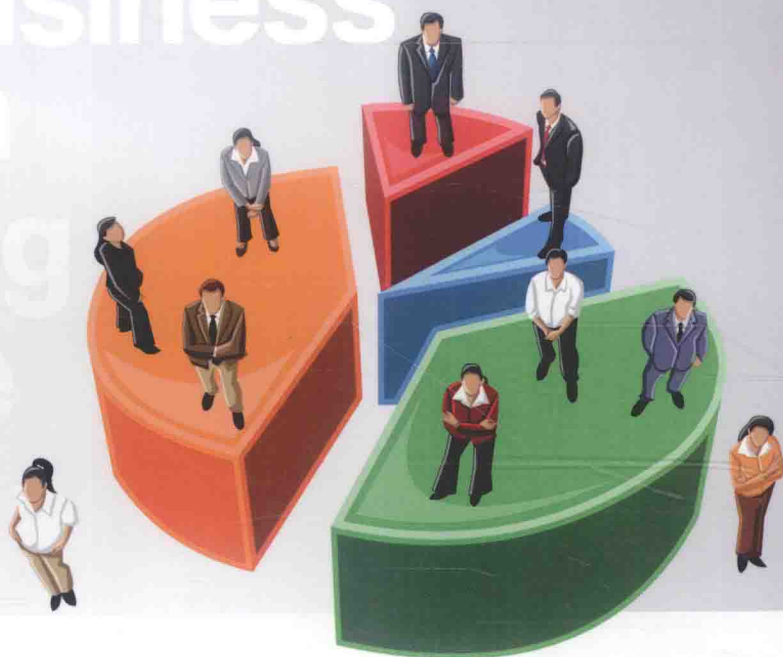


Oral Business English Training Course

主编◎于 群



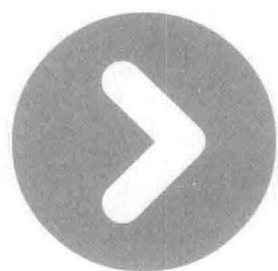
商务英语 口语实训教程

高级



南京大学出版社

Oral Business English Training Course



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前 言

为满足高等院校和广大商务英语学习者的需求,南京大学金陵学院英语系教师团队开发编写了《商务英语口语实训教程》,分初级本和高级本。该教材主要供开设商务英语口语课程的公办院校、独立学院和高职高专院校使用,主要使用对象为本科一年级、二年级学生或水平相当的其他学习者。本教材具有以下特点:

介绍商务英语口语的常用交际技能,与学生校园交际技能紧密联系。本教材初级本内容主要涉及英语在日常商务活动的一般技能,如商务会面、预订酒店、参观工厂、接待客户、产品介绍、电话销售等等,高级本内容主要涉及组织会议、企业招新、品牌创新、面试技巧、报价询价、贸易谈判、解决投诉、建立公司等核心商业内容。考虑到学生的年龄层次和学习特征,不少课堂活动内容介于职场工作与学生社会工作之间,如志愿工作招募应聘、校园采访、兼职推销、开设网店、组织会议等,帮助学生逐步融入实际商务情境中。

本教材突出任务型教学、项目型教学思路,以角色扮演为主要训练手段,并提供简单明了、便于操作的训练步骤。初级本共有十四个单元,高级本共有十六个单元,每册的第一、三、五、七、九、十一、十三、十五单元为学习单元,包括生动的商务口语情境的阅读资料、听说资料和课堂内小活动和练习;第二、四、六、八、十、十二、十四、十六单元为商务口语情境角色扮演训练单元,目的在于将前一个单元所输入的知识逐步转化为有效的输出,为授课教师和学生提供简单、明了、有效的角色扮演方法和排演步骤。

本教材各学习单元中的 required homework 部分是学生课后必须完成的训练任务。required homework 这部分的任务设计直接与下一周的训练单元活动相连接,学生需要在课后认真完成,否则不能完成下一周训练单元里相关的课堂反馈活动。required homework 完成的质量和效果,直接影响训练单元活动完成的质量和效果。

本教材提供的课堂内外活动较多,使用者可根据自身情况,酌情取舍,灵活运用。教师可根据各校学生的特点,选择性地使用书中的学习内容、活动内容和训练步骤,或根据具体情况进行改编,并穿插日常生活口语技巧训练、节日联欢、游戏、竞赛等活动,不必拘泥于本教材安排的学习进度和训练步骤。

南京大学丁言仁教授、方红教授对本教材的编写进行了悉心指导和部分修改,南京大学金陵学院英语系部分教师结合自己曾经在贸易机构工作的实战经验,利用业余时间,完成了各章节的编写工作,在此表示衷心感谢! 特别感谢刘怡老师和外教 Julia Hofmann 对全书进行细致入微的修改和校对工作。南京大学金陵学院英语系 2012 级全体同学通力配合,完成了这套教材的训练活动部分的课堂实验教学和部分视频采集拍摄工作,在此一并表示感谢!

于 群

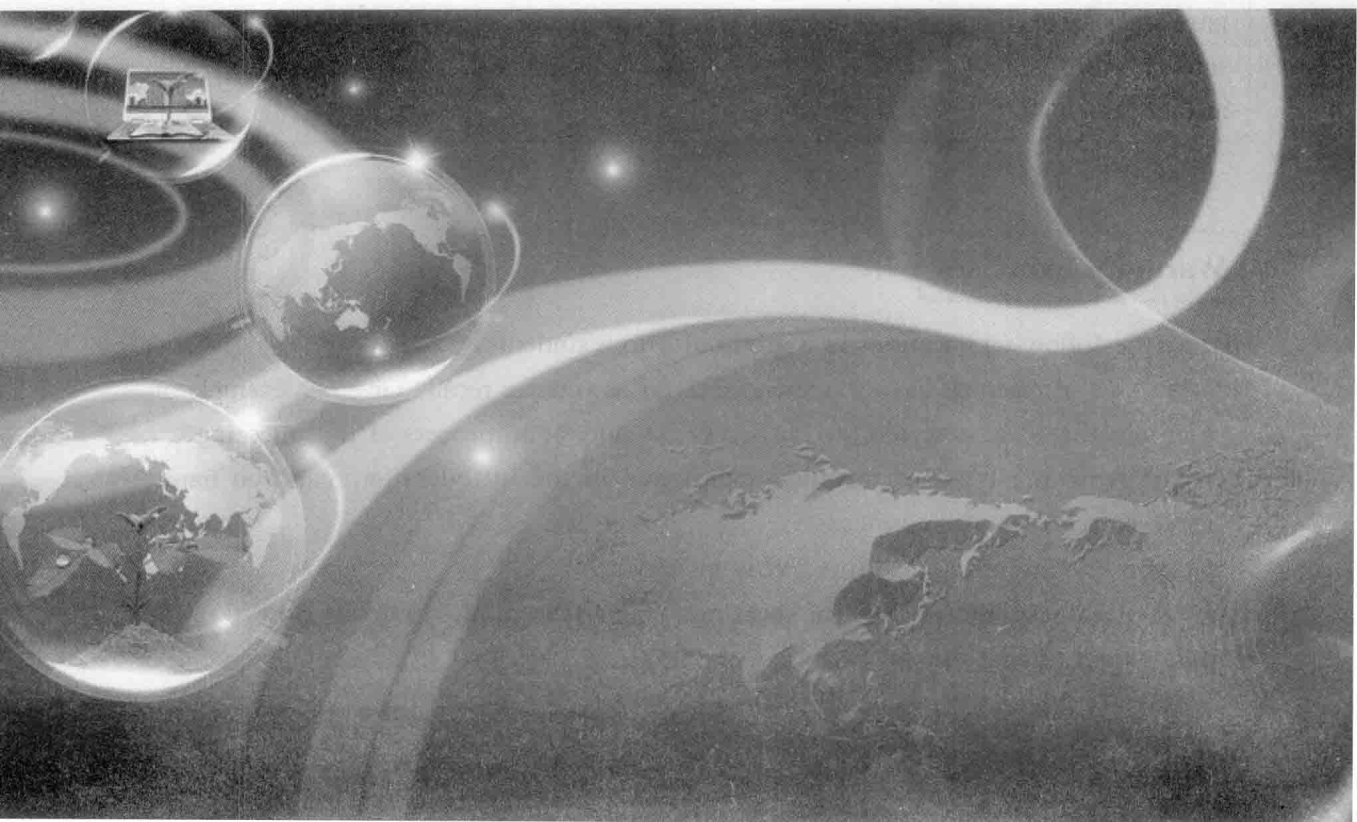
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目 录

Unit 1	Organizing Business Meetings	1
Unit 2	Role-playing Organizing Business Meetings	19
Unit 3	Recruiting New Staff and Attending Job Interviews	27
Unit 4	Role-playing Recruiting New Staff and Attending Job Interviews	47
Unit 5	Attending Trade Fairs	53
Unit 6	Role-playing Attending Trade Fairs	71
Unit 7	Conducting International Trade	77
Unit 8	Role-playing Conducting International Trade	93
Unit 9	Making and Handling Customer Complaints	99
Unit 10	Role-playing Making and Handling Customer Complaints	117
Unit 11	Doing E-Commerce	123
Unit 12	Role-playing Doing E-Commerce	143
Unit 13	Fostering Corporate Culture and Public Image	147
Unit 14	Role-playing Fostering Corporate Culture and Public Image	167
Unit 15	Setting Up a Business	171
Unit 16	Role-playing Setting Up a Business	189

Unit 1

Organizing Business Meetings





Introduction: Types and Functions of Business Meetings

Organizing and attending various business meetings are part and parcel of a businessperson's regular work. Members of a business organization often need to sit together and share ideas. These internal business meetings serve many functions, for instance, planning actions, solving problems, making decisions, evaluating performance, dividing tasks and so on. According to the scale and attendees, these meetings can be divided into management meetings, staff meetings, department meetings, team meetings and project meetings. With technology development, meetings no longer require people to be physically sitting together. In order to save time and cost, it is increasingly common that such meetings are held online, and they are called video conferences or teleconferences.



★ Glossary

part and parcel 不可缺少的一部分

internal *adj.* 内部的

attendee *n.* (会议的)出席者,参会人

performance *n.* 表现;绩效

teleconference *n.* 电话会议,远程电信会议

Warm-up Exercises

Discuss the following questions in a group of 4 to 5 students:

1. What kind of meetings have you attended as far as you can recall? Give one example of such meetings and describe the purposes, attendees and process of that meeting.
2. Apart from the types of meetings mentioned in the introduction, can you name three more types of meetings?
3. Do you like attending meetings? Why or why not?
4. It is often said that successful meetings make successful business. How do you understand this statement?



Part I Chairing a Meeting

Although meetings are common and may be extremely important, we have heard many complaints about them, and we ourselves make such complaints, too. They are sometimes boring, tiring, frustrating, inefficient and unproductive. As we have experienced many times, one person may dominate a meeting with endless monologues, a group of attendees may sit quietly without putting forward any ideas, a lively discussion may veer far from the topic in question, or a debate may go on and on without arriving at any conclusion. In a word, meetings can often be a waste of time.

Actually, there are many methods by which we can make a business meeting effective. The first and foremost is to appoint an experienced chairperson who can skillfully fulfill the following tasks:

Preparing an agenda. An agenda is a list of topics to be discussed at a meeting. The agenda should be distributed to the attendees in advance so that they know what they are expected to do at the meeting and can make preparations accordingly.

Inviting relevant attendees only. Only those who are directly involved in the issues on the agenda are interested in attending the meeting and may have ideas to contribute. Irrelevant people are easily bored and their indifferent attitude may hurt the morale of the group.

Sticking to the agenda. Discussions may easily get off the track. The chairperson needs to discourage trifle discussions, avoid over-indulgence on a single topic and keep the meeting focused on the planned topics.

Getting everyone involved. The chairperson should ensure that every attendee has an opportunity to air their opinion. He or she also needs to create an amicable atmosphere to encourage participation and contribution.



Keeping a close watch at the clock. A meeting should always start and end on time. Late starts encourage attendees to arrive late next time. In order for a meeting to end on time, the chairperson should allow for a reasonable amount of time to discuss each topic when drawing up the agenda. He or she should move the discussion to the next topic when time is up.



Wrapping up the meeting at the end. Before the meeting is over, the chairperson should briefly summarize all the key points, agreements, decisions and plans made at the meeting so that attendees know exactly what the meeting has achieved. Alternatively, the chairperson may put these things in the minutes, which are to be sent to all the attendees shortly after the meeting.

★ Glossary

monologue *n.* 独白

veer *vi.* 转向, 偏离

agenda *n.* 会议议程

off the track 脱离轨道

over-indulgence *n.* 过度沉溺

amicable *adj.* 友善的, 友好的

wrap up 完成, 结束(工作、会议)

minutes *n.* 会议纪要

Useful Expressions for Chairing a Meeting

Starting a Meeting	<ul style="list-style-type: none"> ✓ I'd like to start the meeting by ... ✓ Shall we get started? ✓ Would everyone please turn off their cell phones or put them on vibrate?
Introducing a Guest	<ul style="list-style-type: none"> ✓ Has anyone met Thomas from our Beijing headquarters? ✓ I'd like you to meet Mr. Hanson from ABC Company. ✓ I'd like to extend a warm welcome to ...
Stating the Objective	<ul style="list-style-type: none"> ✓ This meeting has been called to ... ✓ We're here today to discuss ... ✓ Our main aim this afternoon is to ...
Asking for Contribution	<ul style="list-style-type: none"> ✓ Henry, what are your thoughts? ✓ So, what do you think? ✓ Mike, where do you stand on this? ✓ We haven't heard from you yet, Smith. ✓ Has anyone else got anything to contribute?
Controlling the Discussion	<ul style="list-style-type: none"> ✓ Let's get down to business. Shall we start with Item 1? ✓ So, if there is nothing else about Item 2, let's move on to Item 3. ✓ You've made a very good point, but I think we'd better leave that for another meeting. ✓ That's not really what we're here for today. ✓ We're running short of time. Why don't we return to the focus of today's meeting?



(Continued)

Summarizing	✓ Before we close today's meeting, let me just summarize the main points. ✓ Let me quickly go over today's main points.
Voting	✓ Shall we vote? All those in favor, please raise your hands. Thanks. All against?
Closing the Meeting	✓ Any other business? ✓ Let's call it a day/ an afternoon/ an evening. Thank you all for coming. ✓ If there are no other comments, I'd like to wrap up this meeting.

Exercises

1. Pair work

The list "Useful Expressions for Chairing a Meeting" includes 25 frequently used expressions. Practice them with your neighbor and then supply at least two more expressions for each function.

2. Group task

- The following words describe the negative aspects of a meeting. Look them up in the dictionary and explain them in English.
 inefficient:
 unproductive:
 boring:
 tiring:
 frustrating:
- For each of these words, provide an antonym, which shows the bright side of a meeting.
- Discuss in a group of 4 to 5 students: If you were appointed the chairperson of a meeting, how would you avoid your meeting becoming anything in (1) and ensure it is everything in (2)?



Part II Making a Business Presentation

A common goal of holding business meetings is to convey information. In the information era, a popular way of conveying information in a meeting is making presentations, usually with the aid of some software such as PowerPoint or Prezi slides. In fact, skills for making effective presentations are essential for almost everyone in the field of business.



It goes without saying that all presenters want their presentations to be successful. As a novice presenter, perhaps your priority is to make your presentation look professional. To this end, you need to follow the general structure of a business presentation and make sure that each stage is carried out successfully.

A professional business presentation usually consists of three stages: the **opening**, the **body** and the **Q&A**.

Opening

At the opening stage, you begin by greeting the audience and thanking them for coming. If there is a chairperson who has introduced you, remember to thank him or her first. If you are new to the audience, or, new to some of the people, make a brief self-introduction and give your name, job title, and the department or company you work with. As to your work, it must be closely related to the presentation topic so as to lend credibility to what you are going to say. *Be very careful not to boast.*

After these tasks comes the most important part of the opening—the topic and the outline of your presentation. Using bullet points on your slides, you tell the audience the main contents or parts of your presentation and the sequence in which you are going to present them.

Useful Expression for Opening a Presentation

Express Thanks to the Chairperson	<ul style="list-style-type: none"> ✓ Mr. Foster, thank you very much for your introduction. ✓ First, I would like to thank Mr. Foster for giving me this opportunity to discuss the results of the market research we conducted last month.
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(Continued)

Greet the Audience	<ul style="list-style-type: none"> ✓ Hello, everyone, it's my great honor to be here this morning. ✓ First of all, I'd like to thank you all for coming here today. ✓ Good morning, ladies and gentlemen, it's a great pleasure to have you here with us today.
Introduce Yourself	<ul style="list-style-type: none"> ✓ I'm Renyuan Li, marketing director of ABC Company. ✓ My name is Yueming Bao. I am a financial analyst of Waterhouse Coopers. ✓ Let me start by saying just a few words about my own background. I graduated from ... and have a Master's degree in E-commerce.
Introduce the Topic	<ul style="list-style-type: none"> ✓ The subject of my presentation is ... ✓ The main area that I intend to cover in this presentation is ... ✓ My presentation is concerned with ...
Outline the Presentation	<ul style="list-style-type: none"> ✓ I'm going to divide this talk into four parts. First, let's take a look at ... Second, I will show you ... Third ... will be discussed in detail. To finish, I will put forward my view on ... ✓ Basically, I have three things to say. To begin with ... Once this is done, I will move on to ... Finally, I'd like to ... ✓ I am going to examine these topics in the following order. First, ... ; next, ... ; after that, ... ; finally ...

Body

This is the main part of your presentation, in which you discuss and illustrate your points one by one. How well you present these points largely determines the result of your presentation—whether it is a success or failure. To make this part attractive, impressive and effective, you may consider the following tips:

➤ **Knowing your materials well.** Knowing your materials well gives you confidence and enables you to move freely from point to point, elaborate on each one of them, refer back to an earlier point for clarification, and answer unexpected questions without hesitation. All this adds to your credibility and authority in what you are speaking about.

➤ **Knowing your audience well.** Always bear in mind who you are going to address when you prepare your presentation. This is because your audience's current knowledge of your topic determines what you can say and how you can say it. It is obviously unwise to tell them what they have already known and equally unwise to say things largely beyond their comprehension. To understand this, just think about how differently you would explain smart phone functions to your grandpa from the way you



would explain them to your classmates. What's more, different people are interested in different things. You need to adjust your focus to the different expectations of different audiences.

➤ **Making your slides simple and clear.** Novice presenters may cram each slide with details or even long texts, for fear that they would leave out important points. Skillful presenters, in contrast, only include key phrases in their slides. This is because stuffed slides invite your audience to read by themselves rather than listen to you, thus distracting their attention and straining their nerves.

➤ **Keeping eye contact with the audience.** Keeping eye contact with the audience gives you instant feedback on how well your presentation goes and enables you to make adjustments accordingly. Moreover, eye contact can help build rapport with the audience and win you their trust.

➤ **Rehearsing as much as you can.** The importance of rehearsal can never be over-emphasized, particularly for a novice presenter. It is even better to rehearse with your team members or colleagues than to do it all by yourself. Another thing you should take care of during rehearsal is to control the timing. You must make sure that your presentation will not run overtime.

➤ **Using visual aids.** Pictures, graphs, charts and videos usually speak louder than your words. If available, include in your presentation some forms of visual aids. They will not only make your presentation vivid and colorful, but also informative and convincing.

Q & A

The Questions and Answers session, abbreviated as Q & A, is essential to your presentation if you really want it to have some impact on the audience. Having no questions from the audience generally suggests that they are not understanding you. An interested audience always has questions, which can be dealt with either during the presentation or at the end of it or both. As a presenter, you need to specify which way you prefer to answer questions in the opening stage.

Q&A

Useful Expression for Specifying Q&A Session

- ✓ I'd be glad to answer any questions at the end of my talk.
- ✓ I've scheduled a 10-minute session to answer your questions at the end of the presentation.
- ✓ If you have any questions, please feel free to interrupt me.
- ✓ Please interrupt me if there's anything that needs clarification. Otherwise, there'll be time for discussion at the end.



★ Glossary

novice *n.* 新手, 生手, 初学者

priority *n.* 优先考虑的事

credibility *n.* 可信度, 可信性

bullet point 要点

sequence *n.* 顺序

rapprochement *n.* 友好关系, 融洽

Exercises

1. Pair work

Here are some of the devices often used in a presentation. Match the pictures with the names given below and briefly explain the function of each device.

a) Projector

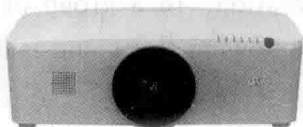
b) Screen

c) Remote control

d) Laser pointer

e) Laptop

f) USB flash drive



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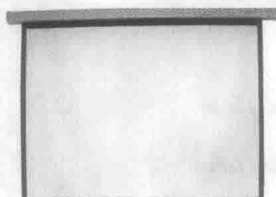
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2. Debate with your neighbor

Suppose you and your neighbor are preparing a presentation for your classmates on an unfamiliar topic and you have got all the content ready. However, the two of you disagree on how to design the PowerPoint slides. One of you thinks it is better to put only key phrases on slides in the form of bullet points, while the other insists that there should be detailed notes to make slides informative.

First, assume your stance. Then make a list of the advantages and disadvantages of the two approaches. After that, debate with your neighbor and try to convince him or her that your approach is better. The notes below are for your reference only.



Advantages	
Include key phrases only	Include enough detailed notes
1. Better audience contact and interaction	1. Better fluency and less hesitation
2. Showing personal style	2. Low demand for memorization
3.	3.
4.	4.
Disadvantages	
Include key phrases only	Include detailed notes
1. High pressure on the presenter	1. Crammed slides distract attention
2. Risk of forgetting details	2. Risk of becoming boring
3.	3.
4.	4.

3. Group task

PowerPoint slides are often used to facilitate a presentation. In a group of 4 students, discuss whether there are any problems with the following slides and make suggestions to improve them.

No.1

Phenomenon

• **1. Life**

The old generation likes simple and plain lifestyles, while the young generation likes things that are more fashionable and luxurious.

No.2

Our opinions and reasons:

- As consumers, we are in favor of using taxi-hailing apps for its convenience and efficiency.
- For taxi drivers, it is important to pay attention to traffic safety. They should keep their promise after accepting the order.
- For companies, they'd better make some improvements and adjustments on these apps to avoid unfair competition.
- For the government, it is necessary to improve relevant laws to regulate the market and benefit the consumers at the same time.

No.3

CONCLUSION

- TO CONCLUDE, IT IS WORTH MENTIONING THAT FOR THE ARAB PEOPLE, WHAT HAS TORTURED THEM MOST MAY NOT BE THE DEFICIT, BUT THE CULTURAL CONFLICT-RIDDEN CIRCUMSTANCES AND CRUEL BATTERIES. MUSLIMS BOAST THE UNIQUE RELIGION WHICH MORE OFTEN CONTRADICTS OTHERS. PERHAPS TO GUARANTEE THEM A RECOGNIZED AND SAFEGUARDED HOMELAND IS THE PRIORITY TO THEM.

No.4

Three problems of Model I

- First problem
- Second problem
- Third problem

Two new features of Model II

- First feature
- Second feature



No.5

No.6

Problems

- The frenetic buying of gold in China since 2012
- A temporary shortage of physical stocks in Europe
- Chinese people buy gold for the purpose of investment.
- China sees off India to take top gold spot.



Backgrounds

- Some people may be confused why the gold price is falling. First of all, we know that the international price of gold is decided by the price of the dollars. America's economic crisis has resulted in more and more people buying gold to keep the value of their money. However, the economic condition of America has been improved in recent years and gold has lost its attraction in Europe and North America.
- The fall of the gold price has sparked Chinese people to chase for perceived bargains. Chinese people believed that gold will never make them lose money for thousands of years. We can say that buying gold when gold prices lower is a tradition.



Part III Participating in a Meeting

As meetings are common, you will always be required to attend various meetings in your work. Even though you may not be a chairperson or a keynote speaker, your behavior at meetings is still important because it affects people's view of your ability and your attitude towards your work. The following suggestions may help you behave professionally at business meetings.

Come to a meeting well prepared. A meeting is held for achieving a certain goal, so when invited to a meeting, you should not arrive with an empty head or with a hands-off attitude. Read the agenda carefully and learn what you are expected to do at the meeting. Prepare ideas, questions, proposals or solutions that you can bring forth at the meeting to help achieve the goal.

Show due respect to all participants. At a meeting, you need to abide by some basic protocols for public gatherings. These include arriving on time, dressing properly according to the dress code, and turning off your cell phone or switching it to vibrate. If answering a call is inevitable, do it after you leave the meeting room.

Be a good listener. Listen attentively when other people are speaking. Show your interest and engagement with such body language as smiling, nodding, and note-taking. It is a serious offense to the speaker if you fixed your attention on other matters such as playing with your smart phone or engaging in side conversations with a neighbor. What's more, interrupting the speaker is generally regarded as a bad manner, even when it is made with a good question. Unless you are invited to "feel free to interrupt" or "pop in" by the speaker, note down your questions and wait till the speaker finishes his or her talk.



Participate in the discussion constructively. At the meeting, you need to participate in the discussion actively. That is, you should ask relevant questions to help clarify the issues, put forward the ideas and proposals you have prepared to generate healthy discussions, and pay due respect to other people's ideas with positive remarks. If you disagree with someone's ideas or want to defend your own, do so by showing reasons and evidence rather than with harsh words or a raised voice. More importantly, be brief and to the point when you speak. The last thing you want to do is to talk endlessly and dominate a discussion.

Use courteous language. Courtesy is a golden rule that you should stick to in business communication. When speaking at a meeting, always use polite and soft expressions to avoid looking aggressive or rude. You need to use modal verbs such as "could," "would" and "may" when asking for permission or making suggestions. Phrases like "I'm afraid," "I'm sorry" and "It seems that ..." can soften your tone of disagreement. In addition, when expressing an opposite opinion, it may make your opposition easier to accept if you start to speak by acknowledging other people's contributions.

Useful Expressions for Discussions at Meetings	
Acknowledge Other People's Point	<ul style="list-style-type: none"> ✓ That's an interesting point. ✓ I see what you mean. ✓ You have a good point.
Ask for Clarification	<ul style="list-style-type: none"> ✓ I don't exactly follow (you). <i>Could</i> you go over that again? ✓ I don't quite see what you mean. <i>Would</i> you please give some more details? ✓ What do you mean by ... ✓ Correct me if I am wrong, but do you mean ...
Show Agreement	<ul style="list-style-type: none"> ✓ I completely agree. ✓ I couldn't agree with you more. ✓ We really see eye to eye on this. ✓ That's (exactly) the way I feel about it.
Show Disagreement	<ul style="list-style-type: none"> ✓ You have a point there, <i>but</i> ... ✓ I agree in principle, <i>but</i> ... ✓ <i>I'm sorry to say</i> that's not how I see it. ✓ <i>I'm afraid</i> I don't completely agree with you on that. ✓ <i>Frankly</i>, I'm not totally convinced by your argument. ✓ <i>It seems that</i> I can't share your view.