



全国高职高专规划教材·国际贸易系列

# 商务活动现场口语

SHANGWU HUODONG XIANCHANG KOUYU

夏宁满◎主编

# BUSINESS



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# 商务活动现场口语

## Situational Spoken English for Business

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## 内 容 简 介

《商务活动现场口语》由四个任务模块组成,即商务接待现场口语表达模块、商务谈判现场口语表达模块、商务休闲现场口语表达模块和核心话题现场交流模块,前三个模块逐级递进,是完成一笔交易必经的三个阶段;最后一个模块穿插在前三个阶段,是对前三个交流层次的补充。每个任务模块分成几个相应过程,每个过程独立成一个单元,单元之间呈逻辑上的先后关系。教材内容以进出口公司外贸业务员岗位为背景,以公司业务经理张涛先生及其助理马成小姐(兼任公司行政秘书)接待外商约翰逊先生的全过程为主线。其内容设计在突出交易过程顺序的同时,注重现场语言表达训练。

本书适用于高职院校应用英语、国际商务、国际贸易以及涉外旅游等专业教学使用,也可供希望提高商务英语沟通能力和掌握规范的商务口语技巧的有关人士、涉外相关行业从业人员、身处国际性商业环境中的中层管理者、需要具备一定的商务英语知识的市场营销人员参考使用。

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# 前 言

外向型企业人才需求调研表明，在商务活动现场拥有超强的英语口语表达能力可以驾轻就熟，从容应对局势，获得谈判主动权，那么怎样才能获得这种技能？《商务活动现场口语》可以帮助你！

经过不断跟外向型企业交流，我们依据工作过程系统化原则将商务活动现场口语表达分为四个模块，即商务接待现场口语表达模块、商务谈判现场口语表达模块、商务休闲现场口语表达模块和核心话题现场口语表达模块，前三个模块逐级递进，是完成一笔交易必须经历的三个阶段；最后一个模块穿插在前三个阶段中，是对前三个交流层次的补充。经过论证，我们将第一个模块分六个子环节，第二个模块分九个子环节，第三个模块分四个子环节，第四个模块分五个子环节，各子环节的交流内容以宁波服装进出口公司外贸业务员岗位为背景，以公司业务经理张涛先生及其助理马成小姐（兼任公司行政秘书）接待外商约翰逊先生的全过程为主线，其内容设计均以交易过程为顺序，同时又突出现场语言交流训练。每个单元按六部分设计，第一部分：对话训练（按照交易步骤设置）；第二部分：话题阅读（与主题密切相关）；第三部分：有效句子（根据交易步骤设计）；第四部分：实战演练（根据交易步骤设置）；第五部分：课后作业（根据关键步骤设置）；第六部分：问题思考（与主题密切相关）。学生通过四个模块二十四个子环节口语表达的训练，完全可以轻松完成一笔对外交易。

《商务活动现场口语》被列入浙江工商职业技术学院精品教材建设项目。本教材的主要特色在于其吸收了国内外有关职业教育教材改革的经验，借鉴了“工作过程系统化”的高职教育前沿理论成果，在企业的参与下把任务分成必要模块和关键步骤，围绕这些必要模块和关键步骤编写教材，符合高等职业教育的特点，满足高职外语人才培养的规格要求。另外，《商务活动现场口语》精选主题，每一个主题都紧扣商务实践与生活技巧中的某一方面，都在一个模拟的真实场景中进行，学习者能即学即用，在学习英语的同时，提高商务操作能力；《商务活动现场口语》的编写尊重人的认知规律和需要，强调人的业务、心理、文化在商务活动和日常生活中的作用，充分调动学生在课堂中的参与性，改变国人学外语的思维方式，真正体验到地道的、轻松有趣的交际英语。

《商务活动现场口语》语言秉承生动、简洁、有效的原则，有丰富的固定搭配和短语帮

助学生掌握口语表达法,信息丰富、观点独特、激发兴趣。具有科学性(遵循完成事件的过程顺序和高职学生的心理接受过程和知识水平,能结合行业和职业发展的实际)、组织严密性(各环节角度定位准确,紧紧依靠核心知识)和系统性(各环节自成一体,各自组合起来形成一个完整体)特点。本书无论用于课堂口语教学还是自学,都具有相当大的伸展度和灵活性。

在本教材的使用过程中,建议采用以下的学时安排,当然各院校也可根据自身的实际合理安排。

模块名称	学时
商务接待现场模块	12
商务谈判现场模块	22
商务休闲现场模块	8
核心话题现场交流模块	10
企业实训	10
复习概括	6
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本教材主要针对高职高专应用英语、国际商务、国际贸易以及涉外旅游等专业的高年级学生,也可供希望提高商务英语沟通能力和掌握规范的商务口语技巧的有关人士、需要加强商务专业意识、提高商务英语口语交流能力的经理、主管和公司骨干人员、涉外相关行业从业人员、身处国际性商业环境中的中层管理者、需要具备一定的商务英语知识的市场营销人员使用。我们希望,在学习完本教材以后,学员能够自信地用英语跟外籍人士进行商务沟通;能有效表达自己的工作思想和意图,提高商务工作效率和自身的职业形象;形成科学的商务英语学习方法和能力,全面提高商务技能和职业竞争力。

尽管我们已经尽了最大的努力,但是商务现场错综复杂,所涉及的知识 and 操作面广,再加上各国商人文化习惯、思维方式不一样,语言表达变数相当大,非我们的能力所能达到,所以书中一定存在各种不尽如人意之处,甚至还可能存在某些错误,我们恳切地希望得到所有读者的帮助,把你们所发现的问题反馈给我们,以便本教材再版时能够及时改正。另外,本教材在编写过程中受到以下项目的资助,它们分别是:《商务英语口语》精品教材建设项目,文件编号:浙工商教[2011]102号、项目编号:Jpjc201111;宁波市2011年教育科学规划研究课题“工作过程系统化和职业行动导向框架下的高职英语专业教学改革路径研究”,课题编号:3GYH125;教育部高等学校高职高专文化教育类专业教学指导委员

会“十二五”规划课题“应用英语专业核心课程商务化和全英文课堂教学实验”，课题编号：WJ125YB161；教育部高等学校高职高专英语类专业教学指导委员会第三期全国高职高专英语类专业教学改革课题“职业行动导向下的英语口语交互式训练平台开发”，课题编号：GZGZ7611-085 和浙江工商职业技术学院 2010 年精品课程项目《英语口语训练》，文件编号：浙工商教[2010]126 号。

编 者

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# Module

# 1

## Receiving Foreign Guests

# 商务接待现场



### 本章训练目标

1. 明确机场接待外宾的完整过程
2. 能流利地与外宾交流各个大环节和子环节的信息
3. 注重各个工作环节的商务礼仪
4. 较好地把握各个工作环节的衔接

## Procedure 1 Receiving at the Airport 机场接待

### Part A Dialogues

#### I Before Landing

*Situation: The airplane is to land at the Ningbo International Airport shortly at 9 o'clock in the morning local time. Mr. Johnson is busy with the preparation for his belongings.*

A=Announcer B=Mr. Johnson C=Stewardess

A: (Announcer): Ladies and gentlemen, attention, please. We shall be arriving in Ningbo shortly at 9 o'clock in the morning local time. For your own safety, please make sure that seat belts are fastened.

A: Ningbo is the industrial center of Zhejiang Province of the People's Republic of China. It is an ancient commercial city with a long history. There are many scenic spots and places of historical interest, such as Yuehu Park, Tianyige, Xikou, and so on.

C: The plane has landed and is now taxiing. (To Johnson) Please sit down, sir.

B: I am looking for my handbag. I don't know where it is.

A: Will passengers please remain seated till the airplane has come to a complete halt? Don't forget to take your hand baggage.

B: But I can't find my handbag.

C: Don't worry. I'll help you. Is that your handbag? Under your seat.

B: Oh, yes, thank you.

A: On behalf of the crew, I wish you a pleasant stay in Ningbo. We look forward to serving you again in the future. Thank you.

#### II Meeting the Guest

*Situation: Ma Cheng from Ningbo Garments Import & Export Corporation comes to the airport to meet Mr. Johnson from America. She is holding a signboard, waiting for Mr. Johnson.*

A=Miss Ma B=Mr. Johnson

A: Ah, Mr. Johnson, glad to meet you, I'm Ma Cheng from Ningbo Garments Import & Export Corporation.

B: Glad to meet you, too. Miss. Ma, It's very kind of you to meet me at the airport.

A: How's your flight, Mr. Johnson?

B: Yes. The flight was smooth and the service was satisfactory.

A: I'm glad to hear that. I hope you'll have a pleasant stay in China.

B: I'm sure I will.

A: Shall we come to the Immigration and Quarantine Office now?

- B: Thank you very much.  
A: Is this all your baggage?  
B: Yes, it's all here.  
A: Let me take this traveling bag for you.  
B: Oh, thank you.  
A: Let's go. This way, please.

### III Introducing the Guest to Superior

*Situation: Ma Cheng introduces Mr. Johnson to Mr. Zhang, the company's sales manager, who is here to meet Mr. Johnson. Mr. Zhang greets with Mr. Johnson enthusiastically and formally.*

A=Miss Ma    B=Mr. Zhang    C=Mr. Johnson

- A: May I introduce you to Mr. Zhang, our sales manager, who is here to meet you.  
B: Welcome to Ningbo, Mr. Johnson. Our general manager Mr. Huang Xiao-ming has asked me to come and meet you.  
C: Nice to meet you, Ms. Zhang. I have been looking forward to this trip. It was so good of you to invite me to China.  
B: Nice to meet you, too. It's a pleasure for us to meet a friend who has done a substantial work in promoting our mutual trade.  
C: It's very kind of you to say so, but nothing can really be done without our close co-operation.  
B: Right. I'm sure we'll have a pleasant co-operation in the future. By the way, how was your trip?  
C: Fine. It was very nice all the way.  
B: I'm glad to hear that.  
A: The waiting room is over there. Let's take a short rest there. Then you'll claim your baggage and go through the entry formalities and customs formalities.

#### Notes:

1. substantial 数目大的; 坚固的; 结实的
2. mutual 双方的
3. formality 手续

**Business Advice:** To show your good manners in an introducing your superior to a foreigner, you had better notice your superior before you come to airport. After your superior have a good knowledge about this, he would get a good preparation for the coming meeting. Generally speaking, you, as a mid-introducer, act as natural and general as possible when dealing with this business.

#### IV At the Immigration Service Desk and Quarantine Office

*Situation: Mr. Johnson comes to the Immigration Service Area and Quarantine Office for the formalities. He often comes to China so he is very familiar with Chinese customs system. The following dialogue is going on between Mr. Johnson and the officer who is on duty.*

A= Immigration Officer    B=Mr. Johnson

##### (At the Immigration Service Desk)

A: (Immigration Officer) May I have a look at your passport and visa, please?

B: Certainly. You are welcome. Here you are.

A: Thank you. Are you tourist?

B: Yes, I'm a tourist and businessman. I come to China for both business and sightseeing.

A: I see. How long will you stay here?

B: About two months.

A: Now, please fill out these forms.

B: Yes, sir.

##### (At the Quarantine Office)

A: Excuse me, can I see your Health Declaration and Quarantine Certificate?

B: Surely, you can. Here it is.

A: When was the last time that you were vaccinated?

B: About two years ago.

A: Then your vaccination certificate is still valid.

B: Thank you. Anything else?

A: Now, I'll ask Miss Wu, a nurse of the customs hospital to take your temperature.

A: (After reading the thermometer) Your temperature is normal. Everything is OK. You may go through customs now.

B: Thanks a lot.

A: You are welcome.

#### Notes:

1. fill out 填写
2. valid 有效的, 正当的
3. vaccinate 接种疫苗

#### V Going Through Customs

*Situation: After Mr. Johnson finished the examination of Immigration Service Area and Quarantine Office, he is going through Customs. He is asked to show his passport, visa, customs and health declaration form and so on.*

A=Miss Ma    B=Mr. Johnson    C=Customs Officer

C: Welcome to Ningbo. Your passport, visa, customs declaration form, please.

B: All right. Here you are.

C: (Reading over the passport and visa), Johnson from America, right?

B: Right. I come from California of America.

C: Would you mind telling me what is your occupation, Mr. Johnson?

B: I'm the general manager of the Far East Corporation.

C: You are here on business, aren't you?

A: Mr. Johnson is here as a guest of our company, the Ningbo Garments Import & Export Corporation. Here is a letter of introduction from our company.

B: Yes, the Company has invited me for business talks.

C: Oh, I see. Well, do you have anything to declare, Mr. Brown?

B: I have some foreign currency to declare.

C: Any other valuable to declare?

B: No. I have only US\$6,000 and some British pounds.

C: Please fill out this currency declaration form. It's a record of the foreign currency you have brought in.

B: OK.

### Notes:

1. declare 宣布, 向税务部门申报
2. currency 流通; 货币
3. California 加州 (美国州名)

**Business Advice:** Make yourself aware of customs, wildlife, agriculture, currency and duty/tax free regulations before going aboard. Be aware that penalties for possession of drugs can result in heavy fines, imprisonment or even the death in some countries. Pack goods to be declared so they are easy to access for customs examination, this helps speed up your clearance.

### VI Paying the Duty

*Situation: Mr. Johnson gives the currency declaration form to the customs officer, at the same time the customs officer asks Mr. Johnson to pay for some belongings. Because Mr. Johnson doesn't know Chinese customs system, the customs officer explains to him and he pays for them eventually.*

A=Mr. Johnson    B=Customs Officer    C=Miss Fang

A: (Giving the currency declaration form to the Customs Officer) Here you are, sir.

B: Thank you. Mr. Johnson, now we'll see your baggage.

A: No problem. These are mine.

B: What is there in your suitcase?

A: My clothes and toilet things. No contraband.

B: Do you have anything subject to duty?

A: I don't know what's dutiable. I have just got a few personal belongings.

B: You don't have to pay duty on personal belongings. May I see your Handbag? What's there inside?

A: Yes. Here it is.

B: I'm afraid you have to pay quite a sum of duty on these valuables. The rest can be duty-free.

A: These things are not for sale, but as presents for my friends.

B: Such goods cannot be duty-free.

A: How much should I pay for these?

B: Let me see, hm, one hundred and twenty dollars.

A: Here is the money.

B: Just a minute. I'll make out a duty memo for you and you could pay Miss Fang at the desk there. (Mr. Johnson goes to the desk with his duty memo.)

A: May I pay my duty here?

C: Yes, sir. Your duty memo, please.

A: Here you are, and here is the money.

C: Thank you. Here is the receipt. Keep it. Please.

### Notes:

1. contraband 违禁品; 走私货
2. belongings 动产; 所有物

## VII Having a Short Rest

*Situation: After paying the duty, Mr. Johnson, accompanied by Ma Cheng, comes to the company's office. Mr. Johnson sits down and greets with the staff one by one.*

A=Miss Ma    B=Mr. Johnson    C=Mr. Zhang    D=Mr. Huang

C: Mr. Johnson, you must be very tired after the long flight. Please sit down and have a short rest.

B: Thank you very much. It's very kind of you to meet me. I do feel a little tired, maybe it is because of the jet lag. I'll be well after a short rest.

C: Well, I would like to introduce our staff to you. They are general manager, Mr. Huang; Mr. Yang, manpower manager; Mr. Sun, manager of promotion department and Miss Li, our office director.

B: Nice to meet you! (shaking hands with staff one by one.)

A: Mr. Johnson, I think that your mood is not so good. You stay here for a while. Our car is waiting outside; I'll drive you to the hotel. I hope you'll have a good rest there and recover from the jet lag soon.

B: Nothing to worry about. I'll be good as new soon.

C: Would you like a cup of coffee or tea?

B: No, thank you. Chinese tea is famous all over the world. I have just had on the plane. It tasted good and really has a well-deserved reputation.

A: (Coming into the office), Mr. Huang, the car is waiting outside.

D: Well, Mr. Johnson, let's go to hotel.

C: Ok.

### Notes:

1. jet lag 时差反应
2. well-deserved 真正值得的

**Business Advice:** To be frank, making your customer remain relaxed and satisfied anytime is essential for a successful deal. Before going to the hotel you get a good place, normally company office is the first choice, to let the foreigner have a good rest. In this way, you show your respect to the guest as well as your good company's good preparation for the meeting.

### VIII On the Way to the Hotel

*Situation: After paying the duty, Mr. Johnson, accompanied by Miss Ma and the manager Mr. Zhang to go to the hotel near from the office.*

A=Mr. Zhang    B=Mr. Johnson

A: Mr. Johnson, have you been to Ningbo?

B: Yes. 5 years ago I traveled to several places in China including Ningbo. I like returning to places I have been before.

A: I didn't expect you to be old friend of Ningbo. What a pleasant thing! Well much do you know about Ningbo?

B: Quite a bit really. Ningbo is one of the most beautiful municipalities in China, isn't it?

A: Yes it is.

B: It is an industrial and commercial center in north Zhejiang province. There are about 5,000,000 people in Ningbo.

A: Very good! You seem to be an expert.

B: Thanks. I hope I can learn more about this city.

A: I am glad to hear that. I am sure you will find Ningbo much different from 5 years ago.

B: I expected that. I believed that not only Ningbo but also the whole China changed a lot, especially now. There is a huge market there. That's the reason why I come here.

A: I hope we can make good use of this opportunity to cooperate with each other. By the way, would you like to take a look at the itinerary we have arranged for you, and if it there's anything inconvenient for you, please let me know.

B: Ok, thank you very much for the arrangement.



A: Mr. Johnson, here we are at the hotel. This is the Ningbo International Hotel, one of best hotels in Ningbo.

B: It's very beautiful.

A: It's nice to hear that.

**Notes:**

1. municipality 市、区；都市
2. WTO 世贸组织
3. inconvenient 不方便

**Part B Related Materials Reading**

Where we sit, or how close we stand to other people when we talk can be very different from one culture to another. This is because people have different "comfort zones". American businesspeople usually like to sit across from each other. They also have a lot of easy contact when speaking. Many Japanese, on the other hand, prefer to sit next to each other, but with less eye contact than Americans.

Comfortable "talking place" for Latin Americana is about one and a half feet away from the other person. However, for many northern Europeans, this is too close. they prefer about three feet between speakers.

If you stand too close or too far away from someone, you might give the wrong idea. For example, some people might stand back to make more space. They are only moving into their comfort zone. But the other person might think this is unfriendly.

What can you do? If you don't know someone's customs, follow your own. But watch how the other person moves. it probably won't be very long before you can get an idea about that person's comfort zone.

**Circle the Correct Answer**

1. How much eye contact do Americans have when they are talking?  
A. a lot of eye contact      B. some eye contact      C. no eye contact
2. What is comfortable "talking space" for Latin Americans?  
A. three feet      B. one and one-half feet      C. two feet
3. What about Northern Europeans? What's their comfort zone?  
A. three feet      B. one and one-half feet      C. two feet



## Talk About It

1. What are the comfort zones in your country when people talk?
  - A. with friends or family?
  - B. in business situations?
2. Do you know about other culture's comfort zones?

## Part C Practical Sentences

## ※ Expressions for Before Landing

1. Our plane has landed at airport. The temperature outside is 30 degrees Celsius. The plane is taxiing.
2. For your safety, please stay in your seat for the time being.
3. When the aircraft stops completely and the Fasten Seat Belt sign is turned off.
4. Please detach the seat belt, take all your carry-on items and disembark.
5. Our checked baggage may be claimed in the baggage claim area.
6. The transit passengers please go to the connection flight counter in the waiting hall to complete the procedures.

## ※ Expressions for Meeting the Guest

1. Glad to meet you. / Nice to see you. / pleased to meet you. / Delighted to see you again. / It's a real pleasure to be here. / It's so kind of you to come to meet me.
2. I'm delighted to meet you at last. / You must be our long-expected guest, Mr. Wilson from the U.S. / Very nice/glad/pleased to meet you.
3. It was nice meeting you. / I'm so pleased to have (finally) met you. / It's been my pleasure meeting you. / It's nice to have met you.
4. If I'm not mistaken, you must be Miss...from America.

## ※ Expressions for Introducing the Guest to Superior

1. I would like to introduce you to Mr. Li.
2. Our manager Mr. Li has come to meet you. May I introduce him to you?
3. I've heard so much about you. Glad to meet you.
4. May I introduce myself? My name is...I'm from Ningbo Garments Import & Export Corporation.
5. Please allow me to introduce myself. I'm from China Council for the Promotion of International Trade. My name is...May I introduce you to my superior, Mr. Zhang?