

"十二五"应用型国际商务类专业规划教材

# 商务英语口语

Spoken English for **Business Communication** 

凌双英 主编



## 商务英语口语

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## 总序

高等职业教育是我国高等教育体系的重要组成部分,是我国高等教育发展中的一个类型,也是我国职业教育体系的重要组成部分。改革开放以来,特别是 20 世纪 90 年代后期至今,我国的高等职业教育在党和国家的大力倡导与支持下得到了迅猛发展。高等职业教育中的国际商务类专业在经济全球化和我国对外开放不断深入的大背景下得到了更快的发展,满足了我国作为对外贸易大国对国际商务人才的多样化需求。

教育部《关于全面提高高等职业教育教学质量的若干意见》提出:高等职业教育要全面贯彻党的教育方针,以服务为宗旨,以就业为导向,走产学结合发展道路,为社会主义现代化建设培养千百万高素质技能型专门人才。为此,我们要不断完善高等职业教育的专业人才培养方案和课程体系,改革课程教学内容和教学方法,加强教材建设。

作为国际商务类专业建设的成果之一,安徽国际商务职业学院联合了全国部分院校 教师和企业专家,在对外经济贸易大学出版社的支持下,编著并出版了"'十二五'应用 型国际商务类专业规划教材"。

本系列教材计划包括: 国际贸易实务、进出口贸易综合实训教程、外贸单证实务、 商务英语函电、国际商务谈判、国际汇兑实务、报关实务、国际贸易理论与实务、国际 贸易地理、国际贸易、国际商法、商务英语口语、外贸跟单实务。

本套教材以教育部关于加强高等职业教育的有关文件为指导,以国际商务类专业高等应用型人才的培养目标和规格为依据,以适应我国从贸易大国向贸易强国转变时期对国际商务人才的需求为目标,以培养国际商务类专业人才的应用能力为主线,以实现学生的知识、素质和能力结构优化和协调发展为宗旨,吸取了以往高等职业教育教材建设方面的成功经验,反映了该专业最新教研、教改成果,并在突出高等职业教育教材特色方面进行了有益探索。本套教材具有以下特点:

- (1) 理论知识和应用知识有机结合。本套教材以应用知识为主线,理论知识以"必需、够用"为原则。
- (2) 教材内容贯彻"工学结合、项目导向"。本套教材中的实务类教材按照具体工作过程和流程组织具体内容,同时配以技能实训模块。
- (3)本套教材吸纳了最新行业变化和业务做法。在教材的编写过程中,吸纳了企业 专家和相关行业专家担任主编或主审,保证了教材内容的新颖性和实践性。
- (4) 本套教材兼顾了学生参加相关职业资格证书(如外销员、外贸业务员、外贸单证员、外贸跟单员等)考试和学历提升的需要。
  - (5) 本套教材在编写体系和结构上改变了传统的章节模式,采用项目、模块、流程



#### 等结构体系。

本套教材的主编均是从事多年国际商务专业课程教学的教师或行业资深专家。编委会在教材编写过程中召开了数次研讨会,以保证系列教材的编写质量。在本套教材编写过程中,得到了行业内很多企事业单位和兄弟院校的大力支持与帮助,他们是:合肥海关、铜陵学院、安徽经济管理学院、安徽职业技术学院、安徽水利水电职业技术学院、芜湖职业技术学院、安徽工商职业学院、安徽财贸职业学院、滁州职业技术学院、安徽国防科技职业学院、安徽工业职业技术学院、安徽涉外经济职业学院、安徽中澳科技职业学院、安徽安粮实业发展有限公司、安徽省华安进出口有限公司、安徽珏盛进出口有限公司等。对此,编委会表示真挚的感谢。

"十二五"应用型国际商务类专业 规划教材编委会 2012年1月

# 前言

随着我国对外贸易的快速发展,社会对既熟悉国际商务业务流程又能熟练进行商务 英语交际的国际商务人才的需求越来越大。为满足社会需要,为外贸企业培养更多更实 用的高端技能型人才,编者在校企合作的基础上组织编写了《商务英语口语》。

本教材以安徽省勇锋化工有限责任公司(Anhui YongFeng Chemicals Co., Ltd.)的进出口业务为主线,以其近亿元年销售收入所涉及的国际商务活动为背景,真实地再现了公司在处理进出口业务过程中的商务英语交际情境。该书分为五大模块(Module),即建立业务关系(Establishment of Business Relations)、商务接待(Business Reception)、国外商务拜访(Overseas Business Visit)、商务谈判(Business Negotiation)和后续服务(Follow-up Service)。每个模块又由不同的单元(Unit)组成,五大模块共有20个单元,内容涉及推介、咨询、闲聊、议程安排、商务会议、客户招待、外商来访、送别客商、出国准备、出访旅程、身在国外、国外拜访、产品介绍、价格与支付、产品包装、交货验收、检验检疫、通关办理、市场反馈、投诉与理赔。每个单元的内容构成如下:

Warm-up Questions: 2~3 个与单元主题有关的热身问题,供个人口头回答或小组讨论,导入单元内容。

Situational Dialogues: 3个商务英语情景对话,全部来源于合作公司的真实国际商务活动,还原进出口业务过程中的商务英语交际情境,供学生学习、模仿与拓展。

Notes: 为情景对话提供注释,帮助理解对话内容。

Useful Expressions: 为情景对话中实用性表达提供翻译和延伸训练。

Speaking Practice: 提供商务英语口语实训习题,含单句口译、角色扮演、自由谈话、读后问答。

Tips: 商务英语小贴士,补充商务英语知识。

本教材的主编为凌双英、黄莹、副主编为李宗文、石鸿飞,其他参与编写的有郑敏、马娟娟、张晓蕾、夏乐、龚莉、高云,全书由凌双英负责总纂,并完成最后的修改与审定。本书主审为安娜、周锋锐,其中周锋锐先生为安徽省勇锋化工有限责任公司总经理,他长期从事进出口业务的操作与管理工作,对本教材的编写思路与具体内容提出了很多有益的建议,黄莹为该公司副总经理,副主编石鸿飞为该公司总经理秘书,他们系统整理了公司业务过程中所涉及的商务英语对话,增强了书中情景对话的原创性、真实性与实用性。教材编写过程中还得到张卿、孟祥年、李二敏、陈桐以及安徽省勇锋化工有限责任公司业务员的指点和帮助,在此一并表示

衷心的感谢。

由于编写时间仓促,编者水平有限,书中错误或不当之处在所难免,敬请广大读者 批评指正。

> 编 者 2012年1月



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**Unit 2** Consultation

Unit 3 Chatting

#### Module Two Business Reception

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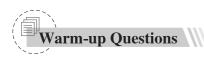
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# Module One

# **Establishment of Business Relations**



#### Introduction



- 1. In what ways can we get new customers?
- 2. How do you introduce yourself to your customers?
- 3. What information should be included when you introduce your products?



#### Dialogue 1

#### Self-introduction and introduction to the company

- A: Hello.
- B: Hi, I am Chris from YongFeng Chemicals. *Here is my card*. Nice to meet you.
- A: Nice to meet you, too. This is my card. May I know your position in YongFeng?
- B: OK. *I am in charge of marketing* in Asia-Pacific area for over three years. I'm prepared to provide you best product and service.
- A: Thanks a lot. I am very interested in your products now. Hopefully we could get good cooperation in the near future.
- B: Exactly. Thank you very much.
- A: Could you briefly introduce your company?
- B: Sure, YongFeng started in 1999. We are one of the leading manufacturers of pigment carbon black in China *with a very good reputation* in both domestic and overseas markets.
- A: How about the organizational structure of your company?
- B: We have 9 departments *for three main obligations*, which are marketing, function, production, with over 100 employees.
- A: Wow, you've grown up quickly. Then, what's your vision?
- B: We *are dedicated to* being a well-known company with professional management, well-done team work, safe production to fit ISO9001: 2000, UKAS etc. qualification and



certification.

A: Great!

#### Dialogue 2

#### Introduction to the products

- A: May I know some conceptions about your products?
- B: *Our products cover a wide range* including high, medium and low level grades that can meet different demands of different customers.
- A: How about your sales condition?
- B: Our products have been well exported to over 50 countries in the world and gradually *earned the market share* with very good balance of cost and quality (cost performance).
- A: Have your products been sold to our country already?
- B: Surely yes. We have full experience in how to meet the demands of end users from your area, for we started promotion there as early as three years ago.
  - Or: Not yet. Our products enjoy good sales in the area around your country and have received excellent feedback. But we're still searching for suitable partners in your market.

#### Dialogue 3

#### **Introduction to present customers**

- A: Hi, Chris, how is business recently?
- B: Quite good, Dave. Then, you?
- A: Everything goes better than I hope. Chris, I've a good friend willing to find qualified carbon black in China. *Could you please do me a favor to introduce your products to him?*
- B: Sure, it is my pleasure.
- A: Great. This is Mike Dawson, purchasing manager of D&S Ink Company in the U.S. *They previously took resource from LG*.
- B: Hello, nice to meet you, Mr. Dawson. I'm Chris Zhou from YongFeng Chemicals.
- C: Nice to meet you, Mr. Zhou. Mike is OK for me and may I call you Chris?
- B: That's good.
- C: I've heard a lot about you from Dave. And I'd like to know more about your products.
- A: It's true. YongFeng provides excellent products and service, thus we've cooperated very well for more than two years.
- B: Thanks Dave. It's our responsibility and it's really a good chance to introduce YongFeng to a new partner.
- C: Shall we have a seat for a discussion about further cooperation?
- B: OK, please.



## Notes

1. YongFeng Chemicals: 勇锋化工有限责任公司(YongFeng Chemicals Co., Ltd.)的简称

2. server: 服务者, 服务

3. manufacturer: 制造商, 厂商

4. pigment carbon black: 色素炭黑 (用于着色颜料的化学物品)

5. ISO: 国际标准组织(International Standardization Organization)

6. UKAS: 英国认证委员会(United Kingdom Accreditation Service)

7. conception: 概念, 理念

8. application: 用途,应用

9. previously: 以前,先前

10. responsibility: 责任, 职责

## Useful Expressions

**1.** Here is my card. 这是我的名片。

This is my card. 这是我的名片。

Here is my business card. 这是我的商务名片。

2. I am in charge of marketing. 我负责营销。

I am responsible for marketing. 我负责营销。

I am in charge of the International Marketing Department. 我是国际市场部主管。

- **3.** Could you briefly introduce your company? 请简单地介绍一下你的公司好吗? Could you make a brief introduction to your company? 请简单地介绍一下你的公司好吗? Briefly introduce your company, please. 请简单地介绍一下你的公司。
- **4.** with a very good reputation 有着很好的声誉 well-known 声名良好的 famous 有名气的
- **5.** for three main obligations 承担三大主要职责 for three main responsibilities 履行三大主要职责 to complete three main obligations 完成三大主要职责
- **6.** be dedicated to 从事于,致力于 work at 从事于,致力于 devote oneself to 致力于,献身于 commit oneself to 从事于,致力于
- 7. Our products cover a wide range. 我们的产品范围广。

We provide a wide range of products. 我们提供的产品范围广。 We produce a wide range of products. 我们生产的产品范围广。



The range of our products is wide. 我们的产品范围广。

**8.** earn the market share 获得市场份额 gain/obtain/grab the market share 获得市场份额 win the share of the market 获得市场份额

9. Surely yes. 当然

Sure./Of course./Certainly./Absolutely. 当然。

10. We started promotion work there as early as three years ago.

早在三年前我们就在那里开始了推广工作。

We started to promote our products there three years ago.

我们三年前开始在那里推广我们的产品。

We began to expand our market to your country as early as three years ago.

我们早在三年前把我们的市场延伸到了贵国。

**11.** How is business recently? 近来生意如何?

What about your recent business? 最近生意如何?

How's business been recently? 最近生意如何?

12. Could you please do me a favor to introduce your products to him?

能帮我一个忙,把你们的产品介绍给他吗?

Would you please introduce your products to him? 请把你们的产品介绍给他好吗? He wants to know details about your products. 他想具体了解一下你们的产品细节。

**13.** They previously took resource from LG 他们以前的货源来自 LG 公司。

Previously they bought products from LG. 他们以前从LG公司购买产品。

They used to buy products from LG. 他们以前从LG公司购买产品。

**14.** *I've heard a great deal of you from Dave.* 我从戴夫那里听到了许多有关你们的情况。 *I've known much about you from Dave.* 我从戴夫那里了解到了许多关于你们的信息。 *Dave has told me a lot about you.* 戴夫告诉了我很多关于你们的事情。



#### Task 1: Interpretation

- 1. Welcome to our booth. Here's my business card.
- 2. May I know what products you are interested in?
- 3. I'm from a company with professional management.
- 4. We're still searching for suitable customers in your market.
- 5. It's really a good chance to introduce you to a new partner.
- 6. 我是国际销售部负责南欧地区的业务员。
- 7. 本公司在国内外市场上享有良好的声誉。
- 8. 我们在如何满足你方终端用户的需求方面很有经验。
- 9. 勇锋公司提供优良的产品、合理的价格和周到的服务。



10. 我们送您一份最新系列产品的小册子,以供参考。

#### Task 2: Role-play

A is a businessman from Changxing International Trading Co., Ltd., a company which deals in toy exports. He is now in China Import and Export Fair. B is a buyer from the United States. He is now coming to A's exhibition counter. A introduces himself and his products to B with an intention of establishing business relations with B.

#### Task 3: Free Talk

- 1. How does a businessman get familiar with the products to be exported?
- 2. What good qualifications should a businessman have?

#### Task 4: Reading and Speaking

#### Trade in the 21st Century

In the 21st century, the exchange of goods is greater than ever before in the history of the world. Every country has foreign trade. Certain countries, such as the United States, have many resources and, therefore, are able to produce most but not all of what they need. Others, such as Japan, have to depend on imports for their daily needs.

About 150 million persons are employed today in foreign and domestic commerce. This is about 10% of the world labor force. Trade is very important today. World exports in the 1990's exceeded \$1 trillion. Among this, almost 2/3 are made by 10 leading industrialized countries. They have large industries and produce such as steel, chemicals, petroleum or machinery.

The principal commodities now traded in the world are of several types. Wheat, fruit and vegetables, rubber, meat, cotton and wool are among the major agricultural products. Some 11% of all exports are the products of agriculture. Coal, crude petroleum and petroleum products are the major fuel exports. Trade in manufactured goods is made up of many thousands of items. The largest in value are machinery, iron and steel, mill products, cotton fabrics and motor vehicles.

The exports by nations in Asia, Africa and Latin America are largely food, raw materials and fuels. Many of them depend almost completely on one or two export products to earn foreign money. If the world buys less of that product or if the price for that product falls, then the country has to cut its imports, unless aid or investment is provided by another country. These countries import mostly manufactured goods from Europe, North America and Japan.

#### **Questions:**

- 1. Can you list four great powers of natural resources? What are they?
- 2. How many persons are now involved in foreign and domestic commerce?



- 3. What types of commodities now traded in the world are mentioned?
- 4. What are the main exports in nations in Asia, Africa, and Latin America?
- 5. In what ways is international trade important?



#### Departments in a Company

Head Office 总公司 Branch Office 分公司

General Manager's Office 总经理办公室 Human Resources Department 人力资源部

Personnel Department 人事部 Administration Department 行政部

Secretary Office 秘书室 Import Department 进口部

Export Department 出口部 Production Department 生产部

Purchase Department 采购部 Logistic Department 物流部

Advertising Department 广告部 Public Relations Department 公共关系部

Planning Department 企划部 Sales Promotion Department 促销部

General Accounting Department 财务部 General Affairs Department 总务部

International Sales Department 国际销售部

Research and Development Department (R&D) 研发部