



时尚英语
情景会话模板丛书

Business English Dialogue Models

商务英语口语 情景会话模板

浩瀚 主编



随书附光盘一张



国防工业出版社

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时尚英语情景会话模板丛书



商务英语

情景会话

模

板

Easy Learning!

最完整 最易学 最实用的口语学习速成书

浩瀚 主编

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Business English

Dialogue Models

国防工业出版社

·北京·

内 容 简 介

商务活动是经济活动的一个关键环节,随着国际商务活动的日趋频繁,学习商务英语显得更为重要。

本书由商务贸易、商务谈判、商务会议、商务活动、其他相关知识五大部分组成,共分为43个单元。本书以实用、适用为原则,提供各种实用商务活动内容,取材真实,编排有序,信息丰富,内容新颖,有助读者快速掌握商务英语口语。

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PREFACE

前

言

随着我国加入 WTO 和经济的发展,以及对外商业贸易的不断增长,学习商务英语知识已经成为一项必备的技能。

《商务英语情景会话模板》教你学会地道的、纯正的商务英语口语,准确地表达经营决策的意图,加强相互之间的业务往来和了解,架起一座跨入国际商界的沟通桥梁。

本书选材丰富多样,实用性和知识性并重,围绕商业经营、贸易与谈判的各个环节,提供有针对性的英语语言表达方式,整本书中英文对照,适合各种不同英语层次的人士学习。

在实际使用中,本书突出如下特点:

CDs: 书中每个单元标有 CD 图示的地方表示该部分配有纯正的美语录音,以此为读者量身打造语言环境,帮助读者增强语感、提高听力、掌握发音,并且让你出口成章。

Culture Background (文化背景): 本部分先以精简的英文介绍和本单元主题相符的美国风情,诠释本单元的主题元素;再配以中文翻译,中英对照,具体贴切,让读者在

阅读时一目了然。

Lively Words (鲜活词语): 本部分精选出与本单元相关的常用词语, 为读者扫除单词障碍。单词与单元主题的贴切, 及单词本身的使用频率, 让读者学习单词事半功倍。

Question and Possible Answers (巧问巧答): 本部分提供与本单元有关的常用话题的基本问答, 并可用作简单的口语练习测验: 当读者看到或听到问句时, 便可作出相应的回答, 而答句可提供相关参考。与英文问答相对应的为中文翻译, 它以中文的说话习惯来译, 这样可以让读者对比中英文间说话习惯的差异, 避免 Chinglish。

Conversation Tools (会话工具): 本部分介绍一些英文的会话习惯和常用表达, 为用英文交流与会话打下基础。读者可以以此作为依托, 来熟悉英文的会话模式, 循序渐进。

Sample Conversations (模板会话): 精彩的英文情景会话, 秀出英语时尚风潮, 读者可以体验融入真正英语会话的快感。英文情景会话的翻译, 同样都是以中文的习惯来译, 让读者可感受更多的中英文说话方式的差异, 并且进一步充电。

本书专为从事或准备从事商业的人士以及外企人士编写, 也可作为从事对外经济工作人员的参考书。

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Chapter

1

Business Trade

商务贸易

Unit 1

Establishing Trade Relations

建立贸易联系

Culture Background 文化背景

Establishing business relations is the first step in a transaction in foreign trade. The development and expansion of a business depends on customers. No transactions can be concluded until contacts have been made between two or more companies. Writing letters to new customers for the establishment of relations is a common practice in business communications. To establish business relations with prospective dealers is one of the vitally important measures either for a newly established firm or an old one that wishes to enlarge its business scope and turnover.

► 建立业务往来关系是外贸交易中的第一步。公司的发展与扩大取决于客户。只有两个或更多的公司发生业务往来,才能谈成生意。商务交易中最常见的方式就是给新客户写信以期建立业务关系。对一个新成立的公司或一个期望广大业务的老公司来说,与有发展前途的商人做生意是至关重要的措施之一。



Lively Words 鲜活词语

trade [treid] 贸易, 交易

commercial [kə'mæ:ʃəl] 商业的

counselor ['kaunsələ] (使馆等)
的参赞、顾问

opportunity [ˌɒpə'tju:niti] 机会,
机遇

particularly [pə'tikjuləli] 特别, 尤其

appreciate [ə'pri:ʃieit] 感激, 欣赏

brochure ['brəʊʃə] (商品) 小册子

represent [ˌrepri'zent] 代表

contact ['kɒntækt] 联系

region ['ri:dʒən] 地区

sales ['seilz] 销售量

recommend [ˌrekə'mend] 推荐,
介绍

connection [kə'nekʃn] 联系, 关系

recommend... to sb... 向某人
推荐……

be available for... 对……可获得的

for the time being 暂时, 眼下

mind doing... 介意做……

for your reference 供贵方参考

Questions and Possible Answers 巧问巧答

1. What can I do for you?

We are a big supplier for the
Northeast market here. I'm
thinking that we'll have some
business opportunities.

● 我能为您做些什么呢?

● 我们是这儿东北地区市场
的大供货商。我想我们两
家公司会有一些业务往来。

2. How much do you know about our product? Do you have any thing you are particularly interested in?

Actually I have little informa-
tion about your product. I will
really appreciate it if you can
send me your catalogues and
brochures.

● 您对我们的产品知道多
少? 您对什么产品特别感
兴趣?

● 事实上我对你们的产品知
道的不多。如果您能寄送
商品目录和小册子, 我将
不胜感激。





3. Would you tell me whom I should contact then?

Yes. Yonghe Trading Company represents us in your regions. You may contact Mr. Zhang Yihui, the Sales Manager.

● 那您能告诉我该与谁联系吗?

● 可以。永和贸易公司是您那儿的代理。您可以同那儿的销售经理张亦辉先生联系。

4. May I have your mailing address so that I can mail them to you?

Yes. Thank you. The address is...

● 能把您的通信地址告诉我,以便邮寄吗?

● 可以。谢谢。我的地址是.....

Conversation Tools 会话工具

Establishing business relations 建立业务联系

● I got your name and address from the Commercial Counselor's Office of the Chinese Embassy here.

我从驻这里的中国大使馆商务参赞处得知了贵公司的名称和地址。

● I learned that you are the leading exporter of Chinese arts and crafts. I得知贵公司是中国工艺品的大出口商。

● We are a big supplier for Northeast market here. 我们是这里东北地区市场的大供应商。

● I have little information about your product. 我对你们的产品知道的不多。

● We're interested in Chinese arts and crafts. 我们对中国的工艺品感兴趣。

● Are they available for export for the time being? 不知现在是否可供出口?





商务英语情景会话模板

- You're recommended to us by a reliable friend.
我们的一位可信赖的朋友把贵公司介绍给我们。
- These products are of great interest to us.
我们对这些产品非常感兴趣。
- I can send you a price list and a brochure of this series for your reference. 我可以寄给您一份价目表和商品手册,以供参考。
- May I have your address so that I can send you our export list?
能把您的地址告诉我以便寄上出口清单吗?
- ☞ **Let's do business!** **让我们做生意吧!**

- We specialize in audio-visual products, and we express our desire to trade with you in this line.
我们专门生产视听产品,愿与贵方开展这方面的业务。
- The purpose of my coming here is to discuss the possibility of importing into the United States a number of your products.
我特地来与你们商谈向美国进口贵公司某些产品的可能性。
- I'd like to negotiate with you about the leather-crafts.
我想和你们商谈皮革制品方面的业务。
- We always adhere to the principle of equality and mutual benefit.
我们一向遵从平等互利的原则。
- I'm sure our business dealings will develop quickly and productively. 我可以肯定我们之间的业务关系会发展得既快又富有成效。
- We can produce goods modeled after the fashions of different markets. Of course, we can produce shoes modeled after your samples.
我们能按不同市场的流行款式制作不同的产品。当然,我们也可以按贵方样品鞋生产产品。



Sample Conversations 模板会话

Dialogue 1

Carter: Hello, Mr. Li?

Li Ming: Yes, who's that?

Carter: This is John Carter calling from Toys International Company Limited. We met at the Guangzhou Trade Fair.





Li Ming: Oh. How have you been, Mr. Carter?

Carter: I'm fine, thank you. I'm calling to say we have interest in your product "Mini-Mons". Are they available for export for the time being?

Li Ming: Oh, I'm sorry. You can't directly buy Mini-Mons from us. We're represented for this series in the North America market.

Carter: I see. Would you tell me whom I should contact then?

Li Ming: Yes. Yonghe Trading Company represents us in your region. You may contact Mr. Zhang Yihui, the Sales Manager.

Carter: May I have their address and phone number?

Li Ming: The address is 1259 8th Street, Manhattan, New York. The phone number is (212)666-0554.

Carter: Thank you very much, Mr. Li.

Li Ming: You're welcome. If you have any other questions, please let me know. And I hope we can trade directly in other series in the future.

Carter: I hope so, too. It's really nice to talk to you. Goodbye.

Li Ming: Goodbye.

卡特: 你好,李先生吗?

李明: 是的,您是哪位?

卡特: 我是玩具国际有限公司的约翰·卡特。我们在广州商品交易会上见过面。

李明: 噢。卡特先生,您最近好吗?

卡特: 很好,谢谢。我打电话是因为我们对贵公司的“迷你小怪物”这种产品很感兴趣。不知现在是否可供出口?

李明: 哦,很抱歉。您不能直接从我们这里买进“迷你小怪物”。这一系列产品,我们在北美市场有代理。

卡特: 我明白了。那您能告诉我该与谁联系吗?

李明: 可以。永和贸易公司是您那儿的代理。您可以同那里的销售经理张亦辉先生联系。





商务英语情景会话模板

卡特:我能问一下他们的地址和电话号码吗?

李明:他们的地址是纽约市曼哈顿区第八大道 1259 号, 电话号码是 (212) 666-0554。

卡特:非常感谢, 李先生。

李明:别客气。如果还有其他问题, 请告诉我。我希望将来在其他产品上我们能直接交易。

卡特:希望如此, 很高兴与您交谈, 再见。

李明:再见。

Dialogue 2

Black: Hello, Mr. Liu. I came here today to inquire about the possibility of establishing trade relations with your company.

Liu: Hello, Mr. Black. Welcome to our company.

Black: We'd like to order some Chinese-made carpets, tapestries, blankets and so on, if your terms are favourable.

Liu: We'll see what we can do. Please follow me to our showroom first. This is a pure wool carpet and that one is of artificial wool, both made in our company. We use two ways in weaving our carpets. One is machine-woven, the other is hand-woven. With different materials and ways of manufacture, the prices are quite different. One feature of the wool carpet is that it is plain and tasteful in colour. The design is classic and elegant. Look! This is the well-known "Beijing Style Carpet". Its pattern is very popular. The style is unique and antique, and the material is soft and springy. So it has been called the orthodox Chinese carpet pattern by some foreign experts.

Black: Would you please show me some more tapestries?

Liu: All right. We produce various kinds of tapestries, such as pure wool and velvet. We can offer you rich patterns, namely landscapes, flowers and plants, birds and animals and so on. Look at this picture of the Great Wall. It is really magnificent. And the design of a magpie on a plum tree branch stands for luck and happiness. All these are fine pieces of art.



Black: I have seen the exhibits and studied your catalogue. I think some of the items will find a ready market in Canada, especially the pure wool carpets and velvet tapestries.

布莱克: 刘先生,您好!今天我到贵公司来是想探询与你们建立贸易关系的可能性。

刘: 布莱克先生,您好!欢迎您来我们公司。

布莱克: 如果你们条件优惠的话,我们非常乐意订购中国制造的地毯、挂毯和毛毯等制品。

刘: 我们会尽力帮忙的。请先到样品陈列室参观。这条是全羊毛地毯,那条是人造地毯,都是我公司生产的。我们采用两种编织手法,一种是机织,另一种是手工织。由于原料和编织工序不同,价格也不相同。全羊毛地毯的一个特点是色调素雅,图案设计典雅优美。看!这就是著名的“京式地毯”,图案十分流行。风格古香古色,很有特色。此外,它质地柔软,弹性足,因而被国外一些地毯专家称为正宗的中国地毯。

布莱克: 您能否再给我看看挂毯?

刘: 行啊。我厂生产各种挂毯,有全毛的、丝绒的等等。图案设计丰富多彩,有风景、花卉、鸟兽等,看这幅“长城”,多么雄伟壮观!那幅“喜鹊登梅”象征着吉祥和幸福。这些都是很有艺术魅力的工艺品。

布莱克: 看了展品和你们的产品目录后,我想有些产品在加拿大很有销路,特别是全羊毛地毯和丝绒挂毯。





Unit 2

Inquiry 询盘

Culture Background 文化背景

Usually, inquire is an action undertaken by buyers to get the products' information before purchasing. It is not only one of most direct ways to acquire product details, but also a starting point of the formal contacts between buyers and sellers. When making an inquiry, besides the prices of goods, buyers may ask for more information, such as the specification, packing, delivery date and other forms. In an inquiry, buyers should clearly express what kind of information is needed and under what conditions the deal can be made, and it should be brief, specific, courteous and reasonable. In return, the answers to inquiries should be prompt, definite and helpful. Each inquiry is a sales opportunity, an opportunity to foster a potential long-term relationship.

► 通常,询盘是买方在采购前,为了解产品信息所采取的行动。这不仅是取得货物资料最直接的方式之一,也是买卖双方正式接触的起点。询盘时,除货物价格外,买方会询问更多的信息,比如说,规格、包装、交货日期等。买方应清楚地表达自己想获得的信息与交易条件,而且要简洁、具体、礼貌、合理。卖方应及时、确定地回应买方的询盘。每一个询盘都是一个销售机遇——一个可能带来长期合作关系的机遇。

Lively Words 鲜活词语

inquiry[in'kwaɪəri] 询盘, 询价
 company['kʌmpəni] 公司; 企业
 cash[kæʃ] 现金
 quality['kwɒləti] 质量
 hand-made 手工的; 手工制的
 resilient[ri'ziliənt] 有弹性的; 适
 应力强的
 popular['pɒpjulə] 受大众欢迎的
 sample['sɑ:mpl] 样品
 catalogue['kætəlɔ:g] 目录; 商品
 目录

design[di'zain] 设计
 size[saiz] 尺寸; 大小
 standard['stændəd] 标准
 bid[bid] 出价; 递盘
 quotation[kwəu'teɪʃən] 价格
 to make an inquiry 询盘
 inquirer[in'kwaɪə] 询盘人
 inspect[in'spekt] 考察; 视察
 obtain a sample 搜集样本
 showroom 展示间

Questions and Possible Answers 巧问巧答

1. We are thinking of placing an order. Were you able to quote all the items we need?

No, not all of them.

● 我们正在考虑订货。你能给我们所需要的所有商品报个价吗?

● 不行, 不能报所有的。

2. What's the unit price for it?

Our offer is \$30 per set. And the price of five days later may change.

● 它的单价是多少?

● 我们的报价是每台 30 美元。并且该报价 5 天之后可能会有所改变。

3. Would you give me an indication of price?

Here are our CIF price lists. All the prices in the lists are subject

● 你能先给我一个估价吗?

● 这是我们的到岸价价目单。价目单上的价格都以我方的确认为准。

