

Practice Makes Perfect

商务、外贸、管理专业实训理论与业务模拟丛书

商务英语 口语实训

李莉 主编



机械工业出版社
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商务英语口语实训

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随着全球商务合作与经济贸易关系的迅速发展,我国需要越来越多的掌握一定经济知识、贸易知识、管理知识,同时又通晓外语的复合型人才。本套丛书旨在顺应当前的经济及行业发展趋势。丛书包括《商务英语口语实训》和《外贸函电与单证实训》两个分册。本书为《商务英语口语实训》分册,主要内容包括: Interview, Reception & Visit, Meeting & Organization, Negotiation, Marketing & Sales, Advertising & Public Relations, Business Telephone, Business Dinner, Business Presentation 等 9 个单元。全书采用模块化的编排方式,每一单元都包括实训目的、实训基础知识、实训内容及要求、自我评价、专业术语 5 大模块。本书可作为高等院校相关专业的实训教材,也可供相关从业人员自学与参考。

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前 言

自我国实行改革开放以来,随着对外开放的不断扩大,我国同世界各个国家和地区商务合作与经济贸易往来迅速发展,合作形式和领域也日渐扩展。我国不仅需要外语方面的专业人才,还需要掌握一定经济知识、贸易知识、管理知识,同时又通晓外语的复合型人才。在这种情况下,不仅在校的学生要不断学习、掌握专业知识,在职的工作人员也要不断“充电”,才能紧跟时代和行业发展的步伐。

我们将多年来从事商务、外贸方面的工作经验与一线教学实践内容相结合,推出了本套实训丛书。希望本丛书的出版能够顺应当前经济与行业的发展趋势,满足广大师生及相关从业人员的需求。

本套丛书具有3个显著特点:

(1) 实用性。本套丛书所选内容密切结合并来源于企业 and 专业部门的业务实际案例,从而保证了书中内容的实用性和时尚性。

(2) 演练性。本套丛书充分突出了“实训”的特点,每单元的第三部分都重点安排了大量的形式多样的模拟练习及实战演习,并在第四部分针对实训模拟练习的学习结果进行自我测评,便于查找不足,不断地提升自己。

(3) 工具性。本套丛书内容全面,涉及并总结了不同场景下的常用专业词汇和实用句型。对读者而言,是一本非常实用且便于使用的工具书。

本书采用模块化的编排方式,每一单元均包括实训目的、实训基础知识、实训内容及要求、自我评价、专业术语5大模块。内容安排清晰有序,难度循序渐进。

本书由天津交通职业学院李莉老师担任主编,编写第1单元和第9单元。宁波职业技术学院任连萍老师担任副主编,编写第3单元和第7单元。参加编写的还有上海新侨职业技术学院黎莉老师,编写第2单元和第4单元;上海思博职业技术学院李彩霞老师,编写第5单元和第6单元;天津交通职业学院李丹老师,编写第8单元。

由于编者水平有限,编写内容难免有不妥之处,恳请专家、同行和读者批评指正。

编 者

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Unit 1 Interview

I. Practical Objectives

After studying this unit, students are expected:

- 1) To know the background information of job interviews.
- 2) To learn the useful terms and sentence patterns of interviews.
- 3) To practise what you have learned in this unit through interview simulation.

II. Practical Basic Knowledge

1. Background Information

The Successful Interview

An **interview** is designed for the employers to **narrow down** their choices for a particular position. It is also **the first impression** you make on a **potential employer**. A job interview is an event that can be prepared for and **mastered**. There are a few simple things that you can do to **portray professionalism**, confidence and leave a positive impression to ensure success from an interview.

Body Language

Your body language speaks volumes and you need to ensure that it portrays you **in a positive light**.

- Offer your hand in a firm handshake.
- Speak in a clear and strong voice.
- **Maintain** eye contact and sit upright to let the interviewer know that you are listening and interested.

Speak with Confidence

The interview is your **opportunity** to **showcase** your talents and experience; it is therefore **essential** that you **exude** confidence.

- Never put yourself down with **negative statements**.
- Do not **apologize for lack of** experience, instead point related examples that show your ability to learn.
- Do not use weak words like “I guess”, “not bad” or “pretty good”.
- Say positive things about yourself and **project an empowered**

impressive smile, be **enthusiastic** but do not overdo it.

Dress and Appearance

What you wear for an interview depends on what type of job you **are applying for**. An office job will require a different **attire** than a factory job or a construction job. If in doubt, dress **conservatively**.

Dos:

- Have neat hair, and ensure **fingernails** are clean and **trimmed**.
- **Shine** your shoes and iron clothes.

Don'ts:

- Don't wear **torn, soiled, wrinkled** clothing.
- Don't dress **casual**.
- Don't wear a lot of **jewelry**. (Men should avoid **earrings**.)
- Don't wear a lot of **cologne** or **perfume**.
- Don't wear **athletic shoes**.
- Don't eat **spicy, offensive** smelling foods **prior to** the interview.
- Don't wear sexy clothing.
- Don't **chew gum** or smoke.
- Don't wear a **mini-skirt**.
- Don't wear **heavy make-up**.

Show that You Are Reliable

The interview is the first test of **reliability**, so make sure you arrive on time or a few minutes early. You are trying to tell the employer that you will **show up** for work on time, **get along with fellow workers** and can be trusted.

New Words and Phrases

interview	<i>n.</i>	面试
narrow down		减少, 缩小
the first impression		第一印象
potential employer		潜在的雇主
(be) mastered		被控制的
portray professionalism		显示专业特长; 显示专家地位
body language		肢体语言
in a positive light		以一种肯定、积极的姿态
maintain	<i>v.</i>	保持
opportunity	<i>n.</i>	机遇
showcase	<i>v.</i>	显示优点
essential	<i>adj.</i>	实质的
exude	<i>v.</i>	流出, 渗出
negative statements		否定的, 消极的陈述
apologize for		为……抱歉
lack of		缺乏
project an empowered impressive smile		显示令人印象深刻的微笑
enthusiastic	<i>adj.</i>	充满热情的
dress and appearance		穿着和外貌
(be) applying for		正在申请
attire	<i>n.</i>	服装
conservatively	<i>adv.</i>	保守地
finger nail	<i>n.</i>	指甲
trimmed	<i>adj.</i>	整齐的
shine	<i>v.</i>	擦亮
torn	<i>adj.</i>	撕破的
soiled	<i>adj.</i>	污染的, 脏的
wrinkled	<i>adj.</i>	皱的
casual	<i>adj.</i>	休闲的
jewelry	<i>n.</i>	珠宝
earrings	<i>n.</i>	耳环
cologne	<i>n.</i>	科隆香水
perfume	<i>n.</i>	香水

athletic shoes		运动鞋
spicy	<i>adj.</i>	辛辣的
offensive	<i>adj.</i>	冒犯的, 无礼的
prior to		优先于
chew gum		嚼口香糖
mini-skirt	<i>n.</i>	迷你裙
wear heavy make-up		化浓妆
reliability	<i>n.</i>	可靠性
show up		露出
get along with		融洽相处
fellow workers		同事

2. Language Focus

A : Talking about personal information (谈论个人情况)

Would you please say something about yourself?

Please tell me about yourself?

Could you introduce yourself firstly?

My name is Xu dongming. My English name is David. I'm now 23 years old. I graduated from Tianjin University, majoring in English. I am very happy to meet you here. I have enough confidence in this interview. Thank you for giving me this opportunity.

What do you do in your spare time?

Can you tell me something about your hobbies or interests?

I like reading, listening to music, especially pop music, and I enjoy outdoor sports.

What about your family?

What does your father do?

B : Talking about education (谈论教育背景)

Tell me about your education background.

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What's your major?

What did you major in?

I majored in business English.

Why do you choose this major?

I'm so interested in English. I like doing the job connecting international affairs.

Would you please introduce the courses you learned in college?

My major courses are business English, foreign trade English, international trade, business negotiation, international business secretary, marketing, finance.

What course did you like best?

Business English, of course. Because I think it must be very useful for my future work.

C: Talking about qualification and skills (谈论资格证书及技能)

Have you got any licences?

I've got driving licence.

Have you got any certificates?

I've got BEC1 and CET6 English certificates in college, which is difficult to get except hard working.

What about your computer ability?

I am familiar with computer operation. I am fluent in Windows and Office 2003 software and network.

D: Talking about work experience and activity (谈论工作经验及能力)

Could you tell me something about your job background?

Is this your first job?

I am a student. This is my first job. However I think though I haven't experience in this field, I'm willing to learn.

Did you participate in any activities in your college?

Did you take any part-time job?

I did English tutor for middle school students.

I served as an interpreter for one joint-venture company in my holiday.

What have you gained during the part-time job?

Of course, I earned money for my tuition which relieving the pressure on my parents. And then I learned how to cooperate with others in society.

E: Talking about others (谈论其他方面)

How much will I be paid, if you don't mind my asking?

Can you provide accommodation for me?

What sort of fringe benefits do you provide?

Do you have paid holiday per year?

III. Practical Content and Requirement

Requirement and suggestion for practice:

The key point of practice in this unit is to simulate the interview and career fair on site. With the help of teacher, put every three desks together in the classroom. Some students sit behind the desks as interviewers of different companies. Other students, as interviewees, come to interview. The groups of interviewer should prepare the job ads. for their companies and stick them on the wall. And the other groups of interviewee should prepare the resumes and CVs in their hands for interviewing. Meanwhile, the teacher needs to go around the groups to help them solve all kinds of problems occurred anytime. Besides the above comprehensive practice, the teacher could arrange students to practise according to the following order as well.

Practice 1: Make conversation

Work in groups and make up a dialogue according to the following situation. Suppose

you are the personnel manager of one large joint-venture company. And your partner is one who has just graduated from college. He wrote his resume and sent it to your company last week. Luckily he received your interviewing call yesterday. Now build up a talk with your partner about the coming interview and act out in class. The following aspects are required to be involved in your dialogues:

- a) Personal information.
- b) Job objective.
- c) Qualification.
- d) Educational background.
- e) Work experience.
- f) Skills & hobbies.

Practice 2: Tough questions and smart answers

(1) Work in pairs. There must be some tough questions in job interview. Do you feel nervous at the moment? It is very important for you to handle embarrassing situation and turn it to your advantages in the end. The following lists of questions are some tough questions we may meet during the interview. With your partner together try to answer them reasonably and wisely.

- 1) Why do you like to work in our company among many other companies?
Why are you interested in our company?

-
- 2) Why should we hire you?
What can you bring to our company?
Can you convince us to hire you?

-
- 3) Why have you changed your job so often?

Why did you quit?

How long have you been out of work?

And what have you been doing during this period?

4) What are your strengths and weaknesses?

What's your greatest achievement and failure in your work experience?

5) How do you think about your former boss?

6) If you fail to do your work well, what are you going to do?

7) How do you feel about work overtime?

Can you work under pressure?

8) What are your salary expectations?

Which one is more important, your status or money?

9) Are you an aggressive person?

(2) Then after answering the above questions, with your teacher you need to elect the best group that gave the smart and reasonable answers.

Practice 3: Job advertisements

Work in pairs. The following articles are some job advertisements published in newspaper and Internet. Discuss with your partner, which ad attracts you most and

why? If no appropriate position for you, would you please write one ad more suitable for you?

Qingdao Ocean Shipping Supply Co., Ltd. was a new-established professional company invested by Qingdao Foreign Supply General Corporation in 2001. The General Corporation was founded in 1958. It was the first ocean shipping company that was exclusively engaged in supplying the ship's provision, ship's home articles, ship's material, ship's spare parts, duty free goods authorized by the State Council. It was also a member of CFESA, ISSA, Qingdao Seaport Association and Qingdao Seaport Ocean Shipping Supply Association.

To meet the development of our company, we are recruiting new people to be part of our team. Welcome to join us!

PURCHASING MANAGER

University/college graduate or above, major in technical related fields

Mini 3 years of purchasing and international trading experience

Good command of English in writing and speaking

Also prefer to have Japanese capability

Willing to have overseas trips for export oriented business

Familiar with pc windows package

SALES & MARKETING MANAGER

College above, male

Mini 5 years of experience in foreign trade

Good command in English

Strong sales oriented

Willing to go abroad frequently and can work independently

Working location: Beijing

SENIOR ACCOUNTANT

Bachelor degree or above in accounting

At least 3 years of experience in accounting and taxation fields

Experience in local

Project accounting experience a plus

Fluent in written and spoken English

Strong interpersonal skills

EXECUTIVE SECRETARY

Previous experience as top management executive

Can work independently and under pressure

Initiative and to facilitate top executive carry out major tasks

Fluency in English both speaking and writing

Certain experience in the administration function

HR OFFICER

College or above graduate major in human resources management

Familiar with recruiting, hiring, and training practice for both senior level personnel and entry level staff

Familiar with retail operations

Good communicator, problem solver, and cheer leader

PRODUCT/TRAIN OFFICER

College or above graduate

Familiar with retail operations

Fluency in English, willing to receive extensive training

Capable of handling and developing training programs independently

Previous experience in product/training

OTHER:

Practice 4: Resume

- (1) Please write one resume for yourself based on the following example.
- (2) Suppose you are the HR manager of one company. With your teacher together, elect and exhibit one who writes the resume best in class.

Guide to Resume Writing

A resume is a brief summary of your abilities, education, experience, and skills. Its main task is to convince prospective employers to contact you. A resume has one purpose; to get you a job interview.

Resumes must do their work quickly. Employers or personnel officers may look through hundreds of applications and may spend only a few seconds

reviewing your resume. To get someone to look at it longer, your resume must quickly convey that you are capable and competent enough to be worth interviewing. The more thoroughly you prepare your resume now, the more likely someone is to read it later. Here are key tips to help you prepare an effective resume.

1. Personal Information

Include your name, gender, age, address, telephone, e-mail address and so on. Remember your contact information should go at the top of your resume.

2. Job Objective

An objective tells potential employers the sort of work you're hoping to do.

3. Education and Qualification

New graduates without a lot of work experience should list their educational information first.

- College names you graduated and your diploma, degree.
- Your specialty, main course, especially the curriculums that are in accordance with your job position.
- Qualification and certificates, including CET6, BEC2, international business secretary, accountant and so on that can help you show your professional ability.
- Academic honors, including your scholarship, award and prize.

4. Work Experience

Briefly give the employer an overview of work that has taught you skills. Include your work experience in reverse chronological order—that is, put your last job first and work backward to your first, relevant job. Include:

- Title of position.
- Name of organization.