

全国高等院校商务英语规划教材

张 莉 主编

商务英语 综合实训教程

A Practical Course for
Business English

● 商务知识+英语语言

商务场景

● 书面技能+口语交流



苏州大学出版社
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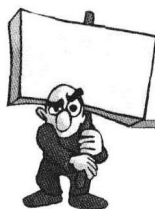
商务英语综合实训教程

A Practical Course for Business English

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..... 前 言

随着全球经济日趋一体化及我国经济改革的不断加深,涉外经贸业务及国际交流在国民经济中的地位越来越重要。特别是我国加入世界贸易组织以后,对涉外经贸人员在工作中所接触和使用的商务英语在广度和深度上提出了更高的要求。行业对从事涉外业务方面的人才的需求主要集中在专业技能方面:一方面要具有扎实的英语功底,另一方面要具有商业企业运营的各方面知识和操作技能。

“商务英语”是在国际商务活动中使用的通用语言,它是商务英语专业课程体系中重要的组成部分。商务英语的教学是在一定的商务和经济背景下,训练学生的语言技能和商务技能,提高商务工作基本素质,为以后从事商务工作打下一定的基础。

《商务英语综合实训教程》是培养商务英语专业性职业能力的重要课程。本教程的基本特点是“商务知识+英语语言”、“外贸流程+商务场景”、“书面技能+口语交流”。在教学中,要求教师以学生为主体,使用书中提供的教学资源,引导学生进行模拟商务场景中的实践训练。

本书共分为8个单元,每个单元针对一种常见国际商务场景,首先介绍基本商务知识,其次从口语、写作和翻译三个方面提供虚拟商务场景下的实训范例,之后设定相似商务场景下的实训任务。

第一单元:建立业务联系。本单元的教学目标是要求学生掌握国际贸易中建立业务关系的基本方法和途径,以及在此过程中涉及的口语交流、写作和翻译技能。

第二单元:商务谈判。本单元的教学目标是要求学生掌握国际贸易中进行商务谈判使用的口语交流及书面信函技能。

第三单元:合同。本单元的教学目标是要求学生掌握针对合同具体内容的商谈信函及口语交流,同时掌握对合同文本的翻译。

第四单元:问题处理。本单元的教学目标是要求学生掌握在解决国际贸易中涉及的投诉问题时使用的口语交流和信函交流技巧。

第五单元:商务会晤。本单元的教学目标是要求学生掌握在安排和举行商务会晤过程中使用的口语交流和书面技能。

第六单元:招聘。本单元的教学目标是要求学生掌握在招聘、应聘中使用的诸如招聘广告、个人简历等书面技能,以及面试过程中的口语交流技能。

第七单元:展会。本单元的教学目标是要求学生掌握筹备展会过程和展会接待过程中的口语和书面交流技能。

第八单元:文秘工作。本单元的教学目标是要求学生掌握跨国企业中秘书的基本技能。

本书由张莉主编,并负责全书的策划设计和审稿。冯娟、杨丽和班旭空参与编写本书部分内容。本书中各单元的背景阅读和模拟业务背景由张莉设计编写,口语部分由张莉和班旭空编写,写作部分由杨丽和张秀清编写,翻译部分由冯娟编写。在编写过程中,还得到了外籍专家 Paul Michell 和 Paul Grenna 的大力支持,他们对本书的英文部分进行了校对,并提出了宝贵意见。

由于编者的水平有限,加之编写时间仓促,疏漏和不妥之处在所难免,恳请广大读者不吝指正。

编 者

2011 年 5 月

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Unit 1

Establishing Business Relations

Objectives

1. To get familiar with different ways of establishing business relations;
2. To practice conversations with a potential business partner;
3. To practice writing sales letters, inquiries and replies;
4. To practice translation of business cards;
5. To practice translation of product catalogue.

Background Reading

Customers have always been the key for any business (a company, a factory or an enterprise) in the course of development and expansion. Therefore, establishing business relations is of great importance for all businesses. To be more exact, it is the first and also the fundamental step in starting and developing business.

Establishing business relations usually require certain steps:

First, you need to seek prospective or potential clients/customers. Usually a firm approaches its new business counterparts in a foreign country directly. They can also obtain necessary information through the following channels:

Surfing on the Internet and writing to potential clients directly;
Attending various kinds of commodity fairs/exhibitions;
Recommendations by friends in commercial circles or Chambers of Commerce in foreign countries;
Placing advertisements in newspapers/magazines or on TV or the Internet. They might also establish a company website on the Internet.

Secondly, introduce yourself or your company (products) to prospective or potential clients/customers. The first interaction sometimes decides whether you will have a chance to do business with your business counterpart. You need to consider how to arouse the interest of the potential customer carefully beforehand. Your introduction, oral or written, should be reliable, informative, concise and to the point. You should make the audience feel that doing business with your company will result in significant potential profits. As a good sales person, one should have a good understanding about all the details of the business span, products, sales volume and future plans of his/her company, so as to obtain the trust of potential customers.

Thirdly, after the first interaction, you should devote sufficient efforts to follow-up contact. Regular greetings in some special occasions, introduction about new products your company has just brought out or information on publicizing activities can be good ways to keep in touch and to remind your potential customers of what you will offer.

1

Models for Practice

Simulated Business

Da Hua Textile Co., Ltd. is a professional manufacturer of textile products, such as sheets, quilt covers and pillow inners. It has been exporting textile products to the USA and Europe for 3 years. During the process it has earned a good reputation. Chu Ning is the Sales Manager who is in charge of overseas market.

TSB Company is an American import company which primarily imports and sells textiles from China and other Southeast Asian countries. David Carter is the

Purchasing Manager of TSB Company.

At a business party held by the China Chamber of Commerce for Import and Export of Textiles (中国纺织品进出口商会), Chu Ning met David and they established a relationship with each other. After coming back to China, Chu Ning sent a letter of promotion to David, as well as to other potential buyers he got to know during this American trip.

Conversation: Meeting at a Business Party

Chu Ning meets Liu, a friend in business, in the party. Liu introduces him to David Carter.

Chu Ning: C David Carter: D Liu: A

A: Hi, Chu, How are you?

C: Fine, thank you, and you?

A: Not bad. Look! David Carter is over there. Come on, let me introduce you two.

A: Hello, Mr. Carter!

C: Hi, Liu, fancy meeting you here! Nice party, isn't it?

A: Yes, it is very impressive. Did you have a good trip over?

C: Yes, it was a good flight. I was a little tired yesterday, but I'm OK now.

A: Great! Mr. Carter, this is my friend, Chu Ning, Manager of Da Hua Textile Corporation, Foreign Trade Department.

C: Good evening, Mr. Carter. Nice to meet you. Here's my card.

D: Nice to meet you, too, Mr. Chu. What do you specialize in?

C: We manufacture polyester fiber, yarn, taffeta fabrics, and garments. The most famous is our cotton bed sheets, and we've already had a big demand for this product.

D: Da Hua Textile Corporation. Oh, I remember your company ranks first on the list of the top manufacturers and exporters.

C: Thank you. We have the top designers in China. Our products are competitive in the international market, our service, so far, has been very well-received by our customers.

D: Good. Could you provide us with a complete set of your latest catalogues and samples after the party? I'm very interested in your products.

C: Sure. Our products are renowned for their high quality and beautiful designing, all exquisitely made and moderately priced.

D: Well, that's good.

C: Mr. Carter, maybe we could fix a time to visit our company, and in our exhibition room you'll get more idea.

D: Thank you, Mr. Chu. I would like to. Look forward to our successful business.

C: Cheers!

D: Cheers!



Useful expressions and sentences

Introducing yourself

- * I'm John Smith.
- * I'm a marketing executive.
- * I report to Jenny Ross, the Director of Sales and Marketing.

Talking about your company

- * I work for IT Company.
- * The company manufactures electronic toys.
- * Our company is famous for software engineering. We have offices in Beijing.

Introducing others

- * This is Peter Smith.
- * He is Head of Sales / the head of Administration.

Greeting

- * How are you?
- * How do you do?
- * Pleased to meet you / Good to see you.

Sales Letter, Enquiry and Reply



Sales Letter

Sales letter

Chu Ning, Marketing Manager
Da Hua Textile Co., Ltd.
No. 151 Qingnian Rd., Xiaoshan Industrial Zone
Hangzhou, Zhejiang
China

David Carter
Purchasing Manager
344 West Country Club Blvd.
Big Bear City
CA 92314
United States

Date: January 8, 2010

Dear Mr. David Carter:

Exquisite Bedding Product from Da Hua

I understand from our last contact that you are in the market for bedding products. I would like to take this opportunity to introduce our company and products, hoping that we may cooperate in the future.

Da Hua Textile Co., Ltd. is a leading manufacturer and exporter of bedding sets and pillows in China. The range of our product line, good quality, and competitive prices have made us one of the fastest growing companies of its kind in Asia.

Located in Zhejiang, the home of superior textiles in China, we produce a wide variety of bedding and pillow items. These products are of good quality and are popular with customers for their delicate design. Our total production averages 10 million pieces per year, 70% for export and 30% for the domestic market.

We at Da Hua Textile Co., Ltd. will work with you to produce the types of bedding products or pillows that will sell well in your markets. We guarantee both our quality and on-time delivery of shipments and our prices are very competitive.

For more information please go to our web site at www.dhtextile.com.cn.

I am looking forward to your reply.

Yours Truly,

Chu Ning

Marketing Director

Da Hua Textile Co., Ltd.



Enquiry

Enquiry

Dear Mr. Chu:

Enquiry about Bedding and Pillow Products

We are interested in your bedding and pillow products. We would greatly appreciate receiving any information, brochures and price lists you may have to learn more about your products. Please send such materials to:

David Carter

Purchasing Manager

344 West Country Club Blvd.

Big Bear City

CA 92314

United States

I thank you in advance and look forward to studying the materials you send me.

Sincerely,

David Carter



Reply to the Enquiry

Dear Mr. Carter:

Brochure and Price List for Your Enquiry

Thank you for your enquiry of 12 April asking for the latest edition of our brochure and price list.

We are pleased to enclose our latest brochure. We would also like to inform you that we can also offer the bedding and pillow products as per your design or your special requirements.

After you have reviewed our material, we would appreciate hearing your comments, and we will look forward to answering any questions you have about our products. Once again, thank you for your interest in the bedding products. We look forward to welcoming you as our customer.

Yours sincerely,

Encl.

Chu Ning
Marketing Director
Da Hua Textile Co., Ltd.



Useful expressions and sentences

Starting the letter

- Dear Managing Director,
- Dear Sir / Madam / Sir or Madam / Sirs / Mr, Miss, Mrs, Ms Smith / John,

With Reference to Previous Contact

- Thank you for your letter of 13 April, in which you enquired about our ...
- I am writing to you about ...
- With reference to your advertisement in the Herald Tribune / order / letter of 22nd April / phone call today, I...
- We / I recently wrote to you about ...
- Thank you for your letter / e-mail (of March 5th) regarding / about / concerning / requesting ...
- Thank you for your enquiry of March 5th concerning / in which you asked about ...
- Thank you for your letter, JL 2315, which we received this morning ...
- In reply to your letter / enquiry of 8 May ...
- I refer to your letter of 8 May concerning ...
- As stated in your letter of 8 May concerning ...

Introducing your company

- We are a cooperative wholesale society based in ...
- We are one of the main producers of washing powder in Spain, and we are interested in ...
- Our company is a subsidiary of TNT and we specialize in ...

Telling the reasons why you are writing

- After having seen your advertisement in ... , I would like ...
- I am replying to your advertisement in the June edition of "Sur". I would like to know more about ...
- After having received your address from ... , I ...
- I received your address from ... and would like ...
- I am writing to enquire about / apologize for / confirm / inform you that ... / express my dissatisfaction with ...
- We were given your name by the Hotelier's Association in Madrid and we would like to...
- You were recommended to us by ...
- We were advised by ... that you were interested in supplying ...
- The Spanish consulate in Madrid told us that you were looking for an agent in Spain to represent you.

Indicating attachments

- I enclose / am enclosing our current catalogue and price list quoting ...
- As requested I am forwarding you a ... (price list, catalogue ...)
- Please find enclosed ...
- Enclosed you will find ...
- Please find enclosed / attached a copy of the following documents: ...
- I am enclosing our latest catalogue and price list but should point out that prices are subject to change as the market for raw materials is very unstable at present.
- We have enclosed all the details about ... / our booklet on the Alfa 2006 ...

Finishing the letter

- (Dear Sir / Madam / Sir or Madam)... Yours faithfully

- (Dear Mr / Mrs / Miss / Ms Smith)... Yours sincerely
- (Dear John)... Best wishes / Best regards

Translation

Business Card

大华纺织品有限责任公司

楚宁 对外贸易部经理
地址: 浙江省杭州市萧山工业园区
青年路 151 号
电话: 0571-5818068
传真: 0571-5818168
手机: 13511607158
邮箱: 71458@163.com

Da Hua Textile Co., Ltd.

Chu Ning Manager of the Foreign
Trade Department
Address: No. 151 Qingnian Rd.,
Xiaoshan Industrial Park,
Hangzhou City, Zhejiang
Province
Tel: 0571-5818068
Fax: 0571-5818168
Cell phone: 13511607158
E-Mail: 71458@163.com



Useful expressions

head office 总公司
department / division 部门
bureau 局, 部
section 科
branch 分公司
office 办公室, 办事处
vice-president 副总裁
managing director 常务董事

executive director 执行董事
advisor 顾问
auditor 监事
deputy manager 副经理
section manager 科长
supervisor 主任
avenue 大道



Product Catalogue

销售单位/包装 Unit/Packing	产品描述 Description	
	中文描述	英文描述
PIECE/CARTON	面料:纯棉 规格:标准 颜色:纯白 售价:¥45 其他说明:此产品由每年更新一次的自然原料制成,如谷物,是追求纯天然产品顾客的理想选择。 包装:1个/袋,10个/箱	Material: 100% cotton Size: Standard Color: White Price: ¥45 Other information: Made from annually renewable raw materials, such as corn, it is ideal for consumers seeking out all-natural. Packing: 1 PC/BAG, 10 PCS/CARTON
PIECE/CARTON	面料:纯棉 填充物:白鹅绒 规格:标准 颜色:纯白 售价:¥98 其他说明:柔软而有弹性的白鹅绒使枕芯更结实,纯棉面料使触感更舒适。 包装:1个/袋,10个/箱	Material: 100% cotton Filler: White goose down Size: Standard Color: White Price: ¥98 Other information: The softness and flexibility of down make the product firmer, and cotton makes it more comfortable for touching. Packing: 1 PC/BAG, 10 PCS/CARTON
PIECE/CARTON	面料:80%棉,20%聚酯纤维 售价:¥38 其他说明:棉纤混合可延长使用寿命而不影响舒适,可机洗。10种供选颜色,各色有3个供选尺寸,1.2米床,1.5米床和1.8米床。 包装:1件/袋,20件/箱	Material: 80% cotton, 20% polyester Price: ¥38 Other information: 80/20 cotton polyester blend can extend its service life without influencing comfort. Machine washable. Available in 10 great colors, 3 sizes for each color; for 1.2m bed, for 1.5m bed and for 1.8m bed. Packing: 1 PC/BAG, 20 PCS/CARTON
	面料:纯棉 售价:¥50 其他说明:纯棉面料更健康,更舒适,可机洗。10种供选颜色,各色有3个供选尺寸,1.2米床,1.5米床和1.8米床。 包装:1件/袋,20件/箱	Material: 100% cotton Price: ¥50 Other information: 100% cotton makes the product healthier and more comfortable. Machine washable. Available in 10 great colors, 3 sizes for each color; for 1.2m bed, for 1.5m bed and for 1.8m bed. Packing: 1 PC/BAG, 20 PCS/CARTON

续表

销售单位/包装 Unit/Packing	产品描述 Description	
	中文描述	英文描述
PIECE/CARTON	<p>面料:80%棉,20%聚酯纤维 售价:¥50 其他说明:此印花床单舒适美观,有各种底色和不同花色的搭配,均色泽鲜亮,搭配协调,可机洗,不褪色,是装饰房间的理想选择。25种供选花色,每种3个供选尺寸:1.2米床,1.5米床,1.8米床。 包装:1件/袋,20件/箱</p>	<p>Material: 80% cotton, 20% polyester Price: ¥50 Other information: The printed sheet is comfortable and artistic, various color backgrounds go with different color flowers, every design matches harmoniously with bright color. Machine washable, unfading. It is the ideal choice for decorating your room. Available in 25 designs, 3 sizes for each design: for 1.2m bed, for 1.5m bed and for 1.8m bed. Packing: 1 PC/BAG, 20 PCS/CARTON</p>
SET/CARTON	<p>面料:纯棉印花 可选规格:1.5米床,1.8米床 售价:¥348 其他说明:纯棉制造,舒适健康,花色多样,可机洗,不褪色。四件套包括一件被罩,一件床单和两个标准尺寸枕套。 包装:1套/PVC袋,10套/箱</p>	<p>Material: 100% cotton print Available sizes: for 1.5m bed, for 1.8m bed Price: ¥348 Other information: The set is 100% cotton, healthier and more comfortable with various designs available. It is machine washable and unfading. It includes a quilt cover, a sheet and two standard size pillow shams. Packing: 1 SET/PVC BAG, 10 SETS/CARTON</p>
SET/CARTON	<p>面料:纯棉印花 可选规格:1.5米床,1.8米床 售价:¥558 详细说明:纯棉制造,舒适健康,容易打理。采用先进印花技术印制,色彩丰富,图案多样,美观实用。可机洗,不褪色。五件套包括床单、褶边床盖、被罩和两个做工考究的枕套。 包装:1套/PVC袋,10套/箱</p>	<p>Material: 100% cotton print Available sizes: for 1.5m bed, for 1.8m bed Price: ¥558 Detailed information: The set is 100% cotton for comfort, health and easy care. Made with advanced printing technique, this set is available in various colors and pictures. It's artistic and practical. Machine washable and unfading. It comes with a sheet, a ruffled bed skirt, a quilt cover and two tailored pillow shams. Packing: 1 SET/PVC BAG, 10 SETS/CARTON</p>