



21世纪应用型人才培养规划教材



Spoken English for  
**Business**  
Communication

# 实用商务英语口语

◎刘娟 张冰 主编



北京理工大学出版社

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本教材属于“大学英语”课程的辅助教材。依据英语课程及专业需求教学的基本理念,教材在内容的选择上,从提高学生素质和加强应用的角度选材,适当取舍,来满足此类专业未来岗位的普遍需求。针对不同专业的学生特点及专业课程英语的需求,教材增加了口语的应用内容,构成不同专业的英语课程体系。实施单元式、互动的、多层次的教学,以满足职业岗位群的需求。突出口语教学,分专业融入不同口语实践教材,形成一套与主教材并行的商务、金融类口语教学内容,以强化英语的口语交际的应用,体现高职英语的应用价值。

本教材各章节设以下部分:相关知识介绍、情景对话、重点词汇及句式以及任务安排。话题包括各种商务及金融活动:商务类内容涵盖营销策略、企业文化、市场竞争、风险投资、客户服务等各个方面;金融类内容包括柜台业务,如开立账户、存款、取款、外汇交易、信用证、电子银行等方面。话题力求新颖,模拟真实场景再现,且有助于学生做好初到职场的英语沟通技能上的铺垫和心理上的准备,充分体现实用、够用的原则。在相关知识介绍环节,可使学生们初步接触相关专业知识,将专业课程与英语内容有机结合。情景对话使学生们实际操作相应场景的英文交际,切实锻炼提高学生的口语能力以及相关场景的交流及礼仪礼节。重点词汇及句式可进一步加强和巩固学生们对本章里所学知识的概括和整理;通过对词汇和句式的掌握,学生可在相应场景口语交流中增强知识储备,真正做到活学活用,学为所用。任务安排部分则通过任务驱动方法检验学生们对本章内知识的掌握,在实战演练阶段互相学习,提高自己所学专业知识的口语表达能

力。背景知识介绍部分提供给学生与本单元话题相关的趣味知识，激发他们的想象力及其对更广泛专业知识的兴趣。

本教材根据教育部最新发布的高职高专院校大学英语课程培养目标和要求编写而成，适合作为高职高专院校的国际商务、物流管理、报关及国际货运代理、金融、连锁、会电等专业的教科书或补充材料。在编写过程中，编者参考了大量的同类教材和商业银行网站资料，在此表示衷心的感谢。

现代社会是一个信息化高度发展的时代，编者虽然斟酌反复，几易其稿，力求与时俱进，但由于时间仓促，书中的不足和疏忽之处在所难免，敬请广大读者批评指正。



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# 第一部分

## 商务篇





# Unit 1 Entertaining Business Clients

## Expected Goals

- 1** When dealing with international trade, you should get familiar with the process of making appointments, picking up guests at the airport, and inviting them to business dinners.
- 2** Skillfully apply useful expressions related to entertaining foreign guests to daily conversations.





## Lead-in

The ability to entertain clients is one of the essential skills to be equipped with for any company. The way you behave not only represents your corporate culture, but also constitutes a part of the first impression on your clients. If you impress your clients positively, it means repeat business and other perks down the road.

The connection between your company and potential customers begins with telephone appointment and ends up with having a formal meal. The trick to entertaining clients is to find out what they enjoy doing and make sure that they have a good time while in your company. Therefore, you are supposed to rack your brain over a series of activities, such as playing tennis, a sightseeing tour, a concert performance, or a business banquet. These warming-up activities are not necessarily aimed at concluding a deal, but you may find the distance between the two sides is much narrower than the beginning. In view of this, much preparation must be made about understanding the client's educational background, cultural difference and personal preference beforehand.



## Situational Dialogues

### Dialogue One Making an Appointment

A—Joan, Assistant of Mr. Lee      B—Mr. King

(Ringing)

A: Hello. This is Sales Department. Can I help you?

B: Hello. This is King. I'm calling to make an appointment with your director, Mr. Lee, about your newly launched product.

A: Yes. Wait a moment. Let me check Mr. Lee's agenda. Oh, he is

fully occupied this week. How about next week?

**B:** Um...I'm afraid not. You know I just arrived in Shanghai yesterday, and I have to go back to New York next Monday. It's really urgent for us to discuss the details of the cooperation in person. So could you try to arrange it for sometime later this week?

**A:** Let me see what I can do. Mr. Lee intends to attend a banquet on Friday afternoon which may last two hours. Is that convenient for you on Friday?

**B:** It couldn't be better. What time exactly?

**A:** How about 4 p. m. at the conference room?

**B:** Great, that's settled.

**A:** OK. Looking forward to seeing you then.

**B:** Many thanks. I'll be there on time.

#### Notes:

1. “appointment”与“date”的意思都是“约会”，但是含义不同。“appointment”常用于商务会谈，是比较正式的预约；而“date”仅指一般性的约会。比如：

He has an appointment with the doctor this afternoon. 今天下午他和医生有个约会。He dated his girlfriend on Sunday. 他和他的女朋友在周日有约会。

2. launch a product 产品上市

3. agenda 日程

4. banquet 比 dinner 更正式，用于商务社交场合，代指盛大的晚宴。

5. It couldn't be better. 那再好不过了。

## Dialogue Two Meeting Guests at the Airport

*A—Joan, Assistant of Mr. Lee      B—Mr. King*

**A:** Excuse me. Are you Mr. King from Shanghai?

**B:** That's it. How do you do?

**A:** How do you do, Mr. King. Welcome to Tianjin. I'm the assistant of Mr. Lee, Joan. Mr. Lee was unexpectedly tied up today. He's sorry he can't come over to meet you personally.

**B:** That's OK. It's very kind of you to have come.

**A:** There's a car waiting for you just outside the door. Right this way, please. How was your flight?

**B:** Not bad. There was a dense fog here, so the flight was delayed some time.

**A:** Oh, you must be very tired. Let me help you with the luggage.

**B:** No, thanks. I can manage it.

**A:** We'll reach Tianjin Hotel in another ten minutes. And I've reserved a quiet single room for you there so that you can have a good rest.

**B:** Oh, you are so thoughtful.

**A:** If it's convenient for you, Mr. Lee would like to invite you to dinner in honor of you tonight.

**B:** Thank you, I will. When and where will the dinner be?

**A:** At six o'clock in the International Hotel. We'll pick you up this afternoon. Besides, if you care for visiting, we'll arrange some sight-seeing for you.

**B:** Oh, that's nice. Thanks for arranging all of this.

**Notes:**

1. be tied up 繁忙,抽不开身(同样的表达还有: be occupied / be fully booked / be not available)
2. dense fog 浓雾
3. luggage 行李(美国一般用 baggage, 均为不可数名词,例如: two pieces / articles of luggage 两件行李)
4. single-room 单人房; double-room 双人房

5. in honor of sb. 为了向……表示敬意

6. pick sb. up 用汽车搭载某人或接某人, 如: I'll pick you up at seven o'clock. 我将在七点钟开车来接你。

7. sightseeing *n.* 观光

### Dialogue Three Holding Business Dinner

A—Mr. Lee      B—Mr. King

A: We are happy you are here today, Mr. King. Welcome to Tianjin.

B: Nice to meet you, Mr. Lee. I'm grateful for you to prepare such a splendid dinner especially for me.

A: It's my honor. I know how busy you are. On behalf of my company, may I propose a toast to you? Thanks for your attention to our products.

B: Cheers! In fact, I've heard a lot about your company. It enjoys a high reputation abroad.

A: Oh, it's flattered. I'm eager to have a further communication with you over the next few days.

B: So am I. To a long friendship, cheers!

(Three hours later...)

B: All good things come to an end, as they say. So if you don't mind, I've got to run.

A: Oh, it's a pity that you have to leave so early.

B: Indeed, the schedule for me is tight every day. See you tomorrow morning when I visit your factory. Thanks again for your wonderful meal.

And I hope to have a chance to repay your hospitality some day.

A: I'm glad you enjoy it. See you then.

#### Notes:

1. splendid dinner 丰盛的晚餐

2. It's my honor. 荣幸之至。
3. on behalf of sb. 代表某人
4. propose a toast to sb. 向某人敬酒; 干杯
5. It's flattered. 您过奖了。
6. All good things come to an end. 天下无不散之筵席。
7. hospitality 热情好客, 盛情款待



## Useful Patterns

1. Could I make an appointment with your Marketing Manager on Friday?  
本周五能预约贵公司的市场营销部经理吗?
2. Let me check his diary and see if I can arrange it for you. Hold on, please...Mr. King might be free on Tuesday.  
我先看看日程表再决定能否为您安排约见。请等一下, 金先生周二可能有空。
3. I'm afraid I won't be available tomorrow morning. I wonder if you could spare some time next week.  
恐怕明早我没有时间。下周您看能抽出时间见面吗?
4. You must be Mr. King from the United States? I'm Joan, the secretary of Grand Corporation.  
您一定是美国的金先生吧? 我是乔安, 格兰德公司的秘书。
5. Let's go and get you checked into the hotel and have a good rest.  
我们先去办理酒店入住手续吧, 您可以在那里好好休息。
6. This trip was awfully long and a bit turbulent.  
飞行时间过长而且气流有些颠簸。
7. I wonder if you have had any plans tonight.  
不知道您今晚有没有什么安排?
8. I'd like to hold a banquet in your honor. What about six o'clock at

Hongqi Restaurant to have a typical Chinese food?

我想设宴为您接风洗尘,今晚六点在红旗饭店吃传统中餐如何?

9. Here's an invitation card for you.

这是给您的请柬。

10. I'm grateful to you for giving me such an unforgettable evening.

很感激您让我度过了一个难忘的夜晚。

11. Well, to your health and success in business, cheers!

来,祝你身体健康,生意兴隆,干杯!

## Role-playing

1. Mr. Black is a representative of ABC Textile Products Company from Canada, which has close business connections with your company. You, assistant of PR Department, are assigned to pick him up at the airport and arrange a proper sightseeing for him. Now make up a dialogue.
2. Your company found a potential buyer through some other channel, but you had no correspondence with him before. In this case the buyer will hint that he is very busy and has no time to meet you. So please try to persuade the buyer to give you a chance to show him your products.

## 文化知更多

外国客户来公司参观前应先熟悉公司介绍和产品资料,备好文件和样品。尽量亲自去接机,让客户看到你的诚心。接机的时候可以多向对方介绍本地的情况、特色旅游的景点、美食以及最近的天气状况,并确认其在中国的行程安排。如能抽出时间,带客人参观一下城市美丽的风景或名胜,让他们加深印象。准备一些中国特色的礼物在离别时送给客户,如茶具、茶叶等。当然,最重要的是你对于公司和产品的介绍,要让

客户相信你们公司有能力生产出质量好的产品;如果双方在价格上也能谈得拢,那就恭喜你了。

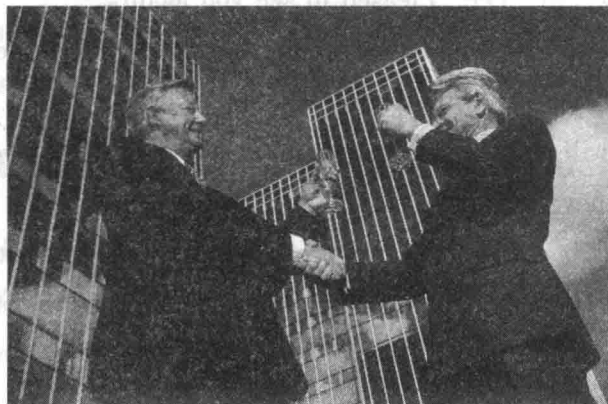
### TIPS:

- a. 外国人通常有着很强的时间观念,无论什么情况一定不要迟到,最好提前 15 分钟。
- b. 出于商务原因见面时,互递名片已经成为一种礼节,建议不要把名片直接放在口袋里,而是要准备一个名片盒。
- c. 帮外国人预订酒店时,如果不止一人,一定要尽量安排单人房间,外国人的私密感很重要!

## Unit 2 Establishing Business Relations

### Expected Goals

- 1 Get familiar with the common oral expressions on establishing business relations with foreign guests.
- 2 Learn the basic business skills and etiquettes when dealing with foreign trade.



### Lead-in

No customer, no business. Business relations are very important for operation and expansion of companies. Establishing good business relations is the starting point as well as ultimate goal for negotiations. Merchants may be approached through the following channels such as introduction from banks,