

Electric Power
Marketing English

电力营销

英语时文选读

李建坤 主编



中国电力出版社

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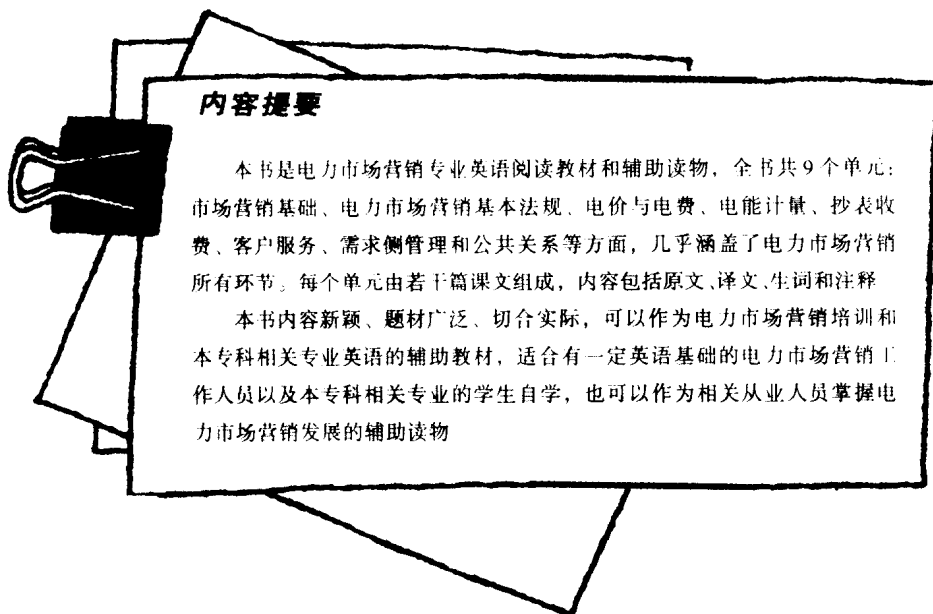
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内容提要

本书是电力市场营销专业英语阅读教材和辅助读物,全书共9个单元:市场营销基础、电力市场营销基本法规、电价与电费、电能计量、抄表收费、客户服务、需求侧管理和公共关系等方面,几乎涵盖了电力市场营销所有环节。每个单元由若干篇课文组成,内容包括原文、译文、生词和注释。

本书内容新颖、题材广泛、切合实际,可以作为电力市场营销培训和本专科相关专业英语的辅助教材,适合有一定英语基础的电力市场营销工作人员以及本专科相关专业的学生自学,也可以作为相关从业人员掌握电力市场营销发展的辅助读物。

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前言

随着对外开放的逐渐深入,电力市场营销方面的国际交流日益频繁。同时,外资企业在各地蓬勃发展,电力市场营销部门与外商打交道的机会越来越多,这些都迫切需要一批既懂技术,又有着良好的英语基础的复合型人才。另一方面,近年来各地加强对电力市场营销相关从业人员的培训,不少电力企业还准备输送一批高素质的人才到国外进修一定时期,一些高等院校也开设了各种层次的电力市场营销专业,为适应社会对人才的需求相继设置了电力市场营销英语专业课。然而与此相适应的教材和参考读物却寥寥无几,难以从系统性、科学性和实用性等方面满足教学的需求。

为了帮助电力市场营销人员和相关专业本专科学生掌握电力市场营销英语,编者根据多年的工作实践和积累编写了这本《电力市场营销英语时文选读》。本书的编写力求做到系统全面、内容新颖、切合实际、选材广泛。

(1) **系统全面。**所选文章力求尽最大可能反映其电力市场营销全貌。本书涉及市场营销基础、电力市场营销法规基础、电价、电费、电能计量、抄表收费、客户服务、需求侧管理和公共关系等各个方面,几乎涵盖了电力市场营销所有基本环节,学习后读者基本可以对电力市场营销有一个较完整的概念。

(2) **内容新颖。**所选文章突出了当今电力市场营销的最新发展方向。本书介绍了欧美等西方国家在电力市场营销中的发展动向,包括电力市场改革后各种服务商的涌现以及如何竞争,IT新技术的应用等等。这也是本书取名《电力市场营销英语时文选读》的原因所在,本书不但可以服务于对英语学习感兴趣的读者,也可以对电力市场营销工作者掌握世界上先进国家、地区电力市场营销发展有一定的帮助。

(3) **切合实际。**本书高度重视理论与实际相结合,除一定的理论介绍外,更注重于电力市场营销实践。这体现在内容的选择上,理论性文章少而精,重点突出实践操作;同时还体现在选材上,本书有相当部分内容是选自香港特别行政区两家电力公司,主要是基于他们和我们历史文化背景相同,又较早地与西方先进管理方式接轨,中西方经验兼收并蓄的考虑。

(4) **选材广泛。**本书内容选自有影响的教科书、报刊、杂志和大公司的网站,题材多种多样,包括课文、新闻、论文、法规条款和宣传材料等,以翔实的内容、迥然不同的风格一改传统专业英语的枯燥、乏味,能够大大提高读者学习英语的兴趣。

本书适合于有一定英语基础的电力市场营销工作人员以及本专科相关专业的学生,而且

也可以作为相关从业人员掌握电力市场营销发展的辅助读物。

本书由李建坤主编，张蓓、张妍等同志参与了有关章节的编写。中国电力出版社的肖兰、栾广杰等同志对本书的编写提出了大量建设性意见，在此表示感谢。

由于编者水平有限，内容难免有失偏颇之处，敬请读者批评指正。

编者

2003 年 6 月

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Unit1

Basic Marketing Concepts

市场营销基本概念

本单元从市场营销理论最基本的“4P”组合，即 Product（产品）、Place（分销渠道）、Promotion（促销）和 Pricing（价格）入手，以帮助读者掌握普遍意义上的市场营销基本理论和概念。本单元原文和部分译文选自清华大学出版社《市场营销英语》。

Part A Product

产 品

1 Matching products and markets

Marketing has been defined as the process of matching an organization's resources with customer needs. The result of this process is a product. The need, therefore, for the organization to remain dynamic is obvious because the product is the only key to the organization's solvency and profitability. No matter how else the organization runs itself cost-effectively and sensibly, if the product is not selling well then the money simply will not be coming in. Company and consumer are inter-dependent.

Successful product management depends on the organization knowing how and if the current product range meets consumer and organizational objectives. One way of doing this, as previously described, is to conduct detailed benefit analysis segmentation^①.

The most important attitude towards product management is to view the product as only one

1. 产品与市场相对应

市场营销定义为使生产组织的资源与顾客需求相适应的过程。这一运作过程的结果就是产品。显而易见，生产组织需要始终保持活力，因为产品是生产组织生存并盈利的惟一关键。不管生产组织在其他方面生产经营效率多高，决策多明智，如果产品销售不好，那么就根本赚不了钱。公司和顾客两者之间的关系是相互依赖的。

match 匹配，相一致

solvency 偿付能力

成功的产品管理取决于这样一个生产组织：它对目前的产品范围，以及是否能满足消费者的需求并达到自身目标有充分的认识。如前所述，达到这一点的方式之一就是进行详细的利益细分研究。

对产品管理最重要的态度就是将产品只视为营销组合的一部分，营销组合还包括价

part of the marketing mix which also includes price, place and promotion. In this way, the product is viewed as a variable which can be adapted or even changed radically to meet a changing market. How it can be changed will depend on several factors within and outside the organization, including the organization's resources, market conditions and opportunities and competitive threats.

Product-market strategy

'Product-market strategy' is the term used to describe all the decisions which the organization makes about its target markets and the products it offers to those markets. The use of the word 'strategy' is important, for it implies a chosen route to a defined goal and suggests long-term planning. This is quite different from 'tactical' activities which are used to achieve short-term objectives by gaining immediate results. Product-market strategy represents a decision about the current and future direction of the organization.

Product-market strategy must be developed in the most cost-effective manner, paying attention to cash flow and profitability requirements. To minimize costs at the outset, a sound marketing approach will usually attempt to increase profits and cash flow from existing markets. The following examples can help illustrate the total strategy at work.

Market penetration^②

Heinz revamped its marketing strategy to increase consumption of its tinned soups. This prod-

uct, place and promotion. Such a product is viewed as a variable, in order to meet the changing market demand, it can be modified or even completely changed. How to change this variable depends on several factors within and outside the production organization, including the organization's resources, market conditions and opportunities, and competitive threats.

place 分销

radically 彻底地, 完全地, 过激地

competitive threats 竞争威胁

产品——市场战略

"产品——市场战略"这一术语,是指生产组织就目标市场及其向目标市场提供的产品而制定的所有决策。使用"战略"一词很重要,因为它意味着为达到某一既定目标而选择的一条路线,另一方面又含有长远规划的意思。与"战术"行动大不相同,后者通过获取眼前利益而实现短期目标。产品——市场战略代表的是该生产组织当前和未来发展方向的一项决策。

strategy 战略, 策略

tactical 战术的, 作战的

long-term 长期的

short-term 短期的

必须以获取最大成本收益的方式来制定产品——市场战略, 还要注意现金流量和盈利的一些要求。为了从一开始就最大限度地减少成本, 合理的市场营销方法通常试图从当前市场中增加盈利和现金流量。下面的例子有助于说明这一整体战略是如何发挥作用的。

cash flow 现金流量

at the outset 在开始时

sound 合理的

illustrate (用图等) 说明

市场渗透

为了增加罐装汤的市场消费, Heinz 公司修正了营销战略。这种产品传统上是一冬

uct was traditionally a winter purchase, but Heinz successfully promoted the idea of celery soup, drunk hot or cold, as a suitable summer purchase. The product attributes of celery were linked with concepts of slimming and refreshment on summer days.

Market development

A British hotel chain opened up a new market by offering 'Leisure Learning' weekends in its hotels.

Product range extension

A European breakfast cereal manufacturer brought out a new 'variety' pack to appeal to young children who liked the freedom of choosing a new cereal each morning.

Product development

Manufacturers of digital watches soon combined the watch function with an alarm component. This not only attracted customers who liked the novelty of the idea, but seriously threatened the traditional watch market.

Notes

①benefit analysis segmentation: 利益细分法。市场细分法之一。

②market penetration: 市场渗透。指积极从事营销活动, 增加公司现有产品在现有市场上的销售额的公司发展策略。

2 Branding

Products can be sold as unbranded commodities. Raw materials are still treated in this way, but increasingly branding is becoming dominant, even in the supply of industrial components and in hitherto unbranded areas such as vegetables.

令消费品。但 Heinz 公司成功地推出了芹菜汤, 使它既可热饮也可冷饮, 从而成为一种适合夏季消费的消费品。该公司把芹菜产品的属性与纤体以及能在夏季提神的概念相联系。

celery 芹菜

attribute 属性

slim (使)变细, 变苗条

refreshment (精力或精神上的)恢复

市场开发

一家英国连锁宾馆通过推出周末“休闲学习”, 开辟了一个新市场。

leisure 空闲时间, 悠闲

拓宽产品范围

为了吸引每天早上都能自由选择一种新早点的孩子们, 一家欧州谷类早点生产商推出了一种新式的“多样化”包装。

cereal 谷类, 五谷, 禾谷, 由谷类制成的食物

产品开发

电子表生产厂商在原有手表功能的基础上增加了一种闹铃装置。这不仅吸引了那些喜欢这一新颖想法的顾客, 而且严重地威胁到了传统的手表市场。

alarm component 闹铃(钟)装置

2. 品牌化

产品可以以无品牌商品的形式销售。原材料的销售仍然是以这种方式进行, 但品牌化已经逐渐成为一种主导潮流, 即使在工业品部件的供应以及迄今诸如蔬菜这些无品牌的行业, 情况也是如此。

branding 品牌化

What is the power of brands? Would you buy unpackaged, unbranded breakfast cereal from an itinerant street-trader? Would you buy perfume as a present for a female relative if it came in an unlabelled brown bottle? Would you buy an anonymous microcomputer from an anonymous source? Branding saves us much time as consumers. A simple word or two comes to represent a wealth of associations, for us and for others, and can offer detailed expectations. So that we do not need to ponder on the possibly murky channels used by the trader in obtaining supplies of breakfast cereal. We know the female relative will like the perfume—she may have even previously specified the brand. We know the range of compatible software for the microcomputer. Consumers learn to place some reliance upon brand names when evaluating competing products. In services, too, branding can serve the consumer by offering consistent, identifiable services which might reduce confusion and save on search time.

Marks & Spencer is the top brand in Britain according to a survey in 1988. It scored highest on awareness and on how highly regarded it was by members of the public. An interesting comparison is between Britain and Europe. Top brands across Europe are dominated by car manufacturers. In all cases it is the corporate identity that dominates.

There are several options in brand strategy. A company can sell under its own brand or under

raw materials 原材料

hitherto 迄今, 到目前为止

品牌的力量是什么呢? 你愿意从沿街叫卖的商贩那里购买没有包装、没有品牌的谷类早点吗? 假如香水装在一个无标签的棕色瓶子里, 你是否愿意将它作为礼物送给一位女性亲友? 你愿意从一个无名无姓的商家那里购买一台毫不知名的微机吗? 作为消费者, 品牌化能省去我们好多时间。简单的一两个字就使我们或他人产生丰富的联想, 带来诸多期望。这样我们就无需花时间去探究我们购买谷物类早点的商贩的进货渠道是什么。我们相信那位女性亲友会喜欢那种香水, 或许她以前曾特意提到过这种牌子。我们也知道这种微机可以使用的一系列可兼容的软件。在评价相互竞争的不同产品时, 消费者易于倾向一些知道的牌子。在服务行业, 品牌化也可通过一贯的可识别的服务, 以减少消费者对于牌子的混淆, 并且节省寻找服务的时间。

itinerant 巡回的

brand 品牌

brand name 商标

anonymous 匿名的, 不知名的

reliance 信任, 信赖, 信心

ponder 沉思

据 1988 年的一项调查, Marks & Spencer 是英国最有名的品牌。公众知名度及大众对它的评价都高居榜首。有趣的是, 在品牌方面英国和欧洲不同, 欧洲所有的名牌都被汽车制造商主宰。但归根结底关键还是拥有所有这些名牌的企业的名气。

survey 检查, 调查

car manufacturer 汽车制造商 (厂)

corporate identity 公司身价 (身份)

制订品牌策略有多种选择方案。一家公司可以以它自己的品牌或另一家公司的品牌

that of another company. In the latter case it is often a retailer's brand a choice will be needed between using a 'family' brand name for all that firm's brands^①, as opposed to giving each product an individual brand name.

Some companies attempt to obtain the benefits of both strategies by family branding and at the same time having several 'sub-brands'. Ford puts its name on all its cars, which also have individual brand names. The Lever subsidiary Birds Eye Walls is now creating sub-brands in frozen foods with Menu Masters and Captain Birds Eye. An alternative trend is seen in ReckittHandcolman's food and wine division, where strong brands in several product fields are being brought under the umbrella of the corporate brand of Colmans of Norwich.

销售其产品。如是后者,那么使用的往往是零售商的标签。在使用某一公司的品牌时,也有两种选择:一种是公司的所有品牌都使用“家族”品牌;与此对应的另一种选择是给每种产品以不同的品牌。

有些公司试图通过家族品牌及子品牌两种策略使产品同时受益。Ford(福特)将它的商标用在它所生产的所有汽车上,但这些小汽车也都各自拥有不同的品牌。Lever公司下属的 Birds Eye Walls 正同 Menu Masters 和 Captain Birds Eye 一起致力于在冷冻食品业创造一些子品牌。而在 Reckitt 和 Colman 的食品及葡萄酒上,我们看到的则是另一种趋势。在他们那里,几种产品领域的一些强有力的品牌都统统置于 Norwich 的 Colmans 品牌的旗帜之下。

sub-brand 子品牌

Notes

①family brand name: 家族品牌名,指的是某一生产厂家用一个品牌命名多个产品。例如通用电器公司的 GE 品牌。

Part B Place

分 销 渠 道

Placing goods in the market place

Our previous discussions of the marketing mix emphasized the need to understand the impact of the mix elements on an organization's marketing effectiveness. However, it is often the case that organizations concentrate on three elements (product, price and promotion) and leave the fourth element, place, almost to look after itself. In the quartet of the 'P's, place is the short-hand description for the means by which the matching process between the needs of the market and the offering of the firm is finally achieved by

在市场销售商品

前面关于营销组合的讨论中,强调的是有必要了解这些组合因素对生产组织市场营销效果的影响。可是,现实的情形往往是,生产组织只将注意力集中在三个因素上,也就是产品、价格和促销,而对第四个因素,即分销渠道,几乎放任自留。在4P组合中,分销渠道是一种简单的说法,它指的是:将产品在恰当的时间运往恰当的地点,最终实现市场需求和公司供应两者相互结合这一过程的一切方式方法。

concentrate 集中;聚集;浓缩

getting the product to the right place at the right time.

The channel of distribution is the route that a product (remembering that the word 'product' in our usage includes services) takes in reaching its end users. Outlets must be created which enable the product and the customer to be physically brought together, and which enable the customer to buy.

Television advertising for a light traveling iron succeeded in interesting one would-be customer, known to the authors, who went along to Currys, Dixons, Dickens and Jones and other likely shops on the assumption that the iron would be in stock. It was not. The shops chosen had other traveling irons, but not the brand that had been advertised. Was the customer going to the wrong shops? Or had the producer failed to 'sell' the product to the retailers? Whatever the reason, the lack of availability of the product in the right place at the right time meant that a sale was lost; in the end, the consumer settled for a competitor's brand.

Marketers who wish to avoid such miscalculations need to take into strategic account two main aspects of the channel of distribution. - The trading route, through which the product is made available for purchase. This concerns the sequence of negotiation, buying and selling that goes on. Goods nowadays are sometimes bought and sold by intermediaries who never actually see or handle the merchandise; their task is to ensure that the product finds buyers, and then to effect

quartet 四重奏, 由四个元素(部分)组成的整体

shorthand 速记, 速记法

分销渠道是产品(记住我们使用“产品”一词时也包括服务)到达最终用户而要经过的流程。我们还必须创造使产品和顾客真正汇集在一起的销售点, 以便顾客购买。

channel of distribution 分销渠道

end user 最终用户, 用户

outlet 电源插座, 销售点

推销便携式的旅行熨斗的一则电视广告引起了一位潜在顾客的兴趣。本文作者熟知这位顾客。这位顾客原以为商店备有现货, 于是就去了 Currys, Dixons, Dickens 和 Jones 以及其他有可能卖这一产品的商店。可这些商店就是没有货。去过的商店虽有其他牌子的旅行熨斗, 但就是没有广告上的那种。是顾客走错了商店吗? 还是生产商还没来得及为零售商供货就做了广告? 或者是生产商没有向零售商“卖”这种产品? 不论是什么原因, 在恰当的时间和恰当的地点买不到这一产品就意味着错失了一笔买卖。最终, 消费者买了一家竞争对手的产品。

iron 熨斗

assumption 设想, 假定

in stock 备有现货, 有库存

sort out 拣出, 拣选

若想避免犯类似的错误, 营销者必须从战略上来考虑分销渠道的两个主要方面; ①**贸易路线**, 通过贸易路线顾客才能买到产品。这关系到谈判、购买、销售这些步骤。当今, 货物的买卖有时会通过中间商。中间商实际上从来见不到也不具体地经销商品。他们的任务是确保产品能找到买主, 进而实现销售。②产品从工厂大门到达最终用户的具体运送路线, 通过货盘和叉车, 或通过起重机和集装箱货车。这一点不仅应得到市场

sales. —The route through which the product is physically moved from factory gate to end-user, by pallet-load and forklift, by crane and container lorry. This is the concern of physical distribution management as well as of marketing management: an interesting interface^① to which we shall return. The function of this aspect of the channel is to make the product available for use. Services, such as banking facilities, are not moved by the same means, but they nonetheless do need to be made available in a physical sense. Banks need to have branches, 24-hour cash tills and so on, that are convenient for customers to use, and these are channel considerations.

A fundamental issue regarding channels of distribution, whether on the trading or the physical side, is whether the producer should take the product direct to the end-user himself, or whether intermediaries should be used. For a variety of reasons that we shall soon come to, intermediaries are in fact used more often than not, and channels of distribution often amount to chains of such intermediaries.

The use of any intermediaries at all is bound to result in some degree of loss of direct contact with the market place and loss of control over key areas such as customer service policy. So why, in fact, are intermediaries used?

One reason for their use is that intermediaries specialize in particular activities. Hence, economies of specialization are achieved and the channel as a whole benefits from division of la-

营销部门的关注, 也应得到物流管理部门的关注。关于两者之间这一有趣的联系, 回头我们还将再作讨论。销售渠道这一方面的功能就是使得产品能供消费者使用。如银行部门的服务项目等, 就不能以这样的方式实现。但从实际意义来看, 确有必要通过某些途径使人们得到这些服务。银行需要设立分支机构, 二十四小时服务的提款机等方便客户服务, 这一切均应是销售渠道加以考虑的。

miscalculation 失算, 错误的做法

negotiation 谈判, 协商

intermediary 中间商, 中介人

container 集装箱

forklift 叉车

crane 起重机, 摄影升降机

lorry 载货卡车

physical distribution management 物流管理

cash till 提款机

无论是贸易路线还是具体的运送途径, 有关销售渠道的最根本的问题是生产者应该直接把产品送到最终用户手中还是利用中间商来达到这个目的。由于多种多样的原因, 这些原因我们其后再做讨论, 事实上, 生产商经常利用中间商。这样众多的销售渠道往往就相当于一连串的中间商。

amount to 总共达到; 实际上是

一旦利用中间商, 生产商就注定在某种程度上失去同市场的直接联系, 并失去对诸如客户服务策略这些关键方面的控制。那么, 为什么还要利用中间商呢?

原因之一就是中间商专门从事某种营销活动, 这样就可获得专营经济效益, 而且营销渠道整体上也可从劳动分工中受益。中间商也可通过大批量周转获得规模经济

bour. The intermediary may also achieve economies of scale through high volume at high throughput levels that are normally unavailable to a single firm doing the same tasks on its own account.

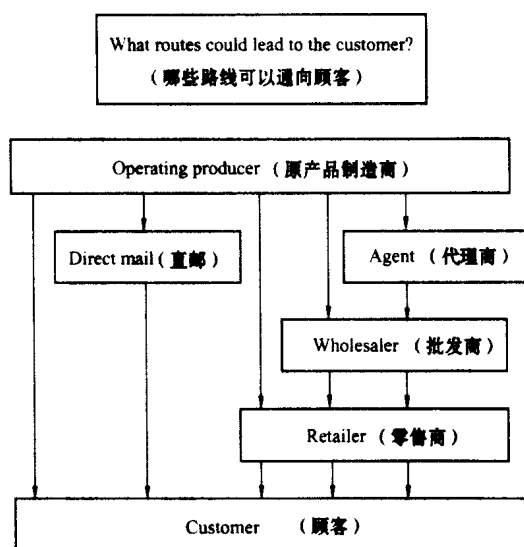
The use of intermediaries also reduces 'contactual costs'. These are the costs of the contacts that need to be made between buyers and sellers to distribute a product.

效益。如果某一公司单靠自己的力量来做同样的工作，通常情况下就不可能达到如此效果。

economy of specialization 专业化经济，专营经济

economy of scale 规模经济

利用中间商也减少了“联络费用”。这些费用指的是在买主和卖主间销售产品而进行各种联系所花的费用。



Notes

①interface: 联系, (两个或多个系统、程序等之间的) 共同范围。

Part C Promotion

促 销

The promotion Mix

Advertising Because of the many forms and uses of advertising, it is hard to generalize about its unique qualities as a part of the promotion mix. Yet several qualities can be noted. Advertising's public nature suggests that the ad-

促销组合

广告促销 由于广告的形式多样, 用途广泛, 因此作为营销组合一部分, 其特性就难以概括了。但是, 我们仍然可以概括出它的几种性能。广告的公开性意味着在广告上推销的产品是标准而又货真价实的。由于许

vertised product is standard and legitimate. Because many people see ads for the product, buyers know that purchasing the product will be publicly understood and accepted. Advertising also lets the seller repeat a message many times, and it lets the buyer receive and compare the messages of various competitors. Large-scale advertising by a seller says something positive about the seller's size, popularity, and success.

Advertising is also very expressive, letting the company dramatize its products through the artful use of print, sound, and color. On the one hand, advertising can be used to build up a long-term image for a product (such as Coca-Cola ads) and, on the other, to trigger quick sales (as when K mart advertises a weekend sale). Advertising can reach masses of geographically spread-out buyers at a low cost per exposure.

Advertising also has some shortcomings. Although it reaches many people quickly, advertising is impersonal and cannot be as persuasive as a company salesperson. Advertising is able to carry on only a one-way communication with the audience, and the audience does not feel that it has to pay attention or respond. In addition, advertising can be very costly. Although some forms, such as newspaper and radio advertising, can be done on small budgets, other forms, such as network TV advertising, require very large budgets.

Personal selling Personal selling is the most effective tool at certain stages of the buying process, particularly in building up buyers' pref-

多人看广告就是为了购买产品, 购买者知道购买广告中推销的产品是为人们所理解和接受的。广告也使销售者多次重复某一信息, 这就可以让购买者接受各种各样竞争者的信息并加以比较。销售者所做的大规模广告往往伴有一些赞美之词, 比如介绍销售者的规模、知名度和成功的业绩。

promotion mix 促销组合

legitimate 合法的, 合理的

广告的表达力很强, 它可以使得企业通过艺术性地运用画面、声音和颜色形象生动地推销其产品。一方面, 广告可以用来为产品树立长期的形象 (比如可口可乐的广告)。另一方面, 广告也可以掀起快速销售热潮 (比如 K-mart 公司通过广告而掀起的周末销售热潮)。广告能以较低的平均传播费用在不同地域赢得大量的买主。

expressive 有表现力的

dramatize 把某事戏剧化, 渲染

exposure 暴露, 曝光

trigger 触发, 引起

广告也有缺点。虽然它可以迅速晓喻众人, 但终非人与人之间的直接交流, 也就不可能像企业推销员那样有说服力。另外, 广告只能和观众进行单向交流, 所以, 观众就觉得无需注意或做出反应。此外, 广告的费用有可能相当昂贵。尽管有些形式的广告, 如报纸、广播花费较低, 但其他形式的广告, 如网络电视广告, 则需大笔费用。

impersonal 不受个人感情影响的, 和个人无关的

persuasive 能劝说的, 善于游说的

one-way 单向

人员推销 在购买过程中的某些特定阶段, 特别是在建立购买者偏爱、信心及促成购买行为阶段, 人员推销是最有效的

erences, convictions, and actions. As compared with advertising, personal selling has several unique qualities. It involves personal interaction between two or more people, so each person can observe the other's needs and characteristics and make quick adjustment. Personal selling also lets all kinds of relationships spring up, ranging from a matter-of- fact selling relationship to a deep personal friendship. The effective salesperson keeps the customer's interests at heart in order to build a long-run relationship. Finally, the buyer usually feels a greater need to listen and respond, even if the response is a polite 'no thank you' .

These unique qualities come at a cost. A salesforce requires a longer-term commitment than advertising - advertising can be turned on and off, but salesforce size is harder to change. And personal selling is the company's most expensive promotion tool, costing industrial companies an average of \$ 197 per sales call. American firms spend up to three times as much on personal selling as they do on advertising.

Sales promotion Sales promotion^① includes a wide assortment of tools—coupons, contests, cents-off deals, premiums, and others - and these tools have many unique qualities. They attract consumer attention and provide information that may lead the consumer to buy the product. They offer strong incentives to purchase by providing inducements or contributions that give additional value to consumers. And sales promotions invite and reward quick response. While advertis-

手段。与做广告相比, 人员推销具有几个独到的特性。它是两个或更多人之间的直接交流, 因而, 每一个人就可察觉到对方的需求及特点, 并且做出迅速调整。人员销售也会产生出各种各样的关系, 有一般的买卖关系, 也有可能发展到深厚的个人友谊。为了建立长期关系, 得力的推销人员总是牢记客户的兴趣。最后, 买主通常会感到他们更有必要听取推销人员的意见并做出反应, 即使这一反应只是一句客气的“不, 谢谢您”。

preference 偏好, 偏爱

conviction 确信, 信服, 深信

characteristic 特性

spring up 突然冒出

matter-of- fact 实事求是的, 就事论事的

long-run 长期

上述特有的效果是来之不易的。营造一支推销队伍比做广告需要更长时间的努力——广告可随意开始停止, 但推销队伍的规模却难以改变。另外, 人员推销也是公司最为昂贵的推销手段。实现每笔交易平均要花去工业企业 197 美元。美国的企业花在人员推销上的费用通常高达广告费用的 3 倍。

salesforce 推销队伍

commitment 承诺, 责任

促销活动 促销活动的手段多种多样, 五花八门——价格优惠券、竞赛、小额优惠、馈赠等等。这些手段有许多独特的作用。他们可以招揽顾客, 提供信息, 从而促使消费者购买产品。通过提供打折和赠送等增值服务来刺激消费者强烈的购买欲望。同时, 促销活动也可迅速获得并回报消费者的反应。广告只是说“买我们的产品”, 而促销活动则说“现在就买吧”。

coupon 价格优惠券