

新思维“十二五”全国高职高专系列规划教材

商贸英语会话

主 编 许 进 蔡季愚



对外经济贸易大学出版社

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编写说明

《商贸英语会话》是一本中级口语教材，适合高职高专商务英语专业（国贸方向）和经贸类专业英语会话学习和实际操作，需要 76 个（以上）课时完成教学。本教材围绕国际贸易活动的主要环节，以工作过程为导向，密切结合语言和实务，提供与典型任务相关的知识和会话材料以及实用多样的训练。通过对本教材的学习和训练，学生将系统地掌握在对外贸易和商务交流工作过程中各主要环节的英语会话基本策略和技巧，达到较为熟练和规范地使用英语进行一般商务接待和贸易接洽的能力。

本教材的编撰有以下特点：

一、总体设计思路上打破以专业知识或模块为主要结构特征的传统教材编写模式，以工作过程为导向组织教材整体结构和各章节内容。主要情景对话的设计以特定的一般出口贸易活动为主线，从两家公司通过秋交会开始贸易接触，到实质性接洽、谈判、签订合同，直到合同履行完结，将整个工作过程贯穿始终，力求从贸易活动的时间和内容、交易种类、交易数量和方式及交易实施等各方面真实地再现整个贸易活动过程。

二、各章节内容的设计依据专业调查和职业能力分析。高职高专教育培养的是技术、生产、管理、服务等领域的高等应用性专门人才。通过调查分析，我们认为商务英语口语的交际应围绕外事接待以及进出口贸易的业务操作来开展。同时基于实用原则和篇幅限制，教材以出口贸易活动为重点设计章节内容，且强调对话活动语境的真实性。

三、根据高职高专教育英语课程教学基本要求，遵循“实用为主、够用为度”的原则，针对高职高专学生的学习能力和认知特点选择和编撰典型、实用的对话和训练，语言通俗、简炼、易于掌握。

四、教材内容和形式体现语言基本技能训练和实际工作语言应用能力培养并重原则，力争使学生在各单元的学习和训练过程中学会完成相应的工作任务，同时构建相关理论知识，发展职业能力。

五、教材的对话内容和相关训练较为全面地融合了全国国际商务英语资格认证、外贸业务员等相关职业资格证书对知识、技能和素质的要求。

贸易项目基本设计：

贸易项目：一般出口贸易

公司名称：出口方 Sunshine Co., Ltd. Changsha, China

进口方：Silver Brother's Inc. Vancouver, Canada

对话角色：客商 Anderson Cooper

出口商：经理李杰（Jason Li）、业务员张婷（Tina Zhang）

·接洽时间：次年秋交会接触，第二年 2 月来访接洽、谈判、签约，3 月至 5 月履行合同

交易货物：男式衬衫

交易数量：两种以上款式，800 打

贸易术语：CIF 温哥华

价格：225 美元/打（报价：300 美元/打）

付款方式：不可撤销的 30 天远期信用证，4 月底开证

包装标识：纸箱，泡沫内衬，塑料内包，分尺码、颜色等

装运交货：从深圳到温哥华，不转运、不分装，5 月底之前交货

保险条款：投保水渍险加包装破损险（WPA and Risk of Breakage）

索赔条款：按一般惯例，索赔期为收到货物 30 天内

合同实施：改证、催装、索赔

各单元小节的内容设计（共 8 个单元，18 个小节）：

1. 教学目标/学习目标（Learning Objectives）；重点、难点（Important & Difficult Points）
2. 背景知识（Background Knowledge）：关于本节的相关知识和实务要点（In English）
3. 热身活动（Warm-up Exercises）：就本节话题涉及的内容提问或做教学导入练习
4. 情景对话（Situational Dialogues）：围绕设定的业务活动开展
5. 词汇（Words & Expressions）：注音、词义、词性
6. 注释（Notes）：关键词汇、短语和难点解析并举例说明。
7. 功能对话（Functional Conversations）：对话内容不局限于指定业务，补充其他可能出现的情况。
8. 会话工具（Conversation Tools）：按功能补充归纳实用的语句，为翻译和对话提供素材。
9. 练习（Exercises）：
 - 1) 句型操练（Substitution Drills）：根据所给英文句型示例，按所给中文意义模仿造句。
 - 2) 句子口译（Sentence Interpretation）：重点和实用的句子汉译英
 - 3) 角色扮演（Role Play）：根据双方应完成的具体任务进行情景对话
 - 4) 话题讨论（Discussion）：就本节主题相关的题目进行简短陈述

本教材由许进和蔡季愚担任主编，成银、王薇担任副主编，沈琰、任花、李瑞丽和邱玲担任编者。各单元撰稿人分别为：第 1 单元由王薇编写；第 2 单元由任花编写；第 3 单元由邱玲编写；第 4 单元由沈琰编写；第 5、6 单元及第 8 单元的 2、3 小结由许进编写；第 6 单元及第 8 单元第 1 小结由成银、李瑞丽编写。

在编写过程中，我们参考了有关专家、学者的著作和有关教材的内容，在此表示感谢。由于编者水平和经验有限，书中难免有疏漏和不足之处。恳求同行专家和广大读者提出宝贵意见，以便今后进一步修订、完善。

编者

2009 年 5 月

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Unit One

Establishing Relationship

1.1 Trade Fair

Learning objectives

Students should be able to:

- understand and explain the main functions of trade fairs;
- comprehend and use basic vocabulary and expressions related to trade fairs;
- recognize some famous international and domestic trade fairs.



Important & difficult points

- The functions of trade fairs
- Expressions and patterns related to trade fairs



Background Knowledge

A trade fair (trade show or expo) is an exhibition where companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent trends and opportunities. Some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press. Therefore trade shows are classified as either “Public” or “Trade Only”. They are held on a continuing basis in virtually all markets and normally attract companies from around the globe.

Trade fairs often involve considerable marketing investment by participating companies. Costs include space rental, design and construction of trade show displays, telecommunications and networking, travel, accommodations, promotional literature and items given to attendees. In addition, costs are incurred at the show for services such as electricity, booth cleaning, internet services, and drayage (also known as material handling).

Exhibitors attending the event are required to use an exhibitor manual or online exhibitor manual to order their required services and complete necessary paperwork such as health and safety declarations.

An increasing number of trade fairs are happening online, which are called virtual trade shows. They are increasing in popularity due to their relatively low cost and there's no need to travel afar whether you attend a virtual trade show or exhibit at it.



Warming-up Exercises

1. Mention some trade fairs that you know.
2. What benefits can a company expect if it exhibits at a trade fair?
3. Suppose you are an exhibitor, what will you do to compete for attention in a trade fair?



Situational Dialogues

Dialogue One

(Miss. Tina Zhang, sales assistant of Sunshine, Co., Ltd, is receiving Mr. Anderson Cooper, sales manager of Silver Brother's Inc., at her stand at the autumn trade fair.)

Zhang: Good morning sir, welcome to our booth.

Cooper: Thank you very much. Your booth was arranged very nicely.

Zhang: Thank you for your compliment. Would you like to have a seat?

Cooper: Thanks.

Zhang: Here's my business card.

Cooper: Thank you. Please take mine.

Zhang: Oh, Mr. Cooper, you are from Canada, have you heard of our company before?

Cooper: Sorry, I haven't. Could you tell me something about it?

Zhang: Yes, our company has engaged in textile production for many years, and our products have been sold all over the world.

Cooper: May I know some of your new products?

Zhang: OK, here are our new products. They are sold very well aboard.

Cooper: Oh, so many new products. . . I should say some of them could be found in the market in my country.



Zhang: I'm glad to hear that. Take your time and look around. You are welcome to our factory sometime.

Dialogue Two

(After a while, Tina asks Anderson if anything is of interest to him.)

Zhang: Mr. Cooper. Is there anything in particular you're interested in?

Cooper: Well, I'm interested in men's shirts.

Zhang: Here are some samples. You'll see they are modern and elegant. What's more, they are very hard-wearing — lasting much longer than most others on the market. You'll find that this material will retain its luster.

Cooper: Why?

Zhang: One reason is that the yarn is carefully selected for quality. And the luster is laboriously and delicately woven into the fabric.

Cooper: Oh, I see. Could you please show me some more samples in different colors?

Zhang: Sure. We have seven different colors.

Cooper: What about the sizes?

Zhang: We offer every size from "S" to "XXL". Please have a look at the catalogue and price list.

Cooper: Very impressive. But I'm afraid the prices are quite a bit higher than others'.

Zhang: But ours are made of excellent, durable material and with superb workmanship. You can't buy shirts of similar quality at such a price anywhere else.

Cooper: May I take some fabric samples with me?

Zhang: No problem. We're sure you'll find our products will sell well.



Words & Expressions

booth [bu:θ] *n.* 市场内的摊棚; (商展等的) 摊位

wearing ['weəriŋ] *adj.* 磨损的

textile ['tekstail] *n.* 织物; 纺织品

elegant ['elīgənt] *adj.* 优雅的, 讲究的, 雅致的

retain [ri'tein] *v.* 保留, 保持

luster ['lʌstə] *n.* 光泽、光彩

yarn [jɑ:n] *n.* 纱线, 丝

fabric ['fæbrik] *n.* 纺织品、布、衣服料子

laboriously [lə'bo:riəsly] *adv.* 勤勉地

delicately ['delikitly] *adv.* 精致地, 优美地

weave [wi:v] *n.* 编, 织

durable ['djuərəbl] *adj.* 坚牢的, 耐用的



Notes

1. Our company has engaged in textile production for many years, and our products have been sold all over the world. 我们公司多年从事生产纺织产品,产品销往世界各地。
engage in 从事
e. g. I have never engaged in the drug trade.
2. But ours are made of excellent, durable material and with superb workmanship.
我们产品的材料经久耐用、质量上乘,且工艺精良。
3. You can't buy shirts of similar quality at such a price anywhere else.
你在其他地方不可能以这种价格买到质量相同的衬衫。



Functional Dialogues

Dialogue One

- A: What particular kind of products are you interested in?
B: I'd like to know something about this product.
A: This is our newly developed product.
B: Would you please show me how to operate this product?
A: Sure. If you press the belly of this doll, it will sing a song.
B: A lot of originality.
A: This is the catalogue of our products. Please take this information for your reference.
B: Do you offer some preferential treatment?
A: If you place a large-scaled order, we may have special discount for you.
A: I see.

Dialogue Two

- A: Can you tell me something about your products?
B: These are the most fashionable ones on display. They have only been on the market for a couple of weeks.
A: Is there anything else worth mentioning about your products?
B: They are user-friendly.
A: How long is the warranty period?
B: Our warranty period is 12 months.
A: How long is the money-back guarantee?
B: Our money back guarantee is 15 day.
A: May I have your illustrated catalogue?
B: Sure. Here you are.



Conversation Tools

Greetings at trade fair

1. How do you do?
2. Hello! Welcome to our stand.
3. Good afternoon, Sir. What can I do for you?
4. Nice to meet you.

Introducing each other at trade fairs.

1. It's an honor to meet you. My name is Thomas Clinton.
2. I'd like to introduce myself. I'm Richard Carter, sales manager for Dell.
3. How do I pronounce your name?
4. May I have your name, please?
5. How do I address you?

Negotiating at trade fairs

1. What products are you interested in?
2. May I have your sample?
3. During the display period, all of our products have 10% discount.
4. This is our bottom price, so we can't give you any discount.
5. Our price is much lower than the current market price.
6. This product is a result of our latest technology.
7. These are our latest standard models.
8. They are extremely popular with young people.

Farewell

1. Thank you for coming to our stand. You would be very welcome if you would like to visit our company and learn more about us.
2. Nice meeting you. Please give us a call if you need more information about our products.
3. Good-bye! Keep in touch.



Exercises

I. Substitution Drills: Make sentences according to the examples

1. Our company has engaged in textile production for many years.
 - 1) 我公司多年从事台式电脑的出口。
 - 2) 我公司多年从事家用电器的生产。
2. You'll find that this material will retain its luster.

- 1) 你会发现我们的价格是非常合适的。
- 2) 你会发现我们产品物美价廉。
3. You can't buy shirts of similar quality at such a price anywhere else.
 - 1) 您在其他地方不可能以如此低的价格买到相同质量的产品。
 - 2) 您在其他地方不可能以这种价格买到质量如此好的产品。

II. Sentence Interpretation

1. 自我介绍一下,我叫王芳,是本公司销售经理。
2. 在这些产品中您有特别感兴趣的吗?
3. 我们是中国的一家大型的塑料玩具出口商。
4. 这是我们的带插图目录供你方参阅。
5. 我们想要贵公司产品的样本,以便熟悉贵公司货物的质地和工艺。
6. 在会展期间,所有产品一律八折。
7. 感谢您来我们的展区,如果想对产品有更多了解,欢迎您到我们公司参观。

III. Role Play

Situation: Ms. Liu is introducing her products to Mr. Coleman at a trade fair.

A: You are Ms Liu, the sales representative of Weipeng Appliances Co., Ltd. You need to:

- ◇ Greet and make a self-introduction.
- ◇ Ask if he is interested in any product.
- ◇ Introduce your latest products.
- ◇ Express your goodwill.

B: You are Ms. Coleman, the purchasing specialist of SMT Company. You need to:

- ◇ Make self-introduction.
- ◇ Show your interests in electric fans.
- ◇ Ask for catalogue and price list.
- ◇ Say goodbye.

IV. Discussion

What are the functions of a trade fair?

1.2 Making Contact on the Phone

Learning objectives

Students should be able to:

- understand telephone etiquette;
- comprehend and use basic words and expressions for telephone conversation.



Important & difficult points

- Telephone etiquette
- Expressions and patterns used in a telephone conversation



Background Knowledge

Tips for Telephone Etiquette:

1. A warm, friendly, professional greeter includes company names, dept. name (if appropriate) and the person's name who answers the call. It is suggested that the greeting end with a helpful statement that assures the caller you are willing to help.
2. One of the most important techniques in telephone etiquette is to actively listen to the customer. Listen for both the content as well as the intent. Usually the customer tells you both in his/her opening statement. By listening actively to the customer's opening comments, you can then respond with a statement that assures the customer you heard.
3. Ask permission to place a caller on hold and get the caller's attention when you return. Most of us can remember all too clearly a time when we were placed on eternal hold and wondered if we had been forgotten. A simple rule to remember: call the customer by name when you return to the line and wait for her to respond, then continue.
4. All companies have their own set of rules and terminology. These can sometimes be perceived as hot buttons for some customers as most of us do not want to hear quotes about what you can and cannot do from the company manual.
5. If you know you can't do what the customer is asking, just tell him/her what you can do. There are usually alternatives that a customer will be willing to accept, if you just take time to offer!
6. Since you are not face-to-face, the most important measure of good communication in this case is voice quality and tone. Keep it positive and enthusiastic. Remember, the image the customer has of the person who is answering your company's phone is the image the customer has of your.
7. Before the caller hangs up, make sure your customer service associate has expressed sincere gratitude for the customer's patronage.
8. Run an extra mile for every customer — every time! Take time to extend yourself in some way to make a positive, lasting impression on the customer.



Warming-up Exercises

1. How many ways of communication do we have in business and life? Which one do you like best? Why?
2. List some other telephone manner tips.
3. What should you do or say in the following situation?

- 1) when you dial a wrong number
- 2) when the person who the caller asks for is not there.
- 3) when you don't catch what the caller said.



Situational Dialogues

Dialogue One

(Mr. Anderson Cooper went back to Canada. Several months later, he calls Tina Zhang. Nancy Zhao, a receptionist, answers the phone.)

Nancy: Good morning, Sunshine Company. Can I help you?

Cooper: Good morning. Could I speak to Miss. Tina Zhang?

Nancy: I'm afraid she's out of the office at the moment. Can I take a message?

Cooper: Yes. This is Anderson Cooper from Vancouver, when do you expect her?

Nancy: She didn't say when she'd return. Do you want her to call you back?

Cooper: If she gets in before 3:00 — your time — have her call me. Otherwise, I'll get back to her tomorrow.

Nancy: Could you please spell your surname?

Cooper: That is C-O-O-P-E-R.

Nancy: C-O-O-P-E-R. Right? And your number, please?

Cooper: My number is 684 - 2571.

Nancy: 684 - 2571. I'll be sure to give her the message.

Cooper: Thank you.

Nancy: You're welcome.



Dialogue Two

(Next day, Mr. Anderson Cooper calls again, and Tina Zhang answers the phone.)

Zhang: This is Tina Zhang speaking.

Cooper: This is Anderson Cooper from Vancouver. We met at the autumn trade fair last year.

Zhang: Yes. I remember. You were interested in our men's shirts.

Cooper: Yes. We are importing a wide range of men's shirts from China. And as summer is approaching, the demand is getting greater.

Zhang: I see.

Cooper: I'd like to discuss the possibility of establishing business relations with your company. I'll come to China next month.

Zhang: Mr. Anderson, you are more than welcome to our company. You may visit our factory, and I'll show you our latest products.

Cooper: Sounds great.

Zhang: Have you booked the air ticket?

Cooper: Not yet.

Zhang: Let us know your flight number and arrival time after you have booked it.

Cooper: OK. So see you then.

Zhang: We are looking forward to seeing you again.



Words & Expressions

surname ['sə:neim] *n.* 姓

import [im'pɔ:t] *v.* 引入; 进口

approach [ə'prəʊtʃ] *v.* 来临; 靠近; 探讨、处理

demand [di'mɑ:nd] *n.* 需求

establish [is'tæblɪʃ] *v.* 建立

relation [ri'leiʃən] *n.* 关系



Notes

1. When do you expect him? 他什么时候回来?
2. Otherwise, I'll get back to him tomorrow. 否则,我明天再打电话给他。
3. I'll be sure to give him the message. 我会转告他。
4. And as summer is approaching, the demand is getting greater. 由于夏天将至,需求量更大。
demand 需求
steady demand 稳定的需求
strong demand 强劲的需求
5. I'd like to discuss the possibility of establishing business relations with your company. 我想探讨和贵公司建立业务关系的可能性。
business relations 业务关系
establish / enter into business relations 建立业务关系



Functional Dialogues

Dialogue One

A: Good morning, ABC Computers, Sally speaking. Can I help you?

B: My name is Lance Stevens. May I speak to your Customer Service manager?

A: I'm sorry. He's in a meeting. May I take a message?

B: When will he be available?

A: I don't know, sir. Would you like to leave a message?

B: No, that's OK. I'll call back.

Dialogue Two

A: Hello. Is John in?

B: No. Can I take a message?

A: No. I really need to talk to him personally.

B: Would you like to leave a message on his voice mail, then?

A: Yes. Thank you.

B: Hold on and I'll transfer you.

C: Hi, this is John. I'm not available to take your call, but please leave your name, number and a brief message. I'll get back to you as soon as possible.

A: Hi, John. It's Mary and I really need to talk to you. I won't be able to go to the party with you. Please call me at 556 - 3243 when you get back.

Dialogue Three

A: Hello, is Simon in?

B: There is no Simon here. You must have dialed the wrong number.

A: Is your number 66128793?

B: No, my number is 66217893.

A: I've got the wrong number. Sorry to have troubled you!

B: Not at all.



Conversation Tools

Asking to speak with someone

1. Could I speak to Mr. Huang of the export department, please?
2. I'd like to speak to Mr. Parley.
3. Have I the pleasure of speaking to Mr. Chris?
4. Hello. This is Tom here. May I have a word with Grace?

Connecting someone

1. I'm sorry, but he's on another line now.
2. Would you care to hold?
3. I'm afraid she'll be fully engaged then, but how about tomorrow afternoon? Does that suit you?

Leaving a message

1. Are there any messages I can give him?
2. Do you want to leave a message?
3. Can I take a message?
4. Any message for him?