



# 商场英语情景会话

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**English Conversation  
for Market**

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PDF

## 前 言

加入 WTO 后，中国将是个面对全世界开放的大市场，对外交往和商品贸易将会以空前的规模展开，来华外国人士将会大幅度增加。面对新的开放形势，我国商品流通领域现有的人力资源和知识水准已极不适应，其中主要特征之一是语言上的障碍已成为贸易和商品流通等商务活动的绊脚石。因为此前，中国的市场还处在关税壁垒的围墙内，是开放度有限的半封闭的市场，故对广大商务贸易从业人员的外语方面要求不严，即使在外贸部门也只是配备少量译员而已，对商品流通领域人数最为庞大的营业员队伍，则根本就没有外语方面的要求了。所以，培养能基本通晓商场英语有关知识和商场英语情景会话技能的新一代营销员、导购员乃是我国入世后当务之急的大事之一。

然而到目前，市场上还找不到一本适合此新形势的，专门供商场营销人员学习商场英语会话之类的专著。笔者尽管为此检索了国内各大图书馆的这类书籍并找遍了近 20 年来的出版书目，但终未能找到一本这方面的专著，有的也只是在某些口语书中寥寥几页的有关购物会话的若干章节而已，于是笔者便萌发了撰写这本书的想法。

本书是针对中国入世后，为培养新一代能操持英语与国外来华人士在超市、商场购物交流的新型售货员、导购员及各类商业人员而编写的专著。凡是具有高中毕业英语水平基础的商业从业人员，均可可是本书的阅读对象。

本书的特点是按商品名称分门别类，全书共分 20 个单元，每单元均有四个部分。第一部分为两个段落的情景对

话，对话均采用英汉对照，全面详尽地囊括了商场英语情景会话中所常用的主要语句、词汇以及可能出现的种种情景。同时每段对话无论从推销方式、服务形式、购物模式、交流场景、付款方式、售后服务等方面基本都不重复，使读者从情景会话中学到并掌握大量的商场英语词汇的意思和用法，提高口语能力。第二部分列出了对话部分的主要常用词汇。第三部分对会话中的难句和要句予以注解，注解无论从词法、语法、例句及口语技巧等方面都围绕着以商场用语英语会话展开。第四部分是句型换字练习，在这一部分中，罗列了该单元的商品名称词汇（注：在生字表中已列出的商品名称词汇在句型练习中不再重复出现），并与必须掌握的主要句型相结合，以达到拓宽商品词汇量、巩固句型用法、提高口语会话能力的目的。

在 20 个单元之后，是将本书出现过的所有重要语句分营业员和顾客予以分类归纳汇总，并且对每一句中文都列举了几种英语表达法。整本书以词汇量大而归类性强，结构新颖，内容生动丰富，情景对话犹如身临其境之感而贯穿始终，使广大的服务人员通过对本书的学习可以掌握本部门常用的英语交流用语，用流利的英语为外国友人提供优质的服务，再现礼仪之邦的好客美德，这便是笔者撰写本书的目的。

由于水平有限，不当之处，敬请读者批评指正，谨此表示谢意。

关 心

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Unit One  
Footwear Department  
鞋 部  
Dialogues

A

S: Can I help you, miss?

小姐，您要买鞋吗？

C: I'm after a pair of leather boots.

我想买双皮靴。

S: What size?

您穿多大的？

C: It's hard to tell.

说不准。/ 很难说。

S: Here are several different sizes. Try them on. What color do you want?

我们有好几种尺寸，你都试试吧。要什么颜色的？

C: Brown.

棕色的。

S: What style?

什么式样？

C: I want to buy that one with zipper and soft sole.

我想买双带拉链的，软底的。

S: We have the very thing for you. Will this do? This model is much in fashion this year and sells well.

我们正好有你要的式样。这双行吗？这样式今年非常流行，也很热销。

C: Let me have a try.( Try on. ) It's too loose. Will you get another one for me?

我来试一下。(试穿)大了些，能另外找双吗？

S: Yes, sure. But only in black. Is this suitable for you?

好的，不过只有黑色的。您中意吗？

C: Yes.( Try on. ) It suits me. This one is much better. This design wears comfortable. Is it made of pig-skin?

可以。(试穿)这双好多了，穿起来很舒服。是猪皮做的吗？

S: Yes. It's very durable and the model is the latest.

是的。很耐穿，款式也很新潮。

C: What brand?

什么牌子？

S: Hong Qing Ting brand. It is a famous brand. The style is appreciated by people and the quality is perfect.

红蜻蜓。这是个著名品牌，质量很好，款式也很受人青睐。

C: Where's it made in?

哪里产的？

S: It's made in Wenzhou.

温州产的。

C: How much is it?

多少钱？

S: It's 335 yuan. May be a little dearer, but the quality is very

good.

335 元。有点贵，但是质量很好。

C: That's much too dear. Can you come down a bit?

这太贵了，能便宜点吗？

S: It has been the preferential price. Sorry we can't go lower than this. We sell according to the price tag.

这已经是优惠价了。很抱歉，不能比这更便宜了，我们是按标价出售的。

C: That's right. I'll take it. Here's money. It's 350 yuan. Do you have change for a fifty yuan bill?

好吧，我就买这双。给你钱，350 元。能换开一张 50 元的吗？

S: Certainly. Your change, please. Fifteen yuan.

当然可以。请拿好找头，15 元。

## B

S: Hello! Are you looking for something, Madam?

你好！你买什么，夫人？

C: I'm trying to find a pair of shoes to match my new skirt.

我打算买双鞋子配我的新裙子。

S: Our shoes come in all sizes and designs. What kind would you prefer? How about the black one with the flower design?

我们有各种尺寸和样式的鞋子。你喜欢哪一种？那双黑色带花纹的怎么样？

C: I'd like to buy a pair of yard 35 red high heeled shoes.

我想买双 35 码的红色高跟鞋。



S: Sorry, I can do the size, but not the color. I show you some others. How do you like this?

很抱歉。这种尺码是有的，但这种颜色没有。我给你看看别的？这双可以吗？

C: The style is out of fashion. I don't like it.

这种样式已经淘汰了，我不喜欢。

S: It doesn't matter. I get another one for you. (Take another one.) It's one of the latest fashion. Is this all right?

没关系，我再给你拿一双。（拿了另一双）这是最新式的一种，行吗？

C: Oh, very smart. It's in popular now.

哇，好漂亮。现在正流行这种款式呢！

S: Would you like to try it?

你要试穿一下吗？

C: Yes. (Try on.) It seems to pinch a bit. Could you get a suitable one for me?

好的。（试穿）似乎紧了一点。能给我找双合适的吗？

S: Yes, let me check for you. Try this one. It looks well with your skirt. It's been on the market for just a few months, but it's a quite popular.

行，我再找找看。试试这双吧！看上去和你的裙子很相配。这种样式刚上市只有几个月，很热销。

C: Sorry, I like the pattern, but not the color. It's a bit too dark.

Has it any other color?

对不起，这样式挺好，但颜色不行，深了点，还有其他的吗？

S: Excuse me . We can't give you the right one. Oh, well, I doubt it, you might be lucky at our South Street Branch.

对不起，没有您合适的了。哦，对了，在我们的南街分店也许会有你所要的。

C: Where's the branch?

分店在哪里？

S: Go straight down to the end and first turn left, then turn right.

走到底，先往左拐，再往右拐。

C: It's too far away. Will you be having any more in?

太远了。你们还会再进货吗？

S: Yes, I think so. We'll order you one.

会的。我们也可以为你订购一双。

C: That's great.

这太好了！

S: Let me measure your foot.

我来量一下你的脚。

C: Trouble you very much. I leave my phone number . Will you contact me?

麻烦你了。我留下电话号码，你和我联系好吗？

S: Of course. With pleasure.

当然可以，我非常乐意。

## New Words and Phrases

1. footwear ['fu:tweə] *n.* 鞋类
2. department [di'pɑ:tmənt] *n.* 部门

3. a pair of	一对(双,副)等
4. measure ['meʒə] v.	测量
5. different ['dɪfərənt] a.	不同的,各种各样的
6. several ['sevərəl] a.	几个,几种
7. zipper ['zipə] n.	拉链
8. soft [sɒft] a.	柔软的
9. sole [səʊl] n.	鞋底
10. describe [dɪs'kraɪb] v.	描述
11. fashion ['fæʃən] n.	时髦,新潮
12. sell (sold, sold) [sel] v.	出售,卖
13. loose [lu:z] a.	宽松的
14. suitable ['sju:təbl] a.	合适的
15. suit ['sju:t] v.	合适
16. design [dɪ'zain] v.	设计
17. comfortable ['kəʌmfətəbl] a.	舒适的
18. durable ['dju:ərəbl] a.	耐久的,持久的
19. latest ['leɪtɪst] a.	新式的
20. famous ['feɪməs] a.	著名的
21. appreciated [,əpri:'fi'eɪtɪd] a.	受青睐的
22. quality ['kwɒlɪti] n.	质量
23. perfect ['pɜ:fɪkt] a.	理想的,完美的
24. preferential [,prefə'renʃəl] a.	优惠的
25. price [praɪs] n.	价格
26. tag [tæg] n. / the price tag	标签 / 标价
27. according to [ə'kɔ:di:ŋ tu]	按照,根据
28. change [tʃeɪndʒ] n.	零钱

29. match	[mætʃ]	v.	相配
30. dress	[dres]	n.	连衣裙, 礼服
31. prefer	[pri'fə]	v.	喜欢, 中意
32. popular	['pɒpjʊ:lə]	a.	流行的, 大众的
33. pity	['piti]	a.	可惜的
34. pinch	['pintʃ]	v.	夹紧
35. check	[tʃek]	v.	检查, 寻找
36. market	['mɑ:kɪt]	n. / on the market	市场 / 上市
37. pattern	['pætən]	v.	式样
38. branch	['brɑ:ntʃ]	n.	分店
39. contact	['kɒntækt]	v.	联系, 接触

## Notes

1. Can ( May) I help you? 这句话用途很广, 其意思随着场合不同而不同。在商场里可以是“您买什么东西吗?”或者在某个具体的柜台, 如:“您买鞋吗?”“买衣服吗?”在图书馆里则是“您借书吗?”一般说来, 它用来照应顾客或询问别人是否需要帮忙。
2. We have the very thing for you. 我们正好有您要的东西。very 前加定冠词 the 用来加强语气, 表示“正好; 就在”。如: That's the very thing I need. 这正是我要的。
3. I'm after ... 意为“我想买……/ 我要……”, 如下文的 I'm trying to find ..., I need to buy ..., I've got some ..., I'm interested in seeing... 等等。
4. It's hard to tell. 意为“我也说不准。”“很难说。”又如: I

can't say it. I'm not quite sure.

5. Will this do? 在商场里用来询问顾客对某种商品的满意程度，意为“这个行吗？”“可以吗？”类似的有：Is this all right? Is this suitable for you? How about? What about?
6. It is made of ... 意为“由……做成”。如：It is made of leather. 这是皮革做的。It is made in ... 意为“哪里产的”，如：It is made in China. 中国制造。
7. come down 原意为“跌价；下降”。在商场里一般用作要求“打折或便宜点”。如：The price of meat has come down this week. 这个星期肉降价了。
8. I'm trying to find a pair of shoes to match my new skirt.  
我打算买双鞋子配我的新裙子。match: 相配，和……作配。如：I want a tie to match with this suit. 我打算买条领带配这件西服。也可用 go with: 相配，如：That tie goes with your shirt. 这条领带与你的衬衫很相配。The shoes don't go with your skirt. 这双鞋子与你的裙子不相配。
9. I can do the size, but not the color. 这种尺寸是有的，但这种颜色没有。“I can do ..., but not ...”往往用来指“……是有的，但……是没有的”。又如：I can do the style, but not the material. 这种样式的有，但这种材料的没有。
10. The style is out of fashion. 这样式已经淘汰了。out of fashion 在此处意为：“淘汰了，过时了，陈旧了”，也可说成 The style is old fashioned. 与其相反的句子是：The style is the latest fashion. 这样式很时髦 / 很新潮。
11. It's been on the market for just a few months. 它刚上市只有几个月。put (come) on the market: 出售，投放市场。

如: This house will put (come) on the market next month. 这座楼盘将于下月推出。

12. It doesn't matter. 没关系。没事。不要紧。
13. It looks well with ... 意为“看上去与……很相配 / 很协调”。如: This skirt looks well with your jacket. 这条裙子看起来和你的上衣很相配。
14. Will you be having any more in? 意为“还会再进货吗?”类似的还有: When will you have some more? Will you be having any more in? more 在这里意思是“再”。如: Read it once more. 再读一遍。

## Drills

### 1. 我想买…… / 我要买……

men's shoes / boots.	男鞋 / 靴
women's shoes / boots.	女鞋 / 靴
<b>I'm after</b> a pair of children's shoes / boots.	童鞋 / 靴
ankle boots.	短统靴
thigh boots.	长统靴
slippers.	拖鞋
leather shoes.	皮鞋
<b>I want to buy</b> a pair of cloth shoes.	布鞋
plastic shoes.	塑料鞋
rubber shoes.	橡胶鞋

canvas.	帆布鞋
high-heeled shoes.	高跟鞋
flat-heeled shoes.	平跟鞋
low-heeled shoes.	低跟鞋

<b>I'm trying to find a pair of</b> sandal shoes.	凉鞋
cotton shoes.	棉鞋
sports shoes.	运动鞋
walking shoes.	轻便鞋
rain shoes.	雨鞋

shoe powder.	鞋粉
shoe string.	鞋带
<b>I'd like to see that</b> shoe polish.	鞋油
shoe horn.	鞋拔
insole.	鞋垫

## 2. 什么……?

size?	尺寸
color / colour?	颜色
<b>What</b> style / model / pattern?	样式
brand?	牌子
price?	价格

## 3. ……怎么样?

<b>How about</b> the shoe pattern and instep?	鞋样和鞋面
<b>What about</b> the heel and sole?	鞋跟和鞋底

4. 由……制成。

pigskin.

猪皮

calfskin.

牛皮

**It's made of** kidskin.

羊皮

patent-leather.

漆皮

suede.

绒面革



Unit Two  
Headwear Department  
帽 部  
Dialogues

A

C: Will you please show me that black fur cap with earflaps?

请你拿那顶黑色的护耳皮帽给我看看好吗?

S: Certainly. ( Takes that cap and puts it on the counter.) Is this one?

可以。(取下黑皮帽放在柜台上)是这顶吗?

C: No. It's that one right there in the first row on the second shelf.

不,是放在第一排第二个架子上的那顶。

S: Oh. ( Takes that cap and puts on the counter. ) Here you are.

哦。(取下帽子放在柜台上)给你。

C: What fur is it?

什么皮做的?

S: Squirrel. What size do you take / require ?

松鼠皮。你要哪种尺寸?

C: I don't know Chinese sizes. I'm not quite sure.

我不懂中国的尺寸,也说不准。

S: This is a 52. Try it on.

这是 52 号的,试试吧!