

全国高职高专国际贸易、商务英语规划系列教材

商务英语口语



王洪涛 主编



电子工业出版社

PUBLISHING HOUSE OF ELECTRONICS INDUSTRY

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北京 • BEIJING

内 容 简 介

本教材秉承“任务驱动”的理念,以贸易流程的环节为结构,各章节既相互联系又各自独立,突出口语,侧重商务实务,强调实用。教材分为以下几方面的内容:(1)企业日常商务活动(Business Routine);(2)接待(Business Reception);(3)商务谈判(Business Negotiation);(4)交易(Business Transaction);(5)结汇(Settling of Exchange);(6)业务登记与文件存档(Business Registration & Document Archiving)。本书内容翔实,结构严谨,外贸知识、文化背景、外贸术语兼备,各章节配有练习、背景知识简介和注释等,反复朗读记忆,情景演练,再配合使用电子教材,教学效果理想,学生学后可直接上岗使用。

本书可作为高职高专国际贸易、商务英语专业及相关专业教材,也可作为有关从业人员的培训教材或阅读参考书。

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前 言

本教材基于“任务驱动”的理念，适当兼收以往教材的好经验，紧跟国内外贸易市场的形势，与时俱进；同时贴近学生的知识结构和能力，按照贸易流程的环节，循序渐进，内容翔实，突出实用。本教材专业性强，更突出口语技能的训练和培养，便于教和学；各章节配有针对性强的练习，有的配有注释，每节后配有背景知识简介等，结构完整，知识点完备。

本教材始终以任务驱动为线索，结构严谨，各章节相对独立。每一单元首先提出任务，该项任务往往是一定贸易实务背景下的任务，然后讲述了从业人员应该怎样准备，怎样交流，怎样实现任务目标，目的性、针对性强。学生学完本教材后，可以省却大量的实训环节。

本书由王洪涛任主编，蒲春芳、王欣、金奇、程明霞、张颖、鞠静任副主编，李健、冯建民、孙伟、张静静、李超群、牛然明任编委。在教材的编写过程中，编委们兢兢业业，不辞辛苦，尽心尽力，为教材的出版打下了坚实的基础。在编写过程中，得到了许多专家的指导，特别是具有多年工作经验的从事外贸工作的专业人员的指导和审核，在此深表谢意！

由于时间仓促，书中会有不当甚至错误之处，望广大师生和读者多提宝贵意见，以便在以后的再版中，加以补充与完善。

编 者

2010年9月

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Unit 1

Arranging for an Appointment



Study Aims:

After studying this unit, the students are expected to be able to master the basic language and skills necessary to talk about arranging for an appointment and practice expressions related.

1. Learn & Practice

Dialog1:

A: Hello, is this Lao Zhang? Long time no see!

B: Hello, Lao Wang. I was on a business trip and just came back yesterday.

A: You're really busy. Are you free this week? How about having a meal together and discussing some cooperation ventures?

B: Let me check my schedule...How about Thursday afternoon?

A: Sure, no problem. I'll send a car to pick you up and wait for you at the restaurant.

B: OK, see you then.

Dialog2:

A: I would like to make an appointment with you, possibly the latter part of May. What do you think?

B: Let me check my calendar. Unfortunately, I have plans to travel around that time. How about the first week of June?

A: We would like to meet with you on June 2nd . Is that all right with you ?

B: June 2nd is fine with us . Will you come alone? Do you need accommodations of any kind?

A: I will be accompanied by one of my colleagues. Could you kindly send me a map showing



how to get there from the airport? And could you be kind to reserve two single rooms for us for the night of June 1st and 2nd?

B: No problem. I will send you a facsimile with a map and confirmation of reservations. Then, let's say you will come to our offices at 10 a.m on June 2nd, if it is convenient to you.

A: Yes. Thank you . See you on June 2nd.

B: See you.

Dialog3:

A: Excuse me, I'd like to make an appointment with Mr. Smith. Can you fit me in on his schedule?

B: Let me see. Oh, the whole morning is booked up, but he is free this afternoon. Is that all right with you?

A: Well, I'll have an appointment at that time. Maybe another time would be better.

B: How about 10 on Tuesday morning?

A: I'm sorry, I won't be free until 12 on Tuesday .Can I see him at 3 p.m in the afternoon that day ?

B: Let me see...No problem 3 p.m Tuesday then.

A: Ok. Thank you.



Useful Words & Expressions

2.

appointment	n. 约会, 预约
accommodation	n. 住处, 膳宿
confirmation	n. 确认, 证实
check	n. 检查; 支票 vt. & vi. 检查, 阻止, 核对
schedule	n. 时间表, 一览表, 计划 vt. 安排, 计划, 预定, 编制目录
reserve	vt. 遵守
cancel	vt. 取消
deferred	adj. 延期
consensus	n. 一致同意
facsimile	n. 传真(fax)



3. Remember & Use

- (1) Mr. Dickens would like to make an appointment with you sometime the day after tomorrow.
- (2) I'd like to see you tomorrow if you have time.
- (3) I'd like to meet you at three o'clock in the afternoon.
- (4) Could we make a tentative appointment for, say, Thursday at two o'clock?
- (5) Would it be possible to make an appointment to meet Robin tomorrow?
- (6) We'll be expecting you.
- (7) Are you free next Tuesday at two o'clock?
- (8) I need to make an appointment to discuss a few questions.
- (9) How about eleven o'clock in my office?
- (10) Can we meet and discuss the matter in a little more detail?



4. Exercise

Complete the following sentences with only word each.

What time would be _____ for both of you?

您们两个人什么时候方便呢?

How about the day after _____ at five o'clock p.m?

后天下午五点如何?

How about tomorrow night at seven o'clock? Is it OK _____ you?



明天晚上七点如何？你可以吗？

How about four o'clock in my _____?

四点在我的办公室如何？

How about _____ Monday or the day after tomorrow?

下星期一或是后天如何？

Are you free next Tuesday ____ two o'clock p.m?

下个星期二下午两点您有空吗？

Could we make a _____ appointment for Friday?

我们能暂时先约在星期五吗？

Let's tentatively _____ next Wednesday at four o'clock p.m.

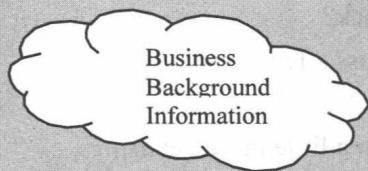
我们暂时约定下星期三下午四点。

How about ten a.m in my office? I will _____ this meeting.

早上十点在我办公室如何？我会安排这次会议。

Are you _____ right now? I really need to talk about it with you.

你现在有空吗？我真的必须和你讨论一下。



需要注意的的会面礼仪

见面礼仪包括握手礼、名片礼、脱帽礼、拥抱礼、亲吻礼等。

名片礼：初次相识，往往要互呈名片。呈名片可在交流前或交流结束、临别之际，可视具体情况而定。递接名片时最好用双手，名片的正面应朝着对方；接过对方的名片后应致谢。一般不要伸手向别人讨名片，必须讨名片时应以请求的口气，如“您方便的话，请给我一张名片，以便日后联系。”

脱帽礼：见面时男士应摘下帽子或举一举帽子，并向对方致意或问好；若与同一人在同一场合前后多次相遇，则不必反复脱帽。进入主人房间时，客人必须脱帽。在庄重、正规的场合应自觉脱帽。

拥抱礼和亲吻礼流行于欧美国家。拥抱礼多用于官方、民间的迎送宾客或祝贺致谢等社交场合。两人相对而立，上身稍稍前倾，各自右臂偏上，左臂偏下，右手环拥对方左



肩部位，左手环拥对方右腰部位，彼此头部及上身向右相互拥抱，最后再向左拥抱一次。

亲吻礼：行亲吻礼时，往往伴有一定程度的拥抱，不同关系、不同身份的人，相互亲吻的部位不尽相同。在公共场合和社交场合，关系亲近的女子之间可以吻脸，男子之间是拥肩相抱，男女之间一般是贴面颊；晚辈对尊长是吻额头；男子对尊贵的女宾可以吻手指或手背。在许多国家的迎宾场合，宾主往往以握手、拥抱、左右吻脸、贴面颊的连续动作，表示最真诚的热情和敬意。



Building up Business Relations



Study Aims:

After studying this unit, the students are expected to be able to practice the basic language and skills necessary to talk about building up business relations and terms related.

1. Learn & Practice

Dialogue 1:

A: I don't believe we've met.

B: No, I don't think we have.

A: My name is Chen Sung-lin.

B: How do you do? My name is Fred Smith.

A: 我不相信，我们已经见过面。

B: 我想没有。

A: 我叫陈松林。

B: 您好，我是弗雷德·史蜜斯。

Dialogue 2:

A: Have we been introduced?

B: No, I don't think we have been.

A: My name is Wong.

B: And I'm Jack Smith.

A: 对不起，我们彼此介绍过了吗？

B: 不，我想没有。

A: 我姓王。

B: 我叫杰克·史密斯。



Dialogue 3

A: I have a feeling that there are bright prospects for us to cooperate with in this field. I wish to do business with you.

A: 我认为你我双方在这方面合作会有良好前景, 希望能和你们建立贸易关系。

B: It appears that we want the same things.

B: 您的愿望和我们完全一致。

A: Regarding our financial position, credit standing and trade reputations, please refer to our bank or to our local chamber of commerce.

A: 关于我们的财政状况、信用地位和贸易信誉问题, 请向我们的开户银行或当地商会了解。

B: Thank you for the information.

B: 谢谢您提供的信息。

Dialogue 4

A: How do you do? I am from the Pacific Machinery Company. My name is Jack. I've got your name and address from the Commercial Counselor's Office of the Chinese Embassy in Rome.

A: 您好, 我是太平洋机械公司的, 叫杰克。我是从中国驻罗马大使馆商务处了解到您的名字和地址的!

B: How do you do, Mr. Jack? I'm Zhang Mei. Pleased to meet you. Take a seat, please.

B: 您好! 杰克先生。见到您很高兴! 我叫张梅。请坐!

A: Thanks, Miss Zhang. Well, please come to the point, I'll give you an idea of what business I want to take up with you.

A: 谢谢! 张小姐。好吧, 言归正传, 我想来告诉您一个可以和贵公司成交生意的构想。

B: Now, please go into detail.

B: 愿闻其详。

A: Our specialty back in Italy is wholesale supplying of screws, bolts, nuts, pins, studs and that sort of things.

A: 我们在意大利是专营批发的, 供应的项目有螺丝、螺栓、螺帽、别针、饰针等诸如此类的东西。

B: Wood or metal ones?

B: 是木制的还是金属制的?

A: Both. Now, do you make machines for producing such things?

A: 两种都有, 你们有生产此类东西的机器吗?



B: Yes. We make automatic, semiautomatic and manual ones.

B: 有的，有自动式、半自动式和手工式的！

A: We'll want automatics. Where can I see some of your machines so that I can get a better idea of what you supply?

A: 我们要自动式，我在哪儿能参观到贵公司的机器。

B: We have an exhibition hall not far away from here. Are you free now, Mr. Jack?

B: 离这不远的地方我们有一个展厅，杰克先生，您现在有空吗？

A: Yes, quite free until noon.

A: 有空，中午以前都有空。

B: Good. Then shall we go right away? I have a car outside.

B: 那好！我们马上去，好吗？我有辆车子在外面。

A: That's splendid. Just let me get my things together. I won't keep you long.

A: 有车就太好了！让我整理一下东西，不会让您久等的。

B: Take your time, Mr. Jack. No hurry.

B: 请便！杰克先生，不用着急。

2. Useful words & phrases

recommendation

推荐、介绍

inform

通知

enter into business relations

建立业务关系

catalogue

目录

for your reference

供您参考

specific inquiry

具体询价

promptly

立即

representative

代表

chamber of commerce

商会

specialize in

专营

on the bases of equality and mutual benefit

在平等互利的基础上

pamphlet

小册子

a range of

一套

make offers

报价

import and export corporation

进出口公司

silk

丝绸



cotton piece goods	棉布
blouse	女衬衫
be of the latest style	最新式样
financial position	财务状况
trade reputation	贸易声誉
on display	展出
woolen knitwear	毛织品
garment	服装
meet with great favor	受欢迎
credit standing	信用地位
state-operated	国营的
currency	货币
investment	投资
a long-term investment	长期投资
a profitable investment	有利可得的投资
a safe and sure investment	安全可靠的投资
a heavy investment	巨额投资
investment intent	投资意向
investment partner	投资伙伴
investment environment	投资环境
joint venture enterprise	合资企业
cooperative enterprise	合作企业
exclusively foreign-owned enterprise	外商独资企业
state-owned enterprise	国营企业
collectively-owned enterprise	集体企业
individually owned enterprise	个体企业
card/name/business card	卡片, 名片
catalog	目录; 目录册
colleague	同事, 同僚
enter into	建立
firm	公司
look forward to	盼望, 期待
coincide	一致, 相符



3. Notes on the text

refer to: v. 提到, 谈到, 涉及, 参考, 查阅, 向……打听, 认为与……有关, 认为……起源于……

e.g: Regarding our financial position, credit standing and trade reputations, please refer to our bank or to our local chamber of commerce.

e.g: If you want to know his telephone number, you may refer to the telephone directory. (如果你想知道他的电话号码, 你可以查电话簿。)

commercial Counselor's Office of the Chinese Embassy in Rome: 中国驻罗马大使馆商务处

e.g: I've got your name and address from the Commercial Counselor's Office of the Chinese Embassy in Rome.

4. Exercise

(1) By the courtesy of Mr. Black, _____.

承蒙布莱克先生的介绍, 我们得知贵公司的名称和地址。

(2) We are willing to _____ with your firm.

我们愿意与贵公司建立业务关系。

(3) Being _____ the export of Chinese art and craft goods, we express our desire to trade with you in this line.

我们专门出口中国工艺品, 愿与贵方开展这方面的业务。

(4) A: _____ (这好像是您第一次来我们公司访问。)

B: Yes, and my first visit to your country. I've wanted to visit China for a long time and _____. (是的, 也是第一次来你们国家。我一直想亲眼看看中国, 现在我很幸运有了这么一个机会。)

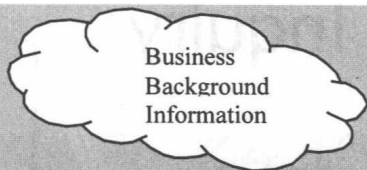
A: I'm glad to hear that.

B: I think you must have some idea of our company. _____.
(我公司经营工艺品已有多年。)

A: I can assure you of our best intentions and closest cooperation. We're always willing to _____ with friends from all over the world.



(请相信我们一定会竭尽全力密切合作的。我们一向愿意和世界各国朋友开展贸易往来。)



建立业务关系

建立业务关系，实际上就是确定贸易对象。贸易对象选择得合适与否，决定着贸易的成败。在一般情况下，双方通过各自的介绍或第三者的介绍，先摸清对方的资金信用、经营能力和业务范围等重要条件，然后再进行实质性的业务商讨。贸易双方只有在相互了解、彼此信赖的基础上，才能进行积极的合作，并使双方贸易活动得以顺利开展。良好的贸易关系可以使得双方的贸易进行得通畅顺利，从而形成双赢的局面。



Order Inquiry



Study Aims:

In this unit, the students are expected to be able to master the basic phrases and terms necessary to answer questions from clients in the section of Order Inquiry.

1. Learn & Practice

Dialog1:

A: Good afternoon. I am Mr. Brown, the import manager of Atlantic Industries Ltd, Sidney, Australia. This is my card.

B: Good afternoon, Mr. Brown. My name is Mrs. Anderson, manager of the sales department.

A: Nice to see you, Mrs. Anderson.

B: Nice to see you too, Mr. Brown. Won't you sit down?

A: Thank you.

B: What would you prefer, tea or coffee?

A: I'd prefer coffee if you don't mind.

B: Is it your first trip to the Fair, Mr. Brown?

A: No, it's the fourth time.

B: Good. Is there anything you find changed about the Fair?

A: Yes, a great deal. The business scope has been broadened, and there are more visitors than ever before.

B: Really, Mr. Brown? Did you find anything interesting?

A: Oh, yes. Quite a bit. But we are especially interested in your products.

B: We are glad to hear that. What items are you particularly interested in?

A: Women's dresses. They are fashionable and suit Australian women well, too. If they are of high quality and the prices are reasonable, we'll purchase large quantities of them. Will you please quote us a price?

B: All right.