

# English & Chinese Communication Models for Today's Executives

## 行政人员 工商书信 手册

林嘉莉 著

广东人民出版社

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## 简介

现代科技发达，沟通方法日新月异。但即使运用计算机网络，文字的沟通仍然占据极重要的位置，尤其是工商企业之间，对内文件、报告、建议书，对外推销、订货、报价、求职等，更是每日不可或缺的过程。这是一本包罗万有的工商业书信手册，适合各行各业的行政人员、学生，以至任何阶层人士。在这本书内，你可以找到下列各种日常生活及工商业的书信样式。

- |              |                |            |
|--------------|----------------|------------|
| 1 商业查询       | 2 答复商业查询       | 3 确认函件     |
| 4 感谢信        | 5 慰问信          | 6 报价函件     |
| 7 落订单信函      | 8 索偿信件         | 9 通知       |
| 10 推销信       | 11 销售跟进信       | 12 拒绝信     |
| 13 要求信       | 14 打好商务关系信函    |            |
| 15 催缴账款      | 16 介绍产品信       | 17 投诉信     |
| 18 邀请信       | 19 道歉信         | 20 求职信     |
| 21 个人履历写法    |                | 22 聘用及解雇信件 |
| 23 奖励及警告员工文件 |                | 24 会议纪要    |
| 25 备忘录       | 26 建议书，可行性研究报告 |            |
| 27 祝贺信       | 28 酒店业人员的书信来往  |            |

所有信件皆中英对照，各行各业人士，皆应人手一册。

## A Brief Introduction

People say there is no room for good written communication nowadays with the advent of information technology. But I do not agree. On the contrary, writing is all the more useful and called-for than ever before. A well-phrased letter can turn out to be a good read, where problems are solved, decisions made, ideas suggested, and expressions well-put in simple and time-saving terms. Furthermore, there is a written proof for things said and resolved.

Once we put everything down in writing we begin to see a better picture. We are talking about an emergent pattern that makes sense, meaning and direction for organizing thoughts out of the large chunks of information we need to process daily. Believe me, we put pen to paper for that sake. The methods of communication may vary for different periods in human history. Today, we may be keying in words on the computer with fingers or voice, but we still use the written word.

All this is exactly what the modern people are looking for, be they engaged in business or otherwise. Indeed, this is also what I am striving to achieve in this book. I try to arrange each letter so almost every type of business and personal affairs gets covered in simple, concise and precise terms. And, what is more, I provide a Chinese translation for the whole book, all chapters, this introduction, the foreword, and the appendices inclusive. I hope you will enjoy reading it.

# 前 言

现代信息科技发达，越来越多的人相信良好的书信沟通已经不再重要。有人说，现代管理人日理万机，须应付无数商业上问题。他们需要的只是一些重要的数据，再没有任何时间去处理其他事情。况且，他们需要的只是直截了当的语言沟通，比如视像会议、电子商业等。

哪有时间去书写一封信？

我对这个观点却不敢苟同。商场上，很多事情都要白纸黑字作为决策及记录之用，比如报告、建议书等。这些公文式的资料都须书写，更要写得清楚，有说服力，有时甚至要字字斟酌，以加强其说服力，以期得到对方的认同、支持及将事实真相正确地带出。况且现代计算机科技引出另外一种沟通关系，比如电子邮件、互联网及 ICQ 等。这些沟通方法一样要书写。

良好的书写，可以将文字变得活生生，变得有血有肉，而不是一些空洞无物的废话一堆。写得好的文章可以令人有深刻的感受，拉近大家的距离和相左的意见，甚至可以有助于发展友谊，打好商业上的关系和提高机构的形象！事实上，我们现代商业社会，更加需要文字的书信！

现代社会，最常用的文字，就是中文和英文，为此本书中所有书信蓝本都是用中文和英文书写的。

工商企业的行政人员，要表现出色，适当时间的学习

是必须的。作为一本案头上的参考书，随时拿起，不论在推销、订货、售后跟进、探询、催收货款、申请贷款、报价等书信公函，都有精彩的样本。本书更特别列出一章，专门讲关于可行性研究报告、计划建议书及公文式的报告。因为这是现代社会行政人员最常接触的书写话题之一。

本书内容更有一章讲关于怎样处理投诉信件。这些信函，对保持及提高机构的形象有极大帮助。至于感谢信、慰问信、道歉信等，更是工商书信必备的蓝本。这些在本书中都为各工商机构度身订造，提供各种样本。

对于工作职位而言，本书提供了一些有用的求职信、警告信、解雇信、辞职信等。笔者又附了一份雇用合约样本，作为各机构的基本参考。

因为酒店管理人员经常都有信函来往，其内容又较特别，故此笔者又另辟一章有关酒店业管理人员的书信往来样本。可以说，本书对各工商界人士而言，包罗万象。即使不是工商界人士，本书内容亦有不少是日常生活所接触的，对各行各业人士都有作用。

除此之外，本书更附有一详尽的附录。不同的书信专有名词、格式，不同场合应该运用的字眼、沟通语句应该避免的错误语句等等，都可以在这一本书中找到。

这一本书属于每一个人的案头参考书，对工商界人士更是不可少或缺！

## Foreword

There is a belief gaining momentum these days that with the advent of Information Technology good written communication is no longer necessary. The modern managers going about their business affairs are required to respond to problems at the speed of light in face of the ever-increasing pressure of cut-throat competition all around. What is more, modern living alone is no less burdensome. They just want statistical and very simple, to-the-point presentation fast more than anything else. There is no time for the rest. And so, they resort to straightforward verbal communication, usually in meetings face-to-face, video conferencing, or the speedy development of e-commerce, to save time. This, I would like to argue, is at best a misunderstanding.

The point these people have missed here is, at the very least, there must be written proof, that is, in black and white, for every resolution, report and proposal raised. These official documents are by necessity expressed in writing styles and word choice for persuasiveness very often in the form of interpretation on data. The intention focuses on gaining support from those involved, by way of influencing, shaping and redirecting their thoughts, which the highly pre-formatted e-commerce cannot do. Moreover, technology has brought about new written communi-



cation channels to establish, develop and maintain relationships, such as the electronic mail and the very popular informal ICQ or mIRC of today, and not just a dry relay of nothing but pure information.

Good written communication can work wonders by making facts and figures jump alive, giving sunshine and meaning to what might have been dreary donkey work. It serves to impress, close gaps, iron out differences, as well as develop friendships and business acquaintances, not to mention enhance corporate images, so that deals are made more readily. The plain truth is: We need it more than ever!

This is no exaggeration, come to think of it. Whether the medium is English or Chinese, these two languages are nowadays of international importance for obvious reasons. By a sheer count of the population size, meaning the market size as well, of those who know either or both languages, we can arrive at a very convincing picture. Which justifies the need for such a book as this.

Time management is among the upcoming issues in business administration. A good reference on business communications with well-expressed models on widely covered topics according to present needs saves time and effort. More mental space can thus be reserved for strategic planning for the modern-day business people. Since administrators of whatever fields need effective communication just as frequently, I am sure this collection will prove to be very handy to them too. Therefore, I have tried to make it user-friendly for easy reference.

This work covers most existing forms of English and Chinese business correspondence, for instance, letters of inquiry, acknowledgement, orders and adjustments, sales follow-ups, credit application, collection and those with promotion undertone. I have chapters on internal documents and those concerned with proposals, feasibility studies and reports. I do this especially to cater to today's societal needs for speedy actions and results not only for those in the rat race, but also for other administrators. Whoever you are and whichever types of communication you want, you can readily refer to this collection when need arises. I am sure readers will find out soon enough this is written communication even the advent of e-commerce cannot replace.

Many people in responsible positions of various levels in diversified fields are there for eliminating misunderstandings and problem-solving such as filing in and responding to complaints. When handled well, there is high probability for rewarding business or organizational growth. My work is like a personal guide to do just that.

This book provides live samples of just what the general public need. Therefore, you do not need to be in business to make good use of this work, for occasions and situations arise in life that necessitate good written communication. This is where this "tool kit" comes in as well! There are chapters on letters expressing thanks, regrets, apologies and sympathy, as well as invitations and announcements for congratulatory occasions. They are tailor-trimmed for business and personal use according to the re-

spective requirements.

The type of letters that concerns most people desirous of entering the job market or switching jobs is grouped under the topics of letters regarding employment and introduction. I have come to note there are problems of settling into a job with subsequent adaptation or rejection. This explains my including communication other than just application and introductory letters, such as letters regarding appointment, warnings, terminating employment, and resignation. I would like here to highlight an appointment contract, to save time for contacting the Labor Department for a sample. All this represents an almost exhaustive inclusion of the topic, which is rare among works of this type.

I have also placed a special topic on correspondence for hotel management as an example. I think those in the business will appreciate the effort made here.

Aside from that, there is an appendix for a quick browse on what makes a business-formatted letter. I have placed this as such only to avoid having to take up repeated space in the text for letterheads, addresses, dates and the like. There is another for the seven tips on good English communication writing of what to do and what to avoid. Other appendices include essential information on present-day commercial terms, shipping marks on cargo packaging, names of foreign countries (in their respective native languages as well) in English and Chinese.

Finally, to the interested readers, I hope to find my way into your homes or workplaces.

# 目录 Contents

## 第一部分

### Inquiry Letters

#### 查询信件

#### Business Inquiries

##### 商业查询

- 1 ◀ For samples and details .....2
- 有关样板货品细节查询 .....3
- 2 ◀ On business conference at hotel .....4
- 酒店内举行会议订房查询细节 .....5
- 3 ◀ Quotation inquiry .....6
- 报价查询 .....7
- 4 ◀ To solicit as buying agent .....8
- 自荐为采购代理 .....10

#### Replies to Inquiries

##### 答复询问

- 5 ◀ About prices .....12
- 有关询价的答复 .....13
- 6 ◀ To investment inquiry .....14
- 答复询问投资事宜 .....15
- 7 ◀ To business inquiry 1 .....16
- 答复有关商业查询之一 .....17
- 8 ◀ To business inquiry 2 .....18
- 答复有关商业查询之二 .....19

9	◀ To business inquiry 3 .....	20
	答复有关商业查询之三 .....	21
10	◀ To business inquiry 4 .....	22
	答复有关商业查询之四 .....	23
11	◀ To business inquiry 5 .....	24
	答复有关商业查询之五 .....	25
12	◀ To subscription inquiry .....	26
	答复订购查询 .....	27
13	◀ Referring inquiry elsewhere .....	28
	转达有关查询至另外机构 .....	29

## 第二部分

### Letters of Acknowledgement

#### 确认信件

#### Replies to Business Orders

##### 答复有关订单

14	◀ Order 1 .....	32
	答复订单之一 .....	33
15	◀ Order 2 .....	34
	答复订单之二 .....	35
16	◀ Order 3 .....	36
	答复订单之三 .....	37
17	◀ Order 4 .....	38
	答复订单之四 .....	39

## Replies to Invoice Problems

### 回答有关发票问题

- 18 ◀ Request for breakdown information .....40  
回答详细列明数目的要求 .....41
- 19 ◀ Invoice replacement .....42  
发票更换 .....43

## Replies on Claims

### 答复有关赔偿要求

- 20 ◀ Claims for indemnity by an insurance firm .....44  
答复有关申请保险公司赔偿事宜 .....45

## Replies of A Personal Nature

### 个人信件的回复

- 21 ◀ To inquiry on printed matter .....46  
回答有关印刷品的查询 .....47

## 第三部分

### Correspondence Related to Orders and Adjustments

### 有关订单及更改事项的信函

## Quotations

### 报价

- 22 ◀ Request .....50  
要求报价 .....51
- 23 ◀ Reply .....52  
报价答复信 .....53

## Order Placements

### 落订单

24	Sample 1 .....	54
	订单样本之一 .....	55
25	Sample 2 .....	56
	订单样本之二 .....	57
26	Sample 3 .....	58
	订单样本之三 .....	59

## Letters related to Shipment of Goods

### 有关船运信件

27	To request replacement for damaged goods .....	60
	要求替换损毁货品 .....	61
28	To confirm replacement of defective goods .....	62
	确实更换损毁货品信件 .....	63
29	Buyers' reply on receipt of samples .....	64
	买方收到样本后的回复 .....	65

## Amendments to Service Charges

### 更改收费通知

30	Amendments to financial services charges .....	66
	更改服务收费 .....	67

## 第四部分

### Sales Follow-ups

#### 销售跟进信件

#### Declining Price-cuts

##### 拒绝减价

- 31 ◀ Defending non-competitive quotation.....70  
为贵价自辩 .....71
- 32 ◀ Declining request for discount .....72  
拒绝提供折扣 .....73

#### Bargaining and Negotiating

##### 讨价还价，商讨条件

- 33 ◀ Prices .....74  
商讨有关价格 .....75
- 34 ◀ Sales trip follow-up .....76  
商业出差探访之后联络 .....77
- 35 ◀ Seeking agents .....78  
寻找代理人 .....79

#### Acceptance of Adjusted Payment

##### 接受条件调整

- 36 ◀ Price increase .....80  
接受条件调整 .....81

#### Declining Buyer's Order with Suggestions of Substitutes

##### 拒绝买家订单要求，并提出其他货品作取代

- 37 ◀ Sample 1 .....82  
样本之一 .....83



38	◀ Sample 2 .....	84
	样本之二 .....	85

## Request for Discount

### 要求对方折扣信函

39	◀ Sample 1 .....	86
	样本之一 .....	87
40	◀ Sample 2 .....	88
	样本之二 .....	89

## Agreeing to Better Terms

### 接受提供更优惠条件

41	◀ Sample 1 .....	90
	样本之一 .....	91
42	◀ Sample 2 .....	92
	样本之二 .....	93

## Confirmation

### 确认信件

43	◀ For certainty of delivery on schedule .....	94
	确实付货日期 .....	95
44	◀ For regular orders .....	96
	确认经常性订单 .....	97