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行业英语速听速成丛书

零售业英语

English for Retail Business

武蓝蕙 编著



天津科技翻译出版公司 天津外语音像出版社



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编者的话

FOREWORD

随着改革开放不断深入,经济日趋繁荣,国内市场目前已成为各大百货公司、专卖店短兵相接的战场。服务行业若想稳操胜券,扩大市场,店员首先要会说一口流利的英语,以提高服务品质,争取各个阶层、国籍的顾客。本书就是商店服务人员训练各种实务英语会话的必备指南。

本书有三大特色,协助您轻松自在地学好英文。

一、生动的会话实况

每篇均有详尽生动的会话实况,并附深入浅出的中文解说。书中的会话符合国情,教您如何接待客人,展示和推销商品,并适时反应顾客需要。内容从“接待基本会话”、“迎客须知”、“推销用语”到“说明场所位置”、“说明营业时间”,处处结合生活与实际,让您在服务中用简单合宜的英文,随机应变,达成圆满的交易。

二、丰富的流行资讯

本书引进国外最新资讯,简明扼要地为您解说百货商店如何运用各种售后服务及专业知识,如免税、打折、换算、退钱、分期付款、广播失物、电梯会话等,使您与顾客取得进一步的沟通,永远掌握流行动态,信心十足地面对不断变化的市场。

三、精彩的专柜语句

专柜语句包括与鞋类、服饰、领带、珠宝饰品、瓷器、礼品、玩具、洋娃娃等专柜有关的语句,以及汇兑地点等,贴切实用,使您随学随用。此外,各式商品的专业术语、商店用语以及活用例句,应有尽有,让您在阅读过程中顺利地进入角色。

本书融合了服务英语的实用性、活泼性和专业性,帮助您迅速拥有英文听、说、写、读的实力,囊括了应对顾客的技巧以及百货业、店面、卖场、世界名牌等最新资讯,是您求职、入行、在职、进修的最佳助手。

编者

目 录

第

CONTENTS

PART A 接待基本会话 Basic Usage

1. 招呼用语 / 2
May I help you?
2. 听不懂时的应付之道 / 5
Pardon me?

PART B 迎客须知 Proper Treatment

1. 询问及回答顾客的意愿 / 12
Would you like to try it on?
2. 要求顾客 / 16
Would you please take your shoes off in the fitting room?
3. 请的用法 / 19
Please.
4. 向顾客推荐 / 22
Shall I take your measurements, sir?
5. 如何拒绝顾客 / 25
I'm sorry we don't accept credit cards.
6. 展示商品 / 29
Please have a look.
7. 交易 / 31
How much is it altogether?

PART C 推销用语 Suggestions about Sale

1. 询问顾客预算、喜好 / 36
How much would you like to pay?
2. 建议顾客颜色、式样 / 40
That color sure looks good on you.
3. 建议顾客尺寸大小 / 43
I think it's a little too small for you.
4. 说明流行款式 / 48
This is popular now.
5. 说明尺寸单位及限制 / 51
We use the centimeter in China.
6. 说明材质 / 55
It's made of 100% cotton.
7. 说明耐久性 / 58
Which wears better?
8. 说明洗涤方法 / 61
How do you prevent discoloration?
9. 说明存货 / 64
This is the largest one we have in stock right now.
10. 说明是非卖品 / 69
It's not for sale.
11. 说明订购事宜及所需时间 / 72
Shall we order some more?
12. 说明书及保证 / 76
We have a manual written in English.
13. 运送须知(费用、日期等) / 79
Would you like to have it delivered?
14. 包装说明 / 84
Shall I gift-wrap it?

15. 请求汇兑 / 87

Would you mind changing your money into RMB?

16. 定金及余款的说明 / 91

We have a cash-on-delivery system.

17. 大拍卖时 / 93

They are all on sale.

18. 拒绝减价、小费 / 98

We can't give you any discount.

19. 说明折扣限度 / 100

Our best offer is 10% off.

20. 餐饮会话 / 103

May I take your order?

PART D 说明场所位置 Where the Situation Is

1. 层数及建筑物 / 110

It's on the 3rd floor.

2. 同楼的其他售货处 / 114

Where can I find stereos?

3. 洗手间方向 / 119

Where's the lavatory?

4. 电梯内 / 122

What floor, sir?

PART E 说明营业时间 Business Time

1. 平常的营业时间 / 128

We open from 10:00 to 6:00.

2. 不同的营业时间 / 132

Our restaurants are open till 8:00.

3. 旺季的营业日 / 135

We're open everyday during the year-end gift season.

4. 公休 / 138

Our regular holiday is Thursday.

PART F 进一步的沟通 Further Communication

1. 总机的电话应答 / 144

Hold the line, please.

2. 柜台的电话应答 / 148

He is out at the moment.

3. 其他电话应对 / 151

Hello. Would you mind speaking more slowly?

4. 退货、退钱、换货的询问 / 158

Do you have the receipt?

5. 修理的询问 / 163

It's covered by warranty.

6. 广播失物及小孩走失等 / 168

What does she look like?

7. 免税品的处理 / 173

May I see your passport, please?

PART G 各式专柜会话 Various Departments

1. 鞋类专柜 / 182

What does E or double E mean?

2. 服装专柜 / 186

I think they are a little tight.

3. 领带专柜 / 191

Can you select one for me that goes well with this suit?

4. 宝石专柜 / 194

Is it genuine pearl?

5. 西式瓷器专柜 / 200

It's not made in that pattern.

6. 日式瓷器专柜 / 205

How about coasters or vases?

7. 洋娃娃专柜 / 210

My friend wants to buy a doll whose head is made of porcelain.

8. 玩具专柜 / 214

This is battery-powered.

9. 礼品专柜 / 218

How about something like a Kimono?

10. 汇兑地点 / 221

How come the rate is higher?

附 录 Appendix

百货日用品一览表 / 226

Commodities

商店用语 / 236

Commercial terms

BASIC USAGE

Part A 接待基本会话

May I help you?

1 招呼用语

在竞争激烈的商业卖场上,开门接待宾客的第一句话,通常是问好,如:“Good morning, sir(ma'am).[先生(女士),早上好。]”这是服务业不可或缺的礼节,而“May I help you?(我能为您效劳吗?)”更是相当重要的招呼语,可以取代问候,激起顾客的购买意愿,以打下交易成功的基础。

对话 1 DIALOGUE ONE

C = Customer 顾客 S = Sales Clerk 售货员

S: May I help you, ma'am?

C: Yes. Can you help me find a souvenir for my daughter?

S: Certainly...How do you like this doll?

S: 女士,我能为您效劳吗?

C: 能不能帮我选个纪念品送给我女儿?

S: 当然……这个洋娃娃怎么样?

对话 2 DIALOGUE TWO

S: Good morning, sir. May I help you?

C: That's okay. I'm just looking.

S: 先生,早上好。我能为您效劳吗?

C: 没关系。我只是随便看看。

S: Fine (Sure). *Please take your time.*

S: 好的。请慢慢看。

对话 3 DIALOGUE THREE

S: May I help you?

S: 我能为你效劳吗?

C: No. *I'm taken care of.*

C: 不必了。我已经有人帮忙了。

S: Oh, that's fine.

S: 哦,那好。

活用例句

USEFUL EXAMPLES

- Good morning, sir. *May I help you?*
先生,早上好。我能为您效劳吗?
- Good afternoon, ma'am. *May I help you?*
女士,下午好。我能为您效劳吗?
- Please *take your time.*
请慢慢看。
- As you please.
如您所愿。
- I'm just looking.
我只是看一看。
- I'm just *having a look.*
我只是看一看。
- I'm (already being) *taken care of.*
我已经有人帮忙了。
(=I'm being helped.)
- What can I do for you?
我能为您做些什么吗?

- **Is there anything** I can do for you?
有什么事情我可以为您效劳的吗?
- Can I be **of any assistance**?
我能帮助您吗?
- Have you been **waited on**?
要我效劳吗?

注释

NOTES

souvenir [ˌsuːvəˈniə(r)] *n.* 纪念品

take one's time 慢慢做

take care of 照料

have a look 观赏; 看看

Pardon me?

2 听不懂时的应付之道

学会并熟练掌握了几句打招呼的用语之后,如果还遇到听不懂的情况,就必须懂得如何客气地周旋,如最常用到“Pardon me?(请再说一次。)”,并请懂英文的人来应付。但请尽量避免在听不懂客人所说的话时,保持一副笑嘻嘻的样子。这是因为,第一,这样是相当没有礼貌的;第二,在这段时间里等于全然无视顾客的存在。

对话 1 DIALOGUE ONE

C: Can you suggest an attractive gift for my sister-in-law?

S: Pardon?

C: (He says it again.)

S: I'm sorry, **I didn't understand you.** Please wait a moment.

C: 我想送我嫂嫂(弟媳)一个别致点的礼物,你可不可以给我一些建议?

S: 请再说一遍好吗?

C: (顾客又说了一次。)

S: 抱歉,我不明白你的意思,请稍等一下。

对话 2 DIALOGUE TWO

S: Can I help you?

C: Yes, I'd like to buy some Christmas gifts.

S: 您想要些什么吗?

C: 是的,我想买一些圣诞礼物。

S: Well. *Would you please say it again?*

C: O.K., I want to buy some gifts for Christmas time.

S: I see. This new perfume "Intimate" *is very popular* with the young set nowadays. Maybe you can consider it.

S: 嗯,请您再说一次好吗?

C: 好的,我要买一些圣诞礼物。

S: 我懂了。目前,这种新出品的香水“亲密”很受年轻一代的喜爱。您可以考虑看看。

对话 3 DIALOGUE THREE

C: Please *direct me to the grocery* department.

S: *Pardon me?*

C: I'd like to buy two loaves of brown bread, a pound of bacon, and a ham. And will you tell me where I can buy these items?

S: Excuse me. *I'm afraid I can't say it in English.* Just a moment, please.

C: 请告诉我杂货部在哪里。

S: 请您再说一遍。

C: 我要买两个黑面包、一磅腊肉和一条火腿。你能告诉我到哪里买吗?

S: 抱歉,我不会用英语表达,请稍候。

活用例句

USEFUL EXAMPLES

- That's fine. *I'll take it.*
很好,我要这件。
- Yes, there are five in assorted colors and three designs.
有的,有五种不同的配色,样式有三种。

- Shall I show you **a sample of each**?
要不要我每一种都拿给您看看?
- This price includes expressage.
这个价钱包括运费在内。
- **It suits you fine.** I hope you like it.
这与您很相配,希望您喜欢。
- Pardon me?
抱歉,请再说一遍好吗?
- I'm sorry, **I didn't understand you.**
抱歉,我不了解您的意思。
- **I'm afraid I can't say it in English.**
恐怕我无法用英语表达。
- **Just a moment, please.**
请稍等。
- I'm afraid I don't know.
恐怕我不知道。
- **I beg your pardon?**
请您再说一次好吗?
- Excuse me. What did you say?
抱歉,您说什么?
- **Excuse me. What do you mean by 'grocery'?**
对不起,你说“grocery”是什么意思?
- I'm afraid I can't **explain it in English.**
恐怕我没办法用英语解释。
- Is that so?
是这样吗?
- I see.
我明白了。