

21世纪实用商务英语教程
Know-How 21st Century International Business

► 丛书主编 张立玉

商务英语写作技巧

► 编著 彭春萍 涂沙丽 李萍

Business English

Writing Skills and Practice



WUHAN UNIVERSITY PRESS

武汉大学出版社

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序

自从实行对外改革开放的政策以来,我国与世界各国的商务往来日益增多。随着近年来中国的政治和经济实力不断的提升,特别是中国加入世界贸易组织以来,中国经济以前所未有的深度和广度继续对外开放,日益融入到区域经济和全球经济一体化的框架中,国际间的商务活动和接触愈加频繁。国外著名跨国集团公司、金融机构、工商企业纷纷抢滩中国市场,在中国设立分支机构、分公司及合资企业,引发了新一轮对高素质复合型外经贸人才的需求:要求他们具备良好的英语听、说、读、写、译以及对外交流、沟通的能力,同时熟知外经贸专业知识及国际贸易惯例。所有这些对高等院校在人才培养方面提出了新的挑战,如何充分利用现有教育资源,培养大批社会急需的复合型商贸人才是我们所面临的重大研究课题。

目前,许多高等院校关于如何利用翻译技巧,准确处理商务资料,处理不同信息,进行商务谈判的书籍较少;从文化的角度向读者介绍商务沟通技巧,不同民族商务活动的差异、作用、影响等的实用书籍也不多;此外,随着现代商务活动国际化程度的不断提高,目前全国从事商务领域活动,包括财贸、金融、商务、经济、法律、外交等部门的专业人员和从业人员也越来越多,为了满足当前社会经济发展的需要,也为了满足高等院校师生及从业人员的需要,我们结合近年来国际商务(贸)活动发展趋势及具体案例,从现代商务结合国际贸易的基本原则,从实用的角度向读者推出了《21 世纪实用商务英语教程》(Know-How for 21st Century's International Business)丛书。该丛书为“高等教育百门精品课程教材建设计划一类精品项目”。

本套丛书分为八分册,依次为:《国际商务英语中级口语》、《商务旅游英语》、《商务英语写作技巧》、《外贸英文制单》、《商务英语听说》(上)、《商务英语听说》(下)、《国际商务英语谈判》、《电子商务英语》。

《国际商务英语中级口语》针对国际商务活动的各个侧面,提供了充分的素材,以使学生掌握真实的、准确的商务知识,并根据口语教学的特点,设置了不同类型的教学形式如热身训练、个人训练、双人训练、小组训练、班级训练等,通过语音练习、实践对话、话题讨论等活动,让学生切实学会在国际商务活动中用英语表达自己,与人交流。书后的参考译文与详解可以帮助学生更好地掌握课堂内容,提高口语表达能力。

《商务旅游英语》力求结合商务工作的实际需要,介绍与中国进行商务贸易的主要国家的风土人情,社交礼仪等,为商务旅游人士,从业人员更好地熟悉不同国家的风俗习惯,礼仪礼节起到引导和指南的作用。

《商务英语写作技巧》涉及国际贸易、国际企业管理和国际市场调研等方面的内容写作。其范文多选自真实的商务往来沟通和原版的英语商务书刊及较有影响的企业网站。



《外贸英文制单》完整而细致地描述了国际贸易中主要单据的种类、功能格式及内容,帮助学习者进一步掌握国际贸易单据缮制的要点,提高实际操作技能,为从事与国际贸易相关的工作打下坚实的基础。

《商务英语听说》(上、下两册)选材新颖,内容涉及日常商务活动的文化、贸易谈判、金融、信息、国际贸易等,具有知识性、实用性、可读性的特点。

《国际商务英语谈判》将外贸业务的基本环节和内容有机结合起来,集知识性、科学性、娱乐性于一体,图文并茂、重点突出、内容新颖。强调实践的重要性,全书始终贯彻以“操练”为主,所选编的语言材料,体现了商务谈判的基本要求以及中国加入 WTO 后与国际接轨的时代特征。

《电子商务英语》涉及电子商务的历史、发展和理论;电子商务企业对客户、企业对企业的运作流程,网上支付,网络安全,电子政务和电子商务的发展前景。

本丛书的作者均在高等学校、研究单位或公司工作,具有丰富的教学、研究和实践经验,其中有的同志在商贸界享有盛名,颇有建树,且编著过相关书籍。在编著该套丛书过程中,作者做了大量的市场调查和案头工作,力求使理论性、实用性、可读性有机结合。

该套丛书内容新颖、概念清晰、理论性和实用性强,通俗易懂、层次配套,其读者对象虽定位于高等学校商贸英语专业的学生,但对外贸贸易工作人员、商务管理人员、外企文员等,也大有裨益。相信该套丛书的出版,定会受到读者的欢迎。

由于商务英语具有极强的实践性、操作性,本套丛书在编写过程中,一方面力争使语言精炼、通俗易懂,同时体系完整,知识系统而全面;另一方面尽可能用图示和配光盘、课件等方法辅以文字说明来准确阐明国际商务的操作程序,以加深和巩固学习者的理解及记忆。2001~2002 年我们曾成功地策划和出版了《现代实用商务英语》丛书,该丛书有八册,依次为《商务跨文化交际》、《商务英语选读》、《国际商务英语初级口语》、《国际贸易结算》、《商务英语英汉口译》(该书已列入“十一五”国家级规划教材)、《国际贸易进出口实务》、《国际市场营销技术》、《商务合同写作及翻译》。这套丛书一经推出,立即受到大家的好评,这套丛书已重印多次,获得了很好的社会效益和经济效益。根据市场新的需求,和广大读者来信的迫切需要,我们又精心策划组织了《21 世纪实用商务英语教程》这套丛书。相信这套丛书的出版定会给广大读者带来新的喜悦和帮助。

编撰本套丛书又是一次新的尝试,因编写人员能力有限,难免在编写中出现一些疏漏或错讹之处,恳请读者同仁予以批评指正。

总主编 张立玉

2006 年 7 月于武昌珞珈山

前言

《商务英语写作技巧》旨在培养学习者进行国际商务信息处理和综合分析能力,从而满足市场对应用型、复合型和国际型商务人才的需求。它力求提高学习者的基本写作表达能力;培养学习者的当代商务理念及商务写作技能;提供较全面标准的商务写作范例;为不同写作水平商务人士提供商务写作训练。本书可供应用英语类专业学生,或有一定英语和商务实务经验的在职人员使用。

本书范文多选自真实的商务往来沟通和原版的英语商务书刊及较有影响的企业网站(根据情况有少量修改和调整)。具体涉及的内容包括:与商务活动(询盘及报盘、订货、促销、投诉等)有关的各种文体信件、传真、留言、宣传手册、报告等的写作,以及常用国际商务文件如:协议、合同等的写作。

写作离不开阅读,一个是输入,一个是输出,有足够的输入才有恰当的输出。本书的特点就是将大量的阅读以各种形式穿插于写作练习中,让学习者首先接触一定量的规范写作,然后去学习、模仿达到掌握商务写作技巧,并将其运用到写作实践中。

本书使用中文陈述写作基本内容及技巧、分析范文的写作方法,力求简洁明了、通俗易懂、深入浅出。但是,与本书配套的多媒体光盘采用全英文写作。

根据学习者学习商务写作的一般规律,我们由易到难编写、汇集了不同类型的练习,从简单的词、句子入手,逐渐过渡到段落直至整篇文章。通过不同形式的练习,力图让学习者循序渐进地熟悉写作技巧,提高写作水平。并为不同水平的学习者根据自己的需要提供可供取舍的练习。

如果用作大学相关教材,建议课时为30~45学时。

全书共由十个单元组成。第三、四、五单元由涂沙丽编写,第九和第十单元由李萍编写,其余的单元由彭春萍编写。全书由彭春萍统稿。

在编写过程中作者参阅了大量国内外相关书籍和资料,也得到李培娥、林文彬、石定乐、蔡蔚、王纯林等老师的特别指导和帮助,在此向有关作者和上述老师表示衷心的感谢。同时,也感谢家人的鼓励和支持。

编写本书是一个探索的过程,难免有疏谬之处,恳请读者给予批评和指正。

编者

2006年春于武汉南湖



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Unit 1

Basic Principles of Business English Writing

Focuses:

- Basic ideas about business English writing
- "6Cs" in business writing
- Punctuations and abbreviations in business writing

Getting in

Before getting down to business, choose the possible answers from the lists in each case.

1. Communication becomes easy and convenient in the modern business interactions (生意往来, 商务交往). We can _____ to get contact with our business partners.
 - a. write a letter
 - b. send an e-mail
 - c. make a phone call
 - d. send a telegraph
 - e. send a fax
 - f. send a telex
 - g. write a memo
2. If you want to place an order with a supplier (供货商), you will _____.
 - a. make a phone call first, and then write a letter to confirm the order
 - b. only need to make a phone call
 - c. write a letter or a fax to place the order
3. Is there any necessity to write a letter or a fax to acknowledge the order (认收订单) you received?
 - a. yes
 - b. no

Effective communication is essential for an organization or a company to make profits. Nearly all important business communication is eventually to be put into writing. You may even need to write something in answering a phone call, because you might be



involved in taking a phone message for other people who are out at that moment.

In case 1, except “d” (out-of-date in the modern society) and “g” (usually used as intra-company communication), all other forms of communication are widely employed in business interactions.

In most formal cases, just making a phone call to place an order is not enough. So the proper choices for case 2 should be “a” and “c”.

In case 3, we normally need to send an acknowledgement to our customers when we received their orders.

To run a company, various letters and faxes need to be written to the customers, or suppliers, or distributors (分销商), or manufacturers / producer (生产商) every day; to win business in the sharp competition, attractive profile (公司简介) and effective description of products are quite helpful; to discern the development and problems of the company, a business report is a reliable source; to remind someone of something important, leaving a memo for him or her is rather convenient, so on and so forth, all these activities are concerned with writing.

Therefore, to do good business, training of writing is quite necessary. This book is trying to draw clear pictures of business writing on different occasions.

Introduction: What Is Business English Writing?

Generally, the writing which is related to business should all be called business writing. But the scope of business and writing is quite large, so in this book we choose mainly the writing affairs concerning selling and buying between two organizations or companies in comparatively formal situation as our subjects.

Before joining in a company, you need first of all to write your CV (= Curriculum Vitae 履历, 简历) and application letter. When you get the job at last, writing letters or faxes may become one part of your routine jobs. At the same time, memos, e-mails, reports and so on are also unavoidable in your working life. We treat all these as business writing in this book.

本书的商务写作范围主要为相对正式场合中的书面商务沟通, 包括: business letters (商务信函, 如: 建立公司之间的业务联系、询盘、报盘、投诉和索赔等)、leaflets and advertisements (广告单)、fax (传真)、brochures (产品手册, 公司简介)、memo (便函)、e-mail (电子邮件)、business reports (商务报告) 等。此外, 还包括了 application letter (求职函)、resume (简历) 等的写作介绍。

此教材选取这些商务工作中最常用的文体, 介绍其作用、写作规范、具体格式、写作方法, 以及商务交流中应遵循的原则, 综合提高学习者的写作技巧。书中有大量的实用商务范文, 以及如何遣词造句的技巧指导。本书最终目的是使学习者掌握专业商务问题的写作方法及技巧, 学会起草规范得体、条理清晰的商务文书。



Module 1 Basic Principles of Business English Writing

1. 在内容上, 商务写作首先注重的是实用和简洁。写作商务文书应明确目的, 就事论事, 不啰嗦, 让读者能在最短的时间内了解到写作者所要传达的商业信息。比较根据以下要求写的两封信:

- Read the following memo.

MEMO

From: Office of the GM

Date: Feb. 1

To: Head, Int'l Rel. Sec

Subject: Trip by the GM

Below are details of the factories that the General Manager will visit. In each one, the GM would like to speak to all members of the Production Department. Please inform each factory and ask them to cancel all other appointments.

March 8 Kuala Lumpur

March 9 Singapore

March 10 Singapore

March 11 Jakarta

- Write a letter to Bob Smith in Singapore.
 - Saying what you are writing about.
 - Saying when the GM will be in Singapore.
 - Saying who he wants to talk to while he is there.
 - Asking them to cancel all other appointments.

Letter 1

Dear Mr. Smith,

I am writing about our General Manager's forthcoming visit to your factory. He will be in Singapore on March 9 and 10. He would like to speak to all members of the Production Department in your factory. Please ask them to cancel all other appointments.

Thank you for your arrangements!

Sincerely,

Mary Simms



Letter 2

Dear Mr. Smith,

It is quite a long time since we saw each other last time in London. How are you? I am writing about our General Manager's visiting to your factory. He wants to know the development of your factory. He will be in Singapore on March 9 and 10. It is very important for you because it concerns the future of your factory, so you should prepare good enough. He wants to speak to all members of the Production Department in your factory because he wants to know everyone's ideas about the development of the factory. Please make sure that all of them need to cancel all other appointments in those two days to welcome the General Manager.

Thank you very much for that!

Sincerely,

Mary Simms

Notes:

1. *General Manager* 总经理
2. *Production Department* 生产部
3. *forthcoming visit* 来访

你更愿意读哪一封信? 为什么?

两封信都是关于总经理要去工厂参观的通知。从语言的角度来看, Letter 2 没有什么不妥, 但是, 对于同样的信息, Letter 1 开门见山, 寥寥几句就把事情交代清楚了, 而 Letter 2 写得很详细, 从问候开始, 写到了为什么总经理要参观新加坡的工厂, 一直到叮嘱他们要做好一切准备来迎接总经理。在篇幅上给人带来视觉疲劳, 读起来很累, 导致效率低。事实上, 参观的重要性和总经理为什么要跟生产车间所有的员工谈话在这样的信件(通知)中是不需要交代的。

2. 在语言上, 商务写作一般较为正式, 用词要避免过分修饰、卑恭, 尤其是商务活动中比较常见的信函和传真。应注意以下几个原则: 准确、清楚、具体、礼貌和简明。

A. 准确 (Correctness): 商务信函和传真可作为买卖双方权利和义务的书面凭证, 准确无误是其写作中最重要的原则, 它包括以下四层含义:

(1) 恰当的语言风格: 不同的商务文书有不同的语言风格, 把投诉函写成感谢信, 在商务合同中使用口语化语言都会让人啼笑皆非。比较下列两种表达:

- a. If the construction couldn't be finished in time, what should we do? I think we should fine the Party who is responsible for the delay.
- b. Any delay of completion of the construction work (任何工程的拖延) will im-

pose the responsible Party one percent fine of the total cost per week (按每拖延一周处以责任方总货款百分之一的罚金)。

“a”适用于日常交谈，但是，在合同的写作中，“b”才显得严谨正式。

(2) 准确的措辞和信息：精确措辞，传达准确信息。

(3) 正确使用语法和标点符号。

(4) 正确拼写。

此外，商务术语也要使用得当，否则会引起不必要的纠纷。信函和传真中所述的时间、地点、品质、颜色、尺码等要核实，发票、提单和信用证等的号码以及单价、总价的金额数字一定要准确无误。

B. 清楚 (Clarity) 用具体 (Concreteness): 写作中要合理安排要点，运用正确的句型句法，突出重点，层次分明；多用意思明确的词，给出具体的数据、具体的事例等 (try to use more specific words, but not general ones; give exact facts, figures, and examples)。尽量少用不确切的词，如：用具体的多少来代替 some，用具体的时间来代替 in the near future，用准确的数量来代替 a large quantity，用具体的定单号来代替 your order，等等。

For example,

- a. Thank you for your letter of 18 April about your visit to London. (Good writing)
 - b. Thank you for your last letter about your visit to London. (Poor writing)
-
- a. I'm planning a trip to Europe around October 15 and would like to meet you to discuss opening an office in Prague (布拉格). (Good writing)
 - b. I'm planning a trip to Europe in the near future and would like to meet you to discuss opening an office in Prague. (Poor writing)
-
- a. Please deliver (发运) the equipment to our company before next Friday. (Good writing)
 - b. Please deliver the equipment to our company as soon as possible. (Poor writing)
-
- a. We thank you for your remittance (汇款) of \$650.00. (Good writing)
 - b. We thank you for your remittance. (Poor writing)

C. 礼貌 (Courtesy): 商务信函一般措辞比较委婉，常用 “please”, “thank you”, “it would be ...”, “I would like to ...”, “it might ...” 等表示礼貌。有效的商务沟通应是建立在平等、相互信任的基础之上的，粗俗、无礼和家长式作风都不可取。

For example,

- a. I'm planning a trip to Europe in October and would like to meet you to discuss opening an office in Prague. (Good writing)
- b. I'm planning a trip to Europe in October and have to meet you to discuss opening an office in Prague. (Poor writing)



- a. Thank you for your prompt delivery. However⁴, we found the bicycles are not in the color we ordered. (Good writing)
- b. You obviously made a big mistake by sending us the wrong goods. (Poor writing)
- a. In the case of unsettled debts (未付款) of this duration it is our company policy to take legal action (采取法律行动). We would naturally prefer not to have to go so far. Would you please send us a check by return? (Good writing)
- b. In the case of unsettled debts of this duration it is our company policy to take legal action. We don't want to go so far. You'd better send us a check by return. (Poor writing)

D. 简明 (Conciseness): 商务写作力求言简意赅, 避免使用过多的形容词和副词。能用一个词或一个短语, 来代替两个词或一个句子的, 就用一个词或一个短语。修改时一定要把不重要的, 或者可有可无的词、短语或句子删掉。

For example,

- a. Thank you for your letter dated on 24 May about our new products. (Good writing)
- b. Thank you for your letter under the date of 24 May about our new products. (Poor writing)
- a. Please let us know the results as soon as possible. (Good writing)
- b. Will you be good enough to let us know the results as soon as possible? (Poor writing)
- a. Your invoice has now been outstanding (未付款) for 90 days. (Good writing)
- b. It has come to our attention that your invoice has now been outstanding for 90 days. (Poor writing)
- a. I am writing about our general manager's forthcoming visit to your factory. (Good writing)
- b. I am writing in connection with our general manager's forthcoming visit to your factory. (Poor writing)

除此之外, 商务写作中还应多使用积极、正面的语言。突出有利、积极的方面, 淡化不

利、消极的方面。双重否定虽然也是肯定的意思，但是不如一个肯定来得更加简洁明了。

For example,

- a. Please send your application letter and complete CV promptly.
(Good writing)
- b. Please do not be late in sending your application letter and complete CV.
(Poor writing)

写作中还要尽量考虑对方，体谅对方的感受，尊重对方的感情 (you-attitude)。在选词上，力求避免使用容易造成种族、年龄、性别和宗教偏见等使人产生不愉快感觉的词语。

For example,

- a. You could obtain a refund if the goods you returned had remained clean and usable. (Good writing)
- b. We can not offer you any refunds if the goods you returned are dirty and unusable. (Poor writing)

3. 在整体结构上，注意完整性：在信函、传真、简历、报告写作中要注意其格式的正确和结构的完整。

在这里，有两种方法值得一提：直接构思法 (direct organization) 和间接构思法 (indirect organization)。

顾名思义，直接构思法就是把信息直接表达出来。要突出某个产品、服务、设备等的优势时就可以运用这种方法。例如：回复对于某个新设备的询盘或者就某个新技术报盘时，最应该描写的就是这种新技术、新设备的优势。

For example,

9 November 2005

Dear Mr. North,

Thank you very much for your enquiry. We are of course very familiar with your range of vehicles and are of pleasure to inform you that we have a new line in batteries that fit your specifications exactly.

The most suitable of our products for your requirements is the Super 88A plus. This product combines economy with high power output. It is available now from stock.

Enclosed you may find a detailed quotation with prices, specifications and delivery terms. As you will see from this, our prices are very competitive.

.....

I look forward to hearing from you.

Yours sincerely,



此信是对对方询价的回复。很直接地回答了对方来信咨询的信息：“... we have a new line in batteries that fit your specifications exactly (我公司新的蓄电池系列产品完全符合你们的规格要求)”，“Enclosed you may find a detailed quotation with prices, specifications and delivery terms (随函附寄我方详细报价单，包括价格、产品规格说明和发货条款)”。此外，还介绍了新产品的优点：“combines economy with high power output (价廉物美，功率强劲)”。

间接构思法需要做一定的铺垫，把令人失望、不满的消息婉转地表达出来。先报喜后报忧（先突出有利的、好的一面，再分析不利的、不好的一面）。在报告和信函写作中这一点比较突出。即便是抱怨的，信的开头也是先说好的、满意的，而不是劈头盖脑地诉苦、指责。

For example,

9 November 2005

Dear Mr Arnold,

As you know, we have bought several machines from your company and been quite satisfied with their performance. We have even recommended Fox machines to other companies. Recently, however, the standard of your after-sales services has got much worse.

.....

We look forward to hearing from you and hope that you can promise an immediate improvement in your after-sales service.

Yours sincerely,

这封信主要是抱怨 FOX 公司的售后服务问题，但是，写信者先肯定了公司的产品（We have been quite satisfied with their performance），然后才指出最近他们售后服务水平的下降以及出现的具体问题（Recently, however, the standard of your after-sales services has got much worse.）。

此外，现代商务英语中的词语日趋简练、平易和直率。因此，写作中尽量使用简单、简短的词、词组和句子，适当将大段分成小段。句长在 16 至 20 个词内的句子最具可读性。但是，在实际写作中，如果能长、短句搭配使用，效果会更好。句子字数太少，行文会略显稚气；字数太多，则会增加阅读难度。另外，应该将超过 8 行的文段合理分成小段，一般一个主题成一段，段落短小便于阅读。报告文段通常较长些，但也最好不超过 12 行。

Your turn!

Task 1: Which translation is better according to the principles of business writing? Which principle do you employ in your judgment?

1. 随函附寄订单一张，请填妥，并附寄支票为荷。



- a. An order form is enclosed. Please fill it out and attach your check in return.
- b. We have enclosed an order form. Please first of all fill it out, and then attach your check when you write your reply to us.
2. 附寄我公司 BA120 号销售确认书一式两份, 望查收。请会签并寄回一份给我方。
 - a. We are very glad enclosing our Sales Confirmation No. BA120, in duplicate, and we hope sincerely that you could send back us one copy of them completed with your signature on it.
 - b. We are enclosing our Sales Confirmation No. BA120, in duplicate, and one copy of which, completed with your signature, is to be returned to us.
3. 如蒙报给我方贵公司的最低 CIF 价、产品的详细规格说明及装运日期, 不胜感激。
 - a. It will be highly appreciated if you could quote us your best CIF price, giving a full specification of your product and shipping date.
 - b. It will be highly appreciated if we could get your quotation of the best CIF price, the full specification of your product and shipping date.
4. 我方确认订购贵公司两套 CM120 公斤重不锈钢船锚, 单价为 135 美元, 包括运费。
 - a. We confirm the order of two of your CM 120kg stainless anchor at a price of US\$135 each including delivery.
 - b. We confirm the order of two of your product CM 120kg at a price you quoted last time.
5. 任何一方都可更换自己指派的代表, 但须书面通知对方。
 - a. Either Side can replace the representatives it has sent if it can give a written notice to the other side.
 - b. Either Side can replace the representatives it has appointed provided that it submits a written notice to the other side.
6. 感谢贵方 10 月 15 日对我方 AC26 新型空调机的询盘。
 - a. Thank you for your enquiry dated on October 15 about our new AC26 air-conditioner.
 - b. Thank you for your enquiry under the date of October 15 about our new AC26 air-conditioner.
7. 回复可否惠寄贵公司最新产品目录?
 - a. Would you please send us your latest catalog in return?
 - b. You should send us your latest catalog in return, OK?
8. 此批货物的质量比我方 4 月份进口的那批要差得多。
 - a. The goods is much inferior in quality to that we imported in April.
 - b. The goods is much worse than the ones we imported last month.
9. 希望贵方能改进包装, 防止在今后交货中再发生这类麻烦。
 - a. We hope you would improve the packing so as to prevent reoccurrence of such trouble in future deliveries.
 - b. We suggest that you improve the packing so as not to have such trouble in future deliveries.
10. 对于贵方损失我方表示遗憾并同意赔偿 15,000 美元。