



商务部十二五规划教材



中国国际贸易学会十二五规划教材

BUSINESS COMMUNICATION

商务沟通

主编 郑荷芬 朱春飞

◆ 实用性

◆ 拓展性

◆ 话题式

◆ 职场化

◆ 任务化



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商务沟通

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前 言

经济全球化使我国与地球上其他国家的商务往来越来越频繁，且达到了前所未有的广度和深度。沟通产生机会，沟通创造价值。商务往来离不开商务沟通，成功的商务沟通不但可以为企业为社会带来极大的经济效益和社会效益，而且也能增强个人的职场竞争力。因此，对于将要或已经参与国际商务活动的人士来说，具备较强的商务英语沟通能力、掌握熟练的商务英语沟通技巧就显得尤为重要。作者编写此书就是为了满足国际商务从业者或有志于从事国际商务的人士的相关需要。

本书具有鲜明的时代感，体例设计新颖，具有“实用性、拓展性、话题式、职场化、任务化”等特点。本书将英语语言与国际商务专业知识相结合，根据外贸业务的主要环节和商务活动的特定情境，精心设计了国际商务参展、实地参观公司、商务宴请和观光、商品价格磋商、商品品质磋商、商品包装磋商、商品船期磋商、保险条款磋商、支付条款磋商、提前交货磋商、合同签订、代理事项磋商、合同善后索赔问题磋商等 13 个职场化的商务沟通场景。每个场景都有从事特定商品进出口的特定公司及其贸易伙伴作背景，每个场景中除了有规范、经典的商务情境对话供学生模仿；还有要求学生个人、合作学习小组根据教师所给的情境自己动手去设计语段、对话的练习和作业；更有让学生记录同伴的汇报内容、记录学习小组讨论过程、记录本组及其他学习小组的汇报内容并发表意见进行评价的环节；在每个场景的最后还有国际商务活动中的商务礼仪，如何与一个特定国家的商人进行商务沟通等内容的介绍，这是本书的一大亮点和创新。

本书 13 个职场化商务沟通场景的设计体现了“为用而学、用中学、学中用”的教学理念，体现了学习是一个发展的过程、思考的过程、决策的过程、是一种情感经历，也体现了“教师与学生的互动、课上与课下的互动、学生与网络的互动、学校与企业的互动、学生与学生的互动”，使学生的沟通能力、思维能力、想象力、审美情趣、艺术感受、合作和创新能力等综合素质和能力得到提高。

在本书出版发行之际，感谢外籍专家 M·格鲁伯 (M. Gruber) 为本书进行了英文审校工作。同时，也要感谢作者所在单位的大力支持，感谢学校的同事陈竹韵、

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书中错误或不当之处在所难免，敬请读者或本书使用者将批评、建议直接发至作者邮箱——20101133@sohu.com。

编 者

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Unit 1

International Exhibition and Trade

Getting started

What makes trade fair and the exhibition necessary and important? The following words may help you to get some ideas:

- Potential retailers
- Promote new products
- Advertising
- Competitors

My Notes for Discussion

Lead in

杭州雷森电子秤有限公司成立于 1988 年，经国家批准具有自营出口权。公司凭借自主研发的新技术，主要生产：

- 电子台秤 (electronic platform scale)
- 电子吊秤 (electronic crane scale)
- 电子皮带秤 (electronic belt scale)
- 电子汽车衡 (electronic vehicle scale)
- 包装秤 (packing scale)

公司拥有一批行业资深的专业人才及销售网络，凭借先进的专利技术及其过硬的品质已经在国内外赢得良好的品牌信誉，产品出口到美国、德国、西班牙、比利时等欧美国家。最近，公司新开发了一款语音电子秤，能以数字及语音的方式把重量信息传送给使用者。主要的消费群体是盲人和弱视力群体，目前公司开发语音产品的语种有英语和西班牙语。公司希望借助广交会积极开拓新产品的海外市场。

Welcome to our booth

Situation: Jessica and Frank were from Hangzhou Reisen Electronic Scale Co., Ltd. They were attending Canton Fair 2011 and an America importer, Sarah came and visited their booth.

Jessica: Good afternoon. I'm Jessica and this is my colleague, Frank Lee. Welcome to our booth.

Sarah: Hello, thanks. I'm Sarah. Nice to meet you.

Frank: Nice to meet you too. Where are you from? Which line of business are you in?

Sarah: I'm from America. Our company deals with a wide range of electronic scales.

Jessica: Oh, great! Now, can we show you a few of our products? Take a seat if you like.

Sarah: Thanks!

Frank: Would you like a cup of coffee or a cup of tea before we get started, Sarah?

Sarah: Er, tea for me, please.

Jessica: So, please take a look at our products showed here and this is our catalogue for you.

Sarah: Oh, electronic platform scale, electronic crane scale, electronic belt scale...

Frank: Here is a cup of tea for you, Sarah.

Sarah: Oh, thanks, Frank.

Jessica: Sarah, which of our products are you most interested in?

Sarah: A whole lot of them. But could you recommend some household scale with new design?

Frank: OK. Let's have a look at our talking kitchen scale, which is ideal for the people who have problems with their sight. All they have to do is to put the food in the bowl and it will tell them how much it weighs.

Sarah: Nice design. Is it easy to keep clean?

Jessica: To wash it, you just pop the bowl in the dishwasher, and the rest of the apparatus can be cleaned with a damp cloth.

Sarah: How much does it weigh?

Frank: Let's see. It weighs less than half a kilo.

Sarah: How is it operated? Do you need to plug it into the mains?

Frank: No, no. it has one small 9 - volt battery. Look, it works like this:

Electronic voice: 250 grams.

Sarah: What's the price?

Jessica: I think it would retail at around US \$ 130, and we will supply it to you at US\$ 100.

Sarah: How quickly could you get them to us if they were selling well?

Jessica: Well, we can send you the products within 2 months after you place the order.

Sarah: Could you give me more discounts if we can draw up a contract at this trade fair?

Frank: Well, of course, we will. But you'd better tell us your quantity.

Sarah: I will start with 500.

Frank: Er, let me think. How about this: \$ 120 per unit and you will get 5% discount on sales of over 500.

Sarah: I agree with you. I will contact with my boss afterwards, and this is my business card. I will meet you tomorrow morning and sign the contract then if everything goes smooth.

Jessica: This is my business card and our catalogue. We will be here for 5 days. So if you have time, just come and visit us.

Sarah: See you.

Frank & Sarah: See you.

Task

Please search on the Internet about a product which you are interested in and make a summary of its information and fill in the blank with its picture.

An example for you to learn

My product presented at the trade fair

Good morning, ladies and gentleman. I will introduce you our new product-talking kitchen scale. It is offered for the blind and those with low vision.

First, this product is convenient for operation. It speaks prompts and results in a clear female voice in your choice of English or Spanish. Look, with the simple flip of a switch on the back of the scale, you can turn off the talking function. Weights are also displayed on the clear LCD readout. Choose pounds or kilograms. Besides, tare function assures accurate measurements, that is it lets you weigh the food only and not the bowl or container it's in.

Second, it is easy for maintenance. You just use one 9-Volt Battery (Included.) and it can shut off by itself so it conserves battery. When you want to clean it, you just wash the bowl in the dishwasher, and the rest can be cleaned with a damp cloth.

Finally, I'd like to say that our products gain an excellent reputation by reliability and cost-effectiveness.

And this product comes in four colors and now we have large quantity of talking kitchen scales in stock.

Thanks for your attention. Any questions?

My Product presented at the Trade Fair

Stick your picture here

Useful Expressions

1. 产品用途

- 1) It meets/satisfies the demands/needs of...它能满足……的需求/需要
- 2) It is greatly used in...它广泛应用于……（场所和领域）
- 3) It offers...for……它为……提供……

2. 产品特点

- 1) This product is an ideal new material. 本产品是一种理想的新型材料。
- 2) This product is mild in quality, fresh in fragrance, rich in foam, and powerful in cleaning. 本产品气味清新、品质温和、泡沫丰富、洗涤力强。
- 3) The product features novel design and excellent quality. 本产品款式新颖，质量上乘。
- 4) This product is made by advanced technique. 本产品采用先进的工艺制成。

3. 产品维护

- 1) The product is convenient for operation and maintenance. 本产品操作简单，维修方便。
- 2) The product is simple in structure, easy to install and maintain, and safe and reliable in operation. 本产品结构简单，安装、维修方便，使用安全可靠。
- 3) The product is smooth in operation, convenient for installation, adjustment and maintenance. 本产品运转平稳，便于安装、调整和保养。

4. 产品声誉

- 1) This product enjoys high prestige both at home and abroad. 产品在国外都享有很高的声誉。
- 2) This product wins high praises from its consumers. 本产品深受用户好评。
- 3) This product is well received by its consumers and sells well in Southeast Asia. 本产品深受广大消费者欢迎，远销东南亚。
- 4) This product gains an excellent reputation by its reliability and cost-effectiveness. 本产品性能可靠、经济划算，享有盛誉。

5. 其他