



高职高专规划教材

王黎明 主编

# 商务英语函电 技能训练



机械工业出版社  
CHINA MACHINE PRESS



赠 电 子 课 件

高职高专规划教材

# 商务英语函电技能训练

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机 械 工 业 出 版 社

本教材根据高等职业教育的培养目标,按照外贸岗位群的工作任务和职业能力分析而编写,是理论教学用书《商务英语函电》(普通高等教育“十一五”国家级规划教材,书号为 ISBN 978-7-111-21921-7)的配套实践教学用书。本教材旨在指导学生开展有效的实训,着重训练学生在国际商务活动中与外商进行书面沟通的能力,以培养学生的职业核心能力。

本教材共分 12 章,每章由实训目的 ( Objectives of Training )、情景导入 ( Probable Working Environment )、实训指南 ( Training Guidelines )、实训活动 ( Training )、实训总结 ( Summary of Training ) 等几部分组成。教材以商务活动及贸易来往为主线设计内容,涉及建立业务关系、询盘、报盘、还盘、接受、签订合同、寄送形式发票、促销、付款方式、包装、保险、装运、投诉和索赔等业务活动。

本教材可作为高职高专院校外贸、商务英语、金融、经济管理等专业教学用书。本教材可与《商务英语函电》配套使用,也可单独使用。为方便教学,本书配备电子课件等教学资源。凡选用本书作为教材的教师均可登录机械工业出版社教材服务网 [www.cmpedu.com](http://www.cmpedu.com) 免费下载。如有问题请致信 [cmpgaozhi@sina.com](mailto:cmpgaozhi@sina.com),或致电 010-88379375 联系营销人员。

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# 前 言

高等职业教育的培养目标决定了其主要任务是培养学生的职业能力和技能,而职业能力及技能的培养必须通过实践教学来实现。可以说,实训教材是高职学校实施教育教学的重要载体,是学生获取业务知识、发展能力的重要途径,也是考核教育教学成效的重要依据。据此,我们在理论教学用书《商务英语函电》教材的基础上,开发了这本实训教学用书。

该教材以工学结合理论为基础,以行业为先导,以培养学生的职业核心能力为目标;遵循以学生为主体、教师为主导的理念,把外贸业务流程中的工作任务设计成各种模拟情景,引导学生进行案例分析、角色扮演、上机操作,突出培养他们的实践能力。同时,教材还重视学生与人交流、与人合作解决问题的能力以及创新能力的培养。

**本教材具有以下特点:**

(1) 取材新颖、真实。教材中很多素材来源于国内外商务网站和外贸企业,内容新颖、真实,能够反映商界最新动态。

(2) 以行业为先导。每章涉及一个行业,让学生了解不同外贸行业的运行情况,熟悉相应的产品,为今后工作打好基础。

(3) 评价方式的优化。注重过程性评价,将一次性的总结性评价由过程性评价来替代。每章结束后,学生都要进行自评、互评,在此基础上老师再对学生的实训表现进行评价。

(4) 图文并茂、版式灵活。教材版面编排方面,力求图文并茂,版式灵活,以激发学生的学习兴趣,有助于消化教学内容。

教材每章一般设置 3~4 个工作任务。对于这些工作任务,教师可根据实际情况选择使用。在引导学生完成工作任务时,教师可采取角色扮演、小组讨论、团队合作、结对活动等多种课堂活动。

本教材由王黎明担任主编,负责总体框架的设计及统稿。钱律伟、徐秋萍担任副主编。具体编写分工如下:王黎明编写第一、第二章,钱律伟编写第三章,黎振援编写第四章,徐瑾编写第五章,李宏磊编写第六章,贝可钧编写第七章,王建成编写第八章,蒋轶阳编写第九、第十一章,徐秋萍编写第十章,夏宁满编写第十二章。王黎明、徐秋萍、章晓芳对本教材进行了校订,王黎明、徐秋萍、钱律伟制作了本书配套的 PPT。

本教材经王维平老师审阅,并提出一些宝贵意见,特此表示感谢。

由于编著者水平有限,书中错误或不妥之处在所难免,敬请专家和读者批评指正。

编 者

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# Chapter 1 Layout of a Business Letter

## *Objectives of Training*

- (1) To familiarize students with two main styles of business letters;
- (2) To let students have a good command of principles of communication—7 C's;
- (3) To enable students to arrange composed parts of a business letter;
- (4) To cultivate students' ability to address an envelope;
- (5) To acquaint students with fashion industry in Ningbo.

## *Probable Working Environment*

Fashion Ningbo (Ningbo International Fashion Festival, NIFF) is a large-scaled commercial and cultural event sponsored by Ningbo Municipal People's Government. NIFF roots itself in Ningbo, which is the largest garment manufacturing base in China. A series of events and activities in NIFF concerning fashion, culture, art and business have enlarged the city's fame internationally, enriched the cultural life of people, and promoted cooperation and communication between Ningbo and the outside world in terms of economy and culture.

Now the 14th Ningbo International Fashion Festival is coming. One of the main activities in the 14th Fashion Ningbo is to hold the 3rd International Fashion Industry Cooperation Round-Table Talk (Ningbo). The Organizing Committee of Ningbo International Fashion Festival intends to invite some fashion experts to attend the talk. Rose Yu, the chairman assigns the task to Huang Lei, a clerk of the Committee.

Suppose you are Huang Lei, you are expected to write an invitation letter to Mr. Mario Razanelli, member of the City Council of Florence.





*How to write an effective  
business letter?*

## ***Training Guidelines***

### **Discussion**

- (1) What are the two main styles of a business letter?
- (2) How many principal parts is a business letter composed of? What are they?
- (3) What are the 7 C's?

### **References for your answer**

(1) No one can say authoritatively that one specific format of a business letter is correct or wrong. Instead, there are certain practices which are widely used in today's business correspondence. The two main styles in use today are the indented format and the blocked format. The Indented format is a traditional style. Many people regard it as the most attractive of all letter styles. The paragraphs forming the body of the letter are all indented six spaces, thus making it easy to read. Others dislike the indentations because, they claim, they waste the typist's time. So the blocked style has now become to be much more widely used than before, because there is no indentation in the letter at all, and all typing lines begin at the left-hand. This format is simple and easy to type.

(2) A business letter consists of seven principal parts:

- 1) letter head;
- 2) date;
- 3) inside name & address;
- 4) salutation;
- 5) message;
- 6) complimentary close;
- 7) writer's signature and official position.

(3) An effective business letter should follow principles of good communication —7 C's, namely courtesy, clarity, conciseness, consideration, completeness, concreteness and correctness.

## ***Specimen Letter***

### **✎ The Indented Style**

Organizing Committee of Ningbo International Fashion Festival  
131 Cangshui Street, Ningbo, China  
Tel: +86-574-5615 8995 Fax: +86-574-5615 8958  
Email: 888856@fashionningbo.com  
Website: www.fashionningbo.com

September 28, 2010

The City Council of Florence  
250 Hwy 101, Florence  
Italy

Dear Mr. Razanelli,

We would like to invite you to attend the 3rd International Fashion Industry Cooperation Round—Table Talk (Ningbo), which will be held on October 22, 2010 in Shangri-La Hotel in Ningbo during the 14th Ningbo International Fashion Festival.

This meeting is co-hosted by China National Garment Association and Ningbo Municipal People's Government, and executed by the organizing committee of Ningbo International Fashion Festival.

We look forward to your coming.

Yours faithfully,  
Rose Yu  
Chairman  
Organizing Committee

**Letter head**  
Indented, and in the center or at the right margin

**Inside name & address**  
Indented, and at the left margin

**Date**  
To the right of the center of the paper

**Salutation**  
At the left margin

**Message**  
The first line of each paragraph is indented

**Signature & Official position**  
To the right of the center of the paper

**Complimentary close**  
To the right of the center of the paper

## The Blocked Style

**Letter head**  
In the center or at  
the left margin

Organizing Committee of Ningbo International Fashion Festival

131 Cangshui Street, Ningbo, China

Tel: +86-574-5615 8995

Fax: +86-574-5615 8958

Email: 888856@fashionningbo.com

Website: www.fashionningbo.com

September 28, 2010

**Date**  
At the left margin

The City Council of Florence

250 Hwy 101, Florence

Italy

**Inside name & address**  
At the left margin  
No indentation

Dear Mr. Razanelli,

**Salutation**  
At the left margin

We would like to invite you to attend the 3rd International Fashion Industry Cooperation Round-Table Talk (Ningbo), which will be held on October 22, 2010 in Shangri-La Hotel in Ningbo during the 14th Ningbo International Fashion Festival.

This meeting is co-hosted by China National Garment Association and Ningbo Municipal People's Government, and executed by the organizing committee of Ningbo International Fashion Festival.

**Message**  
At the left margin  
No indentation

We look forward to your coming.

**Complimentary close**  
At the left margin

Yours faithfully,

Rose Yu

**Signature**  
At the left margin

Chairman

**Official position**  
At the left margin

Organizing Committee

## *Training*

### 🔗 Training Activity 1: Instant letter

This activity is designed to familiarize students with principal parts of a business letter and help them master commonly used expressions in business letters. You are encouraged to communicate with your classmates and cooperate with each other.

#### ★ Instant letter 1

**Probable Working Environment:** Lin Qiang is a salesman of Youngor Group Co., Ltd. One day his supervisor asked him to write letters to their prospective dealers to express their wishes to establish business relations with them. The following is one part of the letter.

**Background Information:** 雅戈尔集团 (The Youngor Group) 创建于1979年, 经过近30年的发展, 逐步确立了以品牌服装生产与销售 (branded garment manufacturing and marketing)、地产开发 (property development)、股权投资 (equity investment) 三大产业为主体, 多元并进、专业化发展的经营格局, 成为拥有员工5万余人的大型跨国集团公司, 旗下的雅戈尔集团股份有限公司为上市公司 (listed on the Shanghai Stock Exchange)。品牌服装是雅戈尔集团的基础产业, 自1979年从单一的生产加工起步, 经过不断努力, 迄今已经形成了以品牌服装 (branded fashion) 经营为龙头的纺织 (textile)、服装 (garment) 垂直产业链。



**Training Directions:** Please help Lin Qiang finish this part of the letter by filling in the following blanks according to the information given above.

\_\_\_\_ (1) \_\_\_\_ was founded in 1979. Over almost \_\_\_\_ (2) \_\_\_\_, the Group established businesses in sectors including \_\_\_\_ (3) \_\_\_\_ and \_\_\_\_ (4) \_\_\_\_, in addition to its core business of \_\_\_\_ (5) \_\_\_\_ . The Youngor Group is now a major \_\_\_\_ (6) \_\_\_\_, employing over 50,000 people. Youngor Group Company Limited—a member company of the Group—was \_\_\_\_ (7) \_\_\_\_ in 1998. Garment manufacturing and marketing is the core business of the Youngor Group. Starting with a simple manufacturing operation in 1979, the Group has developed a vertically integrated business in \_\_\_\_ (8) \_\_\_\_ and

(9) manufacturing driven by the marketing and sales of (10) .

### ★ Instant letter 2

**Probable Working Environment:** Introduced by Mr. A.G. Topworth of Swanson & Bros., of Hamburg, Chen Gang, the sales manager of the Youngor Group Co., Ltd., learns that Deman & Sons is in the market for men's shirts, so he decides to write a letter to the company telling them that he wishes to enter into business relations with them. In the meanwhile, Chen Gang asks Deman & Sons to give him the name of their bank and informs them that the illustrated catalogue and price-list will be air-mailed against their specific enquiries.

#### **Background information:**

The address of Deman & Sons : 45 Cannon Street, London, E.C. 4

The address of Yongor Group :

Youngor Group Co., Ltd.

NO. 2 West Section Yinxian Road, Ningbo, China

Tel: 0574-88265571

Fax: 0574-87425390

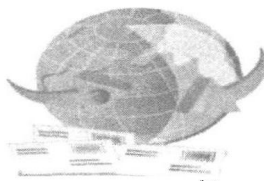
Web: [www.youngor.com.cn](http://www.youngor.com.cn)

Email: [sales@youngor.com.cn](mailto:sales@youngor.com.cn)

The date of the letter: March 10, 2010

**Training Directions:** Supply the missing parts according to the information given above.

- (1) Letterhead
- (2) Date
- (3) Inside name and address
- (4) Salutation
- (5) Name of introducer
- (6) Name of commodity
- (7) Materials to be sent
- (8) Complimentary close
- (9) Signature
- (10) Official position



**[Letter head] (1)**

**[Date] (2)**

**[Inside name and address] (3)**

**[Salutation] (4)**

We have your name and address through the introduction of **[Name of introducer] (5)**, who is one of our regular clients. We wish to inform you that we specialize in exporting **[Name of commodity] (6)** and shall be pleased to enter into business relations with you.

If our above desire coincides with yours, please let us know and also keep us informed of your specific enquiries so that we can send our **[Materials to be sent] (7)** for your reference without delay.

In the meanwhile, we shall appreciate it very much if you will furnish us with the name of your bank prior to the conclusion of an initial transaction between us.

We are looking forward to receiving your first enquiry.

**[Complimentary close] (8)**

**[Signature] (9)**

**[Official position] (10)**

### ✎ Training Activity 2: Error correction

This activity is aimed at familiarizing students with principles of good communication. Every participant is expected to become an expert when reading a business letter. In the same way as Training Activity 1, you are encouraged to communicate with your classmates and cooperate with each other. Should there be any doubt in your reading, ask your teacher for help. Those

who fail to accomplish the task will be considered to have failed in the activity.

**Probable Working Environment:** Zhou Lin is a salesman in Ningbo Youngor Suits Co., Ltd., who has worked there for three years and made some achievements in overseas sales. One day, Mr. Chen, the sales manager, handed him some letters written by a green hand and instructed him to make a correction.

**Training Directions:** There are 10 mistakes in each of the following letters. Suppose you are Zhou Lin, please make corrections for the following letters according to the layout of business letters and principles of good communication—7C's. You are expected to work cooperatively with your colleagues. Now, start to prepare.

### Letter 1

Ningbo Youngor Suits Co., Ltd.

Building B, Youngor International Garment City

No. 2, Yinxian Avenue West, Ningbo City, Zhejiang Province, China

Messrs Ribera Y Cia

Avenida Yucatan 67

Mexico

MEXICO CITY

Dear Sir:

Thank your fax on January 27,2010.

We are pleasure to make you an offer regarding our casual suits in the items you require. All the models you saw at our fashion show are obtained promptly except one: the item 16, which has been sold out. This item will be available next month and could be delivered to you in April.

We are enclosed an illustrated quotation sheet. We hope you will agree that our prices are very competitive for these good quality clothes, and look forward to receive your initial order.

Yours faithfully,

Vincent Ye



Letter 2

Ningbo Youngor Suits Co., Ltd.  
Building B, Youngor International Garment City  
China, Zhejiang Province, Ningbo City, No. 2, Yinxian Avenue West

22nd March, 2010

The Manager  
United Textiles Ltd.  
York House  
Lawton Street  
Liverpool, ML3 2LL  
England

Dear Sirs,

Your letter of recent date to hand and contents noted with thanks, in which you asked us details and prices of our suits.

We are glade to enclose our latest price list and illustrating catalogue.

As for new customers, our usual terms of payment is to be made by irrevocable Letter of Credit.

We shall appreciate a line from you at an earliest date.

Yours faithfully,  
Vincent Ye



**Letter 3**

Ningbo Youngor Suits Co., Ltd.  
Building B, Youngor International Garment City  
No. 2, Yinxian Avenue West, Ningbo City, Zhejiang Province, China  
Denmark  
Copenhagen  
28 Jacksonville Street  
Universal Trading Company  
02/28/2010

Dear Mr. Willington,

Thank you for your interest to our Youngor brand men's suits.

At requested, we are now faxing you our latest pricelist to your reference.  
Please see the attachment for detail.

Our usual terms of payment are by 90% irrevocable L/C at sight with 10% of the invoice value as down payment by T/T when place your order, and shipment can be made 30 days after receive of the L/C. As for the discount for regular purchases, we may give you a 2% discount, but not for this order.

Awaiting for your early order.

Your faithfully,  
Vincent Ye

**✎ Training Activity 3: Envelope addressing**

This activity is designed to strengthen students' ability to address envelopes.

**Probable Working Environment:** Lin Qiang has finished writing his letters. Now he is going to address his envelopes.

**Training Directions:** Suppose you are Lin Qiang, you are expected to address envelopes according to the names and addresses given below. Pay attention to the styles of the envelopes.