

陈 洁/主编

DEVELOPING SPEAKING

Skills for  
**BUSINESS  
ENGLISH**

商务英语  
**口语**  
拓展训练

Beginners

初 级



中国商务出版社  
CHINA COMMERCE AND TRADE PRESS

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# Developing Speaking Skills for Business English

## 商务英语口语拓展训练

(*Beginners*)

初

主编

陈

洁

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# **Developing Speaking Skills for Business English**

## **商务英语口语拓展训练**

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# 前言

随着改革开放的不断深入，我国国际经济贸易地位不断提高，国家间商务往来更加频繁，社会对掌握英语沟通技巧的复合型商务人才的需求日益增长。

为了顺应中国加入 WTO 后日益增多的国际商务往来对各层次的商务人才的需求，满足广大英语学习者的需要，我们精心编写了《商务英语口语拓展训练》一书，以帮助学习者提高在不同的商务环境下语言表达尤其是口头表达的能力。

《商务英语口语拓展训练》以循序渐进的方式，通过内容丰富、专业面广、难度适中、饶有趣味的真实商务材料，促使学生积极参与有关商务实践活动，使其在提高口语表达能力的同时，了解商务活动的各主要环节，拓展视野，获取新知识。

本书共分 24 个单元，紧扣商务活动的各个主要环节，以适合学生进行自主训练的编排方式，由浅到深逐步训练国际商务交际能力，如：电话沟通、客户接待、广告、市场推广、商务会议、商务旅行、产品演示等。每单元的核心内容由以下两部分构成：

第一部分（Part 1: Starting Out）针对本单元主题训练的讨论思考题进行热身训练，目的是让学生更好地了解本单元的训练主题，同时给学生开口训练的机会。

第二部分（Part 2: Activities）由两个环节（Section A: Pairs work 和 Section B: Role play）构成，是各单元的重点训练内容，主要针对训练主题进行口语的各项训练。Section A 部分让学生掌握更多相应主题的核心知识和专业词汇，扩大专业知识面，为进行语言

综合交际训练作铺垫。这部分包括配对、选择、排序、阅读等循序渐进的训练练习。Section B 部分的 Role play 均经过精心设计，由导入练习、商务情景、活动卡片、任务卡等构成。

该教材为学生设计了丰富的商务话题，真实的语境，新颖的训练活动，能帮助学生通过吸收丰富的语料，快速提高商务沟通能力。该书适合商务英语、国际贸易、国际金融、国际商务管理等专业的学生和有志于提高自身商务口语能力的其他人士。书后附有各单元的练习答案，供学生自我检查学习效果。

《商务英语口语拓展训练》是编者在多年的教学实践与研究的基础上完成的，通过数届学生使用和不断完善。在编写出版过程中本书得到了学校领导和教务处领导以及有关专家的支持，在此一并致谢。由于编者水平有限，成书时间匆忙，漏误难免，恳请专家、同仁及本书的广大使用者批评指正。

编 者

2007 年 7 月 17 日于上海对外贸易学院

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# Unit 1

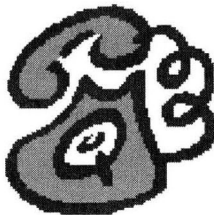
## Telephoning

### Aims

In this unit, you will learn to:

- make a phone call.
- spell and note down key words and numbers in a telephone message.
- make contact and exchange information over the phone.

### Part 1: Starting out



#### ☛ Questions for discussion:

Answer the questions, and then tell your partner.

1. Have you ever made a phone call in English?
2. Have you ever answered a phone call in English?
3. Have you ever taken telephone messages in English?
4. Have you ever left a telephone message in English?
5. Have you ever left a voicemail message in English?



## Part 2: Activities

### Section A Pairs Work

☞ With a partner, match the expressions on the left to ones with a similar meaning on the right.

- |                           |  |
|---------------------------|--|
| 1. Just a moment please.  | a. This is Alice Warner.                     |
| 2. Who's calling?         | b. I'll put you through.                     |
| 3. Can I take a message?  | c. Can you hold, please?                     |
| 4. Alice Warner speaking. | d. I'm afraid he is talking to someone else. |
| 5. The line is busy       | e. Would you like to leave a message?        |
| 6. I'll connect you       | f. Can I have your name, please?             |

☞ Complete the following short conversation by using the provided sentences.

- |                              |                           |
|------------------------------|---------------------------|
| a. Can you spell that please | b. Thank you so much.     |
| c. Can you hold please       | d. He is on another line. |

A: Hello, ABC Company. Paul speaking. Can I help you?

B: Hello. This is Suda Lalidee. Can I speak to Leo Young, please?

A: \_\_\_\_\_ (1) ... I'm sorry. \_\_\_\_\_ (2) Can I take a message?

B: Uh ... That is fine. Just tell him that Lucinda Lalidee called.

A: And ... Can I have your name again, please?

B: Yes. It's Lucinda Lalidee.

A: Sorry, \_\_\_\_\_ (3)?

B: Sure. It's Lucinda L-u-c-i-n-d-a Lalidee L-a-l-i-d-e-e.

A: Thank you. I'll tell him that Lucinda Lalidee has called.

B: \_\_\_\_\_ (4).

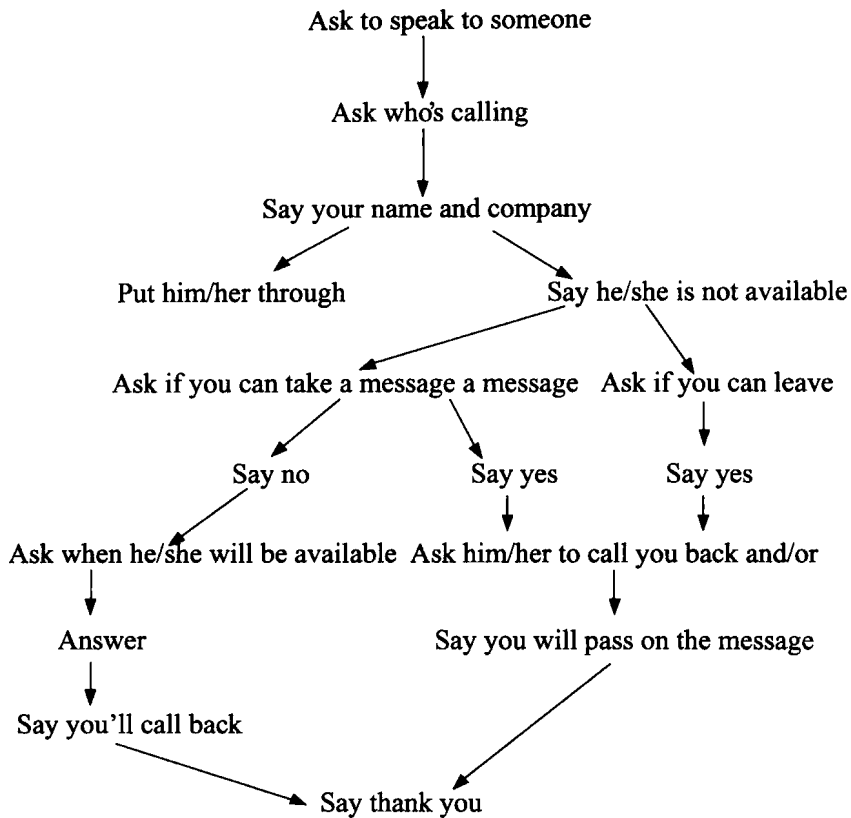
A: You're welcome.

B: Bye.

### Section B Role Play

#### Stage 1

☞ Study the following flow diagram. With a partner, practice making phone calls, taking and leaving messages.




## Stages 2

- ☛ Form a group of four. Follow the instruction on the role card. While answering the call, you should act as an assistant to Mr. George Maxwell, President of Sunrise Trading Company. You can use your own names or make-up names.


Student A makes a phone call to Mr. George Maxwell who actually is not available at that moment. Therefore, as his assistant, Student B should jot down the necessary information that can be helpful.

When the call is finished, let Student B ring up Student C. Afterwards Student C phones Student D. Finally, Student D buzzes Student A. They should follow the same rule as mentioned above.


Here are some useful information to make your information explicit.

 Notice these different ways of saying telephone and fax numbers.

9130	nine one three zero	(American English)
	nine one three oh	(British English)
6687	six six eight seven	(American English)
	double six eight seven	(British English)

 In phone and fax numbers, English speakers normally group the numbers in threes or fours, not in twos as is common elsewhere in Europe.

914 306	nine one four, three oh six
6274 8250	six two seven four, eight two five oh

 Names of callers might be unfamiliar to students. When answering the call, students should make clear the spelling of the callers' names. Sometimes, pronunciation could be quite confusing. The following is a list that can help students to identify those letters.

A for Andrew	B for Boy	C for Clare
D for David	E for Edward	F for Father
G for Girl	H for Henry	I for Ivy
J for Jack	K for King	L for London
M for Mother	N for Nancy	O for Oliver
P for Peter	Q for Queen	R for Robert
S for Sorry	T for Tom	U for Uncle
V for Victor	W for William	X for Xmas
Y for Yellow	Z for Zebra	

## Role Cards

### Student A

You are Clive Harris, Managing Director of Bibury Systems.

You would like to invite Mr. George Maxwell, President of sunrise Trading Company to attend a cocktail party in honor of your newly-appointed CEO this Friday, 7:00 pm, at Portman Hotel. Ask Mr. Maxwell to give you a ring at your office: 6327 5888

**Student B**

You are Kate McKenna, head of Sales at Bibury Systems.

You would like to know whether George Maxwell, President of Sunrise Trading Company, has signed the Sales Confirmation. If so, fax to 5215 6370 first. Then, courier it to you.

**Student C**

You are Derek Jones, Development Manager at Bibury Systems.

You are returning Mr. George Maxwell's call. Since you are out of town, Mr. George Maxwell can reach you by your mobile phone: 133 4526 2799

**Student D**

You are Don Bradley, Director of Sales and Marketing at Bibury Systems.

You would like to invite George Maxwell, President of Sunrise Trading Company, to visit your showroom. The latter part of the next week would be best for you.

Once decided, Mr. George Maxwell can contact you at 6230 5858, ext. 1526.

## Unit 2

### Appointments

## Aims

**In this unit, you will learn to:**

- fix a time and place for an appointment.
- make and change arrangements.

## Part 1: Starting out

☛ Look at the pictures of different ways to keep track of your schedule. Tell your partner which do you use? Why?



☞ Jane Smith is calling Henry White to make a business appointment. They have met only once before. Work in pairs and discuss the words or phrases in the box Jane and Henry might use.

See you then.	<input type="checkbox"/>	See you later.	<input type="checkbox"/>
See ya!	<input type="checkbox"/>	schedule	<input type="checkbox"/>
date	<input type="checkbox"/>	I'm out all day.	<input type="checkbox"/>
I have another appointment.	<input type="checkbox"/>	tied up	<input type="checkbox"/>
busy	<input type="checkbox"/>	I'm free.	<input type="checkbox"/>
watch a movie	<input type="checkbox"/>	I can cancel	<input type="checkbox"/>
dinner	<input type="checkbox"/>	meet my family	<input type="checkbox"/>
Hi!	<input type="checkbox"/>	How do you do?	<input type="checkbox"/>

## Part 2: Activities

### Section A Pairs' Work

☞ Complete these sentences with the provided words.

visit	help	meet	come	about	see
then	could	have	tired	make	can

1. Tekton Industries. Janet See speaking. Can I \_\_\_\_\_ you?
2. Can we \_\_\_\_\_ tomorrow morning?
3. \_\_\_\_\_ we meet next Thursday at 3:00?
4. How \_\_\_\_\_ Friday then?
5. I can't \_\_\_\_\_ it on Friday.
6. I'm busy \_\_\_\_\_.
7. I'm \_\_\_\_\_ up until 5:00.
8. I \_\_\_\_\_ to go to a meeting.
9. I have to \_\_\_\_\_ our head office.
10. Hi, Janet. This is Ray McNabb from Milford's. I've got the new software I was telling you about. Can I \_\_\_\_\_ over and show it to you?
11. Sure. When \_\_\_\_\_ we meet?
12. OK. So I'll \_\_\_\_\_ you on Thursday at 5:00. See you then.

☞ Look at the problem, excuse and suggestion. Work with your partner. How many other problems can you think of that could delay a meeting? What excuse would you use? How would you suggest?

Problem	Excuse	Suggestion
Flight delay	I'm afraid my flight has been delayed. I'm sorry, but I'm not going to make it to London in time for our appointment.	Do you have time to meet me in the afternoon?
Taxi stuck in traffic	I'm sorry. I'm afraid I am stuck in traffic.	Can we put back our appointment an hour?

## Section B Role Play

### Stage 1

☞ Study the following useful information.

① In spoken British English, we use ordinal numbers for dates. We usually say and write the day, then the month, then the year. We also usually say *the* before the day and *of* before the month.

e. g. We say: the eleventh of February, two thousand and nine

We write: 11 (or 11<sup>th</sup>) February, 2009 or 11/02/09

We say: the thirtieth of September, two thousand and nine

We write: 30 (or 30<sup>th</sup>) September, 2009 or 30/09/09

② In American English, we usually say and write the month, then the day, then the year. We don't use *of* and *the*.

e. g. We say: January tenth, two thousand and nine

We write: January 10 (or 10<sup>th</sup>), 2009 or 01/10/09

We say: October twenty-first, two thousand and nine

We write: October 21 (or 21<sup>st</sup>), 2009 or 10/21/09

**Stage 2**

☞ Work with your partner and role play the following telephone situation.

One of you is a company employee who has arranged to meet a colleague (your partner) from one of your subsidiaries. Explain that you cannot keep the appointment, and give a reason. Suggest an alternative time.

**Stage 3**

- ☞ 1. Form a group of 3.
2. Each student of the group gets a role card — someone's diary. Act as the assistant to that person.
3. Contact each other and try to fix in a 3-hour meeting on the launch of a new product. Maybe, someone should change his original arrangements, as this meeting is very urgent.

**Role Cards****Clive Harris's Diary**

<b>November</b>		
3 Monday	4 Tuesday	5 Wednesday
A. M. _____	_____	_____
<u>10:00am—5:00pm</u>	_____	_____
<u>Yearly Budget Meeting</u>	_____	_____
_____	_____	_____
LUNCH _____	_____	_____
_____	_____	_____
P. M. _____	_____	<u>4:30 Medical Check up</u>
_____	_____	_____
Evening _____	<u>7:30 London Symphony</u>	_____
_____	<u>Orchestra@ Royal</u>	_____
_____	<u>Festival Hall</u>	_____



### Danny McNeil's Diary

November		
3 Monday	4 Tuesday	5 Wednesday
A. M. _____	_____	_____
_____	_____	_____
_____	_____	_____
LUNCH 12:30 Lunch with Peter Albright @ Hilton	_____	_____
P. M. _____	5:45 _____	_____
_____	UA178 London-LA	_____
_____	_____	_____
Evening _____	_____	_____

### Kate McKenna's Diary

November		
3 Monday	4 Tuesday	5 Wednesday
A. M. _____	_____	_____
_____	_____	_____
_____	9:00 Visit New Plant	_____
_____	_____	_____
LUNCH _____	_____	_____
_____	_____	_____
P. M. _____	_____	2:00 Interview with
3:00 Finance Dept.	_____	Three Candidates
Meeting on Contract	_____	_____
_____	_____	_____
Evening _____	_____	_____
_____	_____	_____