

# 外贸英语口语

# Spoken English for Foreign Trade

田翠欣 张付先 编著







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Unit 1 第1单元

# Establishing Trade Relation 建立业务联系



#### 在本单元怒将掌握

建立业务联系,可以通过信函联系,也可以 双方直接接触,了解商品的种类、形式、价格等 信息。

### 示范表达

The following conversation is between Mr. Gatty, an importer from Britain, and Mr. Dong, a director of Liming Foodstuffs factory. Mr. Gatty is visiting the sample room of the factory and Mr. Dong is accompanying with him.

下面是英国进口商盖蒂先生和黎明食品工厂主任董先生之间的对话。盖蒂先生在参观工厂的样品室,董先生在陪。

(D=Mr. Dong 董先生,G=Mr. Gatty 盖蒂先生)

**D**: Here is our sample room.

**G**: You certainly have got a large collection of sample foodstuffs here.

D: Yes. We are exporting a wide range of foodstuffs to many countries. And the demand is getting greater and greater.

**G**: So it is. Though we haven't done business with you, as you know, your exports of foodstuffs to our country have considerably increased during the last few years.It appears that Chinese foodstuffs are very attractive.

D: 这是我们的样品室。

**G**: 你们在这里展览了一大批食品 样品。

D: 是的。我们向许多国家出口了大量食品,而且需求越来越大。

G: 您说得对。您知道,我们之间并没有业务,但是最近几年里,你们向我国出口的食品增加了许多。它表明中国食品非常有吸引力。



- **D**: You said it. The quality of ours is as good as that of many other suppliers, while our prices are not high as theirs. By the way, which items are you interested in?
- G: Canned goods are of special interest to me, particularly the canned fruit and meat. As your canned fruit is among the most popular ones in our market, I'm going to place an order in a day or two.
- **D**: Good.How about our canned meat?
- G: I think it will also find a good market in our country. Will you show me some samples?
- D: Yes. This way, please. Our canned meat is in various weights. The largest one weighs three and a half pounds net, the smallest seven ounces net.
- **G**: The small sizes are more saleable in our market than the large ones. I've brought with me a sample of canned

- D:确实如此。我们的产品质量与其他生产商的一样好,而我们的价格却不像他们的那样高。顺便问一下,您对哪类产品感兴趣?
- G: 我对罐头食品,尤其是水果罐头和肉罐头非常感兴趣。因为你们的水果罐头在我国市场上非常畅销,我想一两天之内就下订单。
- D: 好的。那么肉罐头呢?
- **G**: 我想它们在我国销路也会很不错的。您能让我看一下样品吗?
- D: 可以。这边请。我们的肉罐头重量分许多种,最大的净重3.5磅,最小的净重7盎司。
- G: 重量小的罐头比重量大的罐头 在我们市场上更好销售。我随身 带来一个肉罐头的样品,只有6 盎司重。你们最小的产品还要比

meat, which is only six ounces. The smallest size of yours is even bigger than that of mine. I wonder if your canned meat tastes better.

**D**: You are welcome to have a try. Here it is. Ours is of prime quality.

G: Oh, it's delicious. Mm... I'm not sure about the pesticide residues in your foodstuffs, though. I'm sure, you must have given much thought to the matter. But you know, our governmental restrictions have been getting more and more tight, so we are not allowed to import any polluted goods.

D: You can rest assured. Our foodstuffs are guaranteed to conform to the WHO standards.

G: Good. I'd like to order meat of this kind in seven ounce tins if the price is competitive.

**D**: What about other canned goods, such as canned mush-

我的大。我想知道你们的肉罐头味道如何。

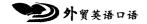
D: 欢迎您品尝一下。给,我们的产品质量是最好的。

G: 哦,好吃极了。嗯……我不太清楚你们食品中有没有残留的农药,但是我相信你们一定会充分考虑这一点的。您知道,我国政府的规定越来越严格,受污染的食品是严格禁止进口的。

D: 您可以完全放心。我们的食品保证符合世界卫生组织颁布的标准。

G: 好。如果价格有竞争力,我可以 订购这种7英两的肉罐头。

**D:** 那么其他罐头呢? 比如蘑菇罐 头和蔬菜罐头?



rooms and vegetables?

**G**: They are not as saleable as canned fruit, I suppose.

D: Mm, no, I really don't think that is so. They are also among our major exports and have found a favourable reception in many other countries.

**G**: Then, may I have a look at the samples first?

D: Certainly. Here you are.

**G**: Ah, very nice indeed. But I am not sure whether they are to the taste of our people. What would you say to my taking some samples home before I make a decision?

D: That's all right.

**G**: Well, I have an appointment at 4:00. Shall we talk the details over tomorrow morning?

D: OK. See you tomorrow.

G: Goodbye.

G: 我认为它们不如水果罐头畅销。

D: 嗯,不,我不这么认为。它们也是 我们的主要出口产品,而且在其 他许多国家都很畅销。

G: 那么,我能先看一下样品吗?

D: 当然可以。给。

**G**: 啊,确实非常好。但是我不敢保证它们是否适合我国人民的口味。在我做出决定之前,我带一些样品回去,您认为如何?

D: 可以。

**G**: 嗯,我在4点钟还有一个约会。我们明天上午再详细谈,好吗?

D: 好的。明天见。

G: 再见。

#### 对话注释

• a day or two 一两天

The goods is going to be dispatched in a day or two.

- 一两天内,货物就要送走了。
- find a good market 畅销

Chinese silk piece goods have found a good market abroad.

中国丝绸在国外很畅销。

• I wonder if... 我想知道是否……

表示一种疑问的语气。

I wonder if we can pay the goods by D/P or D/A instead of L/C.

我想知道,我们是否能用承兑交单或付款交单而不是信用证来支付。

to give much thought to 对……给予充分重视

Our government has given much thought to the exportation.

我国政府对出口非常重视。

• conform to 符合

We are always improving our design and patterns to conform to the world market.

我们一直在提高我们产品的设计水平,以满足世界市场的要求。

- WHO standard 世界卫生组织(颁布)的标准
- to the taste of sb. 适合某人口味,也指产品适销某地。
  This new product is to the taste of European market.

这种新产品在欧洲受欢迎。

What would you say to doing sth. 您认为如何

通常用来征求对方意见,例如:

What would you say to talking about the payment terms after we finish the talk of price?



在讨论完价格后,我们就讨论支付条件,您认为如何?

- We are exporting a wide range of foodstuffs to many countries.
   我们向许多国家出口各种食品。
- The quality of ours is as good as that of many other suppliers, while our prices are not so high as theirs.

我们产品的质量同其他供应商的一样好,而价格却不如他们的高。

- Canned goods are of special interest to me.

   我对罐头食品非常感兴趣。
- I think it will also find a good market in our country.
   我认为它会在我国市场上畅销。
- I wonder if your canned meat tastes better.
   我想知道你们的肉罐头的味道是不是更好。
- Our governmental restrictions have been getting more and more tight.
   我国政府的规定越来越严格。
- Our foodstuffs are guaranteed to conform to the WHO standards.
   我们的食品保证符合世界卫生组织颁布的标准。
- What would you say to my taking some sample home before I make a decision?

在我做出决定以前,我带一些样品回去,您认为如何?

Shall we talk the details over tomorrow?
 我们明天再讨论细节,好吗?



1. So it is. 确实如此。

在对对方的意见表示认可时,还可用下列说法:

· You said it.

您说得对。

Yes, I quite agree with you.

是的,我同意您的意见。

I also think so.

我也这么想。

That's just what I was going to say.
 那正是我想说的。

You're quite right.
 您是对的。

#### 2. I don't think that is so. 我不这么认为。

在表示与对方有不同意见时还可以说:

Oh, no, I don't think so.
 不,我不这么想。

No, I don't agree with you.
 我不同意您的意见。

Oh, no, that's where we differ.
 那正是我们有分歧的地方。

• I can't say I agree with you.

我不能说我同意您。

I don't think you are right there.
 我认为在那一点上您不对。

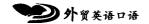
#### 3. What about our canned meat?

对我们的肉罐头有何看法?

What about... 可用来表示征求对方意见,类似的说法还有:

What about the price?
 对价格有何看法?

• What do you think of the payment terms?



您对支付条件有何看法?

How do you feel like the quality of our products?
 您觉得我们产品的质量怎么样?

What about... 还可用来表达自己的建议,引出一个尚未讨论的话题。

What about having a look at sample first?
 先看一看样品吧?

What about having a try?
 何不试一试?

What about placing a trial order?
 何不先试订货?

类似表达建议的方法还有:

- Shall we go to the sample room?
   让我们夫样品室,好吗?
- What do you say to going on our talks tomorrow?
   我们明天继续谈,您认为如何?
- 4. You said it. 您说得一点不错。

可用来表示赞同别人的意见,含义是他人说话正说在点子上,自己完全同意。

 Fine quality as well as low price will help push the sales of your products.

优良的质量和较低的价格有助于推销产品。

一You said it.

您说得完全正确。

—Lack of commercial integrity often leads to ruin of business.
 缺乏商业信誉往往会导致生意失败。

—You said it. 您说得对。

### 背景知识

在国际贸易中,进口商与出口商不在同一个国家,相距万里,了解对方的情况非常不容易。但仍有一些渠道可以使进出口商互相了解。

- ▶ 国外银行可以提供有关当地出口商的资料,如公司的名称和地址等。
- ▶ 西方国家几乎每个城市都有一个商会。商会的成员就是当地的商人和企业主等。商会的任务就是搜集信息和为其成员介绍新的业务机会。
  - ▶ 也可在驻在国使领馆的商务参赞处了解派出国的有关商业资料。
  - ▶ 可以阅读报纸广告,发现潜在客户。
  - ▶ 也可以经朋友介绍结识新公司。
- ➤ 我国每年都定期举办交易会,如广州交易会、昆明交易会等。会上往往有大量外商参加。这也是一个了解、认识外商的好途径。

获得了客商的资料后,可以通过信件、电子邮件、传真等方式向对方直接联系,索取有关资料。也可以直接到对方企业,亲自了解客户的产品品种和规格,了解产品的价格,从而获得亲身体验。

#### 示范强化练习

#### 对话 1 @ Dialogue One

(Z=Mr. Zhang 张先生, O=Mr. Oliver 奥立弗先生)

**Z**: Would you like to have a look at our showroom, Mr. Oliver?

O: I'd love to.

Z: This way, please.

**Z**: 奥立弗先生,请参观一下我们的 样品陈列室吧。

O: 我非常愿意。

**Z**: 这边请。