

外贸英语对话 (情景)

(电视辅导教材)

上海电视台二台社教部编

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编者的话

当前，改革、开放、搞活的政策，有力地促进了对外经济贸易的迅速发展。为了帮助广大群众解决对外经济贸易中使用英语的困难，上海电视台二台社教部录制了《外贸英语》会话讲座节目。为配合这个讲座的播出，上海电视台二台社教部组织编写了《外贸英语对话》（情景）辅导教材。电视讲座中的每一小段情景对话，在辅导教材中均有对应的一段英文文字，还配有中文译文。本辅导教材将对外贸中最常用的近二百条例句融汇于各类不同的情景之中，进行举一反三的练习，适合具有初中以上英语基础的学员学习。

本书的第一讲至第十六讲由上海外国语学院柴明炯、张一春、童莹、董晓兰编写

第十七讲至第二十六讲由上海外国语学院经贸系加拿大籍专家苏·凯里（Sue Carey）编写。译文为柴明炯编写。全书由苏·凯里审阅与校正。上海电视台二台社教部李金中同志也审阅了全文，在此表示感谢。

本书由马丽敏，王晶编辑。

一九八八，四。

Lesson 1 At the Airport

Dialogue 1

- A: Excuse me, please. Could you tell me the way to the station?
- B: Walk two blocks and turn left at the traffic-lights.
- A: Thank you.
- B: That's OK.

Dialogue 2

- A: Excuse me.
- B: Yes?
- A: It's Miss Gibson, isn't it?
- B: That's right.
- A: So glad to meet you.

Dialogue 3

- A: Excuse me. Could you help me?
- B: Certainly. What do you need?
- A: I'm looking for some green tea.
- B: There are several over here. Could you come this way, please?

Dialogue 4

- A: Excuse me, is this seat taken?
- B: No, it isn't.
- A: Would you mind moving over one, so my friend and I can sit together?
- B: No, not at all.
- A: Thanks a lot.

Dialogue 5

A: Let me introduce you. This is Miss Teeple and this Mr. Chai.

B: Hello.

C: Hello.

Dialogue 6

A: May I introduce you? This is Miss Tong and this is Mr. Zhang.

B: How do you do?

C: How do you do?

Dialogue 7

A: Hello. How are you?

B: Fine, thank you.

Dialogue 8

A: Ah, hello, Mr. Wang. This is Dr. Philip Smith, our director.

B: How do you do, Dr. Smith?

C: How do you do?

A: Dr. Smith is an economist. He's just finished writing a book on international trade.

B: Oh? That's my field, too. I work for the United Nations.

C: In the Development Program, by any chance?

B: Yes. How did you guess?

C: I've read your articles on technical assistance. They're excellent.

Lesson 2 On the Way to the Hotel

Dialogue 1

A: I hope you like it.

B: Oh, that's lovely. Thank you very much.

Dialogue 2

A: I hope to find out the solution to my problem.

B: It can't be very difficult, can it?

A: I hope not.

Dialogue 3

A: I've heard about the novel "Down and Out in Paris and London". But I've had no chance to read it.

B: I've got a copy. Would you like to read it?

A: Oh, yes. Thank you very much.

B: You are welcome.

Dialogue 4

A: What do you think of his idea?

B: Well, it sounds all right.

Dialogue 5

A: How would you like to play tennis tomorrow?

B: That sounds like a good idea.

Dialogue 6

A: Let me help you with your cases.

B: Thank you very much. They're a bit heavy.

A: Right. This way please.

In the Hotel Lobby

Dialogue 7

A: Excuse me, but are there any planes to Zurich on Sunday?

B: If you'll excuse me for a second, I'll check.

A: By the way, I don't want a night flight.

Dialogue 8

A: Let me help you with your work.

B: Well, thank you just the same. It won't take long to finish it.

Dialogue 9

A: How was the talk on international trade?

B: Well, it was very instructive. And we had a discussion after the talk. By the way, do you know where to find John?

A: He is in the library, I guess.

Dialogue 10

A: Can I help you, Miss?

B: Yes, I'd like to buy a can of Coca Cola.

Dialogue 11

A: I'd like to book a flight to Beijing on Monday the tenth.

B: Economy class or executive class?

A: Executive.

Dialogue 12

A: Would you please make sure that everyone leaves the building when the fire-drill bell goes?

B: Yes. I'll do that.

Dialogue 13

A: Would you please pass me that dictionary?

B: Here you are.

A: Thanks.

Lesson 3 Initial Contact

Dialogue 1

A: Em, Ms. Yuan, could you tell me what you specialize in?

B: Our company deals mainly in embroideries, loomed articles, straw and wickerware and fine arts like jewellery and ivory carvings.

Dialogue 2

A: Are these all the items you export?

B: They are the main items. We are doing our best to increase our varieties.

A: Most of the products in the catalogue can be accepted in our markets. May I have a copy of the catalogue?

B: Yes, you may. In fact, this copy has been prepared for you.

A: Thank you very much.

Dialogue 3

A: How do you like the embroidered tablecloth?

B: They look very nice.

A: We've got various patterns in different colours and sizes. Our tablecloth enjoys wide acceptance, and has good prospects.

B: Yes, I can see that. But is it possible that you make tablecloths according to the patterns we give you? You see, different people have different tastes.

A: That won't be any problem. We can certainly do that.

Lesson 4 Marketing

Dialogue 1

A: I've long been interested in doing business with your firm. You seem to deal in many things. But I wonder if your firm supplies down products.

B: For example?

A: For example, jackets and coats.

B: They are just part of what we deal in. Here's the catalogue that will tell you the lines we handle. Won't you have a look at it and see what interests you?

Dialogue 2

A: So you had a nice trip to China?

B: Oh yes, it was wonderful. It's a pity that I can't stay here longer because I'll have to go to Tokyo at the beginning of next week.

- A: So you've only got three days here.
B: Right. And I must take full advantage of three days.
I hope the business between us will run smoothly.
A: That's my hope too. Well, would you tell me what items you are interested in?
B: My company deals in toys. We are particularly interested in your handmade dolls. May I see your catalogue, please?
A: Certainly. Here you are.
B: Thank you.

Lesson 5 Goods Unavailable

Dialogue 1

- A: I'm also interested in your noil poplin. I think in addition to handloomed cloth, I want to see if it is possible to order it this time.
B: Well, I'm very sorry that we have no supplies available for export at present.
A: No supplies?
B: You see, Miss Wicker, the demand for noil poplin on the domestic market has gone up.
A: Really? Oh, that's a shame.
B: Don't be disappointed. We'll inform you as soon as it is available.
A: Oh, OK. Thank you very much.

Dialogue 2

- A: Now shall we talk about the fur coat? If it is

available this year, I want to order...

B: I'm sorry but the supply has run out.

A: You mean it's not available?

B: We just can't take any more orders because we have stacks of orders now waiting to be filled.

A: How about next year then!

B: In fact, it's hard to say when we'll be able to offer it again. But we'll let you know when new supplies are available.

Lesson 6 Quality First

Dialogue 1

A: They are really good.

B: Look at these. The quality of our goods is much admired in many markets.

A: Good quality ensures good sales. Oh, may I know your price?

B: Of course. Let's sit down and talk about it. Here's our price list.

A: Thanks.

Dialogue 2

A: Is this a new model?

B: Oh yes. We have a great variety of it.

A: How about its quality?

B: We always give first priority to the quality. And the quality is appreciated by users abroad.

A: Mm, I see.

Dialogue 3

A: This is the best article of its kind at the price.

B: The quality seems good. Em, the price is quite reasonable.

A: It is always our practice to supply high-quality goods at reasonable prices.

B: How about the varieties then?

A: Right. Would you please come with me and I'll show you some.

B: O.K.

Lesson 7 Customer's Preference

Dialogue 1

A: Mr. Lou, one of the reasons I've come here today is to look at the scarves you're making for us according to the sample I gave you. It's important that they be copied exactly to satisfy our customers.

B: Oh, certainly. In fact, we have been expecting you for quite some time. We've made the scarves to your exact specifications. I'm sure you'll find them perfect copies of the samples you gave us. We've anxious to hear your comments.

A: Mr. Lou, I can see you've done a good job for us. But, my main reason for visiting the factory is not just to look at the copies. I'm interested in determining the capacity of your entire operation, with the intention of expanding our business relationship to the copying of other samples.

B: That's good news. In that case, Ms. Jones, let's take a tour of the factory. I'll arrange for our production manager to meet with you afterwards.

A: Wonderful. Let's go.

Dialogue 2

A: One other thing, Miss Wang. We are very concerned about offering products that our customers will want to buy. For example, patterns like this one, in the latest fashion colors.

B: Ms. Jones, we can arrange production and alter our designs to meet the needs of your market and to suit the tastes of your customers. We know how important this is if we are to be successful in competitive marketing.

A: I'm really glad to hear that, Miss Wang. Here's the sample we've been considering. What do you think?

Dialogue 3

A: Ms. Liu, believe it or not, the other day when I was walking along one of the busy streets here in Shanghai, I was surprised to see some of the clothes shops displaying in the windows their latest designs. They were so beautiful and attractive in colour, style, taste and everything, I could hardly tear myself away from them. I had no idea, you know, that I would see these things in China.

B: I suppose that's because we always keep an eye on the customer's preference and design products

according to what the customers like. If you go over the pamphlets, you will find some of the designs even more attractive.

A: Ms. Liu, could I keep the pamphlets for a day or two? I want to take a close look at them.

B: Please do, if you like.

A: Thank you, that is very kind of you. So, we are to meet for a talk the same time tomorrow morning, right?

B: Yes, see you then.

Lesson 8 Making an Offer

Dialogue 1

A: I believe you've studied our proposal for scarves.

B: Yes, Mr. Liu. And we are very much interested except that your prices are a little on the high side.

A: Taking everything into consideration, especially the quality, you'll find that our prices compare favourably with the quotations you may get elsewhere.

B: I'm not so sure of that. When I say your prices are a little higher, I don't mean they are higher by just 2 or 3 per cent.

A: Well, in order to get the business, we are quite willing to make some concessions. Would you give me an idea how much you wish to order? If your order is large enough, we're prepared to reduce our prices by as much as 5 per cent.

B: You are a wise man, Mr. Liu. A lower price will undoubtedly mean larger sales.

Dialogue 2

A: Mr. Liu, I'm anxious to know your offer.

B: We have it ready for you. Here you are.

A: What a high price!

B: I'm quite surprised to hear you say that, Mr. Johnson. The world market for such products has gone up considerably in recent years.

A: But you are asking for at least 5 per cent more than your competitors do. If you want to get the order, you'll have to lower the price.

B: Can you give me a rough idea of the quantity you wish to order from us, so that we may adjust our price accordingly?

Dialogue 3

A: Hello, Mr. Johnson. Welcome back to Shanghai.

B: Thank you.

A: Did you have a good journey?

B: Oh, yes. The plane trip was very pleasant.

A: Have you made up your mind regarding our new line of glassware?

B: Yes. In view of our good co-operation in the past, we'll accept your price for the trial shipment.

A: We are very pleased that our negotiation has been happily concluded.

Lesson 9 Driving a Bargain

Dialogue 1

- A: I've come to discuss your offer for leather goods.
B: We have the information ready for you. Here are the catalogues and pattern books. I'd like to know which ones you are particularly interested in.
A: Thank you.
(A looks at the catalogue and pattern books.)
A: Why, your prices have soared!
B: Yes, prices have gone up, owing to the rise in the cost of raw materials. But our price cannot be bettered by the competition, I assure you.
A: Well, I trust you. If I have your assurance it's a fair price, I'll agree to it. Let's start the ball rolling.

Dialogue 2

- A: I can tell at a glance that your prices are much too high.
B: Ms. James, the cost of production has increased by 10% each year during the last few years.
A: I only ask that your prices be comparable to others. If you stand firm, we can hardly come to terms.
B: I can appreciate that. Let's see what we can do to come to terms.

Dialogue 3

- A: Jane, look at this leather jacket. It's only \$80.
B: Well, let's see if we can get it even cheaper.

- C: Can I help you?
- B: Yes, we are looking for a leather jacket.
- C: How about this one? It's a.....
- B: It looks quite good, but I think it's a bit too expensive.
- C: Our price is practical and reasonable, madam.
- B: How about \$70?
- C: Sorry, madam. The price has already been reduced to the limit and it's fixed.
- A: I think the price is quite reasonable Jane. And it is a good brand.
- B: OK. we'll take it.

Lesson 10 Date of Shipment

Dialogue 1

- A: Mr. Hu, now that we've settled on price, let's discuss the delivery date.
- B: Of course. What delivery date is suitable to your marketing requirements?
- A: Well, the advertising campaign is scheduled to begin March 1st, with the in-store promotion starting on March 15th. To be safe, we'd like delivery of the goods no later than February 15th. Is that possible?
- B: That seems reasonable. We can arrange shipment on a carrier leaving January 10th, arriving in San Francisco on January 25th. Surface transport to Dallas should take no more than a week to 10 days.
- A: That would be wonderful! That schedule allows for