

21世纪高职高专 **能力本位型** 系列规划教材·经济贸易系列

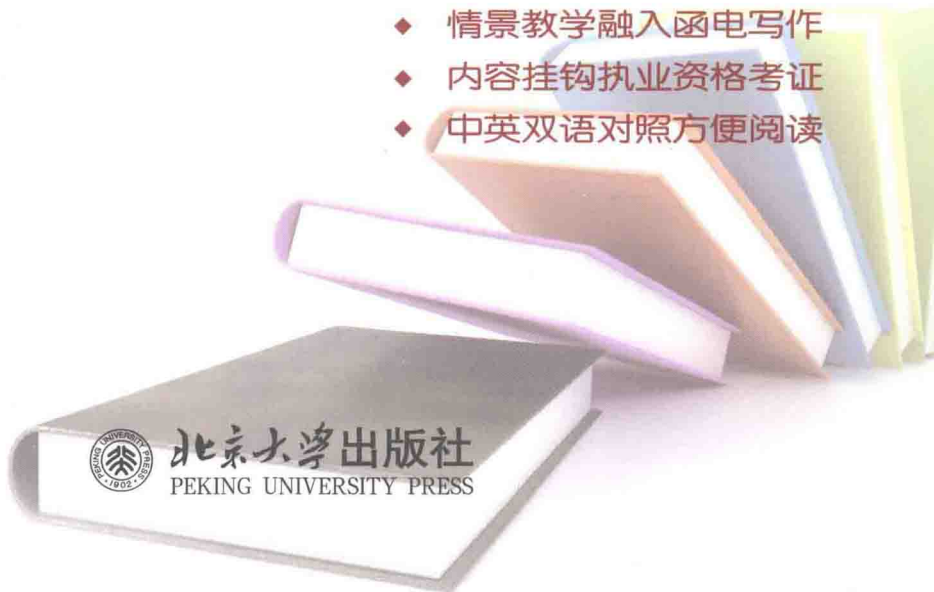
外贸英语函电

WAIMAO YINGYU HANDIAN

主 编 倪 华



- ◆ 情景教学融入函电写作
- ◆ 内容挂钩执业资格考证
- ◆ 中英双语对照方便阅读



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· 经济贸易系列

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内 容 简 介

本书基于外贸业务流程编写,共12个模块,内容涉及贸易关系的建立、资信调查、贸易条件磋商、销售确认书、销售合同、货款支付、包装和运输、保险和仲裁、索赔与理赔、代理以及电子商务等。本书将英语写作与外贸技能训练有机结合,将情景教学融入函电写作,并将内容知识与执业资格考证挂钩,实用性极强。

本书可作为高职高专国际贸易、商务英语、酒店管理等相关专业的教材,也可作为国际贸易从业人员、外企及合资企业工作人员、翻译工作者等的参考读物。

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举报电话: 010-62752024 电子信箱: fd@pup.pku.edu.cn

前 言

本书是融国际贸易业务知识和英语信函写作于一体的实用教程。本书在借鉴国内外外贸英语函电写作体例的基础上,紧密结合我国外贸业务的实际,通过大量的实例系统地介绍了外贸业务活动中各种商务英语信函的内容结构、写作格式、写作特点、专业术语、相关句型和常见表达方式等,有助于学生提高外贸英语水平,熟练掌握外贸业务中的书面沟通技能。

本书基于外贸业务流程,采用项目式的结构编排。在本书编写过程中,我们始终贯彻高职教学“以服务为宗旨,以就业为导向,走产学研结合的发展道路”的指导思想,坚持把高职高专商务英语教学与外贸实际工作相结合。具体来讲,本书具有以下特点:

(1) 英语写作与外贸技能训练有机结合。在国际贸易中,英语交流是为了有效地完成外贸业务,因而商务英语函电既是英语语言的运用,又是外贸业务技能的训练,本书将二者有机地结合,在系统介绍流程环节的同时,有效讲授专业技能知识点。

(2) 知识项目与任务模块相结合。外贸英语函电这门课程具有很强的实践性,本书内容以目标任务来驱动,每个项目都具有指向性和实用性,并结合国际贸易业务流程分成若干个相互联系又自成体系的任务模块。通过一个个任务模块的完成,学生不仅能掌握各种外贸信件的写作技巧,而且能系统地了解整个外贸流程。

(3) 情景教学融入函电写作。本书大量运用情景教学,给学生创造一个个接近真实的外贸场景。学生在学习了一定的基本知识以后,根据这些外贸仿真情景,如建立业务关系、贸易磋商、催开信用证、提出异议、申请代理权等,易于写出得体的商务信函。商务情景的加入不仅活跃了课堂教学气氛,而且也便于加深学生对知识点和流程的印象。

(4) 内容知识与执业资格考证挂钩。当前高职高专的培养目标以及就业形势对学生的“双证”要求越来越严格,本书特别融入了外贸业务员、外销员等执业资格考证知识点,对参加学生执业资格考试,特别是参加商务英语中级考试大有裨益。在每一个项目结束之后,本书配有相应的练习,帮助学生对所学知识进行复习巩固。在本书的附录中,还收录了商务英语中级考试的全真试题,供学生熟悉考试题型,了解难易程度,避免盲目复习。

(5) 中英双语对照,符合高职高专教学实际。本书充分考虑高职高专学生的学习特点,在每个模块的业务流程介绍和信函写作方法的讲解部分采用中英文对照的形式编写,引导部分学生克服因英语水平不足而产生的厌学、畏难等消极情绪。而在样信示例部分则采用全英文的形式编写,这样可以在一定程度上发挥学生的学习主动性,培养其摆脱依赖、勤于思考的思维定势,也给教师提供了较大的发挥空间。

本书由倪华主编,由王作生参编。编者根据自己多年从事外贸工作以及高校外贸英语教学的经验编写,书中不乏外贸工作中的实际案例,所选取的场景及样信都具有较强的代表性和真实性,有助于学生进行有针对性的学习,培养实实在在的工作技能,从而快速适应外贸工作相关岗位。

随着国际贸易形式和政策的不断变化发展,外贸英语函电教学内容也将不断完善和改进,由于编者水平有限,书中不足之处在所难免,实望广大读者和同行在使用过程中不吝赐教。

编 者

2012年10月

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Chapter 1

Brief Introduction

Knowledge 1 *International Business*

Knowledge 2 *Basic Writing Principles of Business Letters*

Knowledge 3 *Layout and Format of Business Letters*

Knowledge 4 *Addressing Envelope*





Knowledge 1 International Business

International business refers to transaction between parties from different countries. Sometimes business across the borders of different customs areas of the same country is also regarded as import and export, such as business between Hong Kong and Taiwan.

International business involves more factors and thus is more complicated than domestic business. The following are some major differences between the two.

(1) The countries involved often have different legal systems, and one or more parties will have to adjust themselves to operate in compliance with the foreign law.

(2) Different countries usually use different currencies and the parties concerned will have to decide which currency to use and do everything necessary as regards conversion etc. Uncertainties and even risks are often involved in the use of a foreign currency.

(3) Cultural differences including language, customs, traditions, religion, value, behavior etc. often constitute challenges and even traps for people engaged in international business.

(4) Countries vary in natural and economic conditions and may have different policies towards foreign trade and investment, making international business more complex than domestic business.

With the development of economic globalization, few people or companies can completely stay away from international business. Some knowledge in this respect is necessary both for the benefit of enterprises and personal advancement.

国际商务是指在不同国家的组织间进行的交易活动，有时在同一国家内的不同关税豁免区之间进行的商务活动也视为进出口贸易，例如，在香港和台湾之间进行的商务活动。

国际商务比国内商务涉及的因素更多，因而更复杂。下面是关于两种商务活动之间的主要区别。

(1) 不同国家拥有不同的法律体系，参与商务的一方或几方要根据国外的法律调整自己的经营活动。

(2) 不同国家通常使用不同的货币，参与商务的有关方必须选择使用哪种货币，就兑换事宜做好一切必需的工作。在使用外币的过程中，往往存在不稳定因素，甚至风险。

(3) 文化差异，包括语言、习俗、传统、宗教、价值观和行为方式的不同，往往给从事商务的人带来挑战甚至陷阱。

(4) 不同国家的自然条件和经济状况不同，对待外国的贸易和投资的政策不同，这些都导致国际商务比国内商务更加复杂。

随着经济全球化的发展，很少有人和公司能完全置身于国际商务之外。因此，在这方面具有一定的知识是十分必要的，这既有有益于企业的发展，也有有益于个人的发展。



International business first took the form of commodity trade, i.e. exporting and importing goods produced or manufactured in one country for consumption or resale in another. This form of trade is also referred to as visible trade. Later a different kind of trade in the form of transportation, communication, banking, insurance, consulting, information etc. gradually became more and more important. This type of trade is called invisible trade. Today, the contribution of service industries of the developed countries constitutes over 60% of their gross domestic products and accounts for an increasing proportion of world trade.

Another important form of international business is supplying capital by residents of one country to another, known as international investment. Such investment can be classified into two categories. The first kind of investments, foreign direct investment or FDI for short is made for returns through controlling the enterprises or assets invested in a host country. The host country is a foreign country where the investor operates, while the country where the headquarters of the investor is located is called the home country. The second kind of investment, portfolio investment, refers to purchases of foreign financial assets for a purpose other than controlling. Such financial assets may be stocks, bonds or certificate of deposit. Stocks are also called capital stocks or bonds. Bonds are papers issued by a government or a firm with promise to pay back the money lent or invested together with interest. The maturity period of a bond is at least one year, often longer, for example five, or even ten years. Certificates of deposit generally involved large amounts, say 25 thousand US dollars.

Besides trade and investment, international licensing and franchising are sometimes taken as a means of entering a foreign market. In

国际商务活动最初以商品贸易的形式出现,即将一国生产或制造的商品出口或进口到另一国消费或转售。这种贸易也称为有形贸易。后来,另一种以运输、通信、银行业、保险、咨询业出现的贸易形式逐渐变得越来越重要。这种贸易称为服务贸易,或无形贸易。如今,发达国家的服务业占其国内生产总值的60%以上,在世界贸易中的比重也在不断增长。

国际贸易的另一种重要形式是由一国居民向另一国提供资金,称为国际投资。国际投资可分为两大领域:第一种是外国直接投资,简称FDI。投资者通过控制在他国投资的企业和资产获得回报。投资者进行经营活动的国家称为东道国,投资者总部所在国称为投资国。第二种是证券投资,即购买国外的金融资产,其不以控制为目的。购买的金融资产可以是股票、债券或定期存款单。股票又称为股本或股份。债券是由政府或公司发行的凭证,政府或公司承诺偿还债券购买者所借贷或所投资的本金并利息。债券到期的时间至少为一年,一般更长,如5年甚至10年。定期存款单涉及的金额通常较大,如2.5万美金。

除了贸易和投资,国际许可和特许经营有时也是进入国际市场的一种方式。国际许可,即一家公司允许国外的公司使用他的知



licensing, a firm leases the right to use its intellectual property to a firm in another country. Such intellectual property may be trademarks, brand names, patents, copyright or technology. Firms choose licensing because they do not have to make cash payments to start business, and can simply receive income in the form of royalty. Besides, they can benefit from locational advantage of foreign operation without any obligations in ownership or management. The use of licensing is particularly encouraged by high customs duty and non-tariff barriers on the part of the host country. However it is not advisable to use licensing in countries with weak intellectual property protection since the licensor may have difficulty in enforcing licensing agreement.

Franchising can be regarded as a special form of licensing. Under franchising, a firm, called the franchisee, is allowed to operate in name of another, called franchiser who provide the former with trade mark, brand names, logos, and operating techniques for royalty. In comparison with the relation between the licensor and licensee, the franchiser has more control over and provides more support for the franchisee.

The franchiser can develop internationally and gain access to useful information about the local market with little risk and cost, and the franchisee can easily get into business with established products or services. Franchising is fairly popular especially in hotel and restaurant business.

Other forms for participating in international business are management contract, contract manufacturing and turnkey project.

Under a management contract, one company offers managerial or other specialized services to another within a particular period for a flat payment or a percentage of the relevant business volume. Sometimes bonuses based on profitability

知识产权。这种知识产权可以是商标、品牌、专利、版权或技术。一些公司选择许可经营，因为他们可以直接收取知识产权使用费，而不必支付现金去开办新业务。此外，他们在海外经营中享有当地经营优势，而在所有权和经营方面不承担任何义务。当东道国关税很高或非关税壁垒很多时，国际许可经营更受欢迎。然而，在知识产权保护不力的国家，最好不要采取国际许可经营，因为许可方执行许可协议时会遇到困难。

特许经营可以看作是许可经营的一种特殊形式。在特许经营情况下，特许使用方获准以另一家公司，即特许授予方的名义开展业务，后者通过向前者提供商标、品牌、公司标志、经营技巧等获得特许使用费。与许可授予方和许可使用方的关系相比，特许授予方会对特许使用方进行更多的控制，而且会提供更多的支持。

特许授予方可以很少的风险和成本向国外发展，获取当地市场的有用信息，而特许使用方可以凭借已获认可的产品和服务轻松进入某一行业。特许经营在酒店和餐饮业应用相当广泛。

其他参与国际商务的形式有管理合同、合同制造和“交钥匙”工程。

根据管理合同，一家公司要在一定时期内向另一家公司提供管理和其他专门的服务，而收取一笔固定费用，或收取占相关业务总价值一定比例的费用。有时，在管理合同上注明根据利润和销售增长分配分红。管



or sales growth are also specialized in management contracts. Government policies often have a lot to do with management contracts. When a government forbids foreign ownership in certain industries it considers to be of strategic importance but lack the expertise for operation, management contracts may be a practical choice enabling a foreign company to operate in the industry without owning the assets.

By contract manufacturing, a firm can concentrate on their strongest part in the value chain, e. g. marketing, while contracting with foreign companies for the manufacture of their products. Such firms can reduce the amount of their resources devoted to manufactured and benefit from location advantages from production in host countries. However, loss of control over the production process may give rise to problems in respect of quality and time of delivery.

For an international turnkey project, a firm signs a contract with a foreign purchaser and undertakes all the designing, contracting and facility equipping before handing it over to the latter upon its completion. Such projects are often large and complex and takes a long period to complete. Payment for a turnkey project may be made at fixed total price or on a cost plus basis. The latter way of payment shifts the burden of possible additional cost over the original budget onto the purchaser.

BOT is a popular variant of the turnkey project where B stands for build, O for operate and T for transfer. For a BOT project, a firm operate a facility for a period of time after building it up before finally transferring it to a foreign company. Making profit from operating the project for a period is the major difference between BOT and the common turnkey project. Needless to say, the contractor has to bear the

理合同往往同政府政策有很大关系。当一国政府对其认为具有战略意义的产业缺乏运作的专业知识，又禁止外商在该产业享有所有权时，管理合同是一个切实可行的选择。这样，外国公司可以在不具有资产的情况下在该产业进行经营活动。

通过承包生产，一家公司可以在价值链中发挥自身的强项优势，例如，可以与外国公司签订合同生产它的产品，自己则发挥营销优势。这样，公司就可以减少自己用于生产的资源消耗，又可以在东道国的生产中获得当地优势。但是，对生产过程失去控制却可能造成质量和交货期方面的问题。

“交钥匙”工程是指一家公司与国外买方签订合同，由自己承担所有的设计、建造和设备装配工作，在最后完工时将工程交给买方。这种工程通常是大型的复杂工程，而且工期长。“交钥匙”工程可以按某一固定的总价付款，也可以在实际成本之上加收一定费用。后一种付款方式是将在原预算基础上可能增加的费用转嫁给买方。

BOT 是“交钥匙”工程的一种流行的变通方式。B 代表建设，O 代表经营，T 代表移交。按 BOT 的条件，一家公司可以在工程竣工后最终移交给外国公司之前运营一段时间。BOT 工程和普通“交钥匙”工程的一个重大的区别是，承包公司可以在一定期间从经营有关工程中获利。当然，它同时还要承担经营期间可能发生的财务风险和其他风险。



financial and other risks that may occur in the period of operation.



Words and Expressions

transaction	<i>n.</i>	[træn'zækʃən]	交易; 事务
in compliance with			按照; 遵从
conversion	<i>n.</i>	[kən've:ʃən]	兑换; 转换, 换算
resale	<i>n.</i>	['ri:seil, ri:'s-]	转售, 专卖
invisible trade	<i>n.</i>		无形贸易
for short			缩写(简写)成
account for			占……比例
headquarters	<i>n.</i>	[hed'kwɔ:təz]	总部, 总公司
trap	<i>n.</i>	[træp]	陷阱; 圈套
portfolio investment			证券投资, 间接投资
stocks	<i>n.</i>	[stɒks]	股票; 存货
bonds	<i>n.</i>	[bɒndz]	债券
maturity	<i>n.</i>	[mə'tjuəriti]	(票据)到期, 到期日
certificate of deposit			大额存单
other than			不是, 而不
licensing	<i>n.</i>		许可经营
franchising	<i>n.</i>		特许经营权
trademark	<i>n.</i>	['treidmɑ:k]	商标; 注册商标
advisable	<i>n.</i>	[əd'vaizəbl]	可行(取)的, 明智的
patent	<i>n.</i>	['peitənt]	专利, 专利产品
royalty	<i>n.</i>	['rɔiəlti]	专利使用费; 版税
licensor	<i>n.</i>	['laisənsə]	许可授予人
licensee	<i>n.</i>	[,laisən'si:]	许可获得者
franchiser	<i>n.</i>	['fræntʃaizə]	特许授予人
franchisee	<i>n.</i>	[,fræntʃai'zi:]	特许接受人
logo	<i>n.</i>	['lɒgəu]	标徽, 标识
management contract			管理合同
expertise	<i>n.</i>	[,ekspe:'ti:z]	专门知识(技术)
bonus	<i>n.</i>	['bəunəs]	奖金, 红利
flat	<i>adj.</i>	[flæt]	一律的, 无变动的
value chain			价值链



contract manufacturing		['kontrækt, mænju'fæktʃəriŋ]	合同制造
turnkey project			交钥匙工程; 全保工程
BOT(Build, Operation, Transfer 的缩写)			建设、经营、移交
stand for			代表, 象征
variant	<i>n.</i>	['vɛəriənt]	变体; 转换



Notes

1. **refer to** 有关, 涉及。还有“查阅”和“参考”的意思。
2. **parties** party 的复数形式。当事人, 参与者, 可指个人、单位, 也可指国家。
China was a contracting party of GATT.
中国曾是关贸总协定的缔约国。
3. **customs area** 关税区, 指独立设置并行使海关职能的地区。
4. **visible trade** 有形贸易, 即商品贸易; 相对的是 **invisible trade** 无形贸易, 指“服务贸易”。
5. **gross domestic product(GDP)** 国内生产总值, 也可表示某省、某市等的生产总值。

Knowledge 2 Basic Writing Principles of Business Letters

In globalization of economy today, in the age of rapid communications, business activities and information exchanges across borders have been frequent every passing day. It is well-known that the important means of communication worldwide is letters or e-mails. And many business activities couldn't be handled over the phone or in person. In some cases, these two methods may be the best ways to get message across. But few business people have the time to visit clients personally, and long-distance telephone calls can be time-consuming and expensive. More importantly, most people retrain only about 25% of what they hear. The chances of your message being forgotten or misunderstood greatly increase if you rely on oral communication.

As a result, business letters are one of the best

在经济全球化的今天, 在这个通信便捷的时代里, 跨国际的商务活动和信息交流变得日益频繁。众所周知世界各地的重要通信手段是写信和发送电子邮件。然而, 许多商务活动是无法通过电话或面谈来实现的。在某些情况下, 电话交流与面谈是传递信息的最好办法。但是, 大多数商务人士没有时间拜访客户, 而长途电话既费时又昂贵。更为重要的是, 许多人只能记住所听到的信息的 25%。如果靠口头交流, 信息就有可能被遗忘或误解。

因此, 商务书信是确保信息被准确无误



ways to ensure that your message is accurately received, particularly if you are discussing technical or highly detailed information.

Business letters also serve as part of a company's permanent record. They can be used to verify bookkeeping and inventory entries. If you have a question about a customer's order, whether someone's inquiry has been answered, or about the details in an agreement, you can check your file copy of the letter. You cannot do the same with a phone conversation unless you record every outgoing and incoming call!

Letters also function as written contracts, fully recognized by the courts. Letters of agreement are often drawn up between companies and independent suppliers or consultants. Job offers made through the mail are regarded as legally binding on the sender. If you accept it in writing, your letter is a binding contract of employment.

Letters can act as formal or informal public relations material. They can help to build goodwill between you and your clients, creditors, suppliers and other public group. Your letter represents you and your firm to people you may never meet personally or call on the phone. How you express yourself and the appearance of your letter form will make an impression in the reader's mind of you and your business.

It is doubtless that great attention must be paid to the importance and basic writing of business letters. A good letter of business could be an important factor of concluding a transaction.

An effective business letter should be easy to read and easy to understand. And it must be concise. A letter causing misunderstanding or confusion is definitely a bad one. It must be remembered that it must be friendly and courteous in establishing relationship and conducting business. To write a good letter of business, some specific writing skills must be focused on. They are as

接收的最佳方法之一，尤其是当讨论的是技术信息或细节信息时，使用书信进行交流更是首选。

商务书信还可以作为公司永久性档案的一部分。它们可以用来核实账簿记录和库存录入。如果对某一客户的订单有疑问，无论是想确认某份询函是否已经答复，还是对协议的某个细节有疑问，都可以核查信函的存档原件。然而，使用电话交谈的内容却无法核查，除非将所有进出电话全部录音。

信函也可以作为书面合同得到法律的完全承认，如公司与供应商或顾问之间经常签署协议书。通过信件提供的工作机会，对于发信人具有法定约束力。如果以书面形式接受，那么，信件就是具有约束力的任职合同。

信函可以作为正式或非正式的公共关系材料，有助于与客户、债权人、供应商以及其他公共关系群体之间建立友好关系。对于那些从未通过电话，也从未亲自会过面的客户来说，信函代表的就是自己与自己的公司。表达想法的方式以及信件外观会使自己和自己的公司给客户留下深刻印象。

毫无疑问，对商务信函的重要性和其基本写作技巧应该予以高度重视。一封好的商务信函是促成生意的重要因素。

一封给人留下深刻印象的商务信函应该易于阅读，便于理解，而且要简明扼要。切忌不要给人造成误解，或让人不知所云。建立贸易关系和生意往来的函件必须亲切友好，注重礼节。要写好一封得体、给人留下深刻印象的商务信函，以下几项特定的写作技能必须引起高度注意：周全考虑、完整无缺、具体、简要、明确和礼节。



follows: consideration, completeness, correctness, concreteness, conciseness, clarity and courtesy.

1. Consideration to be made

Consideration should be regarded as an important rule of letter writing. A letter you send must create a good impression on your business partner. And try to put yourself in his or her position to give the consideration to his/her various wishes, demand, interest and etc. It is necessary to find a better way to express your good understanding and present message. In this way, a request is declined with maintaining all the hope of doing business or a refusal to do a favor is made without harming the friendly relationship.

Compare the following pairs of sentences, which ones do you think are proper expressions? And why do you think so?

You-attitude

Congratulation on your success.

We will send you the sample next month.

You earn 2% discount when you pay cash.

We-attitude

We'd like to send my congratulation to you.

We won't be able to send you the sample this month.

We allow you 2% discount for cash payment.

2. Correctness

In letter writing, correctness means not only proper expression with correct grammar, punctuation and spelling, but appropriate tone, proper words and sentences, which helps to achieve your purpose. On the other hand, it is so likely to convey the real message that it will not cause offensive even if it is a complaint or answer such a letter. In a good letter, such items must be included as factual information, accurate figures and exact terms in particular, for the right, the duties and interest of both

1. 考虑周全

考虑周全是商务信函写作的一项重要原则。发出去的信函需要给贸易伙伴留下良好的印象。设身处地考虑对方的愿望、要求和兴趣等。要找出一种更好的方法表达自己的想法和传递信息。这样可以婉拒对方的请求,又不影响或妨碍彼此间的贸易往来关系,或拒绝给予对方帮助又不伤害相互的友好关系。

试比较下列各组句子。你认为哪些表述得体?为什么?

2. 正确无误

在信函的写作中,所谓正确不只是指表达正确与恰当,没有语法、标点和拼写等方面的错误,还有语气的正确与语句的得当等,这样有助于达到自己的目的。即使是一封投诉信或回复投诉信,也既能传递本意,又不冒犯对方。一封合格得体的信函,内容必须实事求是,数据精确无误,术语严格准确,因为它们是各项单据的依据,涉及贸易双方的权利、责任和利益。



parties are involved in it as often as the base of all kinds of documents.

3. Completeness

An effective letter could function well only when all the necessary information is included in it. See to it that all the matter is discussed and all questions are answered.

To make your letter complete, such guidelines must be kept in mind as: ①Why do you write the letter? ②What are the facts supporting your reasons? ③Have you answered all the questions asked? ④What do the reader expect to have?

4. Concreteness

A good letter should be specific and definite rather than vague, abstract and general. Especially for letters calling for such specific reply, as offer, inquiry about goods and their prices, about the trade terms respectively, etc. concreteness must be focused on. For instance, qualities or characters of goods should be shown with exact figures, giving specific time with date, month, year, even offering hour, minute if necessary, but avoiding such expressions as yesterday, next month, immediately and etc.

Pay attention to the following guidelines and you will write it concretely: using specific facts, figures and date as well.

5. Conciseness

Conciseness is often considered to be the most important principle of writing business letters. It could save both the writer's and the recipient's time. Conciseness does mean most complete message and brief expression with no sacrificing clarity or courtesy. To be precise and to the point must be included in a business letter. To achieve the conciseness of writing, try

3. 完整全面

一封合格的信函，只有涵盖各种必需的信息，才能发挥作用。要确保信函包括了一切商讨的内容，回答了所有的问题。

要使一封信函全面完整，以下几点必须牢记：①写信的原因是什么；②支持所陈述理由的事实；③是否回答了所有的问题；④收件人期待的是什么。

4. 具体明确

一封好的商务信函，语句表达必须具体、明确，切忌含糊、抽象和笼统。尤其是像报盘、询问商品的类型与价格、贸易条款等需要具体答复的信函，写作时更要注意具体。例如，商品的质量和特征要用准确的数据进行表述，时间要具体到年月日。必要时，甚至要细到小时、分钟，要避免用诸如“昨天”、“下个月”或“马上”等用语。

在写作过程中注意以下方法，便可将信函内容表述具体明确：要用具体事实、数据和日期等，不能用模糊数据或时间，不然将造成混淆与不清。

5. 简洁明了

简洁明了是写好商务信函的基本要旨，既可节省写信人的时间，又可节省收信的阅读时间。简洁明了意味着信函内容完整，语言简练并且表达清楚、语气委婉。简洁明了和直截了当是书写商务信函必须把握的。要做到信函简洁，应力求句子短小精悍，避免言语的累赘与重复。



to use sentences short, avoid wordy language and redundancy or repetition.

Paragraphing carefully could make the letter clearer, easier to read and more attractive to the reader.

Compare the following sentences, please. And which do you think is better?

Concise (简洁)

We will consider the delivery schedule at today's meeting.

They attend the Guangzhou Trade Fair to find a partner.

We've received your letter of March 20.

We have received your L/C.

Thank you for your letter of...

We enclose our new catalogue.

Wordy (冗长)

We are going to give consideration to the delivery schedule at today's meeting.

They attend the Guangzhou Trade Fair for the purpose of finding a business partner.

We are in receipt of the letter you send to us on March 20.

Please be advised we have received your L/C.

The writer wishes to acknowledged your letter of...

Enclosed please find our new catalogue.

仔细划分书信的段落, 可以使内容更加清楚, 易于阅读和吸引读者。

比较下列句子, 你认为哪个好些?

6. Clarity

You must express yourself clearly and make sure that the message conveys exactly what you wish to say, not leading to misunderstanding. And avoid vague and ambiguous expressions.

When you are sure about what you want to say, express it in plain, simple words or present it in well-constructed sentences and paragraphs. Good, straight-forward, and simple English is what is needed for business correspondence.

7. Courtesy

Attention must be paid to courtesy in business letter writing, as in all business activities as well. Courtesy means showing tactfully in the letter

6. 清楚明确

为了准确传达自己要表达的信息, 避免误会, 就必须清楚地表达出自己的具体想法, 避免使用含糊不清或有歧义的语言。

当确定自己要表达的想法时, 应用清晰、简练的词语, 或准确无误的语句和段落进行表达。书写商务信函时需要的是正确、直截了当和简洁的英语。

7. 礼貌礼节

在商务信函的写作中, 乃至各种商务活动中, 礼貌问题都应引起足够重视。礼貌, 这里意味着在书信中巧妙地表达诚挚的友情、