



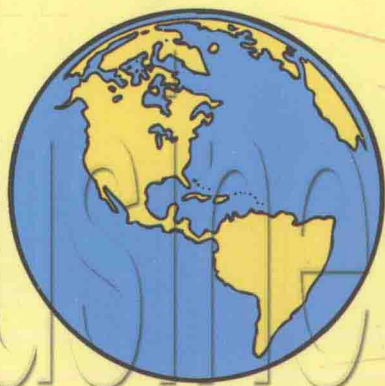
21世纪高职高专规划教材

商务英语系列

商务英语 会话教程

Practical Skills of Business English Speaking

主编 贝可钧



清华大学出版社 · 北京交通大学出版社

21 世纪高职高专规划教材·商务英语系列

商务英语会话教程

Practical Skills of Business English Speaking

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清华大学出版社
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内 容 简 介

本书的总体编写思路为:打破以“背单词——记句型——读对话”为主要特征的英语口语课程的传统模式,转变为符合学生认知规律的以“问题导入(Warm-up)——示范性对话(Sample Conversations)——提炼语言(Functional Patterns and Expressions)——语言操练(Field Practice)——话题讨论(Discussion and Comments)”为线索来组织教材内容,在章节的编排上体现涉外商务外贸工作的一般流程,帮助构建相关理论知识,发展职业能力。本书内容突出对学生职业能力的训练,理论知识的选取紧紧围绕工作任务完成和学生技能提升的需要来进行。

本书可作为高等院校及高职院校应用英语、国际商务、商务英语、外贸英语等专业的通用教材,也可供从事国际商务、对外贸易等工作人员进行参考。

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出版说明

高职高专教育是我国高等教育的重要组成部分，它的根本任务是培养生产、建设、管理和服务第一线需要的德、智、体、美全面发展的高技术应用型专门人才，所培养的学生在掌握必要的基础理论和专业知识的基础上，应重点掌握从事本专业领域实际工作的基本知识和职业技能，因而与其对应的教材也必须有自己的体系和特色。

为了适应我国高职高专教育发展及其对教学改革和教材建设的需要，在教育部的指导下，我们在全中国范围内组织并成立了“21 世纪高职高专教育教材研究与编审委员会”（以下简称“教材研究与编审委员会”）。“教材研究与编审委员会”的成员单位皆为教学改革成效较大、办学特色鲜明、办学实力强的高等专科学校、高等职业学校、成人高等学校及高等院校主办的二级职业技术学院，其中一些学校是国家重点建设的示范性职业技术学院。

为了保证规划教材的出版质量，“教材研究与编审委员会”在全国范围内选聘“21 世纪高职高专规划教材编审委员会”（以下简称“教材编审委员会”）成员和征集教材，并要求“教材编审委员会”成员和规划教材的编著者必须是从事高职高专教学第一线的优秀教师或生产第一线的专家。“教材编审委员会”组织各专业的专家、教授对所征集的教材进行评选，对所列选教材进行审定。

目前，“教材研究与编审委员会”计划用 2~3 年的时间出版各类高职高专教材 200 种，范围覆盖计算机应用、电子电气、财会与管理、商务英语等专业的主要课程。此次规划教材全部按教育部制定的“高职高专教育基础课程教学基本要求”编写，其中部分教材是教育部《新世纪高职高专教育人才培养模式和教学内容体系改革与建设项目计划》的研究成果。此次规划教材按照突出应用性、实践性和针对性的原则编写并重组系列课程教材结构，力求反映高职高专课程和教学内容体系改革方向；反映当前教学的新内容，突出基础理论知识的应用和实践技能的培养；适应“实践的要求和岗位的需要”，不依照“学科”体系，即贴近岗位，淡化学科；在兼顾理论和实践内容的同时，避免“全”而“深”的面面俱到，基础理论以应用为目的，以必要、够用为度；尽量体现新知识、新技术、新工艺、新方法，以利于学生综合素质的形成和科学思维方式与创新能力的培养。

此外，为了使规划教材更具广泛性、科学性、先进性和代表性，我们希望全国从事高职高专教育的院校能够积极加入到“教材研究与编审委员会”中来，推荐“教材编审委员会”成员和有特色的、有创新的教材。同时，希望将教学实践中的意见与建议，及时反馈给我们，以便对已出版的教材不断修订、完善，不断提高教材质量，完善教材体系，为社会奉献更多更新的与高职高专教育配套的高质量教材。

此次所有规划教材由全国重点大学出版社——清华大学出版社与北京交通大学出版社联合出版，适合于各类高等专科学校、高等职业学校、成人高等学校及高等院校主办的二级职业技术学院使用。

21 世纪高职高专教育教材研究与编审委员会

2011 年 6 月

前言

本书以教育部关于高职高专院校英语专业教学大纲所规定的复合型涉外人才的培养为依据,目标是让学生在商务环境中学习语言,并通过语言运用来提高商务知识与技能,使学生掌握商务基础知识,具有较强的运用商务英语的能力。教材创新是课程改革的关键。本书在编写上以“语境理论”和“专门用途英语教学理论”等高等职业教育教学理论的最新研究成果为依据。在教学目标、内容、手段的设计上充分体现以学生为中心、以交际能力培养为目标的教育思想和理念,并在总结多年商务英语教学实践经验的基础上,斟酌素材,精心编撰。教材体系完整、内容丰富、题材广泛、语言规范、形式多样、体例严谨,以期使我国高等职业教育商务英语口语课程的教学建设有所突破。

本书具有以下特色。

一、针对性

内容的选择和练习的设计充分体现高职英语教学学习者的特点和实际水平,并充分考虑了中国商务文化环境和商务活动的特点。

二、实用性

各单元的主题选择上力求将英语语言与商务知识相结合,在训练学生应用能力的同时促使学生掌握相关的商务知识,使英语语言知识的应用和商务知识融为一体,极大提高学生的英语学习效率和职业竞争能力。

三、多样性

本书精心设计了形式多样的练习,围绕对话主题或交际功能设计,主要有引导式对话、双人会话、角色表演、小组讨论、辩论、调查问卷等。

四、内容丰富性

本书涉及商务交际活动的各个环节,同时还包括语言、文化和商务方面的知识。

全书共分为十个单元,每个单元围绕一个商务主题展开,内容设计方面涵盖与该主题相关的必备的商务知识。每个单元由七部分组成:第一部分为问题导入,设计一些简单的问题让学生轻松开口;第二部分为示范性对话,依据商务活动的基本流程编写,场景真实,语言生动规范;第三部分提炼出了与本单元商务内容相关的常用表达方式,供学生操练和查阅;第四部分设计了形式多样、轻松活泼的口语练习;第五部分提出与该主题密切相关的若干争议性话题,鼓励学生结合自己的知识、经历和感受大胆开口;第六部分提供了本单元的词汇库;第七部分供学生自我总结并检验本单元的学习效果。

本书由浙江工商职业技术学院国际交流分院应用英语教学核心团队合力编著,是该校应用英语专业作为省特色专业建设的主要成果之一。本书由贝可钧担任主编,负责总体框架设计、确立编写思路、统稿及 Unit 1 和 Unit 7 的编写;由曹淑萍与翁晓梅担任副主编,曹淑萍

负责 Unit 3、Unit 5 和 Unit 10 的编写；翁晓梅负责 Unit 2、Unit 4 和 Unit 8 的编写；岳红利负责 Unit 6 和 Unit 9 的编写。本书编写过程中也得到了美籍语言专家 Rozi 女士的宝贵意见和建议。在此向对于本书编写给予大力支持和关注的专家和老师一并表示感谢。由于编著水平有限，书中错误和不足之处在所难免，敬请专家和广大读者批评指正。

编 者
2011 年 5 月

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Unit 1

Establishing Business Relationship

Part I Warm-up



Questions for Thinking

Q1: What's your understanding of establishing business relationship?

Q2: What is the process of establishing business relationship for both buyers and sellers?^①

Q3: What do you think are the most important elements for successful relationship with customers?^②



Discussion

Directions: Please discuss about the above questions in your group, and sum up your discussion results in the following table.

Summary of Your Group Discussion

Q1:

1.

2.

3.

Etc.

^① Business Tip: Communicating in writing, attending the export commodities fairs, holding exhibitions both at home and abroad, mutual calling and visiting, etc. Do you agree?

^② Business Tip: Reasonable price, excellent after-service, good reputation of the company, best quality of product, etc. Can you tell why?

Q2:

1.

2.

3.

Etc.

Q3:

1.

2.

3.

Etc.



Background Information

Establishing business relationship is the very initial but rather crucial step in foreign trade. It often takes place between two parties not knowing each other at all or not very well; therefore both parties will be very polite and courteous to each other. To facilitate your qualification for the task in oral English, you need to know and understand some related background information as follows:

1. Channels for setting up business relationship

There are several prerequisites that exporters have to satisfy before they actually sell commodities abroad, among which the establishment of business relations with potential customers deserves special attention. Generally, exporters can obtain information about prospective customers overseas through the following channels:

1) Banks in the buyer's country

买方国家的银行

2) Chambers of commerce in foreign countries

外国商会

3) Consulates stationed abroad

外国商业会馆

4) Chinese Commercial Counselor's Office in foreign countries

中国驻国外商务参赞处

5) Various trade associations

各种同业公会

6) Trade directory

贸易名录

7) Newspaper and advertisement

报纸和广告

8) Attendance at all kinds of commodities fairs home and abroad

参加国内外各种商品展会

9) Mutual visits by trade groups and delegations

贸易团体和贸易代表之间的互访

10) Business houses of the same trade

同业商行

Having obtained the name and address of the prospective customers, the exporter may set out to send letters, circulars, catalogues, and price lists to the parties concerned. Such letters should tell the reader how his name is obtained and give him some details about the exporter's business, for example, the range of the goods handled and in what quantities.

Very often, it is the importer who initiates such an inquiry letter to the exporter to seek for information about the products he is interested in. In such a case, the letter should be answered promptly and explicitly to create goodwill and leave a good impression on the reader. If the inquiry is from a regular customer, a direct and polite reply, with an expression of thanks, is all that is necessary. But if you reply to an inquiry from a new source, you will naturally approach it more carefully. For example, you may add a favorable comment on the goods inquired about and draw attention to other products likely to be of interest.

2. Skills in credit inquiry

What is credit inquiry? In international business, credit inquiry is made by traders investigating into the financial position, credit, reputation, and business modes of other firms. Before a firm starts business with a new customer or company, it is the usual practice to make credit inquiry so as to obtain all the information possible about the firm one is going to enter into business relations with, to well protect oneself in case any disputes should arise, and to safeguard the interests of both parties involved. So credit inquiry is of utmost importance. It is vital to the future cooperation of the traders.

There are various ways of obtaining credit information, for instance, from banks, chambers of commerce, inquiry agencies, or business connections. The information obtained from a bank or a chamber of commerce is generally reliable and sometimes free of charge. However, a bank will

not give information directly to an unknown inquirer unless the inquiry comes from one of its fellow banks. Therefore, when taking up a bank reference, the trader had better apply to his own bank for credit inquiry. From inquiry agency, the inquirer can also get the needed information but of course he has to pay for it. Besides, the inquirer can also refer to other sources such as business partners who are likely to provide the information concerned.

Part II Sample Conversations



1. Credit inquiry

Mr. White: Hello, this is Mr. White from Bank of Asia, Singapore Branch. Is that Mr. Li speaking?

Mr. Li: Hello, here it is.

Mr. White: I am calling to inform you of the company you inquired us several days ago. The company you have asked us is a joint venture registered in Singapore, and has enjoyed a good reputation in the business circle all over the world for nearly five decades.

Mr. Li: Are you sure for the information?

Mr. White: Absolutely. Even they never have had any bad record in the bank for their credit. They always pay the value of the goods in time. Please rest assured to deal with them.

Mr. Li: Thanks. Could you also inform me of the scale of the company?

Mr. White: The company is a medium joint venture with annual import and export volumes of USD 30 000 000 and it has preserved large reserves in the bank.

Mr. Li: Would you mind telling me more information about the cooperation?

Mr. White: If your order exceeds USD 1 000 000, the company will allow you 5% discount on the imported goods.

Mr. Li: Indeed nice of you to bring us the news. Thank you very much, Mr. White.

Mr. White: It is my pleasure.



2. Initial talk on the phone

Marie: Hello, this is International Corporation. Marie is speaking. May I help you?

Frank: Hello, this is Frank speaking. I am the manager of the Import Department of United

- Computer Co. Ltd. Please connect me with the Export Manager, Mr. Johnson.
- Marie: I'm sorry. Mr. Johnson is not in right now. What can I do for you?
- Frank: Can you introduce some of your soft-wares for me? I get to know that your computer specialized in this line for more than ten years.
- Marie: Sure, it's my pleasure. There are many latest soft-wares of our computer on the show now and we also have printed catalogue and price lists. Do you need them?
- Frank: Sounds great. I'll appreciate it if you can mail me a catalogue and the price list.
- Marie: OK, no problem.
- Frank: If the price is reasonable and competitive, I believe our cooperation will certainly result in important business.
- Marie: I'm so glad that your desire meets with ours.



3. Step-in talk at the company

- David: Good morning. My name is David Copper. I'm from Australia. Here is my card.
- Lily: Thank you. I'm pleased to meet you, Mr. Copper. My name is Lily. I am the representative of Liwen Trading Co. Ltd.
- David: Pleased to meet you too, Lily. I travel a lot every year on business, but this is my first visit to your country. I must say I have been much impressed by your friendly people.
- Lily: Thank you for saying that. Have you seen the exhibition halls? On display are most of our products, such as silk, woolen knitwear, cotton piece goods, and garments.
- David: Oh, yes. I had a look yesterday. The exhibition has successfully displayed to me what your corporation handles. I found some of the exhibits are fine in quality and beautiful in design, especially the silk.
- Lily: Our silk is known for its good quality. It is one of our traditional exports. Silk blouses are brightly-colored and beautifully designed.
- David: I believe they will meet with great favor overseas and be in great demand. I hope we can have a good cooperation in the near future if your prices are reasonable.
- Lily: Thank you for saying so and we'll try to make an offer as soon as possible. We're looking forward to setting up long-term and mutually beneficial business relationship between us.



4. Visiting the factory

- Wang: Welcome to our factory, Mr. Smith.
- Peter: Thank you. I've been looking forward to visiting your factory.

Wang: Maybe we could start with the Designing Department, and then we could look at the production line. Would you please put on these work clothes and caps?

Peter: OK, thank you.

Wang: Please follow me this way.

Peter: How do you ensure quality control, Mr. Wang?

Wang: We believe that the quality is the soul of an enterprise. Therefore, we always put quality into the first consideration. All products have to pass strict inspection before they're put on the market.

Peter: Well, that's great.

Wang: What's your general impression of your factory, may I ask?

Peter: Yes, I've been very impressed by what I've seen. I hope my visit does not cause you too much trouble.

Wang: My pleasure, and it's great honor for us to establish business relationship with your company.

Peter: The honor will be mine. Shall we meet another time in the near future for further negotiation?

Wang: I think so.

Part III Functional Patterns and Expressions

1) When expressing channels of establishing business relationship, one may use such expressions as:

(1) We've come to know your name and address from the Commercial Counselor's Office of the Chinese Embassy in London.

(2) By the courtesy of Mr. Black, we are given to understand the name and address of your firm.

(3) Your firm has been introduced (recommended/passed on) to us by Maple Company.

(4) Concerning our financial position, credit standing and trade reputation, you may refer to Bank of Hong Kong, or to our local Chamber of Commerce or inquiry agencies.

2) When expressing business lines, one may use such expressions as:

(1) Our lines are mainly arts and crafts.

(2) We have been in this line of business for more than twenty years.

(3) We specialize in the export of Japanese light industrial products and would like to trade with you in this line.

3) When seeking common points, one may use such expressions as:

- (1) Your desire coincides with ours.
- (2) This is our common desire.
- (3) Your desire to establish business relations coincides with ours.
- (4) I'd appreciate your kind consideration in the coming negotiation.
- (5) I can assure you of our close cooperation.

4) When expressing a sincere hope, one may use such expressions as:

- (1) We look forward to setting up entering into our business relationship.
- (2) We shall welcome a chance to renew our friendly relationship.
- (3) We'll try our best to widen/expand our business relationship with you.
- (4) The arrangement will contribute to cement our pleasant relationship.
- (5) We're willing to restore our business relationship.

(6) It will be advantageous if steps are taken to resume our business relationship on the basis of mutual benefit.

Part IV Field Practice



Guided sentences

1) We've heard you're one of _____ (上海的主要进出口公司之一).

2) From China Council for the promotion of International Trade we've known you're _____ (化工产品的主要进口商之一).

3) That's to seek possibilities of _____ (和贵公司建立长期贸易关系的可能性).

4) Your desire to establish business relationship with us _____ (与我们的吻合).

5) As you know, _____ (我们一直在平等互利的基础上开展业务关系).

6) In order to increase our export business to your country, we hope _____ (和贵公司建立起直接的商务关系).

7) As far as we know, _____ (他们的财务状况良好).

8) The firm you inquired for enjoys _____ (声誉良好, 资金储备雄厚).

9) _____ (我方将不胜感激) if you will furnish us your opinion on the financial status and reliabilities of the company.

10) We regret very much being unable to _____ (向你方提供关于该公司的任何信息).



Guided conversations

Directions: Complete the following guided conversations orally.

Conversation 1

A: Welcome to our company, Mr. Stewart. Please be seated.

B: Nice to meet you at your office, Ms. Jiang. We've heard you're (1) _____

A: Yes. We are importing and exporting a wide range of goods and have been in this line for more than 20 years.

B: (2) _____?

A: We mainly specialize in garments, particularly in silk products. In recent years, demands both from home and abroad are getting much higher.

B: You're right. People in my country love silk clothes more and more, especially those made in China. Are they equally popular in other external markets?

A: Exactly. Our silk clothes (3) _____ in the European market, and also (4) _____ in the U. S. A.

B: Very impressive. Could you show me a pamphlet about your company and latest silk clothes? I want to know more about that.

A: Certainly. Here you are.

Conversation 2

A: As you can see from the pamphlet, our products are available in different colors and styles.

B: Well, I think I'm very interested in your products, especially article No. 216 and No. 358. We desire to establish long term trade relationship with you.

A: It's nice to hear you say that. Your desire coincides with ours. However, for safety's sake, we would like to know (1) _____

B: I see. Well, you can consult (2) _____ or _____, which has recorded any information concerning our credit standing.