

英语实训教程 ——商务口语

总主编 盛湘君

本册主编 孔 珊

本册副主编 方晓庆

A Course of English Practice

Oral
Practice for
Business
English



ZHEJIANG UNIVERSITY PRESS

浙江大学出版社

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编者说明

《英语实训教程》为系列教材，共 5 册，分别是《英语实训教程——商务口语》、《英语实训教程——商务听力》、《英语实训教程——视听说基础篇》、《英语实训教程——视听说进阶篇》和《英语实训教程——文化与交际》。本系列教程本着实用、可操作的原则，充分利用义乌全球最大的市场资源，作了仿真情景设置，选择了难易适中、方便教学的材料，旨在培养英语学习者的商务英语应用能力；从口语、听力、视听说、文化与交际等四个方面训练学习者的听说能力和跨文化交际的应变能力。

《英语实训教程——商务口语》分册是根据各种常用商务活动场景，以“经典句型与经典对话”为主题编写的商务英语口语教材，旨在培养学习者的商务英语口语的应用能力。根据《高职高专教育英语课程教学基本要求》和高职院校学生的特点，在教材编写过程中遵循以下原则：

1. 内容编写以社会需求为依据，根据大量的问卷调查结果，选取了内容最佳的样本；
2. 符合“实用为主，够用为度”的原则，注重学生实际应用能力的培养，难易度适中；
3. 所有的主题均围绕商务生活实际，内容生动有趣，图文并茂，易于激发学生的学习兴趣；
4. 注重操练与模仿并进，使技能训练和真实的商务交际能力相结合，可操作性强。

《英语实训教程——商务口语》共 16 个单元，每单元由导入 (Lead-in)、头脑风暴 (Brainstorming Activities)、经典句型 (Useful Sentences)、经典对话 (Dialogues)、练习 (Exercises) 及词组与短语 (Phrases & Expressions) 等部分组成，有些章节还加入了相关语法点 (Related Grammar Points)。

本教材所选材料内容生动、语言规范、贴近生活、实用性强。主要采用情景模拟的方式，为学习者提供涵盖面广、形式多样的口语锻炼机会，



让学习者在操练中切实有效地掌握商务交流所必需的语言技能。

《英语实训教程》由盛湘君任总主编。本册主编孔珊，副主编方晓庆。陈群、何兰兰、赵晓丽、叶素文、吴苏苹、张连娇参与了本书的编写，并由美籍教师 Bonnie Steinborn 校稿。

由于编者的水平有限，书中难免有谬误和疏漏之处，敬请广大教师和读者不吝批评指正，以便我们将来进一步修改完善。

编 者

2009 年 5 月

CONTENTS 目录

UNIT 1	Greetings and Introductions 问候与介绍1 ■ 122
1.1	Brainstorming Activities.....1
1.2	Dialogues.....2
1.3	Exercises.....4
1.4	Phrases & Expressions.....5
UNIT 2	Invitations and Appointments 邀请与预约6 ■ 123
2.1	Brainstorming Activities.....6
2.2	Dialogues.....7
2.3	Exercises.....9
2.4	Phrases & Expressions.....10
UNIT 3	Making Phone Calls 打电话11 ■ 125
3.1	Brainstorming Activities.....11
3.2	Dialogues.....12
3.3	Exercises.....14
3.4	Phrases & Expressions.....15
UNIT 4	Food and Dinners 食物与用餐16 ■ 127
4.1	Brainstorming Activities.....16
4.2	Dialogues.....18
4.3	Exercises.....20
4.4	Phrases & Expressions.....24
UNIT 5	Asking the Way 问路25 ■ 130
5.1	Brainstorming Activities.....25
5.2	Dialogues.....26
5.3	Exercises.....31

5.4	Phrases & Expressions	34
UNIT 6	Sightseeing 观光旅游	36 ■ 134
6.1	Brainstorming Activities	36
6.2	Dialogues	37
6.3	Exercises	39
6.4	Phrases & Expressions	42
UNIT 7	Renting a House 租房	43 ■ 136
7.1	Brainstorming Activities	43
7.2	Dialogues	44
7.3	Exercises	47
7.4	Phrases & Expressions	49
UNIT 8	Foreign Exchange 外汇	50 ■ 138
8.1	Brainstorming Activities	50
8.2	Dialogues	51
8.3	Exercises	54
8.4	Related Grammar Points	55
8.5	Phrases & Expressions	56
UNIT 9	Attending Trade Fairs 参加展会	57 ■ 140
9.1	Brainstorming Activities	57
9.2	Dialogues	58
9.3	Exercises	61
9.4	Phrases & Expressions	62
UNIT 10	Market Research 市场调研	63 ■ 143
10.1	Brainstorming Activities	63
10.2	Dialogues	65
10.3	Exercises	67
10.4	Phrases & Expressions	68
UNIT 11	Product Introduction 产品介绍	69 ■ 145
11.1	Brainstorming Activities	69
11.2	Dialogues	71

11.3	Exercises	72
11.4	Phrases & Expressions	75
UNIT 12	Price Negotiation 价格谈判	76 ■ 147
12.1	Brainstorming Activities	76
12.2	Dialogues	77
12.3	Exercises	89
12.4	Related Grammar Points	82
12.5	Phrases & Expressions	83
UNIT 13	Wholesale or Retail 批发还是零售	84 ■ 150
13.1	Brainstorming Activities	84
13.2	Dialogues	85
13.3	Exercises	87
13.4	Phrases & Expressions	88
UNIT 14	Packaging and Delivery 包装与运输	89 ■ 151
14.1	Brainstorming Activities	89
14.2	Dialogues	90
14.3	Exercises	92
14.4	Related Grammar Points	94
14.5	Phrases & Expressions	95
UNIT 15	Terms of Payment 支付方式	96 ■ 153
15.1	Brainstorming Activities	96
15.2	Dialogues	97
15.3	Exercises	101
15.4	Related Grammar Points	103
15.5	Phrases & Expressions	104
UNIT 16	Settling Complaints 处理投诉	105 ■ 156
16.1	Brainstorming Activities	105
16.2	Dialogues	106
16.3	Exercises	109
16.4	Phrases & Expressions	110



APPENDIX I	Signing a Contract 签订合同	111 ■ 158
A.1	Brainstorming Activities	111
A.2	Dialogues	112
A.3	Exercises	115
A.4	Phrases & Expressions	118
A.5	Contracts	118

注：■后的数字为 APPENDIX II Keys (附录 II: 答案)的页码

UNIT 1

Greetings and Introductions

问候与介绍

Lead-in

- master different ways of greetings
- learn how to introduce yourself and others properly

1.1 Brainstorming Activities

1. What will you say when you meet someone for the first time?
2. Work with a partner. Introduce yourself to your partner.

1.1.1 Background Information

在商务交往中，握手是广为接受的问候方式，不过握手的力度、“伸”度以及时间长度因文化的不同而有所差异。在许多欧洲国家，人们通常会在商务会谈的开始和结束时与每一位在场的人握手。

名片往往体现了所代表的组织的形象，互换名片是国际商务会谈的重要组成部分，因此要对它格外重视。交换名片一般宜在与人初识时自我介绍之后或经他人介绍之后进行。递送名片的先后顺序没有太严格的讲究，一般是地位级别低的人先向地位级别高的人先递名片，男性先向女性递名片。

出于公务和商务活动的需要，女性也可主动向男性递名片。当对方不止一人时，应先将名片递给职务较高或年龄较大的人；如分不清职务高低和年龄大小时，则可依照座次递



名片。应给对方在场的人每人一张，以免厚此薄彼。因名片代表一个人的身份，在未弄明对方的来历之前，不要轻易递送名片，否则，不仅有失庄重，而且有可能被冒用。

1.1.2 Useful Sentences

1. Hello, I am Bill. / My name is Bill.	你好，我是比尔。
2. Allow me to introduce myself. I am Susan. Here is my name card.	请让我自我介绍一下，我是苏珊。这是我的名片。
3. I've heard a lot about you.	真是久闻大名啊！
4. What's your name please? / May I ask your name?	请问你叫什么名字？
5. Let me introduce our Marketing Manager, Mr. David Hawkins.	让我介绍一下市场部经理大卫·霍金斯先生。
6. How are you? / How's everything going with you? / How are you getting along?	你好吗？/ 你一切可好？/ 你过得好吗？
7. Terrific! / Pretty good! / The same as ever. / I can't complain too much. / Not too bad.	太棒了！/ 很好！/ 照旧。/ 还行。/ 不错。
8. Good morning. / Good afternoon. / Good evening. / Good night.	早上好。/ 下午好。/ 晚上好。/ 晚安。
9. Glad to meet you. / Nice to see you. / It's a pleasure to meet you.	见到你很高兴。/ 认识你很高兴。/ 认识你很荣幸。
10. How was your flight?	您一路上还好吧？
11. Is this your first trip to China?	此行是您第一次中国吗？
12. You must be very tired after your long trip.	长途旅行后你们一定很累了。
13. Good-bye. / See you. / So long. / See you later. / Bye-bye.	再见。/ 过会儿见。/ 拜拜。
14. Give my regards to your parents. / Please remember me to your wife.	请代我向你父母致意。/ 请代我问候你太太。

1.2 Dialogues

Dialogue 1

Mr. Wu is the department manager of an advertisement company in Yiwu and Dr. Smith is a customer from USA. Miss Liu, the secretary, wants to introduce Dr. Smith to Mr. Wu.

(W = Mr. Wu, S = Dr. Smith, L = Miss Liu)

L: Dr. Smith, I'd like you to meet Mr. Wu, our department manager.

S: How do you do, Mr. Wu? Here is my name card.
 W: How do you do, Dr. Smith? This is my name card. I'm very glad that you've come to Yiwu.
 S: It's my pleasure to be here.
 W: I hope you'll enjoy yourself here.
 S: I'm sure I will. Thank you.



Dialogue 2

It is the first time for Jim to come to Yiwu, and his friend Peter wants to introduce his wife Mary to Jim.

(P = Peter, M = Mary, J = Jim)

P: Mary, this is Stone's brother, Jim.
 M: I'm very pleased to meet you.
 J: The pleasure is mine.
 M: How do you like Yiwu so far?
 J: It's really different from what I expected.
 M: Really? Don't worry. You'll soon get used to it in no time.



Dialogue 3

Mr. Wang and Mr. Stone visit Mr. Hart at his company.

(W = Mr. Wang, S = Mr. Stone, H = Mr. Hart)

W: Mr. Stone, did I introduce you to Mr. Hart?
 S: No, you didn't. I've seen him but we haven't met.
 W: Well, this is Ben Hart. And Mr. Hart, this is Walt Stone.
 S: Nice to meet you, Mr. Hart.
 H: Glad to meet you, Mr. Stone.
 W: Mr. Stone is running a big company.
 H: Yes, I've read a lot about your company in the newspaper.



Dialogue 4

Miss Li wants to introduce her manager Mr. Wu to a new client Mr. Smith.

(L = Miss Li, W = Mr. Wu, S = Mr. Smith)

L: Good morning, Mr. Smith. I guess you've had a good rest.
 S: Yes, thank you.
 L: Mr. Smith, may I introduce you to Mr. Wu, our manager? He has come to see you.
 S: Oh, yes, of course.

L: Mr. Wu, this is Mr. Smith, the Sales Manager of the Jaycee Products Corp. Mr. Smith, Mr. Wu is the manager of Yiwu International Trading Co., Ltd.

S: How do you do, Mr. Wu?

W: How do you do, Mr. Smith? Welcome to Yiwu. I hope you'll have a pleasant stay here.

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

W: Not at all. It is my pleasure to invite you to visit our company. And by the way, Mr. Smith, I'd like to have your comments on the initial arrangements we've made for your stay in China if you don't mind.

S: I'd like to know them first.

W: Mr. Smith, I have written down the arrangements. Please take a look at them.

S: Great. Thank you.



1.3 Exercises

1.3.1 Substitutions

Please read the following patterns, then follow the examples and make sentences.

1. A: May I introduce Mr. Harris?

B: Glad to meet you!

I'd like to introduce...

Let me introduce...

I'd like you to meet...

Oh, this is...

Nice to see you!

Happy to meet you!

Pleased to know you!

It's a pleasure to meet you!

2. A: How are you?

B: Fine, thanks.

How's it going?

How are things going?

What's everything going?

How are you getting along?

How are you doing?

How's life treating you?

Not too bad.

Just so so.

Nothing special.

Terrific.

Pretty good.

As well as can be expected.



1.3.2 Role-play

Please make up a dialogue with your partner according to the concrete situation and then act it out.

Situation 1: Make the introduction between a foreigner named John Smith and your friend, Mark.

Situation 2: You meet an old friend of yours, whom you haven't seen for a long time. How would you greet each other?

Situation 3: Suppose you see your client off at the railway station. How would you say farewell to each other?

1.3.3 Translation

Please translate the following dialogue into English orally.

A: 嗨，你不是巴雷特小姐吗？

B: 是的。

A: 在昨天的晚会上我见过你，你还记得吗？我是乔治·格林。

B: 啊，是的，我见过你。格林先生，很高兴又见到你。

A: 我也很高兴又见到你。你现在没什么特别的事儿要做吗？

B: 没有什么特别的事情。我想去看电影或干点别的。

A: 我也正要去看电影。你跟我一起去好吗？

B: 好的，格林先生，这真是一个好主意。

1.4 Phrases & Expressions

department manager 部门经理

name card 名片

expect 期望

in no time 立刻，立即

I've seen him but we haven't met. 我见过他，但还没正式见过。

run a company 经营一家公司

UNIT 2

Invitations and Appointments

邀请与预约

Lead-in

- learn some useful ways of giving/accepting an invitation
- acquire some polite ways of refusing others' invitation
- make (decent) appointments with others

2.1 Brainstorming Activities

1. Suppose you can't keep an appointment with your business partner, Mr. Wang. What will you do?
2. You want to hold a party for your business partners, please write an invitation letter to them.

2.1.1 Background Information

在商务交往中，人们的时间观念都比较强。因此在拜访他人时，事先要与被拜访人联系，简要说明事项，征求对方意见，待约定后再付诸实施。人们不喜欢事先没有约定而被突然造访，因为这样会打乱被拜访者的工作计划和安排。若由于情况特殊没能事先约好时间而要拜访时，应该表示歉意，尽量不占用对方过多时间。

一旦约定好时间就要准时赴约，不得迟到，公事谈话尤其需要准时。如不能准时到达，应电话通知对方，表示道歉，并告知对方大约会迟到多长时间。

不仅拜访朋友，因公谈话需要约时间，在西方国家去医院就诊，有时去理发店做头发也需要事先打电话订好时间。如果情况临时变更，一定要及时通知对方取消预约，简短说明理由，态度要诚恳。



2.1.2 Useful Sentences

- | | |
|---|--------------------------|
| 1. I'd like to invite you to a party next Friday. | 我想邀请你参加下周五的派对。 |
| 2. How about playing golf this weekend? | 周末去打高尔夫怎么样? |
| 3. Would you like to come and watch the baseball game? | 过来看棒球比赛怎么样? |
| 4. I am wondering if you are free this Friday evening. | 不知你本周五晚上是否有空? |
| 5. Would you care to join us for dinner at my club? | 您能否来我的俱乐部参加我们的午宴? |
| 6. He would like to make an appointment with you. | 他想和你约个时间面谈。 |
| 7. Will it be convenient for you if I call on you this weekend? | 我这个周末去拜访您方便吗? |
| 8. I hope we can meet in Beijing later this month. | 希望这个月晚些时候在北京见面。 |
| 9. I'd just like to push it up to next week. | 我只是想把它挪到下个星期。 |
| 10. That would be nice / great / wonderful! | 那太好了。 |
| 11. Thanks. I'd be very glad to. / What a delightful idea! / With pleasure! | 谢谢, 我很高兴来。/ 真是个好主意! / 行! |
| 12. Thank you for inviting me. | 谢谢您邀请我。 |
| 13. Sorry, I can't. But thanks anyway. | 对不起, 我不能来。但还得谢谢您。 |
| 14. I'm terribly sorry, but I have other plans. | 太抱歉了, 我已有其他计划了。 |

2.2 Dialogues

Dialogue 1

Mr. Wu invites Peter to have a dinner tonight.

(W = Miss Wu, P = Peter)

W: I am wondering if you are free this Friday evening.

P: Oh, it seems there is nothing pressing that evening. What did you have in mind?

W: I just thought it would be nice to have you over for dinner.

P: Oh, thank you. I'd be delighted to come.



Dialogue 2

Jerry Liang wants to make an appointment with Mr. Kingsbury, so he phones Mr. Kingsbury's Secretary Sandy to fix the time.

(L = Jerry Liang, S = Sandy)

S: Mr. Kingsbury's office. This is Sandy. May I help you?

L: Hi, Sandy. It is Jerry Liang. I need to book an appointment with Mr. Kingsbury.

S: Certainly, Mr. Liang. When would you like to meet with him?

L: Can you see what his schedule is like on Wednesday?

S: Let me get my book. He will be having a staff meeting in the morning, but he will be free in the afternoon. Could you come in then around three o'clock?

L: Yes, that would be fine. Thank you.



Dialogue 3

Andrea, Mr. King's secretary, makes a call to Mr. Lee. She tells Mr. Lee that Mr. King plans to have an appointment with him about their business.

(A = Andrea, L = Mr. Lee)

A: Hello, Mr. Lee? This is Andrea in Mr. King's office. He would like to set up an appointment with you to talk about representing us in China.

L: Sure. I'd be glad to. What time suits him best?

A: He'd like to do it as soon as possible. What about tomorrow at 10 a.m.?

L: I'm afraid I'm pretty booked up tomorrow. Can we push it back to the day after tomorrow?

A: Let me have a look. All right, that is no problem. What time?

L: Let's say 9 a.m.?

A: Fine, Mr. Lee. We'll see you then.



Dialogue 4

Mr. Fisher asks his secretary Ann to tell Mr. Luman that he will not be able to keep the appointment.

Mr. Luman is not at the office and his colleague Cindy picks up the phone.

(C = Cindy, A = Ann)

C: Hello, P&G. Can I help you?

A: Hello. Can I speak with Mr. Luman?

C: I'm afraid he is having a meeting now. Can you leave a message?

A: Oh, I'm Ann in Mr. Fisher's office. Please tell Mr. Luman that Mr. Fisher will not be able to keep the appointment he made to see Mr. Luman on May 31. He has to go to London immediately.

