

English Writing for Business

实 用 英 语 “ 快 易 通 ”

简新亚 主编 简新亚 简易 杨青 编著

英文 商贸联络

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清华大学出版社

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内 容 简 介

如何在短期内迅速提高实用英语写作水平, 写出规范、严谨、畅达的文章, 是困扰很多从事贸易、商务及相关业务人员以及部分英语考生的重要问题。表达的方式、语气、行文是否得当直接影响到商贸业务的顺利和成功与否。《英文商贸联络“快易通”》以规范、标准的写作范例为基础, 结合商务和贸易往来工作中通常使用的文体和经常遇到的情况, 进行有的放矢地、详尽地讲解说明, 使读者能够迅速掌握各种商贸应用文体的写作特征并根据需要模仿出规范的文章。本书对于从事商贸工作或即将从事商贸工作的人员的工作具有极大的帮助, 同时也有助于商务英语的考生掌握相关的写作技巧并提高考试成绩。总之, 《英文商贸联络“快易通”》是商贸工作和学习过程中必不可少的速成教材和案头书。

本书是《实用英语“快易通”》系列中的一本。《实用英语“快易通”》包括《英文公务写作》、《英文商贸联络》、《英文信函专集》和《英文合同协议》4个分册。

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前言

FOREWORD

国际贸易持续发展,经济全球化趋势日益明显。商贸联系对于建立和发展贸易往来至关重要。中国加入世贸组织,既给我们带来更多的商机,也使我们面临更大的挑战。中国的企业和公司将会更多地运用英文商务信函对外交流,以使自己更广泛、更深入地参与国际竞争和国际合作。

商务信函无论打印还是手书,均需本人或主管签字。英文信函一经签发,即对外代表了你自己本人或你的公司的素质和形象。因此,我们绝不可轻视英文商务信函的重要作用。在大多数国家,商务信函与会计学、经济学一样,是商贸学生一项必修的重要课程。

本书旨在向学习商贸的学生和从事商贸工作的白领介绍当代商贸联系的实际操作技巧。这本书涵盖了商贸联系的各个环节,其中包括询价、订货、商务代理、金融、保险、投诉等诸环节。

本书共分十二章,每一章的安排是:(一)业务概述,简要介绍本章所涉及的商贸联系基本知识;(二)信函实例,包含各类典型信函,并对每个范例的内容、语言特色、技巧及使用效果进行简要分析;(三)常用表达,列出各商贸环节中各类信函的常用英文表达句式。总之,本书以最简明的编排,使读者达到最佳学习和运用效果。

本书具有很强的针对性、操作性和实用性。为了避免空洞而枯燥的说教,我们选编了大量的典型信函实例。这些实例大多来自实际的商务实践,希望能使读者更好地理解 and 运用本书。

本书是商界领袖、在中外企业工作的白领、报考商科学位深造的学生、报考剑桥高级商务英语证书和美国托普/托业证书的学生以及实用英语自修者的最有利的



参考书。若能熟读本书内容，掌握商务往来联系的基本用语和写作技巧，于个人学业进步和事业发展大有助益。

参与本书编写、打印、校对工作的还有杨一兰、金静、郑颖、李玉玺、吴玓。

作 者

2002 年 11 月 16 日

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第一章

商业查询

Business Enquiry

一、商业查询概述

商人经商通常要写信询问有关信息，如供货情况、商品目录、价格、样品、交货期限、保险、交易条件及折扣、运输方式以及有无存货等。如果客户与供方是第一次打交道，那么，客户应告诉对方自己所经营的业务，需要何种货物，以及购货意图等情况。这样可节省往来通信的时间，对双方都有利。如果是多次订货的老客户，垂询则非常简单。往往打个电话或发张明信片就行。

在向某一家不熟悉的公司购买商品或服务之前，你必须弄清这家公司的商业信誉，其价格是否合理，较为自由的付款方式是否可行。为了得到这些信息，我们就需要给许多公司写信询问市场状况或产品情况，这些信就是查询信。

概括而言，与新的客户建立商务关系的信件称为查询信。商业查询主要是由买方写给潜在的供货方的。商业查询又以询盘信居多。

对外贸易中的商务谈判通常是从询价开始的。不过，有时候，卖方也可以首先向海外购买商推销，介绍其产品，表达其出卖产品的意图。

询问信中提出的问题是明确合理。询问信写得好坏往往是一桩生意是否成功的关键。

商务查询信的结构大致分三部分：

(一) 开头：首先，要告知供货商你所属的公司。其次，在许多情况下，应向收信人说明自己是从何种渠道得知对方公司的，如从贸易伙伴，咨询公司，报章杂志，或同行协会那里得知。

(二) 正文

(A) 索要产品目录，价目单，产品说明书。在写询问信索要这些资料时，你并不需要提供自己的详细情况。但是，如果信上没有事先印好你的通信地址，你一定要写清你的联络方式，包括你的电话号码和电子邮件地址。

(B) 询问详细情况。在询问商品或服务的时候，你必须清楚地指明你所需要的信息。如果你是从产品广告中了解到这项产品或服务，那么你就要说明你是从何种

报纸或杂志上得知这一信息，该广告的尺寸及广告所给出的电子邮件信箱、邮箱号或通信地址。如果你是从产品目录，宣传册，或产品说明书中获得信息，也要在询问信中加以说明。

(C) 索要样品或模型。在订货之前，最好能看到产品的样品或模型，以达到对产品更直观的了解。多数供货商都会向你提供产品样品以供选择。但是，如果所需产品是一件大而复杂的机械，供货商通常不会把样品邮寄给你。在这种情况下，你通常可以到附近的产品展示处去参观，或者要求供货商派一位销售代表向你提供有关资料。无论如何，订货前最好要求先看一下样品。

(D) 提出付款期限、交易方式或折扣等要求。一些公司会在广告或资料中说明产品的价格和付款条件，他们不希望客户提出更多的要求。但是，即便报价已经提出，你仍然可以要求对方让步。比如你可以提出在什么条件下你会以订货的方式来表明你的要求。有些时候，一些批发商或零售商在订货之前想弄清楚某项产品的销路如何。他们可能会向供应商订可退货商品。在这种情况下，供应商要非常了解这位客户，或者这位客户有可靠的担保人。供应商也可以提出一个货物必须送回或货款必须付清的时限。

(E) 询问估价或投标。估价是对于一项工程的报价，比如说，为一家工厂修建房顶或者安装设备。投标也类似于报价，但投标是以书面的形式，通常用于较大规模的工程，比如说，兴建一家工厂。当政府组织工程或者一个大型企业要做某个项目时，他们会在报纸上登出广告要求投标。一家公司有可能为一项建筑工程或修理、装修工程向数家公司询价。

(三) 结尾：通常，询问信的结语表示感谢就可以了。但有些时候，也可以提及某些条件要求对方加以注意，如相关的贸易规定、支付条件、商业信誉，或者要求有担保人。也可以在结尾提及更深入的合作，或者你感兴趣的而对方有可能提供的其他产品。因为如果供货商把你看作一个潜在的、而不是只限于一次性合作的客户，他将更有可能提供优惠价格、支付宽限期或折扣等其他优惠条件。

回函通常针对来函要求，根据实际情况和利益需要，掌握分寸，进行答复。总之查询信应力求做到：

(一) 尽量简短，除非你有理由提供详细情况或发表见解。

(二) 提出具体要求。

(三) 出于礼貌，用客气语言表达，并提供你得此消息的来源。

二、商业查询信范例

(一) 询问少女时装款式价格 (Inquiry about quotation for young girls' dresses)

写信背景：从时装展销会上看到中意的成衣，写信询问少女时装款式、价格等情况。

September 6, 2000

Gentlemen:

We saw your women's dresses and suits at the Women Fashion Show held in Los Angeles on August 26. The lines you showed for teenagers, the "Fairy" dresses and trouser suits, would be most suitable for our market.

Would you kindly send us your quotation for spring and summer clothing that you could supply to us by the end of December this year? We would require 3,000 dresses and suits in each of the sizes 10-12, and 600 in sizes 8 and 16. Please quote c.i.f. Shanghai prices. Payment is normally made by letter of credit. Thank you for an early reply.

Very truly yours,

H. Marks

H. Marks
Buyer

内容点评：信分三个自然段。第一段两句话，称自己参加过8月在洛杉矶的时装展销会，发现“仙女”牌少女套裙、套装款式女装很适合国内市场需求。第二段四句话：直接请对方提供年底交货的春夏服装的报价；告知所需型号尺寸及数量；请报上海港到岸价；信用证付款。第三段以“感谢早复”结尾。此信行文简洁、层次分明。供货商一目了然，照此回复应该很快捷、方便。

(二) 致制造商：询问淋浴设备报价 (Inquiry about a quotation for bathroom showers)

写信背景：建筑承包商想订购淋浴设备，致信厂商，询问设备质量等情况。

21 July, 2001

Dear Sirs,

With regard to your advertisement in the Estate Builders' Monthly of 3rd of July, we would ask you to let us have a quotation for the new bathroom showers, which are described.

As building contractors we erect about a hundred houses and two or three blocks of flats a year. If your equipment is of good quality, and we receive a favorable offer, we may be able to place large orders with you.

We look forward to hearing from you soon.

Yours faithfully,

F. T. Bunker

F. T. Bunker

内容点评：信分三自然段。第一段一句话，请对方按7月3日广告所介绍的淋浴设备新产品报价。第二段两句话，先自称是一家一年承揽百座住房及2~3个街区的公寓住宅的建筑承包商。然后说，如果对方产品质量好、价格合适，将下大宗订单。第三段以一句“静候回音”结尾。此信写得干脆利落。对自己的实力点到即止，不虚夸。不仅对厂商有吸引力，而且给供方一个精明干练的好印象，从而愿意与之打交道。

(三) 出口垂询：询问进口商订购自行车数量 (Enquiry about quantities)

写信背景：致信非洲国家进口商，询问购买自行车的数量。

June 2, 2001

Dear Sirs,

Our business agents in Africa have asked us for quotations for 20,000 bicycles, to be exported to East Africa countries, including Egypt, the Sudan, Ethiopia and Somali.

Please let us know what quantities you are able to deliver at regular intervals, quoting your best terms f.o.b. Port Sudan. We shall handle export formalities, but would ask you to calculate container transport to Port Sudan for onward shipment.

Yours faithfully,

T. Harrison
T. Harrison

内容点评：信分两段。第一段一句话，告称代理要求提供2万辆自行车出口东非的报价。第二段两句话，称给予买方抵达苏丹港离岸价优惠价，请买方告知每次交货数量。并称供方承办出口手续，但请买方计算货抵达苏丹港之后的集装箱运输费用。此信写得清爽。买方一看就明白自己该做什么。

(四) 致供应商，索要产品的详细资料及样品 (Asking for brochure and samples of the product)

写信背景：从期刊广告获得产品信息，致信供应商索要有关产品介绍的资料及产品样品。

June 5, 2002

Dear Sirs,

With reference to your advertisement in yesterday's edition of China Today, would you please send me your color brochure with full details and some samples of your quality print packages? I would also like to know whether you can arrange air freight to Beijing.

Yours faithfully,

John Smith
John Smith

内容点评：信很简短。只有两句话：称从广告得知信息，希望对方提供产品介绍材料及样品；询问能否安排空运至北京。此信简洁清晰。

(五) 询问商品目录及价格单 (Asking for catalogue and price-list)

写信背景：致信供应商，询问商品目录和价格单。

June 8, 2002

Dear Sirs,

With reference to your advertisement in last Tuesday's Business Daily, we are interested in buying 10 cases of your products. Could you please send me a catalogue and price-list?

I would like to know whether the price includes delivery charges.

Yours faithfully,

Jon Fleming

Jon Fleming

内容点评：信分两自然段。第一段称从广告得知信息，有意购买十箱产品，希望对方提供商品目录和价格单。第二段询问价格是否包括送货费用在内。此信简练自然，可供模拟。

(六) 答复寄送促销礼品 (Reply to enquiry about promotional gifts)

写信背景：收到客户的询问信后，回信寄去促销礼品、产品说明书及价格单。

22 July, 2001

Dear Mr. Brown,

Thank you for your letter of 18 July enquiring about our promotional gifts.

We are pleased to enclose our new brochure and price list together with samples of our promotional gifts.

We look forward to receiving your first order.

Yours Sincerely,

Mary Hardy

Mary Hardy
Sales Manager

Enc: 3

内容点评：此信三段，每段一句话。感谢来函询问促销礼品；随信发出产品介绍册，商品目录及促销礼品样品；期盼下单订货。此信简短礼貌。第一次与客户打交道，不宜冗长。

(七) 答复寄出商品目录 (Reply to enquiry about catalogue)

写信背景：收到顾客来信后，按对方要求寄去商品目录等资料。

25 June, 2002

Dear Mr. Waters,

Thank you for your enquiry of 18 June.

We have pleasure in enclosing a copy of our latest catalogue and a leaflet giving details of our special trade discounts. All the items are now covered by our standard two-year guarantee.

We look forward to hearing from you.

Yours sincerely,

F Islander

F Islander
Sales Director

Enc: 2

内容点评：四句话：感谢6月18日来信垂询；随信寄送最新商品目录及批发折扣传单；所列产品均担保两年；盼复。此信简洁礼貌，点到即止，欲知详情，收信人可自己查阅商品目录及商品折扣传单，没有必要逐条罗列。

(八) 对询问儿童服装来信的答复 (Reply to enquiry about range of children's clothing)

写信背景：顾客来信对童装感兴趣，回信寄去有关材料。

August 3, 2002

Dear Mr. Baker,

Thank you for your enquiry of 22 July about our range of children's clothing.

I enclose some information, which I hope you will find of interest. Please contact me if I can be of any further help.

Yours sincerely,

Roberts Singer

Roberts Singer
Enclosures:....

内容点评：三句话：感谢来信询问儿童系列服装；随信提供一些也许能引起购买意愿的信息资料；需要帮忙请联系。这是在不知对方具体意愿时写的简短回信。收信人收到有关资料后，若有购买意愿会再次来信查询，到时再针对具体要求，有的放矢。

(九) 回信提供客户索要的信息资料 (Reply to enquiry about products and prices)

写信背景：客户来信询问产品质量价格等情况，回信提供有关介绍材料。

August 20, 2002

Dear Sir/Madam,

Thank you for your enquiry of 12 August about our products. We enclose the information requested.

If there is anything else we can help you wish, please call our office.

Thank you again for your interest.

Yours sincerely,

Marcel Delisse

Marcel Delisse
Marketing Secretary

内容点评：全信四句话：感谢您 8 月 12 日来信询问我公司产品；我们将所需资料随信寄去；还有什么需要我们帮助的，请给我们的办公室打电话；感谢垂询。此信简洁清爽。

(十) 答复顾客有存货供应 (Reply to enquiry about items available for a period)

写信背景：顾客来信询问商品价格等情况，回信寄去商品目录，并称有现货供应。

April 3, 2002

Dear Customer,

We enclose a copy of our latest catalogue. You will notice that we have increased the number of items on offer for a limited period.

All of the items are currently in stock, but if an item you require is out of stock and not available for the next 14 days, we will inform you.

Please make sure you put your telephone number on the letter in reply.

Yours sincerely,

John Smith

John Smith
Enc: 1

内容点评：这是答复客户有现货的回信。四句话：随信寄出最新商品目录；可从中发现定期削价销售的品种有所增加；所列商品均有现货供应，若无现货，会提前 14 天告知；让对方在回信中写上电话号码。这是发给有购买意向客户的答复信，告诉两点：削价品种增加；有现货。

(十一) 答复顾客：无法供应制造中密度玻璃纤维设备 (Reply to an enquiry about equipment to manufacture medium-density fiberboard)

写信背景：顾客来信询问加拿大能否提供制造中密度玻璃纤维的设备，经查，发现加拿大国内无法提供所需设备。回信答复顾客。

May 3, 2002

Dear Mr. Zhang/Ms Lee,

Further to my letter of April 10th, 2002, I have been informed that Canada is not in a position to supply equipment to manufacture medium-density fiberboard (MDF). I regret that we are not able to assist you in this matter but hope that we can find other opportunities in the future.

Yours sincerely,

John Smith

John Smith

内容点评：此信两句话：加拿大无法供应制造中密度玻璃纤维的设备；很抱歉在这个问题上帮不上忙，希望以后能帮上忙。此信虽短，不讲客套，但可看出办事认真，作风明快。

(十二) 致信皮鞋厂商，希望提供商品目录和报价 (Enquiry about catalogues and quotations)

写信背景：皮鞋进口商致信意大利皮鞋厂商，希望建立商务关系，索取商品目录和报价。

June 8, 2002

Dear Sir or Madam,

We have obtained your name and address from Aristo Shoes, Milan, and we are writing to inquire whether you would be willing to establish business relations with us.

We have been importer of shoes for many years. At present, we are interested in extending our range and would appreciate your catalogues and quotations.

If your prices are competitive, we will expect to transact a significant volume of business.

We look forward to your early reply.

Yours faithfully,

John Smith

John Smith

内容点评：此信旨在与对方建立商务关系，并非要与对方谈一笔具体的买卖，因此省略了许多具体问题。全信只有四句话：表明写信的原因或意图，即想与对方建立商务关系；自称是皮鞋进口商，希望对方提供商品目录和报价；声称如果价格具有竞争性，可望做一笔价值可观的生意。恭候回音。全信简练清晰。

(十三) 致信玻璃厂商，希望提供更多的家用玻璃器皿信息 (Asking for more information about domestic brassware products)

写信背景：家用玻璃器皿进口商致信印度商会，希望提供更多的家用玻璃器皿信息。

June 8, 2002

Dear Sir or Madam,

We have obtained your name from the Commission of India in Hong Kong.

We are interested in buying for export high-quality domestic brassware, e.g., flower vases, candlesticks and handballs.

Please let us know exactly:

- What goods of these sorts you can supply
- What the terms of your export business are
- What the current delivery periods are

After we have studied the information that you have supplied we shall decide whether to ask you for samples.

Yours faithfully,

John Smith

John Smith

内容点评：此信要求对方提供有关具体商品的情况介绍。表示本公司对产品感兴趣，但是对产品质量、价格等情况了解不多。希望了解对方能够供应哪些产品，出口贸易条款是什么，交货期限多长等。此信简洁规范。

(十四) 答复关于飞艇性能的垂询 (Reply to enquiry about airship)

写信背景：客户来信询问有关飞艇性能的详细资料，回信提供有关信息。

July 6, 2001

Dear Mr. Stephen,

Thank you for your letter of June 27 concerning our airships. The enclosed brochure gives further details, but you may like to consider the following advantages of airships over heavier than air machines. They do not require runways and highly skilled maintenance personnel, and are very versatile, being able to take off and land in remote areas.

Economy in terms of load/fuel consumption ratio is excellent, with the result that freight rates would compare favorably with air cargo rates, with the added attraction that they can operate point-to-point, therefore reducing handling costs.

Turning to other factors, airships are safe, noiseless and pollution free, and of course when transporting extra heavy equipment they would not cause road congestion.

We are sure that all these factors together would offer your company a considerable all-round saving in cost, and would be delighted to help you further if you could give us more details of your requirements.

Yours sincerely,

John Smith

John Smith

内容点评：信分四段。第一段，感谢来信询问有关飞艇资料；内附详细介绍资料，将从中发现飞艇的诸多优点，飞艇不需要跑道，也不需要训练有素的维修人才。飞艇功能齐全，能够在偏远地区起降。第二段，声称：飞艇能源消耗省，飞艇运费比货运飞机运费要低，能定点运行，从而减少货物装卸搬运费用。第三段，飞艇还有其他优点，诸如：安全，无噪音，无污染，尤其在运送沉重设备时不会产生道路拥塞的境况。第四段，将上述诸多因素加以考虑，飞艇可为贵公司节省可观的开支。还有何具体需求，定当鼎力协助。这是一封非常好的产品推销信。虽然随信寄发介绍飞艇性能资料，厂商还是借答复之机，简明扼要地介绍了飞艇的性能优势。收信人阅后，多半会动心订购。

三、常用语句

1. Please send us a catalogue and price-list/a new price-list/free samples and prices of the promotional gifts/full details and prices/a free brochure/some information on trade discounts and guarantees.
2. Could you please send us a free color brochure, price-lists and samples of their leaflets?
3. Would you please let us have a firm offer for .../ your current catalogue

showing ...

4. Please let us know whether air freight can be arranged to our country.
5. We are interested in buying the products and would like to have further details.
6. Would you kindly quote your best prices and terms of payment for the products?
7. What quantities are you able to supply from stock?
8. We are in the market for these products.
9. If your prices are competitive/If the quality of the goods comes up to our expectations/If the samples meet with our customers' approval we can probably let you have regular orders.
10. There is a promising market here for good quality office machines, and we may be able to place large orders with you.
11. We look forward to receiving your quotation/prices/reply by return as soon as possible.
12. We normally effect payment by letter of credit.
13. Payment will be made by cheque/bank transfer.
14. Please send us a proforma invoice for customs purposes.
15. We are retailers/importers/ wholesalers in the area, and would like to place an order for the products.
16. We were impressed by the selection of gardening tools that were displayed on your stand at this year...
17. We would like to have more information about whether
 - a) The price includes delivery charges.
 - b) The filing cabinets are available in green.
 - c) You could send the order by air.
 - d) You have an office in Paris.
 - e) You can pay in US dollars.
 - f) Air freight can be arranged to your country.
 - g) You can arrange for the instruction booklets to be translated into the language used in our country.
18. Please let us know whether the filing cabinets are available in green/whether they could sent the order by air/whether they have an office in Paris/whether you can pay in US dollars.
19. Your advertisement in the (month) issue of (name of periodical) magazine is of great interest to us.
20. We would like to know more about the products your firm offers and would appreciate receiving your wholesale price list and information regarding terms and ordering policy.