

• 外贸英语实战系列 •

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# 外贸英语函电实战

## Business Mails in Foreign Trade

梁金水 著

- 实用的外贸英语函电范例
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与国外客户自如、准确地邮件沟通!



中国海关出版社

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# Unit **1** Establishing Business Relations •

## 建立贸易关系 •

### § 内容简介 §

获取客户信息的渠道有很多种，但主要的渠道包括以下几种，比如国内外的展会、B2B 网站、搜索引擎、朋友介绍等。无论这些信息是如何获取的，目的都是与客户取得联系并成功地向他们销售自己的产品。要与客户建立贸易关系，成功地销售产品，这要求我们要十分重视第一次与客户的联系。通过邮件联系，向客户展示自己公司的实力和优势，促成合作。

### 1. Self introduction

Dear Sirs,

This is Water from SHV Company. I've been working in DVD field for more than five years. Hoping that I can serve you with my professional experience from now on. Please feel free to study our offer as below.

First of all, I would like to introduce you some information about our factory. SHV Company is a professional manufacturer in producing Portable DVD Player, covering 7', 8.5', 9', 10.2'. And SHV got the

supports as below.

Staff Number: Over 300

Production lines: 4 lines

Monthly capacity: 60, 000pcs

Quality Control: FCC, CE, EMC, CCC, RoHS

Factory Management: ISO9001 International Quality Management System and ISO14000 International Environment Management System

Markets: ××× from Spain, ×××, ××× from Italy, ××× from Germany, ××× from Ukraine, ××× from Bulgaria, ××× from Russia, ××× from Israel, ××× from Iran, ×××, ××× from India, ××× from Middle East, ××× from Paraguay, ××× from Panama, etc.

Now I would like to offer you the fast sale item with best price for your reference first.

Model: Item A701, 7' swivel screen with TV tuner, USB&Card Reader

Offer: FOB Shenzhen US\$ 50

MOQ: 1000pcs

Samples and more information are available for your study anytime. We appreciate your kind reply soon.

We are looking forward to our cooperation in near future.

Best regards,

Water

#### Notes

1. 第一次主动联系客户, 介绍自己在行业内的经验和成绩。让客户产生信心。



2. 介绍公司的产品和实力，以增加客户信心。
3. 根据客户所在国家目前销售产品的情况，向客户推荐适当的产品。
4. 报价时要包含产品的重要信息。比如产品的主要功能、报价条款、价格、订单起订量等。
5. 最后，提出合作的愿望。

## **2. Contact customer after the fair**

### **Sample 1**

Dear Sirs,

Thank you for your kind visit at our booth 3.2F18 during Canton Fair. This is Water from SHV Company. I hope you could feel free to study our offer about Portable DVD Player.

SHV Company is a professional manufacturer in producing Portable DVD Player. The products are spreading the countries and regions including Asia, Europe and America, products covering 7', 8.5', 9', 10.2'. We've been investing US\$ 38 million to set up a high-tech industry zone named SHV Technology Co., Ltd in Zhejiang Province, which covers 82000 square meters and 200000 square meters of building. With our strong R&D and workmanship, believe we can become your good partner and friend.

According to the memo during Canton Fair, we would like to list the following offers for your record.

Model: Item A903, 9' swivel screen with TV tuner, USB&Card Reader

Offer: FOB Shenzhen US\$ 50

MOQ: 1000pcs

Samples and more information are available as requested. We appreciate your kind ideas about our cooperation.

We are looking forward to our initial cooperation soon.

Best regards,

Water

### Notes

1. 参加展会是很多公司选择推广产品的一种很重要的方式。在展会之前，通常都要向所有的老客户和潜在的客户发邀请函。这也是向客户展示实力的一次机会。通常邀请函都会做成图片的形式，方便发送给客户参考。内容包括：参展公司名称、参展日期、展位号、主展产品等重要信息。

2. 展会之后，联系客户时提及展位号，客户更容易忆起自己。

3. 开门见山地说明自己销售的产品，容易抓住日理万机的客户的注意力。

4. 简短的公司和产品介绍可以让客户在短时间内熟知自己的实力和优势，以拉近合作的距离。

5. 根据展会上的笔记，总结并正式向客户报价。

6. 最后，提出合作的期望。

## Sample 2

Dear Claus,

It was nice to meet you in Hong Kong, and hope you had a good trip.

Thanks for your kind visit to our showroom. It's a little pity that

your schedule is so tight. If possible, we'd like to invite you to our office next time and show you around our three factories.

The follows are our meeting memo for your reference.

- For 5.1CH standard DVD player, US\$ 21
- DivX version, add US\$ 1 per set
- Nero function, add US\$ 0.5 per set

For DVD-T and new project MD-2720, it is still under consummating. When it is completed, we'll inform you immediately. Also we'll arrange DVD-591/DivX-592 sample for your test.

Even though we met a lot of problems by first cooperation, now it's OK and the second container will be dispatched next week. I think we can run more smoothly by the following days. Both sides know each other better. And also we learn a lot from your professional, cautious and serious working style.

I do hope you could share some of your proposals of our next step cooperation. Your ideas for our whole year plan will be helpful. Please try to offer me some minds, We'd hope we could expand our business, work more strategically, and support you by our best service.

Best regards,

Aaron

### Notes

1. 客户通常都会参加展会，一方面是考察现有的供应商，面谈未来订单的计划，落实新订单的价格或者跟进进行中的订单情况；另一方面获取更多的产品信息，包括市场新价格，同类产品新的供应商等。

2. 展会后，对与客户面谈的内容进行总结，主动给客户发会议记录。

3. 再次提及洽谈的内容，更为详细地说明这些内容的具体情况，特别是关于样品或者订单进行的时间等方面的确定。

4. 进一步充实内容。包括对彼此之间合作的评价以及对未来的展望，还有对客户的操作方式的了解等。对问题点到即可。重点是展望合作和服务质量的改进。

5. 提出自己的希望。同时提醒客户，随着合作的深入，将来可以为客户提供更优质的服务，以增强客户的信心。这样可以加深合作。

### **3. Enquiry from customer**

#### **Sample 1**

Dear Julia,

I hope you are doing well.

My name is Marcelo. I represent R&S Corp. , from Buenos Aires, Argentina. We met each other at the Las Vegas's CES, last January. At that time we talked about your products. Actually we are WalMart's Argentina traders, relating to DVD, DivX, DVD Recorder, Portable DVD and LCD TV. I remembered that during our meeting you informed me about some prices that were suitable for us. So, as this moment, I'd like to know your quotation of prices -FOB China-of the following articles, for WalMart's Argentina.

DVD 5.1 full size

DVD 5.1 1/2 size with display

DivX 5.1 full size

DivX 5.1 full size with USB

This request is for WalMart's order, which will be around 20 000 pcs of each article. Please, I'll appreciate you will send me your products pictures and price. If those are different from the catalogue you gave me at the CES, or just let me know which catalogue's articles you are quoting. Please answer me as soon as possible. Thanks a lot.

Hoping to hear from you soon.

Best regards,

Marcelo

**Reply to the above**

Dear Marcelo,

Thank you very much for your kind enquiry to us. Your detailed company and market information impressed us deeply. Glad to see that there is a chance for both R&S and Mizida in entering into some projects cooperation in near future.

Further to the enquiry, we would like to make you the offer as below. Photos as attached.

DVD 5.1 full size, DVD—592, US\$ 21, if with DivX, US\$ 21.5

DVD 5.1 1/2 size with display, DVD—558B, US\$ 20

DivX 5.1 full size with USB, DVD—602/561, US\$ 23

All the offer is upon FOB Shenzhen price.

And base on your potential quantity 20 000pcs per item.

Wish they could meet your request.

We are ready to provide more information and samples as requested. We appreciate your comments and looking forward to working together with you soon.

Best regards,

Julia

### Notes

1. 展会之后或者是从互联网推广联系得到的客户，在一段时间内没有订单，一方面说明由于市场销售和客户的推广计划等原因，在当时确实没有订单需求；另一方面说明客户当时已经有较为稳定的合作伙伴。但往往客户也会将同等的供应商列为参考对象，当有合适的产品或者新项目的时候，客户将会主动联系。所以需要不间断地跟进，比如价格更新、产品更新或者是信息交流。

2. 分析客户的邮件。邮件中客户陈述说明相识于何处，客户的公司和产品介绍以及销售的场所，还有关于产品的规格等较为详细的要求。这类有实质性内容的邮件，说明合作机会往往较大。

3. 回复邮件要根据客户的市场特征、订单数量、价格要求等，推荐最合适的产品，报最有竞争力的价格。客户也喜欢和实力相当的公司合作，但需要产品质量过关以及有竞争力的价格。

4. 报价的内容要清晰。比如价格条款、起订量和相关的单价，产品的主要规格或者功能说明等。这些内容一定要清晰，不能模糊，以免引起误解。并附上精美的图片，让客户可以更直观地选择。

5. 期望合作。表现诚意和热心。

### Sample 2

Dear Sirs,

Thank you very much for your kind enquiry to us. This is Alice. From now on, I will help to follow up your orders and hope my 5 years experience and hard work can serve you better.

Regarding your enquiry, please find our reply as below.

1) Our products are fast sales in EU countries and America. Especially we already had steady partners in those places. And the cooperation has been lasting more than 5 years.

2) Regarding American market, our customers prefer healthy sleeping, so they would like to buy the best mattress to protect their backbones. For example, memory mattress, independent spring mattress, surely the reel mattress you mentioned is also fast sale. Please refer to the attachments, I would like to introduce some suitable items for your market.

3) Currently our company is applying for the American prevailing rules CFR1633 which is standard fire protection and becoming effective in July 1st, 2007. As we know that in Los Angeles they would apply for the standard fire protection rule TB603. But now they upgrade to CFR1633. We think you might require for it, too. Please refer to the CERTIFICATION as attached.

4) Payment term:

A) 30% deposit T/T in advance, 70% balance T/T before shipment.

B) 50% deposit T/T in advance, 50% balance by irrevocable L/C at sight.

5) Leading time: 15 days upon deposit received

6) MOQ: 1×20GP, FOB Shenzhen

If you have any enquiry and need our help, please don't hesitate to contact me.

Best Regards,

Water

### Notes

1. 行业内的客户一般会比较关心产品的质量, 工厂产品的市场销售情况, 质量认证书等重要方面。所有这些条件都直接影响客户对工厂产品的认识。因为不同的市场, 质量要求是有区别的。欧美国家比中东等国家地区的要求会严格一些。

2. 文中第一段体现个性化的服务。

3. 第二段回复客户的问题, 着重突出优势和实力。

- 有稳定的客源, 和客户有超过 5 年的合作, 充分体现公司实力和产品质量的保证。

- 分析最终消费者的实际要求和特点, 体现个人的知识丰富, 够专业水准。

- 分析客户市场对质量的要求, 展现公司的实力与时俱进。

- 内容环环相扣, 回复围绕客户问题的同时, 也向客户说明了公司其他方面的操作程序。方便客户更深入的了解。

### Sample 3

Dear Sirs,

I am the purchase manager of Sound Master Company in South Africa. We are planning to import matterss. The quantity may be around 200 sets at the first time. And our boss Mike and I will visit China next month. We would like to talk to you in your factory. In order to get the visa from Chinese Embassy, can you send an invitation letter to us?

We are looking forward to hearing from you soon.

Best Regards,

Anson



**Reply to the above**

Dear Anson,

Thank you very much for your kind enquiry to us. My name is John. From now on, I will follow up your orders and offer best sales service with my professional experience.

Because we don't have your ideas about target item, I would like to offer you some fast sale items in South Africa for your easy reference first. The details are as attached. We are also inviting you to visit our website at *www.shvfurniture.com* to know more details about us.

Regarding the invitation letter, we would like to share some information with you. Normally we have to submit application form and relative necessary information to our government for approval first. As we didn't start cooperation before, the application period may be longer. In order not to affect your schedule, I would like to advise that if you have other business partners here, you'd better ask them to help you. So you may get the visa within one week. Please take our suggestion as reference. Surely we are pleased to apply for you if you need our help. But please send us the details about the people who will come.

To catch the visit schedule and run the business soon, shall we exchange some important ideas first? We may conclude some agreements before your visit in China.

We welcome your coming and visiting. And looking forward to our cooperation soon.

Best Regards,

John