

Cocktail English

Cocktail English in Marketing

★营销策略★市场调研★广告营销★展会营销★电话营销
★外贸营销★接待来访★商场销售★其他销售★商务衍生

市场营销 英语口语

浩瀚 钟乐平◎主编

Marketing Strategies 营销策略

Store Sales 商场销售

Other Sales 其他销售

Business-related Activities 商务衍生



大连理工大学出版社
DALIAN UNIVERSITY OF TECHNOLOGY PRESS

美籍专家朗读
184个音频文件

17319.9
850

Cocktail English



Cocktail English
in Marketing

市场营销 英语口语

主 编: 浩 瀚 钟乐平

副主编: 王敏华

编 委: 赵修臣 刘 璐 肖媛媛 韩 磊 齐 齐
陈玉琴 刘雷雷 徐光伟 李庆雷 李洪丰
何 冰 姚 青 马 兰 王亚彬 蔡丹丹
高 媛 张春燕 关 慧



大连理工大学出版社
DALIAN UNIVERSITY OF TECHNOLOGY PRESS

图书在版编目(CIP)数据

市场营销英语口语 / 浩瀚, 钟乐平主编. —大连 :
大连理工大学出版社, 2011. 1

ISBN 978-7-5611-5869-2

I. ①市… II. ①浩…②钟… III. ①市场营销学—
英语—口语 IV. ①H319.9

中国版本图书馆 CIP 数据核字(2010)第 204447 号

大连理工大学出版社出版

地址:大连市软件园路 80 号 邮政编码:116023

电话:0411-84708842 邮购:0411-84703636 传真:0411-84701466

E-mail: dulp@dulp.cn URL: <http://www.dulp.cn>

大连金华光彩色印刷有限公司印刷 大连理工大学出版社发行

幅面尺寸: 145mm×210mm	印张: 12.5	字数: 434 千字
附件: MP3 光盘 1 张		印数: 1~5000
2011 年 1 月第 1 版		2011 年 1 月第 1 次印刷

责任编辑: 陈多

责任校对: 赵娜

封面设计: 柏拉图创意机构

ISBN 978-7-5611-5869-2

定 价: 32.80 元

作为一名市场营销人员,你是否觉得“酒香也怕巷子深”?你是否需要以最直接的方式获得信息?是否需要在最短的时间将公司和商品介绍出去?

中国的企业要想在全球化经济中占有一席之地,首先就要求市场营销人员不仅要精通专业知识,掌握销售技巧,还要有强大的英语能力。不仅在收集市场信息以便做出营销决策时能查阅英文专业文献,还需要能用英语流畅地书写邮件和口语交流。其中,英语会话是众多国际销售人员以及将国际销售作为职业目标的人员的瓶颈。那么,想要在最短的时间内突破这个瓶颈,想要摆脱英语会话能力不足的困境,使自己在竞争激烈的市场中取得重要位置,让鸡尾酒英语来帮你吧!

本书将以简单的语言、流畅的表达、真实的场景把你带入一个纯英语的营销环境,并且让你感受到学习英语口语并不难!无论是电话营销还是面对面营销,通过广告、展会和市场调研等多方面途径让你感受到国际销售的魅力。本书涉及到的营销领域有房地产、汽车、服装、家电、生活用品、保险、食品等,可谓面面俱到,一网打尽。

本书每单元包括以下三层,层层递进,让您在领悟营销英语的同时,打造您的营销竞争力。

◇第一层 熟读 2 分钟

列举了相关主题下各种市场营销工作中常用的表达方式,所选例句准确规范、浅显易懂、学习轻松,并能让你举一反三、随心所欲地进行表达。

◇第二层 一边听一边练

精选了每个主题情景下的常用对话,将市场营销中经常遇到的对话一并囊括,为您提供提高英语口语水平的便捷途径。

◇第三层 情景短剧扮演

提供了一组最常用的市场营销情景对话,您可以通过最贴近实际的场景会话,体会说话的真切氛围,每天反复练习,从而达到脱口而出的境界。

三个层次内容丰富,每个层次从不同的角度给读者展现素材,教给读者不同的学习口语的方法,给读者不同的学习体验。就像一杯多滋多味的鸡尾酒(cocktail),每个层次各不相同。鸡尾酒(cocktail)越品越有味道,越喝越有激情,使你越学越有兴趣。

本系列丛书一共包含《职场应变英语口语》、《时尚生活英语口语》、《市场营销英语口语》、《酒店饭店英语口语》4本。亲爱的读者朋友们,让 Cocktail English 伴随您,一起充满激情地学英语吧。

打开鸡尾酒,开始品尝吧!

编 者

2010年12月

Contents 目录

Part 1 Marketing Strategies 营销策略

Unit 1 市场环境 Market Environment	(2)
Unit 2 全球营销 Global Marketing	(4)
Unit 3 市场开发 Market Development	(6)
Unit 4 产品定位 Product Orientation	(8)
Unit 5 定价策略 Pricing Strategies	(10)
Unit 6 营销计划 Marketing Plans	(12)
Unit 7 营销手段 Marketing Methods	(14)
Unit 8 新闻发布 Press Release	(16)
Unit 9 接受采访 Being Interviewed	(18)
Unit 10 会见客户 Meeting Clients	(20)
Unit 11 竞争对手 Competitors	(22)
Unit 12 公共关系 Public Relations	(24)
Unit 13 营销管理 Marketing Management	(26)

Part 2 Market Researches 市场调研

Unit 14 调研方法 Researching Methods	(30)
Unit 15 信息来源 Sources of Information	(32)
Unit 16 关于价格 Prices	(34)
Unit 17 使用人群 Users	(36)

Unit 18 售后调查 After-sale Researches	(38)
Unit 19 网购利弊 Advantages and Disadvantages of Online Shopping	(40)
Unit 20 结果分析 Results Analysis	(42)

Part 3 Advertisement Marketing

广告营销

Unit 21 广告谈判 Advertising Negotiation	(46)
Unit 22 电视广告 TV Advertisements	(48)
Unit 23 杂志广告 Magazine Advertisements	(50)
Unit 24 网络广告 Network Advertisements	(52)
Unit 25 报纸广告 Newspaper Advertisements	(54)
Unit 26 媒体组合 Media Mix	(56)
Unit 27 广告效果 Advertising Effects	(58)

Part 4 Exhibition Marketing

展会营销

Unit 28 收集信息 Gathering Information	(62)
Unit 29 预订展位 Booking Booths	(64)
Unit 30 展前准备 Preparations	(66)
Unit 31 热情问候 Warm Greeting	(68)
Unit 32 产品介绍 Product Introduction	(70)
Unit 33 产品卖点 Selling Points	(72)
Unit 34 样品展示 Samples Showing	(74)
Unit 35 索要名片 Asking for Cards	(76)
Unit 36 联系客户 Contacting Prospects	(78)
Unit 37 会见更改 Meeting Changed	(80)
Unit 38 会见取消 Meeting Cancelled	(82)

鸡尾酒

市场

营销英语口语

Unit 39 如约拜访 Visiting by Appointment	(84)
Unit 40 未约拜访 Visiting without Appointment	(86)
Unit 41 催下订单 Asking for Orders	(88)

Part 5 Telemarketing 电话营销

Unit 42 寻找对象 Looking for Target Clients	(92)
Unit 43 电话留言 Leaving Messages	(94)
Unit 44 线路故障 Bad Connection	(96)
Unit 45 打错电话 Dialing Wrong Numbers	(98)
Unit 46 约定通话 Making Appointments	(100)
Unit 47 潜在客户 Potential Clients	(102)
Unit 48 电话跟踪 Follow-up Calls	(104)

Part 6 International Trade Marketing 外贸营销

Unit 49 订购货物 Making Orders	(108)
Unit 50 报盘还盘 Offers & Counter-Offers	(110)
Unit 51 不变价格 Fixed Prices	(112)
Unit 52 产品折扣 Discounts	(114)
Unit 53 交货日期 Delivery Time	(116)
Unit 54 质量保证 Quality Assurance	(118)
Unit 55 基本险别 Basic Risks	(120)
Unit 56 货物保险 Cargo Insurance	(122)
Unit 57 付款条件 Payment Terms	(124)
Unit 58 产品包装 Product Packings	(126)
Unit 59 装运方式 Shipment	(128)
Unit 60 运输方式 Transportation	(130)

Unit 61 准备合同 Drawing up Agreements	(132)
Unit 62 合同条款 Terms of Contracts	(134)
Unit 63 商务仲裁 Arbitration	(136)
Unit 64 合同修改 Revising Contracts	(138)
Unit 65 合同签订 Signing Contracts	(140)
Unit 66 质量检验 Inspection	(142)
Unit 67 投诉索赔 Complaints and Claims	(144)
Unit 68 表示歉意 I Saying Sorry I	(146)
Unit 69 表示歉意 II Saying Sorry II	(148)
Unit 70 安排补救 Arranging Remedies	(150)
Unit 71 催款催证 Reminder	(152)
Unit 72 代理销售 Agents	(154)
Unit 73 代理佣金 Commission	(156)
Unit 74 补偿贸易 Compensation Trade	(158)
Unit 75 加工贸易 Processing Trade	(160)
Unit 76 易货贸易 Barter Transaction	(162)

Part 7 Receiving Clients

接待来访

Unit 77 迎访计划 Making Plans	(166)
Unit 78 机场迎接 Meeting at Airport	(168)
Unit 79 自我介绍 Self-introduction	(170)
Unit 80 见面问候 Greeting	(172)
Unit 81 轻松寒暄 Chatting	(174)
Unit 82 行程安排 Schedules	(176)
Unit 83 介绍公司 Introducing Company	(178)
Unit 84 介绍领导 Introducing Boss	(180)
Unit 85 介绍同事 Introducing Colleagues	(182)
Unit 86 参观公司 Showing Around	(184)

Unit 87 了解需求 Asking for Requirements	(186)
Unit 88 建立关系 Establishing Relations	(188)
Unit 89 开始谈判 Starting Negotiations	(190)
Unit 90 中断谈判 Breaking off	(192)
Unit 91 谈判结束 Negotiation Conclusion	(194)
Unit 92 降低价格 Cutting Prices	(196)
Unit 93 新报价单 New Price Lists	(198)
Unit 94 用餐招待 Banquets	(200)
Unit 95 餐桌祝酒 Toasting	(202)
Unit 96 观光招待 Sightseeing	(204)
Unit 97 欣赏戏剧 Go to Theaters	(206)
Unit 98 送别客户 Seeing off	(208)
Unit 99 表示感谢 Thanks	(210)
Unit 100 保持联系 Keeping in Touch	(212)
Unit 101 礼尚往来 Giving Gifts	(214)

Part 8 Store Sales 商场销售

Unit 102 询问需求 Asking about Needs	(218)
Unit 103 讨价还价 Bargining	(220)
Unit 104 暂时缺货 Out of Stock	(222)
Unit 105 帮助试穿 Trying on	(224)
Unit 106 促销优惠 Promotions	(226)
Unit 107 禁止退货 No Return	(228)
Unit 108 支付方式 Payment Methods	(230)
Unit 109 感谢道别 Farewell	(232)
Unit 110 顾客换购 Replacements	(234)
Unit 111 电脑 Computers	(236)

Unit 112	电视 TV Sets	(238)
Unit 113	冰箱 Refrigerators	(240)
Unit 114	空调 Air Conditioners	(242)
Unit 115	手机 Cell Phones	(244)
Unit 116	售后服务 After-sale Services	(246)
Unit 117	护肤品 Skin Products	(248)
Unit 118	香水 Perfumes	(250)
Unit 119	口红唇膏 Lipsticks	(252)
Unit 120	鲜花 Flowers	(254)
Unit 121	篮球 Basketballs	(256)
Unit 122	乒乓球拍 Ping-Pong Bats	(258)
Unit 123	珠宝首饰 Pearls and Jewels	(260)
Unit 124	工艺品 Handiwork	(262)
Unit 125	丝织品 Silk	(264)
Unit 126	糕点 Cakes	(266)
Unit 127	饮品 Drink	(268)
Unit 128	肉类 Meet	(270)
Unit 129	快餐 Fast Food	(272)

Part 9 Other Sales 其他销售

Unit 130	参加车展 Car Exhibitions	(276)
Unit 131	国产汽车 Home-made Cars	(278)
Unit 132	德国汽车 German Cars	(280)
Unit 133	日本汽车 Japanese Cars	(282)
Unit 134	试驾体验 Trying-out Drivings	(284)

Unit 135	汽车维修 Vehicle Maintenance	(286)
Unit 136	人寿保险 Life Insurance	(288)
Unit 137	财产保险 Property Insurance	(290)
Unit 138	医疗保险 Medical Insurance	(292)
Unit 139	意外保险 Accident Insurance	(294)
Unit 140	汽车保险 Auto Insurance	(296)
Unit 141	旅游保险 Travel Insurance	(298)
Unit 142	房屋保险 Buildings Insurance	(300)
Unit 143	房屋出租 House Renting	(302)
Unit 144	房屋出售 House Selling	(304)
Unit 145	房屋设施 House Facilities	(306)
Unit 146	药品销售 Medicine Selling	(308)
Unit 147	网上交易 Business Online	(310)

Part 10 Business-related Activities

商务衍生

Unit 148	求职面试 Interviews	(314)
Unit 149	公司培训 Trainings	(316)
Unit 150	商务邮件 Emails	(318)
Unit 151	收发传真 Faxes	(320)
Unit 152	安排会议 Setting up Conferences	(322)
Unit 153	会议议程 Agendas	(324)
Unit 154	会议开始 Getting Started	(326)
Unit 155	会议讨论 Discussions	(328)
Unit 156	会议结束 Conclusions	(330)
Unit 157	注册商标 Trade Marks Registration	(332)

Unit 158 资信调查 Credit Inquiry	(334)
Unit 159 商务礼仪 Etiquette	(336)
Unit 160 商务舞会 Business Balls	(338)
Unit 161 文化差异 Cultural Differences	(340)
Unit 162 申请签证 Applying for Visas	(342)
Unit 163 入境咨询 Inquiry of Entry	(344)
Unit 164 预订机票 Booking Air Tickets	(346)
Unit 165 预订房间 Reservations	(348)
Unit 166 取消预订 Cancelling Reservations	(350)
Unit 167 办理登机 Boarding	(352)
Unit 168 飞行途中 In Flight	(354)
Unit 169 登记住宿 Registrations	(356)
Unit 170 叫早服务 Morning Calls	(358)
Unit 171 兑换外币 Exchanging Money	(360)
Unit 172 客房送餐 Room Services	(362)
Unit 173 预订餐厅 Reserving Tables	(364)
Unit 174 餐厅结账 Paying Bills	(366)
Unit 175 客房服务 Housekeeping	(368)
Unit 176 洗衣服务 Laundry Services	(370)
Unit 177 抱怨投诉 Complaints	(372)
Unit 178 打出租车 Taking Taxis	(374)
Unit 179 乘坐地铁 Taking Subways	(376)
Unit 180 乘坐火车 Taking Trains	(378)
Unit 181 康乐中心 Health Centers	(380)
Unit 182 结账退房 Checking out	(382)
Unit 183 海关检查 Customs Inspection	(384)
Unit 184 应税物品 Dutiable Goods	(386)

Part 1 Marketing Strategies

营销策略

Unit 1 市场环境
Unit 2 全球营销
Unit 3 市场开发
Unit 4 产品定位
Unit 5 定价策略

Unit 6 营销计划
Unit 7 营销手段
Unit 8 新闻发布
Unit 9 接受采访
Unit 10 会见客户

Unit 11 竞争对手
Unit 12 公共关系
Unit 13 营销管理



Unit

1

Market Environment

熟读 N 分钟

We must change our strategy of marketing.

The market is sluggish.

This is a very competitive market.

The international market for this product is twice as big as the domestic one.

一边听 一边练

A: How many years have you done business with China?

B: Let me see, about seven years.

A: Do you have any difficulties in doing business in China?

B: I don't think I have any problems with our Chinese partners. They've always followed the contract strictly. We can do business directly with the corporation.

A: Well, that sounds good.

B: Actually China has always been the first choice in Asia for foreign investors.

A: Yeah, I see. Thank you.

B: You are welcome.

情景 短剧 扮演

(Edward and Bob are talking about government policy.)

Edward: The government policy is to encourage foreign investment, isn't it?

Bob: Yes. Foreign investment is welcome in several areas.

Edward: Could you please specify these industries?

Bob: Sure. Foreign participation is encouraged in priority industries and designated investment areas.

Edward: In which industries are foreign participation prohibited?

Bob: Restrictions are placed on foreign participation in the industries such as agriculture, media, and so on.

Edward: I see. Then we should study the relevant documents carefully.

Bob: Don't worry. These restrictions are becoming less rigid. Our government has adopted a lot of new measures to attract foreign investment.

Edward: Shall we enjoy the preferential tax rate in your country?

Bob: Yes. Besides this, you can obtain considerable tax reimbursement according to our drawback system.

Edward: That's great. We are confident of investment in your country.

Bob: True. You can make a big profit under the policies.

1. 市场环境

熟读
2分钟

我们必须改变我们的市场营销策略。
市场疲软。
这个市场竞争非常激烈。
这个产品的国际市场是国内市场的两倍大。

一边听
一边练

A: 您在中国做生意多久了?
B: 让我想想,大约七年吧。
A: 在中国做生意有困难吗?
B: 我认为我和我的中方伙伴在生意上没有困难。
他们严格按照合同办事。我们可以与公司直接做生意。
A: 嗯,那很不错。
B: 其实中国一直是在亚洲外商投资的首选之地。
A: 是啊,我明白了。谢谢。
B: 不客气。

情景
短剧扮演

(爱德华和鲍勃在谈论政府政策。)
爱德华: 政府政策是鼓励外商投资的,是吗?
鲍 勃: 是的,在一些领域是这样的。
爱德华: 您能详细介绍一下这些领域吗?
鲍 勃: 可以。国家鼓励外商投资那些优先发展的产业和指定的投资领域。
爱德华: 在哪些领域外商投资会受限制?
鲍 勃: 国家限制一些行业的外商投资,比如农业、传媒业等等。
爱德华: 明白了,看来我们要仔细研究一下相关文件。
鲍 勃: 别担心。政府对外资企业的限制已经有所放宽,还采取了很多新措施来吸引外商投资。
爱德华: 我们能享受贵国的优惠税率吗?
鲍 勃: 当然,除此之外,你们还可以根据我国的退税政策,得到相当大的退税额。
爱德华: 太好了,我们对在贵国投资很有信心。
鲍 勃: 的确,这些政策保证让你们获得高额利润。



新词释放

specialization
[ˌspeʃəlaɪˈzeɪʃən]
n. 特殊化
consumption
preference
消费偏好
capability
[ˌkeɪpəˈbɪləti]
n. 能力
innovation
[ˌɪnəʊˈveɪʃən]
n. 改革创新
take into
account
重视,考虑
barrier
[ˈbæriə]
n. 障碍物
temporary
[ˈtempərəri]
a. 暂时的
economy gain
经济增长
discriminatory
[dɪˈskrɪmɪnətəri]
a. 有差别的

Unit 2

Global Marketing

熟读8分钟

Market research is the study of all processes involved in getting goods from the producer to customers.

The primary data suggests that there is a slowdown in this market.

What's your market share?

We have a fifteen percent market share.

一边听一边练

A: We have seen greater fusion of international, cross-cultural, and comparative perspectives into every aspect of marketing.

B: That's right. The key is concocting the right marketing strategy tailored to these specific needs.

A: Yeah, the development of a strong brand name in domestic market is undoubtedly a precursor to any outward expansion.

B: Our product has certainly received rave reviews from the media and many trade publications as well as from our end users. It certainly has become a household item domestically.

A: And, we must take heed to our brand name and corporate image.

情景短剧扮演

(One American exercise machines company wants to promote products in China's market. The general manager Arthur is talking about it with Tony.)

Arthur: Have a seat, Tony. Did you ever think about promoting our products in China's market since we talked about it last time?

Tony: Yes, of course. I think we should have a place in this big market. Though few Chinese use exercise machines now, with the world's largest population, it's a great number in the future.

Arthur: That's right. What kind of people do you think would use our products?

Tony: People in the city. There are more and more people working in offices. They are stressed out at work, and they don't have time to do outdoor exercises. Retired people, many of whom have the habit of doing exercises, can stay in and use our machines when the weather isn't nice.

Arthur: Good thinking. What models do you think they prefer?

Tony: I think space-saving models will be popular.

Arthur: OK, I see what you mean.

鸡尾酒

市场

营销英语口语