

新世纪

实用英语培训系列

New Century
Practical English
Training Series

销售英语口语

Spoken

English
for Selling

◆ 石本俊 J. “Kelly” De Sare 著

BOOK

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GUANGDONG TRAVEL AND TOURISM PRESS

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邓念利 黄利华 徐雯 编译

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出版前言

我社于1999年出版了“实用英语书系丛书”，近10年来，该系列图书连年再版，成为深受读者欢迎的畅销书。但为了满足读者新的要求，我们特邀高校富有教学经验和实践经验的老师编写了一套新的丛书“新世纪实用英语培训系列”，将陆续推出《公关英语》、《商贸英语》、《交际英语》、《销售英语口语》、《金融银行英语》、《实用医学英语》等。

该系列整体层次比原“实用英语书系丛书”有较大的提升，其编写体例和内容则更适合专科学校和职业学校作为培训教材之用，也可供有需要的读者自学之用。

内容简介

《销售英语口语》是新世纪实用英语培训系列教材之一。本教材是专门为大中专院校相关专业的师生、目前从事或准备从事商品销售工作的人员编写的。该教材也适合销售英语培训班学员或英语自学者使用。

教材共15个单元。内容包括玩具、服装、皮革制品、家用电器、家具、珠宝、工艺品、化妆品、医药、食品与饮料、纸制品、古董、IT产品、乐器和个人交通工具15类商品。每个单元分为5个板块：

1. 销售背景知识 (background information)。目的是让学习者了解必要的商品销售知识，掌握基本的销售技巧，提高口语学习效果。

2. 口语技能训练 (Speaking Skill Training)。共有3篇范例会话 (Sample Dialogues)，每个会话后配有互动式口语练习。口语会话材料是流行的美国英语，语言地道，难度适中，易于理解，便于复习和活用；对话配套练习具有互动性、可操作性，能体现口语教学以学生为主体、以教师为主导的教学思想。

3. 口语技能扩展 (Speaking Skill Development)。该部分提供了若干类微型功能对话，作为范例会话的补充材料，旨在巩固和提高学生的口语表达能力。

4. 交际技能扩展 (Communicative Skill Development)。包括2项模拟销售任务。每个任务提供了会话情景和要点提示，用以考查学生口语表达能力是否达到了单元教学目标和要求，以便教师对学生的学习状况和教学效果反馈。

5. 词汇扩展 (Vocabulary Development)。此部分提供了单元销售商品的补充词汇，目的在于丰富和扩展学生的专业词汇，为口语交际活动提供必要的词汇支持。

教材由石本俊和J. “Kelly” De Sare (美) 共同编写，最后由石本俊负责统稿和审校。为了便于学生预习和自学，教材提供了英语参考译文。教材第9、10、11、12、13、14、15单元由邓念利老师翻译；第3、4、5、6、8单元由黄利华老师翻译；第1单元由严远恒翻译；第2单元由苏冠翻译；第7单元由黎绮玲翻译。

本书在编写过程中还得到了焦中前、王春姣、陈洁灵、郭威、丁毅、温柳等同志的帮助和支持，在此表示衷心的感谢。

作者

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1

Toys

玩具

LEARNING OBJECTIVES

单元学习目标

★Get the information about selling toys

了解玩具销售知识

★Master the English for selling toys

掌握玩具销售英语

★Learn to sell toys in English

学会用英语销售玩具

Tips for Selling Toys

销售玩具的技巧

There are three situations in which you need sales skills for selling toys. The most usual situation is the adult coming in to buy a toy for a child who is not present. The second situation is the child and the adult coming in together. And in the third case, the child may come in alone. Each of these situations requires a different sales skill.

With the adult alone, you greet them, and then ask your qualifying questions such as: "What kind of toy are you looking for?" "What is the age of the child?" "Is this toy a gift for a special occasion?"

If the adult is with a child, you greet them and then ask the adult your qualifying questions: "What kind of toy does your child want?" "How old are you (to the child)" "Have you had this kind of toy before?"

Your questions to the child following the greeting would be: "What kind of toy do you want?" "How much are

玩具销售会遇到三种情况：最常见的一种是成人没有带孩子来购买玩具；第二种是成人带孩子购买玩具；第三种是儿童自己购买玩具。上述三种情况都需要采用不同的销售技巧。

对没带孩子购玩具的成人，你要主动打招呼，并提出这样的问题：“您要买什么玩具？”“您的孩子多大了？”“买玩具作礼物送人吗？”

如果大人带着孩子，你应先打招呼，然后提出这样的问题：“您的孩子想要什么玩具？”对孩子要说：“你有几岁了？”“你以前玩过这种玩具吗？”

向孩子打招呼之后可以这样问：“你想买什么玩具？”“你想花多少钱买玩具？”“你以前买过这种玩

you able to spend?" "Have you had this kind of toy before?" 具吗?"

The ideas of price, quality, features, instructions are usually given to the adult. When the child is alone, the most important are the features and the instructions.

(To an adult with or without a child) After the greeting and qualifying questions, you will need to describe the materials, benefits, washability, guarantee and warranty.

(To the child) Features and instructions may follow the qualifying questions, but usually the child has no interest in warrant or guarantees.

At the time of closing the sale, you may offer additional related items as well as similar toys. Closing the sale requires a commitment which can be acquired by asking: "Will you be using cash or credit card to pay." "Would you like this wrapped as a gift?" "Do you require us to mail it for you?" (After this question, always assure the customer that it will be only a small charge for the mailing and that your store guarantees delivery.)

如果成人买玩具，一般需要介绍玩具的价格、质量、特点和使用说明等。如孩子独自买玩具，最重要的是要把玩具的特点和使用方法告诉他。

(不管成人是否带孩子) 在打完招呼 and 询问之后，你需要向对方介绍玩具的制作材料、作用、清洗方法和质量保证。

(对小孩) 向小孩提出一些问题之后，应该向他们介绍玩具的特点和使用方法，不过小孩一般对产品质量保证问题不感兴趣。

在成交时，除了介绍同类玩具外，你还可以推介一些相关的产品。结账时还需要问顾客：“您是用现金还是信用卡付账？”“您要按礼品式样包装吗？”“您需要我们帮您邮寄吗？”（提出这一问题时，一定要明确告诉顾客，代办邮寄收费很低，本店有递送保证。）

Speaking Skill Training

口语技能训练

Dialogue 1 对话1



- A:** Good morning, how may I help you?
- B:** Good morning. I am looking for a toy as a gift.
- A:** Very good. Can you tell me what type of toy you had in mind?
- B:** I was thinking of some kind of educational toy. Something to teach the child colors or numbers.
- A:** We have a large selection of educational toys for different ages, What age is the child?
- B:** My grandson is about 3 or maybe closer to 4. He lives in America.
- A:** Perhaps he would like a See and Say (the English name of an imported toy) wheel that identifies colors and numbers.
- B:** I was thinking more of blocks or some kind of thing he could do without anything mechanical.
- A:** Here are several sets of bright wooden blocks, and plastic, non-toxic cubes with letters and numbers. Would you be interested in these?
- B:** Will you show me those plastic ones? I think letters are easier to see on them.
- A:** Of course. Please note these are made of high-impact plastic, and are washable and durable.
- B:** I think this is exactly what I was looking for. What is the cost?
- A:** The basic set is RMB 34. 9, but the more colorful and larger set is only RMB 52. 8 and gives you almost twice as many blocks.
- B:** Can you send the toy to America for me?

A: Certainly. There will be an additional 10% charge for the mailing. I am happy to assist you with the details.

1.1 Words & Lexical Phrases 单词与词块

(1) **have sth. in mind** 想……; 考虑到……

① I have it in mind to a new coat for the winter. 我打算买一件新外套过冬穿。

② Who do you have in mind for the job? 你打算让谁来担任这个工作?

(2) **educational toy** 教育功能玩具

◎ **fancy toy** 益智玩具

◎ **designer toy** 潮流玩具

◎ **creative toy** 创造力玩具

◎ **intelligence toy** 益智玩具

(3) **have a large selection of ...** 有大量的……可供挑选

① The shop has a huge selection of travel toys.

这家商店有大量玩具可供挑选。

② We have Guangzhou's largest selection of new and second-hand office furniture. 我们拥有广州数量最多的新、旧办公设备可供选择。

(4) **be made of** 由……材料做成

① The toy car is made of high-stress plastic. 玩具车是用高强度塑料做的。

② The blocks are made of wood. 积木是木制的。

(5) **high-impact plastic** 耐冲击塑料

(6) **washable adj.** 可洗的, 耐洗的

(7) **durable adj.** 持久的, 耐用的

(8) What is the cost? = What's the price/How much does it cost? 多少钱?

(9) **twice as (many/much)...** 是……的两倍

① We have produced twice as many air-conditioners as we did last year.

我们生产的空调是去年的两倍。

② We spent twice as much time the reform of tools as on the improvement of working processes.

我们花了改进工序两倍的时间改革工具。

1.2 Oral Work 口语练习

◎ Repetition Practice (跟读练习)

One student reads the dialogue, while the other listens and repeats what he or she has heard. This will help them learn to speak fluent English.

◎ Role-play (角色对话)

Act out Dialogue 1.

1.3 Translation for Dialogue1 对话1 译文

A: 早上好, 需要我为您服务吗?

B: 早上好, 我要买一件玩具送礼。

A: 太好了。请问您想买什么样的玩具?

B: 我想买一件教育类玩具, 用来教孩子认识颜色和数字。

A: 我们这里有很多教育类玩具, 供不同年龄儿童选用。

B: 我的孙子有三四岁, 现在美国。

A: 您的孙子或许喜欢一种能识别颜色和数字的“图声”转轮 (See and Say) 玩具。

B: 我倒想给他买积木或非机械类玩具。

A: 这里有好几套漂亮的木制积木, 还有字母、数字立方块, 是用安全塑料做的。您感兴趣吗?

B: 请把塑料立方块拿给我看一下好吗? 我想, 立方块上的字母更容易看。

A: 当然可以。请您注意, 这些立方块都是用耐压塑料做的, 既易清洁, 又耐用。

B: 我就是要找这种玩具。多少钱?

A: 一套 34.9 元。不过这一套颜色更漂亮, 体积更大, 只卖 52.8 元, 但积木的数量差不多增加了一倍。

B: 你可以帮我玩具寄到美国去吗?

A: 当然可以, 但需要加收 10% 的邮寄费。我很高兴帮您办理具体邮寄业务。

Dialogue 2 对话2



- A:** Good afternoon. Welcome to Joy Toy. How may I be of service?
- B:** My son wants some kind of exciting toy he can play with outside. What do you recommend?
- A:** Please tell me your son's age. And does he like to play alone or with others?
- B:** He's 9 and very much a social boy, but he wants something to play with on his own.
- A:** Would you be interested in our mechanical toys or perhaps a remote-control plaything?
- B:** That sounds good to me. What kinds of remote-control thing do you have?
- A:** Two of our remote-control toys are the most popular. One is a race car and the other is a helicopter. Let me demonstrate them for you.
(Demonstrates a car and a helicopter)
- B:** I think the helicopter will answer my needs. Is it a safe toy?
- A:** All of our mechanical toys are seriously tested before being approved for sale. This helicopter has the consumer safety sticker to prove the test results. Also the helicopter has been crash-tested and will withstand several mishaps.
- B:** That's good information. What is the guarantee?
- A:** We have a money-back guarantee on parts and construction. If you find the toy does not perform as described, please bring it back.
- B:** That's good! What is the cost?
- A:** The cost is RMB 98.8. Let me wrap that for you.
- B:** Thank you for all your help. I'm sure my son will love it.

2.1 Words & Lexical Phrases 单词与词块

(1) be of service (to) (对) 有帮助

① Can I be of service to you? 我能为你服务吗?

② A good jackknife is often of service to a camper.

一把好的折刀对露营者往往很有用。

(2) on one's own = by oneself / alone 独自地, 靠自己的力量

① We can't solve this problem all on our own.

没有别人的帮助我们无法解决这个问题。

② He got the job on his own. 他靠自己获得了那份工作。

(3) remote-control plaything 遥控玩具

(4) (sth.) be approved for sale 准许销售某物

① Only non-toxic toys are approved for sale. 只有无毒的玩具才准许销售。

② No toys are able to be put on the market before they are approved for sale. 玩具要获得许可才能投放市场。

(5) answer sb. 's needs 满足某人的需要

相同意思的搭配还有:

◎ meet sb. 's needs

◎ satisfy sb. 's needs

◎ serve sb. 's needs

◎ fulfil sb. 's needs

◎ minister to sb. 's needs

(6) crash-tested 碰撞试验

(7) withstand 经得住

(8) mishap *n.* 灾祸

(9) have a money back guarantee on sth. 某物有退款保证

① We have a money back guarantee on battery operated toys.

电动玩具质量不符有退款保证。

② Do you have a money back guarantee on frictions toys?

惯性玩具质量不符有退款保证吗?