

· 上外 — 朗文商务英语会话系列 ·

Business Presentations

英语表述技巧



Cliff Hall



上海外语教育出版社



上海外语音像出版社



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简体字版

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Unit 1

Business Presentations

业务表述



Company Presentations

介绍公司



VOCABULARY (词汇)



REASONS FOR/ TYPES OF PRESENTATIONS

(表述的缘由和类别)

- | | | |
|---|------------------------------|-------------|
| 1 | to inform/informative | 提供信息/能提供信息的 |
| 2 | to sell/sales | 推销/促销的 |
| 3 | to explain/explanatory | 解释/解释性的 |
| 4 | to persuade/persuasive | 说服/有说服力的 |
| 5 | to analyse/analytical | 分析/分析性的 |
| 6 | to evaluate/evaluative | 评估/评估性的 |
| 7 | to promote/promotional | 推广/推广性的 |
| 8 | to introduce/introductory | 介绍/介绍性的 |
| 9 | to demonstrate/demonstration | 示范/示范 |

FEATURES OF PRESENTATIONS (表述的特点)

- | | | |
|---|----------------------|---------------------|
| 1 | objective | 客观的 |
| 2 | focus | 中心,焦点 |
| 3 | grabber | 引人注意的说话 |
| 4 | introduction | 引言 |
| 5 | main points | 重点 |
| 6 | conclusion | 结论 |
| 7 | body language | 体态语 |
| 8 | rapport | 意见一致 |
| 9 | rhetorical questions | (不期望得到答案的)
反问、反诘 |

- 10 audience expectations
11 audience participation

听众的期望
听众的参与

EXERCISE 1

Listen to the tape. You will hear the manager of a trading company describing four types of presentations. Make a note of ONE example of each type of presentation in the column on the right. (你将从录音中听到一家贸易公司的经理讲解四种类型的表述。在右栏处记录每一类介绍的例子。)

Type of Presentation

Example

Demonstration

Persuasive

Informative

Sales

EXERCISE 2

Listen to the tape of the four stages of a presentation being described. Number the stages below, 1 to 4, as you hear them described. (你将从录音中听到表述的四个阶段。根据所听内容将这些阶段按 1 至 4 编号。)

Grabber

Introduction

Main points

Conclusion



USEFUL PHRASES (常用词语)

F = *Formal* (正式语体) **N** = *Neutral* (中性语体) **I** = *Informal* (非正式语体)

ARRANGING A PRESENTATION (安排表述事宜)

- 1 Good morning. My name's Janet Ip from Green Island Office Equipment. I wonder if I could talk to someone about our products. (N)**

早上好,我是青洲办公设备供应公司的叶珍纳。不知可不可以与你们其中一位同事谈谈我们公司的产品?

- 2 I'm not sure if you've heard of our company, but we specialise in high technology office equipment. (N)**

不知您是否听说过本公司,我们是专门生产高科技办公设备的。

- 3 I could send you our latest catalogue so that you can see what kinds of products we supply. (N)**

我可以给你寄上我们最新的产品目录,你就可以看看我们供应什么类型的产品。

- 4 I'd like the opportunity to show you some of our products and perhaps give you a demonstration. (F)**

我希望能有机会向你展示我们的一些产品,或者给你作一次示范。

- 5 I'd be happy to fix up a full demo/demonstration of our products if you wish. (I)**

如果你们有兴趣,我很乐意给你们安排一次全面的示范。

Just a moment, I'll put you through to our purchasing department.
请稍候,让我替你打电话接到采购部。

Yes, I have heard of your company. What can I do for you?
听说过,我听说过贵公司,不知有何贵干?

Thank you. I'd like to get a better idea of what you have available.
谢谢,我也希望多了解你们公司能够提供什么产品。

Yes, I would be interested in seeing a demonstration of your products.
好啊,我很感兴趣看你们的产品示范。

We could arrange a time now if you like. How about next Monday?
我们可以安排一个时间,下星期一怎么样?

- 6 What date would be most suitable for you?(F)
When would be a good time for you?(Shall we say
Tuesday the 17th?)(I)
什么日子最适合你?
什么时候适合你呢?(十七号,星期二,怎么样?)
-

ARRIVING FOR A PRESENTATION (到达表述场所)

- 7 Hello, my name's Simon Wu. I have a 9:30 appointment with Mr Larson. (N)
你好,我是西蒙·吴。我约了拉森先生九点半见面。
-

- 8 Good morning. I'm Raymond Lu from Hong Kong Computers. I'm here to give a presentation to your management staff. (F)
早上好,我是香港电脑公司的雷蒙·陆。我是来向你们的主管人员作一次示范的。
-

- 9 Hi, my name's Philip Wang and I'm here to give a presentation on our new computer software. (I)
你好,我是菲利浦·王,我是来向你们介绍我们全新的电脑软件的。
-

- 10 Nice to meet you, Mr Sanders. At last I can put a face to the voice on the phone. (N)
山德斯先生,幸会!和你在电话中交谈过多次,终于可以见面了。
-

- 11 How do you do, Mr Sanders? It's nice to meet you at last! (F)
Great to meet you at last! (I)
-

山德斯先生,你好,很高兴终于和你见面了。

终于见到你,真是好极了。

How about the 15th? I'll be free all morning then.

I'm sorry, it won't be convenient then. Can we fix another time?

十五号如何?我那天整个早上都有空。

对不起,那天不行。可以安排另一个时间吗?

Good morning, Mr Wu. I'll just see if Mr Larson is ready for you.

早上好,吴先生。让我了解一下拉森先生是否准备好了。

Ah, yes, Mr Lu. We're expecting you. Please take a seat.

啊,对,陆先生,我们正在等你。请坐。

Good morning, Mr Wang. Please have a seat. Someone will be with you in a moment.

早上好,王先生。请坐。很快便会有人来。

Yes, indeed. Nice to meet you too, Mr Wang.

对,王先生,我也很高兴和你见面。

How do you do, Mr James?

Good to meet you too, Mr James.

你好,詹姆士先生。

詹姆士先生,我也很高兴和你见面。

GETTING DOWN TO BUSINESS (开始表述)

- 12 Well, I know you're all extremely busy, so why don't we get started?(N)

好了,我知道你们都是大忙人,我们不如马上开始吧。

Let's get started. (N)

我们马上开始吧。

- 13 As you will have seen from the brochure we sent you, our company specialises in photocopying equipment. (N)

你们从我们送来的产品目录中大概也已知道我们公司是专门生产复印设备的。

- 14 I'd like to bring to your attention a product which I believe you will find interesting. (N)

我想向你们介绍一项产品,相信你们一定会对它感兴趣的。

- 15 As I mentioned on the phone, our company has recently developed a new range of products which may be of interest to your company. (F)

我在电话中也提及过,我们公司最近开发了一系列新产品,相信贵公司会感兴趣。

- 16 I'm sure you'll find our new products interesting. (I)

我相信你们一定会对我们的新产品感兴趣。

Yes, can you tell us something about the new features of this machine?

好,你可以介绍一下这部机器的新功能吗?

We found your range of equipment quite interesting, particularly the new model SD400 photocopier.

我们对你们的产品系列颇感兴趣,尤其是SD400的新型号复印机。

Can you tell us something about the features of this product?

你可以介绍一下这项产品的特点吗?

Can you explain how we might benefit from using these products?

你可以解释一下使用这些产品对我们公司有什么好处吗?

We are certainly interested in this product, but we would like more information about it.

我们的确对这产品很感兴趣,不过我们希望获得更多有关的资料。

EXERCISE 3

Below is an outline of a presentation Alice Chan will be making to the managers in her company. Listen to Alice describing her presentation to a colleague and fill in the outline below. (以下是 Alice Chan 将要向她公司的经理们所作表述的发言提纲。听 Alice 向她的一位同事所作的讲解, 并完成提纲的内容。)

Topic: The topic of this presentation is

Objective: The objective of this presentation is to

Grabber: I'll try to get my audience's attention by saying

Introduction: I'll introduce my presentation by saying that

Main Points: I'll make the following main points:

- a) _____
- b) _____
- c) _____

Conclusion: I'll conclude by saying



CONVERSATIONS (会话)

TALKING ABOUT YOUR COMPANY (介绍自己的公司)

We've never done business with your company before. Are you new in the field of computer software?

我们从来没有跟你们公司有业务上的来往。你们是新近才加入电脑软件行业的吗?

No, on the contrary. Datacorp has been producing software packages for over fifteen years now.

不,恰恰相反,数据企业生产电脑软件已经超过十五年了。

Where is your company based?

你们公司的总部在哪儿?

Well, our parent company is in the USA, but we have regional offices in Tokyo, Seoul and Singapore.

嗯,我们的总公司在美国,不过我们在东京、汉城和新加坡都有分公司。

Do you have any plans for further expansion in the region?

你们打算在亚洲地区继续扩展业务吗?

Yes, we are very eager to develop our products in the mainland of China and by the end of the year, we hope to set up another office in South Korea.

是的,我们非常渴望在中国大陆推广我们的产品。另外,我们希望年底前在韩国成立另一家分公司。