

商业英语： 市场销售

《商业英语：市场销售》注译组编

ENGLISH FOR BUSINESS- MARKETING

北京商学院 1980

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前 言

美国作家本尼迪克特·克鲁斯 (Benedict kruse) 等所著《商业英语：市场销售》一书，以市场销售为中心，描写一家商业公司（设有生产部门）的各主要职员的工作情况，并对进、销、存货和产品的经营管理以及为顾客服务、信贷、广告、市场调研等一系列工作均有涉及。

本书共十章。每章分课文和读物两部分。课文是分组逐句叙述；每组后有口语练习，由 S.1 和 S.2 学生对话；全课文之末列有书面复习题。读物是以故事体裁书写，内容与课文紧密联系；读物之末列有思考理解题。

原书作者谓本书是供美国从事商业经营者或院校学生学习之用。我们认为本书英语简明生动，内容又切合商业实际，适合供我国商业院校乃至财经院校学生，在学习基础英语的同时，作为学习专业英语的补充教材。又从事商业或财经工作者，如具有一、二千字英语词汇基础，亦可作为自学进修之用。

1979年全国高等财经教育工作会议时，各院校对协作编写教材有所决定，我院在商业部教育局的支持下，承担了有关商业英语的工作。为此，我们抽出一部分英语教师和专业教师共同选定了本书，对本书各章课文按疑难词句发现先后为序，逐一加以注释；对各章读物，除注释外，并全部译成中文。有关商业专用词汇，我们择出255个编成英、中文对照词汇表作为附录 I。各章课文的书面复习题和读物的思考理解题，我们根据原书所附的合式录音录下了全部答案作为附录 II。两种附录均列在书末。

本书编纂和注译工作执笔人为：

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本书在脱稿之际，承北京外贸学院姚念庆教授抽暇审阅，多所指正，谨此致谢。

本书经商业部教育局决定在系统内部发行。我们匆促成稿，加以执笔人水平有限，讹误缺漏之处，一定难免，恳请读者，不吝指教。

北京商学院《商业英语：市场销售》注译组

1980年8月

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CHAPTER 1

TELEPHONE SALES

JOHN

I

John¹ is at work.

He works in an office.

His office has a desk.

John works at his desk.

When he works at his desk, John sits in his chair.

John's chair turns when he turns.

It is called a swivel² chair.

John turns in his swivel chair to answer the telephone.³

The telephone rings often.

John answers the telephone when it rings.

He talks on the telephone often.

Talking on the telephone is part of John's job.

John uses the telephone in his work.

The telephone rings often.

Practice Drills

S.1 Where is John?

S.2 John is at work.

S.1 Where does John work?

S.2 John works in an office.

S.1 Where is John's desk?

S.2 John's desk is in his office.

S.1 Does John talk on the telephone?

S.2 Yes. Talking on the telephone is part of his job.

II

John works in the Marketing¹ Division.²

He takes orders on the telephone.

1 An order³ is a request⁴ or an agreement⁵ to buy or sell something.

John takes orders from customers.⁶

Customers buy the products his company makes.

Buying is called purchasing.⁷

Customers make purchases.

Placing an order is purchasing.

Receiving an order is selling.

John's company sells the products it makes.

Products are things a company makes that are finished and ready to be sold.⁸

Sometimes customers send orders by mail⁹ to John's company.

These orders sent by customers are called purchase orders.

When John takes an order on the telephone, he writes it down.

- The orders John writes are called sales¹⁰ orders.

Sometimes a customer who calls on the telephone gives John a purchase order number.¹¹

This means that the customer has a purchase order in his office.

- The customer gives John the number of the purchase order on the telephone.

John writes the number on a sales order.

John writes sales orders.

Both purchase orders from customers and sales orders written by John are called orders.

Practice Drills

- S.1 Who does John talk to on the telephone?
S.2 John talks to customers.
S.1 What does John do when he talks to customers?
S.2 He writes sales orders for his company's products.
S.1 Do customers also send orders by mail?
S.2 Yes. These are called purchase orders.
S.1 What is the difference between sales orders and purchase orders?
S.2 The customer writes purchase orders. The seller writes sales orders.
S.1 Can purchase orders and sales orders both be called orders?
S.2 Yes. Both are called orders.

III

A written order is a business document.¹

A document is a piece of paper that has information² on it.

An order can also be called a business transaction.³

A transaction happens any time two or more people or companies agree to do something for each other.⁴

An order is a business transaction.

The buyer or customer agrees to buy something for a certain price.⁵

The seller agrees to sell for that price.

Sometimes the buyer⁶ and the seller⁷ agree to other things.

So, an order can be called a sales transaction.

The selling company receives an order.

The selling company's part of the transaction is to deliver⁸ what was ordered.

The buying company gives an order.

The buying company's part of the transaction is to receive and pay⁹ for what was ordered.

The buying and selling companies transact¹⁰ business with each other.

John's job is to receive orders for his company.

John checks¹¹ orders to make sure they are correct.

To check something means to look at it to see if it is right or true.

When he checks orders, John makes sure¹² that the things ordered are made by his company. He checks to make sure numbers for products are correct.

John also finds out if the products ordered are ready to send to the customer.

If the things ordered have to be made for the customer, John makes sure his company can have them ready on time.

John also finds out about the credit of customers from whom he receives orders. This is called a credit¹³ check.

Customers must have good credit before John can write an order.¹⁴

Credit means the customers can receive products when they are ordered and pay for them later.

John receives many sales orders on the telephone.

He also receives purchase orders mailed by customers.

John checks orders received by mail from customers. He also writes orders he receives on the telephone.

John transacts business on the telephone.

He writes the sales orders he receives.

Practice Drills

- S.1 Which company receives orders?
S.2 The selling company receives orders.
S.1 Which company gives orders?
S.2 The buying company gives orders.
S.1 What is an order called?
S.2 An order is a business document or transaction.
S.1 What is an order?
S.2 An order is an agreement for buying and selling something.
S.1 What does John do to purchase orders?
S.2 John checks purchase orders to make sure they are correct.
S.1 What does John do on the telephone?
S.2 John receives orders on the telephone.

WRITTEN REVIEW

A. Choose the correct word to complete each sentence.

1. A document that buys something is called a ()
order.
 - a. purchase
 - b. sales
2. A sales order()something.
 - a. sells
 - b. buys
3. A purchase order()something.
 - a. sells
 - b. buys
4. A purchase order comes from the().
 - a. seller
 - b. customer

5. Before an order is accepted, a customer's() must be checked.
 - a. credit
 - b. sales
6. The () company gives orders.
 - a. buying
 - b. selling
7. The () company receives orders.
 - a. buying
 - b. selling
8. A purchase order is sent by the () company.
 - a. buying
 - b. selling

B. Complete each sentence with the correct word.

1. John works in an ().
2. The () rings often in John's office.
3. When he talks on the (), John takes () from customers.
4. () talk to John on the telephone to place orders.
5. Placing an () is purchasing.
6. A () order buys something.
7. Receiving an () is selling.
8. A () order sells something.
9. John works in the () Division.
10. The Marketing Division receives purchase orders from ().

C. Write a complete sentence to answer each question.

1. Where does John work?
2. What kind of document is used to buy something?

3. What does John use when he talks to customers?
4. Which division does John work in?
5. What documents does John receive?

TELEPHONE SALES 电话销售

〔注 释〕

I

1. John [dʒɒn] *m.* 约翰(男)
2. swivel ['swivl] *n.* 旋轴, 转环
 ~ chair 转椅
3. telephone ['telifoun] *n.* 电话
 talk on the~ 通电话洽谈

II

1. marketing ['mɑ:kɪtɪŋ] *n.* 在市场买卖, 销售
2. division [di'vɪʒən] *n.* 部门
 Marketing~ 销售部
3. order ['ɔ:də] *n.* 订货, 订货单
 place an~ 订购
4. request [ri'kwest] *n.* 申请
5. agreement [ə'gri:mənt] *n.* 协议, 协定
6. customer ['kʌstəmə] *n.* 顾客, 主顾
7. purchase ['pɜ:tʃəs] *n., vt.* 购买
 ~ orders 订货单
 make~ 买东西
8. Products are things a company makes that are finished and ready to be sold.

产品是一个公司制造好并准备出售的东西。该句为带两个定语从句的主从复合句。第一个从句“a company makes”中的关系代词 that (或 which) 因在从句中作宾语, 故省略了。第二个从句“that are finished and ready to be sold.”中的关系代词 that 因在从句中作主语, 故未省略。

9. mail [meil] *n.* 邮件
send by~ 邮寄
10. sale [seil] *n.* 出售, 销售
~s orders 销售单
11. number ['nambə] *n.* 编号, 数目, 数量
purchase order~ 订货单号码

III

1. document ['dɒkjumənt] *n.* 文件, 单据
business~ 营业文件, 营业单据
2. information [infə'meɪʃən] *n.* 资料, 情报, 消息
3. transaction [træn'zækʃən] *n.* 交易
business~ 营业交易
sales~ 售货
4. A transaction happens any time two or more people or 'companies agree to do something for each other.
当两个或更多的人或公司之间同意相互做某事时随时即达成交易。
5. buy something for a certain price 出一定价买东西
介词 for 意思是“换”,
He bought it for twenty dollars.
他用20元买了它。
6. buyer ['baɪə] *n.* 买者, 进货员
7. seller ['selə] *n.* 卖者, 销售员
8. deliver [di'livə] *vt.* 送货, 交货
9. pay [peɪ] *vt.* 付钱
pay for... 付...代价, 偿付
How much did you pay for that book?
你买那本书付了多少钱?
10. transact [træn'zækt] *vt.* 办理, 处理
~ business (with...) (与...) 做交易
11. check [tʃek] *vt.* 查对, 核对
~orders 核对订货单
12. make sure 使确实, 使确信, 查明

13. credit ['kredit] *n.* 信用, 信贷

~check 信用考查, 信用调查(征询)

14. Customers must have good credit before John can write an order.

顾客必须有良好的信用, 约翰才能签署订货。

TALKING

"Most of our company's customers know my voice. But most of them have never seen me," says John.

John is an inside salesman.¹ This means that he stays inside his company's offices to do his work. The customers know John's voice because he talks to them on the telephone. John talks on the telephone so much that his job is also called "telephone sales."²

John says: "When customers call our company on the telephone, they want help or service. They want us to do something quickly. It's my job to find out what customers want and need. Service is my business," John explains.

When the telephone rings on John's desk, he tries to pick it up right away.³ He always tries to answer his telephone before it rings three times. John feels it is important to answer his telephone quickly. He says this is part of giving good service to customers.

"Customers don't want to listen to the telephone ring," John says. "They call to talk to somebody who can give them service. It is part of my job to answer the telephone as soon as possible."

When he answers the telephone, John always gives his department and name. John learned when he first became a salesman that when you answer the telephone it is important to give

your name and to say who you are. When you answer the telephone, the person calling can't see you. If you give your name, the caller will know who you are. Then, the caller should do the same. The caller should give his or her name to the person who answers the telephone. In this way, people know each other before they begin talking.

"This is the polite way to do business," John explains. "You should introduce yourself whenever you meet somebody. With a telephone call, you introduce yourself because you have no way of knowing who is calling. The other person might be a friend or someone you've never met. You have to introduce yourself to get started."⁴

Since John has been an inside salesman for many years, he knows most of the people who call his company for information or service. He is friendly with all these people. He talks to them as friends, even though he has never met many of them face to face.⁵

After he has found out who a caller is, John usually takes a few moments to talk personally⁶ before he gets to business.⁷ This is called friendly conversation. John has learned that customers like it if he takes a few moments to show he is interested in them.

"Each customer is a separate person. Each person likes to be recognized⁸ as an individual, to know you are interested in him or her."

When he meets somebody new on the telephone, John talks or asks questions about simple things. Then he remembers the answers and asks questions about what he was told when the person calls again.

For example, if it is a sunny, warm Friday, John may say

he hopes the weather will stay nice for the weekend.⁹ The other person may then tell John about what he or she is planning to do over the weekend. Then, when John talks to the same person the following week, he will try to remember to ask: "Did you have a good time last weekend?"

John learns a lot about his company's customers in this way. He is able to win their confidence by knowing them. Even though he has never seen many of the people he talks to, he has become friendly with most of them. This is important in giving service to customers. Customers have confidence in people they know. The customers know John. And John knows most of his company's customers.

When he gets down to¹⁰ business in talking to customers, John is very careful about his speech. He is careful to pronounce all words clearly. He is especially careful about pronouncing names¹¹ and numbers. When customers give John their names for an order, he always asks them for the correct spelling. (John always repeats the names and numbers he writes and asks the customers to verify¹² them — to listen and to be sure all the information is correct.

When using the telephone to take orders, John has learned that it is necessary to be courteous¹³ and careful. By being courteous, or polite, John wins the confidence¹⁴ of customers. By being careful, he is helping customers get the service they want. This helps him keep the friends he makes with his courtesy.

The company has many customers who call on the telephone. John cannot talk to all of them. So, there are other inside salespeople in the Marketing Division. Helen, whose desk is near John's, also talks on the telephone to customers. She is