

# 商务英语口语

— 东方剑桥应用英语系列 —

主 编 孟建國



*Business English Listening and Speaking*



Oriental Cambridge Practical

ENGLISH



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# 商务英语口语

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## 商务英语口语

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# P 前言 REFACE

职业院校是我国职业教育的主体形式,而校企合作机制是职业院校实现“校企合作、厂校结合、工学结合”办学模式的保障,也是一个国家教育、科技和经济三者之间内在发展规律的反映。

在国家大力发展职业教育的方针指引下,高等职业教育正朝着“以服务为宗旨,以就业为导向”,校、行、企联手的“工学结合”模式发展,在“三方联动、校企共建”合作机制下实现培养技术、生产、管理和服务第一线高级技能人才的目标。因此,高职院校的课程必须反映职业岗位对人才的要求以及学生未来职业发展的要求,体现职业性与实践性的特点,满足培养学生综合能力的需要。

《商务英语口语》课程是根据高职高专商务英语专业学生需要开设的一门职业基础必修课程,同时也是一门语言技能训练课程。针对行业和企业对高职高专毕业生英语技能的要求,根据企业的工作流程、典型工作任务或场景设计教学内容,每单元浓缩一个典型工作环节,学习任务与工作任务协调,实现“教、学、做”一体化。

《商务英语口语》是浙江大学出版社组织编写的高职高专英语专业(东方剑桥应用英语)系列教材之一。该系列教材拟根据国家对高职教育的总体要求,结合英语专业的特点,以就业为导向,以工学结合为特征,以英语语言能力培养为宗旨而进行编写。

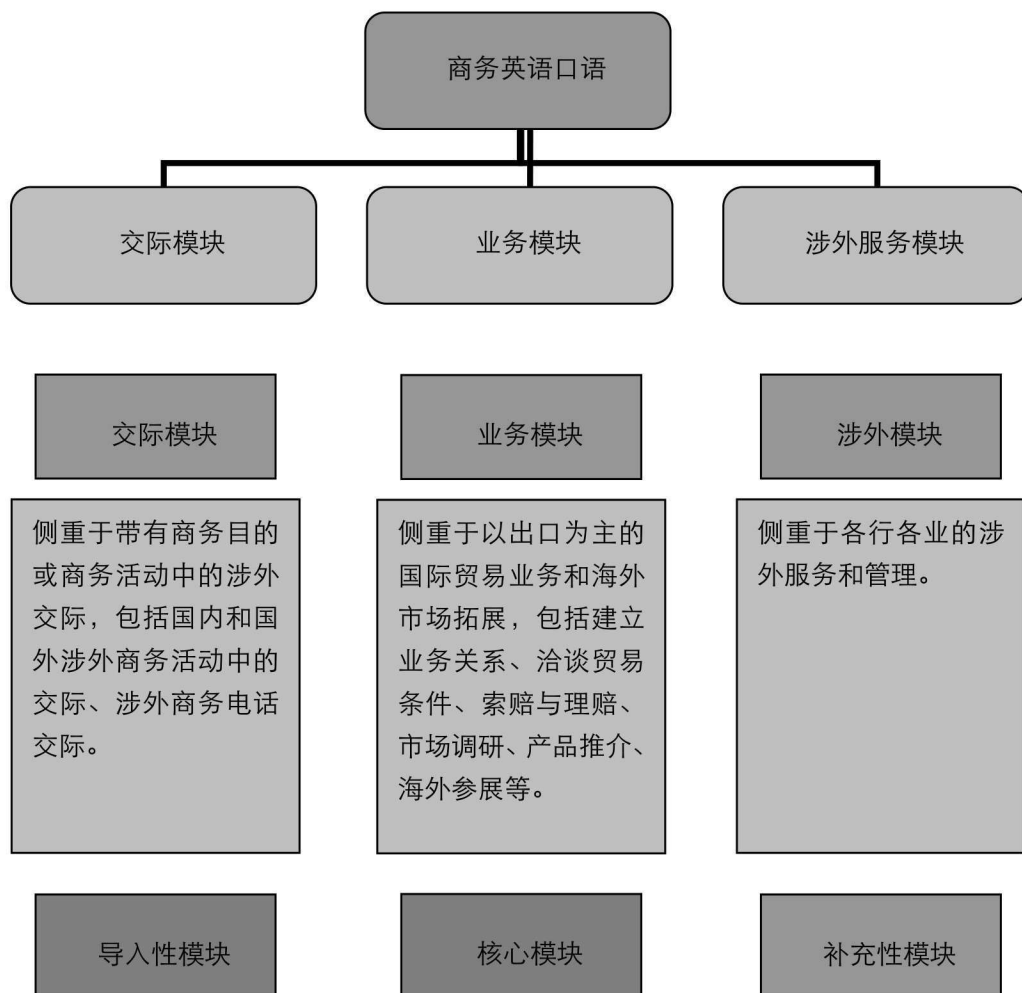
《商务英语口语》教材所要达到的能力培养目标是使用本教材进行教学后,学生能利用已学到的语言知识和技能在涉外商务场景中进行正常交际。

需要特别说明的是,本教材所涉及的所有场景都是涉外的,对高职高专学生而言,就是“涉外商务实习场景”和“涉外商务工作场景”。所谓“涉外”,就是指在这些商务场景中,所有的语言交际活动都是在中国人(高职高专实习生和毕业生)和外国人之间进行的,而不是中国人和中国人之间、外国人和外国人之间进行的。中国人和中国人之间的对话和互动场景不是涉外场景;而外国人和外国人之间的对话和互动场景与我们的学生关系不大。总之,凡是超出高职高专学生“涉外商务实习场景”和“涉外商务工作场景”的对话,本教材均不涉及。若不对此加以限定,教材的篇幅将无法控制在一册书之内,其“够用实用”的原则也无法得到真正的体现。

此外,关于“商务”概念,在本教材中应不仅仅局限于经贸方面的活动;中国人和外国人之间为开展经贸活动所涉及到的日常交际、迎来送往、办公文书、会议安排,观光出行等都可视为商务活动。

由于本教材的内容有较强的专业性和一定的难度,因此,在使用本教材之前,学生应已接受过有关日常交际的基础口语训练,且已掌握基本的交际技能,如问候、个人信息交换、日常生活中的简单交谈等。

为确保教材的针对性、实用性与够用度，各高职高专院校可根据自身的实际情况灵活安排，选择使用。各组成部分的结构和关系如下图所示：



《商务英语口语》是一本顺应高职高专商务英语教学改革发展趋势、真正体现职业英语教学理念的教材，主要具有以下两个方面的特点：

### 一、够用为度，实用为主

篇幅不大，用场不小；贴近高职，工学并举；聚焦商务，突出涉外。《商务英语口语》是根据国家对高职教育的总体要求，结合英语专业的特点，以就业为导向，以工学结合为特征，以英语语言能力培养为宗旨而进行编写的。学生在学完本教材后，应能利用已学到的语言知识和技能在涉外商务场景中进行正常交际。

## 二、指导教学，方便自学

以科学为依据，以学生为中心；实用而不乏味，专业却由浅入。本教材应成为商务英语口语课堂教学的指导书，能指导教师科学合理地组织开展可产生良好教学效果的课堂活动。同时，该教材也应成为学生课内外进行商务英语口语练习的自学读本。因此，在编写过程中不论是选材还是活动设计，不论是总体安排还是各单元体例，都应以教育科学为指导，始终坚持“以学生为主体，以活动为主线，以能力培养为宗旨”，充分考虑高职高专英语专业学生的语言基础和学习心理，使该教材最终成为“实用而不乏味，专业却由浅入”的商务英语口语教学和练习指南。

本套教材由教育部(第二届)职业院校外语教学指导委员会商务英语专业委员、硕士生导师孟建国教授担任主编，李佳、屠献芳、朱杨琼、顾晓栋、刘正飞、方瑞副教授担任副主编。参加编写的有嘉兴职业技术学院孟建国、李佳、屠献芳、顾晓栋、刘正飞、单嘉宁、李晓宏，浙江工贸职业技术学院朱杨琼，浙江工业大学崔秀红，嘉兴学院苏娜，浙江横店影视职业学院曾亚梅，义乌工商职业技术学院方瑞、朱兰珍、陈和平、楼淑娟、吴静，宁波大红鹰职业学院王敏，浙江育英职业技术学院叶卫玲，金华职业技术学院王飞凤、徐俊凌、黄一，丽水职业技术学院张月珍，浙江长征职业技术学院柴畅、王秋等。教材编写过程中，得到了教育部职业院校外语类专业教学指导委员会委员、浙江经贸职业技术学院党委委员沈银珍教授、兴山县陈晓玲副县长、浙江良友进出口公司王振东总经理、浙江澳杰进出口公司兼澳杰总经理、外贸学院院长邓秀峰先生以及相关各级领导、专家的关心和指导，在此一并表示感谢！

本书的编写从内容到形式都是全新的尝试，由于编者水平有限，教材有可能有不当之处，衷心希望各位读者不吝赐教。

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# Unit 1

## Establishing Business Relations



Where there is negotiation, there is hope for agreement.

—Anonymous

Let us never negotiate out of fear, but let us never fear to negotiate.

—Anonymous

### Learning Objectives

- ◆ Knowing the dos and don'ts of meeting a new client
- ◆ Knowing how to make a good first impression on a new client
- ◆ Knowing some ways to win a potential client over
- ◆ Knowing how to receive clients at the airport
- ◆ Knowing how to entertain your business partners
- ◆ Knowing how to arrange accommodations for your business partners

# Lesson 1 Meeting New Clients



## Warming Up



### Pair Work A

**Directions:** Suppose you are a businessman, it is the first time that you meet a prospective client, what kinds of things you should keep in mind? Make a list of the dos and don'ts.

Dos	Don'ts

### Pair Work B

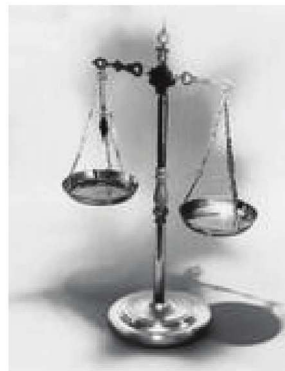
**Directions:** Here is an Email from a reader to the editor of a business magazine. If you are the editor, how will you reply the letter?

Dear Editor,

I'm just starting a project for a new client. We are having our first meeting in a few days' time to make introductions and formally kick start the work. Could you be so kind as to give me some tips for a successful meeting?

Thanks.

Lucy



## Listening & Reading



### Listening

**1. Listen to the following short dialogues and complete the True or False questions.**

- (1) Charles Page is a Canadian. (     )
- (2) The caller wants to import toy cats. (     )
- (3) The customer wants to get product catalogue. (     )
- (4) The client is interested in ceramics. (     )
- (5) The conversation takes place in ABC Company. (     )

## 2. Listen again and repeat what you hear sentence by sentence.



## Reading

### 1. Questions for discussion

- (1) Have you ever received a foreign guest? Talk about your experience with your partner.
- (2) What should you prepare before you are going to receive a foreign guest?

### 2. Useful expressions

Allow me to introduce myself. I am Susan. Here is my name card.

Hello, I am Bill.

I've heard a lot about you.

May I ask your name?

Let me introduce our Sales Manager, Mr. Wu.

It's a pleasure to meet you.

Is this your first trip to China?

I would like to show you our tentative itinerary.

We appreciate very much that you have come to visit us in spite of the long and tiring journey.

Thank you for coming all the way to our company.

### 3. Dialogues for reference

#### Dialogue 1



(Wendy Lin, sales woman from Zhejiang Renmin Ceramics, is receiving Michael Davis' call from Canada.)

- Wendy Lin: Good morning. This is Zhejiang Renmin Ceramics. How can I help you?
- Michael Davis: Hello. This is Michael Davis from Ottawa Ceramics Import & Export Co.
- Wendy Lin: Pleased to get your call, Mr. Davis, this is Wendy Lin, sales representative of

- Zhejiang Renmin Ceramics.
- Michael Davis: Glad to talk with you, Ms. Lin. I travel a lot every year on business, and I have been to China for several times. I must say I have been much impressed by your friendly people and beautiful land.
- Wendy Lin: Thank you for your saying so.
- Michael Davis: Well, Ms. Lin, we find your company from the Internet. It seems your company has a long history in ceramic production.
- Wendy Lin: Indeed, our Renmin Ceramics has been in the ceramics line over 10 years. In the past years, we have provided a large number of ceramics of superior quality, and our products have been sold all over the world.
- Michael Davis: I'm sure of it, just look how nice they are.
- Wendy Lin: I'm very glad you like our products. Are there any pieces you like best?
- Michael Davis: I looked at your show room on the Internet. I am interested in the big vases with Chinese paintings.
- Wendy Lin: The product number is Item 50-88, right?
- Michael Davis: I think so. Would you like to tell me more about it?
- Wendy Lin: Of course. It is our latest model, and our best product. Do you want to have a look?
- Michael Davis: Yes, I do. Can you Email me some pictures? My Email address is Michael\_Davis@hotmail.com.
- Wendy Lin: OK, I will do it immediately.
- Michael Davis: That is very nice of you... By the way, how much does it cost?
- Wendy Lin: Well, the prices are different because of the quality and size.
- Michael Davis: I see. If I want to order the products, when can you deliver?
- Wendy Lin: If you want to buy the products here, we can arrange shipment at once. But if you want to order some with special design, it will take about three months.
- Michael Davis: That's right. Thank you for your help. I will contact you by phone or Email as receiving your Email. Let's keep in touch.
- Wendy Lin: Sure. By the way, may I have your telephone number?
- Michael Davis: Yes, certainly...

### Vocabulary

- |                         |  |
|-------------------------|--|
| 1. ceramics [si'ræmiks] | <i>n.</i> an artifact made of hard brittle material produced from nonmetallic minerals by firing at high temperatures 陶器 |
| 2. Ottawa ['ɑ:təwə]     | <i>n.</i> the capital of Canada (located in southeastern Ontario across the Ottawa river from Quebec) 渥太华(加拿大首都)         |
| 3. show room            | an area where merchandise (such as cars) can be displayed 展厅   |
| 4. vase [veis]          | <i>n.</i> an open jar of glass or porcelain used as an ornament or to hold flowers 花瓶                                    |



**Task 1 Read the conversation carefully, and try to answer the following questions.**

1. How did Mr. Davis know about Zhejiang Renmin Ceramics?
2. Is it necessary for Michael Davis to take a business trip to Zhejiang for his order?
3. Why does Michael Davis want to import some vases with Chinese paintings?
4. How many vases does Michael Davis need in total?

**Task 2 Simulate a dialogue.**

Suppose you are on the edge of being fired by the unmerciful boss because you have not found a new client for almost a year. You are desperate for getting one. So you ask for some tips from a very successful businessman who has a great many clients. Find a partner to discuss the possible measures to win over a potential client, and make up a conversation.

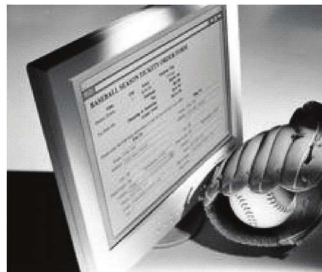
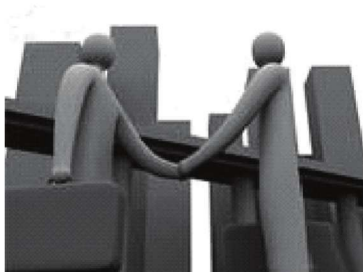
**Dialogue 2**

*(Miss Li wants to introduce her manager Mr. Wu to a new client Mr. Smith.)*

- Miss Li: Good morning, Mr. Smith. I guess you've had a good rest.
- Mr. Smith: Yes, thank you.
- Miss Li: Mr. Smith, may I introduce you to Mr. Wu, our General Manager? He has come to see you.
- Mr. Smith: Oh, yes, of course.
- Miss Li: Mr. Wu, this is Mr. Smith, the Sales Manager of the Jaycee Products Corp. Mr. Smith, Mr. Wu is the General Manager of the Yiwu International Trading Co., Ltd.
- Mr. Smith: How do you do, Mr. Wu?
- Mr. Wu: How do you do, Mr. Smith? Welcome to Yiwu. I hope you'll have a pleasant stay here.
- Mr. Smith: Thank you, Mr. Wu. I'm very happy to have this chance to visit your company. It was very kind of you to invite me.
- Mr. Wu: Not at all. It is my pleasure to invite you to visit our company. And by the way, Mr. Smith, I'd like to have your comments on the initial arrangements we've made for your stay in China if you don't mind.
- Mr. Smith: I'd like to know them first.

Mr. Wu: Mr. Smith, I have written down the arrangements. Please take a look at them.

Mr. Smith: Great. Thank you.



### Vocabulary

- |                               |   |
|-------------------------------|---|
| 1. client ['klaɪənt]          | <i>n.</i> someone who pays for goods or services 客户 |
| 2. General Manager            | the highest ranking manager 总经理                     |
| 3. initial ['ɪniəl]           | <i>adj.</i> occurring at the beginning 开始的, 最初的     |
| 4. arrangement [ə'reɪndʒmənt] | <i>n.</i> the thing arranged or agreed to 安排        |

### Task 3 Interpretation

**Directions:** Interpret the following sentences to your partner.

1. 嗨, 你不是怀特小姐吗?
2. 我把您介绍给哈特先生了吗?
3. 斯通先生经营了一家大公司。
4. 我在报纸上看过许多有关贵公司的报道。
5. 能有这次机会访问贵公司, 我很高兴。承蒙邀请, 不胜感激。



### Task 4 Role play

You are the secretary to Sales Manager of ABC Company. An Italian businessman is going to visit your company. You make a phone call to talk to him about his visiting schedule.



## Speaking Out

**Activity 1 Group Work**

Suppose foreign guests will visit your company for 3 days from March 15th to 17th. Work in group of 4 and make a schedule for foreign guests. After making the schedule, present it to the class.

Date	Morning	Afternoon	Evening
March 15th			
March 16th			
March 17th			

**Activity 2 Group Work**

Work in groups of 3–5. One of you acts as the manager of Marketing Department, one as a new employee, and the others the staff of the department. The manager shows the new employee around the office and introduces him/her to the other colleagues.

**Learning More**

Greeting is a way of being friendly to someone. When we meet someone we know each other, we often greet him or her. It is a way of being polite. It is also a way of starting a conversation. Because different countries may have different customs and habits, there is a great difference between the Chinese and the British in greetings.