



高职高专**商务英语**专业教材

Oral English  
For Business  
Communication

# 商务英语口语

房玉靖 主 编  
刘玉玲 梁 晶 副主编



赠送  
电子课件

清华大学出版社



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## Oral English For Business Communication

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北 京

## 内 容 简 介

本书素材以商务材料为主,内容涵盖商务工作所涉及的日常交际、涉外活动和涉外业务等常见场景,以功能用途划分。全书共设有 16 个单元,内容主要涉及办公、商务旅行、商务接待、商务会谈、商务会议、展览展会、求职面试、公司与产品、商标与专利、商品的询价、报盘、讨价还价、支付、包装与运输、保险、市场营销、销售谈判、签订合约、投诉索赔等方面。

本教材可以满足高职高专院校商务英语、国际贸易、国际商务等相关专业的大学生、从事国际商务工作的外经贸从业人员、外事人员以及广大英语爱好者的需要。

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# 前 言

在经济全球化进程不断加快的今天,我国改革开放进入了快速和纵深发展期,国际商务活动和经济技术的交流也日益频繁。高职高专院校商务英语专业的学生不仅需要具备熟练的英语技能,还必须具有良好的沟通技巧和娴熟的实践能力,才能适应当代商务领域各项工作的需要。《商务英语口语》是一本以交际功能和中心话题为纲要编写的口语教材。本教材注重把学生置于多元文化背景之中,提供真实的语言环境和标准的语言范例,强调知识性、信息性、实用性和功能性,引导学生积极主动地进行口语练习,扩展学生用英语进行交流的综合能力。本教材可以满足高职高专院校商务英语、国际贸易、国际商务等相关专业的大学生、从事国际商务工作的外经贸从业人员、外事人员以及广大英语爱好者的需要。

“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。教育部颁布的《高职高专教育英语课程教学基本要求》中,强调打好语言基础,要求语言基本训练和语言应用能力并重。《商务英语口语》教材的特点在于遵循知识与实践相结合的原则,强化对学生英语听说应用能力的训练,为培养具备较强英语基础技能和一定的商务贸易、商务谈判和企业管理的综合技能,适应现代各类经贸活动要求的高级应用型专门人才打下坚实的基础。

《商务英语口语》的素材以商务材料为主,内容上涵盖商务工作所涉及的日常交际、涉外活动及涉外业务等常见场景,以功能用途划分。全书共设有 16 个单元,内容主要涉及办公、商务旅行、商务接待、商务会谈、商务会议、展览展会、求职面试、公司与产品、商标与专利、商品的询价、报盘、讨价还价、支付、包装与运输、保险、市场营销、销售谈判、签订合同、投诉索赔等方面。

本教材的板块式结构安排,系统地将背景知识、功能型对话及练习、知识点讲解、扩展练习、相关信息、思维拓展等内容联系起来。每个单元围绕一个主题展开,其中又包含 3~4 个学习目标,根据每个目标设置相关内容的对话范例、注释、句型及针对性训练,另外还设置了整个单元的语言重点,其中 Unit 1~8 语言重点部分主要是分模块的功能句型,Unit 9~16 由于涉及的内容专业性较强,所以包括贸易术语或专业术语加功能句型两部分,便于学生灵活掌握和运用。本教材信息量大,实用性强,注重激发学生积极参与口语活动的兴趣,培养学生对商务交际文化差异的敏感性;突出教师与学生以及学生之间互动协作的重要性,启发学生的想象力和创造力,从而能够得体地使用工作交际用语,是广大商务英语学习者的必备参考书。

本教材由房玉靖担任主编,参加编写的有房玉靖、刘玉玲、梁晶、姚颖。本教材的编写得到清华大学出版社刘天飞老师的指导和帮助,在此表示衷心的感谢。

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# Unit 1

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## Office Work



### **Background Information**

General office skills may include answering phones, faxing, basic computer skills, as well as customer service skills. Effective communication concerning these skills at workplace is extremely important to smooth and efficient business operation. Workplace communication is mainly of two types: verbal communication (such as meetings, phone calls, speech, one to one feedbacks etc.), and non verbal communication (such as written, printed emails, etc.). Communication at workplace should be clear, concise and specific. In addition, there should be effective use of body language at workplace. Good communication skills will help to establish a better working relationship. Poor workplace communication skills will have negative effects on business relationships and may result in decreased productivity.



### **Learning Objectives**

*In this unit, you will learn how to:*

- Talk on the phone
- Make & change appointments/arrangements
- Talk with associates



## Oral Workshop

### A. Talking on the Phone

#### Dialogue 1 – Asking to speak to someone

*A: Operator B: Diana C: Mr. Brown*

A: Good morning, Deep Blue Office Supply.

B: This is Diana Wong from MAP Advertising. I'd like to speak to Mr. Brown, please.

A: Is that Michael Brown or Tony Brown?

B: I'm not sure. I want to talk to someone about the maintenance of laser printers.

A: Then you need to speak to Tony Brown. He's with After Sales Department. I'll put you through.

B: Thank you.

C: Hello, Tony Brown.

B: Hello, Mr. Brown. This is Diana Wong from MAP Advertising. I called last week about the laser printer.

C: Sorry, can you spell your name, please?

B: It's W-O-N-G. Diana Wong, from MAP Advertising.

C: Oh, yes. I remember.

B: We bought 5 laser printers from you two weeks ago. But one of them doesn't seem to work properly, and we also have some questions on maintenance. So I'm calling to see whether it's possible for you to send someone to help?

C: All right. Would tomorrow suit you?

B: That'll be great. I'm in the office all day.

C: So I'll send over an engineer around 10:00 in the morning.

B: Thank you very much, Mr. Brown.

#### Dialogue 2 – Dealing with wrong number

*A: Andy B: Laura*

A: Hello, After-sales Department, can I help you?

B: Hello. May I speak to Paul Richards, please?

A: I'm sorry. You've got the wrong number. But he does work here. I'll try and put you through. In future his direct number is 5558770.



B: Didn't I dial that?

A: No, you rang 5558790.

B: Oh, sorry to have troubled you.

A: No problem. Hang on a moment and I'll put you through to Paul's extension.

B: Thanks.

### Dialogue 3 – Leaving and taking a message

*A: Sara Lee    B: Peter Jackson, from FBJ Marketing*

A: Good morning, Sara Lee speaking.

B: Oh, hi. This is Peter Jackson from FBJ Marketing. Could I speak to Carol Davis, please?

A: I'm afraid Carol is on a training course.

B: Do you know when she'll be back?

A: I'm afraid she won't be back until tomorrow, but if it's urgent I can get a message to her this afternoon.

B: I'd really appreciate that. Could you tell her I called because I need to check the budget for supermarket promotion this coming weekend?

A: OK. You'd like to check the budget for supermarket promotion this weekend.

B: That's right.

A: I'm afraid I didn't catch your name.

B: It's Peter Jackson from FBJ Marketing.

A: Thank you, Mr. Jackson. I'll make sure she gets the message this afternoon.

B: Thanks very much.

A: You're welcome. Goodbye.

B: Bye.

### Dialogue 4 – Closing a call

*A: Alice    B: Ben, Alice's colleague*

A: Alice speaking.

B: Hi, Alice. Ben from Public Relations.

A: Hello, Ben.

B: How are you?

A: Fine. A bit busy, though.

B: Oh, I'm calling to check everything's all set for the annual conference next week.

A: Thank you. I got your fax this morning and everything's fine. We'll be seeing you on Sunday evening.

B: Oh, well, great. Shall I just run through my checklist? Venue confirmed, hotel



reservations ...

A: I'm sure you've got everything in hand.

B: Umm ... Do you want me to just go over the arrangements for the reception?

A: No, that's all right. I've got every confidence in you. So, ...

B: Yes, it's going to be a busy couple of days.

A: Certainly it is. I'm sorry, Ben, but I must go now. Someone's just come in for a meeting.

Thank you for phoning. I'll see you on Sunday.

B: Oh, all right. Goodbye.

A: Bye.

## Notes

1. put through 接通(电话)

e.g. The operator put me through on the office line.

2. maintenance *n.* 维修, 保养

e.g. The maintenance is of extreme importance to the performance of an automobile.

The company will cover the cost of maintenance.

3. extension *n.* 电话分机

e.g. You can reach me on the extension number of 322 within the company.

4. trouble *v.* 打扰, 麻烦

e.g. May I trouble you to close the window?

Oh, don't trouble! I'll get it myself.

5. budget *n.* 预算

e.g. A new car will not be part of our family budget this year.

6. appreciate *v.* 感谢

e.g. I really appreciate your help with my term paper.

7. run through 匆匆看过

e.g. He ran through the procedures before operating the machine.

8. in hand 在掌握中

e.g. You can be assured that the project is well in hand.

## Key Sentences

1. This is ... from ... I'd like to speak to ..., please.

2. I'm calling to ...

3. I'm sorry. You've got the wrong number.

4. In future his direct number is ...

5. Hang on a moment and I'll put you through to Paul's extension.



6. May I take a message for you?
7. I'll make sure he/she gets the message.
8. Thank you for phoning.
9. Oh, sorry to have troubled you.

### Practice

1. You are asked to call a client who you have never either talked with or met before. Ask to speak to him/her, then introduce yourself and the purpose of your call.
2. You are with After-sales Department. Someone calls and asks to speak to Cathy, a sales representative in Sales Department. You either offer her the right extension number or help put him/her through to Cathy.
3. You ring up Mr. Blare and invite him to attend a cocktail party in honor of your newly-appointed CEO next Friday, 6:30 p.m. at Crystal Hotel. As Mr. Blare is in a meeting, you leave a message to his secretary and ask Mr. Blare to call back to confirm with you.
4. You leave a message to Mr. Cook, the sales manager of ABC Company, asking him to airmail you some samples by the end of the week.
5. Suppose you have booked a two-week holiday in Singapore. You receive a call about a change of departure date from Sunrise Holidays — a travel agency. As you are about to attend a meeting in two minutes, you arrange to call back.

## 8. Handling Appointments/Arrangements

### Dialogue 1 – Making Arrangements

*A: Tina Stone    B: Robert Bush, from HBC Trading*

A: Hello, Tina Stone speaking.

B: Hello, this is Robert Bush from HBC Trading.

A: Hi, Robert, nice to hear from you. How's everything?

B: Great. You know, I'm planning to come to New York next week.

A: Really!

B: Yes. I'll have a meeting with a client in Boston on Tuesday next week. I was hoping we could arrange to meet up either before or after.

A: So you have to be in Boston on Tuesday? That's the 7th.

B: That's right. Now, I could stop over in New York on the way in — that would be Monday. Would that be possible?

A: Ah, I'm afraid I won't be in the office on Monday.



- B: Uh-huh, well, the other possibility would be to arrange it after Boston on my way home.
- A: When do you plan to leave Boston?
- B: Could be either Tuesday or Wednesday morning, but I would like to catch a flight back to London on Wednesday evening.
- A: OK. Well, it would be best for us if you could fly in on Wednesday morning. I'll be able to pick you up at the airport, and then we could show you the new trade center.
- B: That sounds good. But do you think you could fax me an itinerary for the day – that's Wednesday the 8th?
- A: No problem.
- B: Thank you. Then I'll see you next Wednesday. Goodbye.
- A: Bye-bye.

## Dialogue 2 – Changing an Appointment

*A: Assistant    B: Justin Wong, from J & J Footwear*

- A: Good morning, Mr. Smith's office. Can I help you?
- B: Good morning. This is Justin Wong from J & J Footwear. I have an appointment with Mr. Smith at 2:30 p.m. tomorrow afternoon, but I'm sorry I can't keep our appointment because I'll be sent to attend an urgent meeting at the HQ.
- A: Would you like to cancel it?
- B: No. I wonder if it's convenient to put off to Wednesday afternoon, the same time.
- A: Just let me check the diary. Sorry, but Mr. Smith won't be free until 3:00 p.m. Wednesday afternoon. Would 3:30 p.m. be all right?
- B: That's fine. Thank you very much.
- A: Goodbye.

## Notes

1. stop over (中途)短暂停留  
e.g. Could you please stop over at the supermarket? I'd like to get some food for dinner.
2. pick up 承载(客人, 货物等)  
e.g. The bus picks up commuters at three stops.
3. itinerary *n.* 行程, 旅行日程  
e.g. Please inform everyone of the itinerary so that they can make some preparations in advance.
4. keep an appointment 守约  
e.g. It is important for business people to keep an appointment.



5. put off 推迟

e.g. Being short of money, he put off paying the bills last month.

### Key Sentences

1. I'm planning to ...
2. I was hoping we could arrange to ...
3. Would that be possible?
4. It would be best for us if you could ...
5. I'm sorry I can't keep our appointment because I'll be sent to attend an urgent meeting at the HQ.
6. Would you like to cancel it?
7. I wonder if it's convenient to put off to Wednesday afternoon, the same time.
8. Just let me check the diary.

### Practice

1. You haven't seen your partner for a long time. He/she works in the same company as you, but in a different department, and you would like to have a short meeting over coffee sometime next week. Call him/her to try to arrange this for the middle of the morning or the afternoon, in your office or your partner's.
2. Your company is planning on a launching ceremony for a new product. Talk with your team members and work out the arrangements.
3. You have arranged to meet a colleague from one of your subsidiaries. Explain that you cannot keep the appointment, give a reason, and then suggest an alternative time.
4. You call a colleague to tell him/her the meeting has been put off until tomorrow, but she is not in. Leave a message to her secretary. Work with your partner and make up a dialogue.

## C. Talks at Work

### Dialogue 1 – Receiving a guest

A: The visitor    B: The receptionist    C: The secretary

A: Good morning.

B: Good morning. Can I help you?

A: Yes. I have an appointment with Mr. Eastwood at 10:00a.m.

B: Mr. Eastwood from Marketing Department?

A: Yes.



B: May I have your name please?

A: I'm Allan Johnson from ABC Trading.

B: Thank you. Please take a seat while I'm contacting Mr. Eastwood's office for you.

(...)

C: Mr. Eastwood's office.

B: Hello, Daisy. This is reception. Mr. Johnson is here for his 10 o'clock appointment with Mr. Eastwood.

C: Oh, yes, Tracy. Mr. Eastwood is expecting him.

B: I'll send him up then.

C: Thanks.

(...)

B: Mr. Johnson, would you please go to Room 2 on the second floor? Mr. Eastwood is expecting you.

A: Room 2, second floor.

B: Yes. The stairs are on the left.

A: Thanks a lot.

## Dialogue 2 – Requesting help

*A: The operator    B: The client    C: The clerk*

A: Good morning, BizWorld. Can I help you?

B: Good morning. Could you put me through to Julia Jackson's office?

A: May I ask who's calling, please?

B: It's Clare Perkins.

A: One moment. I'll put you through.

C: Julia Jackson speaking.

B: Oh, hello, Ms. Jackson. This is Clare Perkins. You remember I interviewed you on Tuesday?

C: Oh, yes, yes. Hello, Clare. What can I do for you?

B: I think I left a file in your office last week. It's a white binder with my name on.

C: Hang on a moment. Yes, Ms. Perkins.

B: Oh, good. Would you mind putting it in the post for me?

C: No, not at all. I'll do that before lunch.

B: Thanks very much. Sorry to be a nuisance. And thanks again for your time on Tuesday. It was very helpful.

C: Don't mention it. I enjoyed it myself.

B: OK. Goodbye then.



C: Goodbye.

### Dialogue 3 – Offering help

*A: Peter    B: Jason, Peter's colleague*

A: Jason, are you having any problems with your network?

B: It's not just with my a computer. I think the entire network is down for upgrades. It should be back up in an hour.

A: Oh, that'd be too late. I need the budget documents from the company network share.

B: Don't worry. I have a copy of that on my computer. Do you want it now?

A: You do? Can I get a copy?

B: Sure. But I have to put it on a USB flash disk for you since the network is down.

A: That would be great!

B: Do you have one?

A: Er ..., no, I forgot to take it off my computer after I finished last night at home.

B: Never mind. Use mine.

A: Sorry to trouble you.

B: Oh, that's no big case. OK, it's saving now. Here you go.

A: Thanks a lot. You really saved me a great deal of trouble.

B: No problem. I'm glad I could help.

### Dialogue 4 – Giving instructions

*A: Supervisor    B: Sandy, a new employee*

A: Hi, Sandy, how are you settling in?

B: Just fine, thanks. I appreciate you taking the time to help me out with this software.

A: Sure. Now, let's get started. Could you tell me if you've worked with this program before?  
That will help me figure out how to proceed.

B: I've done a little work with it, but not much. To be exact, I have read some books on it, but never run it myself.

A: Well, I think it's a good idea to have the manual at hand.

B: How do I do that?

A: You can just click on the button in corner. Be sure to enter the password you created. You can write it down somewhere just in case you forget. But very importantly, you need to keep it in a very safe place.

B: I got it. What do I do next?

A: Well, what you need is to select the network you want to work with, and you're all set.

B: Great. And do I just click on print icon to print out reports?