

商品经营专业系列教材

销售服务英语

金 波 主编



中国物资出版社

销 售 服 务 英 语

主 编 金 波
副主编 郭宏伟
罗 德

中国物资出版社

图书在版编目(CIP)数据

销售服务英语/金波主编.-北京:中国物资出版社,1999.7

ISBN 7-5047-1680-4

I. 销… II. 金… III. 销售-英语 IV. H31 .

中国版本图书馆 CIP 数据核字(1999)第 32065 号

中国物资出版社出版发行

(北京市西城区月坛北街 25 号 100834)

全国新华书店经销

北京市白河印刷厂印刷

开本:787×1092mm 1/32 印张:6 字数:133 千字

1999 年 8 月第 1 版 1999 年 8 月第 1 次印刷

ISBN 7-5047-1680-4/G·0380

印数:0001—3000 册

定价:13.80 元

编写说明

为适应社会主义市场经济体制的要求,国内贸易部于1998年颁发了商品经营等7个专业教学计划和专业课教学大纲。《销售服务英语》一书是根据新编的教学计划和教学大纲的要求,充分吸收和借鉴本学科国内外研究的最新成果,重点放在学科体系、内容体系、结构体系的创新,强化知识应用性和可操作性。本书是商贸中等职业技术学校的必用教材,也可供业务岗位培训、再就业培训使用,还可作为广大企业职工工自学读物。

《销售服务英语》一书由广州市第一商业技工学校高级讲师金波任主编,北京市商业技工学校讲师郭宏伟和广州市第一商业中专讲师罗德任副主编;由广东省水利电力学校高级讲师姚嘉五主审。参加编写的还有长春市商业技工学校刘爽老师,无锡市商业技工学校董克骏老师。

本书在编写过程中,得到了许多学校领导和教师的大力支持,在此致以深切的谢意。

由于编写时间仓促,编者水平有限,书中难免有疏漏之处,敬请广大读者不吝赐教,以便于修订,使之日臻完善。

内贸系统教材编审委员会

1999年7月1日

CONTENTS

LESSON ONE	(1)
Text	(1)
Phonetics	(6)
Exercises	(10)
LESSON TWO	(12)
Text	(12)
Phonetics	(18)
Exercises	(19)
LESSON THREE	(25)
Text	(25)
Phonetics	(29)
Exercises	(31)
LESSON FOUR	(33)
Text	(33)
Phonetics	(36)
Exercises	(37)
LESSON FIVE	(39)
Text	(39)
Phonetics	(43)
Exercises	(43)
LESSON SIX	(45)

Text	(45)
Phonetics	(49)
Exercises	(50)
LESSON SEVEN	(52)
Text	(52)
Exercises	(55)
LESSON EIGHT	(58)
Text	(58)
Exercises	(62)
LESSON NINE	(64)
Text	(64)
Dialogue	(65)
Exercises	(68)
LESSON TEN	(70)
Text	(70)
Dialogue	(71)
Exercises	(74)
LESSON ELEVEN	(77)
Text	(77)
Dialogue	(78)
Exercises	(82)
LESSON TWELVE	(84)
Text	(84)
Dialogue	(85)
Exercises	(88)
LESSON THIRTEEN	(91)

CONTENTS

Text	(91)
Dialogue	(92)
Exercises	(95)
LESSON FOURTEEN	(98)
Text	(98)
Dialogue	(99)
Exercises	(101)
LESSON FIFTEEN	(104)
Text	(104)
Dialogue	(105)
Exercises	(110)
LESSON SIXTEEN	(112)
Text	(112)
Dialogue	(113)
Exercises	(117)
LESSON SEVENTEEN	(118)
Text	(118)
Dialogue	(119)
Exercises	(122)
LESSON EIGHTEEN	(124)
Dialogue	(124)
Exercises	(128)
LESSON NINETEEN	(130)
Text	(130)
Dialogue	(131)
Exercises	(136)

LESSON TWENTY	(138)
Dialogue	(139)
Exercises	(144)
IRREGULAR VERBS	(146)
ADDITIONAL WORDS AND PHRASES	(152)
ESSENTIAL ENGLISH FOR ASSISTANT	(165)

LESSON ONE

WELCOMING THE CUSTOMER

Text

(A foreign tourist(FT) is looking around in the store. A shop assistant(SA) steps forward to greet him with smile.)

SA: Good morning, sir. Welcome to our store. What can I do for you?

FT: Good morning. The store is that fascinating

SA: Thanks. Are you looking for something special, sir?

FT: I'm just browsing.

SA: Well, there are over 30 departments in our store. You can find all kinds of cosmetics, woolen sweaters, plastic articles and foodstuffs. On the first floor, there are office appliances, jewelery, toys, arts and crafts products, clocks and watches. The cultural and recreational department is on the fifth floor, while, in the basement, household electric appliances, bikes and motorcycles are for sale.

FT: Thank you for telling me so much.

SA: You are always welcome. Go right ahead, please.

Showing the Sample and persuading the Customer

(The shop assistant (SA) is displaying some samples be-

fore the customer(C))

SA: Would you please have a look at these, sir?

C: Yes. They look fine. Are they very popular here?

SA: Yes. They sell like hot cakes. There's not much left over.

C: What about the quality then?

SA: Its quality will be an agreeable surprise to you besides the new styles. Many foreign guests have high comments on it.

C: I believe so. How much is it?

SA: 400 yuan.

C: Isn't it twopence coloured? I'll buy a dozen of it.

SA: Thank you, sir.

New Words

customer[ˈkʌstəmə]n. 顾客

store[stɔː]n. 商店

foreign[ˈfɔːrɪn]a. 外国的

tourist[ˈtuərist]n. 旅游者, 游客

shop assistant[ˈʃɒpəsɪstənt]n. 商店售货员

fascinating[ˈfæsinetiŋ]a. 令人入迷的, 奇妙的

browse[braʊz]v. 浏览

department[dɪˈpɑːtmənt]n. 部

cosmetic[kɒzˈmetɪk]n. 化妆品

woolen[ˈwulin]a. 羊毛制的

- sweater[ˈswetə]n. 毛线衫
plastic[ˈplæstɪk]a. 塑料的 n. 塑料
article[ˈɑ:tɪkl]n. 物品, 商品, 器材
foodstuff[fu:dstʌf]n. 食品
floor[flɔ:]n. 楼面
garment[ˈgɑ:mənt]n. 服装
office[ˈɒfɪs]n. 办公室
appliance[əˈplaɪəns]n. 用具, 用品
jewelry[ˈdʒu:əlri]n. 珠宝, 宝石饰物, 珠宝饰物
toy[tɔɪ]n. 玩具
clock[klɒk]n. 钟
watch[wɒtʃ]n. 表
cultural[ˈkʌltʃərəl]a. 文化的
recreational[,rekriːʃənəl]a. 娱乐的
basement[ˈbeɪsmənt]n. 地下室
household[ˈhaʊshəʊld]a. 家常的, 家用的
electric[ɪˈlektrɪk]a. 电的
sale[seɪl]n. 卖, 出售
motorcycle[ˈməʊtəsaɪkl]n. 摩托车
pure[pjʊə]a. 纯的, 真的
pattern[ˈpætən]n. 图案
fit[fit]v. 适合
sample[ˈsæmpl]n. 样品
persuade[pəˈsweɪd]v. 说服
display[ˈdɪspleɪ]v. 展示
popular[ˈpɒpjələ]a. 流行的

stock[stɒk]n. 库存, 存货
quality['kwɒləti]n. 质量
agreeable[ə'gri:əbl]a. 惬意的, 令人满意的
surprise[sə'praɪz]n. 惊讶
style[stɑɪl]n. 风格, 款式
guest[gest]n. 客人, 宾客
comment['kɒment]n. 评价, 评论
twopence['tʌpəns]n. 两便士

Some Useful Expressions

to look around 四处看
to step forward to 朝……走上前去
to look for 寻找, 觅购
both...and... 两者都
to look good on sb. (穿着)与某人很相配
to be interested in 对……感兴趣
to take (have) a look at 看看……
a most recently developed product 最新开发的产品

Notes

1. A shop assistant steps forward to greet him with a smile.

营业员趋前微笑问候。

迎候顾客是化解陌生、销售成功的第一步。因此不管顾

客有没有表现出购买的意思,营业员都必须趋前微笑迎候,主动提供服务。

2. I'm just browsing.

我只是随便看看。

3. Your store is that fascinating.

你们商店真迷人。

这里的“that”是副词,其意思相当于“so”,“very”,但比后两者强调的色彩更浓。

4. Are you looking for something?

您要买些什么?

发现客人在漫不经心地闲逛商店的时候,营业员可不妨婉转地问这一句话。

5. Go right ahead, please.

请随意。

6. showing the sample

出样,展示样品。

7. They sell like hot cakes. There's not much left over.

它们非常热销,存货不多。

句中的 left over 还可改用 in stock。这些话都是鼓励顾客欲购从速,莫失良机,是一种销售手段。

8. Its quality will be an agreeable surprise to you besides its new style.

它不仅款式新,其耐久性将会令您惊喜呢!

9. to have high comments on it

对此有高度评价。

类似的说法还有“speak well of”,“think highly of”等。

销售商品应以质量取胜,同时要抓住一般顾客的随众心理,帮助其下决心购买。

10. It's twopence coloured.

它真是价廉物美。

Phonetics

1. 元音小结

英语元音音素共有 20 个,其中单元音 12 个,双元音 8 个。单元音又分为前元音 4 个,后元音 6 个,中元音 2 个。拼读下面的语音练习:

(1) 前元音

① [i:] [ki:] [ti:] [gri:n] ['ti:tʃə] [fi:p] [θri:] [pi:t]
[li:də]

② [i] [sit] [silk] [big] [siks] [in] [pig] [ɪŋk] [tʃeri] [ka:pɪt]
[ɔrɪndʒ]

③ [e] [bed] [bred] [red] [lesn] [ten] [sevn] [leg] [hed]
[nek] [help]

④ [æ] [dʒæm] [mædəm] [mæp] [hæt] [kæp] [hænd]
[æpl]

(2) 后元音

① [a:] [a:m] [kla:k] [ka:pɪt] [gla:s] [bə'na:nə] [pa:st]
[a:nt] [bra:ntʃ] [ma:tʃ] [ha:t]

② [ɔ] [hɒt] [kɒfi] [ɔn] [dɒg] [kɒtn] [lɒg] ['bɒtl] ['ɔrɪndʒ]
[ʃɒp]

③ [ɔ:] [wɔ:k] [smɔ:l] [dɔ:l] [sɔ:lt] ['wɔ:tə] ['mɔ:nɪŋ]

④[u][gud][wud][wul][tuk][buʃ][put][kuk]

⑤[u:] [blu:] [ru:m] [dʒu:s] [tu:] [spu:n] [bæmbu:]

⑥[ʌ] [rʌn] [kʌm] [kʌp] [wʌn] [plʌm] [bʌtn] [ʌndə]

(3) 中元音

①[ə:] [sə:] [gə:l] [nə:s] [skə:t] [ə:dʒ] [sə:v] [hə:t] [wə:st]

②[ə] [nə:vəs] [ˈwʊmən] [ˈəʊvə] [ˈlɪntə] [ˈka:də] [ˈwɔ:tə] [pændə] [ˈtaɪgə] [ˈʌndə]

(4) 双元音

①[ei] [eit] [wei] [sei] [pleis] [rein] [ˈteɪbl] [ðei] [pleɪn] [treɪn]

②[əʊ] [əʊ] [heləʊ] [gəʊ] [kəʊt] [əʊpn] [ˈəʊˈkeɪ] [səʊ] [kəʊld] [ˈəʊvə]

③[ai] [faɪn] [naɪt] [naɪs] [maɪ] [waɪf] [faɪv] [naɪn] [baɪk] [taɪm]

④[au] [aut] [braun] [raund] [daun] [naʊ] [haus]

⑤[ɔɪ] [bɔɪ] [tɔɪlɪt] [ɔɪl] [tɔɪ] [dʒɔɪn] [spɔɪl] [kɔɪn] [noɪs] [dʒɔɪn] [dʒɔɪ]

⑥[iə] [iə] [biə] [niə] [hiə] [diə] [fiə] [tʃiə] [dʒiə] [jiə] [piə] [tiə]

⑦[ɛə] [ɛə] [beə] [meə] [ðɛə] [tʃɛə] [peə] [weəriŋ]

⑧[uə] [muə] [ʃuə] [juə] [pjuə] [ljuə] [puə] [tuə]

2. 辅音小结

英语辅音音素共有 28 个, 其中爆破音 6 个, 摩擦音 10 个。破擦音 6 个, 鼻音 3 个, 舌侧音 1 个, 半元音 2 个。

拼读下面的语音练习:

(1)爆破音

- ①[p][pen][‘əʊpən][slip][‘pɪktʃə][paip][‘tʃi:pə]
- ②[b][big][bed][biə][braun][brait][bred][blæk]
[blu:][kɒb][web]
- ③[t][‘tɔilit][lɒt][sə:lt][tu:][tə’məʊəu][aut][kæt]
[stju:dənt]
- ④[d][du:][‘dɒktə][‘dɔ:tə][gud][‘ka:də][bred][red]
[stænd][kəʊld]
- ⑤[k][desk][kuk][ki:][‘wɔ:k][‘kɒfi][‘dɒktə]
- ⑥[g][gud][gəʊ][big][beg][greit][glæd][‘gud‘bai]

(2)摩擦音

- ①[f][fain][‘a:ftənu:n][frəm][fə:st][faiv][‘kɒfi][fɔ:]
- ②[v][‘i:vniŋ][‘veri][əv][iˈlevn][‘sevn][‘draivə]
[vəriəiəti]
- ③[θ][θæŋk][θri:][θiŋk][mauθ][ba:θ][θɔ:t][ti:θ]
[θred]
- ④[ð][ðis][ðæt][ði:z][ðəʊz][wið][leðə][gæðə][bri:ð]
- ⑤[s][si:][silk][sə:][nais][skɔ:t][desks][sku:l][nə:
s]
- ⑥[z][zip][zu:][si:z][zi:l][‘zeləs][bʌz][dʒæz][zed]
- ⑦[ʃ][ʃi:][ʃəʊ][ʃi:p][æf][‘iŋɡlif][ʃain][fu:z][feim]
- ⑧[ʒ][‘siʒə][‘leʒə][‘meʒə][ru:ʒ][televiʒən]
- ⑨[r][red][brait][braun][rais][ru:m][‘veri][pru:v]
[rait][ri:d]
- ⑩[h][hau][‘helin][hi:][‘heˈləu][hed][hə:d][hænd]
[hæt][help][ha:d]

(3) 破擦音

- ① [tʃ] [ˈti:tʃə] [ˈtʃeri] [tʃə] [tʃə:tʃ] [i:tʃ] [eitʃ] [ˈtʃainə]
[tʃaini:z]
- ② [dʒ] [dʒʌdʒ] [dʒu:s] [dʒeid] [dʒæm] [ˈɔrɪndʒ] [dʒu:n]
[edʒ] [peɪdʒ]
- ③ [ts] [its] [si:ts] [pæts] [belts] [bu:ts] [pɒts] [bets]
[hits] [pezənts]
- ④ [dz] [bi:dz] [speɪdz] [lædz] [hændz] [hedz] [meɪdz]
[bedz] [si:dz]
- ⑤ [tr] [treɪn] [treɪ] [ˈæftreɪ] [traɪ] [strɪt] [stretʃ]
- ⑥ [dr] [drʌm] [ˈdraɪvə] [draʊn] [dri:m] [drɒp] [dred]
[drɪŋk]

(4) 鼻音

- ① [m] [mɔ:niŋ] [maɪn] [mɒt] [maɪ] [meɪm] [faɪm]
- ② [n] [nek] [gri:n] [bɔːna:nə] [spu:n] [nɒt] [naɪt] [a:nt]
[neɪm] [faɪn]
- ③ [ŋ] [ˈmɔ:niŋ] [ˈi:vniŋ] [θæŋk] [ɪŋk] [lɔŋ]

(5) 舌侧音

- ① [l] [leɪtə] [heˈləʊ] [ˈlʌndən] [ˈhelɪn] [sɪlk] [ˈbɒtl] [wʊl]
[ˈænl] [leɪd]

(6) 半元音

- ① [w] [wei] [waɪf] [ˈwə:kə] [wɒt] [wi:] [wə:ld] [ˈwɔ:tə]
[wɪf] [wi:k]
- ② [j] [ju:] [jɔ:] [jʌŋ] [jes] [jiə] [ji:ld] [ju:θ] [jeləʊ] [ja:d]
[jet]