外贸英语函电

案例与实训

主 编◎马 敏

副主编◎周 燕 邢佳平

International Trade Correspondences

Cases & Training

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前　言

国际贸易实务课程是商务英语专业的重要必修课，而外贸英语函电则是开展国际贸易必不可少的工具。国际贸易实务课程和外贸英语函电课程都是技能性和实践性很强的课程。这个特点决定了实践与实训是这两门课程教学的重要环节。然而，由于受到商业保密、师资力量等因素的影响，目前商务英语专业的国际贸易课程和外贸英语函电课程的实践与实训开展情况并不是很理想，大多流于形式。

基于多年的教学经验，作者探索了一条因陋就简且效果不错的教学方法，即在开设外贸函电课程的时候，以函电为工具的同时开展国际贸易课程模拟实训。为了国际贸易模拟实训的顺利进行，学生能够正确书写函电是前提。现有的外贸英语函电教材大多都是综合性教材，以系统地传授知识为主，不能满足学生模拟实训的实战要求。鉴于此，作者编写了这本《外贸英语函电案例与实训》教材。

该教材主要由两部分组成。第一部分：外贸英语函电写作基础知识；第二部分：外贸英语函电案例。本书的第二部分是主体，共收录了 7 个贸易案例，其中包括 5 个出口案例和 2 个进口案例。在这 7 个案例当中作者尽可能地选取最具代表性的贸易商品、贸易对象国、贸易术语、支付方式和运输工具。每个案例尽可能地涵盖贸易的所有环节。其目的就是方便使用者在国际贸易实战或实训中查阅、参考。

本教材主要具有以下几个特点：

1. 实用性

本教材的编写目的主要有两个：一是为高等学校相关专业的学生开展国际贸易实训提供配套教材；二是为从事国际贸易的工作人员提供参考。

2. 针对性

由于教材是专门为开展国际贸易模拟实训配套使用的，因此内容比较专一，主要为学生提供急需急用的函电模板。需要注意的是，该教材

应配以其他内容较全面的教材共同使用。

3. 逼真性

由于国际贸易的模拟实训是全过程的，因此本教材尽可能涵盖了所有环节的函电，并且通篇各个环节的函电连贯、一致。也就是说，每个案例的函电是就一单生意开展的。这种模式就像一个贸易公司的某一单生意的业务档案中的函电汇编。

4. 完整性

由于该书是为国际贸易模拟实训服务的，因此凡在每单业务中涉及的单据和附件将尽可能地一并收录，供读者参考。

本书内容丰富、专业，函电具有完整性和一致性，编排具有逼真性，所以便于教师、学生和从业人员查阅、套用和模仿。从某种程度上说，该教材还是一本实用的工具书。另外，为了方便理解，本书所有函电均配有汉语参考译文。

本教材由 8 位具有多年商务英语教学经验的教师共同编写。参与本教材编写的主要人员有：周燕、邢佳平、杨嘉仪、曾永健、苏薇、朱长凤、彭小华、刘娇。此外，本教材在编写过程中得到了深圳市中澳通网络信息有限公司的支持，赖俊杰、廖清鄂、江邈龙提供了技术指导。

本书在编写过程中，参考了大量书籍、文章和网站，在此向这些专家、学者一并致谢。

本教材为 2017 年广东省应用型课程建设课题(CX2017 0512)成果之一。

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马　敏

2018 年 5 月

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Part One

Basics of International Trade Correspondence

Section One   Fundamentals of Writing English Correspondence

This part firstly tells why business correspondence is important, for international trade in particular, then introduces the basic types and functions of business correspondence, and tells the principles of writing good business correspondence.

1. Why is businesscorrespondence important?

Business correspondence means "any written or digital communication exchanged by two or more parties", according to the Business Dictionary. Its forms include letters, emails or text messages. The method of correspondence depends on the issue being addressed, as well as on the party receiving the message.

Business correspondence is also used to gather a paper trail of events between particular dates, which are particularly important in international trade. It provides valuable information on business-related matters, such as purchase transactions, and they serve a legal purpose. Business correspondence is also used as a reference material to future transactions between individuals and organizations.

Furthermore, business correspondence promotes and sustains good will. Good business

relationships are formed and maintained through effective communication. Properly written correspondence gives a positive impression of a company or individual. Every business needs constant marketing and promotion of its products or services, and one of the ways this is done is by sending letters or emails to customers and clients, which serve as a micro-level substitute for advertisements.

Retailers and agents also distribute new information to clients through formal letters or emails. Through this communication tool, existing contracts are reinforced, and new ones are forged. Business correspondence enhances an organization's image and reputation and maintains ethical business values.

Incoming and outgoing letters also serve as references to future actions, and they provide substantial evidence to transactions and disputes. They have legal validity. Problems, such as customer service issues, are solved through proper communication between the involved parties.

2. Moves in Writing Business Correspondence

One of the aims of this book is provide students with sample files of business correspondence for international trade. Students are required to be familiar with the application of replicating those different types of business correspondences involved in international trade. To fulfill this aim, we provide them with several sets of sample letters in different situations. However, before this, it is better to get to know the moves in business correspondence and the function of each move (Table 1). The analysis of move structure can provide students with an easy way into writing business letters.

Table 1 Moves in Business Correspondence

Sales letter	Inquiries/Requests	Replies to Inquires
1. Begin with a strong opening statement that attracts attention.	1. State where you learned about the company / product.	1. Acknowledge receipt.
2. Promote the features of the products. (a)Explain; (b)Itemize the benefits.	2. Give general information about your business.	2. Answer questions the enquirer asked.
3. End confidently and encourage the receiver to respond.	3. State your interest.	3. Suggest ways in which you could help the enquirer to make a decision.
	4. Request action.	4. Invite the enquirer to ask further information.
	5. Appropriate closing.	

continued

Order letter	Replies to orders	Refusing order
1. Acknowledge the reply.	1. Acknowledge the order.	1. Thank the customer for the order.
2. Place an order: (a) Give detailed info; (b) Shipping instruction.	2. Confirm the supply.	2. Say that you cannot meet the order.
	3. Say what you have done about the order.	3. Say why you cannot meet the order.
3. Confirm terms of payment.	4. Say what you are going to do next about the order.	4. Suggest an alternative.
4. Set deadline for delivery.	5. Assure the delivery.	
	6. Appropriate closing.	

Shipping advice	Request for payment	Reminder for payment
1. Refer to the order.	1. Refer to the product for which payment is due.	1. Review earlier efforts to collect payment.
2. Give shipping details. E. g. arrival date, vessel name, shipping documents: B/L, invoice, packing list.	2. State the current status of the overdue account.	2. Give a final opportunity by fixing a deadline.
	3. Ask for payment.	3. State that you wish to be fair and reasonable.
3. Thank you for the patronage and look forward to the safe arrival of the goods.	4. Conclude by indicating your faith in the customer's settlement of payment.	4. State what action you'll take if it is ignored.
		5. Regret the necessity for the letter.

Complaint/Claim	Positive adjustment	Rejecting a Complaint
1. Refer to the order.	1. Acknowledge the letter of complaint.	1. Thank the customer for writing and express your regret re the problem.
2. State reason for complaint.		
3. Suggest possible causes of the problem.	2. Explain the cause of the problem.	2. State the reason for the refusal tactfully (Politely explain why the complaint is unjustified).
4. State action(s) you require the other company to take (Recommend the action that will best solve the problem).	3. State action taken to prevent the problem happening again.	
	4. Reassure the customer.	3. Sympathize with the customer and show another expression of thanks.
	5. State remedy action taken to solve the problem.	

Mostly, we can check out the move we are currently in from Table 1 according to the progress of trade between two parties. For example, the seller often sends a sales letter to seek out potential customers. A good writer in this type of business correspondence

focuses on the functions listed above: 1) Begin with a strong opening statement that attracts attention; 2) Promote the features of the products, Explain and Itemize the benefits; 3) End confidently and encourage the receiver to respond. When we are writing a sales letter, we can refer to these functions and cover them in the E-mail. For another example, the buyer sends an order letter to the seller after knowing the products from previous moves. In an order letter, the following functions need to be included: 1) Refer to the order; 2) Give shipping details. E. g. arrival date, vessel name, shipping documents: B/L, invoice, packing list; 3) Thank you for the patronage and look forward to the safe arrival of the goods. In writing an order letter, these main functions cannot be ignored. Beginners can refer to the above table when they are writing, to practice writing an effective business correspondence clearly and comprehensively by embodying all functions in each move of business correspondence.

3. Principles of Good Business Correspondence

Understanding the principles of business correspondence is one of the most fundamental tasks for learning business correspondence. Businesses use business correspondence to develop a professional relationship with their customers. Alternatively known as customer correspondence, this form of communication is an effective way of building a loyal customer base. It gives companies the ability to communicate continuously with their customers and eventually develop an understanding of their needs and wants to gain an advantage over competitors.

A good business letter is always written with the reader in mind. The writer considers: Who will be reading the letter? What does the reader already know? What does the reader need to know? What does the reader need to do? Knowing the five Cs of business writing can help you write effective letters.

Five Cs:

• Clear: Make sure your purpose and intent is clear to the reader. Good Business Letter should be free from any confusion or ambiguity. It should insured clarity of thoughts with no omission of words, no faulty punctuation and no disorderly arrangement of facts. There has to be affixation of full stops and commas at right places so that there is no change in the sense or subject of the matter. Besides this, there has to be proper specification of numbers and figures to maintain the authenticity of the matter. The faulty punctuations or faulty words may prove disaster or failure for the business relations.

• Complete: Include all the information the reader needs to have. Good Business Letter should have all the relevant facts and complete information so that there are no unnecessary queries. The letter should be complete in all aspects and everything should be described or written specifically.

• Concise: Make sure your letter is not too wordy. It is important that the language of the letters should be simple and should not be like essay or article from literary point of view. It has to be written in short sentences with simple words. The letter should not have typical or difficult words and it should be refrained from verbose or prosaic style of writing.

• Courteous: Address the reader politely. The courtesy in business correspondence is simply not restricted to obligatory words like "Thank you" or "Please" but implies to promptness in attending to the letters. It is important to acknowledge letters when it is not possible to give immediate replies. There has to be politeness in declining business proposals or saying "no" and it has to be done in decent manner. In business, courtesy begets courtesy, so there has to be congenial and friendly with business associates and parties.

• Correct: Edit and proofread your letter so that it has no grammar, spelling and punctuation errors. The business letter should be revised and checked thoroughly before signature and dispatch. It is done to assure accuracy, clarity and effectiveness of a business letter. It should be free from faulty words, faulty punctuation, and incomplete information etc for congenial and prosperous business relations.

Case Study:

The letter below does not follow the five Cs. Let's try to sort out and improve it by answering the following questions.

1)Is the opening statement clear? If not, how would you change it so that it is clear?

2)Is the information complete? If not, what is missing?

3)Are the sentences concise? If not, what words would you eliminate to make them more concise?

4)Is the message courteous? If not, which sentence would you change?

5)Is the letter correct (free of grammar, punctuation and spelling errors)? If not, what needs to be corrected?

Dear Mr. Tom Black：

I wish to draw your attention to an upcoming event that we are organizing for the purpose of celebrating theretirment of our Director of Finance，Mr. Melvin Switzer. The event will take place on the 23rd of July and we anticipate your attendence at this function. You are cordially invited to a dinner being held at the Diamond Golf and Country Club at 6:30. The dinner will be a formal affair so please make sure you wear formal clothes. You are also welcome to bring your wife if you care to do so.

If you have any questions，please contact Julie Smith at ext. 451 and she would be happy to furnish you with any additional details.

Sincerely，

Julian Cuddmore

President

Keys for reference：

Dear Mr. Black，

I wish to draw your attention to an upcoming event that we are organizing for the purpose of celebrating the retirement of our Director of Finance，Mr. Melvin Switzer. The event will take place on the 23rd of July and we anticipate your attendance at this function. You are cordially，invited to a dinner being held at the Diamond Golf and Country Club at 6:30 p. m. The dinner will be a formal affair so please make sure you wear formal clothes. You are also welcome to bring your wife if you care to do so.

If you have any questions，please contact Julie. Smith at ext 451 and she would be happy to provide you with any additional details.

Sincerely，

Julian Cuddmore

President

Section Two   E-mail Writing

When economy is increasingly globalized, Business English E-mail has played an important role in modern business activities due to its convenience and speed. According to the survey, 88% of Internet users write E-mail, and about 90% of employees use E-mail to deal with business relations. E-mail in business communication represents image of a company, shows its status and strength, and directly affects clients' assessment of the company. Therefore, E-mail writing plays an important role in business dealings. Improving the quality of business E-mail also means communicating successfully, reducing misunderstandings and improving corporate image.

Here, we introduce the format of Business English E-mail, its principles and related skills.

1. Format of E-mail

Common business correspondence includes the following five parts: (1) E-mail addresses of the writer, the recipient, the cc recipient, and bcc recipient. (2) Subject. (3) Body part, including salutation, greeting, beginning, body, attachments, and ending. (4) Complimentary Close. (5) Full name of the writer, title and departments of the writer, address, telephone number, fax, etc.

Reference format:

```
From
To
Cc(Carbon Copy)
Bcc (Blind Carbon Copy)
Subject
Salutation
Greeting
Beginning
Body
1)Purpose of writing
2)Reasons and suggestions for improvement
```

Ending

Attached

Complimentary Close

Writer's Full Name

Writer's Title and Department

Writer's Company

Other Information may include is company name, logo, address, phone number and website

2. Writing Skills of Each Component

• Address

When sending an E-mail, the four parts, E-mail addresses of the writer, the recipient, the cc recipient, and bcc recipient, are much simpler than those of a written mail. With no need to write a complicated postal address, address can be simply entered in an E-mail, and not all of the abovementioned recipients are necessary.

In the part of E-mail address, the word "to" indicates the recipient to be sent, "from" means the writer of the email, and "cc" (carbon copy) is to copy to the person you need to explain. "Bcc" allows you secretly sending a copy, as b is an abbreviation for blind.

If there is only one recipient, there is no need to fill in the recipient's E-mail address. The difference between the recipient and the recipient is used that when the writer does not want a reply from or an action taken by the recipient, so he adds him as a cc recipient. In the other way round, only the recipients are filled if the writer wants replies.

When filling in the E-mail address of the bcc recipient, the writer secretly copies the E-mail to the bcc recipient, and other recipients cannot see the address of bcc. For example, when a foreign trade company launches a new product and wants to introduce it to its potential customers via E-mail. Considering courtesy and privacy, it does not want customers to know each other. In this case, just write email addresses of the potential customers as the bcc recipients.

When an E-mail is received, clicking "reply" will give reply to the recipient, and "Reply to all" means that your E-mail will be replied to all recipients who have originally received the E-mail. "Forward" means to send the received E-mail to your colleagues or leader who needs to know the information. It is usually indicated with "FYI", which means "For Your Information".

• Subject

A well-written subject line delivers the most important information, without the recipient even having to open the email. Whether the E-mail subject is good or not will also affect the efficiency of the reader in processing the email in the mailbox. Therefore, in order to ensure that the recipients read the E-mails in a timely manner, the E-mail subject should not only attract attention, but also be clearly described to avoid vagueness and generality, as the example given below. It should be eye-catching and clear-cut in meaning, better be a noun or gerund phrase.

• Salutation

The salutation of each email should be polite and decent, being consistent with the habits of business writing. Although it is ok to begin writing an E-mail to friend with "Hey", you'd better not to write in this way with your potential partners. On the other hand, very formal idioms such as "Dear Sir" are commonly used, but it is better to write "Dear Mr. / Ms. " and the other person's last name. When you have a good working relationship with the other party, you can just write their name (for example, "Dear John").

Greetings can be used after salutation to show politeness. For example, Good day! Greetings! We haven't met for long time, how's everything going on? How are you doing this time?

• Beginning

It is not easy to write a good start of a business correspondence, but you will find it easy once you have grasped the rules and known some useful sentences as the beginning of an E-mail. The beginning of an E-mail will vary depending on the content of the E-mail. However, regardless of the type of business E-mail, its beginning must generally indicate the reason or purpose of writing the E-mail. If it is a reply letter or letter to a person you have contacted before, in the beginning you should confirm that you have received the email or have already communicated by phone.

Common expressions of beginning are as follows:

a) I have received your E-mail (yesterday/last week/this morning...).

b) Your email has been received.

c) Thanks very much for your early reply.

d) Thank you for your email to us dated on March 3rd, 2016 which you asked for dock space around middle of May 2016...

e) Refer to your email to us dated on March 6th, 2016

f) With reference to our various correspondences on subject matter...

g) I am writing to you because/to...

h) I am writing in connection with...

i) I am writing to confirm/enquire/inform you...

j) Further to our telephone conversation last Tuesday, I am sending you the amendments to the contract as we had agreed...

• Body

The body of the E-mail is the main and the most important part of an E-mail. The writing of this part determines the quality of the entire E-mail. It should be clearly structured and easy to read. Although you can show your language ability by using a complex structure, it is better keeping E-mails short and to the point. In the first paragraph, specifically stating the purpose of writing this E-mail and the following main paragraphs should be clearly stated the reasons and your suggestions for improvement. If you need to communicate with someone about a number of different topics, consider writing a separate email for each one. This makes your message clearer, and it allows your correspondent to reply to one topic at a time.

Common expressions of the body:

a) We would like to inform you that...

b) We agree with you on...

c) I am delight to tell you that...

d) It would be difficult for us to accept... because...

e) We are sorry to inform you that...

f) Due to the circumstances beyond our control...

g) I don't feel too optimistic about...

i) Let's give it a try to make it happen...

• Ending

The ending of the E-mail generally indicates the actions that the writer will take or wish the recipient to take or respond. This part should avoid adding extra sentences because it causes a sense of burden. At the same time, it should also be polite, decent, and positive in tone to give the recipient a good impression.

Common expressions are as follows:

a) Would you please send us...

b) I would be grateful if you could...

c) I would appreciate it if you could confirm the order by the end of this month.

d) Thank you for your cooperation. We wish to take you as our regular customer.

e) If you have further inquiries, please contact me and I will make necessary clarification to you.

f) Your advice/suggestion will be greatly appreciated.

g) Contact me if you have any problem.

h) If there is any uncertainty, feel free to contact me.

i) Call me if you have any problem.

j) Please let me know if anything needs to be improved.

k) Once confirmed, I will let you know immediately.

l) Once confirmed, I will notice you ASAP.

(* ASAP = as soon as possible)

m) I'm looking forward to your early reply.

n) Your promote reply will be greatly appreciated.

o) Your early reply will be highly appreciated.

• Attachment

When writing an E-mail, sometimes important document, additional information, or details inappropriate to describe in the body part can be attached. An attachment can be an image file, a Word document, or one of many other supported file types. Also note that sometimes there are place limits on the size of the files that can be attached to the E-mail.

Common expressions are as follows:

a) Here is...

b) Attached is...

c) We have enclosed ...

d) I have attached...

e) The attached proposal includes...

f) The enclosed document shows ...

g) Please review the attached diagram ...

h) The attached spreadsheet covers...

i) Please double check the complete contract attached to the mail.

• Complimentary Close

Close your message with "Regards," "Yours sincerely," or "All the best," depending on the situation. Recipients may decide to print emails and share them with others, so always be polite.

• Writer's Full Name