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国内贸易部部编  
高级营业员培训考核  
系列教材

ZHUANG HU CHEN ZHU BIAN

庄虎臣 主编

# 柜台英语

中国财政经济出版社

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《柜台英语》是高级营业员培训考核系列教材之一，由庄虎臣任主编，参加编写的有：庄虎臣、张惠、刘仲坚、赵奎友、马常红。最后由陆一梁主审。

本书在编写过程中，得到了北京市一商局、北京市食品工贸集团总公司、河北省贸易厅、黑龙江省贸易厅、上海市商委、江苏省商业厅、湖北省贸易厅、广东省商业集团总公司、广西壮族自治区贸易厅、陕西省商务厅和许多学校有关专家的大力支持，在此一并表示感谢。由于编写时间仓促、编者水平有限、缺点疏漏在所难免，请广大读者提出宝贵意见，以使进一步修订完善。

国内贸易部教育司

1997年3月

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## PART ONE

### Lesson One Shopping—Guiding

(S = Shop assistant, C = customer)

(1)

S: Welcome to our shop, madam. I'm a shop-assistant.  
May I help you?

C: Yes, Can you tell me the shoe department?

S: It's on the fourth floor of our shop. Please take the elevator at the end of the corridor.

C: Thanks.

S: No thanks.

(2)

C: Excuse me, can you tell me where I can get to the silk department?

S: It's on the second floor. You can take the elevator.

There are many kinds of silk fabrics.

C: Thank you.

S: Not at all.

(3)

S: Good afternoon, madam. Is there anything I can do for you?

C: Good afternoon, miss. Would you tell me where I can have a travel guide in English to Beijing?

S: I'm sorry, we don't have travel guides in English here. I think you'd better get it in the Foreign Language Bookstore.

C: Can you tell me the way there?

S: I'm glad to. Walk across the street, please.

Turn right, walk three blocks, then turn to the left.

You can find a flower store and at the next door is the Foreign Language Bookstore. I believe you can find it.

C: Thank you indeed. It is not far from here, is it?

S: Yes, it's only about ten-minute walk from here.

C: By the way, can you tell me where the Ladies' Room is?

S: Yes. It's near the elevator at the end of this hall.

There is a sign both in English and Chinese on the door.

C: Thank you so much for your help.

S: With pleasure.



## New Words and Expressions

- shop[ʃɒp] v. 购买; 买东西 n. 商店  
guide[gaɪd] v. 引路; 指引 n. 向导; 指南  
shop-assistant[ʃɒp][ə'sɪstənt] n. 营业员  
department[di'pɑ:tmənt] n. 部门; 柜台  
elevator['elɪveɪtə] n. 电梯  
corridor['kɒrɪdɔ:] n. 走廊  
the travel guide 旅游指南  
the Ladies' room 女厕所; 女盥洗室  
sign[sain]n. 标记; 招牌

## Notes to the dialogues

1. Welcome to 是“欢迎您到…”的意思，这里“welcome”是感叹词。
2. May I help you? Can I help you? What can I do for you? 这些都是接待顾客的套语。
3. Sir 先生。营业员对不知姓名的单个男宾客的称呼。对不知姓名的单个女宾称呼 madam (夫人，女士，小姐) 放在句末。  
注意：当有数位男宾客时应称呼 Gentlemen，不可称 Sirs。
4. Thank you. 当别人为你帮忙或让路，为你做事或向你问好时，你应说一句“Thank you”或“Thanks”，以示谢意。

5. You are welcome是回答“Thank you”，类似的句子有：No thanks, Not at all, Don't mention it.
6. It's my pleasure. (那是件乐事)。或 With pleasure (很乐意) 来回答顾客的道谢，表示非常愿意和乐意效劳的意思。

例如：

——Thank you very much for all you have done for me.

——It's my pleasure!

### Useful Sentences

1. Good morning. May I help you?
2. Good afternoon. Can I be of any assistance?
3. Good evening. Is there anything I can do for you?
4. Welcome to our shop, sir / madam?
5. Please take the elevator to the seventh floor.
6. Turn left (right), please.
7. Go straight, please.
8. ——Could you tell me the way to the shoe department?  
——Yes. It is on the third floor.
9. ——Can you direct me to the book department?  
——It is on the top floor.
10. Where is the ladies' room?  
——It is on the ground floor.

11. Do you have a restaurant in this store?

——Yes. On the sixth floor.

12. Excuse me, where is the washroom?

——Yes. There is one in the stairwell.

13. When a customer thanks you, you should say:

——You are most welcome.

——That's all right.

——Glad to be of service.

——My pleasure (With pleasure).

14. When you thank a customer, you should say:

——Thanks a lot.

——Thank you very much.

——Thank you for your help.

——I'm very grateful to you.

### Exercises

I. Complete the following dialogues.

1. ——

——Can you tell me how to get bicycles?

——Yes.

2. ——Where is the sweater department?

——

3. ——Can you show me the toy department, please?

——

4. ——

——It's on the first floor near the elevator.

5. ——Where is the shoe counter?

——

## II. Put the following into English.

1. ——早晨好，夫人。欢迎您到我店购物。

——谢谢，我想知道在哪里可以买到男式衬衣？

——请上二楼。

——谢谢。

——不客气。

2. ——先生，要我帮忙吗？

——是的。我想买一些纪念品，不知道在哪里买。

——请乘电梯上三楼，然后向左边走。

——谢谢。

——非常乐意为您效劳。

3. ——欢迎夫人们来我店购物。我能帮你们做点什么？

——是的，我们想买点中国的丝绸，你能告诉我们在几楼吗？

——非常乐意。丝绸柜台在一楼。请你们一直向前走。那里有各色各样的中国特色的丝绸。希望你们能买到你们想买的中国丝绸。

——非常感谢。

——不客气。

## III. Make dialogues according to the following situations.

1. A foreigner comes to your shop, try to introduce

**your shop.**

- 2. Help a customer to find the cosmetics department.**
- 3. Tell a child the way to the toy department.**

## **Lesson Two**

### **Reception**

(1)

Mr.Zhang: Hello, Mr. White. How are you?

Mr.White: Fine, thank you. Nice to see you again. (To Zhang) This is my colleague, Mr. William. He is our deputy manager of the sales department. (To Mr. William) This is the director of the Shanghai No.1 Department Store.

Mr.Zhang: How do you do? Mr. William.

Mr.William: How do you do? Mr. Zhang.

Mr.Zhang: Have a seat, please. Would you like something to drink?

Mr.White: Have some coffee, please.

Mr.Zhang: Have you been to Shanghai, Mr. William?

Mr.William: No. I have not. This is my first visit to China and Shanghai.

**Mr.Zhang:** Wish you have a good time in our store.

**Mr.White:** (To Mr.Zhang) Your store is well-known to the world.

Mr. William is interested in your store and he'd like to look around your store.

You know seeing is believing.

**Mr.Zhang:** Certainly. I'm glad to show you around. Please follow me.

(2)

**Salesgirl:** Good evening, sir.

What can I show you?

**Sir:** Yes. Can I have a look at some china tea set?

**Salesgirl:** OK. What kind do you prefer? We have a good selection of them.

**Sir:** The background is white with Chinese traditional paintings of flowers and birds.

**Salesgirl:** You've made a good choice. This china tea set is unusual.

**Sir:** Yes. It is extremely beautiful. I'll take it.

**Salesgirl:** Would you like me to put in a gift box for you?

**Sir:** Yes. Thank you.

**Salesgirl:** It is my pleasure.

(3)

Mr.Sing: Excuse me. Is this Modern Office Ltd?

Rose: Yes, that's right. Can I help you?

Mr.Sing: Well, I'd like to see the Director about contracts  
for office furniture. Here is my card.

Rose: Thank you. (Reading card) Mr. Sing. Have you an  
appointment, Mr. Sing?

Mr.Sing: Er...No, I'm afraid I haven't.

Rose: Well, the Sales Manager usually deals with contracts.  
That's Mr.Shelli.

Mr.Sing: Oh, is it possible to see him not?

Rose: Just a moment please. I'll phone his secretary to see  
if he's free. Please take a seat.  
(dials)

Maria: Mr.Shelli's office.

Rose: Hello Maria. Rose here. Reception. I have a  
Mr.Sing here. He wants to know about office furni-  
ture contracts. Is Shelli free to see him?

Maria: Yes, he is. In fact, he is in his office now. His 10:15  
appointment was cancelled. Send Mr.Sing up.

Rose: Right. (Replaces phone) Mr. Shelli is free, Mr.Sing.  
Please go up to his office. It's Room 3 on the second  
floor.

Mr.Sing: Room 3 on the second floor.



Rose: That's right. The stairs are on the left...or there is a lift at the end of the corridor.

Mr.Sing: Second floor...I think I'll take the lift.

### Notes to the dialogues

1. Mr. 先生, 是Mister['mistə]的缩写字, 用在男子姓名之前的称呼。

Mrs. 夫人、太太, 读作['misiz]用在已婚女子的姓名之前的称呼。

Miss [mis] 小姐, 用在未婚女子的姓名之前的称呼。

Ms [mz] 女士, 用在婚姻状况不清楚的女子的姓名之前的称呼。

2. How are you? 熟人相见, 问候语。

问答: "Fine, thank you" "not too bad"等。

3. How do you do? 您好, 表示不相识的人通过介绍后, 相互问候语。

4. Have you been to...? 意为“您来过……吗”。

5. be interested in 意为“对……感兴趣”。

6. Seeing is believing 意思是“百闻不如一见”。

7. The back-ground is white with Chinese traditional paintings of flowers and birds.

底色是白的, 上面有中国传统的花鸟画。

8. I'll take it. 我买了。

9. Have you an appointment, Mr Sing? 您预约了吗?