

中 等 职 业 学 校 教 学 用 书



营业员英语口语

张海芸 主编

高等教育出版社

中等职业学校教学用书

营业员英语口语

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内容简介

本书是中等职业学校教学用书,本着“以学习者为中心”的编写理念,以职业活动为导向,按照营业员工作的基本流程设计了 11 个主题单元。主要内容包括:指引方向,招呼顾客,推荐商品,提供试穿与试用服务,解释使用与保养说明,说明价格与折扣方式,处理结算,办理包装与送货服务,处理缺货状况,处理问题,提供惠客服务。

本书可作为职业院校连锁经营与管理、商品经营、商务英语、市场营销专业的教学用书,也可作为商品销售从业者的岗前培训教材或参考书,还可供具有一定英语水平的人员及外贸从业者使用。本书既可用于课堂教学,也可用于自学。

本书配有多媒体教学课件,主要内容包括情景对话、听力练习、单元词汇、演示文稿、参考答案等。

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前言

随着我国加入世界贸易组织,中外之间的经济活动日趋频繁,英语作为一门国际性的语言在对外贸易中尤显重要。营业员若想在国际市场中做到游刃有余、稳操胜券,不仅要善于推销自己的产品,更需要熟练掌握各类销售用语的英文表达。基于销售从业者的此种需求,我们组织了行业专家、专业教师以及英美语言专家,经过近两年的谨慎工作,合力编写了《营业员英语口语》一书。

本书本着“以学习者为中心”的编写理念,以职业活动为导向,按照营业员工作的基本流程设计了11个主题单元,每个单元又分为9个栏目。

Objectives(学习目标):每个单元用中英文介绍学习目标,让学习者在学习过程中做到心中有数。

Warm-up(热身练习):通过开篇图片和问题,引领学习者进入单元学习,激发学习者的学习兴趣,激活学习者已有的相关知识。

Dialog(情景对话):每个单元有两篇对话,对话涵盖职业场景所需的基本用语,旨在让学习者在实际工作情境中提高英语口语交际能力。

Vocabulary(单元词汇):将每个单元的生词和短语以首字母排序方式列出,方便学习者查阅及记忆。

Key Sentences(核心句型):每个单元归纳出重点句型,句子经典实用。

Notes(对话注释):每单元提炼出常用的词、短语、惯用语,对相关的句型运用和专业知识的进行深入浅出的解说,以帮助学习者更好地理解对话,同时拓宽知识面。

Exercises(单元练习):在完成基础知识学习的基础上,进行仿真实训。练习的形式多样,实用性强,包括四个模块:Dialog Review(对话复习),Listening(听力训练),Exercises for More Expressions(用语补充练习),Communication Practice(口语交际训练),由浅入深,帮助学习者巩固、拓展知识。

Extension(单元延伸):包括两个部分,第一部分为Related Knowledge(相关知识介绍),为学习者提供行业的相关知识,以增强学习者职业素养,提升职业能力。第二部分为Additional Words & Phrases(补充单词和短语),帮助学习者扩大语言积累。

Check Your Work(自我评价):每个单元后设计了相对应的自我评价表,让学习者了解自己对单元知识掌握的情况,建立起良好的学习习惯。

本书配有多媒体教学课件,主要包括演示文稿、听力录音、情景对话译文、练习答案等。

本书建议课时数为40课时。每单元课时及教学内容的安排可参考如下表:

课时分配建议表

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Unit 2 Attending Customers 招呼顾客	4

续表

单元内容	参考课时
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Unit 4 Trying On (Out) 提供试穿与试用服务	4
Unit 5 Giving Use & Care Instructions 解释使用与保养说明	4
Unit 6 Giving Prices & Discounts 说明价格与折扣方式	4
Unit 7 Accepting Payment 处理结算	4
Unit 8 Packing & Delivery 办理包装与送货服务	3
Unit 9 Handling Out-of-Stock Items 处理缺货状况	3
Unit 10 Dealing with Problems 处理问题	4
Unit 11 Providing Customer-Benefiting Service 提供惠客服务	3
合 计	40

本书由张海芸主编,参加编写的人员还有陈星涛和司徒美兰。全书插图由张海芸负责绘制。美籍语言专家 Jane Chen 审阅了全稿英语部分,并为本书做了大量的修改工作。广州友谊集团股份有限公司人力资源部主任廖慧清担任本书的行业顾问,为本书的编写工作给予了大力支持和协助,在此谨致以衷心的感谢!

由于时间仓促,加之编者水平有限,不足之处在所难免,欢迎使用本书的读者和同仁不吝批评指正。读者意见反馈信箱:zz_dzyj@pub.hep.cn。

编 者

2013 年 11 月

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Unit

1 Giving Directions

指引方向


Objectives

In this unit, you will learn how to

在本单元中，你将学习（如何）

- **identify sections of a department store**
认识百货商店各部门的名称
- **tell customers where the products are located**
告知顾客商品所在的位置
- **direct customers to where they want to go**
指引顾客到其所要去的地方
- **give proper responses to customers (in a friendly way)**
(以友好的方式) 给予顾客恰当的回应

Warm-up

 **Look and say:** When working in a department store, salesclerks will often give directions and instructions to customers. In the following picture, a salesclerk is showing the way to a customer. What do you think they are saying to each other?




Dialog

Dialog One

Directing at the Information Desk

在问询处指路

 **I.** Li Hua works in a large department store. She is giving directions to a customer at the information desk. Listen to the conversation. Are these sentences true or false? Tick (✓) true or cross (×) false in the boxes.

1. The china tea sets are in the housewares department. ☐
2. The housewares department is on the third floor. ☐
3. The jewelry department is next to the cosmetics department. ☐

4. It is only a ten-minute walk to the cosmetics department. ☐



II. Read aloud the dialog. Role-play the dialog with a partner.

Li Hua: Good morning. May I help you?

Customer: Yes. Could you tell me where I can find the china tea sets, please?

Li Hua: Sure. They are in the housewares department.

Customer: Where is that?

Li Hua: The housewares department is on the first floor, near the main entrance.

Customer: Thank you. By the way, could you also tell me the way to the cosmetics department?

Li Hua: Certainly. Go straight down the corridor and turn left at the elevator. The cosmetics department is on your left, across from the jewelry department.

Customer: Let me see. First, I go down the corridor. Then take a left at the elevator.

Li Hua: Yes, that's right.

Customer: And it's on my left, across from the jewelry department. Right?

Li Hua: Yes. You won't have any problem finding it.

Customer: I see. Is it far from here?

Li Hua: No, it's only a five-minute walk.

Customer: Great. Thank you very much.

Li Hua: You're welcome. Have a good day.

Dialog Two

Helping a Passing Customer

帮助路过的顾客



I. Mrs. Ross is going to the food department, but she doesn't know how to get there. Listen to the conversation between her and Li Hua. Are these sentences true or false? Tick (✓) true or cross (×) false in the boxes.

1. Mrs. Ross wants to buy coffee and tea. ☐

2. The food department is on the third floor. ☐

3. Mrs. Ross is on the wrong floor. ☐

4. The escalator is on the corner. ☐



II. Read aloud the dialog. Role-play the dialog with a partner.

Mrs. Ross: Excuse me.

Li Hua: Yes, ma'am! What can I do for you?

Mrs. Ross: Is this the right way to the food department?

Li Hua: No, the food department isn't on this floor. It is one floor up.

Mrs. Ross: Is it? Isn't this the fourth floor?

Li Hua: No, this is the third floor. You can take the **escalator** up to the fourth floor. Once you **get off** the escalator, follow the **sign** over your head. It will **lead** you to the food department.

Mrs. Ross: I see, but how do I get to the escalator?

Li Hua: That's easy. Walk along here and turn left at the first **corner**. Then keep going and you will see the escalator at the end. Would you like me to **guide** you there?

Mrs. Ross: That's OK. I can find it myself now. Thank you.

Li Hua: You are welcome. Is there anything else I can **help** you with?

Mrs. Ross: Um... I'd like to buy some tea and coffee in the food department. But I'm not sure where they are.

Li Hua: Let me see... Ah, yes! Tea and coffee are in the second **aisle**, on the left.

Mrs. Ross: Oh, I see. Thank you so much for your help.

Li Hua: My pleasure.

Vocabulary

New Words

aisle /aɪl/ *n.* 通道, 过道
corner /'kɔːrnər/ *n.* 角落, 拐角处
corridor /'kɔːrɪdər/ *n.* 走廊
cosmetics /kɒz'metɪks/ *n.* (复) 化妆品
direction /də'rekʃn/ *n.* 方向, 指引
department /dɪ'pɑːrtmənt/ *n.* 部门
elevator /'elɪveɪtər/ *n.* 电梯
entrance /'entrəns/ *n.* 入口
escalator /'eskəleɪtər/ *n.* 自动扶梯

guide /gaɪd/ *v.* 指导, 带领
housewares /'haʊswerz/ *n.* 家庭用品
jewelry /'dʒuːəlri/ *n.* 珠宝
lead /liːd/ *vt.* 引导
ma'am /mæm/ *n.* <口> 夫人, 女士 (美)
main /meɪn/ *adj.* 主要的
pleasure /'pleʒər/ *n.* 愉快, 愿望
sign /saɪn/ *n.* 标记, 符号
straight /streɪt/ *adv.* 一直

Phrases

across from 在……对面
china tea sets 陶瓷茶具
cosmetics department 化妆品部
department store 百货商店
get off 下来, 离开
give directions 指路
help with 帮忙做 (某事)

housewares department 家庭用品部
information desk 服务台, 问讯处
jewelry department 珠宝部
lead ... to 把……带到
next to 在……旁边
salesclerk <美> 营业员, 售货员
shop assistant <英> 营业员, 售货员

Key Sentences

- | | |
|--|-------------------|
| 1. Go straight down this corridor and turn left at the elevator. | 沿着这条走廊直走,在电梯口向左拐。 |
| 2. It's only a five-minute walk. | 只要走 5 分钟。 |
| 3. Would you like me to guide you there? | 您需要我带您过去吗? |

Notes

1. May I help you?

有什么需要我帮助的吗? 这是服务行业招呼顾客的常用语,常用的句型还有: Can I help you? / How can I help you? / What can I do for you? / Is there anything I can do for you? 等。

2. The housewares department is on the first floor.

家庭用品部在一楼。英美对楼层的表达有所不同,英国把一层称为 the ground floor,第二层称为 the first floor,依次类推。而美国人表达第一层通常说 the first floor,第二层称为 the second floor,依次类推。

3. across from the jewelry department

在珠宝柜台对面。“across from”,意为“在……对面”,例如,The hotel is across from the bank. (酒店在银行的对面。)同义词为“opposite”。

4. Sure. / Certainly.

好的,没问题。在服务行业中,对于顾客的请求,如果是肯定的回答,通常可说 Sure. / Certainly. / Yes, of course. / I'd be happy to. / I'd be glad to. 等。

5. Tea and coffee are in the second aisle, on the left.

茶和咖啡在第二走道的左边。aisle 指的是货架间的走道。在超市或大型商店里,常以 in aisle one, in aisle two 或者 in the first aisle, in the second aisle 等告诉顾客商品在哪个位置。

6. That's OK.

没关系,不用了。这里的“That's OK.”与“OK.”的意思正好相反。顾客说“That's OK.”,表示“不必了”、“不用了”、“没关系”,言外之意是不必麻烦对方。

7. You're welcome. / (It's) my pleasure.

不用谢/我很乐意效劳。这句话常用于回复顾客的感谢。有时,为了加强语气,还可礼貌地添一句:“I'm glad I could help.”(能帮助您,我非常高兴。)

Exercises



Part 1 Dialog Review

I. Fill in the blanks to complete the following conversations.

1. A: Could you tell me where _____ the china tea sets, please?
B: _____. They are _____ department.
2. A: By the way, could you also tell me the _____ the cosmetics department?
B: _____. Go _____ the corridor and _____ left _____ the elevator.
3. A: And it's _____ my left, across _____ the jewelry department. Right?
B: Yes. You _____ have any problem _____.
4. A: Is this the right _____?
B: No, the food department isn't _____. It is one _____.
5. A: Would you like _____ to _____ you there?
B: _____. I can find it myself now. Thank you.
6. A: Is there anything else I can _____?
B: Um... I'd _____ buy some tea and coffee in the food _____. But I'm _____ they are.
7. A: Oh, I see. Thank you so much _____.
B: My _____.

II. Fill in the blanks with the Chinese given.

1. Good morning. _____ (我能为您效劳吗)?
2. The housewares department is _____ (在一楼), _____ (在主入口处附近).
3. _____ (沿着这条走廊直走) and turn left beside the elevator.
4. The cosmetics department is _____ (在珠宝部对面).
5. It's only _____ (步行五分钟).
6. You _____ (不用谢).
7. You can _____ (乘自动扶梯) up to the fourth floor.
8. Once you _____ (走出) the escalator, _____ (跟着指示牌) over your head. It will _____ (指引您到) the food department.
9. Tea and coffee are _____ (在第二走道), on the left.



Part 2 Listening

I. Listen to the dialogs between customers and the salesclerk. Match each of the places/items mentioned with its correct location.

- | | |
|-----------------------------|---|
| 1. self-service lockers | A. beside the exit |
| 2. restroom | B. on level 3, to the right |
| 3. cashier's desk | C. at the end of the corridor, on the left side |
| 4. headache medicine | D. on level 2, near the information desk |
| 5. customer service counter | E. in the third aisle, beside the bread |
| 6. fruit | F. on the first floor, beside the main entrance |
| 7. bed sheets | G. in the third aisle, on the left |

II. Listen and choose the best responses.

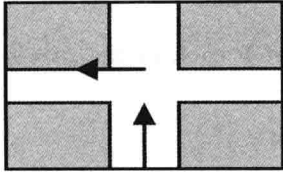
- | | |
|---------------------------------|---------------------------|
| 1. Best response: _____. | |
| A. Yes, that's right | B. I don't know |
| C. Sure | D. My pleasure |
| 2. Best response: _____. | |
| A. Certainly | B. I think you understand |
| C. That's okay | D. Yes, that's right |
| 3. Best response: _____. | |
| A. Yes, please listen to me | B. Sure, I'd be happy to |
| C. Don't worry. I will tell you | D. Sure, that's right |
| 4. Best response: _____. | |
| A. Don't thank me | B. That's okay |
| C. Well, thanks for saying so | D. You are welcome |
| 5. Best response: _____. | |
| A. I'm glad to hear that | B. Good! See you then |
| C. It's my pleasure | D. Welcome to our shop |
| 6. Best response: _____. | |
| A. It doesn't matter | B. Okay, I see |
| C. Certainly. This way, please | D. Well, I will help you |



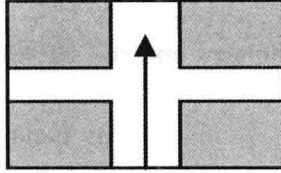
Part 3 Exercises for More Expressions

I. Match the pictures with the phrases in the box.

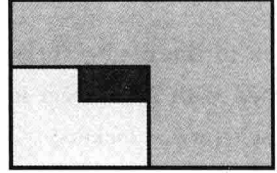
go straight down, it's between, across from, next to, turn left, on the corner, go past, at the end of, take the first turning on the right



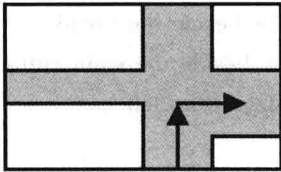
1. _____



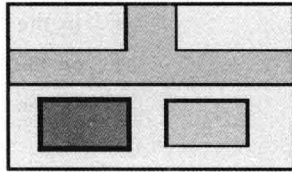
2. _____



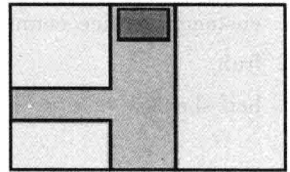
3. _____



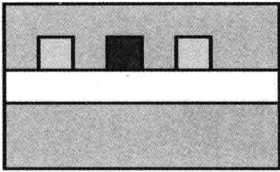
4. _____



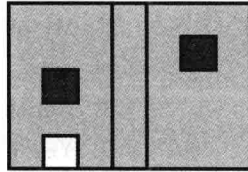
5. _____



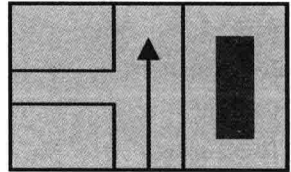
6. _____



7. _____



8. _____



9. _____

II. Say the following in English.

1. 请跟我来,我带您去。
2. 超市在负一层(the first basement)。
3. 我建议您到服务台去拿一张楼层导览(floor guide)。
4. 您可以跟着头顶上方的标记(sign)走。
5. 您可以穿过(through)这条通道走到本店的附属楼(annex)。
6. 停车场(parking lot)离商场很近(be close to)。
7. 往前(ahead)直走,走到走道(hallway)的尽头,然后向右拐。
8. 沿着走廊走,到电梯旁边左拐,您就可以看到自动取款机(ATM)了。
9. 文具(stationery)放在第四走道(aisle)的左边。
10. 出商店前行约 100 米,您就会看到在附近的地铁站了(subway station)。

Part 4 Communication Practice

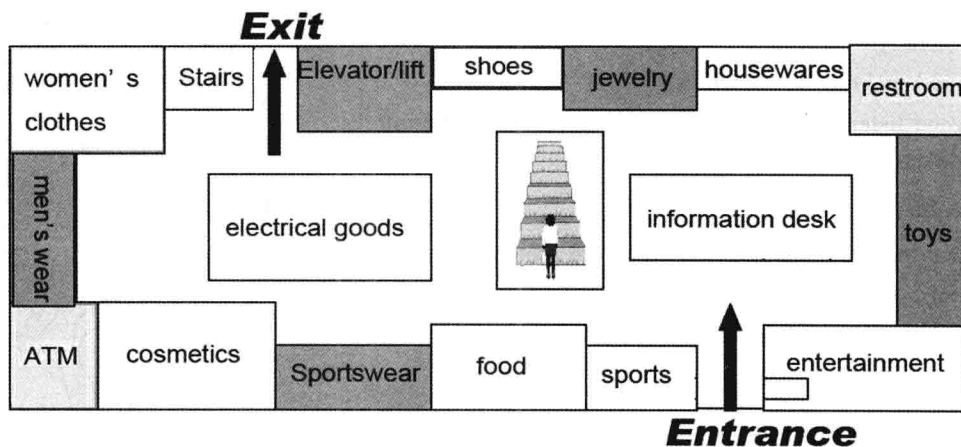
I. Pair-work: Look at the map of a store, practice asking for and giving directions.

Student A

Task: You are a customer. You want to know where you can buy the items (a pair of shoes, a toy car, perfume, CDs, a necklace, bread, pots, a TV set, and a T-shirt). Ask your partner for directions.

Student B

Task: You are a salesclerk of a department store. Answer your partner's questions. Give directions to the places where he/she wants to go.



II. Make your own dialog.

Task: Choose a partner. One of you is a salesclerk and the other is a customer. Make a dialog based on the following situation. Then practice the dialog and present it in class. You can use any words and phrases from this unit.

Situation: In the store, the customer has problems finding the items that he/she wants to buy. The salesclerk helps him/her to find the items.

Write down your own dialog here.

Extension

Related Knowledge

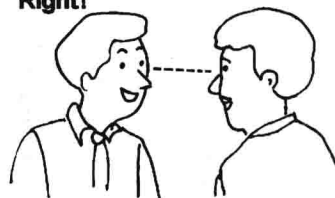
Tips for Talking to Customers

与顾客交谈的技巧

DO:

- ☞ Speak clearly.
- ☞ Smile and make eye-contact.
- ☞ Be a good listener and nod from time to time showing interest.

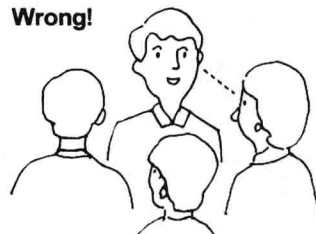
Right!



DON'T:

- ☞ Chat with other staff when customers are around.
- ☞ Interrupt the customer.
- ☞ Focus only one when speaking to a group.

Wrong!



Additional Words & Phrases

annex *n.* 附属楼

audio-video shop 音像制品店

basement *n.* 底层, 负一层

bathroom/restroom/toilet/washroom 卫生间

bedding department 床上用品部

cash desk/check-out counter/cash register 收款台

children's clothes department 儿童服装部

cloakroom/deposit counter 寄存处

customer service center 客服中心

complex *n.* 综合楼

direct sb. to ... 指引某人到(地方)

home appliances department 家电部

ladies/women 女厕, gents/ men 男厕

level *n.* (楼)层

lingerie department 内衣部

lounge *n.* 顾客休息室

men's wear department 男装部

nursery room 育婴室

non-purchase exit 无购物通道

parking lot 停车场

reception *n.* 顾客接待室

resting area 休息区

downstairs <i>adv.</i> 在楼下	sky bridge (大楼间封闭式的) 人行天桥<美>
drinking water 饮水处	sightseeing lift 观光梯
electronics department 电器商品部	smoking room/smoking area 吸烟区
emergency exit 紧急出口	self-service locker 自动存包柜
exit <i>n.</i> 出口	sporting equipment department 运动器材部
express lane 快速通道	sportswear department 运动装部
fire engine access 消防通道	stationery department 文具部
food plaza / court 美食广场/天地	stair <i>n.</i> 楼梯
furniture department 家具部	toy section/department 玩具部
hallway <i>n.</i> 走廊	women's clothes department 女装部

Check Your Work

How much have you learned in this unit? Review the objectives for this unit.



Self evaluation

Can you...?	Yes, I can	I need more practice
☞ 认识百货商店各部门的名称	<input type="checkbox"/>	<input type="checkbox"/>
☞ 告知顾客商品所在的位置	<input type="checkbox"/>	<input type="checkbox"/>
☞ 指引顾客到其所要去的地方	<input type="checkbox"/>	<input type="checkbox"/>
☞ (以友好的方式) 给予顾客恰当的回答	<input type="checkbox"/>	<input type="checkbox"/>