

# BUSINESS DIALOGUES

## 外贸英语对话

北京对外贸易学院一系编

对外贸易出版社

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• 1981年 •

## 简 介

为了适应广大外贸工作者和外贸院校学员们学习外贸谈判口语的需要，我们编写了《外贸英语对话》。《外贸英语对话》共分十五课，包括：询价、报盘、还盘、贸易条款、装运、信用证支付、分期付款、包销、保险、包装、商标、数量索赔、质量索赔、外贸政策、安排议事日程等内容。每一课文都配有多种练习，并附有答案，以供自学者参考。还附有课文的汉译译文，用以帮助学员们理解和掌握课文。

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北京对外贸易学院一系

对外贸易出版社出版

（北京东长安街2号）

新华书店北京发行所发行

北京外文印刷厂印刷

787×1092毫米 32开 24万字 10 1/4印张  
1981年10月第一版 1981年10月第一次印刷  
印数：1—35000册  
统一书号：9222·04 定价：1.05元

# 前 言

为了适应广大外贸工作者和外贸院校、经济院校学员们学习外贸谈判口语的需要，我们编写了“外贸英语对话”。本书共十五课，包括询价、报价、还盘、贸易条款、装运、信用证支付、分期付款、包装、商标、包销、保险、数量索赔、质量索赔、对外贸易政策、安排议事日程等内容。每一课文都配有常用词汇的例句和多种练习，并附有答案，以供自学者参考。此外，还有课文的汉译译文，用以帮助学员们理解和掌握课文。

编写素材的来源，一部分是外贸公司的档案材料和编者的实践经验；另一部分是北京对外贸易学院复校以来历年编写过的口语教材，从中选择、修改、加工而成。近年来曾在我院各英语班级使用，也曾在一些外贸公司干部学习班上用作教材。

我们在编写过程中得到外贸学院院系领导的热情指导和支持以及诸位英语教师的帮助，提出宝贵的修改意见，我们对此表示衷心的感谢。

本书由诸葛霖同志主编，张定令、李志伟、高国沛、胡鹤年、陆元诚、梁献章、周泰祚、唐德荣、屠珍、夏上达和陆祖汶等同志先后参加了编辑工作，曾经孙维炎和邹博文同志，丹麦专家杨布雷、英国专家 Catherine Rink 和 John Dooley 审阅，还得到周世俭同志的协助。由于编者的英语和业务水平有限，错误和缺点在所难免，希望使用本书的同志提出批评和意见。

编 者

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**LESSON ONE**  
**Business Inquiries**  
**CONVERSATIONS**

(1)

- A: I'm glad to have the opportunity of visiting your corporation. I hope to conclude some substantial business with you.
- B: It's a great pleasure to meet you, Mr Clive. I believe you have seen our exhibits in the show room. May I know what particular items you're interested in?
- A: I'm interested in your hardware. I've seen the exhibits and studied your catalogues. I think some of the items will find a ready market in Canada. Here is a list of my requirements, for which I'd like to have your lowest quotations, C.I.F. Vancouver.
- B: Thank you for your inquiry. Would you tell us the quantity you require so that we can work out the offers?
- A: I'll do that. Meanwhile, could you give me an indication of price?
- B: Here are our F.O.B. price lists. All the prices in the lists are subject to our confirmation.
- A: What about the commission? From European suppliers I usually get a 3 to 5 percent commission for my imports. It's the general practice.

- B: As a rule we do not allow any commission. But if the order is a sizable one, we'll consider it.
- A: You see, I do business on a commission basis. A commission on your prices would make it easier for me to promote sales. Even 2 or 3 percent would help.
- B: We'll discuss this when you place your order with us.

(2)

- A: When can I have your firm C.I.F. prices, that is, the final and firm offer, Mr Zhang?
- B: We'll have them worked out by this evening and let you have them tomorrow morning. Would you be free to come round then?
- A: Good. I'll be here tomorrow morning at 10. Will that suit you?
- B: Perfectly. Our offers remain open for 3 days.
- A: I don't need that long to make up my mind. If your prices are favourable and if I can get the commission I want, I can place the order right away.
- B: I'm sure you'll find our price most favourable. Elsewhere prices for hardware have gone up tremendously in recent years. Our prices haven't changed much.
- A: I'm glad to hear that. As I've just said, I hope to conclude some substantial business with you.
- B: We shall be very pleased. Is there anything else I can do for you, Mr Clive?
- A: I'm buying for chain department stores in Canada.



They are also interested in Chinese carpets. I'd like to make an inquiry. Could you introduce me to the person in charge of this line?

B: Certainly. I'll make an appointment for you with Mr Li of the China National Native Produce and Animal By-products Import and Export Corporation.

A: Thank you very much.

(3)

A: I understand that you're interested in our machine tools, Mr Li.

B: Yes, we're thinking of placing an order. We'd like to know what you can offer in this line as well as your sales terms, such as mode of payment, delivery, discount, etc.

A: As you know, we supply machine tools of all types and sizes. We have years of experience in the manufacture of machines tools.

B: We've read about this in your sales literature. Could you give us some idea about your prices?

A: Our prices compare favourably with those offered by other manufacturers either in Europe or anywhere else. Here are our latest price sheets. You'll see that our prices are most attractive.

B: Do you take special orders? That is, do you make machines according to specifications?

A: We do. As a matter of fact, we design machine tools for special purposes.

- B: How long does it usually take you to make delivery?
- A: As a rule, we deliver all our orders within 3 months after receipt of the covering letters of credit. It takes longer, of course, for special orders. But in no case would it take longer than 6 months.
- B: Good. Another thing, all your prices are on a C.I.F. basis. We'd rather have you quote us F.O.B. prices.
- A: That can easily be done.

## WORDS & EXPRESSIONS

conclude <i>v.</i>	成交, 缔结
substantial <i>a.</i>	数量大的, 扎实的
Clive	姓
particular <i>a.</i>	特定的, 具体的
hardware <i>n.</i>	小五金
catalog(ue) <i>n.</i>	目录
requirement <i>n.</i>	需求
inquiry <i>n.</i>	询价
offer <i>v &amp; n.</i>	报价
indication of price	估计价格
subject to <i>adv.</i>	在……条件下
discount <i>n.</i>	折扣
commission <i>n.</i>	佣金
manufacture <i>n.</i>	(大量) 制造
sales literature	销售说明书

favo(u)rably <i>adv.</i>	有利
competitive <i>a.</i>	竞争的
specifications <i>n.</i>	规格
receipt <i>n.</i>	收到
covering <i>a.</i>	有关
covering L/C	有关信用证
compare <i>v.</i>	比较
elsewhere <i>adv.</i>	在别处
chain department store	连锁商店
to be interested in sth.	对……有兴趣, 有意于……
It will find a ready market in Canada.	它(商品)将在加拿大畅销。
subject to our confirmation	以我方确认为准
do business on commission basis	做买卖赚取佣金
place an order	订货
offer in this line	在这一方面能提供
our prices compare favourably with...	我方价格比……优越
...made according to specifications	定制(按预定规格做)……
sales conditions	销售条件
machine tools of all types and sizes	各种类型和尺寸的工作母机
price sheets	价格单
make delivery	交货
deliver the goods, make shipment	
as a rule	一般说来, 通常
3 months after receipt of the covering letters of credit	在接

到有关信用证后三个月内

All your prices are on C.I.F. basis.      你方所有价格都是到岸价。

C.I.F. Vancouver      温哥华到岸价

F.O.B. prices      离岸价

firm offer      实盘

Our offers are good for 3 days.      我报价三天有效。

China National Native Produce and Animal By-Products  
Import & Export Corporation      中国土畜产进出口公司

## EXAMPLES

1. to be interested in...      对……有兴趣

We are interested in developing business relations between us.

We are interested in making you an offer on our hand-made carpets, which are well received on the overseas market.

2. subject to      以……为准, 有效

Our offer is subject to your reply reaching us before next Thursday.

Subject to our final confirmation, we are sending you our offer as follows,

3. place an order      订货

We wish to place an order with your corporation for 10,000 bicycles.

4. compare favourably with      比……优越, 有利

Our conditions of sales compare favourably with those offered by other manufacturers.

If you compare our quotations with theirs, you'll see how favourable ours are.

5. make delivery      交货

We should like to know how soon you can make delivery of the goods.

Since these goods are urgently needed, we have to speed up delivery.

6. as a rule      通常

As a rule, our prices are given on a C.I.F. basis.

7. after receipt of      收到……之后

We have worked out our offer for this commodity after receipt of your enquiry.

We acknowledge receipt of your letter of May 30, 1977.

8. We'd rather ... than ...      我们宁愿……而不……

We'd rather fill our needs elsewhere than keep our enquiry open indefinitely.

We'd rather have your C.I.F. prices than F.O.B. prices.

9. work out      搞出来

We have worked out a schedule for our discussions. Please have a look.

10. Our offer is good for 3 days.      我报价三天有效。

Our offer remains good for a week.

This offer is firm for 5 days.

## EXERCISES

I. Fill in the blanks with appropriate words and expressions:

1. Would you tell us the quantity you want \_\_\_\_\_ we may \_\_\_\_\_ the offer?
2. Please make your quotations \_\_\_\_\_ a C.I.F. basis.
3. I want to \_\_\_\_\_ some substantial business \_\_\_\_\_ you this time.
4. I usually get a 5% commission \_\_\_\_\_ my suppliers \_\_\_\_\_ my imports.
5. We are thinking \_\_\_\_\_ placing an order \_\_\_\_\_ your firm.
6. May I know what particular items you are interested \_\_\_\_\_?
7. All the prices \_\_\_\_\_ the list are subject \_\_\_\_\_ our confirmation.
8. We shall, of course, arrange \_\_\_\_\_ shipment of the goods \_\_\_\_\_ receipt \_\_\_\_\_ your L/C.
9. One of our clients is interested \_\_\_\_\_ your products and wishes to have your quotations \_\_\_\_\_ them.
10. We have received an inquiry \_\_\_\_\_ one of our clients \_\_\_\_\_ your "Forever" Brand bicycles and

are likely to place a large order \_\_\_\_\_ you if the price is \_\_\_\_\_.

- II. Compose a dialogue on the following situation: Comrade Zhang of Textile Corp. talks with Mr Abdula from Africa. Abdula enquires for our Printed Cotton Piece Goods. He is not satisfied with our designs and asks us to produce patterns similar to those provided by him. We agree to make him an offer provided he increases the quantity for each design to 10,000 yards.

III. Translate the following into English:

A: 我能见经理吗?

B: 恐怕他不在,你有什么事吗?

A: 有点事。我带来了一些机床目录本。不知道你方用户 (enduser) 要不要看看。

B: 当然要看啰。你是不是愿意把这些商品目录本交给我啊?

A: 我们是机床供销商。我想你方用户对我们一些最新产品会感兴趣的。

B: 我们在考虑订购一些特种机床。如果你方产品是我们所要的类型,我们是有兴趣的。

A: 你们大概知道,我们也接受按特定规格制造机床的定单。

B: 定货要多长时间能交货呢?

A: 收到有关信用证后最多三个月就能交货。特殊定单交货时间会略长一些,但无论如何不会超过六个月。

B: 好吧,我把你们的商品目录本送给我们感兴趣的用戶。同时,我能了解一下价格的大概情况吗?能不能

给一张报价单？

A：当然可以。这是我们的价格单。我们的价格和其他制造商开价比较，是十分优惠的。这一点你们从我方报价单里就能看到。所有价格当然要经我方确认后方始有效。

B：你方报的都是 FOB 温哥华价格，请问你们给不给折扣？

A：请你谈谈你们的想法。

B：我们从欧洲供销商那里经常得到5%的折扣，有时得到10%的折扣。

A：假如你方订购数量比较大的话，我方可以考虑。

B：那好，到我们决定订购多少机床的时候再一起商量吧！

A：什么时候听你们回音？

B：下星期五吧。



**LESSON TWO**  
**On Price**  
**CONVERSATIONS**

(1)

- A: I've come to hear about your offer for bristles.
- B: We have the offer ready for you. Let me see . . . Here it is. 100 cases Tsingtao Bristles, 57 mm, at . . . pounds sterling per kilogram, CIF European Main Ports, for shipment in June, 1980. The offer is valid for three days.
- A: Why, your price has soared. It's almost 25% higher than last year's. It would be impossible for us to push any sales at such a price.
- B: I'm a little surprised to hear you say that. You know very well that markets for bristles have gone up a great deal in recent months. The price we offer compares favourably with quotations you can get elsewhere.
- A: I'm afraid I can't agree with you there. I must point out that your price is higher than some of the quotations we've received from other sources.
- B: But you must take the quality into consideration. Everyone in the trade knows that China's bristles are of superior quality to those from other countries.
- A: I agree that yours are of better quality. But there's