站资料,在此向相关作者一并致谢。由于时间仓促,编者水平有限,书中错误与疏漏之处在所难免,欢迎各位教师和学生在使用过程中多提宝贵意见,不胜感激。

编 者

2016年10月

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第 1 篇 实训教程

Unit 1 Telephone Communication

Teaching Goals

Knowledge Goals

To enable students to be familiar with different purposes of telephone calls.

Competence Goals

To enable students to know how to make an effective conversation on the line.

Quality Goals

To enable students to express themselves properly and fluently in telephone communications.

Background Information

For large and small businesses, effective telephone communication is a requirement. From the time a call is initiated until it is terminated, you—and your company—are being evaluated by the person on the other end of the call. Taking the time to learn techniques for good telephone communication makes every call you take or make more effective. The following points are to be remembered when giving a phone call.

- (1) Make sure your greeting gets the call off on the right foot.
- (2) Get to the reason for the call or getting to the meat of the call.
- (3) Arrive a resolution or determining whether a resolution has been achieved before hanging up the phone.
- (4) Thank the person on the other end of the phone for his or her time.

Tasks

Task 1 Ask a Favor on the Phone

Situation: Suppose you are Anna, a staff of ABC Trading Company. You are receiving a call from Mr. Edward, one of your customers in Canada.

Anna: Good morning. This is ABC Trading Company. What can I do for you?

Mr. Edward: Good morning. This is Edward from Canada. Could I speak to Anna?

Anna: This is Anna speaking. I'm very glad to hear your voice, Mr. Edward.

Mr. Edward: I will attend the Canton fair this April. I wonder if you could do me a favor to book a room?

Anna: Of course. How many days will you stay here?

Mr. Edward: About a week. And I'll fly to Guangzhou on April 14th.

Anna: Do you have any requirements for the hotel and the room?

Mr. Edward: A single room near the exhibition hall is preferable.

Anna: OK. I'll send an e-mail to you with reservation details this week.

Mr. Edward: Thank you very much. You have been a big help.

Anna: You're welcome. I'm looking forward to seeing you soon.

Task 2 Leave a Message

Situation: Suppose you are Amy, manager of the Overseas Sales Department. You are phoning Mr. Webster, but his secretary receives the call.

Secretary: Hello. This is Mr. Webster's office.

Amy: Hello. I'd like to speak to Mr. Webster.

Secretary: Sorry, he is in meeting now.

Amy: Could I know when he'll be free?

Secretary: Hold on please, and let me check the memo. Oh, he won't be free till 6 p. m. .

Amy: Well, how about asking Mr. Webster to give me a call tomorrow morning?

Secretary: OK. Could I know your phone number?

Amy: Yes. It's 0731 2862 8286 from China.

Secretary: 0731 2862 8286, right?

Amy: Yes. And my name is Amy Ling. A-M-Y L-I-N-G.

Secretary: A-M-Y L-I-N-G from China. . . . OK. I'll leave the message on his desk.

Amy: Thank you very much. Goodbye!

Secretary: Goodbye, Amy!

Task 3 Wrong Number

Situation: Suppose you are Linda. You are giving a phone call to Mr. Black in Fortune Company.

Receptionist: Good afternoon, this is Fortune Company. Can I help you?

Linda: Good afternoon. I'd like to speak to Mr. Black, please.

Receptionist: Mr. Black? Hold on, please. I'll put you through.

Mr. Black: Mr. Black speaking. Who's calling please?

Linda: This is Linda from BNC. Is this Henry Black?

Mr. Black: What? Henry Black? No, this is Leo Black, in the Sales Department. Henry Black is in the After-sales Service Office. I'm afraid you've dialed the wrong number.

Linda: Oh, sorry to have interrupted you! Can you give me Henry Black's extension, please?

Mr. Black: Sorry, I haven't got a directory on hand now. Would you mind calling the switchboard again? I'm sorry not to be of more help.

Linda: Oh, it doesn't matter. I'll call back to the receptionist. Thank you, anyway.

Receptionist: Good afternoon. How can I help you?

Linda: Good afternoon. This is Linda again. I'm afraid you gave me the wrong extension just now. I want to speak to Henry Black, not Leo Black.

Receptionist: Oh, there are two Mr. Blacks in our company. I'm sorry, I'll put you through right now. Please wait a minute.

Linda: OK.

Tips

1. Know the purpose of your call in advance.
2. Make sure you have all the documents you'll need before you dial the number.
3. Get rid of all distractions: turn off the radio, television, etc..
4. Listen carefully and confirm that you have understood every point. Don't hesitate to ask him/her if you are confused.
5. Try to speak slowly and clearly for the other people may not understand you easily.
6. Don't rely on your memory: make notes during a call and rewrite these notes immediately after the call.
7. Make sure you sound polite and agreeable.
8. Make sure your call is brief. Try to avoid lengthy calls.
9. Don't try to be funny—you may be misunderstood.
10. Smile while you're talking. Your listener can "hear" your smile.

Useful Expressions

1. Good morning, York Enterprises. How can I help you?
2. Who's calling, please?
3. I'd like to speak to Mr. Black.
4. Would you please put me through to Henry Black?
5. Hold on please. I'll put you through.
6. May I know your phone number?
7. Sorry, he is in meeting now.
8. OK. I'll leave the message on his desk.
9. Mr. Black's speaking. Who's calling please?
10. I'm afraid you've dialed the wrong number.

11. I'll put you through right now. Please wait a minute.
12. The line's busy. . . .
13. I'm sorry. I am confused. Could you repeat it, please?
14. I'm sorry. I can't hear you very well. Could you speak a little bit louder, please?
15. I'm looking forward to seeing you soon.

Communicative Exercise

I. Complete the following dialogues.

Dialogue 1

A: Hello. 2262 5845.

B: Hello. May I speak to Larry?

A: Sorry, _____?

B: Larry.

A: There is no Larry here. _____?

B: 2262 5845.

A: This is 2262 5485. I think _____.

B: Oh, I'm _____.

A: That's all right, bye.

Dialogue 2

A: Hello, is that the Finance Department?

B: Yes, _____.

A: I'd like to speak to Alice Wu, please.

B: _____.

A: Hello, my name is Tony Brown, from Go Front Company. _____
about the check we sent you.

B: Oh, you should speak to my colleague, Libby Hu. I'll _____ to her
extension.

A: Thank you.

B: I'm afraid she's not in the office at the moment. Could you _____ and
I'll ask her to call back.

A: Yes, certainly. It's 2668 9869.

II. Translate the following sentences into Chinese.

1. I'd like to place an order for your party dress from your catalog.
2. I'd like to buy the car on your TV commercial.
3. We have a bad connection.
4. Sorry, I didn't catch you.
5. Would you speak more slowly?

6. Can I have extension two-one-one, please?
7. Her line is busy at the moment. Can somebody else help you?
8. Just a moment. He is on his way now.
9. No one answers in Mr. Scott's office.
10. He is on vacation until next Wednesday.

III. Translate the following sentences into English.

1. 她在休产假。
2. 他到纽约出差,要到7月22日才能回。
3. 我将尽快转达你的留言给她。
4. 对不起,史考特先生已经转调到分公司。
5. 我没有收到你的传真的第三页。
6. 你的传真字太小,很难看清楚。
7. 请问这星期能否跟史考特先生见个面?
8. 发生了一些急事。我俩的约会能不能延期?
9. 你说得对极了。
10. 对不起,我没听到,请你再说一遍好吗?

IV. Communicative activities.

1. Work with partners to create different dialogues by using the useful sentences we've learned in this unit.
2. Compose dialogues according to the following situations.

Situation 1: Compose a dialogue according to the following message.

To: Billy Green
 Date: April 5th Time: 10:00 a. m.
Message
 From: Lili Yang
 Company: Evergreen Company
 Telephone No. : 0086-731-8653 1234
 Message: Call back, the order No. 567, urgent.
 Taken by: Mike

Situation 2: Imagine that one of you works for Asia Print, a printer firm, and the other for your customer, Bright Products, a company dealing in office supplies. You are talking about the samples sent by Asia Print by telephone.

Situation 3: Amy Lin telephones Jack Smith to make an appointment. He wants to make it at 3:00 p. m. the next day, but it is not convenient for Mr. Smith, so they fix it at 10:00 a. m. the day after the next day. Make a telephone conversation about it.

Supplement Reading

Telephone—A Popular Means of Communication in China

Years of reform and opening up to the outside world have witnessed an increasing popularity of telephones in China. Telephones have entered ordinary households as a daily necessity. In many public places telephone service is available. More people are equipped with cellular phones.

Telephones reach out to users for their advantages. Dial-and-talk operation makes common folks have access to them. Compared with letter writing, telegraphy and other means of communications, making a phone call is easy and interactive. In case of emergency, urgent message can be sent out immediately.

Telephones are indispensable to communication between people. As a clear path of communication, making phone calls connects people when they are apart. Telephone lines not only convey information but also glue all relationships. With this convenient tool of modern communication, people may be out of sight, but never out of mind.

Smile and Use the Caller's Name

Smile

You may be tired of hearing it, but it's a good idea to smile. When you're on the telephone, imagine yourself talking face-to-face with the person. If you literally smile and show enthusiasm, you'll convey a more pleasant attitude by the tone of your voice. You may think I'm contradicting myself, since I explained earlier that body language does not play a part in telephone communication, but this is an exception. Even though your customer doesn't see you, your posture, body language, and facial expression will be communicated through the tone of your voice. The fact is, our hearing is so attuned to subtleties of speech that people can tell if you are smiling. Likewise, your customer can tell if you feel exhausted and are slouching at your desk. Customers can hear our attitude in our tone. The good news is that "feelings follow actions". If you force yourself to smile, you will actually begin feeling more enthusiastic. It sounds absurd, but it's true. In fact, some agents put a mirror at their workstation as a reminder to smile. Do whatever you can to monitor your attitude, and the interactions with your customers will improve.

Use the Caller's Name

This helps you establish rapport. Using names can really have a powerful effect. When I'm calling for support and the agent uses my name in the conversation, it makes me feel more valued—like I'm an individual and the agent cares enough about me to remember my name. Suddenly I feel more engaged in the conversation. Of course, whether you use first or last names depends on the type of service you offer and the culture of your organization. Using first names has

a more powerful effect, but using last names can also be effective. One rule of thumb is to address the customer the way they introduce themselves to you. If the customer said, "Hi, this is Dr. Robert Walker in the lab," then address him thereafter as "Doctor Walker". Don't call him "Bob".

Tongue Twisters

1. She saw a fish on the seashore and I'm sure the fish she saw on the seashore was a saw-fish.

2. Blake's black bikes back brake bracket block broke.

Table of Individual Assessment

Criteria/Grades	A (Excellent)	B (Good)	C (Pass)	D (Poor)	Flashpoint
Knowledge					
Language					
Performance					
Communicative Skills					

Remarks: Please refer the following Individual Assessment Criteria.

Grade A	Grade B	Grade C	Grade D
Professional concerning the content and process of telephone communications	Familiar with the content and process of telephone communications	Less familiar with the content and process of telephone communications	Not familiar with the topic
Fluent & clear in performance, be correct, complete & focused in expression	Clear and smooth in performance, with a few errors in expression	Acceptable English with some mistakes in grammar	Unable to express ideas in English, poor intonation
Participates in role-play actively and the performance is perfect in every aspect	Participates in role-play actively with some non-verbal language, logical and coherent	Participates in role-play but performance is not connected to the situation required	Unable to participate in role-play. No eye-contact with the partner
Well understood by the partner, tactful, flexible and polite in asking and replying; with excellent telephone etiquettes	Not fully understood by the partner, polite and less flexible; with proper telephone etiquettes	Not right to the point sometimes when asking or replying; with some telephone etiquettes	Rigid in communication and hardly understood by the partner; with poor telephone etiquettes

Table of Team Assessment

Team: _____

Team Leader(Signature) : _____

Team Assessment						Scores		
Name	Team Communication	Presentation	Skill	Content	Assignment	Times	Bonus	Total Score

Assessment from Team Discussion(Advantages , Disadvantages , Improvements) :

Assessment from Teacher(Advantages , Disadvantages , Improvements) :

Unit 2 Greetings

Teaching Goals

Knowledge Goals

To enable students to be familiar with the knowledge and strategies of different kinds of introduction.

Competence Goals

To enable students to know how to employ the knowledge and strategies of introduction into practical use.

Quality Goals

To enable students to express themselves fluently and properly about the topic.

Background Information

Greeting is the easiest conversation, which is made probably every minute and in every place. In business situations, proper greetings can help establish harmonious business ties and lead to friendly cooperation, while on the opposite side they can ruin your business. When meeting a new customer, you should greet him/her in a friendly way and enthusiastically, introduce yourself clearly and show your business card politely. When greeting an old customer, you should also send regards to his/her business and family.

A handshake is the most common form of greetings among foreigners and is customary when you are introduced to somebody new. It is only when you meet your friends whom you haven't seen for a long time that you can kiss the cheek of the opposite sex. In Britain one kiss is generally enough.

Tasks

Task 1 Daily Greeting

Situation: *Suppose you are Mary, marketing manager assistant in Shanghai Textile Import & Export Corporation; and Nancy is your colleague in Finance Department. You and Nancy meet on the way to company in the morning.*

Nancy: Hi, Mary. Fancy meeting you here.

Mary: Hi, Nancy! Good morning.

Nancy: How are you doing this morning? You look so pale.

Mary: I'm all right, thanks. Just a little tired.

Nancy: Late night?

Mary: Yeah, I got home around twelve.

Nancy: You'd better have a rest today. After all, you see, health is the most important.

Mary: If you were my manager, I wouldn't be so tired now.

Nancy: A lot of work to do?

Mary: Yeah. Well, I must hurry now. I have to get to the airport by ten o'clock. See you.

Nancy: See you.

Task 2 Meeting at the Airport

Situation: *Sam White is purchasing manager of New York Trading Company. Mary is meeting Sam White at Shanghai International Airport.*

Mary: Excuse me, sir. Are you Mr. White from New York?

Sam White: Yes, that's right.

Mary: How do you do, Mr. White? I am Mary, the assistant manager of Shanghai Textile Import & Export Corporation. I've come to meet you. This is my business card.

Sam White: Thank you, Mary. Nice to meet you.

Mary: Nice to meet you too. Welcome to Shanghai, Mr. White. Did you have a pleasant trip?

Sam White: Yes, I enjoyed it very much.

Mary: Anyhow, it's a long way to China, isn't it? I think you must be very tired.

Sam White: That's true. But I'll be all right by tomorrow and ready for business.

Mary: I'm sure. Let's go and get you checked into the hotel first. This way, please. My car is outside.

Sam White: OK, thank you. Let's go.

Task 3 On the Way to Hotel

Situation: *In the car to the hotel, Mary and Sam are talking about some relaxing topics.*

Mary: Mr. White, is this your first time to China?

Sam White: No, I have been to several Chinese cities before, such as Beijing, Shenzhen and Hong Kong. But this is my first time to Shanghai.

Mary: What's your impression upon China?

Sam White: It's a great country. Every person is friendly and the food is delicious. I've heard that Shanghai is an amazing city.

Mary: Shanghai is a legend city with a long history and characteristic culture.

Sam White: Sounds great. Would you mind if I open the window?

Mary: No, I wouldn't.

Sam White: What is the building over there?

Mary: It is the Shanghai World Financial Centre. Our office is on the 50th floor in it.

Sam White: Fantastic!

Mary: Here we are. We have booked a room for you in the Hilton Hotel.

Sam White: It is so kind of you.

Task 4 Checking-in

Situation: *Mary and Sam are checking in the Hilton Hotel.*

Mary: Good morning! My name is Mary. I have booked a suite in the morning.

Receptionist: Good morning, madame! Please wait a minute, let me check. Yes, it's reserved. A business suite, right?

Mary: Yeah. But it is for this Mr. Sam White.

Receptionist: Mr. White, would you please show me your passport and fill in the form?

Sam White: This is my passport.

Receptionist: You will stay here for one week from May 10th to 16th, right?

Sam White: That's true. Here's the form.

Receptionist: Thank you. The room rate is 880 yuan per night. And the check-out time is before noon.

Sam White: Does this charge include breakfast?

Receptionist: Yes, it does. And breakfast is offered from 7:00 a. m. to 10:00 a. m. . Well, the deposit is 5,000 yuan.

Sam White: Thank you. Do you accept traveler's cheques?

Receptionist: Of course, sir. Your room No. is 1606. Here is your room card. If you need any other service, please contact the Room Service at 8818, they will come to help you.

Sam White: Thank you!

Receptionist: You are welcome.

Tips

1. Be polite when exchanging greetings with clients.
2. When you greet an old customer, you'd better send regards to his/her company or family.
3. Be sure that you arrive at the airport ahead of time. Being late would annoy your client and ruin your image.
4. First impression is of high importance. Pay attention to your dressing. Be professional. Suit jacket and a tie would look good.
5. Introduce your name and title at first and show your business card when you pick up a new client.
6. Offer your help whether your client needs or not, such as carrying the luggage and showing the way, etc. .
7. Tell your client the arrangement your company has made for him.

8. Find some relaxing topics to talk with your client, such as local weather, food and scenery.

9. Help your client to check in the hotel.

10. Ask about any service he/she needs to stay in the hotel, and try to satisfy him/her.

Useful Expressions

1. How nice to see you again. How is everything going?

2. Excuse me, but are you Mr. Martin from England?

3. Nice to meet/know/see you!

4. Welcome to Changsha, this is my business card.

5. How do you do, Mr. John, my name is Tom Lee, sales manager of the ABC company.

6. How do you do! Tom. It's my pleasure to see you.

7. Long time no see!

8. You must be Mrs. Huang. I am delighted to meet you at last.

9. How was your flight? Was it comfortable?

10. I've often heard of (about) you in business.

11. I have heard a lot of you.

12. Please allow me to introduce our general manager.

13. I'd like you to meet my boss, Mr. Green.

14. Let me help you with your luggage.

15. Let's go to the parking lot directly, because it is not convenient here.

16. Please wait for me here, I am going to the parking lot to park/get my car.

17. Our company has sent me to pick you up here.

18. I never thought to meet you here.

19. I wish you a very wonderful stay here.

20. Thank you for meeting me at the airport.

Communicative Exercise

I. *Complete the following dialogues.*

Dialogue 1

A: Mary, Mr. White is arriving in Shanghai for the first time this morning. I'd like you to pick him up and help him _____.

B: Yes, Mr. Black. What's his _____?

A: Flight HK 211, from Hong Kong, at 10:20.

B: Which hotel is he booked at?

A: Hilton Hotel. Everything's been arranged, _____.

B: I'd better _____ now. Shall I take one of the company cars?