

ナニ版

高职高专"十二五"规划教材

实用

商贸英语会话

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实用商贸英语会话

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中国海洋大学出版社 • 青岛 •

内容简介

本书是专门为高职高专商务英语专业和国际贸易专业二、三年级学生编写的商贸类口语教材,也可作为广大外贸从业者培养和提升外贸口语能力的自学参考材料。

本书以实际外贸流程为导向,共分为两大模块:一是商务联系与接待;二是外贸谈判。第一模块包括交易展会、电话接洽、接机、住宿、宴请、公司介绍、参观工厂、观光。第二模块包括询盘、报价与还盘、成交、付款方式、包装与标志、装运与交货、保险、索赔。

通过本书的学习和实训, 学生可以系统地掌握在国际贸易活动中各环节的英语会话技巧, 具备较为熟练的商务接待和贸易接洽能力。

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前 言

本书以实际的外贸流程为导向,围绕外贸流程中的主要环节,设计典型任务,补充任务相关知识和会话材料,让学生进行实用多样的口语训练。通过本书的学习和实训,学生可以系统地掌握在国际贸易活动中各环节的英语会话技巧,具备较为熟练的商务接待和贸易接洽能力。

本书配有课后练习参考答案,以作为任课教师授课或自学者自学的参考。

本书由王皓、潘亚南任主编,许皓、叶菱、张风帆、吴海军任副主编,郝焕香、韩艳、李晓雯、张英俊参加编写。

特别感谢来自嘉兴学院的段自力和贺文照对本书的编写及修改给予宝贵建议。另外,也特别感谢校企合作单位嘉兴马仕特进出口有限公司及嘉兴市云龙服装有限公司任龙总经理为我们提供本书编写的所需素材及编写建议。编者在编写时借鉴了许多优秀的教材,在此也向原作者表示诚挚的谢意。

由于编者水平所限,书中难免有不足之处,敬请使用本书的师生与读者批评指正,以便修订时改进。如读者在使用本书的过程中有其他意见或建议,恳请向编者(bjzhangxf@126.com) 踊跃提出宝贵意见。

编者

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Part One Business Contacts and Reception

Unit 1 Trade Fair



[Learning Objectives]

- 1. Making booth reservation for a trade fair.
- 2. Receiving potential clients at trade fair.
- 3. Learning the do's and don'ts at booths.

Warming-up Questions

- 1. What preparations do we need to make before attending trade fairs?
- 2. How to convince your potential clients to choose your company's products?

destination country.

machine.

Word Study

Work with your partner to fill in the blanks using the words or phrases with proper forms on the left.

booth reservation available book up impressed gain popularity latest sample in great demand quotation

1.	I would suggest you make a in advance, otherwise we
	can't guarantee your booth.
2.	This products has among youngsters in American these
	years.
3.	Several airlines say that if there's a seat, they will reseat
	passengers upon request.
1.	We are sorry to inform you that all the rooms have been
5.	First of all, the for each tour includes all expenses in the

6. Excuse me. I was wondering if you could possibly send us your

- 7. This product is now _____ and we have on hand many enquiries from other countries.
- 8. I was very _____ by this new model.

Dialogue 1 Reserving a booth

(Mr. Li Hua, from Yunlong Home Textile Import & Export Company is calling Texworld Exhibition Center to book a booth. Rita works in the reservation section and gets the call.)

- R: Good morning. Texworld Exhibition Center. Can I help you?
- L: Yes. This is Li Hua from Yunlong Home Textile Import & Export Company in China. I'd like to register for the 34th Texworld Exhibition.
- R:OK. We still have some booths available. Are you looking for a standard booth or non-standard booth?
- L: A standard one, please. What is the charge?
- R: It costs \$4,000 at least.
- L: Can I reserve a space in the center?
- R:Sorry, but all the center booths are booked up. We have only corner booths left. There is a corner stand on the right of the entrance. Will that be all right?
- L:OK, I'll take it.
- R:So the booth number is A-098. May I have your phone number and E-mail address?
- L: Yes. My phone number is 867-932-294 and my E-mail is yunlonghometextile@hotmail.com. That's Y-U-N-L-O-N-G.
- R: OK. 867-932-294 and yunlonghometextile @ hotmail. com, is that right?
- L:Yes, correct. Can I pay by credit card?
- R:Yes. May I have your credit card number?
- L:8453-1940-0327-3330. The expiration date is 12/31/2020.
- R:Thanks. I'll send you a letter to confirm your reservation soon. Anything else can I do for you?
- L: No, thank you very much. Goodbye!
- R: Goodbye!

Dialogue 2 Receiving potential clients at trade fair

(Peter Jackson, the Purchasing Manager from DHP Company comes to Li Hua's booth at the trade fair.)

- L: Good morning, Welcome to our booth.
- J: Good morning. I am attracted by the variety of your products.
- L: Thank you, sir. I'm Li Hua, the Sales Manager. I'm very glad that you are interested in our products. On display here are most of our main products: home textile fabrics and bedding products. Would you like to have a look?
- J: That's good. They all look so beautiful. Can you show me some latest bedding products?
- L: Of course. Come this way, please. Here are the latest samples of bedding sheets. They are brightly colored and beautifully designed. They've gained great popularity overseas and are always in great demand.

- J: Yes, they seem to be of good quality. Would you please give me a catalogue of these products?
- L: Sure. This is our catalogue with the latest quotations. Could you please leave your contact number?
- J: Oh, yes, this is my business card.
- L: Thank you, Mr. Jackson. This is my business card. You are very welcome to contact us or visit our company whenever at your convenience.
- J: Fine. I think I have already seen some items we'd like to order, although it will take time to study them a bit more.
- L: OK, we look forward to hearing from you.

Notes

- We still have some booths available. 我们还有一些空展位。
 available: 可利用的; 可获得的; 有空的
 e. g. We have three single rooms available. 我们有三个空的单人房。
- Are you looking for a standard booth or non-standard booth?
 您是想要一个标准展位还是非标准展位呢?
 standard booth:标准展位(一般是3米×3米,9平方米大小)
 non-standard booth:非标准展位(一般6平方米大小,由参展单位自行或委托设计、装修)
- 3. Sorry, but all the center booths are booked up. We have only corner booths left. 对不起,所有的中心位置展位都已经预定完。只剩下角落展位。book up:被预定一空(常用被动态)e.g. The plane is booked up to its full capacity. 该航班的机票已被预订一空。
- 4. On display here are most of our main products; home textile fabrics and bedding products. 这里展出的是我们的主要产品;各类家纺布艺和床上用品。
- 5. They've gained great popularity overseas and are always in great demand. 它们在海外很受欢迎,并且需求量总是很大。 gain popularity: 受到亲睐; 很受欢迎 in great demand: 需求量很大
- 6. You are very welcome to contact us or visit our company whenever at your convenience. 我们非常欢迎您在方便的时候随时联系我们或者来拜访我们公司。 at one's convenience: 在某人方便的时候

Useful sentences

- 1. 很抱歉地通知你,我们已经没有空余展位了。
 - We are very sorry to inform you that we don't have any booth available. I'm sorry to tell you that there's no vacant booth left.
- 2. 如果您递交注册表并在一周内缴纳注册费,还是有可能租到一个展位的。 If you send us your registration form and registration fees within one week, it is still possible for you to get one booth.

- 3. 9 平方米的展位每个起价是 2 万元; 6 平方米的每个起价是 1.5 万元。
 The nine-square-meter booth costs at least 20,000 RMB per unit while the six-square-meter booth is at least 15,000 RMB.
- 4. 欢迎来到我们的展位。我是嘉欣家纺有限公司的销售代表。 Welcome to our booth. I'm the sales representative of Jia Xin Home Textile Co. Ltd.
- 5. 我们的产品在欧洲很受喜欢。
 Our products have met with great favor in Europe.
- 6. 事实上我们是非常专业的纺织里料生产商。 Actually we are very professional in producing textile lining.

Business Culture

Do's and Don'ts at Booths

Do's

- 1. Greet a visitor politely with a smile.
- 2. Make a note of a visitor's detailed information about his interest in the products.
- 3. Before closing the conversation, do obtain the attendees' business card.
- 4. Follow the visitor after the exhibition to generate new business.

Don't

- 1. Don't open a conversation with a question which only invites yes or no.
- 2. Don't stand guard on the edge of your booth with arms folded.
- 3. Don't sit or stand in groups with other staff.
- 4. Don't look bored.
- Don't ignore visitors.

Exercises

Pair Work

Work with your partner to put the sentences into right order, and then practice the dialogue with your partner.

- 1: Well, is there any superiority of your products?
- 2: Good. You've come to the right booth. We specialize in producing suits.
- 3: Oh, I see. Will you please show me some products of different colors?
- 4: Certainly. Five colors are available here.
- 5: Well, it's very impressive. May I take the sample fabric with me? I'd like to discuss with my assistant.
- 6: Here is a sample for you to look at. It is good in material and superb in workmanship. What's more, it is modern and elegant in fashion.
- 7: Good morning, anything particular are you interested in?
- 8: Yes, please. We are sure that you'll find very good prospects in our products.
- 9: Well, I'm interested in ready-made suits.

2 Sentence Translation

Translate the following sentences into English.

- 1. 我是美国多乐进出口公司的,想报名申请伦敦国际摩托车展的展位。
- 2. 您想预订一个标准摊位,还是非标准摊位呢?
- 3. 我想要订一个中心区的摊位。
- 4. 这里有一些丝巾的最新样品,图案设计美观,质量上乘。它们在海外市场很受欢迎,需求量一直很大。
- 5. 格林先生,这是我的名片,非常欢迎您在任何方便的时候与我们联系洽谈。

3 Dialogue Translation

Translate the following dialogue into English, and then practice it with your partner.

- A: 您好, 中国出口商品交易会组委会。有什么可以帮您?
- B: 你好, 我是钻石公司的销售经理。我想了解一些关于你们 4 月份展会的情况。
- A: 嗯, 好的, 这次展会即将在4月15日开幕。
- B: 哦, 我明白了。你能给我一些相关的展位报价吗? 请报我们最优惠的价格。
- A: 我们很高兴能为您参展报价,一个标准展位的平均价格为 2 000 美元,这个价格 将根据展位的具体所在位置而变化。
- B: 哦,这个价格超过了我们的预期,你能价格上优惠些吗?
- A: 当然可以,如果你想要参加展览并现在报名,我们将价格降低5%。
- B:好的,这是可以接受的。顺便问一下,如果到时我不能参展了该怎么办?
- A: 你可以取消注册并通过信件、传真、电话或电子邮件的方式来通知我们。
- B: 好的, 我现在就要报名。

Role Play

Make a dialogue with your partner based on the following situation.

Situation: Miss White comes to Mr. Dai's booth again at the trade fair. Last year she ordered cotton dresses from Mr. Dai.

A: You are Mr. Dai from Nanyang textile Co., Ltd.

You need to:

- ♦ Welcome Miss White.
- ♦ Ask about the selling of products ordered last year.
- ♦ Offer this year's catalogue to her.
- Show your willingness to cooperate again.
- B: You are Miss White, the purchasing manager from ABC Corporation.

You need to:

- Express your appreciation of Mr. Dai's products.
- ♦ Tell Mr. Dai the selling of products ordered last year.
- ♦ Give some suggestions on the products.
- ♦ Ask for a new catalogue.

Unit 2 Phone Contact



[Learning Objectives]

- 1. Making and answering business telephone calls.
- 2. Taking and leaving a telephone call message.
- 3. Understanding the cultural differences in handling oversea telephone calls.

Warming-up Questions

- 1. Do you have a mobile phone? What will you say when you are calling a potential client?
- 2. Have you ever received a wrong call? How did you handle it?

Word Study

Work with your partner to fill in the blanks using the words or phrases with proper forms on the left.

hold on
arrival time
at one's convenience
put through
emergency
conference
schedule
fax

1.	The teacher taught us to dial 911 in case of situation.
2.	The secretary should know which calls can get to his/
	her boss.
3.	Mr. Li has a full this month.
4.	Please tell me your so I can arrange my assistant to
	pick you up at the airport.
5.	Could you please for a moment? Let me check it first.
6.	The will be held next month in Shanghai.
7.	Don't worry, you may pay me
8.	Jenny will you their contact information.

Dialogue 1 Leaving a Message

(Four months later, Peter Jackson calls Li Hua. Sara, Li Hua's assistant, gets the call.)

- S: Good morning. Yunlong Home Textile Import & Export Company. What can I do for you?
- J: Yes. Could I speak to Mr. Li Hua, the Sales Manager?
- S: OK, please hold on for a second. (a few seconds later) I'm sorry, but Mr. Li is in a conference at the moment.
- J: Do you know when the conference will be finished?

- S: Sorry, I have no idea when it will be finished.
- J: Alright. Can I leave a message?
- S: Sure.
- J: Tell him Peter Jackson from DHP Company called. If he is available before 11:00, please ask him to call me, otherwise I'll call him again tomorrow.
- S: Ok. Can I have your telephone number, please?
- J: My office number is 010-8233 3378.
- S: Alright, Mr. Jackson, I will pass your message to Mr. Li.
- J: Thank you.

Dialogue 2 Talking on the Phone

(Next day, Peter Jackson calls again and Li Hua is available this time.)

- S: Sara speaking. May I help you?
- J: Yes. Could I speak to Mr. Li Hua, please?
- S: Hold on, please. I will put you through.
- L: Li Hua speaking.
- J: Good Morning, Mr. Li. This is Peter Jackson from DHP Company. We met at the spring trade fair four months ago.
- L: Oh, yes, Mr. Jackson, I am expecting your phone call. I remember you are interested in our bedding products.
- J: Yes. We are planning to import a wide range of bedding sheets from China, and I'd like to do business with your company. I'll come to China next week.
- L: OK, you are welcome to our company Mr. Jackson. You can visit our plant and I'll show you our latest products.
- J: That sounds great!
- L: Would you please fax me your schedule with the flight number and the arrival time?
- J: Sure, can I have you fax number?
- L: It's 87654321.
- J: I will fax it to you as soon as possible. So see you next week, Mr. Li.
- L: See you!

Notes Notes

1. Good morning. Yunlong Home Textile Import & Export Company.

早上好。这里是云龙家纺进出口公司。

说明:在接听电话时,首先须表明自己的身份或公司。

- 2. Sorry, I have no idea when it will be finished. 对不起,我不知道会议什么时候会结束。
- 3. If he is available before 11:00, please ask him to call me. 如果 11 点之前他能有空的话请让他给我打个电话。
- 4. I will put you through. 我来帮你接通电话。 put sb. through: 接通电话

5. We are planning to import a wide range of bedding sheets from China, and I'd like to do business with your company.

我们正计划从中国进口一批床单。我想跟你们公司做生意。

6. Would you please fax me your schedule with the flight number and the arrival time? 你能传真给我你的行程单,包括航班号和到达时间吗? arrival time: 到达时间

departure time: 出发时间

Useful sentences

1. 请稍等。

Hold on, please.

Just a moment, please.

Wait a minute, please.

2. 请帮我转接布莱克先生,他的分机号为 201。
Could you please put me through to Mr. Black? His extension number is 201.

3. 不好意思, 李经理现在不在, 请问您有什么事?

I'm sorry, Mr. Li isn't in at the moment. Could I ask what the matter is regarding? I'm afraid Mr. Li is out of the office for the time being. May I ask what you're calling about?

4. 抱歉, 史密斯先生现在正忙, 需要我留言吗?

Sorry, Mr. Smith is not available at the moment. Can I take a message?

5. 布莱克先生一回来我就会请他给你电话的。

I'll ask Mr. Black to call you as soon as he comes back.

6. 抱歉, 我得挂电话了。

Sorry, I've got to hang up.

Sorry, I've really got to go.

Business Culture

Telephone Manners

Telephone is one of the most important tools in communication today. And carrying out a business conversation to get desired results is an art. Find here few of these most important telephone etiquette tips which can be beneficial to you.

- 1. Make sure you speak clearly and are smiling as you answer the phone; also identify yourself.
- 2. It is better to return a call than to keep someone on hold too long. If the phone rings back to you, you've kept them on hold too long.
 - 3. Do not forget to return the call as you promised.
 - 4. Never interrupt the person while he/she is talking to you.
 - 5. Do not answer the phone if you are eating or chewing gum.
- When hanging up the phone, make sure the caller or person called hangs up first if the phone is slammed on the receiver.

Exercises

Pair Work

Translate the underlined sentences into English and then practice the dialogue with your partner.

- A: Shanghai JOC Company. How can I help you?
- B: Good afternoon. 1. 请帮我转接 303 分机。
- A: 2. 请稍等。
- B: Hello, this is Shirley speaking.
- A: This is Veronica from VM Company.
- B: Sorry, 3. 能再重复一遍你的名字吗?
- A: Veronica, V-E-R-O-N-I-C-A.
- B: Oh, Hello, Veronica, what can I do for you?
- A: 4. 我打电话来是为了确认您和张先生的会议时间。 Is it on Thursday afternoon, two o'clock?
- B: Yes, it is.
- A: OK, See you then.
- B: See you.

Sentence Translation

Translate the following sentences into English.

- 1. 你好,这里是 ABC 公司,我能帮到您什么?
- 2. 请帮我转接史密斯先生,谢谢。
- 3. 我能留个言给史密斯先生吗?
- 4. 抱歉, 史密斯先生现在正忙。
- 5. 请他在方便的时候给我回个电话好吗?

3 Dialogue Translation

Translate the following dialogue into English, and then practice it with your partner.

- A: 嘉兴南洋纺织有限公司, 我能帮到您什么?
- B: 你好, 我想找销售经理王先生。
- A: 好的, 稍等, 我帮您转接。
- C: 你好, 我是王军。
- A: 你好, 我是大西洋进出口贸易公司的史密斯。
- C: 史密斯先生, 你好吗?
- A: 我很好, 王先生, 我打电话来是因为一个小问题。由于有一位重要客户要来拜访我们公司, 所以我们的会议可否推迟到下周五的上午?
- C: 不好意思,请让我查一下我的行程计划。可以的,史密斯先生,我有空。那么星期五上午十点怎么样?
- A: 好的。真的非常抱歉。
- C: 没有关系。再见。

Role Play

Make a dialogue with your partner based on the following situation.

Situation: Miss Lin is answering a phone call from Blair Jason, who would like to talk with Mr. Wu?

A: You are Miss Lin, a secretary in MSJ Company.

You need to:

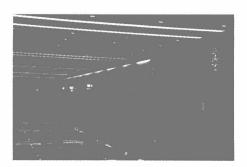
- ♦ Greet and offer help.
- ♦ Tell Blair Jason that Mr. Wu is not in.
- ♦ Tell Blair Jason Mr. Wu will come back in 10 minutes.
- Promise to pass the massage to Mr. Wu.

B: You are Blair Jason.

You need to:

- ♦ Identify yourself.
- ♦ Ask when Mr. Wu will come back.
- ♦ Leave a message.
- Express thanks to Miss Lin.

Unit 3 Meeting at the Airport



[Learning Objectives]

- 1. Meeting a client at the airport.
- 2. Making proper small talks with the client.
- 3. Learning business etiquettes about greetings and introductions.

Warming-up Questions

- 1. What preparations do we need to make before meeting a client at the airport?
- 2. What kinds of small talks can we make when meeting a client?

Word Study

Work with your partner to fill in the blanks using the words or phrases with proper forms on the left.

smoothly	
sound sleep	
seeoff	
parking lot	
textile	
luggage	
export	
superb	

1.	We are recruiting employees with sensitivity and interest in fash-
	ion and industry.
2.	Our company clothing to several African countries ev-
	ery year.
3.	locker can be rented at the airport.
4.	The plane took off and we enjoyed the flight very much.
5.	Across the, you will see our office building.
6.	After 10 hours' flight, I am so exhausted that I just want to have
	a in my bed.
7.	The Sales Manager from A&J Trading Co., Ltd us
	at the airport this morning.
8.	Blue Sky Airline promises to provide service to every
	passenger.

Dialogue 1 Meeting at the Airport

(Sara, the assistant to Li Hua, comes to meet Mr. Jackson at the airport in the morning.) S: Excuse me. Are you Mr. Jackson?

- J: Eh, Yes. I'm Peter Jackson from DHP Company.
- S: How do you do, Mr. Jackson! I'm Sara, the assistant to Mr. Li Hua from Yunlong Home Textile Import & Export Company.
- J: How do you do? It's very nice of you to come to meet me.
- S: You are welcome. Oh, let me help you with the luggage.
- J: Oh, thanks, but I can manage it.
- S: How was your flight, Mr. Jackson?
- J: Very nice. Everything went smoothly and I had a sound sleep on the plane.
- S: I'm glad to hear that. Our car is at the parking lot over there. Shall we drive you to the hotel now?
- J: Yes, thank you, let's go.
- S: This way, please.

Dialogue 2 On the Way to the Hotel

(Sara is making small talks with Mr. Jackson on the way to hotel.)

- S: Here is our car. Please get on, Mr. Jackson.
- J: Thank you. How long will it take to get to the hotel?
- S: About 30 minutes. It's not far from here.
- J: That sounds good.
- S: Mr. Jackson, is this your first trip to China?
- J: No. I've been in Shanghai and Guangzhou for a couple of times, but it's the first time I have been to Jiaxing.
- S: I hope you will have a good time here.
- J: Oh, thank you. I believe I will. I was told that Jiaxing is a beautiful city before I come. So I really look forward to coming here.
- S: There are many places of interest to visit here. A sightseeing trip is arranged for you on Friday. Our Sales Manager and I will show you around the city.
- J: That sounds attractive! Thank you for your hospitality.
- S: My pleasure.
- J: What is the weather like here these days? I do hope it will be nice on Friday.
- S: Let me check it on my phone. Well, the weather forecast says it will be sunny with gentle breeze on Friday.
- J: Oh, how lucky we are! I can't wait to look around the city and taste the local delicacy.

 That must be very interesting.

Notes

- 1. let me help you with the luggage. 让我来帮您拿行李吧。
 - luggage: 行李
- 2. Everything went smoothly and I had a sound sleep on the plane.
 - 一切都很顺利,而且我在飞机上睡了个好觉。 smoothly:顺利地;流利地;平稳地;流畅地