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全国商务人员职业资格考评委员会指定培训教材

实战商务英语教程

(第二册)

——成功沟通

总主编 叶兴国
主 编 何光明



上海交通大学出版社

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Effective Communication

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何光明 主编

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前言

在经济全球化的背景下,我国经济发展迅速,国际商务交流日趋频繁,对精通商务英语的人才的需求日益迫切,各行各业正在掀起一股学习商务英语的热潮。在此契机下,国务院国资委商业技能鉴定与饮食服务发展中心推出了商务英语职业资格认证考试项目,这为规范商务英语培训和级别测试提供了平台。本系列书籍的编写主要为配合该认证考试,根据考试级别共分为三册,即:《实战商务英语教程(第一册—商务入门)》(Preparing for Business),《实战商务英语教程(第二册—成功沟通)》(Effective Communication),《实战商务英语教程(第三册—商务制胜)》(Business Success)。之所以取名为“实战商务英语”,主要是由于丛书中的单元话题及内容皆出自实际商务环境。由于商务英语具有其特殊的使用场合,严谨性和实用性对于商务英语来讲尤为重要。针对于此,本系列丛书不仅选材严谨、实用,而且更注重学员听说读写能力的全面提高。

本书为《实战商务英语教程(第二册—成功沟通)》(Effective Communication),适合参加国资委商务英语证书二级考试的学员学习使用。为了帮助具有一定商务英语基础的学员的进一步提高,完善他们的商务英语沟通技能,本书精选了商务英语沟通中所涉及的重要话题,如:面对面沟通、电话沟通、商务演示、商务会谈等,而且还对每一种情境进行详细的剖析分解,并向学员呈现各种沟通中的具体步骤、功能表达和相关技巧。本书同样分为10个单元,按照学习认知的规律,每个单元都以听力、口语、阅读、写作练习的顺序来编排。学员通过学习本书,能够进一步掌握商务场合中所需的主要沟通技能,并能够基本完成各种商务沟通任务。

笔者结合自己多年来对商务英语研究的成果与各位编者共同努力打造了该系列书籍。尽管本书的编写是为了配合考试,但同样适用于平时商务英语沟通能力的提高,学以致用才是商务英语的精髓。然而,金无足赤,书中不尽如人意之处,敬请广大读者、专家、同行不吝指正。在本书的编写过程中国资委的领导给予了大力支持,上海交大出版社资深编辑余志洪老师的督促与帮助也是本丛书得以顺利完成的重要因素,在此对他们表示深深的谢意。

何光明
2007年3月

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On the Phone

Into the Unit (单元入门)

电话作为一种大众化的交流工具,在现代人的生活中扮演着极为重要的角色。同样,它也是公司业务联系的重要工具之一,因此,了解必要的电话礼仪及惯用语是很有必要的。国际贸易中,与英美人士通电话必须注意讲究效率。当你打电话时,开头打招呼不应只讲“Hello!”而等待对方开始说话,这样的做法必定会使对方产生疑惑,导致双方花费一些不必要的口舌,浪费时间。你一拿起话筒就应自报姓名和工作单位,并告知想与谁通话。“I'm afraid...”这一婉转的句型为常用电话语,如“I'm afraid she's not in at the moment.”(恐怕她现在不在。)同样,一些情态动词(如 could, would)的使用也会体现出你的礼貌与客气。



1.1 Listening Module (听力练习)

Task One (Leaving a message): Listen to the conversation and complete the following notes using one or two words from the recording.

- 1) Mary is not in. So, the woman offers to _____.
- 2) The man's phone number is _____ and his cell phone number is _____.
- 3) The woman will pass this information to Mary as soon as she is _____.

Task Two (Taking a message): Listen to the recording and fill in the blanks.

M: Could I have your name, please?

F: (1) _____.

M: How do you spell that?

F: (2) _____.

M: And your number?

F: (3) _____.

M: I'll see that he gets your message.

F: Thank you very much, goodbye.

M: Goodbye.

Task Three (Asking somebody to answer the phone): Listen to the recording and fill in the blanks.

F: Mr. Smith, you're (1) _____ on the phone.
M: Thank you.
F: Not at all.
M: Hello! John Smith (2) _____. May I help you?

Task Four (Handling wrong number): Listen to the recording and fill in the blanks.

F: Hello! May I speak to Robert Brown?
M: I think you've got the (1) _____.
F: I'm sorry.
M: That's OK.

Task Five (Making appointments): Listen to the recording and fill in the blanks.

F: Hello! This is Mary Smith. I'm calling to (1) _____ with Mr. Williams.
M: I think he'll be free this Friday.
F: Would (2) _____ be all right?
M: Yes, that'll be fine.

Task Six (Making appointments to discuss a contract): Listen to the recording and check (✓) True or False.

	True	False
1) The woman thinks that the report is far more complicated than she expected.		
2) The woman wants to meet the man to discuss the contract.		
3) The man is busy all day on Monday.		
4) They will meet next Sunday at two.		

Task Seven (Leaving answering machine messages): You will hear five recordings. Each speaker is leaving a message on an answering machine. For each recording, decide what the main reason is for the phone call. Write one letter A - H next to the number of the recording. Do not use any letter more than once.

- | | |
|----------|------------------------------------|
| 1) | A) an explanation of a problem |
| 2) | B) an enquiry about something |
| 3) | C) a reminder of some kind of work |
| 4) | D) an explanation of a procedure |
| | E) a compliment |

5)

F) a consent to a plan

G) an apology

H) an instruction

1.2 Speaking Module (口语演练)

1.2.1 Practical sentences (实用句型)

1) Expressions for the caller and operator

Identifying the company (expressions for the operator)

- TAB Corporation. Can I help you?
- TAB Corporation. How may I help you?
- Hotel International. May I help you?
- J & C Consultancy. What can I do for you?

Identifying yourself (expressions for the caller)

- This is Paul Smith speaking.
- Hello, this is Paul Smith from Shipping International.
- Hello, this is James Lee calling from BHI in New York.
- Hello, this is Mr. Wang calling from Singapore.

Asking to speak to somebody (expressions for the caller)

- May I speak to Mr. Brown?
- I'd like to speak to John Martin, please.
- Could I speak to John Martin, please?
- Could you put me through to the sales department?
- Could you tell me the number of the sales department?

Putting somebody through (expressions for the operator)

- I'll put you through.
- I'm putting you through.
- I'm connecting you now.
- The number of the sales department is 334. Shall I connect for you?

2) Expressions for the caller and called party

Answering the phone (expressions for the called party)

- Hello, this is Jane speaking. May I help you?
- Good morning/afternoon/evening, York Enterprises, Elizabeth Jones speaking.
- Who's calling, please?
- James speaking.

Explaining the purpose of a call (expressions for the caller)

- Hello, this is John Lee. It's concerning the July order.

- Hello, this is Jack Robinson from HBI. I'm phoning/calling about the July order.
- Hello, this is Peter Anderson. I'm returning your call.
- Hello, James. This is Peter. Mike asked me to call you about ...

Structuring a call (expressions for the caller)

- There are two things I want to mention.
- The first thing is packing.
- The other thing I want to say is shipment.

Confirming

- So, let me just go over that.
- Can I just make sure I've got this point?
- You mean the first thing I have to do is ship the goods in July. Is that right?
- So, we will meet on Monday, 9 o'clock in the morning. Is that right?

Closing signals

- I think that covers everything.
- Is there anything else?
- I'm sorry that I must leave now.
- It's been really nice talking to you.

Thanking (expressions for the called party)

- Thanks for calling.
- Thanks for calling back.
- Thank you for the information.
- Thank you for your help.

Looking forward

- I look forward to seeing you soon. (Response: Me, too.)
- I look forward to meeting you. (Response: Me, too.)
- I'm looking forward to our next meeting. (Response: Me, too.)
- Have a good weekend/journey/holiday. (Response: You, too.)

Farewells

3) Taking messages

Saying the company's name and greeting

- TAB Corporation. Can I help you?
- TAB Corporation. How may I help you?
- Good morning. HDC International.

Asking somebody to wait

- Hold on, please. I'll see if she's in.
- Could you hold the line, please?
- Just a moment, please.

Offering help

- I'm afraid she's not here today. Can I help you?

- I'm afraid Mr. Martin isn't in at the moment. May I take a message for you?
- I'm afraid he's on another line at the moment. Would you like to leave a message?

Asking for information

- Could I ask who's calling, please?
- Could you give me your phone number, please?

Asking the caller to repeat

- Could you say that again?
- I'm sorry, I don't understand. Could you repeat that, please?
- Could you speak a little more slowly, please?
- Could you spell that again?

Checking information

- OK. That's Robert Burton. Am I right?
- So, that's May 17. Is that right?

Promising to take action

- I'll give her the message as soon as she's back.
- I'll get Mr. Li to call you as soon as he comes back.
- I will ask him to call you first thing tomorrow.
- I will ask her to call you back as soon as she is free.

1.2.2 Role play (角色扮演)

Task One : Look at the telephone conversation below. Work with your partner to put it into the correct order, and then practice it.

<i>Student A</i>	<i>Student B</i>
1) Goodbye.	A. L-O-P-E-Z.
2) Could I have your number, please?	B. Thank you very much. Goodbye.
3) One moment ... I'm afraid she's in a meeting. Can I take a message?	C. Could I speak to Alicia Cohen, please?
4) Could you spell that?	D. Yes. Could you ask her to call me before four o'clock today? I'm calling about the ADC agreement.
5) Jack Robins. Good morning. What can I do for you?	E. Jenny Lopez.
6) Certainly. Could I have your name, please?	F. 6435,2112.
7) I'll make sure that he gets your message.	

Task Two : Work with your partner to make a dialogue based on the following flow chart. Take turns to play each role in this telephone conversation.

YOU
Answer the phone. Say who you are.
Say she's not available. Offer to take a message.
Not till Wednesday. Offer to take a message.
Ask for the caller's number and extension.
Ask the caller to spell his/her name.
Check that you have written all the information down correctly.

YOUR PARTNER
Say who you are. Ask to speak to Rose Williams.
Ask when she's available.
Say you'd like her to call you back ASAP.
Give your number and extension.
Spell your name and company name.
Listen carefully, correct any mistakes, and say goodbye.

Task Three: Form pairs to role-play telephone conversations according to the following situations.

Student A

Your name is Kim Gardener. You are a Production Editor for Meridian Publishing, a UK-based specialist magazine publisher. Use the prompts below as a basis for making or receiving the following calls.

- 1) Call Tim Kingston (Safety Officer) and try to arrange for a plant inspection on Wednesday morning. Otherwise, try to fit it in on Thursday afternoon.
- 2) Call PGA Group (a potential supplier) and cancel your appointment on Friday at 12:00. Make a good excuse and say you will arrange it later next month.
- 3) Call Ruscome Park Hotel and arrange for dinner to start by 19:00 on Thursday. You want to leave by 22:00 in order to drive home.
- 4) You will receive a call from a member of the DTI Safety Committee.
- 5) You will receive a call from your boss, Terry Piper.

Student B

Make or receive the following calls:

- 1) Your name is Tim Kingston (Safety Officer). You will receive a call concerning a safety inspection. You are already booked up from the middle of next week but you could do a standard inspection (2 hours) on Monday or Tuesday.
- 2) Your name is Jamie Cairncross (PGA Group). You have scheduled a meeting with Kim Gardener (Meridian Publishing) for next Friday. This is an important meeting, as you are hoping to confirm a big order from Meridian.
- 3) You work at the Ruscome Park Hotel. You will receive a call concerning a dinner booking for Thursday the 27th. It has been provisionally booked for 20:00. You can't manage any earlier.

- 4) Your name is Sam Taylor. You are a member of the DTI Safety Committee. Phone Kim Gardener (Meridian Publishing) to arrange lunch following the Safety Committee meeting on Tuesday.
- 5) Your name is Terry Piper. Phone your Production Editor, Kim Gardener, to arrange an emergency meeting for Monday morning as early as possible.

1.2.3 Group discussions (小组讨论)

Task One: Do you plan ahead of time? Read the following case. Do you think it is good to do two things at the same time? What are the proper mobile phone manners with Western businesspeople?

Mr. Li Fu was having a one-to-one meeting with his counterpart, Michael Burton from an American company. When they were having a lively discussion about an important point in the contract, Mr. Li's cell phone rang. He stood up and had a talk on the phone, leaving Mr. Burton alone. Mr. Burton was a bit upset. After the phone call, they resumed their discussion. However, after a short while, Mr. Li's cell phone rang again. This time, Mr. Burton said politely, "Could we finish our business first?" Mr. Li could not but nod his head, saying yes. Just before the end of the talk, Mr. Li's secretary came in, telling Mr. Li that there was an important phone call for him.

Task Two: Read the following two phone calls. Discuss the differences between the Chinese phone manners and the English phone manners and improve them according to the English manners within your group.

A: "Hello?"
B: "Hello?"
A: "Who are you looking for?"
B: "I'm looking for Mr. Chen."
A: "Which Mr. Chen?"
B: "Director Chen."
A: "Director Chen in Sales or Marketing?"
B: "Mr. Chen Tianmin in Sales."
A: "Da Cuo Le (wrong number)."
"The phone banged and was hung up."

A: "Hello?"
B: "Hello?"
A: "Who is this?"
B: "Can you guess who I am?"
A: "Let me see. Sorry I can't."
B: "Can't you recognize my voice?"
A: "I'm really sorry. Please tell me your name."

B: "No. I give you one more chance to guess. I tutor you in Chinese once a week."

A: "Oh, Li Ming. How are you?"

B: "Now you remember. I'm fine. And you?"

Task Three: What are the steps for making a complete business phone call?

Hints:

- Greeting
- Identifying yourself
- Asking for the person you wish to speak to
- Small talk
- Stating the purpose of the call
- Stating the main points of your call
- Confirming the information
- Signaling the close
- Thanking the called party
- Looking forward to meeting and hearing from him or her
- Closing (farewell)

Task Four: What should you prepare before making a phone call in a foreign language?

Hints:

- Knowing the purpose of your call
- Collecting the related materials
- Making notes
- Preparing a list of questions that need answers
- Rehearsing an important call
- Writing down some expressions if necessary
- Choosing the proper calling time

Task Five: How should you receive business calls?

Hints:

- Answering the call immediately
- Identifying yourself immediately after picking up the phone
- Using the right expressions
- Offering help

Task Six: How should you handle wrong numbers?

Task Seven: What are the useful tips for making and receiving calls?

Hints:

- Speaking clearly and slowly
- Checking the other person understands correctly
- Repeating important points

- Identifying yourself immediately
- Answering with a “smile”
- Using the caller’s name
- Making brief small talk
- Coming to the point
- Ending the call appropriately

1. 2. 4 Business speeches (商务演讲)

Topics for English speech

Make a two-minute speech on one of the following topics. Before that, write an outline within one minute.

- 1) What are the correct telephone manners?
- 2) What are the advantages and disadvantages of the telephone?
- 3) How should people use mobile phones?

A Sample Speech

Good Phone Manners

Do you know it’s very important to make phone calls in the correct way? Good phone manners help you make more friends, strengthen friendship and allow you to become more successful in your business. So what are good phone manners?

Generally speaking, when you speak on the phone, you should be polite. Pay attention to your speaking tone, and make sure you speak clearly, but not too loudly. Don’t interrupt the other person.

What if you have dialed a wrong number? Just say, “Oh, I’m sorry, wrong number.” If you answer the phone, and the person has dialed the wrong number, just say, “Oh, I think you’ve got the wrong number.” When you can’t follow the person you’re calling, don’t hesitate to say, “I beg your pardon?” or “Could you speak a little slower?” As long as you ask in a polite way, most people don’t mind repeating what you didn’t hear or understand.

Is there anything else? Yes. Calling a person at home is different from calling him or her at a company. When calling someone at home, you can say, “Hello, this is Li Ming speaking. Could I speak to Mr. Smith, please?” But if you’re calling someone at a company, you should ask for his or her department first and then, when you’re connected, ask for the person you want.

How should you end a phone call? You should not end a call too quickly. Instead, you



should let the other person know that you are going to end the call by saying something like “OK, I really enjoyed talking to you.” or “Thank you very much for your information.”

1.3 Reading Module (阅读理解)

1.3.1 Business reading one

Pre-reading questions:

Why is the telephone so widely used in business? How can a person make good use of the telephone? How can we avoid breaking some phone etiquette?

On the Phone: Telephone Etiquette

As companies become more **cost-conscious** about the expense of traveling, and individuals seek to **maximize** the **contacts** they make in a given time, the phone has become the **avored** way of communicating in and outside of companies. The telephone **imposes** certain demands on its users since such **nonverbal cues** as the clothing someone is wearing, the way they move their eyes when a statement is made, or the office in which someone is sitting, cannot be **observed** as a way of **judging** how the **interaction** is going. There are still, however, nonverbal cues that a good telephone user can use, such as the **timing** of a pause, the length of a pause or silence, the increase or decrease of noises in the **background**, or the quality of the voice to indicate **enthusiasm** or agreement. Even how quickly someone answers a phone — on which ring the call is answered — can, rightly or wrongly, be taken as an indication of how busy the person being called is, how close the phone is to the person being called, or how anxious or eager the person being called is to pick up the phone.

It is important to remember that when you place a call, you are doing so because it is a **convenient** time for you. It may not be a good time for the person you are calling to speak to. Do not **take offense** if someone asks you to call back later, or return the call. You would probably not drop everything for a call if you were in the middle of something, and it is **reasonable** to expect the person you are calling should be given the same freedom to say “Now is not a good time to talk.” When calling someone whose habits you are unfamiliar with, you may even want to begin the conversation by asking, “Is this a convenient time to talk?”

One **telemarketing consultant** finds that the biggest **breaches** of phone **etiquette** occur when you call a company and the person answering either does not **identify** the name of the company, does not give his or her name, or says the name so quickly that you cannot understand it anyway. “Another thing,” she says, “is that they will quickly give the name and then say please hold without asking whether or not you have the time to hold.” One more **annoyance** is putting someone on hold without coming back and asking whether or not you can continue to hold. The biggest social mistake when trying to sell a product on the phone is failing to know if that product is even a **feasible** purchase for that **customer**.