

销售接待英语

Business
English
英语商务通

步步为赢



Buyer
Reception
Simulation

职场达人与你一同
接待国外生意伙伴!

韩国能率教育有限公司◎著 金玉华◎译

Create
a Win-Win Situation



机械工业出版社
CHINA MACHINE PRESS

全面传授商务英语知识，
轻松掌握职场商务英语，
快速提升职场英文能力!

编排丰富清楚，将基础的
必要内容，以简易明了浅
显易懂的方式解说!

语言地道实用，让你随心
所欲表达，在职场上如鱼
得水展现专业水准!

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Buyer Reception Simulation

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Preface

预先演练销售接待

每个职场人士都有过的烦恼、遇到过的问题是什么呢？

当然，职场上有各种各样的烦恼，其中，“与国外的客户会面”是个绕不过去的障碍。你有没有过因为听说国外的客户要来了而匆匆忙忙地跑去买英语书的经历呢？

有没有过因为蹩脚的英语让外国客户感到困惑不解呢？

Let's stop it once and for all!

希望读者朋友们通过《销售接待英语步步为赢》预先体验一下如何接待国外客户。

本书为你准备了丰富多彩的表达方式，不只有日常的对话，还有可以在会议、协商等正式的场合使用的表达方式，让你通过充满了现场感的对话来学习标准、地道的商务英语（Business English）。只要坚持学习，除了销售接待，计划之外的市内观光、让你有畏难情绪的协商谈判，都不会再有问题了。

那么，祝诸位与国外客户会面成功！

Let's go!

Lesson Point



第一，我手中的销售接待手册！

在客户面前没法拿出英语书来看，想不起适当的表达方式，急得冷汗直流——这样的经历，每个人都有过。本书比一般的英语书更进一步，感性的设计和内容提高了销售接待手册的实用性。无论何时、何地，一册在手，接待用语了然于心。

第二，从接机直到送行，表达方式尽收眼中！

为了接待重要的客户，你有过一两次翻找商务会话教材的经历吧？

然而，在会话教材诸多的表达方式中找出适合当时场景的句子并把它变成自己的，不是一件容易的事情。本书即提供了可以在实际接待客户时使用的表达方式——从在机场初次见到客户，对公司和产品的简要介绍，到介绍本国的传统文化……

第三，表达方式+语法+商务礼仪，夯实高级英语的基础！

只是背诵简单的表达方式,是很难在各种不同情况下熟练运用英语的。本书通过易于表达的语法结构学习和角色扮演(Role Playing),达到对对话技巧的训练,为读者跨越到高级英语夯实基础。

第四，用听力光盘随时随地学习！

本书配有音频文件，让你在车里、在步行时，随时都可以听商务会话，来巩固所学内容。

How to

Preview

介绍主要表达方式和语法结构

Preview

今天学习的内容

(1) 就天气、交通进行对话时需要的表达方式
(2) 说明第二天的日程时需要的表达方式

主要的表达法

公司在哪儿。
会给你全面地介绍一下我们公司。
我来接你。
这是我的名片，或许你会用得着。

主要的语法结构

Let me + 动词。
It takes + 时间 + to + 场所 + by + 交通工具。
Here's + 名片。

Dialog

听对话，中英对照更容易理解

Dialog

听下段对话，并选择正确答案。

对话内容如下：

Mike: Here's the car. Let me take care of your luggage. Oh ahead and get in, please.
Brown: Okay. Thank you.
Brown: You said that the hotel I'll be staying in is near your office. Where is your company house?
Mike: In Beijing, it's around here. There are many tourist attractions nearby.
Brown: Really? But sounds amazing. I hope the weather will be good all the while I'm here.
Mike: Don't worry about it. I checked the week's weather forecast and it said it'll be sunny throughout the week.
Brown: That's nice to hear.
Mike: Oh, the traffic is pretty heavy. I'm sorry, since you must be really tired.
Brown: Oh, I'm fine. Is traffic usually like that all day?
Mike: Not really. It's just that it's around rush hour.
Brown: I see. How much longer do you think it will take to get to the hotel?
Mike: Another hour from now, maybe. I know that seems a long time after traveling for the weekend.

Lecture

详细讲解表达方式和语法结构

Lecture

详细讲解表达方式和语法结构

对话内容如下：

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Review

复习整理本课重点知识

Review

复习整理本课重点知识

对话内容如下：

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Brown: I see. How much longer do you think it will take to get to the hotel?
Mike: Another hour from now, maybe. I know that seems a long time after traveling for the weekend.

Get Ready

整理主要表达方式

Get Ready

整理主要表达方式

对话内容如下：

Mike: Here's the car. Let me take care of your luggage. Oh ahead and get in, please.
Brown: Okay. Thank you. 好的，谢谢你。
Brown: You said that the hotel I'll be staying in is near your office. Where is your company house?
Mike: In Beijing, it's around here. There are many tourist attractions nearby.
Brown: Really? But sounds amazing. I hope the weather will be good all the while I'm here.
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Brown: I see. How much longer do you think it will take to get to the hotel?
Mike: Another hour from now, maybe. I know that seems a long time after traveling for the weekend.

Quiz

考查听力水平和理解程度

Quiz

考查听力水平和理解程度

对话内容如下：

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Mike: Not really. It's just that it's around rush hour.
Brown: I see. How much longer do you think it will take to get to the hotel?
Mike: Another hour from now, maybe. I know that seems a long time after traveling for the weekend.

Practice

考查英语表达能力和习得程度

Practice

考查英语表达能力和习得程度

对话内容如下：

Mike: Here's the car. Let me take care of your luggage. Oh ahead and get in, please.
Brown: Okay. Thank you.
Brown: You said that the hotel I'll be staying in is near your office. Where is your company house?
Mike: In Beijing, it's around here. There are many tourist attractions nearby.
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Brown: I see. How much longer do you think it will take to get to the hotel?
Mike: Another hour from now, maybe. I know that seems a long time after traveling for the weekend.

Business Tip / Manner

商业用语或文化礼仪提示

Business Tip / Manner

商业用语或文化礼仪提示

对话内容如下：

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Brown: Okay. Thank you.
Brown: You said that the hotel I'll be staying in is near your office. Where is your company house?
Mike: In Beijing, it's around here. There are many tourist attractions nearby.
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Go about the buyey reception

Buyer Reception Simulation



Go about the buyer reception

Buyer

Reception Simulation

Lesson 01 确认访问日程

Checking on the Visit Schedule



Checking on the Visit Schedule



在纳诺通信公司工作的金哲洙给美国泰康电子公司的布朗先生打电话，确认航班日程、谈酒店预订事宜。

Preview



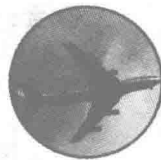
今天学习的内容

- (1) 打电话时的各种表达方式
- (2) 再次确认细日程时必要的表达方式



主要的表达法

我是纳诺通信的金哲洙。
我可以和布朗先生通话吗？
我们会给你预订好酒店。
我想再确认一下你的航班时间。
我们会派人去机场接你。



主要的语法结构

This is + 姓名 + from + 公司名.
Let me check on + 航班时间.
This is + 姓名 + speaking.





金哲洙给美国泰康电子公司的 Mr. Brown 打电话, 确认访韩日程。
选择 Mr. Kim 的适当回答, 想一想用英语怎样表达。



Receptionist : Tycon Electronics. How may I help you?

这里是泰康电子。您需要什么帮助?

Kim : 我该怎么说呢?

① 金: 请问我可以和布朗先生通话吗?

② 金: 哪位是布朗先生?



Mr. Brown

Brown : This is Brown speaking. 我是布朗。

Kim : 我该怎么说呢?

① 金: 布朗先生, 我是韩国纳诺通信公司的金哲洙。

② 金: 我是金哲洙。



Mr. Brown

Brown : Yes, I really appreciate that you're taking care of everything.

是, 谢谢你安排好各方面的事情。

Kim : 我怎样说, 布朗先生会这样回答?

① 金: 我们会给你预订好酒店。

② 金: 已经预订好酒店房间了。



Mr. Brown

Brown : I'll be on American Airlines, Feb 14.

是 2 月 14 日美国航空公司的航班。

Kim : 我怎样说, 布朗先生会这样回答?

① 金: 我想再次确认一下你的航班时间。

② 金: 请告诉我到达的时间。



Mr. Brown

Brown : Oh, that'd be really great. 哦, 那太好了。

Kim : 我怎样说, 布朗先生会这样回答?

① 金: 我们会派人去机场接你。

② 金: 机场就有来这边的公共汽车。



Mr. Brown

Brown : I guess I'll see you then. And thank you for your calling. 那么, 到时候机场见。谢谢你来电话。

Kim : 我该怎么说呢?

① 金: 不客气。一路平安。

② 金: 不要在机场见面, 在咖啡厅见吧。



结合情况，熟悉适当的英语表达方法。



① 金：请问我可以和布朗先生通话吗？

Kim: Can I speak to Mr. Brown, please?

Kim: May I speak to Mr. Brown, please?



① 金：布朗先生，我是纳诺通信公司的金哲洙。

Kim: Mr. Brown, this is Chul-soo Kim from NANO Communications.

Kim: Hello, Mr. Brown. This is Chul-soo Kim from NANO Communications calling.



① 金：我们会给你预订好酒店。

Kim: We'll arrange the hotel booking for you.

Kim: We'll take care of the hotel arrangements for you.



① 金：我想再次确认一下你的航班时间。

Kim: Let me check on your flight schedule again.

Kim: Could you please reconfirm your flight schedule?



① 金：我们会派人去机场接你。

Kim: Somebody from our office will meet you at the airport.

Kim: We'll arrange to meet you at the airport.



① 金：不客气。一路平安。

Kim: Not at all. Have a safe journey.

Kim: It was no trouble. Have a safe trip.



下面是对话内容。听的时候尽量不要看对话文字。



Receptionist : Tycon Electronics. How may I help you?

Kim : Hello, this is Chul-soo Kim from NANO Communications in Korea. Can I speak to Mr. Brown, please?

Receptionist : Yes, could you hold a second, please?

Brown : This is Brown speaking.

Kim : Mr. Brown, this is Chul-soo Kim. How are you?

Brown : Hi, Mr. Kim, I'm doing fine. How about you?

Kim : Couldn't be better. Well, did you get the email I sent you the other day?

Brown : Yes. I really appreciate that you're taking care of everything.

Kim : No problem. As I wrote in the email, we'll arrange the hotel booking for you. I set it up at a hotel near our office. Do you think that's a good choice?

Brown : Yes, that would be really convenient—especially for my trips to and from your office.

Kim : Okay, now let me check on your flight schedule again. You're on American Airlines, Feb 14, right?

Brown : Yes. Oh, and the arrival time is 5:00 pm.

Kim : Okay, somebody from our office will meet you at the airport—probably I'll be there myself.

Brown : Oh, that'd be really great. I was a little bit worried since this is my first time to visit Korea.

Kim : You don't need to be. We'll make sure everything is in order.

Brown : Thank you. That's a relief to hear. Well, I guess I'll see you then. And thank you for calling.

Kim : Not at all. Have a safe journey and I'll see you then. Bye.



阅读对话的译文，然后再听一遍。



接待员：这里是泰康电子。您需要什么帮助？

金：您好，我是韩国纳诺通信公司的金哲洙。请问我可以和布朗先生通话吗？

接待员：好的，请稍等。

布朗：我是布朗。

金：布朗先生，我是金哲洙。你好吗？

布朗：你好，金先生，我很好。你好吗？

金：我很好。几天前我发给你的电子邮件，你收到了吗？

布朗：是的。谢谢你安排好各方面的事情。

金：不客气。正如我在电子邮件里写的，我们会给你预订好酒店。我安排了我们公司附近的酒店，你看好吗？

布朗：很好，会很方便——尤其在我往来贵公司之间。

金：好的。现在我想再次确认一下你的航班时间。你乘坐的是2月14日美国航空公司的航班，对吗？

布朗：是的。哦，是下午5点到达。

金：好的。我们会派人去机场接你——很可能是我去接你。

布朗：哦，那太好了。因为是第一次去韩国，我还有点儿担心来着。

金：你不必担心，我们会安排好一切的。

布朗：谢谢你。那我就放心了。那么，到时候见。谢谢你打来电话。

金：不客气。一路平安，到时候见。再见。



听下面的对话，选择适当的回答。

1. Who is calling Tycon Electronics?
 - ① A customer.
 - ② Mr. Kim.
 - ③ Mr. Brown.

2. What will Mr. Kim do for Mr. Brown?
 - ① Write an email recommendation.
 - ② Pick him up at the hotel.
 - ③ Reserve a room.

3. What time will Mr. Brown arrive?
 - ① 5:00 am.
 - ② 5:00 pm.
 - ③ 9:00 am.
 - ④ 9:00 pm.

4. Has Mr. Brown visited Korea before?
 - ① Never.
 - ② Once.
 - ③ Twice.

1. [正确答案] ②

[释义] 问的是给泰康电子打电话的人是谁。对话内容是金哲洙给美国泰康电子的布朗打电话。

■ **Receptionist** : Tycon Electronics. How may I help you?

Kim : Hello, this is Chul-soo Kim from NANO Communications in Korea.
Can I speak to Mr. Brown, please?

Receptionist : Yes, could you hold a second, please?

Brown : This is Brown speaking.

■ **接待员** : 这里是泰康电子。您需要什么帮助?

金 : 您好, 我是纳诺通信公司的金哲洙。请问我可以和布朗先生通话吗?

接待员 : 好的, 请稍等。

布朗 : 我是布朗。

2. [正确答案] ③

[释义] 对话中的 we'll arrange the hotel booking for you 说明金哲洙会为布朗预订酒店。book 是动词, 意为“预订”, 同义词 reserve 也是“预订”的意思。

■ **Brown** : Yes. I really appreciate that you're taking care of everything.

Kim : No problem. As I wrote in the email, we'll arrange the hotel booking for you. I set it up at a hotel near our office. Do you think that's a good choice?

■ **布朗** : 是的, 谢谢你安排好各方面的事情。

金 : 不客气。正如我在电子邮件里写的, 我们会给你预订好酒店。我安排了我们公司附近的酒店, 你看好吗?

3. [正确答案] ②

[释义] 金哲洙问布朗乘坐的是不是 2 月 14 日美国航空公司的航班时, 布朗补充说是下午 5 点到达。

■ **Kim** : Okay, now let me check on your flight schedule again. You're on American Airlines, Feb 14, right?

Brown : Yes. Oh, and the arrival time is 5:00 pm.

Kim : Okay, somebody from our office will meet you at the airport—probably I'll be there myself.

■ **金** : 好的。现在我想再次确认一下你的航班时间。你乘坐的是 2 月 14 日美国航空公司的航班, 对吗?

布朗 : 是的。哦, 是下午 5 点到达。

金 : 好的。我们会派人去机场接你——很可能是我去接你。

4. [正确答案] ①

[释义] 问布朗之前有没有过访韩经历。布朗回答说是第一次访韩, 所以答案是①。

■ **Kim** : Okay, somebody from our office will meet you at the airport—probably I'll be there myself.

Brown : Oh, that'd be really great. I was a little bit worried since this is my first time to visit Korea.

■ **金** : 好的。我们会派人去机场接你——很可能是我去接你。

布朗 : 哦, 那太好了。因为是第一次去韩国, 我还有点儿担心来着。

主要语法

我是某公司的某人。

This is + 名字 + from + 公司名.

- ▶ This is Chul-soo Kim from NANO Communications in Korea.

This is Chul-soo Kim with NANO Communications in Korea.

我是韩国纳诺通信公司的金哲洙。

- ▶ 问公司名时也用 this

Is this Tycon Electronics? 是泰康电子公司吗?

请问我可以和……通话吗?

- ▶ Can I speak to Mr. Brown, please? 请问我可以和布朗先生通话吗?

May I speak to Mr. Brown?

I'd like to speak to Mr. Brown.

Is Mr. Brown in?

对方不在时可以使用的表达方式

- ▶ I'll call him back. 我回头再给他打电话。

- ▶ Could you tell him that Chul-soo Kim from NANO called?

可以转告他纳诺通信公司的金哲洙来过电话吗?

- ▶ Please ask him to give me a call when he returns.

请告诉他回来后给我打个电话。

[参考] 读电话号码的方法

- ▶ 234-2789

two three four (pause) two seven (pause) eight nine

two three four (pause) twenty seven (pause) eighty nine

电话号码后面的四个数字两个一组地说为好

如何避免混淆、让对方听清楚拼写

- ▶ Kim, K for King, I for Idea, M for Mother.

Kim, K as in King, I as in Idea, M as in Mother.

不要挂断,请稍等一下。

- ▶ Could you hold a second, please?

Hold on, please.

Hold on.

One moment, please.

Could you hold for a minute, please?

我来为你接通(电话)。

- ▶ I'll put you through.

I'll transfer your call.

I'll connect you. /Let me connect you. /You will be connected.