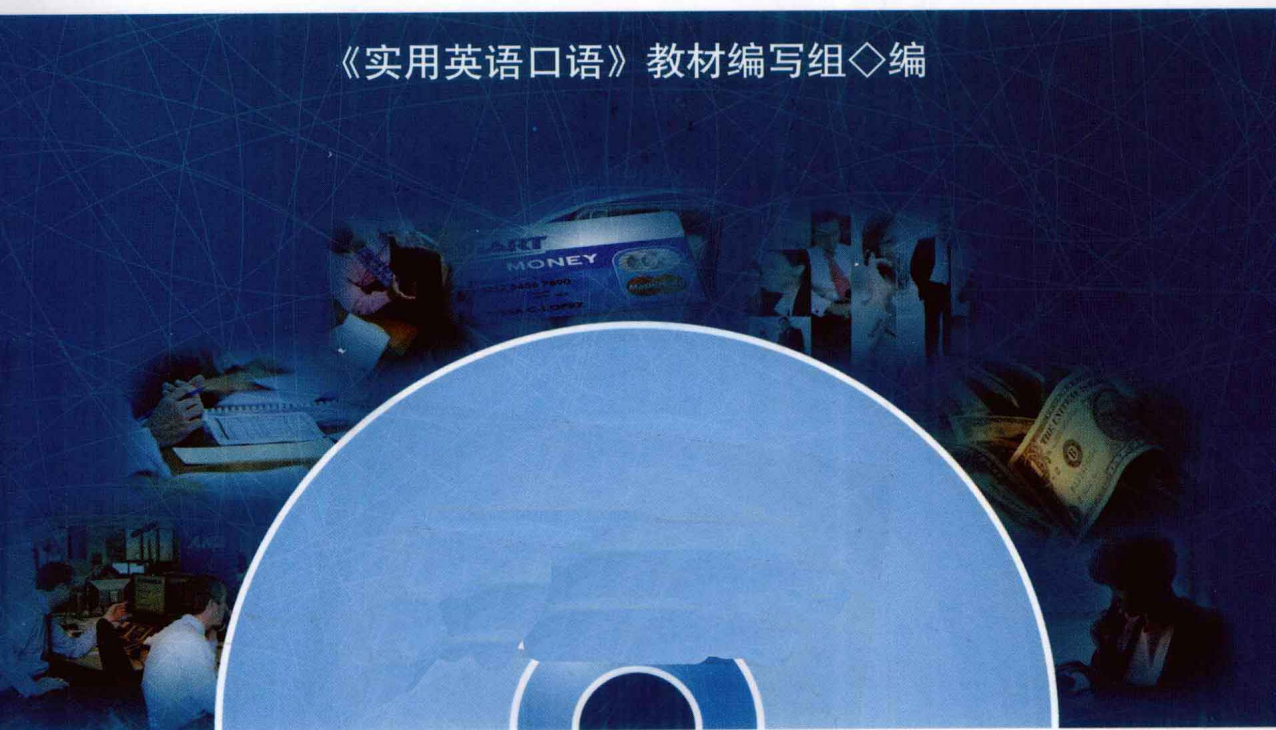


21世纪应用型人才培养规划教材

*Practical Oral English*  
*English for Business and Finance*

# 实用英语口语 (商务金融篇)

《实用英语口语》教材编写组◇编



教育部  
推荐教材  
教育部  
规划教材

Advanced Level English  
English for Business and Finance

# 实用英语口语 (商务金融版)

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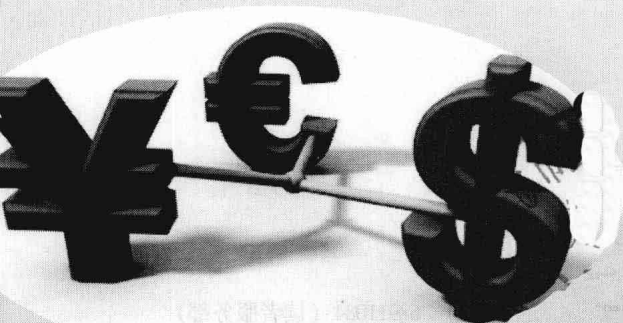
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实用英语口语

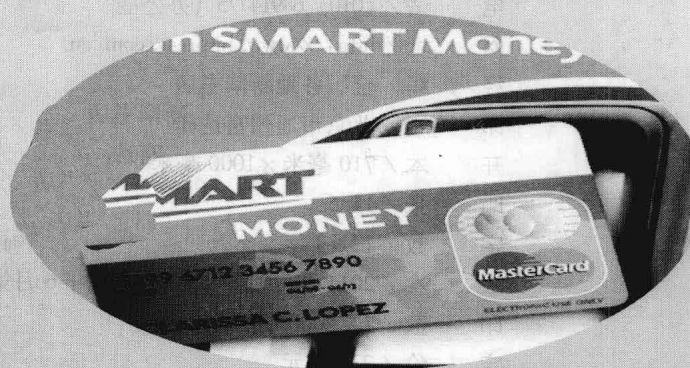
# Practical Oral English

## 商务金融篇

English  
for  
Business and Finance



《实用英语口语》教材编写组 编



北京理工大学出版社

BEIJING INSTITUTE OF TECHNOLOGY PRESS

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图书在版编目 (CIP) 数据

实用英语口语. 商务金融篇 / 《实用英语口语》教材编写组编. —北京:  
北京理工大学出版社, 2011. 6

ISBN 978 - 7 - 5640 - 4598 - 2

I. ①实… II. ①实… III. ①商务-英语-口语-高等职业教育-教材②金融-英语-口语-高等职业教育-教材 IV. ①H319.9

中国版本图书馆 CIP 数据核字 (2011) 第 101147 号

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出版发行 / 北京理工大学出版社

社 址 / 北京市海淀区中关村南大街 5 号

邮 编 / 100081

电 话 / (010) 68914775 (办公室) 68944990 (批销中心) 68911084 (读者服务部)

网 址 / <http://www.bitpress.com.cn>

经 销 / 全国各地新华书店

印 刷 / 北京市通州富达印刷厂

开 本 / 710 毫米 × 1000 毫米 1/16

印 张 / 11.5

字 数 / 121 千字

版 次 / 2011 年 6 月第 1 版 2011 年 6 月第 1 次印刷

印 数 / 1 ~ 4000 册

定 价 / 23.00 元

责任校对 / 周瑞红

责任印制 / 吴皓云

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图书出现印装质量问题, 本社负责调换

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进入 21 世纪以来, 高职高专教育作为我国高等教育的重要组成部分, 在生产、建设、管理和服务等诸多领域, 为国家培养了大批一线应用型人才。为了适应高职高专教育的发展, 推动高职高专院校的教学改革和教材建设, 经天津市教委批准, 天津滨海职业学院应用语言系承担了《实用英语口语》系列教材的科研立项。

《实用英语口语》系列教材以 ESP (专门用途英语) 教学理论为依据, 以《新编实用英语》(天津版) 为依托, 以天津滨海新区发展中的行业英语需求为切入点, 尝试将通用英语 (EGP) 与专门用途英语 (ESP) 相结合, 以语言应用为目的, 侧重培养高职高专学生英语口语交流能力。

《实用英语口语》系列教材包括《基础篇》《商务金融篇》《旅游饭店篇》3 个分册, 每个分册包括 Section A 和 Section B 两部分。《基础篇》主要面向大学一年级新生, 其中的 Section A 侧重有关学校、学习、生活、交友、课外活动等方面的英语交流; Section B 则侧重大学一年级学生进行职场面试、团队合作、电话交流、商务出差、招待客户等方面的英语交流。《商务金融篇》主要面向大学二年级商务及金融等相关专业学生, 侧重讲述商务及金融活动中英语交流的方法和技巧, 其中 Section A 涉及商务谈判中的询盘、报盘、还盘、包装、运输、保险、付款等环节; Section B 涉及银行存取款、贷款、兑换外汇、办理信用卡及投资等金融活动。《旅游饭店篇》主要面向大学二年级旅游及饭店管理等相关专业学生, 旨在培养其相应的英语交流能力, 其中 Section A 涉及旅游活动中的交通、观光、文化习俗、购物、投诉及理赔等环节; Section B 涉及旅馆饭店中前台、客房、餐饮等部门的管理与交流活动。

本着“学一点, 会一点, 用一点”和“边学边用, 学用结合”的原则, 《实用英语口语》系列教材以单元为学习单位, 每个单元均设有学习目标 (Learning Objects)、背景信息 (Background Information)、样例对话 (Sample Dialogues)、任务练习 (Tasks) 4 部分内容。学习目标提示了每一单元的重点和难点; 背景信息介绍了特定主题的专业知识; 样例对话提供了学习模仿的对话样本及常用词汇、短语和句型; 任务练习训练了听力和对话组织能力。

《实用英语口语》系列教材以培养高职高专应用型英语人才为目标,具有以下特点:

1. 实用性:该系列教材贴近高职高专学生的生活和专业学习、贴近职场环境的人文和专业背景,既能引起学生的学习兴趣,又能帮助学生提高职场中的适应能力,具有很强的实用性。

2. 循序渐进性:该系列教材的《基础篇》适用于大学一年级的两个学期,主要培养学生日常英语交流能力,为下一步学习专业英语做准备。《商务金融篇》和《旅游饭店篇》适用于不同专业大学二年级的两个学期,主要培养学生专业英语交流能力,为毕业后的实际工作做准备。

3. 灵活性:该系列教材既可以作为“英语口语”课程的专门教材,也可以作为《大学英语》的补充教材,还可以作为相关专业学生的英语自学材料以及专业英语教师的参考资料。

《实用英语口语》系列教材由天津滨海职业学院应用语言系教材编写组编写,系主任杨莉老师担任该系列教材的总主编,负责全书的大纲设计,组织编写,教材试用并最终定稿。石东华老师担任《基础篇》的主编并编写了《基础篇》的 Section A 部分,赵爽老师编写了《基础篇》的 Section B 部分;田辉老师担任《商务金融篇》的主编并编写了《商务金融篇》Section A 部分第五单元至第十单元,刘娟老师编写了《商务金融篇》Section A 部分第一单元至第四单元,王玮老师编写了《商务金融篇》的 Section B 部分;王淑勇老师担任《旅游饭店篇》的主编并编写了《旅游饭店篇》的 Section B 部分,王琨翕老师编写了《旅游饭店篇》的 Section A 部分。杨莉老师主审了该系列教材的《基础篇》;石东华老师主审了《商务金融篇》;田辉老师主审了《旅游饭店篇》。应用语言系的全体老师在该系列教材的编写、试用及意见反馈上均提供了大力协助。同时,《实用英语口语》系列教材在科研立项及教材出版方面得到了天津滨海职业学院领导的支持与鼓励,在此表示诚挚的谢意。

由于编者水平有限,且编写时间仓促,所以教材难免存在错误和不足之处,敬请专家、学者及使用该教材的广大师生提出宝贵的批评意见。

《实用英语口语》系列教材另配有《教学参考书》及教材录音(MP3),如有需要请到北京理工大学出版社网站 [www.bitpress.com.cn](http://www.bitpress.com.cn) 下载。对该系列教材有任何意见及建议,请寄往:joyceyyyxx@126.com。

《实用英语口语》教材编写组

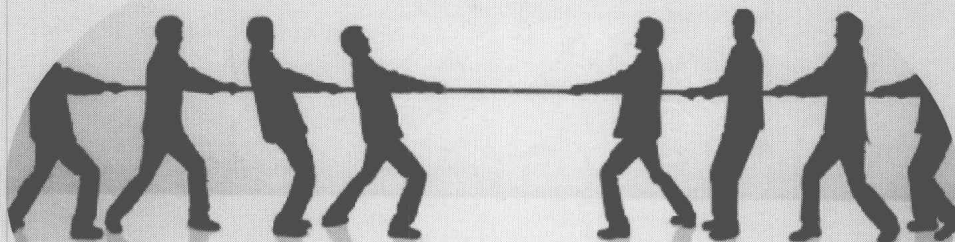


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# **Section A**

## **For Business Dealers**

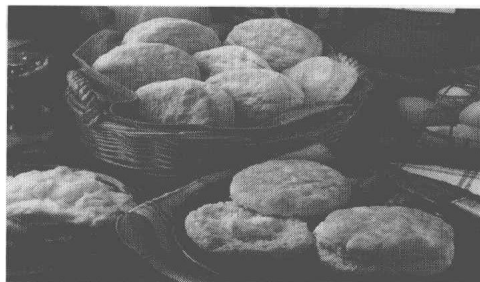




# Unit One Establish Business Relations

## I. Learning objects

- ❶ To understand the means of establishing business relations
- ❷ To master useful expressions on establishing business relations
- ❸ To learn how to make conversations in establishing business relations



## II. Background information

No customer, no business. It is very important for a company wishing to enlarge its business to establish business relations with more companies. A company can learn of other ones dealing with similar businesses through many channels such as Internet, periodicals, newspapers, trade directory, banks, business connections, Chamber of Commerce, Commercial Counselor's Office, etc. Then companies may communicate with each other by mutual visit, contact at various exhibitions or through correspondence in order to es-

establish business relations. Usually a company invites its customers to visit the products or the company itself in order to attract potential customers, which is an effective way to help establish business relations.

### III. Sample dialogues

#### Dialogue 1

**Introduce a company by inviting the customers to visit it.**

**A:** Good morning, Mr. Wang. I am Johnson, sales manager. Would you like to look around our company first?

**B:** Yes, I would. Your company is so large, and where shall we start?

**A:** We have three areas: office block, production area and delivery area.

**B:** This part must be the office block, I think.

**A:** Yes, we have departments of Sales, Accounting, Personnel, Research and Development, etc. here.

**B:** May I look at your production factory?

**A:** Yes, this way please. This is the production line we introduced lately. It guarantees the good quality of our products and the production speed.

**B:** What's that building opposite us?

**A:** That's the warehouse which is used to store the goods. We keep a stock of the best-sellers in order to meet the urgent need.

**B:** Oh, I see. And what's that square next to the warehouse?

**A:** That is the delivery bay. Let me show you. In the bay the yarn and dyestuff come in, as you see, in various colors and sizes and they are discharged here.

**B:** I see, it's for unloading raw materials. But, what are they? So many cases.

**A:** They are finished goods, printed cotton pieces and table-cloth. They

are packed here and then delivered to the loading port.

**B:** Oh, it impressed me deeply. Now I am confident we can cooperate well in the future.

**A:** Then, let's go to the meeting room for details.

## Dialogue 2

**Introduce products by inviting customers to visit the showroom.**

**A:** Here's our showroom.

**B:** You've got a wide range of sample foodstuffs here.

**A:** Yes, we are exporting a variety of foodstuffs to many countries. And they enjoy excellent reputation. By the way, what items are you interested in?

**B:** I'm interested in biscuits. Could you show me some samples?

**A:** Yes. This way, please. Our biscuits have various tastes such as milk biscuits, honey biscuits, soda biscuits, cream biscuits, etc. There are altogether 15 tastes.

**B:** Can I have a try?

**A:** Of course. We have small packages of 50 grams for each taste. You can even take them one for each to taste slowly.

**B:** Thank you for your consideration. Besides, do you have any catalogue or price list for me to make a careful study?

**A:** Here you are. I'm sure you will like our biscuits after you taste them. Many customers speak highly of their tastes and qualities and they are sold well at home or abroad.

**B:** Really? I also heard of your biscuits from one of my connections.

**A:** The biscuits have been sold in your country for 2 years. They are popular. If you want to import from us, I'll allow you a large discount in order to encourage business.

**B:** Thank you. I'll contact you for details as soon as possible.



**A:** You are welcome. I hope to cooperate with you in the future.

### Dialogue 3

**Introduce the achievements made by the company.**

**A:** Good afternoon. I'm Peter Miller, import manager.

**B:** Nice to meet you, Mr. Miller. My name is Li Fan. Here's my card.

**A:** Nice to meet you too, Ms. Li. We've learned you're a state-operated corporation, handling the export of machinery.

**B:** Yes, please take a seat. Mr. Miller, we are one of the leading exporters of machinery in our country. If you don't mind, would you please let us know how you got our name?

**A:** We have learned your name on the recommendation of Blue Sky Company.

**B:** This company is one of our largest customers and we have good business relations for many years.

**A:** What kinds of machinery do you manufacture?

**B:** We manufacture many kinds of machinery such as building machines, food-processing machines, textile-producing machines, etc.

**A:** That's it. I'm looking for building machines. Can you let me look at your catalogue about building machines?

**B:** Here you are. There is a detailed introduction to all our types of building machines in it.

**A:** Thank you very much. How about the quality of your machines?

**B:** Because of the skillful manufacture and sophisticated techniques, our machines are dependable in performance and durable in use. They are well-known for fine qualities worldwide.

**A:** What about the sales of your machines?

**B:** In fact, we have offices and representatives in all major cities and

towns in Asia, America and Europe. We win the title “the King of Sales” for five years.

**A:** Yes, I feel we might cooperate on the basis of mutual benefit. So let's contact later and talk about the details.

**B:** Sure.

## Dialogue 4

### Establishing business relations by visiting trade fairs.

**A:** Good afternoon, sir. Welcome to look at electrical appliances of Haier.

**B:** So many kinds of appliances.

**A:** Yes. We have appliances used in kitchen such as refrigerators, gas stoves, range hood, disinfection cabinet, and so on.

**B:** Do you have any appliances in toilet?

**A:** Washing machines, water closets, washbasins, shower sets, water heaters, and so on.

**B:** Very good. I'm especially dealing in the water heaters.

**A:** Really?

**B:** Yes, we are handling various brands of water heaters made in many countries. I am told Chinese ones are excellent in quality and price, so I come here to have a look.

**A:** Chinese appliances are worth seeing. As you know, electrical appliances made in China are the most favorable in the price, since we have the cheapest materials and labor costs.

**B:** What about your techniques? We handle the wash heaters mainly made in Japan, the U. S. and Germany. They are of the finest quality by adopting the best techniques.

**A:** If you try our wash heaters, you will find our brand is second to none in its quality and techniques.

**B:** Is your Haier brand the best one in China?

**A:** There are many famous brands of electrical appliances in China. We should say, Haier is one of them.

**B:** Can you introduce it more?

**A:** This is a brochure about Haier, and you can read it first. Then you can be sure you need it really.

**B:** Can I contact you directly if I am interested in your wash heaters?

**A:** Of course. This is my business card. You can contact us at the phone or e-mail address on it.

**B:** Thank you. See you next time.

**A:** I expect you, too.

### Words and expressions

- ① trade directory/Chamber of Commerce/Commercial Counselor's Office 贸易名录/商会/商务参赞处
- ② correspondence such as letter, telex, telegram, fax, email, etc. 通信 例如书信、电传、电报、传真、电子邮件等
- ③ office block/production area/delivery bay 办公区/生产区/运输区
- ④ department of sales(production/personnel/accounting/research and development) 销售部(生产部/人事部/会计部/研究开发部)
- ⑤ catalogue/price list/discount/brochure/leaflet/pamphlet/booklet 目录册/价目表/折扣/手册/传单/小册子/宣传册
- ⑥ state-owned enterprise/private-owned enterprise/joint venture enterprise/foreign-invested enterprise/individual proprietorship/leading exporter 国有企业/私有企业/合资企业/外资企业/独资企业/处于领先地位的(主要的/大的)出口商
- ⑦ yarn/dyestuff/biscuit/building machine/food-processing machine/textile-producing machine 纱线/染料/饼干/建筑机械/食品加工机械/纺织品生产机械

- ③ skillful manufacture/sophisticated technique/dependable performance/durable in use/equality and mutual benefit 制作精巧/工艺精良/性能可靠/经久耐用/平等互利
- ④ handle( deal in ) the import and export of something/be second to none/contact somebody( connect with somebody) 经营某物的进出口/不输于任何人或事物/与某人联系
- ⑤ electrical appliance/refrigerator/gas stove/range hood/disinfection cabinet/washing machine/water closet/washbasin/shower set/water heater 电器/冰箱/燃气灶/抽油烟机/消毒柜/洗衣机/抽水马桶/洗脸盆/淋浴器/热水器

### Useful patterns

- (1) We have your name and address from advertisement/Commercial Counselor's office/Chamber of Commerce/through the introduction of our business connections.
- (2) We are a state-operated corporation, handling the export of textiles.
- (3) We are one of the largest food trading companies in Japan, and have offices or representatives in all major cities and towns in Japan.
- (4) We are a big exporter of fresh water pearls, having years of experiences in this particular line.
- (5) We are one of the leading importers of ceramic products in America. We'd like to establish business relationship with your corporation.
- (6) Since we specialize in the export of Chinese food products, we wish to express our desire to trade with you in this line.
- (7) We are willing to/ready to/glad to/desirous to enter into/set up/establish business relation with your firm.
- (8) We hope to do business with you on the basis of equality and mutual benefit.
- (9) I hope my visit will be the beginning of a long and friendly relation