

第一课 查询 Inquiry

— 对话 Dialogue

张明 您好! 你们公司 10 月 1 日在《商业周刊》和《华尔街日报》上刊登的广告说,最近新上市了一批独特、新颖的袖珍型电脑,而且保证是目前市场上最好的产品。

On October 1, your advertisements in *Business Week* and *Wall Street Journal* show a new line of lap top computers which bear some unique, new designs and is guaranteed to be the best product on the market now.

李亮 是的,这是我们公司多年来研究开发的成果。

Yes, these (products) are the results of our company's many years of research and development.

张明 ABC 公司曾经来信推荐,说你们公司是美国最大的电脑硬件生产公司,国内外的信誉都很好。

ABC Company has written and recommended you to us as the largest computer hardware manufacturer in America, and they tell us you enjoy an excellent international (domestic and overseas) reputation.

李亮 谢谢他们公司的推荐,我们已经有二十年的来往历史了。

Thanks for ABC Company's recommendation. We've been dealing with ABC Company for the past 20 years.

张明 你们公司有没有产品目录? 请寄一份给我们。我们是第一国际贸易公司。

Does your company have catalogues? Please send us a copy. We are First International Trading Company.

李亮 好的,我们备有详细的目录和说明书。

Fine, we have a detailed catalogue and a booklet of illustrations.

张明 请把今天广告上的产品说明和一份样品寄给我们,说明最低价格和最优惠的购买条件。

Please send us a sample of your product as advertised in today's (paper), quoting your lowest prices and the most favorable purchase terms.

李亮 我今天会给您寄一份最新的目录,里面有各种产品的图片和说明,请查收。但是必须附带说明的一点是有关产品的样品,我们必须先收费,不能赠送。

I'll send you the latest copy of the catalogue containing pictures and descriptions of all products for your inspection today. However, by the way I must make it clear that we must ask you to pay in advance on the sample order. We cannot give it to you free.

张明 过去别的公司寄来的样品都比市价便宜,你们的也比较便宜吗?

In the past, the samples sent to us by other companies are cheaper than market price. Is yours also cheaper?

李亮 我们会给你们打样品折扣。

We will give you sample discount.

张明 好,请把样品发票和目录寄来,并在目录上把每一种电脑的价格注明清楚。

Fine, please send us the sample invoice and the catalogue. In addition, please clearly mark the price of each model of the computers in your catalogue.

李亮 请放心,每一种产品的价格都很详细地列在目录里了。

Don't worry, the price of every product is clearly listed in the

catalogue.

张明 如果价格合适,我们打算大批订购。

If the prices you quote are satisfactory to us, we would like to order in large quantities.

李亮 我们欢迎大批订购的客户。

We welcome customers with large quantity orders.

张明 对一般电脑零售商,有没有折扣?

Do you offer discounts to general computer retailers?

李亮 如果是大批订货、现金交易,我们可以打折扣。

If you order in large quantities and pay cash, we'll give you a discount.

张明 如果是现金交易,折扣是多少?

What is the discount rate in the event we pay cash?

李亮 我们最多只能给百分之十五的折扣。

We can give you 15% discount at most.

张明 能不能再多打一点儿?

Can you offer more discount?

李亮 不能了。

No, I don't think so.

张明 如果我们决定购买你们的产品,要怎么下订货单?

If we decide to purchase your products, how shall we issue the order list?

李亮 如果有意和我们交易,请列商品清单,正式询价,我们会马上报价。

If you are interested in doing business with us, please send us a list of merchandise which you wish to purchase. We'll send you an estimated price list right away.

二 书信练习 Practice Writing Letters

查询书信 Letters Asking for Information

范例一 Sample 1

敬启者:

请惠寄贵公司于 1998 年 10 月 1 日在《新闻周刊》和《华尔街日报》广告中刊登的最新产品目录和说明书各一份, 谢谢。

敬祝

大安!

第一国际贸易公司进口部经理 张明

1998 年 10 月 5 日

October 5, 1998

123 Main St.

City, State 98000

To whom it may concern,

Please send me a copy of your latest catalogue of new products and the brochure as advertised in *Business Week* and *Wall Street Journal* on October 1, 1998. Thank you.

Sincerely,

Zhang Ming

Manager, Import Division

First International Trading Company

范例二 Sample 2

第一电脑公司经销部经理先生:

请惠寄贵公司手提型电脑的一些有关资料以及所有产品的最新目录, 包括图片和说明。

如果您认为贵公司的产品适合我们公司的需要, 请派业务代表与

我们直接联系。 专此。

即颂

大吉!

第一国际贸易公司进口部经理 张明

1998 年 10 月 5 日

October 5, 1998

Sales Manager

First Computer Inc.

123 Main Street

City, State 98000

Dear Sir,

I would like to have some information about your lap top computers.

Please send us the latest copy of the catalogue containing pictures and descriptions of all your products. Please have your sales representative contact us if you think any of your products will suit our purpose.

Sincerely,

Zhang Ming

Manager, Import Division

First International Trading Company

范例三 Sample 3

第一电脑公司经理先生:

我们公司有意订购贵公司最近惠寄的 9 月份的目录第十五页的手提型电脑。

随信附上一张准备订购的产品清单,请告知贵公司的产品 501 型二十件、502 型四十件和 503 型六十件的估价总值,并请附上详细的产品说明。

除了产品估价外,我们公司也希望知道大量订购的价格。如果是大量订购而且以现金支付,贵公司提供折扣吗? 我们公司在美国有十

二家商店,希望能够大量订购贵公司的产品。

此致

大遂!

第一国际贸易公司进口部经理 张明

1998年10月5日

October 5, 1998

First Computer Inc.

123 Main Street

City, State 98000

Dear Sir,

We are interested in purchasing a number of the lap top computers shown in the September catalogue page 15 you sent us recently.

Enclosed is a list of merchandise that we wish to purchase. We would like to have an estimate from your company. Please give us a complete description with your price quotes on 20 units of Model 501, 40 units of Model 502 and 60 units of Model 503.

In addition to the price estimates, we also would like to know large-volume prices. Do you offer discounts on large-volume and cash orders? We have 12 stores in America and may wish to order in large-volume.

Sincerely yours,

Zhang Ming

Manager, Import Division

First International Trading Company

三 句型和口语练习

Sentence Patterns and Substitution Drill

1. 他保证这种电脑是目前市场上最好的产品。

(保证……是……)

(产品、便宜/价格、合理/样品、最新颖的式样)

2. 这是我们多年来研究开发的成果。
 (多年来……的成果)
 (努力/练习/工作/开发产品)
3. 你们公司是进出口公司吗?
 (你们公司是……)
 (电脑公司/电脑生产工厂/软件零售商/食品加工公司)
4. 请把目录和说明书一起寄来。
 (把……一起寄来)
 (图片和说明书/报纸和杂志/电脑的硬件和软件/发票和清单)
5. 我今天把目录和说明书一起都寄给你了,请查收。
 (把……寄给你了,请查收)
 (钱/衣服/礼物/包裹/打字机)
6. 我们的商品比市场上的又好又便宜。
 (又……又……)
 (便宜、好吃/便宜、好看/健康、有钱/凉快、干净)
7. 订货的时候我们常以现金交易。
 (……的时候,以……交易)
 (买书、现金/买衣服、信用卡/买菜、支票)
8. 能不能再打一点儿折扣?
 (能不能再……)
 (喝一杯咖啡/吃一个面包/给五块钱/早一点儿来/多留五分钟)
9. 我要附带说明的是广告费很贵。
 (附带说明的是……很……)
 (台北的天气、热/现金交易的方式、快/工厂的生产、慢/产品的目录、多)

四 新闻简讯 News in Brief

当前我国机电产品出口形势及对策 ——1998 年我国机电产品的出口状况

1998 年, 尽管有亚洲金融危机的影响, 我国机电产品的出口仍保持了较快的增长势头, 全年出口 665.4 亿美元, 比上年增长 12.2%,

超过了机电产品出口 650 亿美元的预期目标。同时,机电产品出口占全国外贸出口总额的比重上升到 36.2%,比上年提高 3.7 个百分点,继续保持中国第一大类出口商品地位。机电产品的出口首次超过了进口(1998 年机电产品进口 638.7 亿美元)。在机电产品出口商品结构上:机电类产品出口额 593.9 亿美元,比上年增长 12.9%,占机电产品出口比重 89.3%,占机电产品出口净增总额 93.9%;自动数据处理设备及零部件出口 103 亿美元,比上年同期增长 14.3%;集装箱出口 15.9 亿美元,比上年同期增长 54.4%;一般贸易机电产品出口 137.1 亿美元,比上年同期减少 18%,占全国机电产品出口的 20.6%。在市场结构上,机电产品对欧洲出口 133.9 亿美元,比上年同期增长 26.1%;对拉美出口 19.5 亿美元,比上年同期增长 21.1%;对北美洲出口 170.3 亿美元,比上年同期增长 24.3%;对非洲出口 14.8 亿美元,比上年同期增长 19.6%;对亚洲出口 319 亿美元,比上年同期增长 1.4%。1998 年我国机电产品出口到 215 个国家和地区,其中出口超过 1 亿美元的达到 49 个,比上年增加 7 个,这部分出口总额占机电产品出口总额的 97%,市场多元化战略取得成功。国有企业机电产品出口 249.2 亿美元,比上年同期下降 2.5%,外商投资企业机电产品出口 401.2 亿美元,比上年同期增长 16.9%,增长较快。机电产品出口的增长为稳定人民币汇率、增加财政收入、拉动全国外贸出口乃至整个国民经济的增长做出了重要的贡献。同时,也存在一些问题。比如:机电产品出口后劲不足,出口增长的质量和效益还不高;出口产品结构和市场结构调整缓慢,出口企业适应能力和国际竞争力不高。近 13 年来,我国机电产品出口年均增速 32.7%,但 1998 年增长速度明显减缓,仅对亚洲少出口和出口价格下降这两项因素,降低增长额约 19 个百分点。此外,对机电产品出口在政策支持力度、广度方面与国外相比,还有较大差距,还要认真解决产品质量不高、档次偏低、商情不灵、服务不周和市场秩序混乱等方面的问题。

选自《国际贸易问题》1999 年第 9 期

作者:南昌大学 徐凌云

五 生词 New Words

1. 查询	cháxún	<i>v.</i>	make inquiries (about); ask
2. 商业周刊	Shāngyè Zhōukān	<i>prop. n.</i>	<i>Business Week</i>
3. 华尔街日报	Huá'ěrjiē Rìbào	<i>prop. n.</i>	<i>Wall Street Journal</i>
4. 刊登	kāndēng	<i>v.</i>	advertise; publish in a newspaper or magazine
5. 广告	guǎnggào	<i>n.</i>	advertisement
6. 一批	yìpī	<i>meas.</i>	a batch of (things); a group (of people); a large quantity or number
7. 独特	dútè	<i>adj.</i>	unique; distinctive
8. 新颖	xīnyǐng	<i>adj.</i>	new and original
9. 袖珍型	xiùzhēnxíng	<i>adj.</i>	portable style; lap top style
10. 电脑	diànnǎo	<i>n.</i>	computer, it is also called 电子计算机
11. 保证	bǎozhèng	<i>v.</i>	guarantee; assure; ensure
12. 目前	mùqián	<i>adv.</i>	at present; at the moment
13. 研究开发	yánjiūkāifā	<i>v. / n.</i>	research and develop; research and development; sometimes it is used in its abbreviated form 研发 (R & D)
14. 推荐	tuījiàn	<i>v. / n.</i>	recommend
15. 硬件	yìngjiàn	<i>n.</i>	computer hardware; it is also referred to as 硬体 in Taiwan and Hongkong
16. 信誉	xìnyù	<i>n.</i>	reputation; credit
17. 目录	mùlù	<i>n.</i>	catalogue
18. 备有	bèiyǒu	<i>v.</i>	have; be equipped with
19. 说明书	shuōmíngshū	<i>n.</i>	a booklet of directions; manual
20. 样品	yàngpǐn	<i>n.</i>	sample (product); specimen
21. 价格	jiàgé	<i>n.</i>	price, same as 价钱
22. 优惠	yōuhuì	<i>adj. / n.</i>	preferential; favorable; incentives
23. 购买	gòumǎi	<i>v.</i>	buy; purchase
24. 条件	tiáojiàn	<i>n.</i>	condition; term; factor; articles or clauses etc. in an agreement
25. 查收	cháshōu	<i>v.</i>	enclosed please find... (to check the goods delivered and take it over)

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26. 附带	fùdài	<i>v.</i>	by the way; append to; add; attach
27. 收费	shōufèi	<i>v.</i>	collect fees; charge
28. 赠送	zèngsòng	<i>v.</i>	give as a gift; donate
29. 市价	shìjià	<i>n.</i>	market price; the current price(of a commodity)
30. 样品折扣	yàngpǐnzhékòu	<i>n. / ph.</i>	sample discount
31. 发票	fāpiào	<i>n.</i>	invoice; bill; receipt
32. 注明	zhùmíng	<i>v.</i>	give clear indication of; give sources (of quotations, etc.); explain clearly in writing
33. 列在	lièzài	<i>v.</i>	list under
34. 客户	kèhù	<i>n.</i>	customer; client
35. 零售商	língshòushāng	<i>n.</i>	retailer
36. 现金交易	xiànjīnjiāoyì	<i>n. / v. / ph.</i>	cash transaction
37. 订货单	dīnghuòdān	<i>n.</i>	order list
38. 清单	qīngdān	<i>n.</i>	detailed list; detailed account
39. 敬启者	jìngqǐzhě	<i>n. / ph.</i>	(a conventional phrase referring to the letter-writer placed at the beginning of the letter) (we) respectfully inform (you) that...
40. 敬祝	jìngzhù	<i>v.</i>	respectfully wishing (you)
41. 机电	jīdiàn	<i>n.</i>	mechanical and electrical
42. 形势	xíngshì	<i>n.</i>	situation; circumstances
43. 对策	duìcè	<i>n.</i>	the way to deal with a situation; counter-measure
44. 尽管	jǐnguǎn	<i>conj.</i>	in spite of; despite
45. 金融危机	jīnróngwēijī	<i>ph.</i>	financial crises
46. 势头	shìtóu	<i>n.</i>	tendency; the look of things
47. 预期	yùqī	<i>v. / n.</i>	anticipate; anticipation
48. 比重	bǐzhòng	<i>n.</i>	proportion
49. 机电类	jīdiànlèi	<i>ph.</i>	mechanical, electrical and instrumental type
50. 净增总额	jìngzēngzǒng'é	<i>ph.</i>	total amount of net increase
51. 数据	shùjù	<i>n.</i>	data
52. 零部件	língbùjiàn	<i>n.</i>	part (of a machine); spare parts

53. 拉美	Lā Měi	<i>prop. n.</i>	Latin America, short for 拉丁美洲
54. 多元化	duōyuánhuà	<i>n.</i>	diversify; make varied
55. 战略	zhànlüè	<i>n.</i>	strategy
56. 国有企业	guóyǒuqǐyè	<i>ph.</i>	state enterprise
57. 外商	wàishāng	<i>n.</i>	foreign businessman; foreign merchant, short for 外国商人
58. 稳定	wěndīng	<i>v. / adj.</i>	stabilize; steady
59. 汇率	huìlǜ	<i>n.</i>	exchange rate
60. 财政	cáizhèng	<i>n.</i>	(public) finance; financial administration
61. 拉动	lādòng	<i>v.</i>	bring along; promote; give an impetus to
62. 乃至	nǎizhì	<i>conj.</i>	and even (classical Chinese expression)
63. 后劲	hòujìn	<i>n.</i>	reserve strength; stamina
64. 效益	xiàoyì	<i>n.</i>	beneficial result; benefit
65. 结构	jiégòu	<i>n.</i>	structure; composition; construction
66. 调整	tiáozhěng	<i>v.</i>	adjust; regulate; revise
67. 力度	lìdù	<i>n.</i>	degree of force; strength
68. 广度	guǎngdù	<i>n.</i>	scope; range
69. 档次偏低	dàngcìpiāndī	<i>ph.</i>	grade is lower (lit. the grade is leaning toward low)
70. 商情不灵	shāngqíngbùlíng	<i>ph.</i>	market conditions are not well-informed
71. 服务不周	fúwùbùzhōu	<i>ph.</i>	services are not attentive and satisfactory
72. 市场秩序	shìchǎngzhìxù	<i>ph.</i>	market order

六 练习 Exercises

(一) 问答题

1. 中国机电产品的出口受到了亚洲金融危机的影响吗?
2. 中国出口的第一大类商品是什么?
3. 中国的外贸存在着一些什么问题?
4. 如何解决产品质量不高和档次偏低的问题?
5. 如何解决产品商情不灵和服务不周的问题?

(二) 造句

1. 查询
2. 信誉
3. 优惠
4. 购买

- | | | | |
|----------|----------|----------|----------|
| 5. 条件 | 6. 附带 | 7. 提供 | 8. 毛利 |
| 9. 大幅 | 10. 企业 | 11. 导致 | 12. 走私 |
| 13. 垄断市场 | 14. 现金交易 | 15. 研究开发 | 16. 无利可图 |

(三) 书信练习

练习写一封有关查询电脑价格的书信, 大约 100~150 字左右。



第二课 议价

Negotiation Over Price

— 对话 Dialogue

李亮 我上星期用联邦快递寄给你们公司的目录、样品和价目单相信都已经收到了,不知道合不合乎你们公司的要求?

You probably have received the catalogue, the sample and price list we sent you via Federal Express last week. We are wondering whether it meets your standard.

张明 都收到了,我们觉得你们公司的产品和别的公司相比,在价格上是贵了一点儿。

Yes, we have. Comparing with products from other companies, we feel your price is a little too high.

李亮 我们的价格虽然是贵一点儿,但是品质比别的厂商好,而且我们产品的外型美观,公司的信誉很好,过去二十年从来没有出过问题。

Even though our price is a little bit high, our products are superior to other companies'. Besides, the exterior design of our product is attractive, and our company enjoys an excellent reputation. We never had any problems in the past twenty years.

张明 虽然我们很希望向你们公司订货,但是非常抱歉,你们目前的价格我们很难接受。

We would like to place an order with you; however, much to our regret, we cannot accept (your products) at the current price.

李亮 因为这类产品的生产成本高、利润低,实在无法减价出售。

In view of the high production cost and small profit margin, we regret we are not able to reduce the price.

张明 如果不愿意减价出售,你们能不能够提供其他的优惠?

If you are not willing to reduce the price, would you offer other incentives?

李亮 哪一类的优惠?

What kind of incentives?

张明 例如由你们公司承担运费、广告费等等。

Such as paying for shipping costs, advertisement expenses, etc.

李亮 依照公司的惯例,运费一向由买方负责,广告费方面我方可以考虑考虑。

It is our company's policy that the buyer is responsible for shipping costs. We are willing to consider the advertisement expenses.

张明 你们如果愿意支付六个月的广告费来推销新上市的产品,或许我们愿意订购。

If you are willing to pay for the advertisement expenses for six months to promote your company's products, perhaps we are willing to place an order.

李亮 六个月的广告费很可观,那么广告制作费用由谁负担呢?

Advertisement expenses for six months is a considerable figure.

Who will be responsible for production cost?

张明 当然由你们公司负责啦。

Of course it is your responsibility.

李亮 我看这样好了,广告制作费用我们各自负担一半,而你们必须订购二百件以上的货物,你看怎么样?

I think it is better this way: each of us will share half of the production cost, and you will place an order for more than two hundred units. What do you think?

张明 如果付款的期限延长一个月,而不用付款交货的方式,我们公司

可以接受这样的条件。

We can accept such conditions if you can extend the time limit for payment to one month instead of C.O.D. (Cash on Delivery)

李亮 好吧！但是你们公司必须在一个月内订货，逾期无效。你们打算订购哪一种的电脑呢？我们的产品在价格和品质方面都具有绝对的竞争优势。

Fine, only if you place an order within one month. (The order will be) invalid after the specified period. What model of computer do you plan to order? As far as quality and price of our products are concerned, they are absolutely competitive.

张明 好，一言为定。我公司有意订购你们公司产品目录第十五页的手提型笔记本电脑。

That's settled then (reaching a binding agreement verbally). Our company is interested in your lap top notebook computer on page 15 of your company's catalogue.

李亮 这一类型的电脑是我们公司最畅销的产品，客户遍布全世界。This model of computer is our company's best seller, it sells worldwide.

张明 有关国内的电脑产品行情，你们一定知道得很清楚吧。I presume that you are well-acquainted with the current domestic prices on the market.

李亮 对于国内的价格，我们公司知道得很清楚，而且对于在国外销售的情况，我们也很清楚。

We are not only well acquainted with the current domestic prices, we are also well-acquainted with the overseas prices.

张明 那好，我们计划订购二百五十台，请发传真告知零售价格和批发价格。That's great. We are planning to purchase 250 computers. Please fax us the retail price and wholesale price.

二 书信练习 Practice Writing Letters

议价书信 Letters Concerning Price Negotiation

范例一 Sample 1

李亮先生:

您上星期寄来的目录和价目单都收到了,电脑样品也于昨天空邮运到,万分感谢。

贵公司的产品性能好、品质高,而且容易操作,相信能够得到顾客的喜爱,惟一的缺点就是价格太高,恐怕很难在市场上竞争,因此,在目前的价格下,我们难以接受。不知是否能够打百分之二十的折扣,以便配合市场营销策略,广为推销。您认为如何,请早日惠知。 专此。

敬祝

大吉!

进口部经理 张明

1998年10月11日

Oct. 11, 1998

Dear Mr. Li,

We have received the catalogue and price list you sent to us last week. We also have received the computer sample you airmailed to us yesterday. Thank you.

The performance of your company's product is good, and the quality is high. It is also very easy to operate. We are sure customers will like it. The only flaw is that the price is set too high. I am afraid that it is not competitive in the market place. Thus, much to our regret, we cannot accept your products at the current price. We wonder if you can give us a 20% discount in order to accommodate our marketing strategy? We will then make every effort to promote (your products). What do you think?

We look forward to your early reply.

Sincerely,

Zhang Ming

Manager, Import Division

范例二 Sample 2

张经理：

10月11日大函奉悉，有关电脑产品打折一事，我们公司恐怕很难遵办，主要是因为生产成本高、利润低，实在无法削价出售，恳请谅解。

经董事会商议，我们公司愿意配合贵公司的产品营销计划，支付一半的广告制作费用，另加六个月的广告费用，以示诚意。

专此奉复，伫候佳音，并敬颂

大安！

出口部经理 李亮

1998年10月20日

Oct. 20, 1998

Dear Mr. Zhang,

Your kind letter of October 11 has been received. Regarding the discount of our computer products, due to high production cost and low profit margin, (I am afraid) that our company will not be able to follow your suggestion to reduce the price. We earnestly request your forgiveness.

As decided during our Board of Directors' meeting, however, the company is willing to share half of the advertising production costs in order to accommodate your promotion plan. In addition, the company is willing to share the advertising expenses for six months in order to show our sincerity. Specially as replied as above.

We look forward to hearing good news from you.

Sincerely,

Li Liang

Manager, Export Division