

商务英语专业中高职一体化系列教材

总主编 李德荣

Telephone Skills

电话交流技能

主编 / 陈文珊

上海商贸职业教育集团 组织编写



立信会计出版社

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图书在版编目(CIP)数据

电话交流技能=Telephone Skills: 英汉对照 /
陈文珊主编. —上海: 立信会计出版社, 2012. 9
商务英语专业中高职一体化系列教材
ISBN 978-7-5429-3622-6

I. ①电… II. ①陈… III. ①英语—口语—高等职业
教育—教材 IV. ①H319.9

中国版本图书馆 CIP 数据核字(2012)第 184080 号

策划编辑 徐雪芬 张 寻
责任编辑 余 榕 周 瑜
封面设计 周崇文

Telephone Skills——电话交流技能

出版发行 立信会计出版社
地 址 上海市中山西路 2230 号 邮政编码 200235
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网上书店 www.shlx.net 电 话 (021)64411071
经 销 各地新华书店

印 刷 常熟市梅李印刷有限公司
开 本 787 毫米×1092 毫米 1/16
印 张 13
字 数 329 千字
版 次 2012 年 9 月第 1 版
印 次 2012 年 9 月第 1 次
印 数 1—3100
书 号 ISBN 978-7-5429-3622-6/H
定 价 28.00 元

如有印订差错,请与本社联系调换

中国的企业正在向与国际接轨的现代企业转型。这一转型就宏观层面而言,是一种文化的转型。其成功与否,取决于能否借鉴世界上(尤其是发达国家和地区)已被证明为成功的企业管理文化。企业管理文化博大精深,至关重要。它大可涉及国计民生、社会安定、企业责任、管理风格,小可涉及计划安排、日常管理、服务态度、待人接物。这一文化是整个社会文化的一个重要组成部分,且直接影响人民生活。令人遗憾的是,对这一文化至今尚缺少应有的关注和倡导。

上海商贸职业教育集团根据国家经济发展战略和教育部构建现代职业教育体系的要求,从2009年起致力于各级各类职业教育协调发展的研究和中高职教育有效衔接的实践,完成了中高职教育定位正确、专业培养目标与职业岗位培养方向对接、学历证书与人力资源和社会保障局职业资格证书融通的《会计》、《市场营销/连锁经营管理》、《金融事务》、《国际商务》、《现代物流》、《应用艺术设计》、《酒店管理》和《商务英语》8个中高职教育专业教学方案。其中《商务英语》是基于国际化视野、有机融入企业文化、所有课程进一步突出能力标准的全新开发的专业教学方案。

《商务英语》专业教学方案致力于引进新的国际教育教学理念,从理论到操作层面对旧的课程设置和教学内容进行改革,使之既与国际接轨,同时又适合中国国情。该教学方案大力引进国外课程,解决英语学习和专业学习的矛盾,意在终结英语学习和专业学习“两张皮”的历史,并探索中高职教育如何实现有效衔接或在一体化的研究中取得积极的进展。项目论证的有关专家一致认为,新方案从实际而非概念出发,借鉴发达国家成功经验,大胆创新,为中高职商务英语专业的发展,开创了值得努力探索和实践的新道路。

该专业教学方案配套教材计划开发12种,按教学进程需要,我们将以下8门课程列入首批编写,这些课程包括《企业与社会》、《电话交流技能》、《工作场所交流技能》、《工作文件写作》、《商务谈判》、《管理学基础》、《国际贸易》和《营销学基础》。这些教材以英语为载体,介绍先进的企业管理文化,同时具有语言教材的一些特点,使之适合中国学生学习。与传统教材相比,新教材具有下列特点:

1. 专业课程体现专业特色,迈出与国际接轨的步伐

以往的专业课程没有明确的规定和规范,各校根据自身的条件和情况开设,有的侧重外贸,有的侧重营销,也有的将重点放在开设一些单证、报关等实务课程。新教材积极借鉴国外相关经验,从培养目标出发,以“能用英语从事商务活动”为教改基本思想,以英语应用能力和商务实践能力为重点,以求达到“知识型、发展型技能人才”的培养目标。把商务专业知识的学习与英语学习自然地融合在一起,让学生既学专业,又学英语,两者相辅相成,相得益彰。

2. 切实做到中高职课程衔接

以往中高职互不通气,各行其是,所开设的课程有相似,亦有重复,非常不利于专业建设。新教材对中高职课程进行了明确的界定,即使是同一门课程,对课程内容和教学方式也作了明确的区分,尤其是对“双语”、“全英语”的界定,保证了中高职课程的有效衔接。

3. 标准细化,便于操作

新教材对课程的知识 and 技能要求作了全新的诠释和详尽的规定,由浅入深,知行一体,经过一定的教学思想的提示,十分有利于课程的实施。在体例上,这套教材既是专业教材,又具有语言教材的特点。在介绍专业知识的同时,对专业知识的语言载体——包括词汇、句型、习惯用法、商务英语的特点等用注释、标示及各类练习等手段,让学生掌握并应用,提高英语水平。这一新的尝试,旨在努力改变以往商务英语专业存在的英语学习和专业学习“两张皮”的状况,开创一条专业学习与英语学习融合的新路。

4. 运用先进的教学理念

教材从内容到形式均为创新型教材,从教学内容到教学手段,既充分与国际接轨,同时又适合于中国学生,为国内首创。在专业知识介绍方面,内容上力求基础、实用,文字上力求简明、通俗,以适合职业教育的特点和学生现有的英语水平。

我国的职业教育与发达国家相比差距很大。这也使它具有较大的发展空间和创新空间。职业教育的发展需要更多的关注、关心和扶持。本套教材系新创,问题和不足在所难免,希望广大教师在使用中提出宝贵的修改意见,以使本套教材得到不断完善。

上海商贸职业教育集团常务副理事长

冯伟国

2012年8月12日

Foreword

前言

随着当今世界经济全球化进程的加快和中国经济的蓬勃发展,社会对能够从事跨文化交际和开展国际商务活动的职业人员的需求日益增加。使用电话进行跨国跨文化交流成为商务活动中不可缺少的一部分。为了满足中高职商务英语专业学生对用英语进行电话沟通交流的技能的需求,商务英语电话技能的教学也成为各中等高等职业学校的重要任务。

本教材是中高等职业学校商务英语专业教学用书,由长期从事职业教育工作的教师针对中高职学生的年龄特点和学习习惯精心编写而成,同时可供有相同需求专业(如国际贸易、国际营销、涉外旅游等)的学生使用。目录中加有星号“*”的部分供中职学校使用。

本教材具有以下特点:

(1) 以《中高职衔接商务英语专业标准》和《电话英语技能》课程标准为编写依据,以就业为导向,并充分考虑中高职学生教育的年龄特点和认知水平。

(2) 采用大量的商务电话作为材料,帮助学生获取足够的感性知识,同时体现“内容教学”的特点,展示了一个真实的商务活动的面貌。教材内容具体丰富,涉及商务活动多方面的话题,具有很强的实用性,能满足中高职学生今后用英语从事商务工作的需要。

(3) 本教材的设计尤为注重中高职学生英语听说技能的培养,练习形式具有多样化,在难度上循序渐进,在帮助学生获得电话接听技能同时,提高英语综合能力。

本教材由上海市工商外国语学校陈文珊主编,参加编写的有陈文珊、陈明娟、谢永业、伍梅、付慧、徐晓慧、曹红莲、王烨、唐菲等。在编写过程中,编者参阅了大量的国内外相关资料,在此谨向这些资料的作者表示衷心的感谢。

为方便教学,本书配有录音和习题参考答案,需要的读者可访问 www.lixinaph.com 获取。

由于编者水平有限,因此在编写过程中难免会有不当和疏漏之处,恳请广大师生和读者不吝赐教,使本教材不断完善。

编 者

2012年8月

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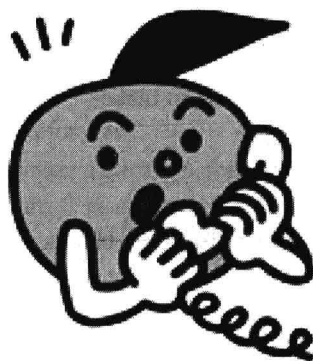
1

Receiving and Responding to Calls



1. Opening and Closing *

(Telephone Conversations 1 – 5)



Telephone Conversation 1

New Words and Expressions

international telephone service 国际电话服务

collect call 对方付费电话

dial v. 拨号

accept the charges 接受付费

connect v. 接通(电话)



Caller 1: International telephone service. May I help you?

Caller 2: Yes, I'd like to make a collect call to Los Angeles 712-2134.

Caller 1: Your name, please.

Caller 2: Mary Smith.

Caller 1: Miss Smith, and who do you wish to speak to?

Caller 2: Jim Ted.

Caller 1: Just a moment, please. (dialing)

Caller 3: Hello.

Caller 1: I have a collect call for you from Mary Smith. Will you accept the charges?

Caller 3: Of course.

Caller 1: (To Smith) I've connected your call. Go ahead, please.

Caller 2: Mr. Ted, is that you?

Caller 3: Yes, is that Mary Smith?

Exercise A: Answer the following questions.

1. Who does Miss Smith want to call?
2. What kind of call does Miss Smith want to make?
3. Who puts through the collect call?



Exercise B: Listen to the conversation and fill in the blanks.

1. _____. May I help you?
2. I'd like to make _____ to Los Angeles 712 - 2134.
3. Who do you wish to _____ to?
4. _____, please.
5. I have a collect call for you from Mary Smith. Will you accept _____?
6. I've _____ your call. Go ahead, please.

Exercise C: Role play.

Mary White from Kennedy Company wants to make a collect call to New York 638 - 3829, Mr. Frank Lee.

Telephone Conversation 2

New Words and Expressions

director *n.* 主任; 经理

human resources 人力资源

insurance *n.* 保险(公司)

in regards to 关于

available *a.* 在的, 可得到的

leave a message 留口信

get in touch with 与……取得联系



Caller 1: Hello, thank you for calling Black and Sons. This is Jenny speaking. How may I help you?

Caller 2: Hello. I would like to speak to your director of human resources, Ms. Watson, Please.

Caller 1: Just a moment. I'll check to see if she is at her desk. May I tell her who is calling?

Caller 2: This is Peter Burton from Peace Insurance. I'm calling in regards to our meeting next Wednesday.

Caller 1: Thank you, Mr. Burton. Can you please hold for a moment? I'll check to see if she is available¹.

Caller 2: No problem.

Caller 1: I'm sorry. Ms. Watson is away from her desk. She has already left for lunch. Would you like to leave a message for her?

Caller 2: Yes, please have her return my call when she returns to the office². It's best if she can get in touch with me before 3 p. m. today; she can reach me at my office number, 635 - 8799³.

Caller 1: I will make sure⁴ Ms. Watson receives your message and returns your call before 3 p. m. this afternoon.

Caller 2: Thank you very much.



Notes:

1. I'll check to see if she is available: 我确认一下她是否在办公室。
2. please have her return my call when she returns to the office: 她回办公室后请让她打电话给我。
3. She can reach me at my office number, 635 - 8799: 她拨打我办公室的电话 635 - 8799 便可找到我。
4. I will make sure ... : 我一定会……

Exercise A: Answer the following questions.

1. Which company is Jenny from?
2. Who would Peter like to speak to?
3. Which company is Peter from?
4. Why isn't Ms. Watson in the office?
5. What's the message left by Peter?
6. What will Jenny make sure?



Exercise B: Listen to the conversation and fill in the blanks.

1. Hello, thank you for calling _____.
2. I would like to speak to your director of _____, Ms. Watson, Please.

3. I'll _____ to see if she is at her desk.
4. Would you like to _____ for her?
5. I'm calling _____ our meeting next Wednesday.
6. It's best if she can _____ me before 3 p. m. today.

Exercise C: True or false. Correct the false statements.

1. Peter is calling to speak to Ms. Watson.
2. Peter is the director of human resources.
3. Ms. Watson is away from her desk because of a meeting.
4. Peter's home number is 635 - 8799.
5. Ms. Watson will certainly receive Peter's message and return his call before 3 p. m. this afternoon.

Telephone Conversation 3

New Words and Expressions

the Sales Department 销售部

put sb. through 为某人接通

extension *n.* 分机

Ltd. (= Limited) 有限公司

engaged *a.* 占线的

equipment *n.* 设备

order *v.* 订购



Caller 1: Good afternoon, Mr. Black's office. Can I help you?

Caller 2: Good afternoon, I'd like to speak to Mr. Steven, please.

Caller 1: Mr. Steven works in the Sales Department. Hold the line, please. I'll put you through to the extension of the Sales Department.

Caller 3: Sales Department, Wang Lin speaking.

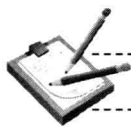
Caller 1: A caller on the line for Mr. Steven¹.

Caller 3: I'll get him.

Caller 1: Thank you. (to the caller) Through now.

Caller 2: Thank you very much. Hello, this is Mary Anderson of General Cars Ltd. I'd like to speak to Mr. Steven, please.

Caller 4: Steven speaking. Hello, Mr. Anderson. I phoned you a moment ago, but your line was engaged². How is the equipment you ordered ...



Notes:

1. A caller on the line for Mr. Steven: 线上有人打电话找史蒂文先生。
2. I phoned you a moment ago, but your line was engaged: 我刚刚给你打电话, 但电话占线。

Exercise A: Answer the following questions.

1. How many persons are there in the phone call?
2. Which company is Miss Huang from?
3. Who is calling?
4. Who is wanted on the phone?
5. Which department is Mr. Steven in?
6. What's the probable relationship between Wang Lin and Mr. Steven?



Exercise B: Listen to the conversation and fill in the blanks.

1. Good afternoon, _____. Can I help you?
2. Mr. Steven works in _____.
3. _____, Wang Lin speaking.
4. _____ on the line for Mr. Steven.
5. This is Mary Anderson of _____.
6. I phoned you a moment ago, but your line was _____.

Exercise C: Read the following passage and choose the correct answer.

Today people can use the phone to talk with others almost anywhere on the earth. But when you use the phone, you don't see the person you are talking with. That may change in the near future.

Today some people are using a kind of telephone called the picture phone or vision phone. With it, two people who are talking can see each other.

Picture phones can be useful when you have something to show the person you're calling. They may have other uses in the future. One day you may be able to ring up a library and ask to see a book. Then you'll be able to read the book right over your picture phone. Or you may be able to go shopping through your picture phone. If you see something in the newspaper that you think you want to buy, you'll go to your phone and call the shop. People at the shop will show you the thing you're interested in right over the phone. You'll be able to shop all over the town

and never leave your room!

1. Today people can use the phone to talk with others _____.
A. in all the towns B. in some places in the world
C. only in big cities D. almost anywhere on the earth
2. The word "it" in the passage means _____.
A. the picture phone B. any phone
C. the use D. the change
3. We can _____ through the picture phone according to the passage.
A. write a book B. do some shopping
C. play games D. have classes
4. Picture phones are very _____.
A. useful B. impossible C. bad D. badly
5. Which is not true according to the passage?
A. Today some people are using a kind of telephone called the picture phone or vision phone
B. With the picture phone, two people can't see each other
C. The phone is very useful
D. Today people can use the phone to talk with others almost anywhere on the earth

Telephone Conversation 4

New Words and Expressions

run into 遇上

unexpected a. 出乎意料的

senior a. 高级的, 资深的


troublemaker n. 捣乱者

fire v. 开除

intend v. 打算

personal a. 私人的

demand v. 要求

 (Sometimes a secretary may run into some unexpected telephone calls. The following is an example. You will see how Miss Zhang, a senior secretary, deals with the troublemakers¹.)

Caller 1: Mr. Hansen's office, Miss Wang speaking.

Caller 2: I want to talk to Mr. Ramon Hansen.

Caller 1: May I have your name, sir?

Caller 2: I'm Tom Smith.

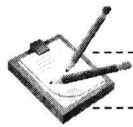
Caller 1: May I tell Mr. Hansen the reason for your call, Mr. Smith?

Caller 2: He fired my cousin yesterday, and I intend to talk to him about it.

Caller 1: I'm sorry, but Mr. Hansen is very busy right now. Perhaps you would like to write him a letter about the situation. If you will mark it "Personal", I will see that it comes to his attention².

Caller 2: No, I demand to talk to him.

Caller 1: I'm very sorry, Mr. Smith, but I can't help you. Good-bye.



Notes:

1. You will see how Miss Zhang, a senior secretary, deals with the troublemakers': 你会看到资深秘书张小姐是如何应付捣乱者的电话的。
2. If you will mark it "Personal", I will see that it comes to his attention: 如果您在信封上标明“私人信件”,我想这会引起他的注意。



Exercise A: Listen to the conversation and fill in the blanks.

1. Sometimes a secretary may run into some _____ telephone calls.
2. May I have _____, sir?
3. May I tell Mr. Hansen _____ your call, Mr. Smith?
4. Perhaps you would like to write him a letter about _____.
5. If you will mark it "Personal", I will see that it comes to _____.
6. I _____ to talk to him.

Exercise B: Listen to the conversation and fill in the form.

From	
To	
Problem(s)	
How to solve it/them?	

Exercise C: Writing.

Suppose you are Tom Smith, write a letter to Mr. Hansen to talk about the matter.