

商务英语口语实训教材

第 3 册

市场营销、公司管理与 投资融资会话

主 编 冉隆德 周 茜 初兴春 胡菊花
顾 问 梁瑞雄 徐恩宏
主 审 汤义贤 李弼苍



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主 编	冉隆德	周 茜	初兴春	胡菊花
副主编	罗玲华	卢兆强	徐更生	王德易
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顾 问	梁瑞雄	徐恩宏		
主 审	汤义贤	李弼苍		



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Preface

序 言

21 世纪是科技与经济的世纪。科技的不断创新与经济的全球化是推动当今社会发展的两大动力。经济全球化和我国加入 WTO, 科学技术的接力性和拓展性, 新经济理论、制度、模式的创建, 国际交往与合作在更多的国家之间、在更广泛的领域迅速发展和深入, 都赋予了外语教学和外语人才新的内涵, 同时也提出了更高的要求。

学生坚实外语基础知识的形成有赖于学生本人的勤奋和智慧, 除此之外, 我国外语教育的指导思想和实践以及广大外语教师的思想观念对学生知识的学习与获得及其是否适应时代的要求, 起着极大的导向作用。我们认为, 外语教学的根本任务和永恒的主题是主动适应和促进国家的经济、科技、社会发展, 提高国民的素质; 加强国际交往与合作, 吸收、消化、升华和创新人类一切智慧结晶和优秀成果等。外语教学和研究如果偏离了这一主题, 就会走弯路, 甚至会误入歧途。

综合性大学, 理、工、农、医、财经、师范类院系和各类职业技术学院, 是我国科学家、工程技术专家、高级技师、各类大师、建设者和领导人的摇篮。这些高校的学生将是经济全球化, 我国加入 WTO, 促进国际交往、合作、和谐的参与者、实践者和创新者; 是我国尽快走向世界、融入世界, 加快自主创新、知识创新, 提高自主研发能力的中坚力量。他们的外语素质和自主交流能力将在很大程度上决定着这些方面的进程和结果。

新中国成立以来, 特别是改革开放以来, 国家和各类高校十分重视外语教学, 每年都投入大量人力、物力和财力, 学生也投入大量时间和精力学外语, 但效果一直不尽如人意。一些专家学者惊呼: “我国高等教育中最失败的是外语和体育!” 有的领导指出, 经过“20 多年的大学英语教学, 学生学成了‘哑巴英语’”; “我国外语教学费时较多, 收效较低, 学生不满意, 用人单位不满意, 家长也不满意”。对这些评价和批评, 外语界有些专家和学者可能持有异议, 但我国高校学生外语口语表达不佳却是一个不争的事实。

就“哑巴英语”而言, 其主要指的是外语院系的学生能用英语进行日常会话、礼仪接待, 而听不(大)懂、不(大)会说经贸、科技、国际交往与合作、金融、管理等方面的专业英语; 理、工、农、医和财经等院系的学生, 除了备考大学英语四级、六级考试外, 既不(大)会说生活英语、礼仪接待英语, 也不(大)会用英语与同行交流科技、经贸、管理等方面的知识。究其原因, 大致有以下几个方面: ①长期以来, 各类高校不够重视学生的口语训练。②某些外语类院系把英语口语的学习内容主要局限在生活用语、礼仪接待方面。③外语口语教材和教学有两大弱点, 一是没有突破日常会话、礼仪接待内容; 二是试图突破日常会话、礼仪接待的内容, 但其中的商务、经贸、科技、管理等知识如蜻蜓点水, 显得零散, 学生无法学到较系统、知识面较广的专业口语知识。④一些学者把学生的外语基础知识局限在外语语言体系本身及人文外语基础知识方面, 长期忽视用外语表述的经贸、科技、管理、国际交往与合作、跨文化交流等方方面面的外语基础知识。

⑤某些外语教材，一本书有十多个单元，每个单元含有多达十七八个练习，却很少有口语练习，口语篇章严重偏少，影响了学生学习更高层次、更广博的外语及口语知识，导致学生知识面窄，适应能力差。⑥邓小平同志指出，高等教育的关键，一是教师，一是教材。他精辟地阐释了学生学什么比如何学更重要的教学原则，并画龙点睛地说明了教师的关键作用。目前，我国外语教学在把握和执行这一原则中偏差颇大。

有鉴于此，我们在平时积累的基础之上，花了一年半左右的时间，组织编著了一套“商务英语口语实训教材”，共五册：①《商务礼仪接待与外贸基础会话》，主要内容：建立商务关系；在广州国际会展中心的广交会；公司招待；商务宴请；理查到达伦敦；亨利在美国。②《商务谈判与国际贸易会话》，主要内容：商务谈判；洽谈电风扇的价格；艰难的谈判；我们应该努力消除分歧；国际贸易；进出口商务谈判；国际商务；补偿贸易；服务贸易。③《市场营销、公司管理与投资融资会话》，主要内容：公司在海外如何获利；工商企业的市场营销；在汽车展会；跨国公司；公司的国际竞争力；合资企业；品牌与诚信；投资：发展经济的发动机；在国外投资；项目融资。④《高新技术、技术转让与国际工程合作》，主要内容：电子化生活；数字技术；计算机模拟；智能机器；世界转基因农作物的发展和前景；高新技术展览；柔性制造；技术转让；国际工程项目。⑤《商务合同、国际商法与世贸组织》，主要内容：商务合同；国际商务的法律方面；公司法；美国的税务会计；WTO 协议；WTO 反倾销协议。

我们编著此教材的理念：高校学生只有通过学习较系统、知识面涵盖较广的英语口语知识，结合工作单位具体业务英语知识，不断丰富、更新，才能适应经济全球化条件下的国际贸易、国际交往与合作等工作和活动；突出篇章，未设练习，重在实训；商务英语、经贸、管理类专业以及外语类院系的学生应把重点放在商务英语口语的学习和训练上，这是因为各类商务谈判，商务活动，国际工程合作，合同的签署与实施过程，国际贸易，国际交往，各国高层互访，中欧、中非、亚太经合组织、上海合作组织、东盟经济圈一系列高峰论坛，从语言的角度来讲，主要是通过口语、口译来实现的；英语口语教材内容的重点应放在经贸、科技、金融、管理、国际交往与合作、跨文化交流等方面；英语口语学习要突破专业界限，各个专业的学生都应学习口语，因为在经济全球化环境下，他们将有可能成为国际型人才或创新型人才、科学家、工程技术人员、文化使者等。他们有大量机会与外国友人、同行、外商交往，个人英语口语自主交流能力十分重要。

本套书的特点：商务英语口语知识系统，由浅入深、涵盖面广、语言地道、知识丰富、内容新颖、实用性强。每册书后还附有词汇拓展、句式展示、商务单证、对话光盘。本书以模块化方式编著，不同类型商务英语内容相对集中，学生（员）可根据学习和工作实际需要，五册书全学，或选其中之2~3册学习，或在每册书中选数篇会话重点学、突击学。

本套书可用作大学经贸类、管理类、外语类、理工类专业本科生、研究生的口语、口译课教材，也可作为各类本专科职业技术学院、民办高校、成人教育学院、社会外语培训机构的口语实训教材，适合英语翻译工作者、经贸人士、涉外企业营销人员、三资企业和涉外机构从业人员、相关公务员、金融机构职员、涉外律师、高级技师等使用，同时也是自学英语口语人士的良师益友。

编写组成员在承担繁重教学任务的同时，挤出宝贵的时间，全身心投入，充分利用寒

暑假、双休日、节假日，克服重重困难，认真查阅、收集资料，一丝不苟地进行编著，反复校对，成功编著出了这套知识较系统、内容较丰富、注释较翔实、话题较集中、形式较实用的“商务英语口语实训教材”。本套书凝聚了编著者的辛勤劳动和智慧。其中冉隆德教授〔1967年毕业于四川大学外语系英语专业，在中国科学院盐湖所工作21年，翻译了100余万字的科技文献资料；在国内外中英版杂志上发表译文、论文70余篇；接待过来自美国、英国、澳大利亚、新西兰、加拿大、德国、日本、瑞士等国家以及联合国等国际组织的50多位科学家和学者，为其中30多人次的学术报告及两次国际学术会议担任口译；1985年作为中国科学院硫酸钾考察团成员兼翻译访澳；1981—1987年曾在2003年国家最高科学奖获得者刘东生院士领导的中科院与澳大利亚国立大学第四纪合作项目中任翻译，受到刘院士的书面好评；还参加过3个中美合作科研项目（任翻译）；1989年获中科院自然科学三等奖，1991年获青海省科技进步二等奖；1981年担任美澳阿尼玛卿山登山旅游队翻译；1987—2008年在重庆工商大学从事中层管理、教学、科研工作，共出版编著8本，其中5本为教材，教学经验丰富，科技、经贸知识比较全面〕担任本套书的总策划，负责全部资料的收集、查阅，组织编写，参加具体编写工作，精心指导编写组每个成员注释会话，并进行认真仔细的校对。参加编著工作的还有重庆文理学院外国语学院院长刘安洪（副教授）以及陈勇、王德易；广东科技学院卢兆强（副教授）、徐更生（副教授）、初兴春（讲师、教务处副处长）、陈严春（讲师、教学科长）、罗玲华（暨南大学硕士）、董礼（上海海事大学硕士）、胡菊花（上海外国语大学硕士）、丛蕊（东北财经大学硕士）、禹婷婷（中南大学硕士）、刘东辉（长沙理工大学硕士）、王晓艳（华中师范大学硕士）、欧肖萍、徐泉（广东外语外贸大学硕士）等。

本教材还是校企、校校结合的产物。参加本书编著工作的还有重庆市外贸局国际商务师余世民先生（1967年毕业于四川大学外语系英语专业，从事进出口贸易达30余年），他对教材的编写提出了宝贵的建议；重庆工商大学外语学院院长李文英教授、副院长王恩科博士、外事处副处长周茜副教授等。

本书由汤义贤教授（1968年毕业于武汉大学英语系，长期从事高等教育工作，分别担任长江大学、广东科技学院外语系主任、专业带头人，教学经验丰富、科研成果丰硕）、李弼苍先生（美籍，在美国从事商贸工作近30年，长期奔忙于美国和中国香港、台湾、大陆，商务实践经验丰富，精通商务英语）担任主审。

本书由广东科技学院党委书记兼常务副院长梁瑞雄及徐恩宏教授担任顾问。

在本书编写过程中，我们得到了广东科技学院领导、教务处、科研处的关心和支持。

任何一种在一定时期起过积极作用的教材，随着历史的发展和社会需要的更新，会逐渐暴露其缺点，乃至被淘汰。它们的使命不可能是持久的，而只能适应一定环境，迎合一定社会的需要。它们的质量也只有以其教学和社会效果来检验，不断改进、创新才是教材发展的成功之路。

由于工作条件及编著者的水平、知识和经验有限，编著中的错误在所难免，热忱欢迎专家、学者、同行及广大读者赐教。我们表示衷心感谢！

“商务英语口语实训教材”编写组
2011年5月18日于广东

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Part One

1

International Marketing

国际市场营销

1. What Is Marketing All about?

市场营销究竟是什么？

A: Mr B, look at these figures! The cost of sugar is going up 15% during the next year.

B: Oh, oh. That means trouble for our syrup line.

A: That's what I'm thinking about. Sugar is the main ingredient. What do you think?

B: Well, you know we're not the price leader in the field, and syrup is a very price-sensitive item.

A: Yes, that's right.

B: According to our marketing research information, customers aren't particularly brand-loyal about syrup, either.

A: Another fact. Say, you know, this could be a great marketing opportunity for us.

B: What do you mean?

A: Well, with the price rise in sugar, we know that the price of syrup will have to go up because the increase is usually passed on to the consumers, right?

B: Right.

A: Well, suppose, this time, we explore the possibility of changing the ingredients in the syrup so that we wouldn't have to raise the price.

B: Why, then we would be prepared for the price rise by being able to market the syrup at the same price. In fact, we could be marketing the less expensive syrup! What a promotional campaign we could have!

A: Exactly. If we promote this right, we'll get a lot more sales and become the leader in the market.

B: Let's get going on this idea. Let's talk to Research and Development.

A: Good. We'll find out how soon they can have some samples of new formulas ready.

B: How about marketing research? Should we schedule some tests for responses to the R & D samples?

A: Yes, it's not too soon. There's lots to do. And let's get some estimates on packaging changes as well. Wow, Mr B, this could be great!

B: Oh, I hope we can work it out. If we're lucky, the competitors' products will stay on the supermarket shelves.

A: Mr B, I'm taking you to lunch today.

B: Of course. We have to talk about business—distribution, advertising. . .

Notes

- (1) syrup line 糖浆系列产品
- (2) ingredient 配料
- (3) the price leader 价格主导者
- (4) price-sensitive item 价格敏感产品
- (5) brand-loyal 崇尚品牌, 信奉品牌
- (6) the increase is usually passed on to the consumers 价格上的上涨通常会转嫁给消费者
- (7) explore 探索
- (8) market 销售
- (9) Research and Development 研究和开发部
- (10) samples of new formulas 按新配方配制的样品
- (11) schedule 计划, 安排
- (12) response 反应
- (13) distribution 销售, 经销

2. Problems about Markets

市场难题

- A: Now tell me about those three accounts that were worrying us. You went to see them all, I believe?
- B: Yes, well, the first one I went to see—last Friday that was—was the Central London Hospital Purchasing Officer. He just started straight off by saying that their budget had been cut by 20% this year, and obviously this was a very real constraint.
- A: Yes, although their budget's been cut, they still have to purchase essential equipment from somewhere, I suppose.
- B: Quite, so I asked him if any other factors had contributed to the fall in their order from us and he mumbled something about our delivery dates being somewhat unreliable—apparently they had to wait six weeks for delivery of two F12 microscopes, and just toward the end of our talk, he mentioned, almost as an afterthought, the fact that our list prices had risen by 12% over the last year.
- A: And you got the impression that this was really the critical factor?
- B: Yes, I'm sure it's a question of pricing rather than anything else.
- A: Right, now the British Doctors' Council, what did you find out there?
- B: Well, I spoke to a member of their advisory committee. Now he also started off by mentioning prices—all their members have apparently had strict instructions from the Ministry to prescribe

the cheapest available drugs—but I didn't feel that this was really the main issue, because he immediately went on, and in fact, talked at some length, about certain unpleasant side-effects caused by Vinacyn. As you know, this has always been our best-selling antibiotic and I think it's the drop in sales of Vinacyn that is the principal reason for the downturn in pharmaceutical sales.

A: I see, mmm, that would be very important. Did he mention anything else?

B: Well, he mentioned the new analgesic Medax has just been brought out, which has certainly been selling well, and might have had some influence on the fall in our market share. But I'm convinced the side-effects of Vinacyn are the main problem.

A: Mmm, that could be a really sticky one.

B: Anyway, my last appointment this week was with Mr Ngoma of Ministry of Health.

A: Yes. How is it that sales to his country have dropped so sharply? Was he able to throw any light on the matter?

B: Yes, well, actually he was most informative. He started by giving me a brief outline of their economic problems. One possible cause of the decline seems to be their large and increasing trade deficit, which means that all foreign imports have been reduced, and drugs are no exception. Another factor is the recent expansion of their own national pharmaceutical company, Napharco, it's called. It's now able to meet a growing proportion of their needs. But what really seems to be their main worry, and I'm sure the real reason behind the drop in orders is their great anxiety about the sales by European and American companies, of drugs which may be dangerous. You know all the publicity there about drugs has been recently banned in America or Europe, being sold under other brand names, in Asia and Africa.

A: So they are simply reducing to the minimum all imports from foreign pharmaceutical companies.

B: That's certainly the impression I got. So you can see all three have very real problems and as a result we've lost orders, and, I'm afraid, other suppliers have benefited. For example, I hear the BDC are advising doctors to prescribe Tanacyn, a Medax antibiotic, instead of our Vinacyn, although their purchasing manager did say that in 99% of cases Vinacyn was more effective. He also complimented Fittenwell (name of a company) on our information service to doctors, but they are just so worried about these side-effects.

A: Yes, I can understand that.

B: And, of course, Mr Ngoma's Ministry are using their locally produced drugs as far as possible. However, he did emphasize that Fittenwell has an excellent reputation in his country and that compared with our main competitors, our prices are reasonable.

A: Do you have any idea about how we could improve our position there?

B: Well, I'm convinced that what's needed is really thorough information service to counteract the adverse publicity Western countries have had. Invite a group of their health officials to visit our laboratories, send the fullest reports on all our research—that kind of thing.

A: Yes, that seems sensible. What about the BDC?

B: Well, there I think we should do more research on the side-effects of Vinacyn. It may be that quite a minor change would eliminate them.

A: It's not as simple as you seem to think, but we'll have to give it some more thoughts.

B: Yes, well, that's up to the medical department, isn't it? As far as our laboratory equipment is concerned, the Hospital's Purchasing Officer admitted that they were now buying more from Sunlab than from us, in spite of what he called the "technical superiority" of our equipment and our excellent after-sale service. I don't think it should be too difficult to regain our position there, just a question of cutting our profit margin slightly.

A: Just a question of cutting our profit margin! Do you realize how much time and effort has been spent already...

Notes

(1) started straight off by saying 开始清楚地说, 开始直截了当地说

(2) a very real constraint 一个非常实际的限制

(3) contribute to 促成, 导致

(4) mumble 咕哝, 抱怨, 含糊不清地说

(5) afterthought 事后的想法

(6) list price 目录价格, 价目单定价

(7) pricing 定价

(8) prescribe 开处方, 开药

(9) at some length 较详尽地, 较长地

(10) side-effect 副作用

(11) antibiotic 抗生素

(12) downturn 开始下降

(13) analgesic 止痛的, 止痛药

(14) market share 市场占有率, 市场份额

(15) sticky 棘手的, 难对付的

(16) throw any light on 说明

(17) trade deficit 贸易赤字

(18) banned 被禁止

(19) compliment 赞美, 赞赏

(20) counteract the adverse publicity 对付(抵消)不利的宣传

(21) that's up to the medical department 那要取决于医务部门

(22) As far as our laboratory equipment is concerned... 就我们的实验室设备而言……

(23) technical superiority 技术优势

(24) after-sale service 售后服务

(25) profit margin 利润幅度, 边际利润

3. An Interview with a Marketing Consultant

采访市场营销顾问

- A: Can I ask you—er—what do you see as being the main functions of a market consultant in Britain?
- B: I see it as being similar to any other consultant in that he supplies short bursts of specialist expertise when needed by a company. This frees the company from employing such skills throughout the year.
- A: What exactly do you mean by short bursts of expertise—er—what kind of expertise would that be?
- B: Well, when a new product is being launched, or an old product is being redeveloped or changed in some way to make it more attractive for the market, there is a great deal of work in the field of research and setting up of a plan for selling the article. And it is unlikely that the company itself has sufficient staff which will of course be still working on their old products and keeping the company going.
- A: So a company is likely to call in a market consultant when it is stepping outside its established field of activity and wishes for specialist advice.
- B: That is true, yes, yes. During—when it is only dealing with its old products it probably has sufficient information and expertise within the company, and it has probably set up a nice smooth routine for handling this.
- A: And when it does call in a market consultant what concrete help are you able to offer, or is there already an established brief handed to you by the company concerned?
- B: Well in theory we ought to get an established brief, in practice this is rarely the case. In practice when you arrive at the company they will say they have this idea, or they have this product which someone has offered to them cheap or their research department has developed this product, and they would like to market it, what should they do about it? When we enter this very cold, we may in fact find that it is necessary to decide where the company is going and how it wishes to develop before we can even start considering the product itself.
- A: How do you set about defining objectives for a company? What procedures, what criteria do you use?
- B: To set the objective of a company, it is necessary to understand what the owners and the managers of the company would like out of it. These can be in terms of profit or growth. They can also on occasion be other things. Once you have established these, it pays to examine the style upon which the company operates, its management, its style of management, because

this can have a bearing upon how the objectives of the company ought to be developed. It's then necessary to look at the resources of the company, what it has, what it can offer. It is essential to get, to discover what these are, these resources of the company, and it always pays to write them down. Having done this, you then develop marketing objectives; making marketing objectives will include such things as the type of market which is to be attacked, stratified, so that it fits the product that you're thinking of selling.

A: In deciding which market to attack do you carry out a market survey?

B: This would depend largely upon the product and the company. If you are selling large turbo-generators to the electricity industry, you have one customer. A questionnaire is hardly relevant. It's more important to go and meet him and talk. If you're supplying consumers goods, then a questionnaire may be a good way of doing it. The problems with questionnaire are, firstly you have to get a balanced sample, and you have to ensure that you get the replies from a balanced sample. The natural case is, for people who have an opinion only to reply, they are usually only something like 10% of the people who will not under any circumstances buy your product, and 10% who under any circumstances will buy it. The main thing is to get the other 80%. This is where the problem lies. There are numerous ways of doing this. One can do this by sampling at random from some index of people who fall within the category which you have defined as being a suitable market and then having someone visit them to fill in the questionnaires. This is unfortunately expensive. It costs money to have people visiting and checking. And you need reasonably large sized sample in order to decide whether your product will go.

A: So a questionnaire is not always the most reliable or efficient technique used during the process of carrying out a market survey?

B: That's true.

Notes

(1) marketing consultant 市场营销顾问

(2) ... he supplies short bursts of specialist expertise when needed by a company.他不时地提供公司所需要的专家的专门知识

(3) call in 短时间拜访 (某人), 定期到来

(4) cold 距离目标还远, 毫无准备, 贸然的

(5) have a bearing upon 与.....有关系

(6) the type of market which is to be attacked, stratified 那种能攻 (进) 入并可分层次的市场

(7) market survey 市场调查

(8) turbogenerator 涡轮发动机

(9) questionnaire 问卷调查

(10) balanced sample 平衡的抽样

(11) under any circumstances 在任何情况下

(12) sampling at random 随机抽样

4. How Do Companies Create Profits Abroad?

公司在海外如何获利?

A: Mr B, Triumph has been very successful in re-launching the company and increasing its sales. What are the reasons for its success?

B: Well, I think there are a number of reasons. Firstly, I think Triumph has a very strong brand name. It's a model that goes back to the early 1900s. It's possible still one of the strongest names in motorcycling, so we've been able to build on our reputation and our name. Secondly, we've developed new models which have attracted people's attention. We've invested a lot of money in these models, and they've helped us to compete with other companies in the motorcycle industry. The third reason for our success is, I believe, we've given the bike a very up-to-date look. We've focused on styling and also on the quality of our product. It's taken a bit of time to build up sales, but we've done well in the first nine years, and we are now a serious alternative manufacturer.

A: Most of your sales are exports. How do you create interest abroad?

B: Well, to create interest abroad, firstly in our key markets, those are the markets with volume sales, we've got subsidiaries, so they're companies we wholly own; America, Germany and France are key motorcycle markets. From day on, we've had our own staff and local staff in subsidiaries. In other markets we've got very good distributors, and we have a strong dealer network. The dealers are very professional at marketing, so we can launch all of their new models with a very strong PR campaign and support the dealer's local marketing.

A: What else can you tell me about your distribution in key markets?

B: We want the dealers to strongly promote motorcycling. They must have a sub-network of dealers who are positive and enthusiastic about our company. When you are selling motorcycles, you are selling a product to people who are very knowledgeable. So you need people at a retailing level who are knowledgeable and enthusiastic about the product and able to sell it in the face of strong competition.

A: Which are the key markets for you in successfully creating profits in foreign countries?

B: We've been successful in creating interest abroad. In fact, today over 80 percent of what we manufacture here goes to export markets. The key markets, the markets with the greatest potential, as I said before, are America, where Triumph Meriden traditionally sold majority of its products; Germany, which is our largest market in Europe; and France.