

Business Spoken English

商务英语

口语大全

主编◎刘文字 王慧莉 张 旭



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前 言

随着国际间的商务活动更加频繁,商务英语进入了一个全新的发展阶段。它不仅是我国目前从事或即将从事涉外商务人员提高实际运用能力不可多得的工具,更是商务工作人员在这个全球化的高科技时代中商务竞争能力、外贸业务素质和英语交流水平的重要体现。本书根据各种商务活动的场景,旨在培养从事全球范围内商务活动所必需的语言技能。力求为读者提供一部语言规范、覆盖面广、交际性强、实用性强、时代气息浓厚的《商务英语口语大全》,向作者展示学习商务英语的新天地。

《商务英语口语大全》力求涵盖商务英语的各个方面,分为上篇和下篇。上篇主要围绕“商务情景”而发生的口语交流,包括十个单元,分别是:建立联系、与客户见面、商务宴请、商务谈判、商务会议、商务旅行、商务休闲、进出口业务、合资合作及日常事务。下篇主要围绕“企业经营管理”而发生的口语交流,包括十个单元,分别是:创建企业、公司简介、企业战略、商务沟通、人力资源、市场营销、生产运营、公司金融、电子商务及组织文化等。本书是一本当之无愧的商务英语口语情景大全。

《商务英语口语大全》每个单元包括若干方面,分成五个部分。分别是:样例欣赏、经典句型、固定搭配、知识百科

和开心一刻。“样例欣赏”提供几个与主题相关的对话或短文;“经典句型”提供了与本主题相关的典型句子;“固定搭配”提供了与本主题相关的固定词组与表达;“知识百科”提供了与本主题相关的背景知识;“开心一刻”提供了一些简短笑话。

本书主编多年从事各个层次的商务英语教学,具有丰富的商务英语教学经验。希望读者通过该书的学习,在提高英语水平的同时,丰富自身的商务知识。

由于编者知识面及水平有限,疏漏之处在所难免,恳请各位专家、同行和广大读者不吝赐教。

编者
2007年8月

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- 八、进出口业务
- 九、合资合作
- 十、日常事务

一、建立联系

样例欣赏 1

A: I have a feeling that there are bright prospects for us to cooperate in this field. I wish to enter into business relations with you.

B: Your desire happens to coincide with ours.

A: Regarding our financial position, credit standing and trade reputation, please refer to our bank or to our local chamber of commerce.

B: Thank you for your information.

译文

甲：我感到你我双方在这方面合作会有良好前景，希望能和你们建立贸易关系。

乙：您的愿望和我们完全一致。

甲：关于我们的财政状况、信用地位和贸易信誉，请向我们的开户银行或我们地商会了解。

乙：谢谢您提供的信息。

样例欣赏 2

A: I understand this is your first visit to our company.

B: Yes, and my first visit to your country. I've wanted to visit China for a long time and now I'm lucky to have the chance to do so.

A: I'm glad to hear that.

B: I think you must have some idea of our company. We've been importing arts and crafts for many years. The purpose of my coming here is to do business with you.

A: I can assure you of our best intentions and closest cooperation. We're always willing to develop trade with friends from all over the world.

译文

甲：这好像是您第一次来我们公司访问。

乙：是的，也是第一次来你们国家。我一直想亲眼看看中国，现在我很幸运有了这么一次机会。

甲：您这么说，我感到很高兴。

乙：我想您对我们公司一定有所了解。我公司经营工艺品已有多多年。我这次来是想和你们开展业务往来。

甲：请放心，我们一定会竭尽全力密切合作的。我们一向愿意和世界各国朋友开展贸易往来。

样例欣赏 3

(A = Mr. Dong B = Mr. Gatty)

A: Here is our sample room.

- B:** You certainly have got a large collection of sample foodstuffs here.
- A:** Yes. We are exporting a wide range of foodstuffs to many countries. And the demand is getting greater and greater.
- B:** So it is. Though we haven't done business with you, as you know, your exports of foodstuffs to our country have considerably increased during the last few years. It appears that Chinese foodstuffs are very attractive.
- A:** You said it. The quality of ours is as good as that of many other suppliers, while our prices are not as high as theirs. By the way, which items are you interested in?
- B:** Canned goods are of special interest to me, particularly the canned fruit and meat. As your canned fruit is among the most popular ones in our market, I'm going to place an order in a day or two.
- A:** Good. How about our canned meat?
- B:** I think it will also find a good market in our country. Will you show me some samples?
- A:** Yes. This way, please. Our canned meat is in various weights. The largest one weighs three and a half pounds net, the smallest seven ounces net.
- B:** The small sizes are more saleable in our market than the large ones. I've brought with me a sample of canned meat, which is only six ounces. The smallest size of yours is even bigger than that of mine. I wonder if your canned meat tastes better.
- A:** You are welcome to have a try. Here it is. Ours is of prime quality.
- B:** Oh, it's delicious. Mm ... I'm not sure about the pesticide residues in your foodstuffs, though. I'm sure, you must have given much thought to the matter. But you know, our governmental restrictions have been getting more and more tight, so we are not allowed to import any polluted goods.
- A:** You can rest assured. Our foodstuffs are guaranteed to conform to the WHO standards.
- B:** Good. I'd like to order meat of this kind in seven ounce tins if the price is competitive.
- A:** What about other canned goods, such as canned mushrooms and vegetables?
- B:** They are not as saleable as canned fruit, I suppose.
- A:** Mm, no, I really don't think that is so. They are also among our major exports and have found a favorable reception in many other countries.
- B:** Then, may I have a look at the samples first?
- A:** Certainly. Here you are.
- B:** Ah, very nice indeed. But I am not sure whether they are to the taste of our people. What would you say to my taking some samples home before I make a decision?
- A:** That's all right.
- B:** Well, I have an appointment at 4:00. Shall we talk the details over

tomorrow morning?

A: OK. See you tomorrow.

B: Goodbye.



(甲 = 董先生 乙 = 盖蒂先生)

甲: 这是我们的样品室。

乙: 你们在这里展览了一大批食品样品。

甲: 是的。我们向许多国家出口了大量食品,而且需求越来越大。

乙: 您说得对。您知道,我们之间并没有业务。但是最近几年里,你们向我国出口的食品增加了许多。这表明中国食品非常有吸引力。

甲: 确实如此。我们的产品质量与其他生产商的一样好,而我们的价格却不像他们的那样高。哎,您对哪类产品感兴趣?

乙: 我对罐头食品,尤其是水果罐头和肉罐头非常感兴趣。因为你们的水果罐头在我国市场上非常畅销,我想一两天之内就下订单。

甲: 好的。那么肉罐头呢?

乙: 我想它们在我国销路也会很不错的。您能让我看一下样品吗?

甲: 可以。这边请。我们的肉罐头重量分许多种,最大的净重 3.5 磅,最小的净重 7 英两。

乙: 重量小的罐头比重量大的罐头在市场上更好销售。我随身带来一个肉罐头的样品,只有 6 英两重。你们最小的产品还要比我的大。我想知道你们的罐头味道如何?

甲: 欢迎您来品尝一下。给,我们的产品质量是最好的。

乙: 哦,好吃极了。嗯……我不太清楚你们食品中有没有残留的农药,但是我相信你们一定会充分考虑这一点的。您知道,我国政府的规定越来越严格,受污染的食品是严格禁止进口的。

甲: 您可以完全放心。我们的食品保证符合世界卫生组织颁布的标准。

乙: 好。如果价格有竞争力,我可以订购这种 7 英两的肉罐头。

甲: 那么其他罐头呢?比如蘑菇罐头和蔬菜罐头?

乙: 我认为它们不如水果罐头畅销。

甲: 嗯,不,我不这么认为。它们也是我们的主要出口产品。而且在其他许多国家都很畅销。

乙: 那么,我能先看一下样品吗?

甲: 当然可以。给。

乙: 啊,确实非常好。但是我不能确定它们是否适合我国人民的口味。在我做出决定之前,我能带走一些样品吗?

甲: 可以。

乙: 嗯,我在 4:00 还有一个约会。我们明天上午再详细谈,好吗?

甲: 好的。明天见。

乙: 再见。

听力原文

(A = Zhang B = Oliver)

A: Would you like to have a look at our showroom, Mr. Oliver?

B: I'd love to.

A: This way, please.

B: Thank you. How beautiful!

A: Where shall we start?

B: It would take hours if I really look at everything.

A: You may be interested in only some of the items. Let's look at those.

B: Good idea! I can just have a glance at the rest.

A: By the way, Mr. Oliver, how long have you been in this business?

B: I've been in textiles for more than 20 years, but the company has been in business since 1935.

A: No wonder you're so experienced.

B: Textile business has become more difficult since the competition grew.

A: That's true.

B: Do you have a catalogue or something that tells me about your company?

A: Yes. I'll get you some later.

B: Thanks. When can we work out a deal?

A: Would tomorrow be convenient?

B: Yes, that'll be fine.



(甲 = 张先生 乙 = 奥立佛)

甲: 奥立佛先生,请参观一下我们的样品陈列室吧。

乙: 好的。

甲: 请!

乙: 谢谢。真漂亮啊!

甲: 我们从哪儿开始参观呢?

乙: 如果全部参观的话,那得需要好几个小时。

甲: 您可能对某些产品感兴趣。我们就先看那些吧!

乙: 好主意!剩下的部分我粗略地看一下就可以了。

甲: 对了,奥立佛先生,您从事这个行业多长时间了?

乙: 我搞纺织品已经 20 多年了,但我们公司在 1935 年就成立了。

甲: 怪不得您这么有经验。

乙: 随着竞争的加剧,纺织品贸易越来越难做了。

甲: 确实如此。

乙: 你们有没有介绍贵公司情况的小册子或类似的东西?

甲: 有。我一会儿就拿给您。

乙: 谢谢。我们什么时候谈生意?

甲：明天可以吗？

乙：行，明天可以。

(A = Adison B = Mr. Xu)

A: Excuse me, could you tell me where I can order electrical appliances?

B: This line. We'll be glad to take your order. Here's my card.

A: Thanks. Here's my card. I'm Adison from ABC Trading Co. Ltd. We import electronics and transistors.

B: Please have a look at our samples.

A: Your development of electronic products has been remarkable.

B: Yes, our research has had good results.

A: Do you produce video tape recorders?

B: Yes.

A: What's that? Is it a television set?

B: No. That's television phone. It's still experimental.

A: What's the problem?

B: We have to solve the problem of using ultrahigh frequency waves at around one thousand hertz.

A: I see.

B: I've forgotten to ask you what products you're interested in.

A: I think I've already seen some items we'd like to order although I'd still like to study them a bit further.

B: Ok, go ahead.

A: I'll probably be able to let you know tomorrow.

B: I'll be expecting you tomorrow morning, say, at nine.

A: Tomorrow at nine, perfect.



(甲 = 艾迪逊 乙 = 许先生)

甲：请问，我在哪里可以订购电器用品？

乙：就在这里。我们很乐意接受您的订单。这是我的名片。

甲：谢谢。这是我的名片。我是ABC贸易公司的艾迪逊。我们进口电子元件和晶体管。

乙：请看看我们的样品。

甲：你们的电子产品进步非常显著。

乙：我们的研究已经取得很好的成果。

甲：你们生产盒式磁带录像机吗？

乙：我们生产。

甲：那是什么？是电视机吗？

乙：不，那是电视电话。它还在研究阶段。

甲：有什么问题吗？

乙：我们得解决使用一千赫兹左右的超高频的问题。

甲：我明白了。

乙：我忘了问您对什么产品感兴趣？

甲：我想我已经看到了一些感兴趣的产品，但是我们还要进一步考虑。

乙：好吧。

甲：可能明天我就能通知您。

乙：明天上午我会等您来。九点钟怎么样？

甲：明天九点钟，好极了。

经典句型

1. I wish to enter into business relations with you.
希望能和你们建立贸易联系。
2. Your desire happens to coincide with ours.
您的愿望和我们完全一致。
3. Regarding our financial position, credit standing and trade reputation, please refer to our bank or to our local chamber of commerce.
关于我们的财政状况、信用地位和贸易信誉，请向我们的开户银行或我地商会了解。
4. I think you must have some idea of our company.
我想您对我们公司一定有所了解。
5. The purpose of my coming here is to do business with you.
我这次来是想和你们开展业务往来。
6. I can assure you of our best intentions and closest cooperation.
请放心，我们一定会竭尽全力密切合作的。
7. We're always willing to develop trade with friends from all over the world.
我们一向愿意和世界各国朋友开展贸易往来。
8. You certainly have got a large collection of sample foodstuffs here.
你们在这里展览了一大批食品样品。
9. We are exporting a wide range of foodstuffs to many countries. And the demand is getting greater and greater.
我们向许多国家出口了大量食品，而且需求越来越大。
10. The quality of ours is as good as that of many other suppliers, while our prices are not as high as theirs.
我们的产品质量与其他生产商的一样好，而我们的价格却不像他们的那样高。
11. As your canned fruit is among the most popular ones in our market, I'm going to place an order in a day or two.
因为你们的水果罐头在我国市场上非常畅销，我想一两天之内就下订单。
12. Will you show me some samples?
您能让我看一下样品吗？