

随着经济全球化的发展，国际间的商务活动日渐频繁。绝大部分的涉外生意都需要用英语进行交流与谈判。

梭伦◎主编

实用英语经典读物  
双色版

# Practical English of Negotiation



## 实用英语谈生意

立足于实用性，突出典型性，力求向读者展示生意场上  
最地道、最准确、最生动的英语表达方式

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# 前言

随着经济全球化的发展,国际间的商务活动日渐频繁。绝大部分的涉外生意都需要用英语进行交流与谈判。那么,一项涉外商业交易需要考虑哪些内容?如何用英语谈好一笔生意呢?

《实用英语谈生意》立足于实用性,突出典型性,力求向读者展示生意场上最地道、最准确、最生动的英语表达方式。其中不仅有面对面的谈判,也有电话交流,另外还包括从开始到结束整个谈判过程中可能涉及的招呼、问候、致谢及回复等各种礼仪用语。

本书内容详尽、编排合理。每章由实况对话、词汇扩展、常用句型百宝箱、知识小结四个版块组成。

实况对话——从对话中,不仅可以感受到唇枪舌剑中不见硝烟的智慧角斗,还可领略到攻守有度、以退为进、适时暂停的策略与智慧。

词汇扩展——详细讲解生意场上常用的主体词汇,有单词,有短语,比较关键,应该熟记。

常用句型百宝箱——相关场景中所涉及的最典型句子,将其整合、归纳,便于读者学习使用。

知识小结——将每章相关内容进行回顾,有利于温故知新,举一反三,活学活用。

开卷有益。作为读者的您,或许是一位商人,需要与外商开展合作业务;或许是一名求职者,欲到外企谋一份职业;或许是一名学生,正打算涉猎国际商业谈判的知识。现在,请翻开这本书,相信本书能让您爱不释手。

编 者

2009 年 10 月

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# 第一章

## Introduction and Etiquette

# 与客户见面的礼节

- ✦ 1. Meeting at the Airpoert 在机场见面
- ✦ 2. Making Introduction 互相介绍
- ✦ 3. Meeting a Customer 正式会见客户



## 实况对话

### 1. Meeting at the Airpoert 在机场见面

#### Dialogue 1 (对话 1)

**A:** Excuse me, are you Mr. Brown from Beijing?

**B:** Yes, I am.

**A:** We've been expecting you, I'm Li Li, the secretary for the manager, Mr. White.

**B:** Glad to meet you, Miss Li.

**A:** Glad to meet you, too, Mr. Brown. Welcome to Guangzhou, Mr. White is having a meeting now. He'll come to meet you later at the hotel, so he asked me to come to meet you. Please give me your luggage check, and I'll get them for you.

**B:** Thank you, here you are.

**A:** 请问你是从北京来的布朗先生吗?

**B:** 是的,我是。

**A:** 我们一直在等你。我叫李莉,是怀特经理的秘书。

**B:** 很高兴见到你,李小姐。

**A:** 我也很高兴见到你,布朗先生。欢迎来广州,怀特先生正在开会,他让我来接你,一会儿他会来宾馆见你。请把你的行李票给我,我去把它们取来。

**B:** 谢谢,给你票。

#### Dialogue 2 (对话 2)

**A:** Excuse me. Are you Mr. Mike Johnson?

**A:** 打扰,您是迈克·约翰逊先生吗?

**B:** Yes, I am from Northern Reflections of Canada. And are you Mr. Lin?

**A:** No, sir, I'm not. I'm Liu Yang, Sales Manager at ABC Trading. Hi. (extends hand first; they shake hands) Mr. Lin asked me to come and meet you, because he was unexpectedly tied up this morning. He is very eager to meet you, and sends his warmest regards.

**B:** I see. Well, it's very nice to meet you, Liu Yang. And please, feel free to call me Mike. I'm not big on formalities.

**A:** That would be my pleasure. Can I help you with you bags? We've got a limo waiting outside.

**B:** A limo? (chuckling) I see you're trying to butter me up!

(on their way to the hotel. )

**A:** I hope you had a pleasant flight over, Mike. I've travelled the trans-Pacific routes before, and I know how tiring they can be.

**B:** This one was uneventful, except for a little turbulence here and there. In fact, I feel as crisp as a new dollar bill.

**B:** 是的,我代表加拿大 Northern Reflections。您是林先生吧?

**A:** 不是。我是刘阳,ABC 贸易公司的销售经理。您好,(伸手与对方握手)林先生要我来接您,因为他今早突然有事无法分身。他非常想见您,要我先代他向您致意。

**B:** 原来如此。非常高兴认识你,刘阳。叫我迈克就可以了,我不喜欢拘泥于礼节。

**A:** 这是我的荣幸。让我帮您提行李好吗? 我们有辆豪华轿车在外面候驾。

**B:** 豪华轿车?(低声地笑)我看你们是想讨好我吧!

(离开机场,驱车前往饭店。)

**A:** 迈克,我希望你来访旅途愉快,我以前也搭过横渡太平洋的航线,我知道那有多累。

**B:** 除了不时气流不稳之外,一路都很顺利。事实上,我觉得自己还是很有精神的。

**A:** Glad to hear it. Would you like an informal dinner with us tonight? Mr. Lin asked me to inquire.

**B:** It's very nice of him, but truthfully I'd rather just spend a quiet evening in the hotel getting ready for tomorrow's appointment. Mr. Lin won't mind?

**A:** Not at all. He expected you'd want a little R and R first. Just to confirm—you know that tomorrow's meeting is set for 10 a. m., at our office? I'll pick you up at the hotel at 9:15.

**B:** That'll be fine. Liu Yang, thank you so much.

**A:** It's my pleasure. By the way, are there any sights you'd like to see while you're here? I'd be happy to show you around.

**B:** Well, I have instructions not to mix pleasure with business on this trip. But could we see International Trade Center, and Zhongguancun Science & Technology Park?

**A:** That's no problem. I'll set up appointments for later this week.

**A:** 很高兴听你这么说,您愿意今晚让我们招待便饭吗?林先生要我问一声。

**B:** 他太客气了!不过事实上我更想静静地在饭店休息一晚,准备明天的会谈。林先生不会介意吧?

**A:** 当然不会,他想到您可能需要稍作休息。跟您确认一下,您知道明天的会议是早上10点在我们的办公室举行吗?我会在9点15分到饭店接您。

**B:** 好的。刘阳,谢谢你。

**A:** 我很乐意为你服务。对了,在停留期间,您是否想去参观一些地方?我可以带你逛逛。

**B:** 很不巧,老板指示我这次不能假借谈公事四处游玩。不过,我们可以到国贸中心与中关村科技园吗?

**A:** 没问题,这周晚些时候我会安排时间。

**B:** Thank you very much.

**B:** 非常感谢。

## 2. Making Introduction 互相介绍

### Dialogue 1 (对话 1)

**A:** Good morning, Mr. Frank. I guess you've had a good rest.

**B:** Yes, thank you.

**A:** Mr. Frank, Mr. Jones, our manager has come to see you.

**B:** Oh, very good.

**A:** Mr Jones, this is Mr. Frank. Mr. Frank, this is Mr. Jones.

**B:** How do you do, Mr. Jones?

**C:** How do you do, Mr. Frank? Welcome to Guangzhou. I hope you'll have a pleasant stay here.

**B:** Thank you, Mr. Jones. I'm very happy to have this chance to visit your company. It was very kind of you to invite me.

**C:** Not at all. It's my pleasure. And by the way, Mr. Frank. I'd like to have your comments on the initial arrangements we've made for your stay in China if you don't mind.

**A:** 早上好,弗兰克先生。我想您休息得不错吧。

**B:** 是的,谢谢。

**A:** 弗兰克先生,我们的经理琼斯先生来看您了。

**B:** 噢,太好了。

**A:** 琼斯先生,这是弗兰克先生。弗兰克先生,这是琼斯先生。

**B:** 您好,琼斯先生。

**C:** 您好,弗兰克先生,欢迎您到广州来。我希望您在广州过得愉快。

**B:** 谢谢琼斯先生。我很高兴能有这次机会访问贵公司,承蒙邀请,不胜感激。

**C:** 不必客气,我很高兴邀请您。弗兰克先生,如果您不介意的话,我想听听您对我们为您此次中国之行所作的初步安排的看法。

**B:** I'd like to know them first.

**C:** Mr. Frank, I have written down the arrangements. Please take a look at them.

**B:** Great. Thank you.

**B:** 我要先听听是怎样安排的。

**C:** 弗兰克先生,我已把安排写好了,请您过目。

**B:** 太好了,谢谢。

**A:** Mr. Chen, I'd like you to meet Mr. Sandy Jackson, sales manager for Northern Reflections of Canada. (Chen extends hand first; Chen and Jackson shake hands) Mr. Jackson, Mr. Chen Xiangdong, General Manager of Apex Trading.

**B:** It's very nice to finally meet you, Mr. Jackson after so many phone calls and faxes. (offers his business card first) I'd like you to have my card.

**C:** Thank you very much, Mr. Chen. Please accept mine. (offers his own card) And please, call me Sandy (both look at cards for a few seconds, then put them in wallets—not pockets)

**A:** If you don't mind, Sandy, while you and Mr. Chen get acquainted, I'd like to check the arrangements for the meeting.

**A:** 陈先生,让我为你介绍加拿大 Northern Reflections 的业务经理——桑迪·杰克逊先生。(陈先生先伸出手,两人握手)桑迪·杰克逊先生,这是陈向东先生,Apex 贸易公司的总经理。

**B:** 多次电话、传真往返之后,非常高兴终于见到了您,杰克逊先生(先递出名片),请收下我的名片。

**C:** 谢谢您,陈先生。也请收下我的名片(递上自己的名片),叫我桑迪就行了。(两个人都看了一下对方的名片,放入皮夹而非口袋中)

**A:** 桑迪,如果你不介意的话,在您和陈先生互相认识时,我先失陪,看看会议安排得怎么样了。

**C:** You're certainly on top of things, Ze Ming.

**B:** (looking at Ze Ming) You'll find Ze Ming is a force to be reckoned with at Apex Trading.

**A:** Thanks for the vote of confidence, Mr. Chen. I'll be right back. (leaves room)

**C:** He appears to be a top-notch young man, Mr. Chen. Talent and enthusiasm like that are hard to find.

**B:** Don't I know it. He's doing a great job for us. And please, call me Xiangdong.

**C:** Xiangdong, can you tell me in a nutshell what the retail market is like in Beijing?

**B:** Well, as per capita income goes up and up, the growth sector seems to be in the top-end.

**C:** Retail is going upscale here? Beijing is certainly growing more quickly than I had imagined.

**B:** Yes. Things certainly have changed since I was a boy. We've developed very quickly.

**C:** 泽明,一切当然在你掌握之中  
啰!

**B:** (看着泽明),您会发现泽明是  
Apex 贸易公司的大将。

**A:** 陈先生,谢谢你的信任,我马上  
回来。(走出房间)

**C:** 陈先生,他看起来是个有为的青  
年,很难找到像他这样有才干、  
有热忱的人。

**B:** 我完全同意,他在公司表现不  
凡。请叫我向东就行了。

**C:** 向东,你可以简单地告诉我北京  
零售市场的现状吗?

**B:** 唔,由于每人的平均收入不断地  
增高,市场的发展领域似乎偏向  
于高价位商品。

**C:** 此地的零售走入高价位了? 北  
京的发展比我想像得要快多了。

**B:** 没错,现在的北京和我小时候完  
全不一样了。这里发展得十分  
迅速。

**C:** Do you think the trend will continue?

**B:** I don't see why not. We do have some problems, but we are still willing to work hard, and wages aren't too high at this point.

**C:** Everything I've seen so far is very impressive. Very impressive indeed.

**C:** 你认为这种趋势还会继续下去吗?

**B:** 我不觉得有什么不可以,尽管的确存在一些问题,但我们仍愿意勤奋工作,而且现阶段工资仍不算太高。

**C:** 到目前为止,我所看到的一切给我留下了深刻的印象,的确是印象深刻。

### 3. Meeting a Customer 正式会见客户

#### Dialogue 1 (对话 1)

**A:** Good morning, you must be Mr. Mitchell.

**B:** Yes, that's right.

**A:** Good. How do you do? I'm Johnathan Browning. Welcome to Guangzhou.

**B:** I have been looking forward to meeting you, Mr. Browning.

**A:** When did you arrive?

**B:** Two days ago. I'm visiting some other companies in this area.

**A:** Oh, really? Then you've already seen something of our beautiful city. Well, let's

**A:** 早上好,您一定是米切尔先生吧。

**B:** 是的。

**A:** 太好了。您好,我是乔纳森·布朗宁。欢迎到广州来。

**B:** 我一直盼着见到您,布朗宁先生。

**A:** 您什么时候到达的?

**B:** 两天前。我拜访了这个地区的一些其他公司。

**A:** 噢,真的吗? 那么您已经看过我们这座美丽的城市的一些地方