

高职高专“十一五”规划教材



总主编◎何兆熊 本册主编◎姜荷梅 何光明

Contemporary
Business English Listening and Speaking Course

当代商务英语

听说教程 2

教师用书

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华东师范大学出版社

图书在版编目(CIP)数据

当代商务英语听说教程. 2 / 姜荷梅主编. — 上海: 华东师范大学出版社, 2008. 1

教师用书

ISBN 978-7-5617-5815-1

I. 当… II. 姜… III. 商务—英语—听说教学—高等学校: 技术学校—教学参考资料 IV. H319.9

中国版本图书馆 CIP 数据核字(2008)第 004536 号

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策 划 高等教育分社

项目编辑 李恒平

责任校对 王秀娥

版式插图 郑 洁 李小玲 新月创意

出版发行 华东师范大学出版社

社 址 上海市中山北路 3663 号 邮编 200062

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销售业务电话 高教分社 021-62235021 021-62237614(传真)

基教分社 021-62237610 021-62602316(传真)

教辅分社 021-62221434 021-62860410(传真)

综合分社 021-62238336 021-62237612(传真)

北京分社 021-62235097 021-62237614(传真)

010-82275258 010-82275049(传真)

编辑业务电话 021-62572474

网 址 www.ecnupress.com.cn

印 刷 者 苏州永新印刷包装有限公司

开 本 787×1092 16 开

印 张 16.75

字 数 328 千字

版 次 2008 年 4 月第一版

印 次 2008 年 4 月第一次

书 号 ISBN 978-7-5617-5815-1/H·366

定 价 39.80 元(含盘)

出 版 人 朱杰人

(如发现本版图书有印订质量问题,请寄回本社客服中心调换或电话 021-62865537 联系)

教师使用建议

本书为《当代商务英语》(Contemporary Business English)听说教材第二册的教师用书。我们编写此书的目的是为了给采用本书的兄弟院校教师提供参考,但不希望因此限制使用者创造性的教学实践。本书也可以为自学者提供某些方便。我们同样希望他们不要对此书产生依赖。

需要特别说明的是:本册所选商务话题和每单元中出现的表达,都是商务职场应该掌握的内容,对学习者的实际商务工作有非常重要的帮助。这些内容是经慎重挑选并反复试教后确定的。

关于本套听说教材的编写原则,在学生用书中已有详细说明。这里仅就第二册的使用作一些具体补充。

教学目的

使用听说教材第二册的学生在商务英语听说方面已经有了一些基础,但需要进一步巩固。因此本册的定位是商务英语听说流畅表达。

关于听说教材第二册的教学目的,我们强调:

1. 一方面要努力丰富学生的语言知识,积极介绍新的语言现象,另一方面又要把重点放在提供较多的活用语言的“语境”,以帮助学生熟练掌握所学语言并提高在商务交际过程中正确运用语言的能力。

2. 一方面要继续提高学生的听力理解能力,另一方面又要进一步加强说的训练,以保证学生听、说技能均衡地发展。

3. 一方面要着重语言技能的训练,另一方面又要让学生接触(职场)商务知识,帮助他们熟悉商务语境的语言表达和沟通技能。培养学生的跨文化交际能力的思路在书中亦得到充分体现。

基本框架

本书共16课,每周一课,供一学期使用。每课由四个部分组成:实用听说、商务口语、听力训练和趣味听力。为保证本套教材达到预期的效果,我们对每课的选编和各项练习的设计都作了认真考虑。因此希望使用者按照每课各项内容出现的先后顺序完成各课任务,尽量不要删减或跳跃。

Part 1 Practical Listening and Speaking (实用听说)

1. Word study

本部分的词汇和句子都配有录音,主要操练重点词汇的听写。教师可以根据学生的基础,采取灵活的教学方法。以下建议,仅供参考:

◇ 对于基础较好的学生而言,教师可以简单解释部分较难的词汇,然后让学生在规

定的时间内,在课堂上搭档完成所有填空练习。学生完成后,教师放录音以便学生核对和纠正答案。接下去,教师可以带读所有词汇,然后由学生独立朗读词汇和句子,注意其发音。

- ◇ 对于基础一般的学生而言,教师可以用中文或英文解释所有单词,然后让学生在规定的时间内于课堂上搭档完成所有填空练习。学生完成后,教师放录音以便学生核对和纠正答案。接下去,教师带读所有词汇,然后由学生朗读词汇和句子,注意学生单词发音。
- ◇ 对于基础较差的学生而言,教师可以提前布置家庭作业,让学生在家查字典把这部分的练习做完。在课堂上,教师可以逐个叫学生朗读句子并纠正学生的填空错误和发音错误。然后,教师放录音,让学生尽可能不看书听懂所有句子和词汇。
- ◇ 当然,对于基础较好和一般的学生而言,同样也可以采取家庭作业的形式让学生预习,以便缩短这部分的教学时间,提高上课效率。

2. Functional listening

本部分的听力练习采取了填空题和正误题形式。学生在操练时,会觉得轻松一些,从而提高学习兴趣,增强信心。教师可以根据学生的基础,采取灵活的教学方法。以下建议,仅供参考:

- ◇ 对于填空题,教师可以简单介绍一下听力材料的背景和内容,然后开始放录音。第一遍录音放完后,要求学生记下所需填空的关键词或关键部分。第二遍录音放完后,要求学生尽可能将空白内容填写完整。放第三遍录音时,要求学生在不看书的情况下尽可能听懂每句话和每个单词。
- ◇ 对于正误题,教师也可以采取同样的方法,先介绍背景和 content,然后放两到三遍录音,让学生循序渐进地听懂材料并完成听力练习。
- ◇ 这部分的听力材料也可以用作口语材料,教师和学生之间以及学生与学生之间可以就这部分内容进行充分的交流。如果时间允许的话,教师可以让学生利用该听力材料做角色表演练习。
- ◇ 对于听力材料的背景和内容,教师就单元话题和功能对话进行简单说明即可,因为该书所涉及的内容都是最常见和实用的商务话题,大多属于商务常识。本册中同时也涉及一些浅显的进出口贸易知识。

3. Language check

本部分听力训练重点在于功能句型及关键词汇的听写,为口语打基础。教师可以灵活使用该部分材料。以下建议,仅供参考:

- ◇ 如果因为时间关系这部分材料只能用作听力材料的话,教师可以在课堂上让学生将这部分内容中的核心句子听写出来,然后叫学生在课外朗读并背诵这部分内容。教师可以在下堂课花几分钟的时间采取汉译英的练习形式抽查学生的背诵情况。
- ◇ 这部分内容具有很强的实用性与交际性,故更适合做口语练习材料,事实上,该部分为第二部分听力(Functional listening)内容的细分,按照实际商务沟通过程,分解成紧密相连的各个小话题,以便学生逐个击破,分项掌握,从而让学生更好地记住功能表达、应用功能表达。这种听说练习形式是专门针对中国学习者语言学习

特点的一种创新。

- ✧ 如果时间允许的话,教师可以利用这部分内容让学生进行角色表演。教师先给学生足够时间操练,然后挑选部分学生上台表演。这种学生自演自练的形式深受试用教材学生的喜欢,相信也一定受到同学们的欢迎。学生表演所带来的笑声会有利于消除听力所带来的疲劳。

4. Controlled practice

这是国外商务英语教材正逐渐使用的、新的练习形式。以下教学建议,仅供参考:

- ✧ 如果因为时间关系这部分材料只能用作听力材料的话,教师可让学生听出材料中重点内容和细节。放听力录音时,学生应当将书合上。
- ✧ 该部分材料更适合做口语材料。学生可以按照提示进行互动操练,进一步掌握功能句型,增强口语表达能力。这部分内容教师如果能灵活操练,十分有利于调动课堂气氛,达到很好的教学效果。

5. Business culture

这部分内容是从众多实际商务沟通过程中总结、精选而来,不仅实用而且极具启发意义。由于本部分具有一定的难度,故练习采取了词汇填空题形式,所需填写的词汇皆为常用词汇或商务词汇,难度适合该级别的学生。

- ✧ 放录音之前,教师可以引出话题并启发学生根据自己的理解回答书中所提供的问题,通过问答形式让学生了解相关背景知识,做好听力练习的准备。
- ✧ 第一遍录音放完后,要求学生记下所需填写的大部分或部分词汇,可以提示学生记下单词的关键部分。第二遍录音放完后,要求学生尽可能将空白内容填写完整。放第三遍录音时,让学生核对答案。
- ✧ 做完听力练习后,如果时间允许的话可以鼓励学生就听力内容做小组讨论练习,展开口语训练。
- ✧ 本部分不仅仅是单纯的听力材料,更重要的是要让学生掌握其中的文化差异和沟通技巧。教师可以在学生做完这部分的听说练习后总结一下相关文化差异和沟通技巧,以便学生更好地掌握这部分内容。

以下简单介绍一下各单元的这部分内容。

- ✧ Unit 1: 讲述了两位西方人在中国有关打电话的经历。第一个人的经历告诉我们,在会谈时如果在没有征求对方许可的情况下就接听手机是不礼貌的。第二个人的经历告诉我们打电话时不应该问对方个人隐私问题。
- ✧ Unit 2: 阐述了直线时间型、变通时间型、轮回时间型等三种时间观念以及哪些国家的人拥有这些时间观念,同时也提供了和拥有这三种时间观念人打交道时应当注意的一些事项。
- ✧ Unit 3: 通过生动的案例讲解了中国人在谈论自己成果等方面的谦虚习惯,同时说明西方人在谈论自己成果的时候不会像中国人那么谦虚,往往会采取实事求是的态度。
- ✧ Unit 4: 列举了8个和西方人交谈时不应提及的问题,因为这些问题涉及他们的隐私;同时也说明了这些问题在中国人看来并非为闲聊中的禁忌问题。

- ✧ Unit 5: 介绍了常见的西餐礼仪,譬如:如何使用餐巾、餐具等。
- ✧ Unit 6: 讲述了商业人士在商务交往中应该注意来自不同文化的人对个人空间的要求,着重讲解了美国人在这一方面的习惯,同时也强调商业人士了解各个文化在该方面的差异的重要性。
- ✧ Unit 7: 就商务演讲或演示提供了三方面的技巧介绍。
- ✧ Unit 8: 详细介绍了商务场合中商务人士初次见面时打开话题、结束谈话的5个步骤,同时提供了一些相关技巧。
- ✧ Unit 9: 探讨了来自不同文化的商务人士在和商业伙伴培养关系方面的一些差异:有的文化强调关系非常重要,一般先培养关系再谈生意;而有的文化则相反。
- ✧ Unit 10: 讲述了在商务场合中接听或打电话时听不懂对方讲话的种种原因,并就这一沟通障碍提供了详细的技巧讲解。
- ✧ Unit 11: 介绍了来自不同国家的商务人士在送礼方面的习惯和差异,强调了熟知这一差异的重要性并提供了相关的建议。
- ✧ Unit 12: 通过生动的案例讲解了中国人的客气这一文化习惯,并说明了西方人没有这一特殊的文化习惯。
- ✧ Unit 13: 追溯了西方远古时代祝酒所产生的原因,并就西方祝酒提供了详细的技巧介绍和优美的祝酒辞。
- ✧ Unit 14: 介绍了如何进行有效催款的一些实用技巧和建议。
- ✧ Unit 15: 阐述了如何投诉和处理投诉的一些实用技巧和建议。
- ✧ Unit 16: 探讨了成功打通销售电话的5个技巧。

Part 2 Business Speaking (商务口语)

这部分围绕单元商务话题展开口语训练,从有控制的训练开始,过渡到半开放性的训练,最后达到自由交际的目的。练习形式有对话、问答、角色表演等。所有材料紧扣真实商务题材,让学生能尽可能模拟真实的商务场景,最终达到商务沟通无障碍的目标。具体教学建议如下:

1. Pair work

- ✧ 这部分的选材围绕单元话题,突出功能表达,内容充实、针对性强。教师可以根据练习提示操作,以鼓励和启发的方式,让学生做搭档操练和角色表演练习,进一步巩固并检验所学内容。
- ✧ 这部分多为控制型或半开放型的训练材料,教师要给与学生一定的压力,监督他们完成练习,并检查学习效果。同时还要鼓励学生多参与操练,充分模拟实战。教师应尽可能调动学员的主动性,活跃课堂气氛。
- ✧ 教师可以把这部分内容中的一些重点句子翻成中文,然后叫学生将这些中文句子口译成英文,以检查学生对重点句子的掌握情况。

2. Role play

- ✧ 这部分采取角色表演形式,可由两人或多人参与。提供的材料多为图画和表格,直观易懂、图文并茂。所选内容来自或模拟真实商务场景,学生不仅能提高英语

沟通技能还可以丰富商务知识,具有很强的实用性。

- ◇ 该部分操练形式为半开放性的训练和自由交际,互动性和交际性很强。中国学生有些害羞,一般不大愿意上台表演。教师应当在学生自行操练后,鼓励他们上台表演,甚至还可以带头参与表演,表演结束后,可以做一些简单,且多为正面的评价和鼓励。一旦教师和学生都很放松并积极参与,这部分内容会让教师教得轻松,学生学得愉快,学习效果极佳。
- ◇ 这部分内容在多数单元里都配有补充词汇——多为商务英语高频率词汇。教师可以根据学生的基础要求背诵部分或全部单词。

Part 3 Listening Practice (听力训练)

与第一部分实用听说的听力训练任务所不同的是,本部分为听力微技能训练,更侧重学生听力技能的提高。英语听力是英语能力的一部分。良好的听力技能是学习英语的基础和动力源泉,是表达功能的前提。因此,本部分主要有针对性地提高学习者的听力基本功,包括英语语音语调、词汇量、语法、文化背景知识,及对于各种语篇/文体/变体(如美国英语、英国英语、澳大利亚英语等)的认识等。

1. Listening focus

本部分培养学生听懂基本语言单位(如语音、数字、单词、句型)的能力,集中练习影响听力理解的重点和难点。

2. Dictation

在培养学生听懂基本语言单位的基础上,提高听力微技能。在整个教学的过程中,教师可以引导学生辨听易混淆的音素、单词、结构,培养学生的释意复述,短时记忆,听写技能等能力。

3. Conversations

本部分培养学生获取对话中具体信息的能力;要求学生能对对话发生的背景、地点、说话者对话者的身份以及对话者之间的关系进行推断;理解交谈的要点、说话者意图、观点或态度。教师可引导学生集中精力获取有用的信息,培养学生分析对话发生的背景、地点及辨别说话者的身份和交谈者之间的关系的能力。对于基础较好的学生,还可以要求他们熟悉对话中的商务场景、生活常识和英美文化背景知识。

4. Passage

本部分为语篇整体技能训练。短文的听后练习可以说是听力理解的深化阶段,教师在教学中可侧重整体理解,不宜过多要求学生准确地回忆语句的细节,避免使听力理解训练成为听力形式的词汇测试或记忆力测试。也要避免把听力练习变成了智力测验或是阅读甚至书写训练。除了教材中提供的多项选择等练习形式外,教师还可采用(任务为中心的)多种形式进行训练,如何让学生对听到的内容加以复述、扩展、概述或做出比较、分析、评价、进行小组讨论等。总之,教无定法,教师可以灵活掌握。

上述4个部分所选材料大多围绕商务话题展开,练习形式丰富多样。不仅便于学生快速提高听力水平,同时为学生参加各种商务英语考试(如: BEC、BULATS、TOEIC等)做好充分准备。

Part 4 Fun Listening (趣味听力)

本部分为轻松一刻,选材以歌曲、电影录音片断为主,辅以绕口令、笑话、幽默故事等内容。英语歌曲和诗歌等素材,深受学生的喜爱和教师的青睐,是英语教学中提高学生学习兴趣、活跃课堂气氛、丰富学生课余生活和提高学生英语语言素质的寓教于乐的有效手段。教师可以采用备唱、教唱、带唱、演唱(如学生齐唱、小组唱、个体唱等)、填词、改编歌词、即兴表演等形式教学。

课时安排

我们建议每单元大致用4课时,具体可作如下安排:

实用听说 1—1.5 课时

商务口语 1 课时

听力训练与趣味听力 1.5 课时

每课的测验 0.5 课时

教师可根据学生的水平,对以上安排作适当的调整。

考核方式

考核可根据学生的课堂参与和表现、课后作业、每课的测验、期中考试和期末考试进行。期末考试可分口语考试和听力考试。口语考试以教材内容的掌握为原则,考查口语表达能力;听力考试可以考查各单元的语言项目和对未听过的、与教材难易程度相仿的听力材料的理解能力。口语和听力考试成绩总体上可以按如下比例:

课堂参与和表现 20%

课后作业和每周测验 20%

期中考试 20%

期末考试 40%

本册教师用书由姜荷梅、何光明、王虹惠、孙怡、金阳、李恒平等老师编写。错漏之处难免,请教师在使用中指正。本册承外籍专家 John Parker 审定,在此表示衷心感谢。

编 者

2007 年 12 月

Acknowledgement

We are extremely grateful to the authors and publishing houses for all the materials chosen as content in this textbook. We hope that the request for permission to use the related resources for teaching purposes will receive kind and generous consideration.

Every effort has been made to contact copyright holders before publication. However, in some cases this has been impossible. If contacted, the publisher will ensure that full credit is given at the earliest opportunity.

Bookmap

Units	Contents	Functional listening	Business culture	Listening strategies
Unit 1	<i>Could I send you our catalogue</i>	Getting past the secretary on the phone Answering clients' questions on the phone	Understanding telephone manners	Identifying some important abbreviations Answering clients' questions on the phone Taking telephone messages
Unit 2	<i>When would be good for you</i>	Making an appointment Changing an appointment	Understanding time cultures	Understanding airport announcements
Unit 3	<i>Where would you like to stay</i>	Describing hotels Booking hotels for clients	Understanding Chinese modesty culture	Understanding directions and positions Making a reservation
Unit 4	<i>Welcome to our company</i>	Meeting a client at the airport Receiving a client at the office	Knowing eight questions you should not ask	Identifying geographical locations Introducing a company
Unit 5	<i>What would you like for the starter</i>	Dining in a Western restaurant Making, accepting and declining invitations	Understanding Western table manners	Understanding lines, angles and shapes
Unit 6	<i>This is our new showroom</i>	Describing a product in the showroom Explaining the catalogue	Understanding personal space	Understanding public signs
Unit 7	<i>Let me tell you more about our product</i>	Making a sales presentation Demonstrating a product	Learning three P for presentations	Making a sales presentation Understanding tips for a successful presentation
Unit 8	<i>Would you like to visit our factory</i>	Showing someone around the factory and answering questions Describing the production process	Opening and ending the business talk	Knowing about production process Understanding three main types of production process Understanding five steps for opening and ending a first business talk

续 表

Units	Contents	Functional listening	Business culture	Listening strategies
Unit 9	<i>This is our lowest price</i>	Negotiating prices and discounts Negotiating terms of payment	Developing relationships first or doing business first	Following instructions while listening Applying skills of a good salesperson
Unit 10	<i>What would you like to order</i>	Placing an order on the phone Tracking an order on the phone	Improving your listening on the phone	Guessing meanings while listening Understanding how to place an order
Unit 11	<i>We can make delivery in June</i>	Talking about delivery time Talking about shipment	Understanding gifting culture	Listening for key words Discussing delivery time
Unit 12	<i>What about packing and insurance</i>	Talking about packing Talking about insurance	Understanding the Chinese offer & decline culture	Listening for specific details Understanding people talking about packing Understanding people talking about insurance Understanding a brief introduction of insurance
Unit 13	<i>Shall we sign the contract</i>	Signing a contract Toasting at a farewell dinner	Learning tips for making a toast	Listening for the main idea Understanding people talking about a contract Understanding what a contract is
Unit 14	<i>When can you make the payment</i>	Chasing payment in a polite way Chasing payment in a serious way	Learning tips for collecting money on time	Predicting while listening Understanding how to chase overdue payments
Unit 15	<i>I'm sorry to hear that</i>	Making a complaint Dealing with a complaint	Learning tips for making and dealing with complaints	Taking notes while listening
Unit 16	<i>How was the last order</i>	Calling a previous client Describing the sales trend	Learning 5 tips for a successful sales call	Summarizing while listening Learning lessons from an ineffective sales call

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Unit 1

Could I send you our catalogue



Unit Goals

- ◇ Getting past the secretary on the phone
- ◇ Answering clients' questions on the phone
- ◇ Understanding telephone manners
- ◇ Identifying some important abbreviations
- ◇ Answering clients' questions on the phone
- ◇ Taking telephone messages

Part 1



Practical Listening & Speaking

A Word study

Work with your partner to fill in the blanks using the words on the left. Listen and check your answers, and then follow the recording.

office stationery
market leader
Personal Assistant
contact

latest model

retail price
discount

from stock
out of stock

- (1) Your retail price is too high. How about \$ 500 per machine?
- (2) If we buy 40 machines, how large is your discount?
- (3) We can't supply from stock at the moment.
- (4) Do you have a 7-day money-back guarantee? I mean, if the goods are poor in quality, can we return them to you within 7 days?
- (5) The on-site maintenance is very important. We need to have your people look at our machines in time if they are broken-down.
- (6) The goods are out of stock at the moment.
- (7) I'm afraid your warranty period is too short. Can you make it 3 years?
- (8) Please feel free to contact me anytime.
- (9) Could you deliver the goods to us as soon as possible? We can't wait.

deliver

warranty period

on-site maintenance

money-back

guarantee

(10) We are short of office stationery. Can we buy some now?

(11) I work as the Personal Assistant to Mr. Jackson, our General Manager.

(12) We are a market leader in the office furniture business.

(13) This is our latest model. It's very popular with our customers.

B Functional listening

Task One (Getting past the secretary on the phone): Listen to the recording and fill in the blanks.

Joy: Good morning. THT Corporation.

Don: Good morning. This is Don Barry calling from PLP Office Stationery. (1) Could I speak to the Purchasing Manager, please?

Joy: Could I ask what it's about?

Don: (2) I'd like to talk to the Purchasing Manager about the possibility of providing our office stationery for you. We are a market leader in this field.

Joy: Yes, I see. He is not available just now.

Don: Could you (3) tell me when I can reach him?

Joy: He's very busy for the next few days.

Don: Would you mind asking him to call me back?

Joy: Sorry. I don't think I could do that. He's very busy right now.

Don: Do you think I could speak to someone else?

Joy: (4) You are speaking to his Personal Assistant.

I can deal with his calls.

Don: Is it all right if I call him tomorrow?

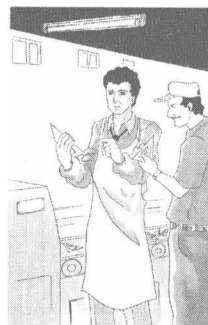
Joy: I'm sorry he won't be free tomorrow. May I suggest that you (5) send us your catalogue first and then we'll contact you?

Don: Yes, that's very kind of you. I have your address.

Joy: Right, Mr. Barry. We look forward to hearing from you.

Don: Thank you. Goodbye.

Joy: Bye.



Task Two (Answering clients' questions on the phone): Listen to the telephone conversation and complete the following notes using one or two words from the recording.

- (1) The retail price of Model 679 is RMB 2,015.
- (2) The man's company can supply the goods from stock.
- (3) The man's company can deliver the goods to the woman's company within one week.
- (4) The warranty period of this model is three years. The man's company can also provide on-site maintenance service.



Script

Ivy: Could I speak to Guy Dobson, please?
 Guy: Guy Dobson speaking. How may I help you?
 Ivy: This is Ivy Marten from BMQ. I read your catalogue. Could I ask you a few questions about Model 679?
 Guy: Certainly. What would you like to know?
 Ivy: Is it your latest model? And how much does it cost?
 Guy: Yes, it is. The retail price is RMB 2,015.
 Ivy: OK. If we buy 50 machines, what is your largest discount?
 Guy: We could offer you a 20% discount.
 Ivy: OK. Can you supply from stock?
 Guy: Yes, I think so.
 Ivy: How fast can you deliver the goods to us?
 Guy: We can deliver the goods to your company within one week.
 Ivy: How long is your warranty period?
 Guy: Our warranty period is three years.
 Ivy: Do you provide on-site maintenance service?
 Guy: Yes. Our engineers can arrive at your company within 24 hours after your call.
 Ivy: Do you have a 7-day money-back guarantee?
 Guy: Sorry. I'm afraid we don't have the guarantee, but we can let you try using our sample for one week.

© Language check

Work with your partner to complete the following conversations, and then listen and check your answers.

Task One: Getting past the secretary on the phone

Introducing yourself and asking to speak to somebody

M: This is John Johnson calling from PRK. Could I speak to the Finance Manager, please?

F: Could I ask (1) what it's about?

Stating the purpose

M: I'd like to speak to the Finance Manager about the possibility of (2) providing our office furniture for you. We are a market leader in this field.

F: OK, I see. He is not available just now.

Asking when you can get hold of him

M: (3) Could you tell me when I can reach him?

F: He's very busy for the next few days.

Asking him to call you back

M: (4) Would you mind asking him to call me back?

F: Sorry. I don't think I could do that. He's very busy.

Asking to speak to someone else

M: Do (5) you think I could speak to someone else?

F: I'm afraid not. I can deal with his calls.

Asking to call in the near future

M: Is (6) it alright if I call him tomorrow?

F: I'm afraid you can't. He's really busy these days.

Asking to send your catalogue

M: Could I send you our catalogue?

F: OK.



Task Two: Answering clients' questions on the phone

Answering questions about prices and discounts

M: How (1) much does it cost?

F: Our retail price is RMB 1,300.

M: If we buy 30, what's your (2) largest discount?

F: We can allow you a 25% discount.

Answering questions about the stock and delivery

M: Can you (3) supply it from stock?

F: I'm sorry. It's out of stock now.

M: Then when can you make (4) the delivery?

F: It will take one month to produce the product. We can deliver the goods to you in 45 days.

Answering questions about the warranty period and other guarantee

M: What's your (5) warranty period?

