

商务英语案例详解系列



# 商务英语口语

Case Study: Business Oral English

## 经典案例详解

严苡丹 王玉翠 主编

经典的商务场景  
深度的案例剖析  
实用的语料素材  
地道的纯正发音

**商务人士必备职场生存宝典**



中国宇航出版社



商务英语案例详解系列

# 商务英语口语 经典案例详解



中国对外翻译出版有限公司

北京·中国对外翻译出版有限公司



版权所有 侵权必究

图书在版编目(CIP)数据

商务英语口语经典案例详解/严苡丹,王玉翠主编.  
北京:中国宇航出版社,2009.5

(商务英语案例详解系列/王慧丽,刘文字主编)

ISBN 978-7-80218-564-7

I. 商… II. ①严…②王… III. 商务—英语—口语  
IV. H319.9

中国版本图书馆 CIP 数据核字(2009)第 053497 号

策划编辑 战 颖  
责任编辑 战 颖

封面设计 03 工舍  
责任校对 卢 珊

出 版 行 中国宇航出版社

社 址 北京市阜成路 8 号  
(010)68768548

邮 编 100830

网 址 [www.caphbook.com](http://www.caphbook.com) / [www.caphbook.com.cn](http://www.caphbook.com.cn)

经 销 新华书店

发行部 (010)68371900  
(010)68768541

(010)88530478(传真)  
(010)68767294(传真)

零售店 读者服务部  
(010)68371105

北京宇航文苑  
(010)62529336

承 印 北京嘉恒彩色印刷有限公司

版 次 2009 年 6 月第 1 版

2009 年 6 月第 1 次印刷

规 格 880 × 1230

开 本 1/32

印 张 19.75

字 数 630 千字

书 号 ISBN 978-7-80218-564-7

定 价 39.80 元(赠 MP3 光盘)

本书如有印装质量问题,可与发行部联系调换



# Preface

## 前言

.....

随着我国国际经济贸易地位不断提升,国际商务交往更加频繁,对具有国际竞争力的复合型商务人才的需求也越来越大。英语作为一门通用的国际性语言,在对外交往中起着极其重要的作用。本书是一本为从事外经外贸和其他涉外行业的人员,以及相关专业的学习者编写的商务英语口语读本。

**案例欣赏:**选取典型的商务英语交际的场景对话,并以中英文对照形式呈现;

**案例解析:**对选取典型的商务口语交际和对话做出详尽的讲解,对每个场景、每句话做出了深度的讲解,方便读者自学时使用;

**点睛注释、经典句型:**提供该场景中可能用到的多种词语表达,灵活生动,举一反三;

**实战模拟:**提供真实的场景会话,让读者有身临其境的感觉,并附有答案可供查阅。

与同类商务英语书籍相比,本书具有以下几大特色。

(1) 案例贴近实际,具有时代感。

全书的各个章节涵盖了从求职办公到外界沟通等众多商务情景,每一章在选取案例时都从实际场景入手,案例代表性、实用性强,且紧跟时代发展的步伐,既为读者了解相关商务场景提供了一个丰富的平台,也为工作人士应对工作中的真实场景提供了参考的宝典。

(2) 解析言简意赅,清晰透彻。

本书的一大亮点就是在案例欣赏后附有针对案例的详细解析,用

通俗易懂的语言分析案例中隐含的实用商务英语表达和商务知识,帮助本书的读者在欣赏案例的同时轻松驾驭其中的重点、难点。

(3) 实战中贯通,模拟中提高。

“百读不如一练”。许多英语学习者的通病就是“眼高手低”,真正要说时又张不开嘴了。针对这一问题,本书特别增加了“实战模拟”模块,在之前欣赏案例的基础上设置了相似的真实场景,供读者模拟练习。这一方面给了读者检验自己学习成果、小试身手的机会,另一方面也“逼迫”读者学以致用,通过实战操练完成对知识的消化、吸收和提高。

由于作者水平有限,书中谬误之处,尚祈各界人士不吝赐教,以期尽善,并致谢忱。

编者

2009年4月

# Contents

## 目 录

### 第一章 商务求职

- 1 Recruitment 人员招聘 ..... 1
- 2 Interview 面试 ..... 13
- 3 Salary 薪资待遇 ..... 26

### 第二章 职场交往

- 1 Getting to Know New Colleagues 新人报到 ..... 35
- 2 Promotion or Leaving the Job 同事升迁或离职 ..... 44
- 3 Working Lunch 工作午餐 ..... 56
- 4 Comments on the Boss 评价老板 ..... 66

### 第三章 商务办公

- 1 Telephone Calls 电话交谈 ..... 75
- 2 To Receive Visitors 接待来访 ..... 86
- 3 Complainant and Claim 投诉与索赔 ..... 96
- 4 Arbitration and Mediation 仲裁和调解 ..... 108

## 第四章 商务会议

1 Conference Arrangements 安排会议 .....	121
2 Briefing Meetings 碰头会 .....	133
3 Problem-Solving Meeting 对策研论会 .....	145
4 Meeting with Business Partners 业务伙伴会议 .....	156
5 Review Meetings 工作总结会 .....	169

## 第五章 进出口实务

1 Inquiry 询盘 .....	180
2 Offer 发盘 .....	189
3 Counter-offer and Price Negotiation 还盘与谈价 .....	196
4 Discounts 折扣 .....	203
5 Packing 包装 .....	210
6 Delivery and Shipment 交货与装运 .....	221
7 Insurance 保险 .....	231

## 第六章 商务谈判

1 Barter Trade & Compensation Trade Negotiation 易货贸易 和补偿贸易谈判 .....	241
2 Processing and Assembling Trade Negotiation 加工与装配贸 易谈判 .....	251

## 第七章 商务合作

1 Joint Venture 合资经营 .....	261
2 Technology Transfer Cooperation 技术转让合作 .....	279

## 第八章 商务代理

- 1 Looking for an Agent 寻求代理 ..... 292
- 2 Applying for the Agency 申请代理 ..... 300
- 3 Commission 代理佣金 ..... 311

## 第九章 商务支付

- 1 Letter of Credit 信用证 ..... 322
- 2 Payment by Installment 分期付款 ..... 333
- 3 Collection 托收 ..... 345

## 第十章 商务订购

- 1 Order 下订单 ..... 357
- 2 Trial Order and Repeating the order 试购与续购 ..... 371
- 3 Accepting / Declining the Order 接受/拒绝订单 ..... 383

## 第十一章 商务沟通

- 1 Exhibition 展销会 ..... 395
- 2 Advertising 广告宣传 ..... 405
- 3 Promotional Activities 促销活动 ..... 414

## 第十二章 商务营销

- 1 Market Research 市场调查 ..... 421
- 2 Marketing 市场营销 ..... 429

## 第十三章 电子商务

- 1 Advantages of E-commerce 电子商务的优势 ..... 440

2	Business Online 网上业务 .....	453
---	----------------------------	-----

## 第十四章 商务旅行

1	Booking a Ticket 预定机票 .....	466
2	Reservation 预定宾馆/取消预定 .....	475
3	At the Airport 机场手续 .....	483
4	At the Customs 通关 .....	493

## 第十五章 商务参观

1	Company Introduction 公司介绍 .....	502
2	Department Introduction 部门介绍 .....	513
3	Product Presentation 产品介绍 .....	522
4	Visiting a Factory 参观厂房 .....	532

## 第十六章 商务会见

1	Meeting at the Airport 抵达机场 .....	543
2	Making Introductions 相互介绍 .....	550
3	Making an Appointment 安排会面 .....	557
4	Cancel an Appointment 取消约会 .....	562
5	Invitation and Reception 宴会宴请 .....	566
6	Saying Goodbye 送行告别 .....	571

## 第十七章 商务文化

1	Corporate Culture 公司文化 .....	579
2	Management Style 管理风格 .....	594
3	Staff Motivation 激励员工 .....	610



# 第一章 商务求职

## 1

## Recruitment 人员招聘

### 案例欣赏1

**Carl = C; Lydia = L;**

**C:** Hello, Lydia. Our general manager wants us to post the position inside our company first.

**L:** He means that we should look at in-house candidates first?

**C:** Yes. In his opinion, providing promotional opportunities for current employees would make them feel that their talents, capabilities and accomplishment are appreciated, and enhance their senses of belonging.

**L:** That's right. Should we post job ads later in the newspaper and the internet?

**C:** Yes. The more applicants we attract, the better it will be. And before the actual face-to-face interview, we should read resumes and do some screening first. By the way, what qualities do you think we should look for in a sales manager?

**L:** Well, I think first of all, he should have the vision and capabilities to formulate strategies to reach his objectives and communicate his ideas to his team members. He should be aggressive, and conscientious too.

**C:** Yeah, I think so. He should be a role model for his team members. He should be enthusiastic and self motivated.

**L:** I agree. And he should be good at motivating his staff, inspiring them and making them work efficiently. He should also know how to organize his own work as well as that of others.

**C:** Well, that's important. And he must be capable of inspiring others to recognize, develop and apply their talents to their utmost potential to reach a common goal.

**L:** Exactly. And he must be creative and responsible.

**C:** That's true. So we all know what qualities we are looking for. All we need to do is to post the job ads, read the applicants' resumes and select suitable candidates for the face-to-face interview.

**L:** Yes, but there's one more thing about the job requirements in the advertisement:

how many years of work experience must the potential candidates have?

C: At least 3 years' work experience should be required. Besides, he should have a college degree in marketing or related areas.

C: 你好,莉迪亚。总经理让我们先在公司内部张贴招聘公告。

L: 他的意思是说我们应该先考虑公司内部的候选人?

C: 是的。他认为,为现有员工提供升职机会会让他们觉得自己的才华、能力和成绩都得到了认可,而且能提高他们的归属感。

L: 是的。然后我们是不是应该在报纸和网络上发布广告?

C: 是的。我们吸引的求职者越多越好。而且在实际的面对面的面试之前,我们要查看简历,进行初步筛选。顺便问一下,你认为我们要招聘的销售经理应该具备哪些素质?

L: 嗯,我想首先,他应该有先见之明,有能力创造出达到目标的策略,能够和他的团队成员交流意见。他应该有进取心、认真尽责。

C: 对,我觉得也是。他应该为团队成员做出一个表率。他应该有热情、工作有主动性。

L: 我同意。另外他还应该善于调动员工的积极性,鼓励他们,使他们工作有效率。他还应该知道怎样组织自己和别人的工作。

C: 对,这一点很重要。他还必须有能力强调动别人,使他们认识到自己的才能,开发和应用自己的最大潜能,以达到共同的目的。

L: 太对了。还有他必须有创造性,必须有责任心。

C: 是这样的。我们现在知道要招聘具有什么素质的人了。现在我们需要做的就是发布广告,查看申请人简历,以及挑选合适的人选参加面试。

L: 是的,但是广告的工作要求上还有一条需要确定:应聘者必须有多少年的工作经验呢?

C: 应该至少具有三年的工作经验。另外,还应该营销或相关学科领域的大学学历。

## 案例欣赏2

Carl = C; Mark = M

C: Mark, here are the resumes of the short-listed candidates.

M: Thank you, Carl. Have you informed them of the time and location of the interview?

C: Yes. All the ten candidates have been informed.

M: Well, I think it will take us two hours. Let's run through the stages of the interview so that it will go smoothly.

C: OK.

- M:** Would you please take care of the first stage, Carl?
- C:** All right. I'll start by introducing you and myself, and move on to a few casual questions, questions about traffic, weather, and the stuff.
- M:** That sounds good. It helps to out the candidates at ease. You know, we should have them feel comfortable so they can speak freely and provide detailed answers to our questions. But remember, don't make the introduction stage too long.
- C:** I see. Then how about the second stage? I mean, asking for information. Who will be in charge of this?
- M:** Let's handle this stage together.
- C:** OK. How should we ask questions? I mean, should we ask similar questions to all candidates or should we prepare different questions for different people?
- M:** I think similar questions will be good. That will be fair to all the candidates. And if we ask different questions, we could easily confuse ourselves.
- C:** All right. And what specifically should we judge the candidates by the questions?
- M:** Well, when they answer the questions, we should see how quickly they answer, how complete their answer is, and whether they actually answer what we ask or just go off to something that they are more familiar with.
- C:** OK. Shall we take some notes about that?
- M:** That's a good idea. We may need them as reference for further decisions.
- C:** Then comes the third stage, answering the candidates' questions.
- M:** Well, I'll do that part, and you take over the last stage.
- C:** OK. I'll end the interview by telling the candidates when they can expect to hear from us.
- M:** And then we may spend a couple of minutes to evaluate each candidate's ability and personality.
- C:** I've got it.
- C:** 马克,这是最终应聘者的简历。
- M:** 谢谢你,卡尔。你通知他们面试的时间和地点了吗?
- C:** 是的,所有应聘者都通知了。
- M:** 嗯,我想面试会持续两个小时。让我们简要核实一下面试的阶段吧,这样能确保面试流畅地进行。
- C:** 好的。
- M:** 卡尔,你能不能负责面试的第一阶段?
- C:** 可以。由我首先介绍您和我自己,然后问一些随意的问题,像交通啊、天气啊等等。
- M:** 听起来很不错。这能帮助应聘者放松下来。你知道的,我们应该使他们感到

舒适,这样他们才能畅所欲言,详细地回答我们的问题。但是别忘了,不要把介绍阶段弄得太长。

C: 我知道了。那么第二阶段呢?我是说,询问信息的阶段。谁来负责这一阶段?

M: 咱们一起负责这个阶段吧。

C: 好的。我们提问应该采用什么方式?我是说,是应该问所有应聘者类似的问题,还是针对不同的应聘者提问不同的问题?

M: 我认为类似的问题比较好。那样对所有应聘者才能公平。而且,如果我们问不同问题的话,我们也容易把自己弄混了。

C: 好的。还有通过这些问题我们究竟要看应聘者的哪些方面?

M: 嗯,他们回答问题的时候,我们看他们回答的快慢、答案是否完整,还有他们是不是真正回答了我们的问题,还是跑题跑到他们更熟悉的内容上去了。

C: 好的。我们要不要记笔记?

M: 这个办法很好。我们可能需要用笔记来作为参考,以便做进一步的决定。

C: 然后是第三阶段,回答应聘者提出的问题。

M: 嗯,我来做这部分,然后你负责最后一个阶段。

C: 好的。我会告诉应聘者什么时候会收到我们的答复,结束面试。

M: 然后我们可能要花几分钟,评估一下应聘者的能力和性格。

C: 我明白了。

## 案例解析

以上是人员招聘过程的两个实例,这是顺利进行人员招聘的基础,也是面试之前的必要准备。莉迪亚、卡尔和马克·怀特对面试前的各项准备工作、面试过程和任务进行了分配。整个过程大致可分为两步:1)就招聘职位要求进行讨论;2)进一步探讨面试细节。

### ► 1. 讨论招聘职位要求

在人员招聘之前,人力资源部门一般会对所招聘的职位进行核实,并明确招聘职位的具体要求、广告刊登方式等细节。在本案例中,卡尔和莉迪亚首先讨论了招聘人员的范围和广告发布情况,莉迪亚的问题包括:

❖ He means that we should look at in-house candidates first? (他的意思是说我们应该先考虑公司内部候选人?)

❖ Should we post job ads later in the newspaper and the internet? (然后我们是不是应该在报纸和网络上发布广告?)

针对莉迪亚的疑问,卡尔做出了明确的回答:

❖ Yes. In his opinion, providing promotional opportunities for current employees would make them feel that their talents, capabilities and

accomplishment are appreciated, and enhance their senses of belonging. (是的。他认为,为现有员工提供升职机会会让他们觉得自己的才华、能力和成绩都得到了认可,而且能提高他们的归属感。)

◆ Yes. The more applicants we attract, the better it will be. (是的。我们吸引的求职者越多越好。)

关于招聘职位的具体要求,莉迪亚和卡尔进行了详细的讨论,提出的问题是:

◆ What qualities do you think we should look for in a sales manager? (你认为我们要招聘的销售经理应该具备哪些素质?)

这类问题还可以这样问:

◆ What responsibilities should the sales manager take? (销售经理应该承担哪些责任?)

在本例中对具体要求的阐述包括:

◆ I think first of all, he should have the vision and capabilities to formulate strategies to reach his objectives and communicate his ideas to his team members. (我想首先,他应该有先见之明,有能力创造出达到目标的策略,能够和他的团队成员交流意见。)

◆ He should be aggressive, and conscientious too. (他应该有进取心、认真负责。)

◆ He should be a role model for his team members. (他应该为团队成员做出一个表率。)

◆ He should be enthusiastic and self motivated. (他应该有热情、有自我积极性。)

◆ He should be good at motivating his staff, inspiring them and making them work efficiently. He should also know how to organize his own work as well as that of others. (他还应该善于调动员工的积极性,鼓励他们,使他们工作有效率。他还应该知道怎样组织自己和别人的工作。)

◆ And he must be capable of inspiring others to recognize, develop and apply their talents to their utmost potential to reach a common goal. (他还必须有能力调动别人,使他们认识到自己的才能,开发和应用自己的最大潜能,以达到共同的目的。)

◆ He must be creative and responsible. (他必须有创造性,必须有责任心。)

◆ At least 3 years' work experience should be required. Besides, he should have a college degree in marketing or related areas. (应该至少具有三年的工作经验。另外,还应该营销或相关学科领域的大学学历。)

关于招聘职位的具体要求,还可参考以下说法:

◆ The successful candidate should possess a degree in a science or technology-based subject. (成功的应聘者应该具有以理科为基础学科的学历。)

◆ He should be capable of developing plans and coordinating communications with his co-workers. (他应该有能力开发计划,并能和同事协调交流。)

◆ He should be good at bookkeeping and accounting skills. (他应该善于簿记并掌握会计技巧。)

- ◆ He should have a good memory and writing ability. (他应该具有良好的记忆力和写作能力。)
- ◆ He must have a MBA certificate. (他必须有 MBA 证书。)
- ◆ He should be skillful and familiar with database software and the internet. (他应该能熟练运用数据库软件和网络。)
- ◆ He should have proficient language skills and five-year's experience in overseas markets. (他应该有良好的语言技能,并有五年海外市场工作经历。)

## ▶ 2. 讨论面试细节

在明确了招聘职位的要求之后,需要在报刊、杂志及网络等其他媒体上刊登广告,并进行简历的筛选,通知应聘者面试的时间和地点,并确定面试各阶段的任务及其分配。本案例中,卡尔和总经理马克·怀特准备将面试分为四个阶段。在面试的第一阶段,将由卡尔进行面试官(即总经理马克·怀特和卡尔)的介绍,并随意问一些简单问题:

- ◆ I'll start by introducing you and myself, and move on to a few casual questions, questions about traffic, weather, and the stuff. (由我首先介绍您和我自己,然后问一些随意的问题,像交通啊、天气啊等等。)

马克对此很满意:

- ◆ That sounds good. It helps to put the candidates at ease. You know, we should have them feel comfortable so they can speak freely and provide detailed answers to our questions. (听起来很不错。这能帮助应聘者放松下来。你知道的,我们应该使他们感到舒适,这样他们才能畅所欲言,详细地回答我们的问题。)

面试的第二阶段,由卡尔和马克共同完成,向应聘者提问。关于问题的类型,卡尔询问马克使用什么样的问题,而马克的意见是使用类似的问题,以求公平,避免混淆:

- ◆ How should we ask questions? I mean, should we ask similar questions to all candidates or should we prepare different questions for different people? (我们提问应该采用什么方式?我是说,是应该问所有应聘者类似的问题,还是针对不同的应聘者提问不同的问题?)

- ◆ I think similar questions will be good. That will be fair to all the candidates. And if we ask different questions, we could easily confuse ourselves. (我认为类似的问题比较好。那样对所有应聘者才能公平。而且如果我们问不同问题的话,我们也很容易把自己弄混了。)

通过应聘人对问题的回答,面试官会掌握所需的信息:

- ◆ Well, when they answer the questions, we should see how quickly they answer, how complete their answer is, and whether they actually answer what we ask or just go off to something that they are more familiar with. (嗯,他们回答问题的时候,我们看他们回答的快慢、答案是否完整,还有他们是不是真正回答了我们的问题,还是跑题跑到他们更熟悉的内容上去了。)

面试的时候,面试官做一定的笔记是十分必要的,本案例中马克认为记笔记是