



浙江省“十一五”重点教材建设项目

Spoken English for International Business

21世纪商务英语系列教材



商务英语口语

曹深艳 / 主编



北京大学出版社
PEKING UNIVERSITY PRESS

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商务英语口语

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北京大学出版社
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图书在版编目(CIP)数据

商务英语口语/曹深艳主编. —北京:北京大学出版社,2011.1

(21世纪商务英语系列教材)

ISBN 978-7-301-18388-5

I. ①商… II. ①曹… III. ①商务—英语—口语—高等学校:技术学校—教材 IV. ①H319.9

中国版本图书馆CIP数据核字(2011)第001784号

书 名: 商务英语口语

著作责任者: 曹深艳 主编

责任编辑: 叶 丹

标准书号: ISBN 978-7-301-18388-5/H·2737

出版发行: 北京大学出版社

地 址: 北京市海淀区成府路205号 100871

网 址: <http://www.pup.cn>

电子信箱: zbing@pup.pku.edu.cn

电 话: 邮购部 62752015 发行部 62750672 编辑部 62754382 出版部 62754962

印 刷 者: 北京大学印刷厂

经 销 者: 新华书店

787毫米×1092毫米 16开本 7印张 188千字

2011年1月第1版 2011年1月第1次印刷

定 价: 19.00元

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前 言

本教材编写以突出高职特点，培养学生岗位适应能力为宗旨，注重教材的职业性、实践性、针对性、趣味性和实用性。

职业性

教材内容的选取以工作任务为主线，15个教学任务均与外贸公司等外向型企业中的外贸业务员、商务助理等职业岗位工作任务相对应，内容涵盖此类职业岗位所必需的金融、外贸、涉外接待等方面的基本业务知识与技巧，培养学生使用英语进行工作的能力，使学生在完成课程的学习之后就能适应基本工作要求，处理简单工作任务。

实践性

教学内容的组织以培养学生实践操作能力为重心，紧密联系工作实际，以解决工作任务为线索，进行实践教学设计。减少单纯理论讲解，增加“学做合一”项目设计，鼓励学生动手动脑。同时，业内人士实战经验的设计使课堂更贴近社会、贴近实践。

针对性

教材的编写针对高职教育培养定位，针对高职学生的学习实际以及高职学生的学习需要，不过高要求，不面面俱到，降低难度，减少理论讲解，控制篇幅，满足基本岗位要求，培养学生基本商务英语口语交际能力。

趣味性

每个单元均以相关视频资料欣赏导入，并以插图、知识与技巧的讨论和卡拉OK式的配音等手段，丰富课堂教学方法。而业内人士实战经验不仅提高了教学的实用性，也大大提高了学生的学习兴趣。

实用性

构建包括学生用书和超大容量教学配套资料包（学生MP3、教师教学资料及教学课件等）的立体化教材。学生用书和教师教学资料主要为课堂教学服务，学生MP3为学生课外模仿练习提供音频资料。教学资料丰富，有利于学生课堂内外的学习，方便教师开展个性化教学。

本教材定位明确，适用于高职高专国际贸易、国际商务、商务英语、涉外文秘和旅游管理等专业学生使用，还可以供商务人士学习参考。

使用说明

高职高专《商务英语口语》开课时间建议为一个学期（第五学期），共18周，每周2课时，共计36课时。其中，15个教学任务分30课时组织教学，测验2课时，机动4课时。

每个项目教学安排建议2个课时（90分钟），教学编排结构如下：

一、Learning Objective 明确学习目标，指导学生记录学习效果

每项任务首页设计包括本次学习的主要内容和效果记录，鼓励学生学习思考和总结。

二、Section A Movie Time 看电影学口语（10分钟）

A. 电影故事情节简介

B. 电影片段欣赏

C. 中英对白欣赏

通过视频欣赏导入，轻松进入课堂学习任务。

三、Section B Work and Learn 做中学（65分钟）

A. Business Communication Skills 和 Work Skills 两部分以学生自学为主

1. 要求学生预习，并以个人或小组为单位，根据此部分内容进行情境表演。

2. 教师点评，对学生表演中反映出的问题，进行讲解和纠正。

B. Words and Expressions 常用表达法介绍

C. Useful Sentence Patterns 常用句型介绍

D. Sample Dialogue 对话范例欣赏

E. Learn to Work 学中做

要求学生运用学过的知识和技巧，进行实践操作。

1. 常用表达法操练

2. 句型操练

3. 配音练习

分角色标准美音朗读，方便教师组织课堂配音练习、学生课后自主练习

四、Section C Lessons from the Professionals 业内人士经验谈（15分钟）

提供业内人士发表的经验教训，鼓励学生讨论。文中有值得借鉴的经验，也会有错误的认识，鼓励学生自主阅读并发现文中好的经验，汲取教训。不要求学生英语纠错，主要

就外贸操作等方面进行纠错讨论，并允许学生在表达困难时使用母语辅助表述。此部分有两个特点：其一，为学生提供业内人士实战经验，真实、生动、实用。其二，其中有一些语言表达错误，但是基本不影响理解。教师可以借助此材料，鼓励学生大胆使用英语，增强信心。

书中主要人物介绍

1. Young Gang, general manager of K&S Group 杨刚, K&S集团总经理
2. Ding Na, sales manager of K&S Group 丁娜, K&S集团销售部经理
3. Lydia Wang, Ding Na's assistant 王莉迪, 丁娜的助理
4. Li Lin, office secretary of K&S Group 李林, 办公室秘书
5. Eddie Collins, purchasing manager of Malaysia Maiya Group 艾迪·柯林斯, 马来西亚美亚公司采购部经理
6. Ying Qiang, sales manager of China Textiles Import and Export Co.Ltd. 英强, 中国纺织品进出口公司销售部经理
7. Ella Black, import manager of American Hunters Company 艾拉·布莱克, 美国汉特公司进口部经理

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Task One At the Trade Fair

任务一 展会接待



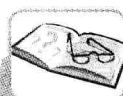
Learning Objective

Be able to talk freely with a visitor to your booth at the trade fair.
Be able to talk briefly and effectively about your products.



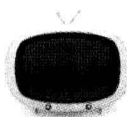
My Gains

Business etiquette	
Work skills	
Language skills	



My Problems

Business etiquette	
Work skills	
Language skills	

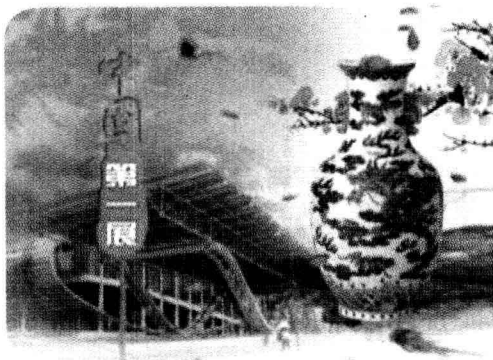


Section A Movie Time

Watch the video clip and answer the question.

What do you know about the Canton Fair?

Welcome to the 105th Canton Fair (China's No.1 Fair)



Section B Work and Learn

Business Communication Skills

Leave a Positive First Impression

Whether you are aware of it or not, first impression does make a major difference in achieving business objectives. Having good manners will help you regardless of the business you are in. Any time you make contact with a client or a prospective client, you are making a mini-presentation of yourself, ultimately representing your company, service and/or products.

Address individuals by their honorifics or titles: The proper way to address a client is to greet him using his honorific or title followed by his last name. It is up to the client to ask you to call him by his first name. In business, the proper way to refer to a woman is “Ms.,” regardless of her marital status.

Enunciate your greeting: Slow down and pronounce your name slowly, clearly and distinctly. At first it may feel as if you are exaggerating your name, but you are really helping the other person and improving overall communication.

Shake hands correctly: Extend your hand with the thumb up, clasp the other person’s entire palm, give two or three pumps from the elbow, avoiding both the painful “bone crusher” and the off-putting “wet fish” shake, and look at the person directly in the eyes with a smile.

Smile: A smile shows that you like yourself; you like your current place in the world and you’re happy with the people you’re interacting with. A smile says, “I’m approachable and confident.”

Make eye contact: Every time a person begins talking to you, look them in the eyes and smile first, then get on with the conversation. Also, when you enter a room for a meeting, smile and look around at everyone. If you want to start talking to one person, or even a group, come up to them and smile. Again, this is another way to say “I’m approachable.”

Refer to individuals frequently by their names: Take the time and make the effort to pay attention to the name of the person you are being introduced to. A person’s name means everything to him. To build rapport with a client, mention his name at least three times during the conversation. It will help you remember his name and make a connection.

Work Skills—Booth Personnel Skills

- ① What do you know about booth personnel skills?
- ② What shouldn’t be done when you are working at a trade fair?

Words and Expressions

- ✓ booth
- ✓ exhibition hall
- ✓ sample
- ✓ brochure
- ✓ catalogue
- ✓ demonstration
- ✓ choose from
- ✓ keep in touch

Useful Sentence Patterns

- ✓ Good morning! Welcome to Canton Fair!
- ✓ It’s an honor to meet you.
- ✓ Here is my name card.
- ✓ Won’t you have a look at the catalogue and see what interest you?
- ✓ What about having a look at the samples first?
- ✓ If there is anything I can do for you, please let me know.
- ✓ Have you seen our exhibits?
- ✓ We have been in this line for twenty years.
- ✓ Take your time, please.
- ✓ Thank you for coming.
- ✓ Have a nice day!

Sample Dialogue

Lydia Wang (W) is the sales assistant of K&S Group. She is working at the 105th Canton Fair. Eddie Collins (C) is the purchasing manager of Malaysia Maiya Group. He comes to the booth.

- W: Good morning! Welcome to our booth!
- C: Good morning! I'm from Malaysia. This is my business card.
- W: Glad to meet you, Mr. —er...
- C: Collins. Eddie Collins.
- W: Mr. Collins, my name is Lydia Wang and here is my card. I'll be very glad to be of help to you. Would you like to have a seat?
- C: Thanks. I'm looking around for children's shoes.
- W: Mr. Collins, would you like to have a closer look at our samples?
- C: Later on, perhaps. Right now I'd like to have a good look at your brochure.
- W: All right, sir. Would you like a cup of tea, please?
- C: Yes, thank you.
- W: Won't you have a look at the catalogue and see what interest you? This is a copy of our catalogue. It will give you a good idea of the products we handle.
- C: We really need more specific information about your products.
- W: What about having a look at the samples?
- C: Yes, let's.
- W: We have a wide selection of colors and designs. This is our newly developed product. Would you like to see it?
- C: This design has got a real China flavor.
- W: This is our latest style. It had been a great success at the last exhibition in Paris.
- C: The product gives you an edge over your competitors, I guess.
- W: Thank you. Yes, although it has only been on the market for a few months. It is really competitive in the world market.
- C: I see. But, there's one problem.
- W: What's that?
- C: Price.
- W: You mean the price? I don't think you have to worry about it. Our goods are sold at the lowest price.





I. Try them in English

1. Words and Expressions

展位
展厅
样品
小册子
目录
示范
供挑选
保持联络

2. Sentences

早上好！欢迎来到广交会！
很荣幸认识您。
这是我的名片。
您愿意看看我们的目录吗？看看有什么您感兴趣的东西。
您先看看我们的产品陈列室好吗？
如果需要帮助，请告诉我。
您看过我们的展品吗？
我们在这一行已经做了二十年了。
请随意看。
谢谢光临。
祝您快乐！

II. Role-play

- 1 Ella Black (B) is from American Hunters Company.
She comes to the booth. Lydia Wang, Ding Na's assistant, tries to get her name, title, interest and her schedule.
- 2 Lydia Wang is talking with Ella Black and shows her their products.

III. Dubbing

It's time for you to practice your spoken English for international business.

Conversation One
Conversation Two
Conversation Three



Section C

Lessons from the Professionals

Read the following article. There may be *some mistakes* in the use of English as well as in the operation or understanding of foreign trade. Discuss with your classmates and try to find some solutions to the problems concerning international trade.

Fair/Show Experience

AS EVERYBODY KNOWS THAT FAIR/SHOW IS THE MOST DIRECT WAY TO COMMUNICATE AND SHOW THE CLIENTS YOUR PRODUCT AND IT'S PRICE, AND IT HAS BEEN CONSIDERED THE BEST WAY TO FIND NEW CLIENTS AND GET MORE BUSINESS. I DON'T SAY THAT I HAVE MUCH EXPERIENCE FOR THAT, BUT JUST SHARE WITH YOU GUYS WHAT I HAVE LEARNT IN THE PAST DAYS, WISHING IT MAY GIVE YOU A HAND.

Firstly. Preparation before start.

- ① Clothes. Check the recent weather situation for the fair/show places or countries in the internet and get ready for the proper clothes accordingly.
- ② Notebook, pen, stapler, calculator, adhesive tape.
 notebook & pen—to write down the information talked with client
 stapler: to staple the business card
 calculator: to calculate the price if necessary
 adhesive tape: to seal the goods if you wanna sent back after the fair
- ③ Business card. normal take around 100pcs is enough, pls take more if you go for Canton fair.
- ④ Catalogue. around 150pcs, pls take more if you go for canton
- ⑤ Laptap if you have one, but I suggest to bring an interesting book with you which will help to let time pass easily in the evening.

Display goods in the booth.

- ① Make sure to finish it before the appointed time.
- ② Make the goods arranged that you can easier introduce to the client.
- ③ Make it as neat and tidy after the finished the display. Find out the restroom and canteen in your floor.

Third. On the Show.

Dressed up yourself decently and properly.

Never speak loudly and walk around even though there is no visitors, you will pay for it and lose big fish any time if you did.

It is not necessary to ask for a passing client to have a look, he will be in if having interest; of course, a smile and say hello is OK.

Never make fun and point to the guys who. When the client visits, you should do as follows.

Take the notebook and pen with you so that you can write down the information when you are talking.

Give him a catalogue with your business card and ask for his business card at the first step, so that you can know which country he/she is from, which you can find out the normal standard for the products that he/she needs. Ask him to have a seat and look through the catalogue and pick out the product he is interested in and pass him/her the sample and have a look and quote the price, clearly and accurately, give him a brief introduction of the products. Such clients are serious ones which you may make business easily. Of course, many like to have a look on samples directly on themselves/herself, go with him and give the necessary information if he/she asks. Remember to put a special mark on the clients who sit down and have a further talk with you. Just what said above, these ones are why we come here.

If there are many clients visit together, you may ask the other to have a seat firstly and talk with them one by one.

After one day is over, turn around the notebook and recall what you have talked in the fair, it will help give a deep impression on the information. There are many other accidents in the fair, you should try to solve them gently and politely.

For the greenhand, maybe it is the first time for you to attend the fair and see such many foreigners, however, it is not necessary to be nervous, just get everything ready and act as kindly as you can and send the necessary information.

Attention: The most important thing is that you quote the price accurately!!! At least, I'd like to share three "much" that happen a lot in the fair.

Buyer: How much...

Seller: ...

Buyer: TOO much

Buyer: Thank you very much...,

Seller: You are welcome, 88

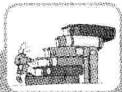
Buyer: Bay-bay.

Alexnee

Task Two

On the Phone

任务二 电话邀约



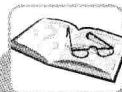
Learning Objective

Be aware of the basic business telephone etiquette.
Be able to talk with your client over the telephone.



My Gains

Business etiquette	
Work skills	
Language skills	



My Problems

Business etiquette	
Work skills	
Language skills	

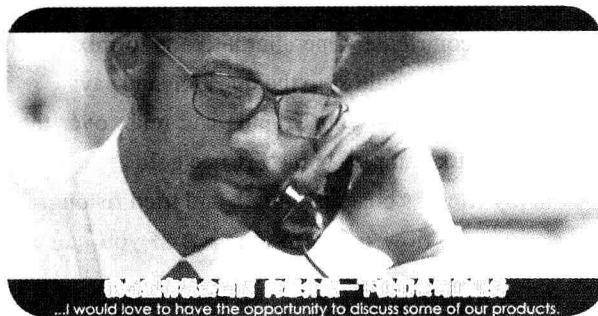


Section A Movie Time

Watch the video clip and answer the question.

What does Chris do in order to save time in his working hours?

The Pursuit of Happiness



Section B Work and Learn

Business Communication Skills

Mistakes in a Conversation (1)

Can you improve your conversation skills? Certainly. It might take a while to change the conversation habits ingrained throughout your life, but it is very possible. To not make this article longer than necessary, let's just skip right to the common mistakes many of us might have made in conversations, and a couple of solutions.

Not listening

Ernest Hemingway once said, "I like to listen. I have learned a great deal from listening carefully. Most people never listen." Don't be like most people. Don't just wait eagerly for your turn to talk. Put your own ego on hold. Learn to really listen to what people actually are saying. When you start to really listen, you'll pick up on loads of potential paths in the conversation. But avoid "yes" or "no" type of questions as they will not give you much information. If someone mentions that they went fishing with a couple of friends last weekend you can for instance ask:

- Where did you go fishing?
- What do you like most about fishing?
- What did you do there besides fishing?