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商务外语口语随身听系列

房玉靖 编著

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前言 | PREFACE

随着经济活动全球化进程的加快,我国同世界各国的商务活动日趋频繁,我国将在经济贸易领域全面与国际接轨。因此无论是对于从事各种涉外商务活动的业务员,还是在外资企业或跨国公司中任职的人员来讲,能够正确地使用英语进行有效的交流都是至关重要的素质之一。较高的商务英语交际能力和娴熟的商务英语沟通技巧,已成为新经济时代商务人员必备的专业技能之一。

本册《商务谈判英语口语随身听》以实用为目的、以商贸活动为主线,根据国际商务活动的具体环节编写,包含了商务英语谈判中常见的大量实例,既有国际贸易谈判的相关背景知识介绍,又有交易磋商各环节的对话案例,同时配以大量的常用谈判表达例句,对话和例句均采用英汉对照,随书配备光盘,便于读者对照中文或英文双向学习,既锻炼了听力,也加强了对情景对话和各种表达方式的记忆和掌握。书后的附录汇集了商务谈判中常用的贸易术语和词汇,有利于读者扩大词汇量或在工作中参考和使用。

全书内容涉及国际商务活动及交易磋商各环节,包括广告营销、商务访问、交易会、产品销售、询盘、报盘、



讨价还价、佣金、折扣、包装、装运、支付、合同签订、保险、售后服务、索赔、仲裁、商标、专利、加工贸易和代理等内容。每个单元由对话示例、参考译文、中英文对照的常用表达句型和背景知识介绍组成。

本书适用对象为从事国际商务活动的专业人员及国际贸易、商务英语、国际商务等相关专业的大学本科、专科学生以及有志于从事对外商务工作的人士等。

在本书的编写过程中，对外经济贸易大学出版社的胡小平老师给予了全面的指导和审阅，在此表示衷心的感谢。

编 者

2009 年 2 月

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Unit 1

Advertising and Marketing



Dialogue I

(A: a marketing manager of a foreign company

B: a consultant of an advertising company)

A: Good morning. What can I do for you?

B: Good morning, I'm the marketing manager of ABC Trading Co. We're trying to develop new markets in China, so I'd like to talk with you about advertising our products. I'm sure your professional opinion will be of help.

A: I'll try my best.

B: Now, we need your help with our business promotion. Can you give us some suggestions?

A: Sure, but may I ask what line of business you are in?

B: We are a company handling business suits. We offer a



variety of business suits.

A: All right. In fact, there are a lot of ways to push sales, such as putting up ads on TV, radio, or print media like newspapers and magazines.

B: Could you give me a detailed explanation?

A: Ok. Let's start with magazines. Have you ever thought about advertising in business magazines? There are some bestsellers which are very popular in business circle. So you can introduce your products to a special group of readers and attract their attention with some eye-catching pictures.

B: I quite agree with you, but it's said that advertising on radio is cheaper.

A: Yes, it is, in a sense. But the problem is that we cannot advertise very long on radio otherwise it is too expensive. In addition, people seldom listen to radio nowadays.

B: You're right. And what about TV commercials?

A: As we all know, of all the advertising media, TV is the most expensive but it attracts a large number of viewers because it combines sound, action and color together.

B: I see. So in your opinion, what's the best way?

A: Generally speaking, the purpose of the advertising is to draw the potential customers' interest and keep hold of their attention. So in an advertising campaign, two or more media are often used together.

B: What media do you recommend then?

A: I think a combination of magazine and television would be the best. Furthermore, don't neglect some international fairs and exhibitions. You will definitely make lots of business friends there.

B: Your suggestions have been very constructive. Please give me a list of your charging schedule for different services. I will report both methods to my headquarter for a decision.

A: Sure. I will print it out in a minute.

B: We'll notify you as soon as we have made the decision. If everything goes well, we are going to sign a contract with you on a two-year term.

A: I hope this is just the beginning of a long-term cooperation between us.

参考译文

A: 早上好，有什么要帮忙吗？

B: 早上好，我是 ABC 贸易公司的营销经理，我们打算在中国开发新的市场，所以想跟你们谈谈我方产品的营销计划，我想以贵方专业的眼光会帮上忙的。

A: 我会尽力而为的。

B: 我们希望您对我们的业务促销提供帮助，您有什么建议吗？

A: 没问题，请问您经营哪方面的业务？

B: 我们是经营商务套装的公司，提供各种款式的商务装。



- A: 好的, 事实上, 推销商品有很多种方法, 例如, 在电视、广播或报纸、杂志等印刷品上刊登广告。
- B: 你能详细介绍一下吗?
- A: 好的, 先说杂志吧, 您想没想过在商务杂志上刊登广告? 有些很畅销的杂志在生意圈里很流行, 这样您就可以向特定的群体介绍您的产品, 通过一些抢眼的图片吸引他们的注意。
- B: 我非常同意你的说法, 但听说在广播电台做广告要便宜一些。
- A: 从某种意义上说是这样, 但问题是广播里插播广告时间不能太长, 否则也很贵。另外, 现在的人们都很少听广播了。
- B: 确实如此。那么电视广告呢?
- A: 我们都知道, 在所有广告媒体中, 电视广告是最贵的, 但也是最能吸引大量观众的, 因为电视集声音、动作、和色彩为一体。
- B: 明白了, 那么以您之见, 哪种方式最好呢?
- A: 总的来说, 广告的目的就在于吸引潜在客户的兴趣并抓住他们的注意力, 因此在一项广告宣传活动中, 常常是两种或以上的方式并用。
- B: 那么您推荐什么方式呢?
- A: 我想杂志和电视广告并用可能是最好的了。另外, 不要忽视国际上的各种交易会和展会, 在那些地方可以交到很多生意上的朋友。
- B: 您给我提了非常有建设性的建议, 请你给我一份广告服务的价目单, 我要向总部汇报这几种方法, 请他们做

决定。

A: 好, 我马上给您打印出来。

B: 我们一旦决定下来就通知您, 如果一切顺利, 我们可以签一个两年的合同。

A: 希望这是我们长期合作的开端。



Dialogue II

(A: Tom Hall, representing a US company

B: Mr. Tang, representing a Chinese advertising company)

A: After evaluating your promotion proposal, we believe that your company possesses the right capacity to help us promote sales.

B: Thank you for your compliments.

A: Your company has excelled other competitors in providing appropriate and reasonable advertising strategies. Now I'd like to discuss advertising fee with you on behalf of our company.

B: As to the advertising fee, our company adopts a fee-commission basis regardless of actual amount of service we have provided per month.

A: What is the percentage of media commission in proportion to total media expenditure?

B: The agency commission is 15% of the total expenditure.



That's a discount from the media, and you don't pay anything for that.

A: Could you explain it in more details?

B: All right. Let's say, a 30 - second spot on television is priced at RMB300,000. Customers pay the entire amount of RMB300,000 to us, 255,000 of which goes to the television station while the rest is taken as our commission. 15% is the practice in the advertising industry.

A: That can be accepted provided that you provide us with excellent service, which is secured by the high price.

B: The professional service we'll provide in media planning, and media budgeting and accounting service are free of charge. Of course, if you can provide us with more business opportunities, the commission rate can be bargained again.

A: OK. Apart from this 15% commission rate, do you have any alternative way of charging? Our previous agent uses straight-fee system, which charges every service provided on an hourly basis or monthly basis.

B: If you reckon this is much more suitable for you, we can also charge you based on straight-fee system.

参考译文

A: 我们已经评估了你们的促销计划, 觉得贵公司有能力和我方促销。

B: 谢谢您的夸奖。

A: 贵公司在提供恰当、合理的广告策略方面超越了其他竞争对手, 现在我想代表我公司和您谈谈广告费用的问题。

B: 关于广告费, 我们公司采取的是收取费用提成, 不管我们每个月实际提供多少服务。

A: 那么对于广告总支出而言, 你们提成的比例是多少?

B: 我们提成的代理佣金是总支出的 15%, 这实际上是广告的折扣, 你们并不需要付费。

A: 您能说具体点吗?

B: 好的, 这么说吧, 比如一个 30 秒的电视广告, 价格是 30 万元人民币, 客户总共付给我们 30 万元, 这其中, 25.5 万元付给电视台, 而其余的作为我们的佣金, 15% 是我们这个行业的惯例。

A: 这可以接受, 但你们要提供优质的服务, 这可是高价格必需保证的。

B: 我们会免费提供专业的媒体计划和财务预算。当然, 如果你们给我们提供更多的业务机会, 佣金率还可以商量。

A: 好, 除了收取 15% 的佣金, 你们还有其他的收费方法吗? 我们过去的广告代理是采取直接收取费用的方式收费, 他们是依据提供的每项服务按小时或按月收费。

B: 如果你们认为这样更合适的话, 我们也可以采取直接收费的方法。



Sample Sentences

A. Talking about the Functions of Advertising

1. Advertising aims at providing information to potential customers and persuading them to buy the products.

广告旨在向潜在客户提供信息并说服他们购买产品。

2. All advertisements must project the right product image.

所有广告都必须突出其产品的良好形象。

3. Some companies try to build up their corporate image through advertising.

有些公司依靠广告来树立他们的企业形象。

4. Advertising is important to companies because it brings profits to them.

广告对公司来说是很重要的，因为它会给公司带来利润。

5. In a sense, advertising enriches our lives.

从某种意义上说，广告丰富了我们的生活。

B. Talking about Advertising Service

1. We usually make different commercials for each market.

我们一般针对不同市场制作不同的电视广告。

2. Let me make the marketing research and I'll come up with an advertising plan for you.

我先做一下市场调研，然后给你们做出一份广告计划。

3. There are so many factors to consider in advertising.

做广告需要考虑很多因素。

4. I'm sure that through our promotion efforts, once they are put on the Chinese market, they will overtake the sales of all competitive brands.

我肯定通过我们的促销努力，它们在中国一经上市，就会取代其他同类产品。

5. Our rates vary according to which publications you wish to advertise in.

根据你方所希望刊登广告的刊物的不同，我们的收费也不同。

6. We offer door-to-door service.

我们提供送货上门服务。

7. What are your rates for the advertising?

你们的广告收费如何？

8. As we all know, of all the advertising media, TV is the most expensive.

众所周知，在所有的广告媒体中，电视广告是最昂贵的。

C. Miscellaneous Expressions

1. Are you interested in a front or back page ad?

你们对封面广告还是封底广告感兴趣？

2. I would like to place an advertisement in your magazine.

我想在你们的杂志上登广告。

3. Our fall edition is a bit more expensive than spring edition.

我们的秋季版比春季版略贵些。



4. This design is quite eye-catching.

这种款式很引人注目。



Guiding Information

广告的本质是传播，是一种通过一定形式的媒体，公开而广泛地向公众传递信息的宣传手段，其目的在于推销产品、提供劳务、宣传某种观点或介绍某项活动。这些信息是通过使用印刷文字、通过广播或电视来传播的。广告可以简要地说明事实，或在多数情况下，用丰富多彩甚至是鼓舞人心及动听的语言来表达。广告产品与销售是有着密切关联的，而且在许多情况下，也是整体销售计划的一部分。做广告宣传，旨在让人们熟悉产品，并产生购买欲。也可以将广告视为一种间接的销售方法，因为实际销售工作过后都是由零售店或上门推销员做的；然而，广告也是一种直销方式，网络广告和邮购广告就是在没有推销员的帮助下完成销售。无论采用何种方式，几乎所有的产品广告都是一种盈利的活动。

每一个商家都寻求一套完善的营销计划来吸引客户，实际上几乎每一个这样的规划都会使用某种形式的广告进行宣传，所选定的广告宣传的形式和所投入的金额的数量取决于每个公司或商号的具体业务和经济实力。