

INSTRUMENTAL ENGLISH
应用英语丛书

English for Business: Marketing

市场营销英语



外语教学与研究出版社



McGraw-Hill 出版公司

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English for Business: Marketing

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外语教学与研究出版社
McGraw-Hill 出版公司

(京)新登字 155 号

图书在版编目(CIP)数据

市场营销英语 = English for Business: Marketing/(美)克鲁泽
(Kruse, Ben.), (美)克鲁泽 (Kruse, Bet.) 著; 伍耿新编译. - 北
京: 外语教学与研究出版社, 1996

(应用英语丛书)

ISBN 7-5600-1083-0

I. 市… II. ①克… ②克… ③伍… III. 市场营销学 - 英语
- 教材 IV. H31

中国版本图书馆 CIP 数据核字(96)第 11004 号

市场营销英语

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外语教学与研究出版社出版发行

(北京西三环北路 19 号)

北京丰华印刷厂印刷

新华书店总店北京发行所经销

开本 850×1168 1/32 6.75 印张 132 千字

1996 年 12 月第 1 版 1996 年 12 月第 1 次印刷

印数: 1—20000 册

* * *

ISBN 7-5600-1083-0

H·585

定价: 7.80 元

前 言

本书是为想学习英语以便在工作或学习中运用的经商人员或学生准备的。由于书中的单词在美国的办公室里常用，因此对那些想访问美国或与美国公司做生意的人来说，这些词汇和概念是很实用的。

书本内容是商务中的重要部分——市场营销。因为所有公司都得销售产品或提供服务，本书应该能帮助那些想了解商务的人学到美国人所使用的词汇和方法。如果你是学生，这本书也会帮助你学到一些商务及管理知识。

在学校里你可以单独使用本书。老师会帮助你说和写所学的这些单词。还有两盒磁带可以配合本书使用（注：国内未引进）。磁带可以让你练习听英语，并且自己说英语。磁带中还提供了书面复习中部分问题的答案。如果是借助磁带学习商务英语，那么你应该这样做：

- 从第一课一直读到书面复习。
- 做书面复习中的所有练习。
- 放磁带。听带子并跟着指示做。
- 重读第一课中的故事。
- 再放录音带。
- 继续下一课。
- 继续读、听直至读完全书，听完两盒带子。

INTRODUCTION

This book is for people in business or students of business who want to learn more English for use in their jobs or in their studies. Since the words in this book are used in business offices in the United States, the words and ideas should be a practical help to people who will be visiting or doing business with companies in the United States.

The book tells about one important part of business——marketing. Because all companies have to sell products or services, this book should help anyone who knows about business to learn the words and methods used by people in the United States. If you are a student, this book may also help you learn something about business and management.

You can use this book by itself in a school. Your teacher will help you speak and write the words you learn. There are also two tape cassettes that you can use with this book. The cassettes give you practice in listening to English and in speaking English yourself. The cassettes also give you answers to some of the questions in the written reviews in the book. If you are using the cassettes to help you learn about English in business, this is what you should do.

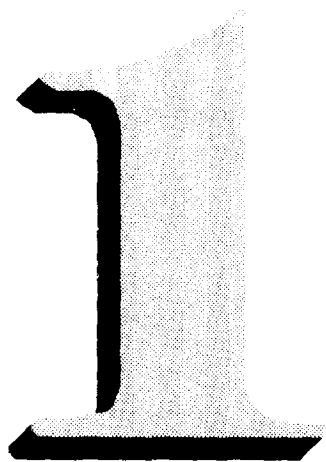
- * Read the first chapter up to the written review.
- * Do all the exercises in the written review.
- * Turn on the tape. Listen and follow instructions.
- * Read the story in the first chapter.
- * Use the tape again.
- * Go on to the next chapter in the book.
- * Keep reading and listening until you have finished the book and both sides of the two cassettes.

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TELEPHONE SALES

(电话销售)



JOHN

John is at work.

He works in an office.

His office has a desk.

John works at his desk.

When he works at his desk, John sits in his chair.

John's chair turns when he turns.

It is called a swivel chair.

John turns in his swivel chair to answer the telephone.

The telephone rings often.

John answers the telephone when it rings.

He talks on the telephone often.

Talking on the telephone is part of John's job.

John uses the telephone in his work.

The telephone rings often.

Practice Drills

(句型练习)

S. 1 Where is John?

S. 2 John is at work.

S. 1 Where does John work?

S. 2 John works in an office.

S. 1 Where is John's desk?

S. 2 John's desk is in his office.

S. 1 Does John talk on the telephone?

S. 2 Yes. Talking on the telephone is part of his job.

John works in the Marketing Division.

He takes orders on the telephone.

An order is a request or an agreement to buy or sell something.

John takes orders from customers.

Customers buy the products his company makes.

Buying is called purchasing.

Customers make purchases.

Placing an order is purchasing.

Receiving an order is selling.

John's company sells the products it makes.

Products are things a company makes that are finished and ready to be sold.

Sometimes customers send orders by mail to John's company.

These orders sent by customers are called purchase orders.

When John takes an order on the telephone, he writes it down.

The orders John writes are called sales orders.

Sometimes a customer who calls on the telephone gives John a purchase order number.

This means that the customer has a purchase order in his office.

The customer gives John the number of the purchase order on the telephone.

John writes the number on a sales order.

John writes sales orders.

Both purchase orders from customers and sales orders written by John are called orders.

Practice Drills

(句型练习)

S. 1 Who does John talk to on the telephone?

- S. 2 John talks to customers.
- S. 1 What does John do when he talks to customers?
- S. 2 He writes sales orders for his company's products.
- S. 1 Do customers also send orders by mail?
- S. 2 Yes. These are called purchase orders.
- S. 1 What is the difference between sales orders and purchase orders?
- S. 2 The customer writes purchase orders. The seller writes sales orders.
- S. 1 Can purchase orders and sales orders both be called orders?
- S. 2 Yes. Both are called orders.

A written order is a business document.

A document is a piece of paper that has information on it.

An order can also be called a business transaction.

A transaction happens any time two or more people or companies agree to do something for each other.

An order is a business transaction.

The buyer or customer agrees to buy something for a certain price.

The seller agrees to sell for that price.

Sometimes the buyer and the seller agree to other things.

So, an order can be called a sales transaction.

The selling company receives an order.

The selling company's part of the transaction is to deliver what was ordered.

The buying company gives an order.

The buying company's part of the transaction is to receive and pay for what was ordered.

The buying and selling companies transact business with each other.

John's job is to receive orders for his company.

John checks orders to make sure they are correct.

To check something means to look at it to see if it is right or true.

When he checks orders, John makes sure that the things ordered are made by his company. He checks to make sure numbers for products are correct. John also finds out if the products ordered are ready to send to the customer. If the things ordered have to be made for the customer, John makes sure his company can have them ready on time.

John also finds out about the credit of customers from whom he receives orders. This is called a credit check.

Customers must have good credit before John can write an order.

Credit means the customers can receive products when they are ordered and pay for them later.

John receives many sales orders on the telephone.

He also receives purchase orders mailed by customers.

John checks orders received by mail from customers. He also writes orders he receives on the telephone.

John transacts business on the telephone.

He writes the sales orders he receives.

Practice Drills

(句型练习)

- S. 1 Which company receives orders?
- S. 2 The selling company receives orders.
- S. 1 Which company gives orders?
- S. 2 The buying company gives orders.
- S. 1 What is an order called?
- S. 2 An order is a business document or transaction.
- S. 1 What is an order?
- S. 2 An order is an agreement for buying and selling something.

- S. 1 What does John do to purchase orders?
 S. 2 John checks purchase orders to make sure they are correct.
 S. 1 What does John do on the telephone?
 S. 2 John receives orders on the telephone.

NEW WORDS & EXPRESSIONS

(单词和短语)

swivel ['swivl] chair *n.* 转椅
 talk on the telephone 在电话里交谈
 ring [rɪŋ] *vi.* (钟、铃等)鸣, 响

marketing ['mɑ:kɪtɪŋ] *n.* 市场营销学
 division [dɪ'vɪʒən] *n.* 部门, 科, 处
 order ['ɔ:də] *n.* 定(货)单 *vt.* 订购
 request [rɪ'kwest] *n.* 要求, 请求
 agreement [ə'grɪmənt] *n.* 协议, 协定; 同意

agree [ə'grɪ:] *vi.* 同意, 商定; 约定
 customer ['kʌstəmə] *n.* 顾客, 主顾
 company ['kʌmpəni] *n.* 公司
 product ['prɒdʌkt] *n.* 产品
 purchase ['pɜ:tʃəs] *vt.* 购买, 购置;
n. 所购物

mail [meɪl] *n.* 邮递; 邮政制度; 邮件
vt. 邮寄

business ['biznis] *n.* 交易, 生意; 商业, 营业

document ['dɒkjumənt] *n.* 文件; 单据
 information [ˌɪnfə'meɪʃən] *n.* 信息, 消息

transaction [trænzækʃən] *n.* (一笔)交易, 业务

transact [trænzækt] *vt.* 办理, 处理; 执行

price [praɪs] *n.* 价格

receive [rɪ'si:v] *vt.* 接到, 收到

deliver [dɪ'livə] *vt.* 运送

check [tʃek] *n., vt.* 检查

credit ['kredit] *n.* 信用, 信贷; 信誉

service ['sɜ:vɪs] *n.* 服务

salesman ['seɪlzmən] *n.* 男推销员, 售货员

saleswoman ['seɪlz,wʊmən] *n.* 女推销员, 售货员

salespeople ['seɪlz,pɪ:pl] *n.* (全体)售货员, 营业员

personally ['pɜ:sənəli] *adv.* 针对个人地

separate ['sepərit] *adj.* 独立的, 单独的

recognize ['rekəgnaiz] *vt.* 承认, 认出, 认识

individual [ˌindiˈvidjuəl] *n.* 个人, 个体

confidence ['kɒnfɪdəns] *n.* 信任, 信心

pronounce [prəˈnaʊns] *vt.* 发……的音

verify ['verɪfaɪ] *vt.* 证实, 核实

courteous ['kɜ:tjəs] *adj.* 有礼貌的, 殷勤的

courtesy ['kɜ:tisi] *n.* 礼貌, 谦恭, 殷勤

WRITTEN REVIEW

(书面复习)

A. Choose the correct word to complete each sentence.

(选择正确的单词填空。)

1. A document that buys something is called a _____ order.
a. purchase
b. sales
2. A sales order _____ something.
a. sells
b. buys
3. A purchase order _____ something.
a. sells
b. buys
4. A purchase order comes from the _____.
a. seller
b. customer
5. Before an order is accepted, a customer's _____ must be checked.
a. credit
b. sales
6. The _____ company gives orders.
a. buying
b. selling
7. The _____ company receives orders.

a. buying

b. selling

8. A purchase order is sent by the _____ company.

a. buying

b. selling

B. Complete each sentence with the correct word.

(用正确的单词填空。)

1. John works in an _____.

2. The _____ rings often in John's office.

3. When he talks on the _____, John takes _____ from customers.

4. _____ talk to John on the telephone to place orders.

5. Placing an _____ is purchasing.

6. A _____ order buys something.

7. Receiving an _____ is selling.

8. A _____ order sells something.

9. John works in the _____ Division.

10. The Marketing Division receives purchase orders from _____.

C. Write a complete sentence to answer each question.

(用一个完整的句子回答下列各个问题。)

1. Where does John work?

2. What kind of document is used to buy something?

3. What does John use when he talks to customers?

4. Which division does John work in?

5. What documents does John receive?

TALKING (交谈)

"Most of our company's customers know my voice. But most of them have never seen me," says John.

John is an inside salesman. This means that he stays inside his company's offices to do his work. The customers know John's voice because he talks to them on the telephone. John talks on the telephone so much that his job is also called "telephone sales".

John says: "When customers call our company on the telephone, they want help or service. They want us to do something quickly. It's my job to find out what customers want and need. Service is my business," John explains.

When the telephone rings on John's desk, he tries to pick it up right away. He always tries to answer his telephone before it rings three times. John feels it is important to answer his telephone quickly. He says this is part of giving good service to customers.

"Customers don't want to listen to the telephone ring," John says. "They call to talk to somebody who can give them service. It is part of my job to answer the telephone as soon as possible."

When he answers the telephone, John always gives his department and name. John learned when he first became a salesman that when you answer the telephone it is important to give your name and to say who you are. When you answer the telephone, the person calling can't see you. If you give your name, the caller will know who you are. Then, the caller should do the same. The caller should give his or her name to the person who answers the telephone. In this way, people know each other before they begin talking.

"This is the polite way to do business," John explains. "You should introduce yourself whenever you meet somebody. With a telephone call, you introduce yourself because you have no way of knowing who is calling. The other

person might be a friend or someone you've never met, You have to introduce yourself to get started."

Since John has been an inside salesman for many years, he knows most of the people who call his company for information or service. He is friendly with all these people. He talks to them as friends, even though he has never met many of them face to face.

After he has found out who a caller is , John usually takes a few moments to talk personally before he gets to business. This is called friendly conversation. John has learned that customers like it if he takes a few moments to show he is interested in them.

"Each customer is a separate person. Each person likes to be recognized as an individual, to know you are interested in him or her."

When he meets somebody new on the telephone, John talks or asks questions about simple things. Then he remembers the answers and asks questions about what he was told when the person calls again.

For example, if it is sunny, warm Friday, John may say he hopes the weather will stay nice for the weekend. The other person may then tell John about what he or she is planning to do over the weekend. Then, when John talks to the same person the following week, he will try to remember to ask: "Did you have a good time last weekend?"

John learns a lot about his company's customers in this way. He is able to win their confidence by knowing them. Even though he has never seen many of the people he talks to, he has become friendly with most of them. This is important in giving service to customers. Customers have confidence in people they know. The customers know John. And John knows most of his company's customers.

When he gets down to business in talking to customers, John is very careful about his speech. He is careful to pronounce all words clearly. He is especially careful about pronouncing names and numbers. When customers give

John their names for an order, he always asks them for the correct spelling. John always repeats the names and numbers he writes and asks the customers to verify them—to listen and to be sure all the information is correct.

When using the telephone to take orders, John has learned that it is necessary to be courteous and careful. By being courteous, or polite, John wins the confidence of customers. By being careful, he is helping customers get the service they want. This helps him keep the friends he makes with his courtesy.

The company has many customers who call on the telephone, John cannot talk to all of them. So, there are other inside salespeople in the Marketing Division. Helen, whose desk is near John's, also talks on the telephone to customers. She is an inside, or telephone, saleswoman. She agrees with John that it's important to be courteous and to give customers good service. She and John feel that customers prefer to give orders to salespeople who are polite and friendly.

Exercises for Understanding

(阅读理解练习)

Answer these questions aloud or in writing.

(口头或书面回答下列问题。)

1. What does John do in his job?
2. Why is John called an inside salesman?
3. When John's telephone rings, how does he answer?
4. Why is it important that John answer the telephone right away?
5. Why does John give his name when he answers the telephone?
6. How does John get to know customers when he never meets many of them in person?
7. Explain how John builds confidence with customers he talks to on the telephone.
8. Explain how John makes sure all the names and numbers he writes on an order are correct.