

中美商業會話



中美商業會話

Spoken English for Business

丁餘蔭先生譯

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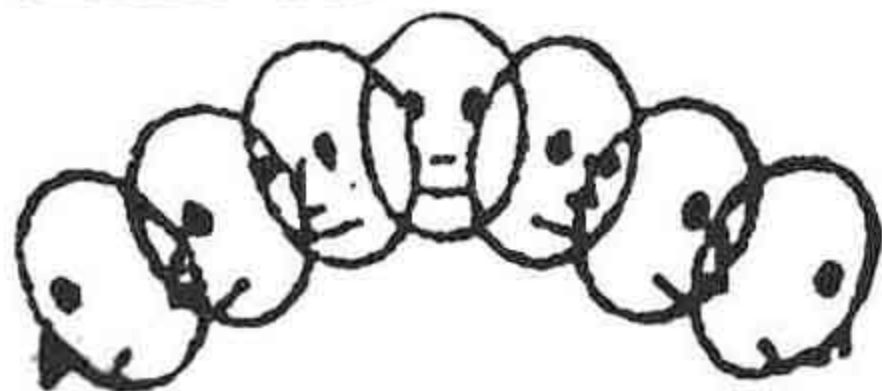
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中美商業會話

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LESSON 1

GIVING DIRECTIONS

(嚮 導)

The atmosphere and reputation of a store are made not only during an actual sales purchase, but through the over-all friendliness and helpfulness of its clerks. Memorize the following dialogues. They represent typical short incidents that might occur in any large store. Notice that the clerks are friendly and helpful but at the same time not bothersome or pesty. If the customer says he's just looking, don't force your attentions on him. Let him take the lead.

一家商店的氣氛或評價，並不僅在實際進行交易時方始產生，而是店員們自始至終以親切、懇勸的態度招待顧客而形成的。請記熟下列各對話。這些是每一家較大的商店都可能發生的具有代表性的對話。請記住，身為店員者，懇勸接待顧客時，決不能顯露出厭煩的神色來。當顧客說祇是隨便看看時，那您就不必過示懇勸地向他推薦或介紹甚麼貨品。你應該讓他自由自在地看看。

*—Good morning. May I help you?

—早安。我能為您效勞嗎？

—No, thank you. I'm just looking.

—不，謝謝。我祇是看看而已。

—I see. Go right ahead.

—是嗎。那您請便吧。

*—Good afternoon. May I help you?

—午安。我能為您效勞嗎？

—Yes. I want to see some blouses.

—是的。我想看看短上衣。

—Blouses are over here. Please follow me.

—短上衣在這邊。請跟我來。

In giving directions, give the floor number and the approximate location on the floor.

在嚮導時，應該分別指出某一售貨部在幾樓，及其大概位置。

*—Where's the furniture department?

—It's on the sixth floor, rear.

—傢具部在那裏？

—是在六樓靠裏面的一邊。

*—Can you direct me to the toy department?

—Yes. It's on the fifth floor, center.

—玩具部在那裏？

—玩具部是在五樓的一邊。

*—Where are rugs, please?

—They're in the Old Building. Seventh floor, rear.

—請問地毯在那裏？

—是在舊大廈七樓靠裏面的一邊。

—How do I get to the Old Building?

—Take the elevator to seven. There's a passageway connecting this building with the Old Building.

—到舊大廈怎麼走法？

—搭電梯到七樓。那裏有一條連接本大廈與舊大廈的通路。

—Thank you.

—謝謝你。

—You're welcome.

—不客氣。

*—Good morning. May I help you?

—Yes. Can you direct me to the shoe department?

—早安。我能為您效勞嗎？

—你能指點我鞋子部在那裏嗎？

—Certainly. It's on the other side of this floor. On your right.

—當然可以。鞋子部在本樓那邊靠右手的地方。

—Thank you.

—謝謝您。

—You're welcome.

—那裏，那裏。

*—Excuse me. Can you direct me to the furniture department?

—對不起。你能指點我傢具部在那裏嗎？

—I'm sorry. I don't work here.

—抱歉。我不是這裏的店員。

—Oh, I beg your pardon. I thought you were a clerk.

—唔，請原諒我。我還以為你是店員呢。

*—Where's the exchange department, please?

—請問換貨部在那裏？

—It's on the sixth floor, rear.

—是在六樓靠裏面的一邊。

—Thank you.

—謝謝你。

—You're welcome.

—別客氣。

*—Can you direct me to the rest room?

—你能指點我休息室在那裏嗎？

—Yes. There's one in the stairwell. Between every floor.

—每層樓的扶梯中央都有休息室的。

—Thank you very much.

—謝謝你。

—You're welcome.

—不客氣。

The elevator operator must know the layout of the store perfectly and be able to answer questions promptly and correctly. In establishing an atmosphere of friendliness and helpfulness, the elevator operator is probably one of the most important members of the store.

電梯服務生必須對店舖的配置有詳盡的了解，以便正確答覆顧客的問題。就製造輕鬆、愉快的氣氛，使顧客樂於選購貨物一事而論，電梯服務生乃屬店員中最重要的一員。

- *—Going up. Please call your floors. —上去。請問您到幾樓。
- Seven, please. —請開到七樓。
- Thank you. —好的。
- Three. —三樓。
- Thank you. —好的。
- What floor is furniture on? —傢具部在幾樓？
- It's on six. —在六樓。
- Six, please. —那就請開到六樓？
- Thank you. —是。
- Going up. Please step well back into the car. —上去。請各位向裏擠一擠。
- Down? —下去嗎？
- No. I'm sorry. Up car. —不，對不起。是上去。
- Sixth floor. Furniture, rugs, curtains, and kitchen utensiles. —六樓到了。這裏有傢具部、地毯部、窗簾部與廚房用具部。
- Is paint on this floor? —油漆部在這層樓嗎？
- No. It's on seven. —不。油漆部是在七樓。

- Main floor. This car stops here. Basement car to your right. —一樓到了。電梯就到這裏爲止。右邊有另一部電梯往地下層。
- Do you have a restaurant in this store? —這裏有餐廳嗎？
- Yes. On the seventh floor. —有的。在七樓。
- Thank you. —謝謝你。
- You're welcome. —不客氣。

Another important member of the department store is the information clerk. In dealing with foreign customers, she should be especially prepared to answer questions about clothing and shoes in large sizes.

百貨公司中另一種重要的職員是問訊處的店員。在接待外籍顧客時，她必須在事前對較大尺碼的服裝與鞋子等有所了解，以便回答顧客的詢問。

- I want to buy a suit. What floor is men's clothing on? —我想買一套衣服。男士服裝部在幾樓？
- Men's clothing is on two. But our ready-made suits all come in small sizes. I suggest you try our custom-made department. Second floor, rear. —男士服裝部是在二樓。不過我們的現成服裝尺碼都很小。我建議您試試我們的定製部。那是在二樓靠裏面的一邊。
- I see. Thank you. —是嗎。謝謝你。
- You're welcome. —不客氣。
- Do you sell bird seed here? —有沒有小鳥的飼料出售的？
- Yes. On the top floor. The bird department. —有的。在屋頂小鳥部。

If you don't have the item the customer is looking for, he will appreciate your suggesting where he might find it.

如果店中沒有顧客需要的貨品時，你能告訴他甚麼地方可以買到的話，顧客必將大為感激和快慰的。

* —I'm looking for the complete works of Shakespeare in English. Where's your book department? —我想買英文版的莎士比亞全集。你們的書籍部在那裏？

—I'm sorry, but we don't have any English books. You might try the book store across the street. —對不起，我們不賣英文書籍。您不妨到對街的書店去試試。

—Thank you very much. —謝謝你。

—You're welcome. —不客氣。

NOTES AND EXERCISES

1. *Letting the customer take the lead.* It's very important for a sales person not to be a pest. The following is an example of how *not* to treat a customer.

尊重顧客是首要信條。店員最重要的是不能厭煩。下面就是接待顧客不夠技巧的例子。

- | | |
|---|-------------------|
| —May I help you? | —我能爲您效勞嗎？ |
| —No, thank you. I'm just looking. | —不，謝謝你。我祇是看看罷了。 |
| —Perhaps I can help you find what you're looking for. | —也許我能代爲物色您想要的東西。 |
| —No, thank you. I'm not looking for anything in particular. | —不，謝謝你。我並不想買甚麼東西。 |
| —Well, we have some very nice ties over here. | —在那邊，我們備有很多精美的領帶。 |
| —I'm sorry. I was just leaving anyway. | —對不起。我馬上要走了。 |

2. *If a customer speaks to you in Japanese, you should give him the courtesy of answering in Japanese.* His command of Japanese may be better than your command of English. Then, too, he may not speak or understand English. Don't make the mistake of thinking that all foreigners are English-speaking Americans or British.

如果顧客用日語與你交談時，那末你應該使用雅緻的日語回答。顧客的日語很可能比你那些普通的英語更好。何況，顧客不一定會說或懂得英語的。你決不可存有凡是外籍人士都是美國人或英國人般錯誤思想。

3. *When a foreign customer speaks to you, don't laugh or giggle.* This is a sign of great rudeness. Don't stare at foreign customers. You will probably make them feel uneasy, and they will probably leave your store without making a purchase. In short, treat foreign customers with the same courtesy and respect that you would give to people of your own country.

當外籍顧客向你交談時，請勿大笑或格格作笑。這是一種極端粗魯的象徵。也別一瞬不利地凝視外籍顧客。你很可能使他們感到不自在，更可能使他們不購一物，逕行離去。簡單些說，你應該使用與接待本國同胞時相同的悠閒、有禮的態度來接待外籍顧客。

4. *Greeting a customer.* When a foreign customer comes to your counter, don't become confused or embarrassed. Sometimes clerks even try to hide from foreign customers. Go up to the customer confidently and greet him with the proper time of day. The following are frequently used in greeting customers.

問候顧客。當外籍顧客來到你的部門時，不可顯露出胆怯或怕羞的神態來。有時候，店員對外籍顧客採取走避的態度。應該具有信心地走向前去，以適當的詞句向之問候。

下面是一些經常用以問候顧客的例子。

- | | |
|---|-----------------------|
| —Good morning. May I help you? | —早安。我能為你效勞嗎？（對正午前的顧客） |
| —Good afternoon. Can I be of any assistance? | —午安。我能為您效勞嗎？（對午後的顧客） |
| —Good morning. Is there something I can do for you? | —早安。我能為您效勞嗎？（對正午前的顧客） |

5. *Answer the following questions in reference to the arrangement of your own store.*

請根據你目前工作的店鋪的情形，回答下列各問題。

- | | |
|---------------------------------------|--|
| 1. Where's the men's room? | 3. Can you tell me where the shoe department is? |
| 2. Can you direct me to the furniture | 4. Where's your art gallery? |

- | | |
|---------------------------------------|---|
| 5. Do you sell tropical fish here? | 8. Where's your rug department? |
| 6. Do you have a grill in this store? | 9. I'm looking for the stationary department. |
| 7. Where are ladies' hats, please? | |

6. Ask directions to the following places. Use "Can you direct me."

嚮導下列場所時，請用 **Can you direct me** 這詞句。

Eg. the book department → Can you direct me to the book department?

- | | |
|-----------------------------|-----------------------------------|
| 1. the ladies' room | 6. your grocery section |
| 2. the furniture department | 7. the liquor counter |
| 3. your folk-art counter | 8. the children's shoe department |
| 4. the pet department | 9. women's blouses |
| 5. the watch department | 10. imported fabrics |

7. Repeat number 6, above. Use "Where is" or "Where are."

上列第六項請使用 **Where is** 或 **Where are** 的方式，反復練習之。

Eg. the book department → Where's the book department?

8. Answer the questions in number 6 above.

請回答上列第六項的各項問題。

Eg. Can you direct me to the book department?

Yes. It's on the sixth floor, rear.

9. Greet the customers in the following situations and respond to them.

於下列場所問候並接待顧客。

Eg. (Morning) Yes. I want to see some shirts.

—Good morning. May I help you?

—Yes. I want to see some shirts.

—Certainly. Please follow me.

1. (Afternoon) No, thank you. I'm just looking.
2. (Morning) Yes. Can you direct me to the men's room?
3. (Morning) I'd like to see this watch, please.
4. (Afternoon) Yes. I want to buy a suit.
5. (Afternoon) No, thank you. I'm waiting for a friend.

LESSON 2

QUICK, SIMPLE PURCHASES

(簡 捷 購 物)

Frequently the customer knows exactly what he wants. Often he's in a hurry. In these cases the clerk should be as fast and as courteous as possible.

經常，顧客早就決定要買些甚麼。同時，顧客也常常是很匆忙的。在這種場合，店員應該盡可能的快捷和殷勤。

- | | |
|--|-----------------------|
| *—How much is this necktie? | —這領帶多少錢？ |
| —Nine-hundred yen. | —九百元。 |
| —Fine. I'll take it. Please wrap it as a gift. | —好，我買一條。請好好包裝一下，是送人的。 |
| —Yes, sir. | —知道了。先生。 |
| *—Good morning. May I help you? | —早安。我能為您效勞嗎？ |
| —Yes. I want this toy telephone. | —我想買這玩具電話。 |
| —Certainly. One-thousand-five-hundred yen, please. | —好的。每架一千五百元。 |
| —Here you are. | —喏，錢在這裏。 |
| —Thank you. Shall I gift-wrap it? | —謝謝您。是送人的吧，讓我代您包裝一下。 |

- No. That won't be necessary. I'm in a hurry.
—Yes, sir.
- *—Good morning. Have you been waited on?
—No. Not yet. I want to get a box of candy.
—Certainly, sir. What kind do you want?
—Some chocolates. They're a gift for a friend.
—These are very good.
—How much are they?
—One-thousand-three-hundred yen.
—All right. I'll take them.
—Shall I gift-wrap them?
—Yes, please.
- *—Good afternoon. Can I be of any assistance?
—Yes. I want to buy an electric fan. What do you recommend?
- 不。不必了。我沒有時間了。
—是，先生。
- 早安。您已經吩咐過了嗎？
—不，還沒有。我想買一匣糖果。
—是，先生。您希望買那一種的？
—巧克力。是送朋友的。
—這一種很好。
—多少錢？
—一千三百元。
—好，我就買這種吧。
—要我包裝成禮品嗎？
—是的，最好這樣。
- 午安。我能為您效勞嗎？
—我想買一架電扇。那一種比較好？

—This one is very good. It's fifteen-thousand yen.

—這一種最好。每架一萬五千元。

—That's too expensive. Do you have one for around ten-thousand?

—那太貴了。有沒有一萬元左右的？

—This one for nine-thousand-two-hundred is very popular.

—這一種九千二百元也相當不錯。

—That'll be fine. Here you are. Ten-thousand yen.

—我就買這一種吧。喏，這裏是一萬元。

—Just a moment, please. I'll wrap it and get your change.

—請等一下。我去包裝和找錢來。

*—Excuse me, miss? Are you in charge of this counter?

—對不起，小姐。妳是這一部份的店員嗎？

—Yes, sir. What can I do for you?

—是的，先生。您需要些甚麼？

—I want to get one of these shirts, but I don't like this color. Do you have them in blue?

—我想買這種襯衣，不過這顏色我不太喜歡。有沒有藍色的？

—I'm sorry, sir. These are the only colors we have. White, brown, and green.

—很抱歉，先生。我們祇有白色、棕色和綠色的。

—Well, that's all right, then. I don't believe I want any of those colors.

—那就算了。我不想要這種顏色的。

—I'm sorry, sir. Please call again.

—對不起，先生。以後再請過來。