

应用技术型系列教材

财经大类 专业核心课

# 外贸函电与单证实训教程

Waimao Handian Yu Danzheng Shixun Jiaocheng

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# 外贸函电与单证实训教程

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# 前言

根据教育部《关于进一步加强高校实践育人工作的若干意见》及安徽省教育厅《关于加强高等学校实践教学工作的若干意见》等文件精神,地方应用型本科院校应结合“地方性、应用型”的办学定位,坚持服务地方经济社会发展的需要,培养以本科层次为主的、高素质应用型创新人才的目标。因此,应用型高等学校的课程设置、内容选取、教学过程必须强调理论、实践、知识、方法的协调发展以及满足学生未来职业发展和学生综合能力培养的需要,体现应用性、发展性、实践性和创新性。

为了适应应用型高等学校商务英语专业及英语专业(商务方向)教学改革的要求,我们走访了多家外贸企业和兄弟院校,结合外贸行业对人才的实际需求,通过多年的教学实践和广泛调研与论证,遵行职业针对性、岗位实用性、实践可操作性及知识系统性的原则,编写了《外贸函电与单证实训教程》。

本教材的突出特点是“以工作流程为导向”,“以实践操作为指南”,“以外贸业务员的工作过程为着眼点”,创造实训工作情景,构建“教、学、做”一体的无缝对接的实训平台,实现学生在“实践中学习,在学习中实践”的学习目标,突出“以生为本、以用为先”的教学理念。

本教材由外贸函电实训、外贸单证实训和综合模拟实训三部分组成,按外贸实务发展的顺序排列。第一部分为外贸函电实训,包括八章:信函的格式、建立贸易关系、询价、报盘、还盘、成交、支付、装运、保险、投诉、索赔。第二部分为外贸单证实训,包括八章:商业发票、汇票、信用证、提单、保单、装箱单、原产地证明和其他单证。第三部分是外贸业务综合实训,包括两章:用电子邮件形式模拟商务谈判全过程和在网络上与真实的外商进行沟通。这些内容涵盖了外贸业务流程的方方面面,内容详尽,语言简练,通俗易懂。每章包含简介、范例、实践技巧、常用语句及实训操作五个部分,让学生较全面、系统地学习和应用外贸函电和外贸单证各流程的理论和实践。

本教材适合作为应用型高等院校商务英语、国际贸易市场营销等专业的实训教材,也可供高等职业学校的相关专业使用,亦可供外贸从业人员的参考学习



之用。

本教材在编写过程中得到了池州学院外语系领导及全体教师的大力支持与帮助,尤其是商务英语专业教师的辛勤付出,本教材才得以顺利完稿,在此表示诚挚的谢意。参加编写的人员任务分工如下:李奕华(第一、二、三章)、张龙然(第四、五章、第十六章)、邱小玲(第六、七章)、孙晓芳(第八、九章)、张薇薇(第十、十一章)、张鹏(第十二、十三章)、姚瑶(第十四、十五章)、方瑞芬(第十七、十八章)。方瑞芬负责全书的设计和审稿,李奕华负责总体框架设计,张龙然负责全书的理论部分审核,方陆军负责实践部分审核。

另外本教材还引用参考了参考文献中所列的成果,向这些作者表示感谢。

由于编者的水平有限及知识的不足,教材中定有疏漏及错误之处,请广大教师、读者及同行专家批评指正。

编者

2015年4月

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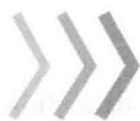
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# **Part I**

## **Business Correspondence**





## Chapter 1

# Layout of Business Letters

### 1. Introduction

Every well-constructed business letter is made up of the seven parts as follows: the letterhead, the date, the inside address, the salutation, the body, the close and the signature. Some business letters may include such optional parts as the attention line, the subject line, the enclosure notation and the copy notation.

### 2. The Ways of Writing Business Letters

The principal parts of a business letter

#### 2.1 The Letterhead

The letterhead includes the sender's name, the postal address, the telephone number, the fax number, the e-mail address, etc. Usually the letterhead is printed in the up-center or at the left margin for full block style or at the right margin for indented style and typed in more than two lines.

#### 2.2 The Date

The date should be typed in one line. It may be expressed either in cardinal numbers, e. g. 1, 2, 3 ... or in ordinals, e. g. 1st, 2nd, 3rd .... The months are preferable spelled out in full and not abbreviated, e. g. December for Dec. and the -st, -nd, -rd or -th that follows the day can be omitted. It is preferably typed in the order of D/M/Y; day, month and year; but in practice, quite a few people write the date in M/D/Y order. The date line may start from the left margin for full block style, or end with the right margin for indented style.



## 2.3 The Inside Address

The inside address of the receiver is typed at the left-hand margin below the date. It is exactly the same as that on the envelope. The ordinary courtesy titles are used to address one person, e. g. Mr. C. E. Eckersley.

After the name, his or her official position should follow, if there is any. For example, Mr. C. E. Eckersley, Director/ President.

## 2.4 The Salutation

The salutation is the complimentary greeting with which the writer opens his/her letter. The salutation is typed two lines below the inside address. The usual salutation in British business letters addressed to a company is Dear Sirs, while the most common one in the U. S. is Gentlemen.

Dear Sir or Dear Madam is used to address a person whose name you do not know. When you know the name of the person you are writing to, the salutation takes the form of Dear followed by a courtesy title and the person's surname; Dear Mr. Eckersley.

## 2.5 The Body

This is the main part of the letter. It is typed two lines below the salutation, or below the subject line, if any. It expresses the writer's idea, opinion, purpose and wishes, etc. When writing, pay attention to the following:

- 1) Write simply, clearly, courteously, grammatically, and to the point;
- 2) Paragraph correctly, confining each paragraph to one topic.

In letters of average length, paragraphs are single-spaced and between paragraphs double spacing is used.

## 2.6 The Close

The complimentary close is simply a matter of custom or a polite way of closing a letter, which is typed two lines below the final line of the body of the letter.

The expression used for the complimentary close must match the salutation as the following table:

Dear Sirs / Mmes Dear Sir/ Madam	Yours faithfully/ Faithfully yours
Ladies/ Gentlemen	Yours very truly/Very truly yours
Dear Mr. Smith Dear Ms. Johnson Dear Mrs. Seaver Dear Miss Malone	Yours faithfully/ Yours sincerely/ Best wishes /Kind regards (U. K. )  Sincerely/ Very truly yours/Best regards (U. S. )



## 2.7 The Signature

It is common to type the name of the writer's firm or company immediately below the complimentary close. Then the person who writes or dictates the letter should sign his/her name, by hand and in ink, below it. To sign with one's given name, e. g. David Smith or Diana Jenkins, is preferable because the writer or dictator's sex is so identifiable that his / her correspondent is able to give him / her the right title when replying.

Since hand-written signature is illegible, the name of the signer is usually typed below the signature and followed by his job title or position. For example,

Yours faithfully,

The National Transport Co.

(Signature)

Wang Daming

Sales Manager

The optional parts of a business letter

## 2.8 The Attention Line

The attention line is used when the writer wishes to direct the letter to a specific individual or section of the firm. It is generally inserted between the Inside Address and the Salutation. For example, Attention: Mr. Smith or Attn: the Sales Manager or For the attention of the Sales Manager.

## 2.9 The Subject Line

The subject line is actually the general idea of a letter. It is of vital importance in today's business correspondence due to the fast pace of business world. It is placed two lines below the Salutation and above the Body either at the left hand margin (full block form) or centrally over the body (other forms). The line may begin with or without the word Subject or be typed in block letters. For example,

Dear Sirs,

Subject: Request for copy of invoice

In the e-mail, the Subject is above the Salutation.

## 2.10 The Enclosure

If something is enclosed with the letter—such as a bill, check, proof or copy of another letter, note it below the Signature in the lower left hand corner. The word can be shortened to Enc or Encl and followed by a period or colon. If necessary, you may list the enclosed documents or matters. For example,



Enc. Bill of lading (4 copies)

Commercial invoice (3 copies)

Insurance policy

Nowadays, many business letters are sent by fax or by e-mails, so the word *Attachment* should be used to replace *Enclosure*.

## 2. 11 The Copy Notation

When you want your correspondent to know that a copy of a letter is to be sent to the third party, it is usual to indicate this by typing cc or CC followed by the name of the recipient of the copy. The usual position is at the foot of the letter, two lines below the Signature or immediately below the Enclosure. For example, CC Mr. William Carter, Vice-President.

# 3. The Format of Business Letters

## 3. 1 Full Block Form

In the full block form, every part of a letter is typed from the left margin. It is convenient to be typed with a type writer; so it is often used in electronic correspondence. For example,

ABC Textile Group B. V.

Los Angeles 27524 California

The U. S

Tel: 02-123456

E-mail: 345678@ aol. com

Date: April 25, 2012

Jiangsu Textile Import & Export Corp.

201 Jianshe Road,

Nanjing, Jiangsu, China

Dear Sirs,

Thank you for your letter of April 18, 2012. We are a company that is engaged in importing clothing items from your country.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Shanghai at the moment, will contact you when he returns.



Yours Faithfully,  
ABC Textile Group B. V.  
(Signed)  
Johnson Smith, Manager

### 3.2 Modified Block Form with Indented Style

In the style, the sender's address is typed in the up-middle place. The receiver's address starts from the left margin. The Close as well as the Signature is typed from the middle little toward the right. The layout of modified block form with indented style is beautiful, so some businessmen use this style especially in printed letters.

ABC Textile Group B. V.  
Los Angeles 27524 California  
The United States  
Tel: 02-123456  
E-mail: 345678@ aol. com  
Date: April 25, 2012

Jiangsu Textile Import & Export Corp.  
201 Jianshe Road,  
Nanjing, Jiangsu, China  
Dear Sirs,

Thank you for your letter of April 18, 2012. We are a company that is engaged in importing clothing items from your country.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Shanghai at the moment, will contact you when he returns.

Yours Faithfully,  
ABC Textile Group B. V.  
(Signed)  
Johnson Smith, Manager

### 3.3 Modified Block Form

As the business letters are supposed to be simple and clear, the modified block form and simplified form come out. In the modified block form, all the parts start from the left margin, except the date, the close and the signature which are positioned the same as that in modified block form with indented style.

ABC Textile Group B. V.





Los Angeles 27524 California  
The U. S  
Tel: 02-123456  
E-mail: 345678@ aol. com

Date: April 25, 2012

Jiangsu Textile Import & Export Corp.  
201 Jianshe Road,  
Nanjing, Jiangsu, China

Dear Sirs,

Thank you for your letter of April 18, 2012. We are a company that is engaged in importing clothing items from your country.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Shanghai at the moment, will contact you when he returns.

Yours Faithfully,

ABC Textile Group B. V.

(Signed)

Johnson Smith, Manager

### 3.4 Simplified Form

Simplified form is somewhat like full block form, but some parts are omitted, such as the salutation and the complimentary close.

ABC Textile Group B. V.  
Los Angeles 27524 California  
The U. S  
Tel: 02-123456  
E-mail: 345678@ aol. com  
Date: April 25, 2012

Jiangsu Textile Import & Export Corp.  
201 Jianshe Road,  
Nanjing, Jiangsu, China

Thank you for your letter of April 18, 2012. We are a company that is engaged in importing clothing items from your country.