

汉英
对照

外销员 实用英语

任金亭
编著

对外贸易教育出版社



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前 言

随着对外贸易的日益发展，从事进出口业务工作和学习外贸英语的人员越来越多，为了满足这些人员的需要，本人不揣浅陋，编辑了这本手册。

本手册共分为三个部分：

一、常用语。这部分收编了进出口业务各环节中常用的句子，并将一种汉意以多种形式的英语句式表达，便于从中选择使用。二、词汇。除进出口业务中常见的词汇外，还增加了与外贸有关的词汇，如对外开放与合资经营、引进技术、补偿贸易与加工业务等。三、附录。其中“外贸常用各国、地区货币名称表”的“国际代码”是国际上为计算机使用而设计的代号。

本手册采用汉英对照形式编排，各部分下分若干细目，以便查阅。

限于水平，纰缪难免，敬请指正

编 者

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一、常用语

(一) 建立关系

1. 书信起始用语

We owe your name and address to...who have informed us that you are in the market for...

We have seen your advertisement in ... and should be glad to have your price-list and details of your terms.

Please allow us to express our hope of opening an account with you.

We are interested to buy large quantities of... and should be obliged if you would give us a quotation.

We confirm your cable of ... asking us to make you firm offer for...

You will find enclosed with this letter a sample of...

We have pleasure in sending you our catalogue and price-list of...

We are pleased to get in touch with you for

supply of...

Kindly quote us your lowest prices for goods listed below.

2. 回复用语

In reply to your inquiry of May 10, we are pleased to quote as follows.

As requested by you, we are sending our price-list.

In response to your letter of May 20, we have sent you our proforma invoice in duplicate.

It was a pleasure to hear from you that you have marketed the new product.

Thank you for your letter of September 28.

We are obliged to you for your inquiry of June 25.

Referring to your letter of July 28, we have sent the catalog requested.

3. 结尾用语

Your prompt reply is eagerly awaited.

we look forward to hearing from you soon.

May we expect your prompt response?

We look forward to the pleasure of serving you.

An early reply would help us to help you.

We should appreciate the opportunity of showing you how efficiently we can serve you.

Your prompt attention to this matter would be highly appreciated.

Perhaps you would let us have your reply pretty soon.

You may rely on us to give your requirements immediate attention.

We hope that this will meet your immediate attention.

please let us have your early reply.

Your close co-operation will be highly appreciated.

If you find the above acceptable, please cable us for confirmation.

If you are able to close business at this level, please cable us as soon as possible.

4. 自我介绍

We wish to introduce ourselves to you as a state-operated corporation dealing in...

Being specialized in the export of..., we express our desire to trade with you in this line.

Let us introduce ourselves as a leading trading firm in...

We are exporters of...

We are engaged in the exportation of...

We have excellent connections in the trade and fully experienced with...

5. 表示愿意建立业务关系

We are writing you in the hope of establishing business relations.

We wish to enter into trade relations with you on the basis of equality and mutual benefit.

We are sure that you will be satisfied with our services and the excellent qualities of our goods.

We should like to offer you our services as a trading firm.

We are desirous to establish mutually beneficial business relations with your firm.

We are interested in establishing direct business relations between us.

6. 表示感谢

We highly appreciate your kind cooperation.

We thank you for your close cooperation.

We shall appreciate it if you will send us two sample books by air immediately.

We are obliged to you for the prompt execution of this order.

We shall be very gratefull if you will advise us with full particulars of the specifications.

7. 询问经营范围

May I know what line do you handle?

May I know the main items you deal in?

Would you inform us the main items you export?

I wonder if your firm supply...

We wonder whether this item comes under your export programme.

We don't know if you can supply...

8. 介绍经营范围

These goods come under (lie within) the scope of our trade activities.

We deal in...

Our main line is export of...

We are engaged in the export (exportation) of...

The chief exports of this corporation consist of...

These goods are our line.

9. 索要目录、价格单

Would you please give us a complete set of

your latest catalogues?

We should like to have some of your catalogues and technical data so that we may look into your products in detail.

It would be appreciated if brochure could be forwarded to us.

You are requested to send us your catalogues and price list.

10. 寄送目录

Catalogues will be sent upon request.

We are sending you our catalogues.

(二) 询购与供应

1. 询问对方兴趣

If any of the items be of interest to you, please let us know by return.

Would you inform us what items you are interested in?

Which items do you think might have a chance in your market?

Won't you have a look at the catalogue and see what interests you?

2. 询问有无推销可能

Do you think there is any opportunity to work up a good trade in this line?

Are you sure this product can be definitely placed on your market?

Do you see any sales possibilities?

3. 表示对某商品有兴趣

We are particularly interested in...

We have a great interest in...

We are very much keen on...

We are in the market for (in need of) ...

We are told you are potential buyers of...

We understand there is a good demand for...in your market.

We are told you are experienced importers of...

4. 对某商品无兴趣

Only a few buyers have been in the market.

Owing to the big drop in the market, buyers are most reluctant to commit themselves.

Such goods are a drug in the market.

We are not interested in...

We do not find this article interesting.

This article has no interest for us.

These goods do not interest us.

5. 无需要

Our users have adequate supplies on stock.

We are well stocked.

Our requirements have already been filled in full.

We have fully covered our demand for the time being.

The users have booked the goods elsewhere.

We have placed our order elsewhere.

There is no demand for this item at the moment.

We have no need for it now.

6. 有需要时再联系

We are working hard on your offer and will let you know as soon as we have something definite.

If there is any need for the goods, we'll be sure to let you know.

When we are again in the market, we'll inform you.

When we hear from our users, we'll get in (into) touch with you.

We have to send the catalogues to our users for their study. We make inquiries and place orders only when they show interest in the products.

We have already passed on your catalogues and

other data to our users for their consideration.
We think it will take some time for them to make
a decision.

7. 有货供应

We have a good supply.

We can offer from stock.

We may assure you of our regular supply.

This goods is available.

8. 无货供应

The goods are in short supply.

The supply has run out.

We have no supply available for export.

We have no stock at present.

No stock is available at present.

We don't have any in stock.

Goods are running short of stock.

We haven't any on hand.

9. 货物畅销

The goods are selling fast.

The goods have commanded a good market.

The goods are most popular with our customers.

10. 供不应求

The goods are in high demand.

The demand is unprecedentedly heavy.

The demand is rather active both at home and abroad.

The supply cannot satisfy the demand.

There is a great scarcity.

The demand can hardly keep pace with the spate of orders.

11. 货源不多

Large number of enquiries are pouring in. The supply position is rather tight.

It is selling fast. Our stock has been running low lately.

Business has been very brisk. The supply is by no means plentiful.

12. 可以少量供应

Just now we have a small quantity available.

There is only a limited quantity available at present.

We have just a small lot on hand.

13. 什么时候有货不一定

It's hard to say when we'll be able to offer

again.

We don't hold much hope that we shall be able to supply you with...in the near future.

We have no idea what the supply position would be next year.

14. 今后有货时再联系

We'll keep your requirements in mind.

Your needs are foremost in our minds.

We have placed your requirements on record.

when new crops come in.

when new supplies are available.

We shall let you know

when we are in a better position to supply.

when the supply position turns for the better.

15. 不能接受订货

I'm sorry that we can't accept new orders for the time being.

We have to decline new orders for the moment.

We cannot do anything right now.