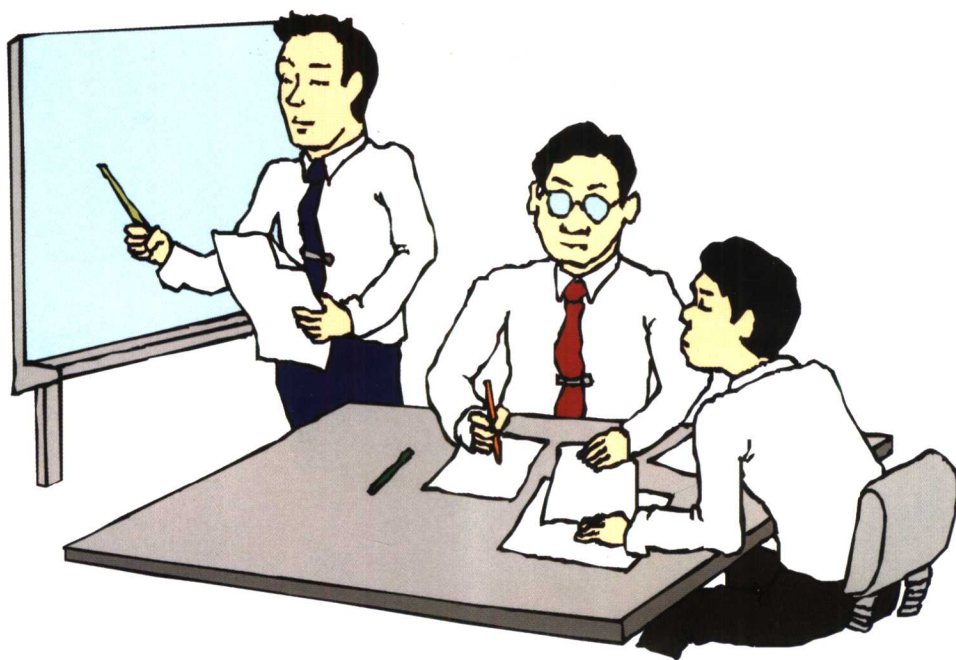


全国中等职业技术学校 市场营销专业教材
专业英语系列教材

市场营销英语

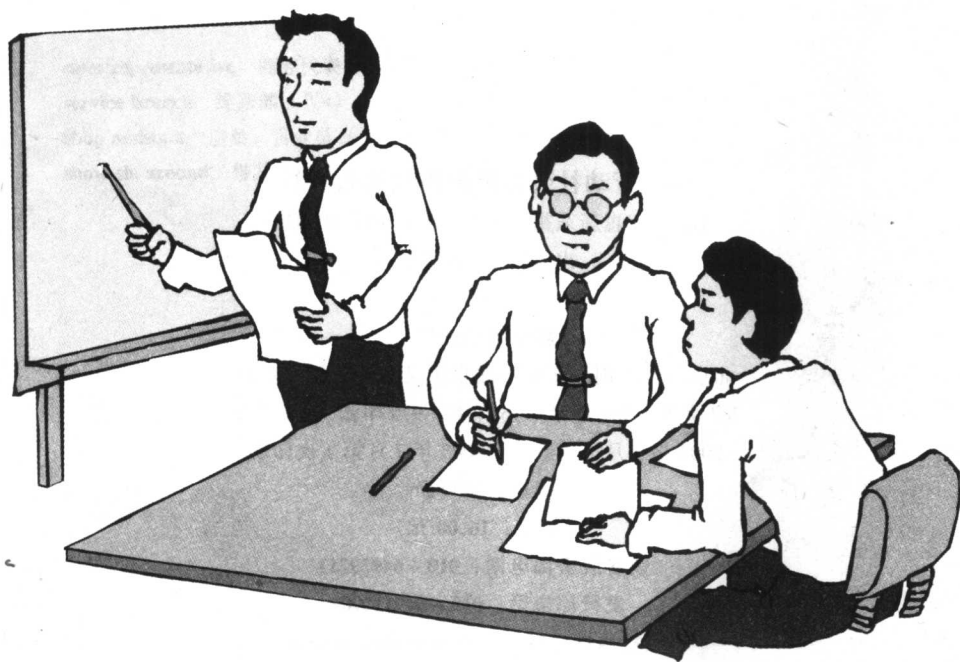
MARKETING ENGLISH



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前 言

随着我国社会主义市场经济的进一步发展,特别是入世以后,越来越多的企业对技术工人的专业外语水平提出了较高的要求,因此,专业英语已成为学生们参与就业竞争,以及今后从业后在工作中所必需的工具之一。为适应这一需要,我们组织编写了这套专业英语教材,并在编写过程中坚持了以下原则:

第一,与专业紧密结合,根据专业需要设置单元内容,力求收录各专业最新、最实用的词汇和用语,并注意在选材时降低相关专业知识的难度,使教材既突出专业特色,又能充分体现英语教学的规律。

第二,根据不同专业对英语教学的要求,教材在单元设置中阅读和口语各有侧重,如《饭店服务英语》《商品经营英语》《文秘英语》等侧重口语,而《电工英语》《电子英语》《机械英语》等则侧重阅读。对专业性较强的部分教材还给出了阅读部分的译文,以方便师生的教与学。

第三,教材在内容上注重选材新颖实用,力求采用地道的英语表达;在形式上注重生动活泼,图文并茂。

本套教材为中等职业技术学校学生设计,初中起点,并与通用教材《英语》相配套。考虑到通用英语教材中已讲授语法,故此套教材不再列入语法条目,涉及语法难点时在“注释”中予以讲解。

本套教材自成体系,同时每种教材的编写又参照了相关专业的教学计划和主要专业课程的教学大纲,故又可与各相关专业配套使用。

本套教材首先于2003年推出《电子英语》《会计英语》《饭店服务英语》《烹饪实用英语》《文秘英语》《商品经营英语》《服装英语》等7种,2004年又推出了《物业管理英语》《汽车维修英语》《机械英语》《电工英语》《计算机专业英语》等5种,今年将陆续推出《家政服务英语》《美容美发英语》《市场营销英语》《机电英语》等4种,2006年将根据专业需要继续推出《建筑英语》《物流英语》《印刷专业英语》《实用美术英语》等,以满足各专业学生学习英语的需要。

此次教材的开发工作得到了北京、湖南、湖北、广东、江苏等省(市)劳动和社会保障厅(局)以及有关学校的大力支持,并得到了美国新闻学硕士 Mr. Michael Connolly 的大力帮助,对此我们表示诚挚的谢意。

劳动和社会保障部教材办公室

2005年7月

简介

本书根据劳动和社会保障部培训就业司颁发的《市场营销专业教学计划》编写，供全国中等职业技术学校市场营销专业使用。本书主要以对话、阅读的形式介绍了在市场营销中所需要的英语表达方式，模拟了在不同的营销场合精彩的会话范例。全书共分7部分，每部分4个单元，每单元内容包括对话、阅读、词汇、注释、重点句型和练习。本书内容丰富，通俗易懂；形式活泼，图文并茂。

本书也适合作为职业培训教材和职工自学用书。

本书由赵娟编写，赵晓苏绘制插图。

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Part I Selling at a Shop

Unit 1

Receiving Customers

Learn to talk

(A—a shop assistant, B—a customer)

A: Welcome to our shop, madam. Can I help you?

B: Yes, please. I want some cream.

A: We have many brands here. Which kind do you like better?

B: I've no idea. Can you make some suggestions for me?

A: Chif is a good brand, many women like it.

B: My skin often feels dry in winter, so I'd like to buy one suitable for my skin.

A: You may choose the moisturizing cream of this brand. It contains natural moisture factor and balances the moisture of the skin.

B: Yes, that's just what I want. How much does it cost?

A: Forty-five yuan. Is there anything else?

B: I want a small bottle of perfume.

A: Is there any special brand you prefer?

B: Oh, I'm not very particular, provided it's really good and doesn't affect the skin.

A: I think I could recommend something for you. How about this one? It's neither too strong nor too ordinary.

B: All right. Please give me a bottle of this brand.

A: Here you are.



Learn to read

The first step toward success for shop assistants is to greet customers and provide polite and warm-hearted service. Gentle and refined shop assistants can attract the interest of customers. As a result, people having no intention of buying are willing to open their purses and buy a lot of things. A shop assistant should greet a customer by saying: "Good morning (Good afternoon/Good evening), sir/madam/miss. May I help you?"

Some customers come with a definite plan to buy things. Some other people just come to look around and have no plan to buy anything. After greeting, a shop assistant should watch their reactions and listen to what they say carefully. When a customer decides not to buy anything, the shop assistant should still say "Please go right ahead" politely.

New Words and Expressions

receive [riːsi:v] *v.* 接待

customer [ˈkʌstəmə] *n.* 顾客

assistant [əˈsistənt] *n.* 助手

cream [kri:m] *n.* 乳霜

brand [brænd] *n.* 商品的牌子

suggestion [səˈdʒestʃən] *n.* 建议

suitable [ˈsju:təbl] *adj.* 合适的

moisturize [ˈmɔɪstʃəraɪz] *v.* (给皮肤、空气等)增加水分

contain [kənˈteɪn] *v.* 包含, 包括

natural [ˈnætʃərəl] *adj.* 自然的

moisture [ˈmɔɪstʃə] *n.* 水分, 湿气

factor [ˈfæktə] *n.* 因素, 要素

balance [ˈbæləns] *v.* 平衡 *n.* 平衡, 余额

perfume [ˈpɜ:fju:m] *n.* 香水

special [ˈspeʃəl] *adj.* 特别的

prefer [prɪˈfɜ:] *v.* 更喜欢

particular [pəˈtɪkjələ] *adj.* 特别的, 讲究的

provided [prəˈvaɪdɪd] *conj.* 假若, 除非, 只要

affect [əˈfekt] *v.* 影响
recommend [rekəˈmend] *v.* 推荐
ordinary [ˈɔːdinəri] *adj.* 平常的, 普通的
success [səkˈses] *n.* 成功
greet [gri:t] *v.* 问候
provide [prəˈvaɪd] *v.* 提供, 供给
polite [pəˈlaɪt] *adj.* 有礼貌的
warm-hearted [ˈwɔːmˈhɑːtɪd] *adj.* 热心的
service [ˈsɜːvɪs] *n.* 服务
gentle [ˈdʒentl] *adj.* 温和的
refined [rɪˈfaɪnd] *adj.* 文雅的
attract [əˈtrækt] *v.* 吸引
interest [ˈɪntrɪst] *n.* 兴趣, 利益 *v.* 使……感兴趣
intention [ɪnˈtenʃən] *n.* 意图, 意向
willing [ˈwɪlɪŋ] *adj.* 心甘情愿的
purse [pɜːs] *n.* 钱包
definite [ˈdefɪnɪt] *adj.* 明确的, 肯定的
reaction [rɪˈækʃən] *n.* 反应
shop assistant 店员, 营业员
make some suggestions 提些建议
neither... nor... 既不……也不……
as a result 结果
be willing to 愿意
look around 四处看看

Notes

1. Can I help you? 根据字面, 这句话的意思是“我能帮助你吗?”。但作为商业用语, 是在询问顾客要买什么东西。
2. Which kind do you like better? 这句中的 better 并不作为形容词 good 的比较级形式, 在此作为副词, 表示“更加”。口语中常有这种用法。例如: Which do you like better, coffee or tea? 你更喜欢哪一种, 咖啡还是茶?
3. I'd like to (do)... 意为“想要(做)……”。例如:
I'd like to join your discussion. 我想参加你们的讨论。
4. I'm not very particular..., 这里 particular 意为“讲究的”, 在此指化妆方面, 通常还可

以指在饮食方面讲究的、挑剔的。

5. ...provided it's really good and doesn't affect the skin. provided 为连词, 意思是“只要……”。例如:

I'll come provided (that) I am well enough. 只要我身体好, 一定来。

6. Here you are 是倒装句。这是一种习惯用法, 是将东西递交给对方时常用的句型。

7. neither ... nor ... 意为“既不……也不……”。例如:

I neither smoke nor drink. 我既不抽烟也不喝酒。

Drills

1.

Good morning, sir
Good afternoon, madam
Good evening, miss
Welcome to our counter

 . What can I do for you?

2. Pleased to see you.

Can I help you
May I help you
Anything I can do for you
Are you being served

 ?

3. Is there anything

I can do for you
you want me to show you
you are interested in
you'd like to buy

 ?

4. I'd like to

buy a white shirt
have a cup of coffee
have a look at that shirt
get a new copy of this book

 .

5. I think I can

find some
get some
look for something different

 for you.

Practice

I. Oral practice.

Make a short dialogue with your partner (伙伴, 搭档) in the following situation.

Yang Lin is a shop assistant. He is in the shop now. John, a customer, comes in. He wants to buy a sweater.

II. Complete the following conversation with the sentences given.

A: _____.

B: Good morning. Can I have a look at these pens?

A: _____.

B: Have you got anything a bit cheaper?

A: _____.

B: No, they're not quite what I want, sorry to trouble you.

A: _____.

a) No trouble at all.

b) Good morning. What can I do for you?

c) How about these?

d) Certainly. These are \$5 each and these are \$10.

III. Choose the best word or expression for each sentence, change the form where necessary.

make some suggestions, would like, contain, cost, prefer, provided, recommend, How about

1. Everything I liked _____ too much money.
2. The salesclerk asked me what I _____ to buy.
3. I could _____ something for you. This one is made in Shanghai.
4. _____ this one? The colour is suitable and the price is reasonable.
5. Which one do you _____? An imported (进口) one or a home-made (国产) one?
6. This book _____ twenty pictures.
7. I want to buy a gift for my girlfriend. Can you _____ for me?
8. The price is not important, _____ the quality is good.

IV. Translate the Chinese parts into English.

1. Good morning, sir. _____ (要买东西吗)?
2. (晚上好) _____, miss. Do you want to buy something here?
3. I'm pleased to _____ (见到你). Anything I can do for you?
4. Please have a look and _____ (如您需要我帮忙请告诉我).
5. If you _____ (已决定买什么), please let me know.
6. I want to _____ (买条项链) for my wife.
7. I'm _____ (在考虑买) a toy for my son.
8. That's OK. I'm _____ (只是看一看).

V. Translate the following sentences into English.

1. 欢迎光临我们柜台。您买点什么?
2. 我想给我祖父买件新年礼物。
3. 下午好, 小姐。有人为您服务吗?
4. 有什么要我拿给您看吗?
5. 先生, 您请便。

Unit 2

Recommending Commodities

(A—a shop assistant, B—a customer)

- A: Good afternoon, madam. Is there anything you are interested in?
- B: Good afternoon, miss. This is my first trip to China. I'd like to take home some new Chinese-made products and specialities. Would you please tell me what your store has?
- A: It's a pleasure. We have a great variety of new products in our store. I'm sure you must know China is famous for its silk.
- B: Yes. It's wonderful. Could you show me some silk products?
- A: Sure. Would you mind my recommending some new styles blouses to you? They are all made of real silk.
- B: Yes. They look nice. Are they very popular here?
- A: Yes. They sell like hot cakes. There's not much left over.
- B: What about the quality then?
- A: Its quality will be an agreeable surprise to you besides the new style.
- B: I believe so. Do you think it'll look good on me?
- A: Certainly, madam. I'd like to know which size you take.
- B: Size 43, please.
- A: I think this one just fits you. Both the size and the style are perfect for your figure.
- B: Could you show me some more?
- A: Certainly. Here you are.
- B: I prefer these two. How much are they?
- A: They are 450 yuan in all.
- B: Here you are. Thank you.



A: Thank you very much. Good-bye.

There are many kinds of fine goods in department stores. Customers often hesitate about what to buy. At such a time, the shop assistant should recommend suitable goods. If the shop assistant wants to persuade customers to buy something happily, he/she should really understand the needs of the customers. The shop assistant should also know the quality, properties and characteristic features of the goods so that customers will accept his/her advice. The shop assistant should be honest and tell the truth when he/she tries to persuade people to buy. He/She should never rely on exaggeration of the quality and properties of the goods. He/She should not try to force the customers to buy things they don't like.

commodity [kə'mɒditi] *n.* 商品, 日用品
product [ˈprɒdʌkt] *n.* 产品
speciality [speʃiˈæliti] *n.* 特产, 特制品
variety [vəˈraɪəti] *n.* 品种, 多种多样
famous [ˈfeɪməs] *adj.* 著名的
silk [sɪlk] *n.* 丝绸
style [stɑɪl] *n.* 式样
blouse [blaʊz] *n.* 女衬衫
popular [ˈpɒpjulə] *adj.* 流行的, 大众喜爱的
leave [li:v] *v.* (left, left) 剩余, 离开
quality [ˈkwɒləti] *n.* 质量
agreeable [əˈɡriəbl] *adj.* 令人愉快的, 惬意的
surprise [səˈpraɪz] *n.* 吃惊
besides [biˈsaɪdz] *prep.* 除了 *adv.* 而且
believe [biˈli:v] *v.* 相信, 认为
fit [fɪt] *v.* 适合
figure [ˈfɪɡə] *n.* 身材, 数字
goods [ɡʊdz] *n.* 商品, 货物

hesitate [ˈheziteɪt] *v.* 犹豫
 persuade [pəˈsweɪd] *v.* 说服
 need [niːd] *n.* 需要
 property [ˈprɒpəti] *n.* 性能
 characteristic [kærɪktəˈrɪstɪk] *adj.* 特有的
 feature [ˈfi:tʃə] *n.* 特征, 特色
 accept [əkˈsept] *v.* 接受
 advice [ədˈvaɪs] *n.* 忠告, 建议
 honest [ˈɒnɪst] *adj.* 诚实的
 truth [truːθ] *n.* 真理, 真相
 rely [rɪˈlaɪ] *v.* 依赖, 依靠, 信任
 exaggeration [ɪɡˌzædʒəˈreɪʃən] *n.* 夸张
 force [fɔːs] *v.* 强迫, 迫使 *n.* 力量
 a variety of 各种各样的
 be famous for 以……著名
 be made of 由……制成
 leave over 留下, 剩下
 what about 怎么样
 department store 百货商店
 so that 以便, 为了
 rely on 依靠, 依赖



1. I'd like to take home some new Chinese-made products and specialities. 我想带回一些中国的新产品和特产。
 “Chinese-made” 为名词 + 过去分词作形容词用。例如: home-made electronic products 国产电子产品, hand-made arts and crafts 手工工艺品。
2. Would you please tell me what your store has? 你能否告诉我你们商店有什么 (货)?
 这句是由 “what” 引导的直接宾语从句。例如:
 Can you tell me what you saw there? 你能告诉我你在那里看到了什么吗?
3. Would you mind my recommending...? 让我为您推荐……好吗? “recommending” 是动名词, 作动词 “mind” 的宾语。动名词是一种动词的非谓语形式, 起名词作用, 在句中可作主语、表语。例如:
 Seeing is believing. 眼见为实。

作介词宾语。例如：

Thank you for telling me the truth. 谢谢你对我说了实话。

动名词的特点是既起名词的作用，又保留一定动词的色彩，它可以有自己的逻辑主语，如本句中的物主代词“my”可看作是“recommending”的逻辑主语。

要求跟动名词作宾语的动词除“mind”之外，常用的动词还有：enjoy, finish, suggest, keep, propose 等。

4. They sell like hot cakes. 它们非常畅销。to sell like hot cakes 在商业上比喻货物销售得很好，相当于“to have a good market”。
5. There's not much left over. 存货已经不多了。to be left over 是指“存货”，相当于“in stock”。They sell like hot cakes. There's not much left over. 这两句话都是鼓励顾客欲购从速，莫失良机，是一种促销的手段。
6. Its quality will be an agreeable surprise to you besides the new style. 它不仅款式新颖，而且其质量也会令您吃惊。

besides (作介词用) + 名词 (代词或从句)，除……外。例如：

There are many others besides me. 除我之外，还有很多别的人。



1. They

sell like hot cakes
have a ready market
are selling well

2. There is not much

left over
in stock
left for sale

3. Its quality will

be an agreeable surprise to you
make you surprised
meet your demand

besides the new style
in addition to its new fashion
apart from its new pattern