

Practical English for Salesmen

实用营销英语

刘超先 主编



实用外语学习丛书

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前 言

随着改革的深入和市场经济的建立,我国商业贸易日益活跃于国际舞台。这就要求经商人员不但具有丰富的专业知识,而且还应具备较高的英语水平,因为英语已经成为商贸领域的国际通用语言。一个成功的商人加上流利的英语无疑会如虎添翼,财运大增。

本书正是从这一着眼点出发编写的,它适于一切商海人士、特别是营销人员使用,也适宜于用作各类商贸专业及培训班的英语教材。本书正文分三大部分:商店销售、直销与实用商务写作。商店销售部分以对话形式分章展示了商店销售全过程的各个环节与各个方面。直销部分也同样以情景对话形式来展示从接近潜顾客到结束推销的整个直销过程,对话中还包含着不少推销技巧。实用商务写作部分以介绍与实例相结合的方式告诉读者怎样写作与回复商贸函电以及怎样撰写广告文。本书每章体例为:英语课文、新词与短语、练习与课文译文。书末还附有几个实用性很强的附录以供查询。这种安排既便于用作课堂教材,也便于用作自学课本。

本书由刘超先副教授任主编、蒋洪新博士任副主编,编著者为刘超先副教授、蒋洪新博士、郑焱小姐、罗仲伟博士。在编写过程中我们参考了不少国内外相关书籍,在此谨向其作者致敬。由于本书为国内这方面的首部教材,再加上作者水平有限,错漏与不完善之处,诚请读者指点,以便日后修正与补充。

编著者

1994年2月于岳麓山下

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Division One Selling At Shop

Chapter 1 Receiving Customers

I . At the Information Desk

(A)

A: Good morning. May I help you?

B: Yes. Would you direct me to the shoe department?

A: Certainly. It's on the other side of this floor. On your right.

B: Thank you.

A: You're welcome.

(B)

A: Good morning. May I help you?

B: No, thank you. I'm just looking.

A: I see. Go right ahead.

(C)

A: Good afternoon. Anything I can do for you?

B: Yes. Please tell me where the men's furnishings is?

A: On this floor, sir, at the foot of the escalator.

B: Thanks. I also want to know if I can buy pearl necklaces in

this store.

A: Oh, yes, sir. Pearl necklaces are sold on the 4th floor at the jewelry counter.

B: I'm very much obliged to you.

A: You're welcome, sir.

I. Showing Visitors Round the Shop

S: Welcome to our shop. You seem to be in a hurry. What's the matter?

C: It's my first time to be here in Changsha. I want to buy something for my girl friend. But I have only half an hour left for shopping before leaving for the airport. Would you mind if I ask for your help?

S: Not at all. What can I do for you?

C: I want to buy a blouse and a scarf, but I'm afraid I may miss the plane.

S: Don't worry about it. Please follow me. I'm sure you can get what you need, and you won't be late for your plane.

C: It's very kind of you. My girl friend and I will be most grateful to you.

S: It's a pleasure to be helpful to you. The clothing and the knitwears counter is on the second floor. The stairs are over there. This way, please. (They go upstairs.

By the way, where are you from?)

C: I'm from America.

S: What's your job?

C: I'm a seaman.

S: Oh, here we are. What colour does your girl friend like?

C: Any colour except blue.

S: What's her chest measurement?

C: About thirty eight inches.

S: This blouse is pure silk. The quality is excellent and the style is smart. What do you think of it?

C: Very nice. I like it. What time is it now by your watch?

S: It took us only five minutes. Don't worry. Let's go over there.

C: I want a brown and white scarf.

S: Here you are. Anything else?

C: No, thanks.

S: There is still more than twenty minutes to go. Please contact the service room downstairs for a taxi to take you to the airport.

C: Thank you very much. Good-bye.

S: Good journey.

I. A difficult customer

C: Miss! Miss! Would you mind waiting on me? I've been standing here for almost ten minutes!

S: I'm sorry, sir. What can I do for you?

C: Well, you could be more efficient for one thing. I'm not used to being kept waiting.

S: I'm terribly sorry, sir. But we're short-handed today.

C: That's no concern of mine. Anyway, show me the camera.

- S: All right. Here you are.
- C: No, not that one, the next one.
- S: You mean this one?
- C: Yes. That's it.
- S: This is our cheapest model. It's only fifty.
- C: Cheap! I should say it is. But it's so poorly made.
- S: Well, frankly, sir. If you want to get a good camera, you'll have to be willing to invest at least one hundred and fifty.
- C: One hundred and fifty! I think these cameras aren't worth that much. You've marked them up too much! Perhaps I should buy direct from the manufacturer.
- S: Pardon me?
- C: Tell me, how much profit are you making on these cameras?
- Plenty, I'll bet.
- S: I'm sorry, sir. I don't know. But I believe the retail price for this kind of cameras is the same everywhere.
- C: That's what you say. But I think I'll look into that myself.
- Good-bye.
- S: Good-bye, sir. I'm sorry I couldn't be of any help.

New Words and Expressions

- information [ˌɪnfə'meɪʃən] *n.* 消息, 情报
- an information desk 问讯处
- furnishing ['fɜ:nɪʃɪŋ] *n.* 服饰品; 陈设品 (一般使用复数形式)
- escalator ['eskəleɪtə] *n.* 自动楼梯

pearl [pɜ:l] *n.* 珍珠
 necklace ['nekli:s] *n.* 项
 jewelry ['dʒu:əlri] *n.* (总称) 珠宝, 珠宝饰物
 counter ['kauntə] *n.* 柜台
 be much obliged to sb. 非常感激某人
 blouse [blaʊz] *n.* 宽大的短外套; 罩衫
 knitwear ['nitweə] *n.* (总称) 针织品
 measurement ['meʒəmənt] *n.* 衡量, 测量; 尺寸
 contact ['kɒntækt] *vt.* 与...接触, 与...联系
 wait on 服侍, 招待
 short-handed 缺乏人手的
 mark up 标高(商品)的价格
 manufacturer [ˌmænjuˈfæktʃərə] *n.* 制造人; 制造商
 profit ['prɒfit] *n.* 利益; 利润
 retail [ri:'teɪl] *n.* 零售, 零卖

Exercises

I. Learn the following by heart.

supermarket 超级市场
 fleamarket 跳蚤市场
 open market 露天市场
 head shop 总店
 buffet 小卖部
 retail shop 零售店
 branch store 分店; 支店

temple fair 庙会
wholesale market 批发市场
trade centre 贸易中心
shopping complex 购物中心
commercial building 商厦
management department 经理部
business department 经营部
sales department 经销部
drugstore; chemist's shop 药店
dress shops; fashion house 女装店
leather shoes shop 皮鞋店
electric appliances shop 电器店
furniture shop 家具店
musical instrument shop 乐器店
gift shop 礼品店
leather ware shop 皮革制品店
creamery 奶品店
women and children articles shop 妇女儿童用品店
self-service grocery 食品杂货自选商场
food store 食品店
Chinese medicines shop 中药店
electric communication equipment shop 电讯器材店
cloth store 布店
clock & watch store 钟表店
machinery and electric motor shop 机电商店
household electrical appliances shop 家电商店

wineshop 酒店
jeweler's shop 珠宝店
lamp store 灯具店
automotive decorations & components store 汽车装潢配件店
building decoration material store 建筑装潢材料店
chemical reagents store 化学试剂店
paint store 油漆店
chemicals & plastic products shop 化工塑料制品店
photographic supplies store 照相器材店
labour protection articles shop 劳动防护用品店
shoe & hat store 鞋帽店
knit's store 针织品店
wood store 木材店
paper store 纸店
flowers & birds shop 花鸟店
flowers & plants house 花木店
toys store 玩具店
hardware store 五金店
grocery 杂货店
floral shop 花店
sweet shop 糖果店
stationer's 文具店
hatter's shop 帽店
tea shop 茶叶店
laundering & dyeing materials shop 洗染材料店
chemical industry oil painting shop 化工油漆店

typewriter & copying machine store 打字机、复印机店
gold & silver jewellery store 金银珠宝饰品店
cigarette & wine shop 烟酒店
butcher's shop 肉店
food supply retail department 食品门市部
Moslem food shop 清真食品店
native products shop 土产店
culture & sports goods shop 文化体育用品店
shirts shop 衬衫店
arts & crafts store 工艺美术品店
household appliances store 日用杂品店
pottery store 陶器店
travelling articles shop 旅游用品店
bedclothes store 床上用品店
woollen cloth & silk shop 呢绒绸缎店
textile store 纺织品店
children's clothes shop 童装店

I. Translate the following dialogue into Chinese.

At the Outfitter's (在男士服装店)

- A: Good morning, sir. Could I be of service to you?
B: Yes. I am looking for something to give as a present.
A: What about some smart ties? We have some quality ties just in from France, Italy, the United States, and Switzerland. Their designs are extraordinary. None of them is commonplace. The colouring is well blended with taste. You could get

them in harmonising or contrasting colours. Every tie is a piece of art.

B: What does such a smashing tie cost?

A: Ninety-five Hong Kong dollars, sir.

B: That is shocking.

A: But sir, look at the quality, the design, and the colouring.

Tremendous work and effort have gone into every tie. Every tie, as I have said, is a piece of art, not massproduced.

B: Yes. They do look good, quite unusual. All right, give me a quarter dozen. I'll have the red one with splotches of white and blue, the blue one with yellow and pink circles, and the brown one splashed with yellow and blue.

A: I must say, sir, you have excellent taste. They are really outstanding.

B: Could you please giftwrap them?

A: Certainly, sir.

I. Supplementary reading material:

The principles of selling are useful for all people, whether they work in businesses, in not-for-profit organizations, or at home. Influencing people is an important aspect of all interpersonal relationships. Thus, hermits may be the only people in our society who do not need to apply the principles of selling.

Four-year-old children soon learn the most effective way to sell their parents on a trip to the circus. As college students, they use more refined techniques to convince their parents that they

need a car at school. As young graduates, they are confronted with a more important sales job-selling themselves to an employer. To do this effectively, they will go through the same essential steps used in making a sale. They identify potential employers. They analyze the needs of the potential employer and the strong points in their background. Then they develop a presentation to demonstrate how their capabilities are compatible with the employer's needs. During the interviews, they answer questions and provide additional information. This is selling at a personal level.

An increasing number of people are studying selling even though they do not plan on selling as a career. They recognize that almost everyone in business uses certain principles of selling in everyday work. Aspiring executives are eager to sell themselves to associates, superiors, and subordinates; the accountant uses selling to present a new cost control program to the production employees; the engineer uses selling to present a research budget for approval; the industrial relations or personnel executive uses sales techniques to handle negotiations with a union.

People in nonbusiness situations also practice the art of selling. Ministers encourage people to come at services, political candidates ask for votes. People who are skilled at influencing the actions of others are usually the leaders in our society.

〔课文译文〕

第一编 商店销售

第一章 接待顾客

一、在询问处

(A)

A: 早安,有什么可以帮忙的?

B: 请你告诉我皮鞋部在哪里?

A: 好,在这层楼的那一边,你右边。

B: 谢谢。

A: 不客气。

(B)

A: 早安,有什么我可以效劳的?

B: 不,谢谢你,我随便看看。

A: 好,请随意参观。

(C)

A: 午安,有什么我可以效劳的?

B: 请你告诉我男士用品在哪里?

A: 就在这层楼,先生,在自动扶手电梯下面。

B: 谢谢你,我还想知道在这间百货公司可不可以买到珍珠项链。

A: 噢,可以的,先生。珍珠项链在五楼的珠宝部出售。

B: 非常感谢。