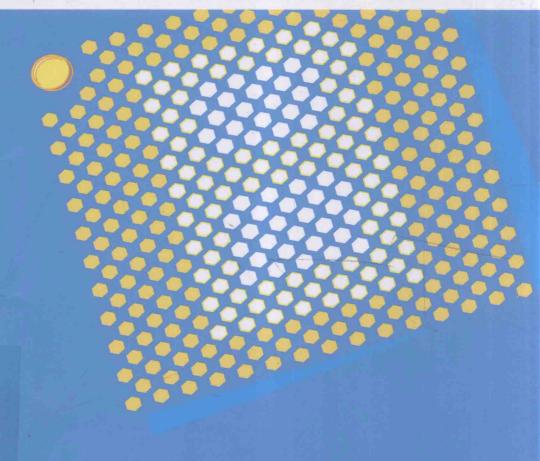
## Integrated Course In Business English

戚建华 姬凤仙 主编

# 商务英语综合教程



東華大學出版社

## 商务英语综合教程

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## 前言

《商务英语综合教程》是一本针对高职高专商务类专业学生编写的基础课教材。编写时按照"实用为主,够用为度"的原则,充分考虑高职类学生的学习特点和习惯,在选材上追求情境真实,内容精简、易懂。

全书共17课,内容按照商务活动进程编排,从最初的市场调研、客户定位,到最后的合同签订及机场送别,目的在于使学生能沿着真实的脉络,逐步深入学习,了解并掌握各个环节相应要求,提高商务口语交际能力及相应商务文书的阅读水平。

每单元的初始均设置了若干学习目标,帮助学生进一步明确学习任务。同时,在结构安排上以"对话引入—课文深化—练习巩固"的模式,兼顾学生听、说、读、写各个方面综合素质的提升。

本书由杭州职业技术学院戚建华老师和山东科技职业学院姬凤仙老师共同主编,另有杭州职业技术学院的沈佳老师和山东科技职业学院的张玉川、冯敏、牟荣荣、张有良、宋艳艳、孙翠芹、高志刚参编。启扬国际的徐玉兰老师以及许多外贸公司业务人员也在本书编写过程中给予了极大的帮助,鉴于篇幅所限无法——列出,在此一并表示深深的谢意。

由于时间仓促和编者经验与水平有限,书中难免存有错误和不妥 之处,敬希广大读者及同行专家提出宝贵建议和修改意见。

## 目录

Lesson 1	Market Researching
Lesson 2	Customer Positioning 8
Lesson 3	Product Advertising
Lesson 4	Setting up Business Relations 20
Lesson 5	Reserving Room 28
Lesson 6	Arranging Agenda
Lesson 7	Airport Receiving/ Meeting a Potential Client 43
Lesson 8	Banqueting 50
Lesson 9	Inquiring 59
Lesson 10	Offering and Counter Offering 68
Lesson 11	Terms of Payment 78
Lesson 12	Delivering
Lesson 13	Packing 100
Lesson 14	Terms of Shipment ····· 110
Lesson 15	Signing the Contract 121
Lesson 16	Business Visits · · · · 131
Lesson 17	Seeing Off 140

## Lesson 1

## **Market Researching**

#### ☞ 本单元学习目标:

- 一、学会市场调查的相关术语。
- 二、了解市场调查的基本要素并能设计简单的市场调研问卷。





- Jack: How are the marketing conditions of our products?
- Tony: The market share of our company is uprising. And our goods are just in season.
- Jack: That's good! But you know, we will take the risk of bearing market off season.
- Tony: Don't worry. We are keeping a close eye on the change in the market. And so far as we know, there is still enough room for us

to get in especially in China.

Jack: Have you run the market analyzing or research yet?

Tony: Of course. All of what I said just now is on the base of S. W. O. T.



Su: I think you are well aware of the market for men's shirts in the U.S. as I am.

Jordon: Yes. Supply exceeds demand.

Su: What's your suggestion then?

Jordon: How about making a survey to analyze the future business?

Su: Sure. We'd better find a specialized company for market analyzing as soon as possible.

Jordon: Exactly. And we'll talk to the R&D department at the minute we get the report.

Su: Indeed.



## Text A

#### The Six Steps in Marketing Research

While there are dozens of little steps along the path, each fits into one of the six steps in the marketing research process.

The main steps in marketing research are:

- Step 1 Identifying and defining your problem
- Step 2 Developing your approach
- Step 3 Research design
- Step 4 Collecting the data
- Step 5 Performing data analysis
- Step 6 Reporting and presentation

## Text B

#### Step 1 Identifying and defining your problem

If you are considering conducting marketing research, chances are you have already identified a problem and an ensuing informational need. Of the six steps in marketing research, this is always the first one. Your problem or issue will likely be recognized by one or more levels of management. Sometimes, further definition of the problem or issue is needed, and for that there are several tools you can use. For more information on step 1, see our resources page on the first of the marketing research steps.

#### Step 2 Developing your approach

Once your problem is better defined, you can move onto developing your approach. Generally speaking, your approach should be developed almost exclusively around a defined set of objectives. Clearer objectives developed in Step 1 will lead themselves to better approach development. Developing your approach should consist of an honest assessment of your team's market research skills, establishing a budget, understanding your environment and its influencing factors, developing an analysis model, and formulating hypotheses. For more information on step 2, see our resources page on the marketing research approach.

#### Step 3 Research design

Based upon a well-defined approach from Steps 1 & 2, a framework for the designing your marketing research program should be apparent. This step is the most encompassing of all steps in marketing research, requiring the greatest amount of thought, time and expertise—and is the point at which the less experienced will obtain assistance from an internal/external market research expert. Since the intelligence eventually gained from the research is so closely related to the selected research design, this is the single most important six steps in marketing research, and the step most vulnerable to the typical research errors. Research design includes incorporating knowledge from secondary information analysis, qualitative research, methodology selection, question measurement & scale selection, questionnaire design, sample design & size and determining data analysis to be used. For more information on step 3, see our resources page on marketing research design.

#### Step 4 Collecting the data

Often called data collection or survey fielding, this is the point at which the finalized questionnaire (survey instrument) is used in gathering information among the chosen sample segments. There are a variety of data collection methodologies to consider. For more information on step 4, see our resources page on marketing research data collection.

#### Step 5 Performing data analysis

All analysis that can be performed, from complex to simple, depends on how the questionnaire was constructed. Less complex analysis on smaller data sets can be handled with any of a number of office suite tools, while more complex analysis and larger data sets require dedicated market research analysis software. Types of analysis that might be performed are simple frequency distributions, cross tab analysis, multiple regressions (driver analysis), cluster analysis, factor analysis, perceptual mapping (multidimensional scaling), structural equation modeling and data mining. For more information on step 5, see our marketing research resources page on survey data analysis.

#### Step 6 Reporting and presentation

Reporting and presentation, if not the most important of the steps in marketing research, is easily the second behind research design. All business critical information and knowledge that come from your market research investment are limited by how they are presented to decision makers. There are as many reporting styles as research reports, but some are definitely better than others, and there are definitely trends to be aware of. For more information on step 6, see our resources page on marketing research reports.

#### Vocabulary

- 1. uprise [ʌpˈraɪz] v. 上升
- 2. analyze [ˈænəlaɪz] v. 分析
- 3. exceed [ɪkˈsiːd] v. 超过
- 4. process ['prəuses] n. 过程
- 5. identify [aɪˈdentɪfaɪ] v. 鉴别
- 6. define [dɪ'faɪn] v. 弄明确, 使清楚
- 7. approach [əˈprəutʃ] n. 方法,对策
- 8. presentation [ˌprezen'teɪʃən] n. 描述,呈文,报告书,说明

#### **Useful expressions**

- 1. market share 市场份额
- 2. in season 正当时今
- 3. take the risk 冒险
- 4. bear market off season 遭遇市场淡季
- 5. keep a close eye on 对……严密注视
- 6. so far as we know 据我们所知
- 7. market analyzing or research 市场分析或调研
- 8. supply exceeds demand 供过于求
- 9. collect the data 收集数据
- 10. establishing a budget 做预算
- 11. structural equation modeling 结构方程模型



- Translate the following terms and expressions.
  - 1) market share
  - 2) keep a close eye on
  - 3) collect the data
  - 4) in season
  - 5) establishing a budget
- Complete the sentences with the patterns given below.

depend on a variety of supply exceeds demand take the risk

\_\_\_\_\_ of losing money if you want to invest. 1) You have to

Lesson 1 Market Researching	Lesson	1	Market	Researching
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2)	There are	products for you to choose.
3)	If,	you'll make a market research.
4)	Whether the new	product will be popular or not
	the change of the	market

## 3 Translate the following sentences into English.

- 1) 我们的产品正当时令,所以我们公司的市场份额正在不断增加。
- 2) 我们需要密切关注市场变化从而做出正确的市场分析。

## 4 Practical writing.

Your company deals with PCs, but now it is facing a serious problem in marketing. So you are required to make a market research. How to analyze your research paper, please make a research survey.

## Lesson 2

## **Customer Positioning**

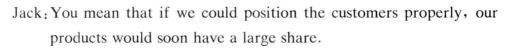
#### ☞ 本单元学习目标:

- 一、掌握客户定位的相关术语。
- 二、学会如何进行客户定位。





- Jack: Tony, we are launching our new PCs, have you made market researches yet?
- Tony: Of course. And we have developed a special customer positioning.
- Jack: What do you mean by customer positioning?
- Tony: You know each product has its market segment and prospective customers as well.



Tony: Exactly.



Su: How is the customer positioning for our new flavor perfume?

Jordon: I think that the women spending power is strong, especially on perfumes.

Su: I agree with that. As an in-time girl, I myself would spend half of my salary on those distinct perfumes.

Jordon: So we need to set the target customers at young women aged 25 to 35.

Su: Good idea.





#### **Effective Positioning Addresses Customer Needs**

Often times companies get caught up in telling all about the bells and whistles of their products and services and neglect to talk about the most important element of all... how their solutions address their customers' needs. After all, isn't that what we are all in business to do? If we aren't, then we have a big problem!

Effective business positioning is all about describing the value of your

products and services provided to your target customer. Yes it is important to some degree to describe what it is you are selling, but it is most critical to focus primarily on the value you are providing. Many businesses fall into this trap of focusing too heavily on their products and services (features) and not enough on the problems they solve (benefits).

Here are two examples:

Standard "feature" focused positioning: Our all-in-one fax/printer/copy machines feature fast, high-resolution printing and color copying.

More powerful "customer-value" focused positioning: Our all-in-one fax/printer/copy machines feature everything you need to efficiently produce high-quality, professional looking business documents that will impress your clients.

The first example above focuses heavily on the product's features while the second version effectively addresses the customer value. Positioning your solutions according to customer benefit, rather than product features, will help you surely distinguish yourself and your solutions from your competitors.

This approach to key messaging should be pervasive across all of your sales and marketing communications channels, including your brochures, sales presentations, website copy, press releases, articles, white papers, etc.

A good rule of thumb for crafting effective customer-focused key messages and positioning statements is to ask yourself the following question at the end of each statement: "What does this mean for my customer?"

### Vocabulary

- 1. prospective [prəˈspektɪv] adj. 预期的,未来的
- 2. distinct [dis tiŋkt] adj. 独特的; 性质或种类不同的

- 3. neglect [nr glekt] v. 漏做(某事); 疏忽
- 4. brochure [brəʊˈfjʊə] n. 说明书, 简介材料, 手册

### **Useful expressions**

- 1. market research 市场调查
- 2. customer positioning 客户定位
- 3. market segment 细分市场
- 4. prospective customers 潜在客户
- 5. spending power 消费力,购买力
- 6. set the target customers at... 将目标客户设定为······
- 7. get caught up in 陷入
- 8. bells and whistles 外加诱人的附属功能
- 9. to some degree 在一定程度上
- 10. all-in-one 一体化,多功能
- 11. customer value 顾客价值 (若采用"顾客导向"的服务理念,则以顾客 价值作为服务的重要基础,直接与顾客互动,搜集顾客的相关资讯,并 依据资讯改善组织的服务流程与服务内容)
- 12. distinguish...from... 区分,辨别
- 13. marketing communications channels 营销传播渠道





#### Translate the following terms and expressions,

- 1) customer positioning
- 2) prospective customers
- 3) bells and whistles

- 4) spending power
- 5) market segment
- 6) market research

2 : = =>	Complete	the se	entences	with	the	patterns	given	below
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it is most critical to distinguishfrom	focus on	fall into this trap of
1)	(最为关	:键的是) grab these and keep
control for them.		6.4,6,6,6
2) We should learn to		(区分是非).
3) With lyrics that	mainly _	(关注) life and social
issues, they try to be	e honest yet givi	ing hope to their audience.
4) Don't	(不要陷入	thinking that only can make
a difference.		

### Translate the following sentences into English.

- 1) 我们将这款时尚小巧的手机的目标客户设定为年轻女性。
- 2) 我认为,我们应该关注基本功能的稳定性,而不是那些花哨的附属功能。
- 3) 这次的促销,在一定程度上,刺激了潜在顾客的购买欲。
- 4) 我们往往限于日常业务,而忘记了一些生命中更为重要的事情。

## 4 Practical writing.

Your company is going to launch a notebook, which is small (10 inch) and stylish (5 colors for your choice) with all the basic functions and a low price of 2 000 RMB. You are required to write a report about customer positioning of this new product. (100–150 words)