

Business English Reading and Writing

杨国俊 邱革加 编著

商务英语

读 写 教 程



北京航空航天大学出版社

商务英语读写教程

商务英语读写教程

商务英语读写教程

杨国俊 邱革加 编著

Business English

Business English

Reading and Writing

北京航空航天大学出版社

图书在版编目(CIP)数据

商务英语读写教程/杨国俊等编著. —北京:北京航空航天大学出版社, 2003. 12

ISBN 7-81077-376-3

I. 商… II. 杨… III. ①商务—英语—阅读教学—教材②商务—英语—写作—教材 IV. H31

中国版本图书馆 CIP 数据核字(2003)第 108380 号

商务英语读写教程

编著 杨国俊 邱革加

* * *

责任编辑:方莉莉

出版发行:北京航空航天大学出版社

社 址:北京市海淀区学院路 37 号(100083)

电 话:(010)82317024

传 真:(010)82328026

网 址:<http://www.buaapress.com.cn>

电子信箱:bhpress@263.net

印 刷:河北省涿州市新华印刷厂

开 本:787×960 1/16

印 张:22.25

字 数:498 千字

版 次:2003 年 12 月第 1 版 2003 年 12 月第 1 次印刷

印 数:1~5 000 册

书 号:ISBN 7-81077-376-3

定 价:28.00 元

前 言

中国加入 WTO 以后,面临着比以往任何时候更多的机遇和挑战。随着拥有进出口经营权的企业迅速增加,对专门从事进出口贸易专业人才的需求也会越来越大,商务英语课程已经成为大学和高等职业学院相关专业的必修课和许多非相关专业的选修课。商务部每年举办一次全国外销员资格考试,外贸外语考试是取得外销员资格的两门考试之一,外销员资格证书已经成为在外经贸企业上岗的必备条件。本书针对商务英语课程的学习要求、外经贸工作的重点范围和外销员资格考试的重点内容而编著,理论与实践相结合,从头至尾贯穿了诚信为本、客户第一的经商意识,反映出与企业信用等级有关的商业意识,顺应了国内刚刚兴起的企业信用评级举措,侧重于外经贸商务交流过程中需要的基本理论和基本技能,强调实用性和可操作性,讲述商务交流各个环节的业务知识,培养有关业务环节的英语表达能力。

本书共分 12 个单元,包括询价及其回复的技巧、讨价还价过程、订货程序、树立良好的公司形象、商务投诉和理赔原则、增强推销艺术的感染力、国际货运、信贷管理的基本程序、委托人与代理人的关系、落实支付条款、经营风险和保险业、国际投标程序。

本书每章以“明确概念”开始,阐述该单元主题的商务基本概念,配有详细的“词语点注”和“难句透析”;“难句透析”对难句进行准确翻译并加以语法解释。接着是该单元主题的商务交流部分,根据各单元内容的需要分为 2 至 4 课不等,每课设实务 I、实务 II、实务 III 三篇商业实务交流信函或者文件,属国外商务信函或者商业文件原文,其后配有详细的“词语点注”和“难句透析”。然后是“技能巧练”部分,与该课内容密切相关,设有“句子整合”、“语篇整合”和“翻译实践”三种题型。“句子整合”设为 10 题,要求对 10 个单句进行选词填空;“语篇整合”题型要求对商业实务信函或者与该课内容相关的短文进行选词填空;“翻译实践”题型要求对句子或者短信进行汉英翻译。书后对“技能巧练”配有参考答案。

本书可以作为大学和高等职业学院相应专业的必修课教材和非相关专业的选修课教材,还可以作为自学用书供本专科在校学生和外经贸工作人员为取得外销人员资格证书备考应考,也可以作为外经贸工作人员的工作参考书。本书如有疏漏之处,敬请读者和专家指正,不胜感激。

编 者

2003 年 7 月

CONTENTS

目 录

Unit One

Skills of Inquiries and the Replies 询价及回复的技巧

明确概念	2
Lesson One Skills of Making Inquiries	5
询价技巧	
Lesson Two Making Replies to the Inquiries	10
回复询价信息	

Unit Two

Bargaining Process 讨价还价过程

明确概念	18
Lesson One To Make an Offer	22
报 盘	
Lesson Two The Intention of Counter-offer	27
还盘意向	
Lesson Three Acceptance of Counter-offer	32
接受还盘	
Lesson Four Refusal of Counter-offer	37
拒绝还盘	

Unit Three

Ordering Procedures 订货程序

明确概念	44
Lesson One To Send out Information on Orders	47
发出订货信息	
Lesson Two Usual Practices of Order Acknowledgements	53
确认订单的惯例	
Lesson Three Techniques of Refusing an Order	58
拒绝订单的技巧	

CONTENTS

Unit Four

To Build a Favorable Company Image 树立良好的公司形象

明确概念	64
Lesson One To Make Use of Joyous Occasions for Goodwill	67
利用喜庆时机发展商誉	
Lesson Two Goodwill Accompanying Business Activities	73
在商务活动中发展商誉	
Lesson Three To Ask Advice of Customers	81
向客户征求意见	

Unit Five

Business Complaints and Adjustments Principles 商务投诉和理赔原则

明确概念	88
Lesson One Complaints of Damaged Goods and Low quality	91
对货损和质量低下的投诉	
Lesson Two Notice of Favorable Adjustments	96
通知同意理赔的决定	
Lesson Three Adjustments in Different Business Contexts	102
不同商务环境中的理赔决策	

Unit Six

To Increase the Appeals of Salesmanship 增强推销艺术的感染力

明确概念	108
Lesson One Practical Techniques of Salesmanship	111
推销艺术的实用技巧	
Lesson Two Sales Potential by Promoting Human Relations	118
发展人际关系开发销售潜力	
Lesson Three To Help You Make the Market Demand Bigger	126
帮助你们扩大市场需求	

Unit Seven

International Cargo Transportation 国际货运

明确概念	134
Lesson One To Confirm Shipment Terms	138
确认装运条款	
Lesson Two To State Shipment Instructions	144
讲明装船指示	

目 录

Lesson Three To Send out Shipment Advice	150
发出装船通知	

Unit Eight

Basic Procedures of Credit Management 信贷管理的基本程序

明确概念	158
Lesson One Different Kinds of Credit Applications	162
不同种类的信贷申请	
Lesson Two Credit Investigation and Replies	171
信用调查及其回复	
Lesson Three Flexible and Realistic Credit Decisions	177
灵活务实的信贷决策	
Lesson Four Inviting Credit Customers	183
招揽信贷客户	

Unit Nine

Principal-Agent Relationship 委托人与代理人的关系

明确概念	190
Lesson One To Offer Agency Services and Looking for Agents	194
提供代理服务 and 寻求代理商	
Lesson Two To Confirm Agency Relationship	201
确认代理关系	
Lesson Three Problems Arising from Agency Activities	207
代理业务活动中出现的问题	

Unit Ten

To Carry out Payment Terms 落实支付条款

明确概念	214
Lesson One Arrangements of Payment Terms	217
协商支付条款	
Lesson Two To Convey Information on Establishment of L/C	223
传递开立信用证的信息	
Lesson Three To Convey Information on Amendments to L/C	228
传递修改信用证的信息	
Lesson Four To Convey Information on Extension of L/C	234
传递延展信用证的信息	

CONTENTS

Unit Eleven

Business Risks and Insurance 经营风险和保险业

明确概念	240
Lesson One Insurance Business after 9·11 Disaster	243
9·11 灾难之后的保险业	
Lesson Two Providing Insurance Information	251
提供保险信息	
Lesson Three To Effect Insurance Terms	260
执行保险条款	

Unit Twelve

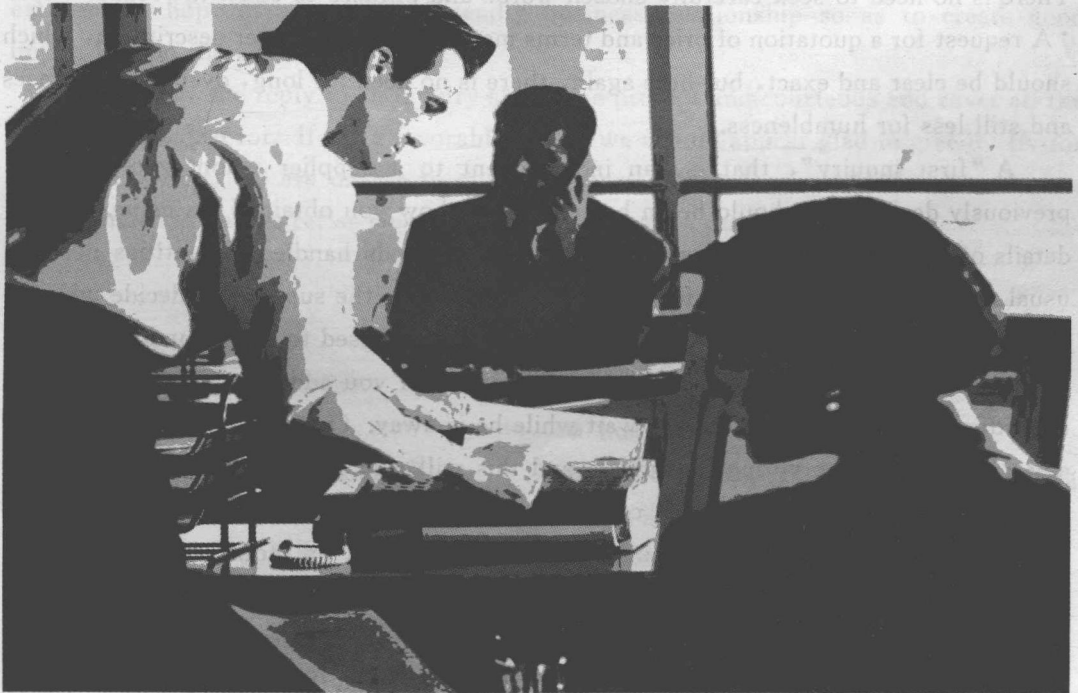
International Bidding Procedures 国际投标程序

明确概念	268
Lesson One To Release Invitation to Tender	272
发布招标通知	
Lesson Two Structures of Bidding Annexes	281
投标附件的结构	
Lesson Three Prequalification of Bidders and Comments	292
投标资格预审和评论	
Lesson Four Points for Attention to Bid Evaluation	300
投标评价注意事项	
Reference Answers 参考答案	308
Bibliography 参考文献	347

Unit One

Skills of Inquiries and the Replies

询价及回复的技巧



明确概念

Inquiries are usually made by the potential buyers without engagement to get information about the goods to be ordered, such as price, catalogue, delivery date, advertising materials and other terms, or by other people to get the data for reference purpose. * As far as business is concerned, it is essential in making inquiries to consider carefully to which regions the inquiries are to be sent and how many suppliers are to be approached in one and the same region.¹ Failure to take into consideration the relevant situation would lead to an adverse effect on future transactions. When goods of a certain specification are required, many firms use a printed form, thus eliminating a letter. There is no need to seek carefully chosen words and phrases to catch the reader's eye.

* A request for a quotation of price and terms may need a little longer description, which should be clear and exact, but here again, there is no need for long, over-polite phrases and still less for humbleness.²

A "first inquiry", that is, an inquiry sent to a supplier whom you have not previously dealt with, should begin by telling him how you obtained his name. * Some details of your own business, such as the kind of goods handled, quantities needed, usual terms of trade and any information likely to enable the supplier to decide what he can do for you, will also help.³ Inquiries should be addressed to the company because, in this way, your letter will receive quick attention. If you address the inquiries to an individual, your letter may have to wait while he is away. Or you may make a mistake and address it to the wrong individual, and this will also mean delay. In conclusion, inquiries should be brief, specific, courteous and reasonable.

* When the buyer intends to import, he may send out an inquiry to an exporter, inviting a quotation or an offer for the goods he wishes to buy or simply asking for some general information about these goods.⁴ Inquiries may be made by letter, telegram, telex or fax or even by telephone or through face-to-face talk. Since the 1990's, inquiries made by e-mail have been on the increase. Most inquiries, especially from longtime or regular customers may be very simple in content, in which only the name and specifications of commodity will be mentioned. For example, a request for a price-list or catalogue can be made in a single sentence. But there are some other inquiries which are in great details including the name, quantity, quality, specifications, terms of payment, price terms, time of shipment, package, discount, etc. required by the buyer so as to

enable the seller to make proper offers. * When making an inquiry, keep it brief, specific, clear and to the point; say what needs to be said and ask what to be asked and then stop.⁵ For instance, the buyer may want general information, a catalogue or a price-list, a sample, a quotation, and so on. Then the buyer just says that much and no more. Sometimes, the buyer should mention the size of his order as large orders may obtain more favorable quotation.

An inquiry received from abroad must be answered fully and promptly. If there is no stock available for the time being, the seller should acknowledge the inquiry at once, explaining the situation and assuring that the seller would revert to it once supply becomes available. * If the inquiry is from an old customer, say how much the sellers appreciate it. If it is from a new customer, say the sellers are glad to receive it and express the hope of a long and friendly business relationship so as to create good impression on the buyer.⁶

In a word, the reply to an inquiry should be prompt and courteous and cover all the information asked for. If it's a favorable reply, we should appear glad to give it. If, for any good reason, we are unable to give the information our correspondent wants, we should indicate our regret as clearly and sincerely as we can.



词语点注

- inquiry *n.* 询价, 询问
- engagement *n.* 约定, 保证, 诺言
- catalogue *n.* 产品目录表
- delivery date 交货日期
- approach *vt.* 接洽, 联系, 接触
- to take into consideration 考虑
- adverse effect 不利作用, 相反作用
- printed form 格式信函
- eliminate *vt.* 排除, 省去
- carefully chosen words 谨慎措辞
- to catch the reader's eye 吸引读者的注意力
- over-polite phrase 过分礼貌的用语
- humbleness *n.* 谦逊, 粗鄙, 卑贱
- address *vt.* 写明收信(件)人的姓名和地址, 寄给
- wrong individual 不是期望中的人
- courteous *adj.* 有礼貌的, 谦恭的
- quotation *n.* 报价, 报价单
- face-to-face talk 当面谈谈
- content *n.* 内容
- specification *n.* 详述; [常 pl.] 规格, 说明书
- terms of payment 付款条件
- price terms 价格条款
- time of shipment 装运时间

- package *n.* 包装
- discount *n.* 折扣
- to the point 中肯
- price-list *n.* 价目单
- stock *n.* 存货
- to revert to + *n.* 回到(原来的话题)
- to create good impression 留下良好的印象
- correspondent *n.* 客户, 往来客户

难句透析

1. 就商务活动而言,在询价时,重要的是要仔细考虑向什么地区发询价信,以及在同一地区内要和多少供货商接洽。 ● *it* 是形式主语, *to consider... the same region* 是真正的主语; *to which regions... be sent* 和 *how many... the same region* 是 *consider* 的两个并列宾语从句。
2. 若要求提供报价和其他条款,则可能需要给予稍长一些的说明。这些说明应当清楚而准确,但是要重申的是,不要用冗长和过分礼貌的词句,更没有必要表现出谦卑。 ● *which should be clear and exact* 是定语从句,修饰 *description*; *there is no need for* 没有必要。
3. 只要有可能使供货商明白他该为你提供什么样的信息,介绍你方业务经营的详细情况也是很有帮助的,如经营的产品种类、所需数量、通常的贸易条款以及其他任何可以让供货商明白该为你提供什么帮助的信息。 ● *Some details of your own business* 是主语。 *handled* 是过去分词作后置定语,修饰 *the kind of goods*; *needed* 是过去分词作后置定语,修饰 *quantities*; *likely to enable... for you* 是不定式短语用作后置定语,修饰 *any information*; *what he can do for you* 是 *to decide* 的宾语从句。
4. 当买方想进口商品时,他可以向出口商发出一个询盘,要求对他所想买的商品给出报价或者仅仅询问该商品的有关信息。 ● *inviting a quotation... to buy* 和 *simply asking... these goods* 是两个并列的现在分词短语,作伴随状语。 *he wishes to buy* 是定语从句,修饰 *the goods*。
5. 询盘要简明、具体、清楚、切题,说明需要说的内容,只问需要问的内容,不要再说多。 ● *what needs to be said* 是 *say* 的宾语从句; *what to be asked* 是 *ask* 的宾语从句。
6. 如果是老客户询盘,要说明卖方是非常感激的。如果是新客户询盘,要说明卖方很高兴收到询盘并表达建立长期友好贸易关系的愿望,以给买方留下良好印象。 ● *so as to... the buyer* 是目的状语。

Lesson One

Skills of Making Inquiries

询价技巧

实务 I. Inquiry about Japanese Toys 有关日本玩具的询价

Dear Sirs,

We have duly received your circular of May 15, with a price-list of the Japanese toys and sundries enclosed therein.

As we have much interest in this line of the Japanese goods, and we often receive inquiries about them from our friends in various countries in Latin America, we shall be able to give you considerable orders, if your quality is suitable and the prices moderate.

* We shall be obliged if you will send us some samples with the best terms at your earliest convenience.¹

Yours faithfully,

实务 II. Inquiry about Embroidered Linen Products 有关绣花亚麻产品的询价

Dear Sirs,

We are interested in obtaining catalogues and price-lists of your embroidered linen products. In particular, we are interested in table linens of various types, such as tablecloths, napkins, and towels.

* Our company, a diversified international business house, is just about to start a new marketing and distribution system in America with embroidered linen products, particularly with customer designed products.² To develop this business, we need to know the following items of information:

1. Is it possible to order custom-made goods with our customer's logo or name?
2. What is the minimum number of pieces for such an order?
3. How can we see the quality of your products? Can you send us some actual samples of different designs? If we have to purchase the samples, please let us know of it before you send them to us.

Please also let us know of any questions you may have about this project or our company.

We thank you in advance for all your cooperation in this matter. We greatly appreciate your help in providing answers to our inquiries.

Yours faithfully,

实务Ⅲ. Request for Booklet on Advertising 索求广告宣传册

Gentlemen:

* I have been told that your Bureau of Research and Education has recently compiled a booklet on advertising that contains much helpful information upon this subject.³ As an instructor in advertising at Charles-gate College, I am extremely desirous of presenting the results of your investigations to my classes.

I should, therefore, very much appreciate your sending me a copy of your booklet, and such additional information as you may wish to give me.

Very truly yours,



词语点注

- circular *n.* 通函, 通知
- customer designed products 客户指定产品
- sundries *n.* [pl] 杂物
- custom-made goods 定做商品
- considerable order 大宗订单
- customer's logo 客户的标识
- moderate *adj.* 适中的
- minimum *adj.* 最小的, 最低的
- to be obliged 非常感谢
- actual sample 实物样品
- at your earliest convenience 尽早地
- booklet *n.* 小册子
- embroidered linen product 亚麻刺绣产品
- bureau *n.* 局, 处
- table linen 餐桌用布, 台布
- compile *vt.* 编辑, 汇编
- napkin *n.* 餐巾, 餐巾纸
- Charles-gate College 查尔斯城门大学
- diversified international business house 多种经营国际商业公司
- be desirous of 想得到, 渴望
- distribution system 销售系统, 销售制度
- present *vt.* 展示, 传授
- appreciate *vt.* 感谢

◆◆◆◆◆
※ 难点透析 ※
◆◆◆◆◆

1. 如果贵方能及早寄给我们一些样品并且给予我们最优惠的条件,将不胜感激。 ● at one's earliest convenience(书信用语)尽早。
2. 本公司是多种经营国际商业公司,正要在美国启动一项新的营销和销售系统,推销亚麻刺绣产品,特别是客户指定产品。 ● a diversified international business house 是 our company 的同位语; with embroidered... designed products 是介词短语作方式状语。
3. 据悉,贵方教研局最近编写了一本广告手册,其中载有与该学科有关的非常有价值的信息。 ● that contains... this subject 是定语从句,修饰 booklet。



技能巧练

I. 句子整合

Directions: Please insert an appropriate word or phrase into each of the blanks below by choosing one from the bracket. Change the word form if necessary.

1. An inquiry may ask for the status of an order already made, or it may _____ a question about company policies or procedures. (pose, pause)
2. Responses to routine inquiries concerning orders, prices, out-of-stock items, shipping dates, and delivery information may be _____ quite properly through the use of forms and form letters. (expedition, expansion)
3. Unlike most of the other writings we shall consider, it is usually _____ to a business organization by a client. (addressing, addictive)
4. The reader may be unable to provide you with the material or the information you _____. (desire, design)
5. You risk not only losing his goodwill in general but also _____ yourself of what you are specifically asking for. (deprive, depress)
6. Help the reader to give you what you want by _____ exactly the data, facts, statistics, or other materials that you need. (indication, illustration)
7. The personal touch should be evident in both the _____ and the tone of the response. (substantial, sustain)
8. The information or material provided should meet the specific request of the

inquirer, and the manner of phrasing should suggest a genuine _____ to serve.
(willing, unwilling)

9. The following is a good plan for responding to an inquiry _____ there is nothing to prevent you from providing exactly what is requested. (when, where)
10. Such form letters must be _____ with special care, however, if they are not to seem cold, formal, and inconsiderate. (composition, proposition)

II. 语篇整合

Directions: Please fill in the following blanks with the words or expressions in the boxes.

Attitude towards Inquiries

对待询价的态度

An inquiry is a request for the trade terms of certain commodity or for general information. When the buyer intends to ^{import} 1, he may send out an inquiry to an exporter, 2 a quotation or an offer for the goods he wishes to buy or simply 3 for some general information about these goods. Inquiries may be made by letter, telegram, telex, or fax or 4 by telephone or 5 face-to-face talk. Since the 1990's, inquiries made by E-mail have been 6 the increase.

Today *progressive business houses* (有先进意识的商业公司) regard all inquiries, 7 they contain direct sales possibilities or not, 8 opportunities to promote sales by gaining goodwill. The *personal touch* (亲切的感觉) should be evident in both the 9 and the tone of the response.

asking³ substance²(内容) on⁶ inviting²
even⁴ import¹ as⁸ whether⁷ through⁵

The information or material 10 should meet the specific request of the inquirer, and the manner of 11 should suggest a genuine willingness to serve. The response should be made promptly and should be complete, 12, and cheerful.

Responses to routine inquiries 13 orders, prices, *out-of-stock items* (缺货项目, 脱销品名), shipping dates, and delivery information may be 14 quite properly through the use of forms and *form letters* (格式信函), 15 in correspondence between a manufacturer and a *jobber* (批发商, 股票经纪人), a wholesaler, or a retailer. Such form letters must be 16 with special care, however, if they are not to seem cold, formal, and inconsiderate.

appropriate 恰当的 expedited 加快的 phrasing(措辞) 措辞
provided 提供 composed 组成 particularly 尤其 concerning 关于

III. 翻译实践

Directions: Translate the following Chinese into English.

敬启者:

摩托车询价

我公司拟进口一批男、女式摩托车,请贵公司惠寄一份摩托车产品目录(catalogue)及现行价目表(current price-list)。

我公司是国内重要的车辆进出口商,分公司(branches)遍及中国各大城市。假如贵公司的摩托车符合我们的要求,且价格可以接受,则我们打算定期订购(to place regular orders)相当数量的摩托车。

请贵公司在回函中阐明,假如我们定期大宗订购,是否可享有优惠折扣(special discount)以便我们能够低价出售,因为薄利多销一直是我们公司得以发展的原因之一。如果价格可以优惠,我们打算担保每年最低数量的订单(guaranteed annual minimum number),具体数目有待磋商决定(mutually agreed)。

盼复。

致敬