





Practical Oral English for Salespersons

程◎主编

京面温明有

关礼仪

- ▼市场营销
 - ✓销售洽谈
- ▼客户服务

#国信侣出版社

帮销售员打开英语交流的"防盗门"



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不当总统就做销售员!

销售的过程,多数时候貌似风平浪静,其实处处充满漩涡、暗礁。唯有那些用聪明的头脑做推销工作的人,才能稳操胜券。

当今,由于科技的日新月异,地球正在变"小"。五大洲之间的合作与交流,从来没有那么频繁与紧密过。有这样一群销售人正跨越东西方文化,用商业的行为理念,为东西方的贸易作出贡献。这些卓越的销售人,一个个操着一口流利的英语,在谈笑间将千百万的订单收入囊中。

同样作为销售人员,你的英语口语如何?如果有些"雷人",就得立即行动起来改变现状。在此需要指出的是:突破英语口语不能靠死记硬背,而要有切身的语境训练,通过在大量的句子、对话中不断再现、强化记忆,以量变促质变,用"习得"的方式体味个中之道,最终方能成为英语口语大赢家。有鉴于此,编者特奉上《销售人英语口语通》,以期能帮你打开英语交流的"防盗门",从容地走进属于你的职业圣地。

本书共分公关礼仪、市场营销、销售洽谈、销售实战、客户服务五大部分,全面为你开启与外商销售沟通无障碍的平台。在这本书中,你可以穿越东西方,自由畅行。想为你的销售口才加分,你就值得拥有它!

本书以最地道、最实用的句型、对话,让你灵活运用,举一反三,触类旁通,精心安排的句型和对话,清楚地展示了英语词、语、句的意义和表达功能,让你一说就能上口。

勤学苦练,才能出口成章;言辞得体,方可纵横销售职场。良好的口语修养,不仅会给外商留下美好的印象,而且会让你的职场人生如虎添翼。希望本书可以让你的口语有长足的进步。

最后,编者要强调的是:做销售人员,很重要的一点就是坚持。成功的销售人员都是能够不断挑战困难的人,都是在通往销售成功的道路上坚持走下去的人。据统计,超过八成的销售人员将自己的成功归于坚持不懈的努力和对工作的执著。困难永远难不倒执著者,困难只会吓退胆小者——编者以此与所有读者共勉!

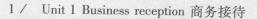
编 者 2010年8月

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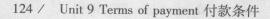


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Chapter 1

Business etiquette

公关礼仪





Unit 1 Business reception

商务接待



Hot sentences 热句先睹为快

Did you have a good trip?

旅途愉快吗?

Excuse me, are you Mr. White from Edison. Inc?

对不起,请问您是爱迪生公司的怀特先生吗?

Hello, I'm Henry of United Trading Company.

你好! 我是来自联合贸易公司的亨利。

Yes, I am. And you must be Mr. Dennis.

是的,我就是,你一定是丹尼斯先生吧。

I'm John. I'll show you to your hotel.

我是约翰,我带你去旅馆。

Was it easy to find here?

这地方好找吗?

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Practical Oral English for Salespersons

May I help you with your suitcase? 我可以帮您提行李吗? Welcome to Beijing. 欢迎您来北京。



Practical dialogues 经典会话实况

Dialogue 1

A: Excuse me, are you Mr. Zhang from Shanghai?

B: Yes, I am.

A: We've been waiting for you. I'm Wang Ping, the secretary for the manager, Mr. Smith.

B: Nice to meet you, Miss Wang.

A: Nice to meet you, too, Mr. Zhang. Welcome to Beijing. Mr. Smith is having a meeting now. He'll come to see you later at the hotel. So he asked me to meet you. Please give me your luggage check. I'll get it for you.

B: Thank you. Here you are.

A: 请问你是从上海来的张先生吗?

B: 是的,我是。

A: 我们一直在等你。我叫王萍,是经理史密斯先生的秘书。

B: 很高兴见到你, 王小姐。

A: 我也很高兴见到你,张先生。欢迎你来北京。史密斯先生正在开会,一会儿他会来宾馆见你。他让我来接你。请把你的行李票给我,我去把行李取来。

B: 谢谢你,给你票。

Dialogue 2

A: I think you are Mr. David Chen.

A: 我想你是陈大卫先生吧。

Chapter 1 Business etiquette

B: Yes. Are you Mr. Wang's assistant?

A: Yes, sir. Welcome to Beijing. Mr. Wang asked me to come to take his

place to pick you up. My name is Peter.

B: Thank you very much.

A: Do you need to get your luggage?

B: No, I don't. I've only a briefcase with me.

A: Mr. Chen, our company car is just over there.

B: Oh, I see. Thank you for your hospitality.

A: It's my pleasure. By the way, did you enjoy your trip?

B: Yes, I did.

B: 是的,你是王先生的助理吗?

A: 是的,先生。欢迎到北京来。王先 生要我代替他来接你,我是彼得。

B: 非常谢谢你。

A: 你需要去领行李吗?

B: 不需要了, 我只带了一个公事包

来。

A: 陈先生,我们公司的车就在那边。

B: 啊,好的。谢谢你的安排。

A: 乐意效劳。啊,你的旅途愉快吗?

B: 是的。

Dialogue 3

A: Excuse me, are you Mr. Smith from America?

B: Yes, I am.

A: I'm Lin Mei, the secretary of Beijing Trading Company. Our general manager Mr. Ma meant to come here to meet you in person. But some other business held him back, so he asked me to come in his place and say "hello" to you.

A: 请问, 你是从美国来的史密斯先 牛吗?

B: 是的, 我是。

A: 我叫林美,是北京贸易公司的秘 书。我们的总经理马先生本来打算亲 自来这儿接你,但他因公务缠身,才由 我代他接你,并让我转达他对你的问 候。

B: Thanks. How do you do, Miss Lin?

A: How do you do, Mr. Smith. Welcome to Beijing.

B: Thank you. It's very kind of you to come and meet me at the airport, Miss Lin.

A: With pleasure. I hope you've had an enjoyable flight.

B: Yes, thank you.

A: I'm glad to hear that. Is this your first trip to Beijing, Mr. Smith?

B: No. This is the second time.

A: I hope you will enjoy your stay here in Beijing.

B: Thanks. I'm sure I will.

A: Our car is waiting over there. Let's drive to the hotel. May I help you with your luggage?

B: No, thanks. I can manage all right.
Let's go.

B: 多谢。你好, 林小姐。

A: 你好, 史密斯先生。欢迎到北京来。

B:谢谢,林小姐。你特地到机场来接 我,真是太客气了。

A: 乐意效劳。旅途愉快吧!

B: 很好,谢谢。

A: 那太好了。史密斯先生,你是初次 来北京吗?

B: 不是的,这是第二次。

A: 希望你在北京过得愉快。

B: 谢谢。我相信会的。

A: 车正在那边等着,咱们现在就去宾馆吧。我来帮你拿行李好吗?

B: 不用,谢谢。我自己能行。咱们走吧。



Useful expression 流行常用表达

Is this your first trip to Beijing? 这是你第一次来北京吗? We've been expecting you.

我们一直在等你。

We are glad you could come.

很高兴您能来。

Thank you very much for coming all the way to meet me.

谢谢你专程来接我。

My pleasure, I hope your visit to Beijing is very enjoyable.

这是我的荣幸,我希望您北京之行愉快。

I'm Donald. We met the last time you visited Taiwan.

我是唐纳德,上次你来台湾时我们见过面。

It's been a while since I've seen you. It was ten years ago when we last met.

好久不见。上次见面到现在有十年了吧!

This is my subordinate, Adam. He will drive you to the hotel.

这是我的员工亚当。他将开车送您到酒店。

There's a shuttle bus we can use.

我们可搭乘机场班车。

I'll bring my car here, so please wait a moment.

我把车开过来,请稍等。

Our manager asked me to say "hello" to you.

我们经理让我代他向您问好。

We have a car waiting just outside the door over here.

我们的车正在门外等候。

We will take your baggage to your hotel.

我们将把您的行李送到酒店。

What time shall we meet tomorrow morning?

明天早上我们几点碰面?



You must be tired from the long flight. Please take a rest today. 长时间乘坐飞机,您一定累了,今天就请好好休息吧。



Sales wisdom 感悟销售赠言

Great works are performed not by strength but by perseverance.

大业成于百折不挠,不论力量大小。

If you should put even a little on a little, and should do this often, soon this too would become big.

伟大的事业是通过不懈努力,一砖一瓦堆起来的。



Unit 2 Make appointments and visits



Do you have an appointment?

您有预约吗?

Would you wait here for a minute?

您能在这里等一下吗?

Mr. Clinton has been waiting for you.

克林顿先生正在等候您的到来。

I am Mr. Gao. I have an appointment at eleven o'clock. I'm sorry, I was a little late.

我是约在11点见面的高先生,很抱歉,我稍微来迟了一会儿。

Welcome to our corporation.

欢迎您到我们公司来。

I'm here to discuss the possibility of establishing business relations with your corporation.

我来这儿与你们商讨与贵公司建立贸易关系的事宜。



Practical dialogues 经典会话实况

Dialogue 1

A: Good morning, sir. May I help you?

B: Good morning, I have an appointment with Mr. Johnson for 10:00.

A: Excuse me, sir, but are you Mr. Richard of World Trading Company?

B: Yes. That's right.

A: I'm sorry. Mr. Richard, Mr. Johnson is on his way to the office. He had just called and asked you to wait a minute.

B: Well, I'll wait.

A: Would you like something to drink,
Mr. Richard? Do you prefer coffee or tea?

B: Thank you. Coffee, please.

A: Here you are, Mr. Richard. This is the cream and this is the sugar. If there's anything else you'd like, please don't hesitate to tell me.

B: Thank you very much.

A: 早上好, 先生, 有什么需要帮忙的吗?

B: 早上好,我和约翰逊先生约好今天上午10:00点见面。

A: 恕我冒昧,先生,您就是世界贸易 公司的理查德先生吧?

B: 是的,我是。

A: 很抱歉,先生。约翰逊先生正在来 办公室的路上。他刚打电话来,请您 稍等一会儿。

B: 好的,我等一会儿。

A: 先生, 您想喝点什么? 咖啡还是茶?

B: 谢谢,给我杯咖啡。

A: 您的咖啡,理查德先生。这是奶油,这是糖。如果还需要其他东西,请告诉我,不要客气。

B: 非常感谢。