



流利英语脱口说

Master Oral English for Foreign Trade



天津科技翻译出版公司



轻松学习 外贸英语

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Master Oral English for Foreign Trade

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So Easy!

天津科技翻译出版公司

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Unit 1

Establishing Trade Relation

建立业务联系

在本单元你将掌握

建立业务联系,可以通过信函联系,也可以双方直接接触,了解商品的种类、形式、价格等信息。

示范表达

The following conversation is between Mr Gatty, an importer from Britain, and Mr Dong, a director of Liming Foodstuffs factory. Mr Gatty is visiting the sample room of the company and Mr Dong is accompanying with him.

Mr Dong: Here is our sample room.

Mr Gatty: You certainly have got a large collection of sample foodstuffs here.

Mr Dong: Yes. We are exporting a wide range of foodstuffs to many countries. And the demand is getting greater and greater.

Mr Gatty: So it is. Though we haven't done business with you, as you know, your exports of foodstuffs to our country have considerably increased during the last few years. It appears that Chinese foodstuffs are very attractive.

Mr Dong: You said it. The quality of ours is as good as that of many other suppliers, while our prices are not high as theirs. By the way,

董先生:这是我们的样品室。

盖蒂: 你们在这里展览了一大批食品样品。

董先生:是的。我们向许多国家出口了大量食品。而且需求越来越大。

盖蒂: 你说得对。你知道,我们之间并没有业务。但是最近几年里,你们向我国出口的食品增加了许多。它表明中国食品非常有吸引力。

董先生:确实如此。我们的产品质量与其他生产商的一样好,而我们的价格却不像他们的那样高。哎,你对哪个产品感兴趣?

which items are you interested in?

Mr Gatty: Canned goods are of special interest to me, particularly the canned fruit and meat. As your canned fruit is among the most popular ones in our market, I'm going to place an order in a day or two.

Mr Dong: Good. How about our canned meat?

Mr Gatty: I think it will also find a good market in our country. Will you show me some samples?

Mr Dong: Yes. This way, please. Our canned meat is in various weights. The largest one weighs three and a half pounds net, the smallest seven ounces net.

Mr Gatty: The small sizes are more saleable in our market than the large ones. I've brought with me a sample of canned meat, which is only six ounces. The smallest size of yours is even bigger than that of mine. I wonder if your canned meat tastes better.

Mr Dong: You are welcome to have a try. Here it is. Ours is of prime quality.

Mr Gatty: Oh, it's delicious. Mm... I'm not sure about the pesticide residues in your foodstuffs,

盖蒂: 我对罐头食品,尤其是水果罐头和肉罐头非常感兴趣。因为你们的水果罐头在我国市场上非常畅销,我想一两天之内就下订单。

董先生:好的。那么肉罐头呢?

盖蒂: 我想它们在我国销路也会很不错的。你能让我看一下样品吗?

董先生:可以。这边请。我们的肉罐头重量分许多种,最大的净重 35 磅,最小的净重 7 盎司。

盖蒂: 重量小的罐头比重量大的罐头在市场上更好销售。我随身带来一个肉罐头的样品,只有 6 盎司重。你们最小的产品还要比我的大。我想知道你们的罐头味道如何?

董先生:欢迎你来品尝一下。给,我们的产品质量是最好的。

盖蒂: 哦,好吃极了。嗯……我不太清楚你们食品中有没有残留的农药,但是我相信你们一定会充分

though. I'm sure, you must have given much thought to the matter. But you know, our governmental restrictions have been getting more and more tight, so we are not allowed to import any polluted goods.

Mr Dong: You can rest assured. Our food-stuffs are guaranteed to conform to the WHO standards.

Mr Gatty: Good. I'd like to order meat of this kind in seven ounce tins if the price is competitive.

Mr Dong: What about other canned goods, such as canned mushrooms and vegetables?

Mr Gatty: They are not as saleable as canned fruit, I suppose.

Mr Dong: Mm, no, I really don't think that is so. They are also among our major exports and have found a favourable reception in many other countries.

Mr Gatty: Then, may I have a look at the samples first?

Mr Dong: Certainly. Here you are.

Mr Gatty: Ah, very nice indeed. But I am not sure whether they are to the taste of our people. What would you say to my taking some samples home before I make a decision?

Mr Dong: That's all right.

考虑这一点的。你知道,我国政府的规定越来越严格,受污染的食品是严格禁止进口的。

董先生:你可以完全放心。我们的食品保证符合世界卫生组织颁布的标准。

盖蒂: 好。如果价格有竞争力,我可以订购这种 7 盎司的肉罐头。

董先生:那么其他罐头呢? 比如蘑菇罐头和蔬菜罐头?

盖蒂: 我认为它们不如水果罐头畅销。

董先生:嗯,不,我不这么认为。它们也是我们的主要出口产品。而且在其他许多国家都很畅销。

盖蒂: 那么,我能先看一下样品吗?

董先生:当然可以。给。

盖蒂: 啊,确实非常好。但是我不敢保证它们是否适合我国人民的口味。在我作出决定之前,我能带走一些样品吗?

董先生:可以。

Mr Gatty: Well, I have an appointment at 4:00. Shall we talk the details over tomorrow morning?

Mr Dong: OK. See you tomorrow.

Mr Gatty: Goodbye.

盖蒂： 嗯，我在 4:30 还有一个约会。我们明天上午再详细谈，好吗？

董先生：好的。明天见。

盖蒂： 再见。

对话注释

1. sample['sɑ:mpl] 样品

2. sample room 样品间

3. a large collection 一大批，许多(收集物)

4. foodstuff['fu:dstʌf] 食品

5. attractive[ə'træktiv] 有吸引力的

6. You said it.

你说得对。

7. item['aitəm] 商品

8. a day or two 一两天

The goods is going to be dispatched in a day or two.

一两天内，货物就要送走了。

9. find a good market 畅销

Chinese silk piece goods have found a good market abroad.

中国丝绸在国外很畅销。

10. net[net] 净重

11. saleable['seiləbl] 畅销的

12. I wonder if... 我想知道，表示一种疑问的语气。

I wonder if we can pay the goods by D/P or D/A instead of L/C.

我想知道，我们是否能用承兑交单或付款交单而不是信用证来支付。

13. Prime quality 优质的

14. pesticide residue 农药残留

15. to give much thought to 对……给予充分重视

Our government has given much thought to the exportation.

我国政府对出口非常重视。

16. tight['tait] 严格的

17. You can rest assured.

你可放心。

18. conform to 符合

We are always improving our design and patterns to conform to the world market.

我们一直在提高我们产品的设计水平,以满足世界市场的要求。

19. WHO standard 世界卫生组织(颁布)的标准

20. to the taste of sb. 适合某人口味,也指产品适销某地。

This new product is to the taste of European market.

这种新产品在欧洲受欢迎。

21. What would you say to doing sth. 你认为如何。通常用来征求对方意见,例如:

What would you say to talking about the payment terms after we finish the talk of price?

在讨论完价格后,我们就讨论支付条件,你认为如何?

22. We are exporting a wide range of foodstuffs to many countries.

我们向许多国家出口各种食品。

23. The quality of ours is as good as that of many other suppliers, while our prices are not so high as theirs.

我们产品的质量同其他供应商的一样好,而价格却不如他们的高。

24. Canned goods are of special interest to me.

我们对罐头食品非常感兴趣。

25. I think it will also find a good market in our country.

我认为它会在我国市场上畅销。

26. I wonder if your canned meat tastes better.

我想知道你们的肉罐头的味道是不是更好。

27. Our governmental restrictions have been getting more and more tight.

我国政府的规定越来越严格。

28. Our foodstuffs are guaranteed to conform to the WHO standards.

我们的食品保证符合世界卫生组织颁布的标准。

29. What would you say to my taking some sample home before I make a decision?

在我作出决定以前,我带一些样品回去,你认为如何?

30. Shall we talk the details over tomorrow?

我们明天再讨论细节,好吗?

词语精萃

1. So it is. 确实如此。在对对方的意见表示认可时,还可用下列说法:

—The demand is getting more and more.

需求越来越旺。

—You said it.

你说得对。

—Yes, I quite agree with you.

我同意你的意见。

—I think so.

我也这么想。

—That's just what I was going to say.

那正是我想说的。

—You're quite right.

你是对的。

2. 在表示对对方不同意见时,

—They are not as saleable as canned fruit, I suppose.

我认为它们不如水果罐头好销。

—Oh, no, I don't think so.

不,我不这么想。

—No, I don't agree with you.

我不同意你的意见。

—Oh, no, that's where we differ.

那正是我们有分歧的地方。

—I can't say I agree with you.

我不能说我同意。

—I don't think you are right there.

我认为在那一点你不对。

3. What about our canned meat?

对我们的肉罐头有何看法?

What about... 可用来表示征求对方意见, 类似的还有:

What about the price?

对价格有何看法?

What do you think of the payment terms?

对支付条件你有何看法?

How do you feel like the quality of our products?

你觉得我们产品的质量怎么样?

What about... 还可用来表达自己的建议, 引出一个尚未讨论的话题。

What about having a look at sample first?

先看一看样品吧?

What about having a try?

何不试一试?

What about placing a trial order?

何不先试订货?

类似表达建议的方法还有:

Shall we go to the sample room?

让我们去样品室,好吗?

What do you say to going on our talks tomorrow?

我们明天继续谈,你认为如何?

4. You said it. 你说得一点不错。可用来表示赞同别人的意见,含义是他人说话正说在点子上,自己完全同意。

—Fine quality as well as low price will help push the sales of your products.

—You said it.

—优良的质量和较低的价格有助于推产品。

—你说得完全正确。

—Lack of commercial integrity often leads to ruin of business.

—You said it.

—缺乏商业信誉通常导致生意失败。

—你说得对。

背景知识

在国际贸易中,进口商与出口商不在同一个国家,相距千里,了解对方的情况非常不容易。但仍有一些渠道可以使进出口商互相了解。

(1)国外银行可以提供有关当地出口商的资料,如公司的名称和地址等。

(2)西方国家几乎每个城市都有一个商会。商会的成员就是当地的商人和企业主等。商会的任务就是搜集信息和为其成员介绍新的业务机会。

(3)也可在驻在国使领馆的商务参赞处了解派出的有关商业资料。

(4)可以阅读报纸广告,发现潜在客户。

(5)也可以经朋友介绍结识新公司。

(6)我国每年都定期举办交易会,如广州交易会、昆明交易会等。会上往往有大量外商参加。这也是一个了解认识外商的好途径。

获得了客商的资料后,可以通过信件、电传、电报等方式向对方直接联系、索取有

关资料。也可以直接到对方企业,亲自了解客户的产品品种和规格,了解产品的价格,从而获得亲身体验。

示范强化练习

Dialogue 1

Zhang: Would you like to have a look at our showroom, Mr Oliver?

Oliver: I'd love to.

Zhang: This way, please.

Oliver: Thank you. How beautiful!

Zhang: Where shall we start?

Oliver: It would take hours if I really look at everything.

Zhang: You may be interested in only some of the items. Let's look at those.

Oliver: Good idea! I can just have a glance at the rest.

Zhang: By the way, Mr Oliver, how long have you been in this business?

Oliver: I've been in textiles for more than 20 years, but the company has been in business since 1935.

Zhang: No wonder you're so experienced.

Oliver: Textile business has become more difficult since the competition grew.

Zhang: That's true.

Oliver: Do you have a catalogue or something that tells me about your company?

Zhang: Yes. I'll get you some later.

对话 1

张先生:奥立佛先生,请参观一下我们的样品陈列室吧。

奥立佛:我非常愿意。

张先生:请。

奥立佛:谢谢。真漂亮啊!

张先生:我们从哪儿开始参观呢?

奥立佛:如果全部参观完的话,那得需要好几个小时。

张先生:你可能对某些产品感兴趣。我们就先看它们吧!

奥立佛:好主意!剩下的部分我粗略地看一下就可以了。

张先生:对了,奥立佛先生,你从事这个行业有多长时间了?

奥立佛:我搞纺织品已经有 20 多年了,但我们的公司在 1935 年就成立了。

张先生:怪不得你这么有经验。

奥立佛:随着竞争的加剧,纺织品贸易越来越难做了。

张先生:确实如此。

奥立佛:你们有没有介绍贵公司情况的小册子或类似的东西?

张先生:有。我一会儿就拿给你。

Oliver: Thanks. When can we work out a deal?

Zhang: Would tomorrow be convenient?

Oliver: Yes, that'll be fine.

Dialogue 2

Adison: Excuse me, could you tell me where I can order electrical appliances?

Xu: This line. We'll be glad to take your order. Here's my card.

Adison: Thanks. Here's my card. I'm Adison from ABC Trading Co. Ltd. We import electronics and transistors.

Xu: Please have a look at our samples.

Adison: Your development of electronic products has been remarkable.

Xu: Yes, our research has had good results.

Adison: Do you produce video tape recorders?

Xu: Yes.

Adison: What's that? Is it a television set?

Xu: No. That's television phone. It's still experimental.

Adison: What's the problem?

Xu: We have to solve the problem of using ultrahigh frequency waves at around one thousand hertz.

Adison: I see.

奥立佛:谢谢。我们什么时候谈生意?

张先生:明天可以吗?

奥立佛:行,明天可以。

对话 2

艾迪逊:请问,我在哪里可以订购电器用品?

许先生:就在这里。我们很乐意接受你的订单。这是我的名片。

艾迪逊:谢谢。这是我的名片。我是 ABC 贸易公司的艾迪逊。我们进口电子元件和晶体管。

许先生:请看看我们的样品。

艾迪逊:你们的电子产品进步非常显著。

许先生:我们的研究已经取得很好的成果。

艾迪逊:你们生产盒式磁带录相机吗?

许先生:我们生产。

艾迪逊:那是什么?是电视机吗?

许先生:不,那是电视电话。它还在研究阶段。

艾迪逊:有什么问题吗?

许先生:我们得解决使用一千赫兹左右的超高频的问题。

艾迪逊:我明白了。

- | | | |
|---------|--|-------------------------------------|
| Xu: | I've forgotten to ask you what products you're interested in. | 许先生:我忘了问你对什么产品感兴趣? |
| Adison: | I think I've already seen some items we'd like to order although I'd still like to study them a bit further. | 艾迪逊:我想我已经看到了一些感兴趣的产品,但是我们还要进一步考虑一下。 |
| Xu: | OK, go ahead. | 许先生:好吧。 |
| Adison: | I'll probably be able to let you know tomorrow. | 艾迪逊:可能明天我就能通知你。 |
| Xu: | I'll be expecting you tomorrow morning, say, at nine. | 许先生:我会在明天上午,嗯,九点钟,等你来。 |
| Adison: | Tomorrow at nine, perfect. | 艾迪逊:明天九点钟。好极了 |

Unit 2

Marketing

推销

在本单元你将掌握

生产出新产品后,如何打开销路呢? 请看本文的马先生是如何向布朗先生推销名牌“凤凰”跑车的。

示范表达

Multiple Speed Racing Bicycles are a new product. China National Light Industrial Products Import & Export Corporation wants to open up a new market abroad for them. Here, Mr Ma of the Export Department is trying to push the sale with Mr Brown, a representative from an American firm.

Mr Brown: Mr Ma, I saw your racing bicycles over there. They really look smart.

Mr Ma: You said it. They are the new models of our name brand "Phoenix" racing bicycles, a lot lighter than the other ones. A great favourite with the young people abroad.

Mr Brown: How much do they weigh?

Mr Ma: Those made from all steel have a net weight of around 17.5 kilos, and those of light aluminium alloy about 16 kilos only.

变速跑车是新产品。中国轻工业品进出口总公司想在国外打开市场。出口部的马先生正在向美国一家商行的代表布朗先生作推销。

布朗: 马先生,我看到那里陈列的你们的跑车。看上去真漂亮。

马先生:没错。那是我们的名牌凤凰牌新式跑车,比其他式样的要轻便得多。很受国外年轻人的喜爱。

布朗: 车有多重?

马先生:全钢制造的净重约 17.5 公斤,轻便材料铝合金制造的大概只有 16 公斤重。

Mr Brown: That's impressive. What's your model range?

Mr Ma: In general, we have bikes for gents and ladies size 19", 21", 23", 25" and 27". The colors very, depending on the buyer's requirement. Do you think they have a chance on your market?

Mr Brown: Mmm... they could be marketable in our area, but our buyers are rather discriminating. What they appreciate most is a reliable machine.

Mr Ma: Sure, no one would buy a bike that falls to pieces quickly. Reliability is our strong point. Our bikes have been exported to many countries. Users abroad are satisfied with the delivery.

Mr Brown: Such racing bicycles are new to our consumers. They must be handled very carefully right from the beginning. It's no easy thing to open up a new market.

Mr Ma: There will naturally be problems in the sales work, we understand, at the initial stage, but we can safely say that good quality and a reasonable price will make our bikes very competitive.

布朗: 可真不错。都有什么规格的?

马先生:总的来说,有男式和女式车,尺码有 19, 21, 23, 25 和 27 英寸的。颜色多种多样,可根据买方要求而定。你认为它们在你们的市场有销路吗?

布朗: 嗯,在我们那里可能会有销路。但是我们的用户都挺有眼力,性能可靠的车子他们才看得上。

马先生:那当然,谁也不会买一碰就散架的车子。可靠性正是我们产品的优点。我们的车子出口到许多国家,国外用户对我们的货很满意。

布朗: 我们的用户对这种跑车还不了解,因此从一开始就必须小心行事。打开市场可不是一件容易的事。

马先生:开始推销时当然会有困难,这我们理解。但我们敢说我们的车子质量好,价格合理,会很有竞争力的。

Mr Brown: Do you think you would be able to compete with experienced exporters from developed countries? For instance, take the Japanese. Their bikes are well-established with the buying public.

Mr Ma: Well, that depends on our mutual efforts. We can offer excellent terms, Mr Brown, if you have a specific order on hand.

Mr Brown: Look, Mr Ma, I'd be willing to give your racing bicycles a try, but you have to guarantee continuous production, and adequate supply of spare parts. Furthermore, delivery dates must be kept.

Mr Ma: Oh, yes, of course. We give priority to export orders. You need not worry.

Mr Brown: Before I make a decision, I must have some more information. Do you have a booklet or something that will tell me about the factory's organization and production? What's their capacity? I mean how many bikes could they supply?

Mr Ma: We cater to a very large foreign market. Here are some publicity brochures, which will show you the latest innovations in

布朗: 你认为你们能和发达国家有经验的出口商竞争吗? 比如说, 日本商人。他们的车子可是用户都公认的。

马先生: 啊, 这取决于我们双方的努力。布朗先生, 如果你手头上有具体订单, 我们能提供优惠条件。

布朗: 马先生, 你瞧, 我愿意试订你们的跑车。但是, 你们必须保证连续生产和对零部件有足够的供应。还有, 要保证按期交货。

马先生: 噢, 那当然了。我们优先考虑出口定单。这你不用担心。

布朗: 我得再多了解点情况才能作出决定。你们有没有介绍工厂组织和生产情况的小册子? 工厂的产量有多大? 我的意思是他们能供应多少自行车?

马先生: 我们可以满足广大的国外市场的需求。这些介绍材料给你, 从中你可以了解到工厂最近的创新情况。