

诸葛霖 编著

# 外贸英语对话

(增订本)

对外经济贸易大学出版社



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## 前 言

自从《外贸英语对话》出版发行以来已有十余年了，它受到了广大读者的欢迎，至今已重印十多次。不少大专院校采用它为教材。近几年来外经贸领域出现不少新事物，新做法。为适应这一形势我们对本书加以充实，新增加了九课，作为本书的第二篇，以便更好地满足读者的需求。

本书分为一、二两篇（或称两部分）共 23 课。第一部分是外贸业务成交的程序环节，比如询价、报盘、还盘、装运、保险、包装、支付、索赔等等，基本上包括原书内容。新增加的第二部分包括仲裁、补偿贸易、易货贸易、进口许可证、进口配额、商标注册、招标和建立合资企业，主要学习业务知识和政策。这些常常是与外商进行业务谈判的内容。所以学习新版本可以进一步提高学员们的口语能力，还可以增加外经贸方面的知识。每一课都配有多种练习并附答案，又有课文中文翻译。本书可作为教材，也适合自学之用。

本书由诸葛霖主编，张天杰和聂薇参加了部分编写工作。由于编者的业务与外语水平有限，错误缺点在所难免，希望学者与读者批评指正。

编者

1996 年 5 月

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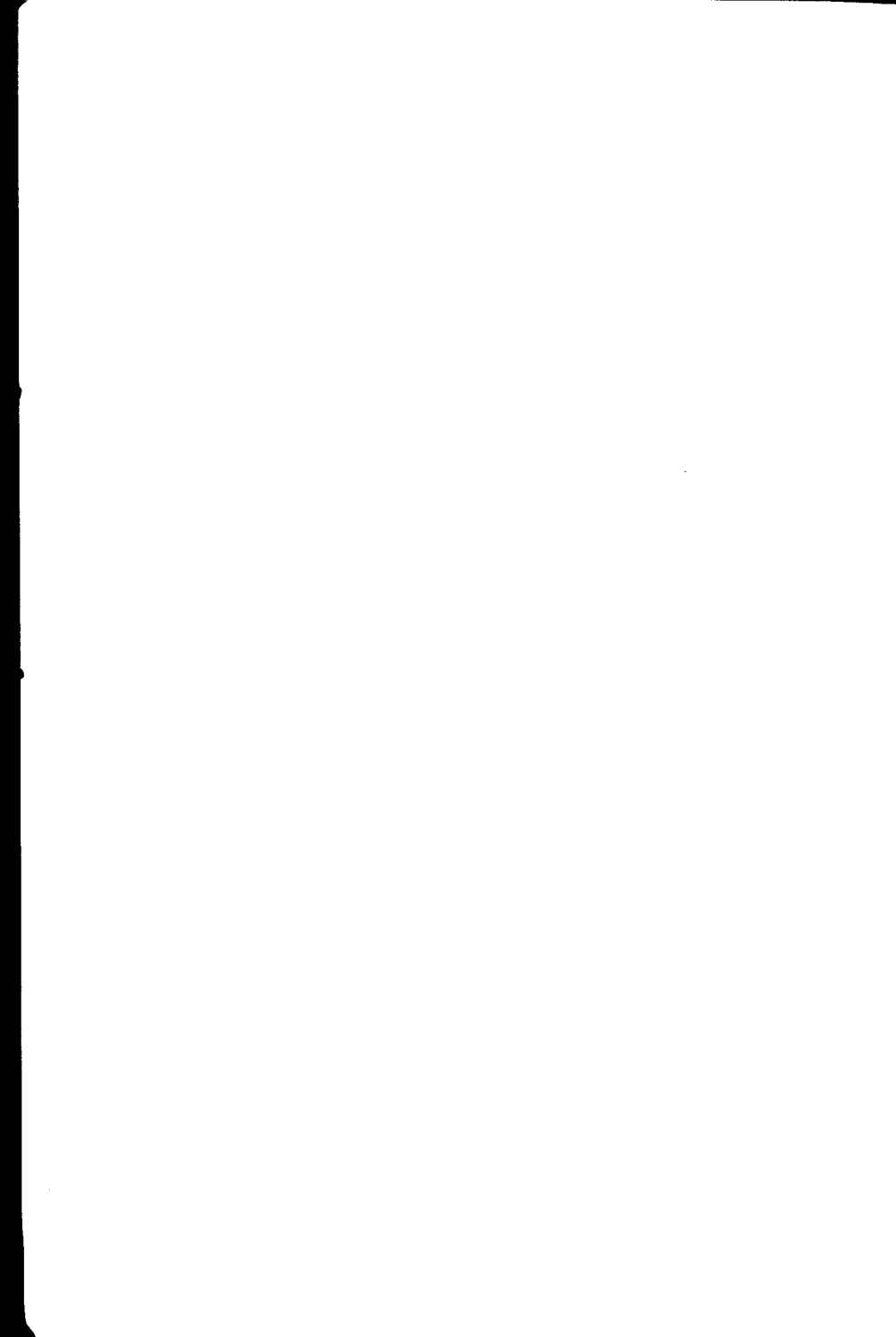
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# Part I

## **Business Procedures**





# LESSON ONE

## Business Inquiries

### Conversations

#### (1)

- A: I'm glad to have the opportunity of visiting your corporation. I hope we can do business together.
- B: It's a great pleasure to meet you, Mr Clive. I believe you have seen our exhibits in the show room. What is it in particular you're interested in?
- A: I'm Interested in your hardware. I've seen the exhibits and studied your catalogues. I think some of the items will find a ready market in Canada. Here's a list of requirements; I'd like to have your lowest quotations, C. I. F. Vancouver.
- B: Thank you for your inquiry. Would you tell us what quantity you require so that we can work out the offers?
- A: I'll do that. Meanwhile, could you give me an indication of the price?
- B: Here are our F. O. B price. All the prices in the lists are subject to our confirmation.
- A: What about the commission? From European suppliers I usually get a 3 to 5 percent commission for my imports. It's the general practice.
- B: As a rule we do not allow any commission. But if the order is a

sizable one, we'll consider it.

A: You see, I do business on a commission basis. A commission on your prices would make it easier for me to promote sales. Even 2 or 3 percent would help.

B: We'll discuss this when you place your order with us.

(2)

A: When can I have your firm C. I. F. prices, that is, the final and firm offer, Mr Zhang?

B: We'll have them worked out by this evening and let you have them tomorrow morning. Would you be free to come round then?

A: Good. I'll be here tomorrow morning at 10. How is that?

B: Perfectly. Our offers remain open for 3 days.

A: I don't need that long to make up my mind. If your prices are favourable and if I can get the commission I want, I will place the order right away.

B: I'm sure you'll find our price most favourable. Elsewhere prices for hardware have gone up tremendously in recent years. Our prices haven't changed much.

A: I'm glad to hear that.

B: We'll be happy to. Is there anything else I can do for you, Mr Clive?

A: I'm buying for chain department stores in Canada. They are interested in Chinese carpets. I'd like to make an inquiry. Could you introduce me to the person in charge of this line?

B: Certainly. I'll make an appointment for you with Mr Li of the China National Native Produce and Animal By-products Import

and Export Corporation.

A: Thank you very much.

(3)

A: I understand that you're interested in our machine tools, Mr Li.

B: Yes, we're thinking of placing an order. We'd like to know what you can offer in this line as well as your sales terms, such as mode of payment, delivery, discount, etc.

A: As you know, we supply machine tools of all types and sizes. We have years of experience in the manufacture of machine tools.

B: We've read about this in your sales literature. Could you give us some idea about your prices?

A: Our prices compare favourably with those offered by other manufacturers either in Europe or anywhere else. Here are our latest price sheets. You'll see that our prices are most attractive.

B: Do you take special orders? That is, do you make machines according to specifications?

A: We do. As a matter of fact, we design machine tools for special purposes.

B: How long does it usually take you to make delivery?

A: As a rule, we deliver all our orders within 3 months after receipt of the covering letters of credit. It takes longer, of course, for special orders. But in no case would it take longer than 6 months.

B: Good. Another thing, all your prices are on a C. I. F. basis. We'd rather have you quote us F. O. B. prices.

A: That can be done easily.

## Words & Expressions

particular <i>a.</i>	特定的, 具体的
hardware <i>n.</i>	小五金
catalog(ue) <i>n.</i>	目录
requirement <i>n.</i>	需求
inquiry <i>n.</i>	询价
offer <i>v. &amp; n.</i>	报价
indication of price	估计价格
subject to <i>adv.</i>	在……条件下
discount <i>n.</i>	折扣
commission <i>n.</i>	佣金
manufacture <i>n.</i>	(大量) 制造
sales literature	销售说明书
favo(u)rably <i>adv.</i>	有利地
competitive <i>a.</i>	有竞争力的
specifications <i>n.</i>	规格
receipt <i>n.</i>	收到
covering <i>n.</i>	有关
covering L/C	有关信用证
compare <i>v.</i>	比较
elsewhere <i>adv.</i>	在别处
chain department store	连锁商店
to be interested in sth.	对……有兴趣
It will find a ready market in Canada.	它(商品)将在加拿大畅销。
subject to our confirmation	以我方确认为准

place an order	订货
offer in this line	在这一方面提供
our prices compare favourably with ...	我方价格比……优惠
... made according to specifications	定制（按预定规格做）……
sales conditions	销售条件
machine tools of all types and sizes	各种类型和尺寸的工作母机
price sheets	价格单
make delivery	交货
as a rule	一般说来，通常
3 months after receipt of the covering letters of credit	在接到有关信用证后三个月内
All your prices are on a C. I. F. basis.	你方所有价格都是到岸价。
C. I. F. Vancouver	温哥华到岸价
F. O. B. prices	离岸价
firm offer	实盘
Our offers are good for 3 days.	我报价三天有效。
China National Native Produce and Animal By-Products Import & Export Corporation	中国土畜产品进出口总公司

## Examples

1. to be interested in ... 对……有兴趣

We are interested in developing business relations between us.

We are interested in making you an offer on our handmade carpets, which are well received on the overseas market.

2. subject to      以……为准, 有效

Our offer is subject to your reply reaching us before next Thursday.

Subject to our final confirmation, we are sending you our offer as follows.

3. place an order      订货

We wish to place an order with your corporation for 10 000 bicycles.

4. compare favourably with      比……优越, 有利

Our conditions of sales compare favourably with those offered by other manufacturers.

If you compare our quotations with theirs, you'll see how favourable ours are.

5. make delivery      交货

We should like to know how soon you can make delivery of the goods.

Since these goods are urgently needed, we have to speed up delivery.

6. as a rule      通常

As a rule, our prices are given on a C. I. F. basis.

7. after receipt of      收到……之后

We have worked out our offer for this commodity after receipt of your enquiry.

8. We'd rather ... than ...      我们宁愿……而不……

We'd rather fill our needs elsewhere than keep our enquiry open indefinitely.

We'd rather have your C. I. F prices than F. O. B. prices.

9. work out      搞出来

We have worked out a schedule for our discussions. Please have a look.

10. Our offer is good for 3 days.      我报价三天有效。

Our offer remains good for a week.

This offer is firm for 5 days.

### Exercises

1. Fill in the blanks with appropriate words and expressions:

1) Would you tell us the quantity you want \_\_\_\_\_ we may \_\_\_\_\_ the offer?

2) Please make your quotations \_\_\_\_\_ a C. I. F. basis.

3) I want to \_\_\_\_\_ some substantial business \_\_\_\_\_ you this time.

4) I usually get a 5% commission \_\_\_\_\_ my suppliers \_\_\_\_\_ my imports.

5) We are thinking \_\_\_\_\_ placing an order \_\_\_\_\_ your firm.

6) May I know what particular items you are interested \_\_\_\_\_?

7) All the prices \_\_\_\_\_ the list are subject \_\_\_\_\_ our confirmation.

8) We shall, of course, arrange \_\_\_\_\_ shipment of the goods \_\_\_\_\_ receipt \_\_\_\_\_ your L/C.

9) One of our clients is interested \_\_\_\_\_ your products and wishes to have your quotations \_\_\_\_\_ them.

10) We have received an inquiry \_\_\_\_\_ one of our clients \_\_\_\_\_ your "Forever" Brand bicycles and are likely to place a large



order \_\_\_\_\_ you if the price is \_\_\_\_\_.

2. Compose a dialogue on the following situation:

Comrade Zhang of the Textile Corp. talks with Mr Abdula from Africa. Abdula enquires for our Printed Cotton Piece Goods. He is not satisfied with our designs and asks us to produce patterns similar to those provided by him. We agree to make him an offer provided he increases the quantity for each design to 10 000 yards.

3. Translate the following into English:

A: 我能见经理吗?

B: 恐怕他不在, 你有什么事吗?

A: 有点事。我带来了一些机床目录本。不知道你方用户(end-user)要不要看看。

B: 当然要看啰。你是不是愿意把这些商品目录本交给我啊?

A: 我们是机床供销商。我想你方用户对我们一些最新产品会感兴趣的。

B: 我们在考虑订购一些特种机床。如果你方产品是我们所要的类型, 我们是有兴趣的。

A: 你们大概知道, 我们也接受特定规模制造机床的订单。

B: 订货要多长时间交货呢?

A: 收到有关信用证后最多三个月就能交货。特殊订单交货时间会略长一些, 但无论如何不会超过六个月。

B: 好吧, 我把你们的商品目录本送给我们对你们的商品感兴趣的客户。同时, 我能了解一下价格的大概情况吗? 能不能给一张报价单?

A: 当然可以。这是我们的价格单。我们的价格和其他制造商开价比较, 是十分优惠的。这一点你们从我方报价单里就能看到。所有价格当然要经我方确认后方始有效。