

拓展

*Business English
Listening & Speaking*

商务英语听说

孙 宁 于晓言 编著

高等学校英语拓展系列教程



语言技能类

语言应用类

语言文化类

专业英语类



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前言

当今经济全球化推动下的科技一体化、文化多元化的社会发展趋势,使社会对能够从事跨文化交际和开展国际商务活动的职业商务人员的需求日益增加。《商务英语听说》一书的编写宗旨是将商务实践与英语语言技能有机结合,设计思想是以学生自主学习为主导,强调实践和解决问题能力的培养,保证学生在校学习期间完成就业前的语言技能培训,为就业做好充分的语言技能准备,打下坚实的专业理论基础。该课程符合国务院关于高等教育人才培养的要求,是国际贸易、国际商务英语以及其他财经类本科生英语教学的一门主干课程。

本书共分16个单元,每个单元围绕一个主题展开听说训练。每个单元包括:(1)单元目的,(2)背景介绍和热身问题,(3)听力任务(含两个听力片段),(4)语言重点,(5)强化口语练习(针对本单元的语言重点和交际技能编写的口语练习),(6)补充的听说信息(旨在为学生提供更多的商贸信息和语言素材,扩大知识面)。每单元配有英汉单词表,书后附录包括听力文字和练习的参考答案。本书还配有MP3光盘。全书1-8单元以日常社交活动和普通商务活动为主,培养学生用英语从事简单、正常商务活动的能力。第9-16单元包括商务活动中比较复杂的内容,如企业的组织结构,会议的组织与举行,员工管理招聘和培训等,目的是让学生了解和熟悉当前商界的新动态。

本书主要有四大特点:1)顺应知识经济时代外语教学的发展趋势,体现“内容教学”特点,以真实、鲜活、与现实密切相关的商务活动为背景,以浅显、宽泛的经济贸易专业理论和日常实践为主线,以比较真实的英语国家经贸商务素材为基础,旨在引发学生的兴趣,调动学生的学习积极性,增强他们对西方商务活动的体验和商务领域最新动态的了解。2)教材的设计思路以完成任务、解决问题为核心,强调以学生自主参与、教学互动、边学边用的教学模式,培养学生善于思考,自主创新,进行一般性商务活动的能力。3)突出商务英语语言的特点和商务交际功能,语言素材简洁、灵活、实用,旨在培养学生进行流利、即时、便捷、有效的英语思维和表达能力。4)针对高等财经院校非英语专业的本科生设计,这些学生已掌握相应经贸商务知识,有一定的专业理论基础,缺少的是英语交际技

能。本教材作者力图吸收已有同类教材的长处,针对财经类学生较强的商务知识和薄弱的语言基础的特点,有的放矢,内容适中,博采众长,突出效率。本书的每个单元按照每三个或四个学时为基础,可供一个学期使用。教师也可以根据情况灵活掌握进度和时间。

本书第1-8单元由于晓言编写,第9-16单元由孙宁编写。我们真诚希望使用本书的教师、学生及其他读者批评指正。

编 者

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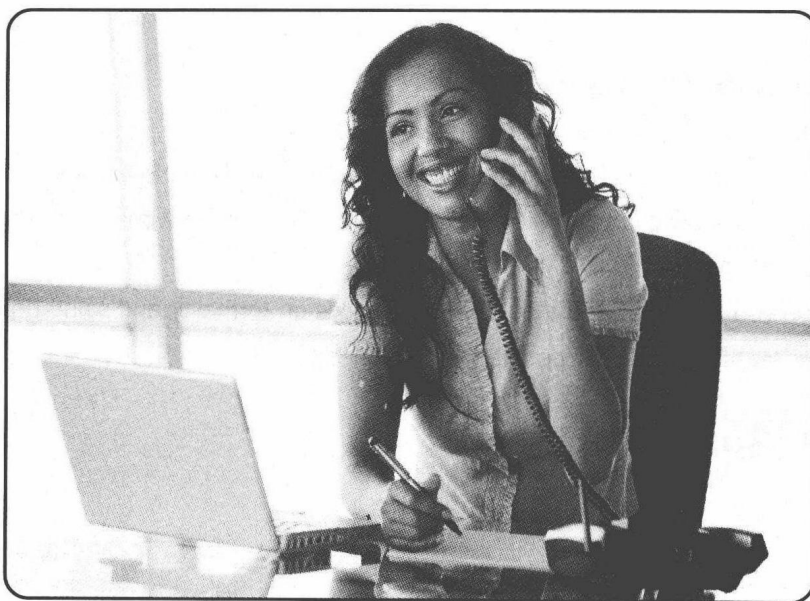
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Unit 1

Making Contact by Telephone

电话联络



I. Unit Objectives

- ◎ Learn to make phone calls for new contacts
- ◎ Learn to use the skills for starting and closing telephone conversations
- ◎ Practise handling business phone calls properly
- ◎ Understand the cultural differences in speaking to strangers

II. Lead-in



1 Introduction

Business people have to drum up new business by contacting potential customers or clients. Very often they will do so by telephone calls. Talking to strangers on telephones requires specific techniques, which will contribute to the effect and efficiency of communication. In this unit, you will hear some business phone calls and learn some major telephone-making skills.

2 Warm-up Questions

1. How often do you have to call someone you don't know?
2. Do you like receiving calls from people you don't know? How do you feel?
3. How can you show courtesy when you try to establish contact with a new customer or client by telephone?
4. What do you know about the cultural differences on formality and salutation?
5. Do you like to get to know people through telephone?

III. Listening



Word List

business scope 商机, 业务范围

urgent 紧急的

first thing 第一时间

further notice 另行通知

Sydney 悉尼

1 Listening Task 1

Listen to ten statements or questions and choose the most appropriate response for each of them from the three choices given below.

1. A. How are you?
B. Fine, and you?
C. I was just phoning about the contract.

2. A. I'm sure you have.
B. I see.
C. I've got that.
3. A. Of course.
B. I see.
C. Good.
4. A. I didn't know you'd entered.
B. Congratulations. That's marvelous news.
C. Really? How nice!
5. A. When?
B. Which month do you mean?
C. December, you mean?
6. A. Good.
B. What time did you post it?
C. Thank you. Do you know what time it'll arrive?
7. A. Yes.
B. What sort of news?
C. Really?
8. A. Me, too.
B. I hope so.
C. I agree.
9. A. I called you about the sales conference.
B. You mean about the sales conference?
C. Thanks. It was about the sales conference.
10. A. Let me go over it again.
B. Oh, is it true?
C. Didn't you?

2 Listening Task 2

Beatrice Hayward is a secretary at Leclerc System. Her boss, Tom Richardson, went to Paris on business on Monday. While he was away, she answered several phone calls and took messages for him. Listen to each of the phone calls and then answer the questions.

Call 1: What will Mr. Gerry Walkman do on Wednesday?

Call 2: When will Mr. George Dowson be in London?

Call 3: How would Mr. Joe Grimes like his message to be passed?

Call 4: Where could Mr. Johnnie Griffith make the call?

Listen to the phone calls again and match the callers' names in Column A with the messages in Column B.

Column A	Column B
1. Gerry Walkman	A. to cancel the last order
2. George Dowson	B. not to supply Maison Company until further notice
3. Joe Grimes	C. about cooperation of business scope in Melbourne
4. Johnnie Griffith	D. cannot make the meeting on Tuesday afternoon

IV. Language Focus



Handling Telephone Conversations

Here are some expressions that can be used in opening a call, explaining the purpose of a call, making an arrangement, taking and leaving a message and closing a call.

● Opening a call

» Identifying your company

SGK (name of company, department or the name of the receiver). Can I help you?

Good morning/Hello. Communication International.

» Identifying yourself

This is Peter from...

This is Peter speaking.

» Identifying the caller

Who's calling, please?

Who's that speaking?

May I ask who's calling?

I'm sorry, I didn't catch your name.

● **Asking for connection**

I'd like to speak to...

Could I speak to..., please?

Could you put me through to...

Could I have Extension 110, please?

Sorry, I must have the wrong extension. Could you transfer me to Mr. ..., please?

● **Making connection**

Just a moment.

I'm putting you through.

● **Explaining the purpose**

I'm calling to...

I'm ringing just to...

I'm calling about...

The reason I'm calling is...

It's about...

It's in connection with...

● **Asking about the purpose**

Could you tell me what it's about?

What's in connection with?

● **Making an arrangement**

Shouldn't we get together in the near future?

I'd like to see you at the end of the month.

Could you manage next Monday?

Tuesday is fine. Shall we say 1 o'clock?

I am ringing to confirm our meeting tomorrow at 1 o'clock...

I'm afraid I can't manage it.

Sorry I can't make. Could I suggest...instead of...

What about...?

● Taking a message

I'm afraid he/she is in a meeting/out of the office/on holiday at the moment. Could you give him/her a message?

I'm afraid he/she is not in at the moment. Can I take a message?

She is not available. Could you leave a message?

Let me take/write that down.

I'll get a pen...

I'll make sure that she/he gets the message.

I'll tell him/her you called.

● Leaving a message

Could I leave a message?

Could you tell him/her I called?

Could you tell him/her to call back?

● Closing a call

So let me just go over that...

I think that covers everything.

Is there anything else?

Thanks for calling.

Thank you for calling back.

Thank you for the information.

Thanks and bye.

Speak to you soon.

Good. I look forward to seeing/meeting/hearing from you soon. Goodbye.

See you soon.

OK. I'll call again.

I'll get back to you.



Word List

agent 代理人
outlet 销售点
range 产品系列
confirm 确认
disturb 打扰
purchase 购买

pharmaceutical 制药, 药品
calendar 日历; 日程安排
flight 飞机航班
Los Angeles 洛杉矶
distribution 分销
commercial 商业的

Sample Dialogues

Sample 1

A: Pacific Development Company. May I help you?

B: This is Wang Hong from IBM Company. Can I speak to Mr. Taylor, please?

A: I'm sorry, Mr. Wang, but Mr. Taylor is not in at the moment.

B: When will he come in, do you know?

A: I suppose he won't be in until 12:00.

B: May I leave a message?

A: Sure.

B: Please ask him to give me a call as soon as he returns.

A: What's your telephone number, please?

B: 010-81234567.

A: All right. I'll tell Mr. Taylor and ask him to call you back at 010-81234567.

B: Thank you.

A: You are welcome. Good-bye.

Sample 2

A: Hello, Beijing Science Developing Company. Can I help you?

B: Yes. I'd like to speak to Mr. Song, the sales manager, please.

A: Just a minute, please. I'll put you through.

C: Hello, this is Song speaking.

B: Hello, Mr. Song. This is Jim Smith, your agent.

C: Hi, Jim. How are you?

B: Fine, thanks. I'm calling about a small problem. Our meeting on Friday is all right, but Monday afternoon is likely to be difficult. Someone is coming to visit us, who might be a useful outlet for some of your range. Shall we change our meeting to Tuesday afternoon?

C: Well, I think that should be all right. I'll give you a call this afternoon to confirm.

B: Thank you. Goodbye.



Pair Work

Look at the business cards below. You are the assistant of Hana Chol. Your partner will call you to speak to your boss. Find out who is calling and why. Explain that your boss is busy and doesn't want to be disturbed.

Hana Chol

Purchasing Manager

Perform Pharmaceuticals Corp.

Now you work for the Cabot Hotel. You want people to check in and hold conferences there. Look at George H. Swanson's business card. Call your partner who acts as George and try to make an appointment.

HRC Corporation

George H. Swanson

Director, Asia

Role-play

Confirming arrangements

You are a marketing manager and you will travel to Sydney, Australia next week on business. First, read your business calendar for the next week. Then make calls to confirm the flight and room with the Airline and Hotel. Your partner will role-play the staff in the airline company and the hotel you are going to stay.

Business Calendar

Mon.	Meeting with Mr. Hans from SPR, 9 a.m.
Tues.	Flight TW530 Sydney. Booked into Holiday Inn
Wed.	Meet Mr. Whitley, 10 a.m. at his office
Thu.	Meet Tim Brown, 9 a.m. at his attorney's office Meet Linda Carter, 11:00 a.m., Block A
Fri.	9:30 Pat Bishop, World Trade Center 13:30 Don Ritblat, at the site of new offices
Sat.	11:30 Doctor Lodge
Sun.	

Changing arrangements

Below is a schedule for your week in Los Angeles. Before you leave for Los Angeles, you receive some telephone calls from the people you are going to visit. Work with your partner and take turns in the practice. Study your schedule before you start practice.

- They want to change their appointments.
- You agree to change the appointments.
- Suggest a different time on the original day.
- When you change the appointments, note the changes on your schedule.

Business Calendar**Monday, 15 May**

a.m. Arrive at Los Angeles airport at 8:30

p.m. 3 o'clock meet Mr. Jim Smith (agent) at hotel

Tuesday, 16 Maya.m. 10 o'clock meet Mr. Alan Brown from American
Commercial Bank

p.m.

Wednesday, 17 May

a.m.

p.m. 2 o'clock meet Carter & Carter Associates (Mr. William Carter)

Thursday, 18 May

p.m. 3 o'clock meet Tim Robert and colleagues (B.I.G. Distribution)

Friday, 19 May

a.m. 11 o'clock meet Mr. Jim Smith

p.m. Flight 390 depart Los Angeles at 8 o'clock

**VI. Further Listening
and Speaking****Word List**

assembly 装配, 组装

negotiation 谈判, 协商

parcel delivering 包装运输

strike 罢工

**Listening**

Listen to a telephone conversation and decide whether the following statements are true (T) or false (F).

_____ (1) Mr. Schulz is calling from International Sales, England.

_____ (2) Mr. Matthew has gone to Singapore on business for a few days.

- _____ (3) Mr. Matthew won't be back until Friday afternoon.
- _____ (4) According to Mr. Schulz, the price of the assembly coffee table is much too high.
- _____ (5) Mr. Schulz's company is quite happy with the quality and design of the table.
- _____ (6) Mr. Schulz won't arrive to meet Mr. Matthew early on Saturday as planned because there is an airline strike.



Speaking

Read the two situations below and work with your partner to make phone calls.

Situation 1

You are Geoff Graham. You are the purchasing manager of your company. One of your regular suppliers calls you for a new order, but you are busy with urgent matters and would like to place a new order with him next week when you have more time.

Situation 2

You work in a parcel delivering company selling your services mainly to business firms using lots of express mail services. Call a business firm that frequently use parcel delivering services and ask if they can set up business relationships with you as your company offer lower price and good services.