

21世纪大学实用行业英语系列



涉外商务接待

English for Business Reception

陈 昕 主 编 王菊芬 副主编



 复旦大学出版社

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前言

随着全球化进程,我国已经跻身于世界经济大国之列,频繁的国际商务贸易活动需要越来越多的商务英语类人才,既具备商务能力又能说流利英语的人才往往受到涉外企业的青睐。

本教材是根据教育部高职高专指导思想编写的商务英语专业教材。教材的编写立足于高职高专院校商务英语专业的人才培养定位、人才培养目标以及人才培养模式,以培养职业能力为核心,以工作实践为主线,以工作过程(项目)为导向,旨在提高商务环境下的英语接待能力,为社会培养能胜任涉外接待岗位的商务类人才。教材内容有应用性、实践性、职业性特点:

1. 本书的7个项目涵盖了涉外商务接待工作的多个方面,包括电话沟通、电子邮件和传真的收发、接待客户、陪同观光、参观工厂、会务接待和宴会邀请等。
2. 每个项目明确了学习目标、知识目标和能力目标,突出了教学的知识要求和能力要求。
3. 每个项目包含多个学习任务,每个学习任务包括情景对话、关键句型、知识储备、模拟实训和能力提升5个部分,供学生学习、模仿、应用、提升英语接待水平。

本教材的主编为无锡工艺职业技术学院的陈昕老师,拟定了编写大纲,编写了Item 1, Item 2, Item 3 和 Item 7, 副主编王菊芬老师编写了Items 4—6。本教材在编写的过程中参阅了大量的资料、论著,并得到了无锡工艺职业技术学院经管系同行老师们的热情帮助。谨向这些同行、专家表示衷心的感谢!

限于编者的学识和水平,书中疏漏之处在所难免,敬希专家学者和广大读者不吝指教。

陈 昕

2014年5月

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Making Business Calls

Learning Objectives 学习目标

1. Knowledge Objectives 知识目标

- Mastering business telephone etiquettes.
掌握商务电话礼仪知识。
- Mastering useful calling patterns.
掌握商务电话常用句型。

2. Skills Objectives 技能目标

- Being able to make business calls efficiently.
能够职业化地接打商务电话。
- Being able to take telephone messages.
能够记录电话留言。
- Being able to answer telephones properly.
能够树立正确的接听电话的态度。

Task 1 Leaving a Telephone Message

1. 知识储备

(1) 怎样记录电话留言

- 记录所有内容
- 记下电话号码
- 确认公司名称
- 记录打电话原因
- 充分记录留言的所有内容
- 写清电话打来的日期和具体时间
- 写上记录者姓名

(2) 电话礼仪

- 如果你打电话给别人,对方一接电话,你就要报上自己的名字(identify yourself),说:“Hello, this is ... speaking.”不要等待对方追问你是谁。
- 接别人打来的电话时,如果对方未报姓名,你可以礼貌地问:“Who’s calling, please?” “May I ask who’s calling, please?” 假如对方电话中要找的人是你的同事,你也应该问这句话,让接电话的人知道是谁打来的。
- 如果你打电话给特定的某个人,那么你得用礼貌的问句来表达意图,例如:“May I speak to Rachel Smith, please?”
- 当你只知道分机号码却不知道人名的时候,你可以说:“Could I have extension number 563?”
- 但如果打电话是有特定的目的,那最好这么说:“I’m calling to make a reservation.”
- 当你需要转接(transfer)到另一部分机,你常会听到:“Connecting your call ...”或者:“Please hold and I’ll transfer you.”
- 如果你是在繁忙时段拨打某公司电话的话,在接线员将你转到另一条线之

前,你可能会听到简短的一句话:“Hello, please hold on.”

- 当你打电话的对象不在或不能接听电话时,准备好留言。你可以使用电子录音系统(voicemail)或一部自动应答机器(answering machine)。
- 如果你正和接线员讲话,他们会问:“Would you like to leave a message?”或者你可以说:“May I leave a message?”如果想要对方回电话,千万别忘了留下你的回电号码(call back number)。
- 如果你不确定你能听清所有的对话,一定要坦诚,直接告诉对方:“Could you please speak slowly?”大部分的人会赞许你的诚实并很高兴这么做。
- 万一你拨通了一个号码,却从对方接听时的口气,发觉你可能拨错电话时,千万不要反问人家:“What number is this?”而是要问你拨的号码对不对,例如:“Is this 85925-563?”如果对方告诉你拨错了,赶快说:“I’m sorry. I’ve got the wrong number.”然后把电话轻轻挂上。
- 假如你接到别人拨错的电话,你可以说:“I think you have the wrong number. This is 85925-563.”然后把电话轻轻挂上。不要摔电话!拨错电话号码都是无心的。
- 打电话应该要言不繁。讲完该讲的话时,通常由拨电话的先说:“Goodbye.”我们可以加一句:“Thank you for your calling.”然后双方挂上电话,记住要轻哦。
- 接听电话要身体坐直,言语礼貌和职业化,声音适中、语音清晰、语法和发音正确、回答迅速、面带微笑。

2. 情景对话

要求:学习对话情景内容并模拟对话。

美国 ABC 贸易有限公司从驻美的中国大使馆商务参赞处得悉中国阳光丝绸进出口公司经营丝绸进出口业务和联系方式,该业务部经理汤姆·史密斯打电话给中方公司销售部经理李明,希望建立业务关系。遗憾的是李明出差在外地,办公室张磊接听了电话。

Zhang: Good morning. This is China Sunshine Silk Imp. & Exp. Co. Ltd. Can I help you?

Smith: Good morning. This is Tom Smith from USA ABC Trading Co. Ltd. Could I speak to Li Ming, the Sales manager, please?

Zhang: I’m afraid he’s out on business. Can I take a message?

Smith: Thank you. Yes, please. Can you ask him to call me back?

Zhang: Of course. Wait a minute so I can get a pen ... Yes, please.

Smith: My name is Tom Smith.

Zhang: Could you spell that?

Smith: Yes, that's T-O-M, Tom, S-M-I-T-H, Smith.

Zhang: Tom Smith.

Smith: And my number is 001 - 812 - 6688994.

Zhang: 001 - 812 - 6688994.

Smith: Yes, please tell Mr. Li that I am interested in your products and need the price list and catalogue.

Zhang: OK, Mr. Smith. I've taken them down. You need the price list and catalogue and ask him to call you back.

Smith: That's right.

Zhang: OK, Mr. Smith. I'll let him know everything as soon as possible.

Smith: Thank you very much.

Zhang: You're welcome.

Smith: Byebye.

Zhang: Byebye.

3. 关键句型

要求: 熟记并会应用下列句型。

- (1) She is not here now. Can I take a message?
她现在不在,要留言吗?
- (2) Sorry, he is busy at this moment. Could you call him back?
抱歉,他现在很忙,您能稍后再打吗?
- (3) Would you like to leave a message?
请问,您要留言吗?
- (4) Yes, please tell him that Mary called.
请告诉他,玛丽打电话找过他。
- (5) Yes, please ask him to call me back. My number is 778899008.
请转告他,让他回我电话,我的号码是 778899008。
- (6) Just a minute. I'll transfer you.

请稍等,我为你转接。

- (7) I really need to talk to him personally.

我需要亲自和他讲。

- (8) I hate to trouble you, but it is urgent. Please slip this message into him.

不好意思麻烦您了,但事情紧急。请将这个信息转达给他。

- (9) I'll make sure he gets the message.

我一定转达。

- (10) Could you tell him to call me back when he is free please?

可否请您告诉他有时间给我回个电话?

- (11) It's nothing urgent. I will give another call some time later.

没什么要紧事,我晚些时候再给他打。

- (12) I'm sorry, Mr. Black is unavailable. Would you like to speak to someone else in the same section?

抱歉,布莱克先生不在。您愿意同本部门的其他人通话吗?

- (13) Are you sure the one you want is Mr. Wang since no Mr. Wang works here?

你确定要找王先生吗?我们这儿没人姓王。

- (14) I'm afraid you must have the wrong number. Will you check the number again, please?

您一定是弄错号码了,请您再核对一下电话号码好吗?

- (15) When could I reach him?

我什么时候能与他联系上呢?

- (16) Please hang up. I'll call you back when your party is on the line.

请挂断。等我接通了,会再打给你。

- (17) Will it be too late if I call around 9:00 this evening?

如果我晚上9点左右打来,是不是太晚?

- (18) Hold on for just a second so I can get a pen to write it down.

请稍等,我拿笔记下来。

- (19) This is Mary on behalf of Mr. White. He asked me to ask you if Mr. Li would be able to meet him today at 3:00 p. m.

我是玛丽,代表怀特先生给您打电话。他让我问问下午三点是否可以和李先生见面。

- (20) He would not be in his office this afternoon, but you can call his mobile phone.

他下午不在办公室,您可以打他的手机。

4. 模拟实训

要求：应用关键句型进行角色扮演下列情景。

澳大利亚羊毛进出口公司亚洲区市场部的布莱克先生打电话找浙江羊绒外贸公司外贸业务员李强磋商羊毛订单事宜，李强的助手小张告诉他李强在开会，请布莱克先生留言。布莱克先生把他入住的希尔顿酒店的房间号码和电话号码留给小张，让李强会后回电话。

5. 能力提升

Whether you're calling clients, responding to customers or trying to get a job, telephone communication is an important part of modern business. Proper business phone etiquettes will help you make a good impression and maintain good relations with business contacts. Simply remembering to be polite and organized will go a long way.

(1) Making Calls

When you call a business contact, identify yourself promptly, saying, for example, "Hello, this is Tom Smith from Acme Inc." Stating your name and company will give people the impression that you're calling a heads-up on your purpose. Make sure the person on the other end is available to listen, saying, for example, "May I please have a minute of your time?" Afterward, briefly state the reason for your call. It may be helpful for you to prepare a one- or two-sentence summary beforehand. It's important to keep this statement brief, in case you must relay the message through a receptionist.

(2) Taking Calls

When you answer the phone, identify yourself and your company or department to reassure callers that they have the right number. Politely ask for a name — saying, for example, "May I ask who is calling?" — to show that you're interested in the caller. Whenever you take business calls, it's important to keep a pen and paper, computer or other method of note-taking nearby. Having to call someone back to confirm information can be embarrassing for you and frustrating for your contact. If you must ask a caller to call back or wait for a return call, give a specific time; for

example, you might say, “Jane Smith isn’t available right now, but she’ll be back in the office at 3.”

(3) Holding and Transferring

Callers don’t generally like to be put on hold; they may worry that you’ll take forever to pick up the phone again. Holding is necessary in some situations, for example, to transfer a call or if you need to talk to someone else in the office. If you must put a caller on hold, ask for permission first. Check in with the caller every 30 seconds or so, and say, “Thank you for holding” when you pick up. If the person you’re calling puts you on hold, it’s all right to hang up after about three minutes.

(4) Leaving Messages

Leaving concise messages will help your business calls go smoothly. Make sure to identify yourself immediately, just as you would for an ordinary call. Before you call, have a short statement ready about your purpose and how urgent the matter is. Finally, leave a phone number and indicate a good time for the person to call you back. It’s especially important to speak clearly when you’re leaving a message, since you won’t have a chance to repeat yourself if the person you’re calling doesn’t understand.

Task 2 Making Enquiry and Offer on the Phone

1. 知识储备

办公室电话礼仪

- (1) 在公司接听电话时,一般要先报上自己的姓名与公司名称,比如:
This is Mary Sun of ABC Trading Company. (这里是 ABC 贸易公司的孙玛丽。)
- (2) 如果接听的是分机,要报上自己部门的名称,如:
ABC Trading Company, Overseas Sales Department. Can I help you? (ABC 贸易公司海外销售部。我能为你做些什么吗?)
- (3) 打电话一方听到这样的话后,要告诉对方自己想找的人:
I'd like to speak to Mr. Brown, please. (麻烦一下,我想和布朗先生讲话。)
或者告诉对方自己要转的分机号:
Could I have extension 321, please? (请转接 321 分机,好吗?)
- (4) 如果想转接某个部门,而非具体某个人时,可以说:
I'd like to speak to someone in the Personnel Department. (我想和人事部的人通话。)
- (5) 如果接听者即是打电话要找的人,可以简单地回答:
Speaking. (我就是,请讲。)
- (6) 如果想了解对方打来电话的目的,千万不要问:
Why are you calling? (为什么给我们打电话?)
这样做极其不礼貌,应该说:
What is this call regarding? (您打这个电话是关于什么事情呢?)

2. 情景对话

要求：学习对话情景内容并模拟对话。

中国阳光丝绸进出口公司经理李明出差回来看到电话留言后，立即给美国ABC贸易有限公司业务部经理汤姆·史密斯回电话，了解到该公司对本公司的丝绸产品感兴趣，并且对汤姆·史密斯的询价做出了详细的答复。

Secretary: Good morning. Marketing Department of USA ABC Trading Co. Ltd.
May I help you?

Li: Good morning. This is Li Ming from China Sunshine Silk Imp. & Exp. Co. Ltd. I'd like to speak to Mr. Tom Smith.

Secretary: Would you hold on, please? I'll try to find him.

Smith: Hello, Tom Smith speaking.

Li: Hello, this is Li Ming. I'm phoning back about your interest in our silk products.

Smith: That's true. We are thinking about buying some silk products. Your products are very popular in our country.

Li: Our products are famous for the fine workmanship and good quality. Have you got our catalogue and price list? I faxed you yesterday.

Smith: Yes, thank you.

Li: What is it in particular you're interested in?

Smith: We take great interest in Item 6 - Item 10.

Li: They are one of the best selling lines in North America because they are popular among young ladies.

Smith: Could you send us the samples so that we are thinking of placing an order?

Li: All right. You will receive our samples soon.

Smith: Thank you. As soon as we have your samples, I'll give you a call.

Li: I hope we can do business together, and look forward to your call soon.

.....
Smith: Good afternoon. This is Tom Smith. I'd like to speak to Mr. Li Ming.

Li: Good afternoon. Li Ming speaking.

Smith: We found the samples of your products fine in quality and beautiful in design.

Li: These silk blouses are very colorful and feel nice.
Smith: They are pure silk blouses?
Li: Yes. They're only been on the market for a couple of months. The fashionable styles are attractive to young ladies.
Smith: How about the supply position?
Li: Generally speaking, we can supply from stock.
Smith: I'll email our inquiry list to you. You will find the required items, specifications and quantities all there. Please quote us your lowest price, CIF New York.
Li: Thank you for your inquiry. I'll look into your requirements first and let you know our firm offers as soon as possible.
Smith: Could you tell me when you will give us the quotation?
Li: It can be sent to you this evening. So I will send you an email around 7:00 p. m. You will surely find our price very reasonable.
Smith: I hope so.
Li: Bye!
Smith: Bye!

.....

Li: Hello, this is Li Ming speaking.
Smith: Hello, Tom Smith speaking. Thank you for your quotation, but I can tell you right now that your prices are too high for us.
Li: I'm surprised to hear you say so. You know that the cost of production has been rising in recent months.
Smith: I'm afraid I can't agree with you. I must point out your price is higher than some of the quotations we've received from other sources.
Li: But our quality is better than others. You must take it into consideration.
Smith: We don't deny the high quality of your products, but it's difficult to persuade our clients to buy at such a price.
Li: We can offer a 10% discount for orders over 10,000 dozens.
Smith: I'm not sure we can use that many. How long will you leave your offer open?
Li: It's valid for seven days. But the offer is subject to our final confirmation. How soon do you want the goods to be delivered?

Smith: We need a shipment in Early November.

Li: We can ensure that. We have an ample supply.

Smith: OK. I'll see what I can do.

.....

Smith: Good morning. Tom Smith. Speaking.

Li: Hello, Mr. Smith. This is Li Ming.

Smith: I suppose it's unwise for either of us to insist on his own price. How about meeting each other half way?

Li: Well, what's your suggestions?

Smith: That is 5% discount for 5,000 dozens.

Li: You certainly drive a hard bargain, Mr. Smith. Are you going to place an order now?

Smith: Yes.

Li: OK. Could you please send us your order by fax or by mail?

Smith: Fine. We'll send you our completed order form by fax today.

Li: Thank you very much. We'll be expecting it. Goodbye.

Smith: Goodbye.

3. 关键句型

要求: 熟记并会应用下列句型。

- (1) This is Wang Gang from China Imp. & Exp. Trading Company, calling from Beijing. I've just got your phone number from the Commercial Counselor's office of the French Embassy here. I learned that you are the leading exporter of French electronic toys.

我是中国进出口贸易公司的王刚,从北京给您打电话。我刚刚从驻本地的法国大使馆商务参赞处得到了您的号码,得知贵公司是法国电子玩具的重要出口商。

- (2) As soon as we have any further inquiries, I'll give you a call.

只要我们想做进一步的查询,我就会打电话给你们。

- (3) We're thinking of placing an order. Could you give us some idea about your price?

我们正在考虑订货,请您给我们报价,好吗?