商务英语口语大全

Business Spoken English 白金版

刘文宇 王慧莉 张旭 主编 [美] Ted Nickelsburg 审

大连理工大学出版社

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前言 Foreword

随着国际间的商务活动更加频繁，商务英语进入了一个全新的发展阶段。它不仅是我国目前从事或即将从事涉外商务人员提高实际运用能力不可多得的工具，更是商务工作人员在这个全球化的高科技时代中商务竞争能力、外贸业务素质和英语交流水平的重要体现。本书根据各种商务活动的场景，旨在培养从事全球范围内商务活动所必需的语言技能。力求为读者提供一部语言规范、覆盖面广、交际性强、实用性强、时代气息浓厚的《商务英语口语大全》，向作者展示学习商务英语的新天地。

《商务英语口语大全》力求涵盖商务英语的各个方面，分为上篇和下篇。上篇主要围绕“商务情景”而发生的口语交流，包括十个单元，分别是：建立联系、与客户见面、商务宴请、商务谈判、商务会议、商务旅行、商务休闲、进出口业务、合资合作及日常事务。下篇主要围绕“企业经营管理”而发生的口语交流，包括十个单元，分别是：创建企业、公司简介、企业战略、商务沟通、人力资源、市场营销、生产运营、公司金融、电子商务及组织文化等。本书是一本当之无愧的商务英语口语情景大全。

《商务英语口语大全》每个单元包括若干方面，分成五个部分。分别是：样例欣赏、经典句型、固定搭配、知识百科和开心一刻。“样例欣赏”提供几个与主题相关的对话或小短文；“经典句型”提供了与本主题相关的典型句子；“固定搭配”提供了与本主题相关的固定词组与表达；“知识百科”提供了与本主题相关的背景知识；“开心

前言 Foreword

一刻”提供了一些简短笑话。

本书主编多年从事各个层次的商务英语教学，具有丰富的商务英语教学经验。希望读者通过该书的学习，在提高英语水平的同时，丰富自身的商务知识。

在本书再版过程中，请外籍专家对稿件进行了逐字句的审阅与修改，在此表示感谢。音频文件中如有个别地方与书中不一致，请以书中内容为准。

由于编者知识面及水平有限，疏漏之处在所难免，恳请各位专家、同行和广大读者不吝赐教。

编　者

2009 年 4 月

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01 建立联系

样例欣赏 1

A: I have a feeling that there are bright prospects for us to cooperate in this field. I wish to start a business relationship with you.

甲: 我感到你我双方在这方面合作会有良好前景，希望能和你们建立贸易关系。

B: Your desire happens to coincide with ours.

乙: 您的愿望和我们完全一致。

A: Regarding our financial position, credit standing and trade reputation, please refer to our bank or to our local chamber of commerce.

甲: 关于我们的财政状况、信用地位和贸易信誉，请向我们的开户银行或我地商会了解。

B: Thank you for your information.

乙: 谢谢您提供的信息。

样例欣赏 2

A: I understand this is your first visit to our company.

甲: 这好像是您第一次来我们公司访问。

B: Yes, and my first visit to your country. I've wanted to visit China for a long time and now I'm lucky to have the chance to do so.

乙: 是的，也是第一次来你们国家。我一直想亲眼看看中国，现在我很幸运有了这么一次机会。

A: I'm glad to hear that.

甲: 您这么说，我感到很高兴。

B: I think you must have some idea of our company. We've been importing arts and crafts for many years. The purpose of my coming here is to do business with you.

乙: 我想您对我们公司一定有所了解。我公司经营工艺品已有多年。我这次来是想和你们开展业务往来。

A: I can assure you of our best intentions and closest cooperation. We're always willing to develop trade with friends from all over the world.

甲: 请放心，我们一定会竭尽全力密切合作的。我们一向愿意和世界各国朋友开展贸易往来。

样例欣赏 3

(A = Mr. Dong B = Mr. Gatty)

(甲 = 董先生 乙 = 盖蒂先生)

A: Here is our sample room.

甲: 这是我们的样品室。

B: You certainly have got a large collection of sample foodstuffs here.

乙: 你们在这里展览了一大批食品样品。

A: Yes. We are exporting a wide range of foodstuffs to many countries. And the demand is becoming greater and greater.

甲: 是的。我们向许多国家出口了大量食品，而且需求越来越大。

B: So it is. Though we haven't done business with you, as you know, your exports of foodstuffs to our country have considerably increased during the last few years. It appears that Chinese foodstuffs are very attractive.

乙: 您说得对。您知道，我们之间并没有业务。但是最近几年里，你们向我国出口的食品增加了许多。这表明中国食品非常有吸引力。

A: You said it. The quality of ours is as good as that of many other suppliers, while our prices are not as high as theirs. By the way, which items are you interested in?

甲: 确实如此。我们的产品质量与其他生产商的一样好，而我们的价格却不像他们的那样高。哎，您对哪类产品感兴趣？

B: Canned goods are of special interest to me, particularly the canned fruit and meat. As your canned fruit is among the most popular ones in our market, I'm going to place an order in a day or two.

乙：我对罐头食品，尤其是水果罐头和肉罐头非常感兴趣。因为你们的水果罐头在我国市场上非常畅销，我想一两天之内就下订单。

A: Good. How about our canned meat?

甲：好的。那么肉罐头呢？

B: I think it will also find a good market in our country. Will you show me some samples?

乙：我想它们在我国销路也会很不错的。您能让我看一下样品吗？

A: Yes. This way, please. Our canned meat is in various weights. The largest one weighs three and a half pounds net, the smallest seven ounces net.

甲：可以。这边请。我们的肉罐头重量分许多种，最大的净重3.5磅，最小的净重7英两。

B: The small sizes are more saleable in our market than the large ones. I've brought with me a sample of canned meat, which is only six ounces. The smallest size of yours is even bigger than that of mine. I wonder if your canned meat tastes better.

乙：重量小的罐头比重量大的罐头在市场上更好销售。我随身带来一个肉罐头的样品，只有6英两重。你们最小的产品还要比我的大。我想知道你们的罐头味道如何？

A: You are welcome to have a try. Here it is. Ours is of prime quality.

甲：欢迎您来品尝一下。给，我们的产品质量是最好的。

B: Oh, it's delicious. Mm ... I'm not sure about the pesticide residues in your foodstuffs, though. I'm sure, you must have given much thought to the matter. But you know, our governmental restrictions have been getting more and more tight, so we are not allowed to import any polluted goods.

乙：哦，好吃极了。嗯……我不太清楚你们食品中有没有残留的农药，但是我相信你们一定会充分考虑这一点的。您知道，我国政府的规定越来越严格，受污染的食品是严格禁止进口的。

A: You can be rest assured. Our foodstuffs are guaranteed to conform to the WHO and ISO standards.

甲：您可以完全放心。我们的食品保证符合世界卫生组织和国际标准化组织颁布的标准。

B: Good. I'd like to order meat of this kind in seven ounce tins if the price is competitive.

乙：好。如果价格有竞争力，我可以订购这种7英两的肉罐头。

A: What about other canned goods, such as canned mushrooms and vegetables?

甲：那么其他罐头呢？比如蘑菇罐头和蔬菜罐头？

B: They are not as saleable as canned fruit, I suppose.

乙：我认为它们不如水果罐头畅销。

A: Mm, no, I really don't think that is so. They are also among our major exports and have found a favorable reception in many other countries.

甲：嗯，不，我不这么认为。它们也是我们的主要出口产品。而且在其他许多国家都很畅销。

B: Then, may I have a look at the samples first?

乙：那么，我能先看一下样品吗？

A: Certainly. Here you are.

甲：当然可以。给。

B: Ah, very nice indeed. But I am not sure whether they are to the taste of our people. What would you say to my taking some samples home before I make a decision?

乙：啊，确实非常好。但是我不能确定它们是否适合我国人民的口味。在我做出决定之前，我能带走一些样品吗？

A: That's all right.

甲：可以。

B: Well, I have an appointment at 4:00. Shall we talk the details over tomorrow morning?

乙：嗯，我在4:00还有一个约会。我们明天上午再详细谈，好吗？

A: OK. See you tomorrow.

甲：好的。明天见。

B: Goodbye.

乙：再见。

样例欣赏 4

(A = Zhang　B = Oliver)　　(甲 = 张先生　乙 = 奥立佛)

A: Would you like to have a look at our showroom, Mr. Oliver?
甲: 奥立佛先生,请参观一下我们的样品陈列室吧。

B: I'd love to.
乙: 好的。

A: This way, please.
甲: 请!

B: Thank you. How beautiful!
乙: 谢谢。真漂亮啊!

A: Where shall we start?
甲: 我们从哪儿开始参观呢?

B: It would take hours if I really look at everything.
乙: 如果全部参观的话,那得需要好几个小时。

A: You may be interested in only some of the items. Let's look at those.
甲: 您可能对某些产品感兴趣。我们就先看那些吧!

B: Good idea! I can just have a glance at the rest.
乙: 好主意!剩下的部分我粗略地看一下就可以了。

A: By the way, Mr. Oliver, how long have you been in this business?
甲: 对了,奥立佛先生,您从事这个行业多长时间了?

B: I've been in textiles for more than 20 years, but the company has been in business since 1935.
乙: 我搞纺织品已经20多年了,但我们公司在1935年就成立了。

A: No wonder you're so experienced.
甲: 怪不得您这么有经验。

B: Textile business has become more difficult since the competition grew.
乙: 随着竞争的加剧,纺织品贸易越来越难做了。

A: That's true.
甲: 确实如此。

B: Do you have a catalogue or something that tells me about your company?
乙: 你们有没有介绍贵公司情况的小册子或类似的东西?

A: Yes. I'll get you some later.
甲: 有。我一会儿就拿给您。

B: Thanks. When can we work out a deal?
乙: 谢谢。我们什么时候谈生意?

A: Would tomorrow be convenient?
甲: 明天可以吗?

B: Yes, that'll be fine.
乙: 行,明天可以。

样例欣赏 5

(A = Adison　B = Mr. Xu)　　(甲 = 艾迪逊　乙 = 许先生)

A: Excuse me, could you tell me where I can order electrical appliances?
甲: 请问,我在哪里可以订购电器用品?

B: This line. We'll be glad to take your order. Here's my card.
乙: 就在这里。我们很乐意接受您的订单。这是我的名片。

A: Thanks. Here's my card. I'm Adison from ABC Trading Co. Ltd. We import electronics and transistors.
甲: 谢谢。这是我的名片。我是ABC贸易公司的艾迪逊。我们进口电子元件和晶体管。

B: Please have a look at our samples.
乙: 请看看我们的样品。

A: Your development of electronic products has been remarkable.
甲: 你们的电子产品进步非常显著。

B: Yes, our research has had good results.
乙: 我们的研究已经取得很好的成果。

A: Do you produce camcorders?
甲: 你们生产盒式磁带录像机吗?

B: Yes.	乙：我们生产。
A: What's that? Is it a television set?	甲：那是什么?是电视机吗?
B: No. That's television phone. It's still experimental.	乙：不,那是电视电话。它还在研究阶段。
A: What's the problem?	甲：有什么问题吗?
B: We have to solve the problem of using ultrahigh frequency waves at around one thousand hertz.	乙：我们得解决使用一千赫兹左右的超高频的问题。
A: I see.	甲：我明白了。
B: I've forgotten to ask you what products you're interested in.	乙：我忘了问您对什么产品感兴趣?
A: I think I've already seen some items we'd like to order although I'd still like to study them a bit further.	甲：我想我已经看到了一些感兴趣的产品,但是我们还要进一步考虑。
B: Ok, go ahead.	乙：好吧。
A: I'll probably be able to let you know tomorrow.	甲：可能明天我就能通知您。
B: I'll be expecting you tomorrow morning, say, at nine.	乙：明天上午我会等您来。九点钟怎么样?
A: Tomorrow at nine, perfect.	甲：明天九点钟,好极了。

经典句型

1. I wish to start a business relationship with you.	希望能和你们建立贸易联系。
2. Your desire happens to coincide with ours.	您的愿望和我们完全一致。
3. Regarding our financial position, credit standing and trade reputation, please refer to our bank or to our local chamber of commerce.	关于我们的财政状况、信用地位和贸易信誉,请向我们的开户银行或我地商会了解。
4. I think you must have some idea of our company.	我想您对我们公司一定有所了解。
5. The purpose of my coming here is to do business with you.	我这次来是想和你们开展业务往来。
6. I can assure you of our best intentions and closest cooperation.	请放心,我们一定会竭尽全力密切合作的。
7. We're always willing to develop trade with friends from all over the world.	我们一向愿意和世界各国朋友开展贸易往来。
8. You certainly have got a large collection of sample foodstuffs here.	你们在这里展览了一大批食品样品。
9. We are exporting a wide range of foodstuffs to many countries. And the demand is becoming greater and greater.	我们向许多国家出口了大量食品,而且需求越来越大。
10. The quality of ours is as good as that of many other suppliers, while our prices are not as high as theirs.	我们的产品质量与其他生产商的一样好,而我们的价格却不像他们的那样高。
11. As your canned fruit is among the most popular ones in our market, I'm going to place an order in a day or two.	因为你们的水果罐头在我国市场上非常畅销,我想一两天之内就下订单。
12. Will you show me some samples?	您能让我看一下样品吗?
13. Our canned meat is in various weights.	我们的肉罐头重量分许多种。
14. The small sizes are more saleable in our market than the large ones.	重量小的罐头比重量大的罐头在市场上更好销售。
15. You are welcome to have a try. Here it is. Ours is of prime quality.	欢迎您来品尝一下。给,我们的产品质量是最好的。
16. I'm sure, you must have given much thought to the	我相信你们一定会充分考虑这一点的。

matter.

17. Our governmental restrictions have been getting more and more tight, so we are not allowed to import any polluted goods. 我国政府的规定越来越严格，受污染的食品是严格禁止进口的。
18. You can be rest assured. Our foodstuffs are guaranteed to conform to the WHO and ISO standards. 您可以完全放心。我们的食品保证符合世界卫生组织颁布的标准。
19. But I am not sure whether they are to the taste of our people. What would you say to my taking some samples home before I make a decision? 但是我不敢保证它们是否适合我国人民的口味。在我做出决定之前，我能带走一些样品吗？
20. Shall we talk the details over tomorrow morning? 我们明天上午再详细谈，好吗？
21. Good idea! I can just have a glance at the rest. 好主意！剩下的部分我粗略地看一下就可以了。
22. How long have you been in this business? 您从事这个行业多长时间了？
23. No wonder you're so experienced. 怪不得您这么有经验。
24. When can we work out a deal? 我们什么时候谈生意？
25. We'll be glad to take your order. Here's my card. 我们很乐意接受您的订单。这是我的名片。
26. Your development of electronic products has been remarkable. 你们的电子产品进步非常显著。
27. It's still experimental. 它还在研究阶段。
28. I think I've already seen some items we'd like to order although I'd still like to study them a bit further. 我想我已经看到了一些感兴趣的产品，但是我们还要进一步考虑。

固定搭配

1. bright prospects 良好前景
2. start a business relationship with 与……建立业务关系
3. coincide with 与……一致
4. financial position 财政状况
5. credit standing 信用地位
6. trade reputation 贸易信誉
7. closest cooperation 密切合作
8. develop trade with 与……展开贸易往来
9. export to 出口
10. supplier 供应商
11. place order 下订单
12. good market 好销路
13. saleable 好销售
14. prime quality 优质
15. give much thought to 充分考虑
16. rest assured 完全放心
17. be guaranteed to 保证
18. conform to 符合
19. to the taste 符合口味
20. work out a deal 谈生意
21. take your order 接受订单

知识百科

进出口商相互了解的途径

在国际贸易中，虽然进口商与出口商不在同一个国家，相距千里，了解对方的情况非常困难，但仍有一些渠道可以使进出口商相互了解。

1. 国外银行可以提供有关当地出口商的材料，如公司的名称和地址等。

2. 西方国家几乎每个城市都有一个商会。商会的成员就是当地的商人和企业主等。商会的任务就是搜集信息和为其他成员提供业务机会。

3. 也可在驻外大使馆或领事馆的商务参赞处了解当地的有关商业资料。

4. 可以阅读报纸广告，发现潜在客户。

5. 也可以经朋友介绍结识新公司。

6. 我国每年都定期举办交易会，如广州交易会、昆明交易会等。会上往往有大量外商参加。这也是一个认识了解外商的好途径。

获得客商的资料后，可以通过信件、电传、电报等方式与对方直接联系、索取有关资料；也可以直接到对方企业，亲自了解其产品品种、规格、价格等信息。

02 与客户见面

1 抵达机场
Meeting at the Airport

样例欣赏 1

A: Excuse me! Are you Mr. Johnson?
甲：打扰了，您是约翰逊先生吗？

B: Yes, that's right.
乙：是的，我是。

A: How do you do? Mr. Johnson, my name is Tom Lee, sales manager of ABC company.
甲：您好，约翰逊先生，我是汤姆·李，ABC 公司的销售经理。

B: How do you do? Mr. Lee, glad to meet you.
乙：您好，李先生，很高兴认识您。

A: Me, too, I came to pick you up to your hotel.
甲：我也是，我来接您去您的饭店。

B: Thank you, you are very kind.
乙：谢谢，您真好。

A: How was your trip?
甲：您旅途还好吗？

B: Not very good, I got airsick.
乙：不太好，我晕机。

A: Do you feel better now?
甲：您现在感觉好一点儿了吗？

B: Yes, but I feel very tired, because it was a very long trip.
乙：是的，但是我感觉很累，因为飞行时间很长。

A: Let's go, let's get you checked in at the hotel.
甲：我们走吧，带您到饭店登记吧。

B: OK, thank you.
乙：好的，谢谢。

A: Let me help you with your luggage.
甲：让我帮您拿行李。

B: It's alright, thank you, I can handle by myself.
乙：不用，谢谢，我自己可以处理。

A: This way, please, my car is outside.
甲：这边请，我的车在外面。

B: Ok. Let's go.
乙：好的，走吧。

A: Please wait for me here, I am going to the parking lot to drive my car.
甲：请在这儿等我，我去停车场开车。

B: Ok, no problem.
乙：好的，没问题。

A: Let's go to the parking lot directly, because it is not convenient here.
甲：让我们直接到停车场去吧，因为这儿不好停车。

B: Of course, no problem.
乙：当然，没问题。

A: Let me help you with your luggage.
甲：让我帮您拿行李。

B: Thank you! You are very kind.
乙：谢谢！你真好。

样例欣赏 2

A: Excuse me, are you Mr. Robinson from London? I am the manager of Jian Shan Trading Company. My name is Sun Kai.
甲：打扰了，请问您是来自纽约的罗宾逊先生吗？我是建山贸易公司的经理，我叫孙凯。