



新基点(New Benchmark)全国高职高专院校商务英语系列规划教材

NEW BENCHMARK

# 商务英语口语实训 (下册)

A Practical Training  
Course of Oral  
Business English (Book 2)

魏正珠 编著



对外经济贸易大学出版社  
University of International Business and Economics Press





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## 商务英语口语实训 (下册)

魏正珠 编著

责任编辑: 李 丽

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# 出版说明

“新基点(New Benchmark)全国高职高专院校商务英语系列规划教材”是对外经济贸易大学出版社联合全国重点职业学院的骨干教师推出的一套全新的商务英语系列教材。本套教材适用于全国高职高专院校英语专业商务/应用/外贸英语方向以及财经类专业的学生。

目前高职教育提出了以“工学结合、项目为中心、案例驱动教学、边讲边练”为核心的理念。本套教材就是贯彻这个理念,着眼于提高学生实际操作能力和就业能力的目的,采取了模块化、多案例、互动式、重实训的编写方式,让学生在理论够用的基础上,在实训环节上有所突破。

我国高职高专教育的培养目标是以能力培养和技术应用为本位,其基础理论教学以应用为目的、够用为尺度、就业为导向;教材强调应用性和适用性,符合高职高专教育的特点,既能满足学科教育又能满足职业资格教育的“双证书”(毕业证和技术等级证)教学的需要。本套教材编写始终贯彻商务英语教学的基本思路:将英语听说读写译技能与商务知识有机融合,使学生在提高英语语言技能的同时了解有关商务知识,造就学生“两条腿走路”的本领,培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材包括《商务英语综合教程》(1-4册)、《商务英语听说》(1-2册)、《商务英语口语》(1-2册)、《商务英语口语实训》(上、下册)、《国际商务报刊选读》、《商务英语写作》、《商务英语翻译》、《国际商务函电》、《国际商务谈判》、《国际商务制单》、《国际商务英语模拟实训教程》、《商务礼仪》、《英语应用文》、《跨文化交际》、《英美概况》、《旅游英语》、《酒店英语》、《物流英语》、《财经英语》、《文秘英语》、《会计英语》、《餐饮与服务英语》、《劳动与社会保障英语》、《商务英语阅读(基础篇)》、《商务英语阅读(专业篇)》、《会展英语》等。本套教材不是封闭的,而是随着教学模式、课程设置和课时的变化,不断推陈出新。

本套教材的作者不仅具有丰富的商务英语教学经验,而且具有本专业中级以上职称和企业第一线工作经历,并主持或参与过多项应用技术研究。这是本套教材编写质量的重要保证。

此外,本套教材配有教师用书或课件等立体化教学资源,供教师教学参考。

对外经济贸易大学出版社

2013年1月

# 前言

本书为《商务英语口语实训》下册，以“工学结合，项目为中心，案例驱动教学，边讲边练”为核心的理念。本书就是贯彻这个理念，着眼于提高学生实际操作能力和就业能力的目的，采取了模块化、多案例、互动式、重实训的编写方式，让学生在理论够用的基础上，在实训环节上有所突破。

本书中每个单元中的栏目：

1. Warm-up（准备活动）：通过这一栏目，学生可以预习与复习本章所学到的单词和词组。同时，通过一个与本章节主题正相关的提问，来达到温故而知新的目的。

2. Situational Dialogues（情景对话）：在这一环节中，呈现鲜活的、原汁原味的情景对话，对于其中的难点，以“Words and Expressions”的形式展示给学生。在英语中，一个单词或许有多个意义，在本书中，编者呈现给读者的是这一个单词在上下文中的准确意义，这样便于学生理解。对情景对话的模仿与操练，将为接下来的课堂活动与今后的实际应用打下坚实基础。

3. Classroom Activities（课堂情境活动）：在这一环节中，设置真实的、常见的商务英语场景，将课堂上的主动权交给学生。学生运用在第二部分中所学的知识与技能，参与角色扮演或者讨论一个话题，在“用”中“学”，学以致用，充分将知识与实践结合在一起，真正到达实训的目的。

4. Business Knowledge（商务相关知识）

5. Homework（口语作业）：

（1）Discussion（小组讨论）：两人以上结成小组进行讨论，最终完成口语任务，达到综合运用前面所学的英语口语知识与技巧的目的。

（2）Translation（翻译训练）：基于课文中的内容，进行口头翻译训练，从而增强学生对本科所学的关键内容的印象，进而学以致用。

（3）Complete the Sentences（完成句子）：通过口头完形填空的形式，对课文中出现的重点词组与短语进行自我检查与完善。

为了更好地做好商务英语口语实训的教学改革，我们将不断地改进我们的英语口语教材编写工作，我们也衷心地希望使用这本教材的广大专家、教师和同学给我们提出宝贵的意见，我们将不胜感激。

编 者

2013年1月于福建福州

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# *Unit 1*

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## **Negotiation and Contract**

### **商务谈判与合同**

#### ● **Part One Warm-up**

(1) How many people are included in a negotiation team? Who are they? Discuss this topic with your partners in groups.

(2) Look up the meanings of the following words and phrases in the dictionary, and then read aloud.

draft contract

L/C

mechanism of punishment

in accordance with

foreign exchange

D/P

terms of payment

skyrocketing

air compressor

letter of intent

## Part Two Situational Dialogues

### Dialogue 1

*Mr. Smith is a branch manager of ABC Company. Some automobile chassis and machine parts are imported from Mr. Li's company. The two parties are talking with each other about the packing and terms of payment.*

Mr. Smith: I made a thorough study of the draft contract this morning.

Mr. Li: Any questions?

Mr. Smith: Yes. There are a few points which I'd like to bring up. First, the packing. It's stipulated in the draft that all the machine parts should be packed in plastic cases. This is possible with the machine parts, but it's impossible to pack a bus base like that.

Mr. Li: I see.

Mr. Smith: Second, about the terms of payment. Your draft contract says that payment is to be made by D/P. This is contrary to our practice. We like to have the payment made by L/C through a negotiating bank in USA.

Mr. Li: Anything else?

Mr. Smith: Can we take up the points one by one?

Mr. Li: Good idea.

Mr. Smith: Now, the first point is about packing. We agree to different packing for the bus base.

Mr. Li: This can be much easier.

Mr. Smith: Second, we will make payment by L/C.

Mr. Li: I see. Good. Anything else?

Mr. Smith: As for the contract stipulations, there's nothing more. But there are a few minor points on which I'd like to have your help.

Mr. Li: We'll try our best.

Mr. Smith: Because this is the first transaction of the air compressor which our corporation has concluded with your company. You're requested to provide us with some materials.

Mr. Li: We'll do all we can to help you.

Mr. Smith: Thank you very much.

Mr. Li: When shall we sign the contract?

Mr. Smith: We'll revise the contract tomorrow, and have it ready to be signed tomorrow



evening at 8. How's that?

Mr. Li: OK.

## Words and Expressions

automobile ['ɔ:təməubi:l; ,ɔ:təmə'bi:l] *n.* [美国英语] 汽车

chassis ['ʃæsi] *n.* (汽车等的) 底盘

draft contract 合同草案

bring up 提出……

stipulate ['stipjuleit] *v.* 规定; 约定

case [keis] *n.* 箱子

machine parts 机器零件; 机械配件

terms of payment 付款条件

D/P= Document against Payment 付款交单

L/C= letter of credit 信用状

take up 开始; 开始从事

compressor [kəm'presə] *n.* 压缩机; 压缩物

## Dialogue 2

*Mr. Brown is the general manager of CCS Company. He wants to import a batch of coal cutters from Mr. Schmidt's company, and to pay in terms of compensation trade. They are negotiating about the issue.*

Mr. Brown: Good morning, Mr. Schmidt. How are you this morning?

Mr. Schmidt: Pretty good. You look great today.

Mr. Brown: Thank you. We invite you here to discuss the purchase of some coal cutters from your company.

Mr. Schmidt: Wonderful. Our coal cutter is very advanced, don't you think so?

Mr. Brown: Yes. It's better than the coal cutters we just purchased from other countries. That's for sure. But your price is skyrocketing.

Mr. Schmidt: Well, it's reasonable to consider the price, but in a long run, the quality and efficiency of the machines are more important. Our machines will certainly make your money's worth.

Mr. Brown: We have no doubt about the quality and efficiency of your machines, but we are lacking in foreign exchange; and therefore it's rather difficult for us to buy your coal cutters this year.

- Mr. Schmidt: In that case, we may consider undertaking compensation trade.
- Mr. Brown: This is great. We like this idea. Which do you prefer, buyback or counter purchase?
- Mr. Schmidt: Buyback would be easier. Since we do import coal from abroad, you can pay for the coal cutter with the coal produced by the cutter.
- Mr. Brown: Do you wish to have total compensation trade or partial compensation trade?
- Mr. Schmidt: It all depends on your payment capacity.
- Mr. Brown: As you see it, it would be better to do total compensation trade.
- Mr. Schmidt: Total compensation trade is good. You'll buy from us three sets of coal cutters at the unit price of US \$ 5 million. All the machines will be paid for with the coal produced by the machines.
- Mr. Brown: Right. How long will it take to complete the payment?
- Mr. Schmidt: The sooner the better.
- Mr. Brown: On the basis of the cutters' production capacity and the current price of coal, it will take about two years to complete the payment.
- Mr. Schmidt: Well, your estimation does not seem to be 100% accurate. Compensation trade is, in fact, a kind of loan. You also need to pay the interest every year.
- Mr. Brown: In this case, the payment can't be completed within two years, I'm afraid.
- Mr. Schmidt: Will three years be long enough?
- Mr. Brown: That's close. OK, that's settled. We'll complete the payment within three years from the commencement of production. But we must remind you of your definite responsibilities for technical assistance, the performance of the machines and finally a smooth start-up.
- Mr. Schmidt: Certainly we'll carry out our obligations. Meanwhile, it's our hope that you'll meet our requirements of shipment for all the coal you sell to us.
- Mr. Brown: We will surely act in accordance with our agreement.
- Mr. Schmidt: Very good. Would you please prepare the draft agreement?
- Mr. Brown: No problem.

## Words and Expressions

- coal cutters 挖煤机  
skyrocketing 价格飞涨  
foreign exchange 外汇; 国际汇兑  
undertake [ˌʌndə'teɪk] vt. 从事; 试图  
compensation trade 补偿贸易  
capacity [kə'pæsɪti] n. 能力

unit price 单价

estimation [esti'meɪʃ(ə)n] *n.* 估计

accurate ['ækjʊrət] *adj.* 精确的

interest ['ɪnrəst] *n.* 利息

commencement [kə'mensm(ə)nt] *n.* 开始; 生效

carry out 执行

in accordance with 依照; 与……一致

### Dialogue 3

*Ms. Lu and Mr. Smith are talking about the details of a contract. In Ms. Lu's opinion, the warranty period of the equipment is too short. They are having a discussion on this.*

Mr. Smith: We've negotiated about the agreement for seven days. I hope we can sign it today.

Ms. Lu: Mr. Smith, I am sorry to say we are still not satisfied with Item 4 in your proposed agreement and I hope we can spend some time on it and see what we can do for our mutual benefits.

Mr. Smith: Let me see. Yes, here, ah, "The quality of the equipment supplied under this agreement shall be guaranteed for a period of two years from the date after the completion of the installation of the equipment including the trial run of the equipment that installed." What is your opinion on it?

Ms. Lu: According to Item 4, the quality of the equipment you will lease us will only be guaranteed for two years, which we think is too short.

Mr. Smith: Ms. Lu, I hope you understand that this proposed agreement is based on our letter of intent signed last year when I came to China for this project.

Ms. Lu: Yes, that's why I think you did not fully accept our proposal of last year. We talked about the guarantee period and we agreed that we would further discuss the period, but now you still insist on two years.

Mr. Smith: I am sorry, Ms. Lu. I don't mean that I want to insist on that. But the manufacturer is unwilling to give us a guarantee period of more than two years. If that is the case, how can we provide a guarantee longer than the manufacturer?

Ms. Lu: But is there anything you can do? For example, can you further negotiate with your manufacturer?

Mr. Smith: Well, I can try, but I can't guarantee anything. As in the United States, it is our usual practice to provide our customers with a guarantee of quality for

two years.

Ms. Lu: Mr. Smith, we've been quite happy about our cooperation for the past years. But this time, I feel...

Mr. Smith: Excuse me, Ms. Lu. It could be hard for us to provide a longer guarantee, but I can give you a favored maintenance service after the guarantee period.

Ms. Lu: Well, that sounds a good compromise.

Mr. Smith: We will charge you only 80 percent of the regular service charge for the maintenance service after the guarantee period. What do you think?

Ms. Lu: A good idea.

Mr. Smith: So, I'll put the suggestion into the agreement as a supplementary item for your signature.

Ms. Lu: Yes, we have made it.

## Words and Expressions

mutual ['mju:tʃuəl] *adj.* 共同的; 相互的

mutual benefits 共同的利益

completion [kəm'pli:ʃn] *n.* 完成, 结束

installation [instə'leɪʃ(ə)n] *n.* 安装

trial run 测试运行

lease [li:s] *v.* 出租

letter of intent 意向书

proposal [prə'pəʊz(ə)l] *n.* 提议, 建议

guarantee period 保修期

manufacturer [ˌmænju'fæktʃ(ə)rə(r)] *n.* 制造商; 厂商

maintenance ['meɪnt(ə)nəns; -tɪn-] *n.* 维护, 维修

supplementary [ˌsʌpli'ment(ə)rɪ] *adj.* 补充的

signature ['signətʃə] *n.* 签名

## Part Three Classroom Activities

1. One of your customers is complaining that the price of leathers is higher than some of the manufacturers', so you need to persuade him to accept your quotation and let him know the high quality of your products. Make a dialogue in pairs according to the given situation.

2. Your customer is not satisfied with the contract, and he wants to add one term that your company should set up a mechanism of punishment so that both sides can carry on his duty rightly. Try to make a dialogue based on the given situation.
3. The customer would like to renegotiate existing agreements, so you have to call him and ask for information. Discuss this topic with your partners and then make a dialogue in pairs according to the given situation.

## ● Part Four Business Knowledge

### 国际商务谈判

国际商务谈判,是指在对外经济贸易中,买卖双方为了达成某笔交易就交易的各项条件而进行的协商过程。谈判是对外经贸工作程序中不可缺少的一环。在整个对外经济贸易活动中,每一次进出口贸易活动能否通过谈判达到自己的目的,怎样谈判及努力提高谈判效率已作为一门学问引起买卖双方的普遍关注。

#### (一) 谈判人员应具备的素质

参加交易磋商的人员,一般情况下,应当具备以下几个条件。

1. 必须熟悉我国对外经济贸易方面的方针政策,并了解国家关于对外经济贸易方面的具体政策措施。
2. 必须掌握洽商交易过程中可能涉及的各种商务知识,如商品知识、金融知识和运输、保险等方面的知识。
3. 必须熟悉我国颁布的有关涉外法律、法令与规则。并了解有关国际贸易、国际技术转让和国际运输等方面的法律、惯例以及有关国家的外汇管制法和税法等方面的知识。
4. 应当熟练地掌握外语,要求能处理外文函电并用外语直接洽谈交易。
5. 具有较高的政治、心理素质和策略水平,并善于机动灵活地处理洽商过程中出现的各种问题。

#### (二) 谈判队伍应包括的人员

1. 技术人员。熟悉生产技术,产品性能和技术发展动态的技术员、工程师或总工程师,在谈判中可负责对有关产品性能、技术质量标准、产品验收、技术服务等问题的谈判,也可与商务人员紧密配合,为价格决策作技术参谋。
2. 商务人员。由熟悉交易惯例、价格谈判条件,了解交易行情、有经验的业务员或厂长经理担任。

3. 法律人员。律师或学习经济、法律专业知识的人员,通常由特聘律师、企业法律顾问或熟悉有关法律规定的有关人员担任。

4. 财务人员。由熟悉成本情况、支付方式及金融知识,具有较强的财务核算能力的财务会计人员担任。

5. 翻译人员。熟悉外语和有关知识,善于与人紧密配合,工作积极,纪律性强的人员。

6. 谈判领导人员。企业委派专门人员,或者是从上述人员中选择合适者担任。

以上人员参加谈判按谈判复杂程度可多可少,少的一人身兼数职,多的达十几至几十人,可分为几个小组,如商务小组、技术小组、法律小组等,各自负责自己的专业领域的谈判。

### (三) 谈判环境的选择与安排

谈判环境主要包括谈判地点座位安排、谈判厅的布置和一般服务设施等。

#### 1. 谈判地点

关于谈判地点,可选在对方公司,或选在我方公司,也可选在中立的第三地,一般选自己熟悉的场所,如在自己公司,不仅能随时得到专家和上级的帮助,在心理上占有优势,而且在起居、饮食、睡眠上有规律,这有利于谈判水平的发挥。

#### 2. 座位安排

关于座位安排,谈判时,双方一般是面对面坐在方桌或长桌前,双方领导者应坐在中间平等相对的位置,各自成员分坐其两边,这样,不但方便双方交换意见,同时有助本方人员的切磋、消息的传递和谈判力量的加强。但是有人认为,上述坐法容易使双方迅速造成争执的气氛,建议使用圆桌,双方交叉混坐,这样容易加强双方轻松、合作的气氛。此外,还要考虑座次的安排,总的来说,要突出主谈人,助手以及辅助人员的安排也要合适。

#### 3. 谈判厅的布置

谈判厅的布置,应使人心旷神怡。谈判场所的环境要求优雅、舒适、安静;谈判所需的设备要齐全,谈判的服务接待应周到。

### (四) 谈判的战略

谈判的战略在很大程度上决定买卖双方交易的成败,下面四种谈判战略可供谈判人员综合运用。

#### 1. 强制

强制战略有利于较强一方使用的,但却为较弱的对方所厌恶。在使用该战略时,应该出其不意,猛烈地进行,这样对方就无暇还击。

#### 2. 诱导

诱导战略就是尽量给予对方一些比他们期待还多的东西,或者利用更丰厚的利益,去引开他们在交易上的注意力,就是说,将情况改变一下,使对方觉得尽快结束这笔交易对他们是有利的。

#### 3. 教育

教育战略是以说服的方式改变对方的态度、信念,甚至计划。采用教育战略后,

能使对方对你产生有利的影响。

#### 4. 说服

说服战略就是我方针对对方在谈判中阐述的论据，以事实和可靠资料来说服对方，从而达到自己的目的。它通常借助数字的说服力，去影响、改变对方的论据。

(Source: 冷柏军. 国际贸易理论与实务[M]. 北京: 中国财政经济出版社, 2000.)

### Part Five Homework

**1** After the two-day's negotiation, you haven't come to a compromise, since this deal is as important to the opposite negotiator as it is to you. What's your plan for the following negotiation? What can you do to make a deal? Exchange your opinions with your partners about the questions and make a dialogue.

**2** Your customer can not agree to the contract. They complain that the rates are too high for them to ensure profits. So they suggest free shipping on these large orders. What can you do? Discuss it with your partners and then make a dialogue to show what you have discussed.

**3** Translate the following sentences from Chinese into English.

- (1) 我今天早上详细审阅了合同草案。
- (2) 你们的合同草案说必须以付款交单的方式付款。
- (3) 我们同意汽车底盘用不同的包装方式。
- (4) 我们明天修改合同，明天晚上八点钟就能准备好，怎么样？
- (5) 但是从长远来看，机器的质量和效率是更重要的。
- (6) 贵方也可以用挖煤机生产出来的煤支付挖煤机的费用。
- (7) 贵方要购买三台挖煤机，每台的价格为五百万美金。
- (8) 但我们也要提醒贵方，您有责任对我们进行技术支持、调试机器，确保它能平稳启动。
- (9) 我们对你们协议草案中的第四款仍然不满意，我希望我们可以就此花些时间，看看能不能将我们双方的利益合理安排一下。
- (10) 我们曾谈到过保证期，而且我们曾同意将进一步讨论这个期限，可是你们仍然坚持两年。

**4 Translate the following sentences from English into Chinese.**

- (1) It's stipulated in the draft that all the machine parts should be packed in plastic cases.
- (2) We like to have the payment made by L/C through a negotiating bank in USA.
- (3) But there are a few minor points on which I'd like to have your help.
- (4) We invite you here to discuss the purchase of some coal cutters from your company.
- (5) Our machines will certainly make your money worth.
- (6) Do you wish to have total compensation trade or partial compensation trade?
- (7) We'll complete the payment within three years from the commencement of production.
- (8) The quality of the equipment supplied under this agreement shall be guaranteed for a period of two years from the date after the completion of the installation of the equipment including the trial run of the equipment that installed.
- (9) As in the United States, it is our usual practice to provide our customers with a guarantee of quality for two years.
- (10) It could be hard for us to provide a longer guarantee, but I can give you a favored maintenance service after the guarantee period.

**5 Complete the sentences based on what you have learned.**

- (1) Can we take up the points one \_\_\_\_\_?
- (2) It's \_\_\_\_\_ than the coal \_\_\_\_\_ we just purchased from other countries.
- (3) Which do you prefer, \_\_\_\_\_ or counter purchase?
- (4) On the \_\_\_\_\_ of the cutters' production \_\_\_\_\_ and the current price of coal, it will take about two years to \_\_\_\_\_ the payment.
- (5) It's our hope that you'll \_\_\_\_\_ our requirements of shipment for all the coal you sell to us.
- (6) We will surely act in \_\_\_\_\_ with our agreement.
- (7) I hope you understand that this proposed agreement is based on our \_\_\_\_\_ of \_\_\_\_\_ signed last year when I came



to China for this project.

- (8) I am sorry, Ms. Lu. I don't mean that I want to \_\_\_\_\_ on that. But the manufacturer is \_\_\_\_\_ to give us a guarantee \_\_\_\_\_ of more than two years.
- (9) We will \_\_\_\_\_ you only 80 percent of the regular service charge for the \_\_\_\_\_ service after the guarantee period.
- (10) I'll put the \_\_\_\_\_ into the agreement as a \_\_\_\_\_ item for your signature.