



新基点(New Benchmark)全国高职高专院校商务英语系列规划教材

NEW BENCHMARK

经贸英语口语

Business Oral English

江文静 主编



对外经济贸易大学出版社
University of International Business and Economics Press





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出版说明

“新基点(New Benchmark)全国高职高专院校商务英语系列规划教材”是对外经济贸易大学出版社联合全国重点职业学院的骨干教师推出的一套全新的商务英语系列教材。本套教材适用于全国高职高专院校英语专业商务/应用/外贸英语方向以及财经类专业的学生。

目前高职教育提出了“工学结合,项目为中心,案例驱动教学,边讲边练”为核心的理念。本套教材就是贯彻这个理念,着眼于提高学生实际操作能力和就业能力,采取模块化、多案例、互动式、重实训的编写方式,让学生在理论够用的基础上,在实训环节上有所突破。

根据国家教育指导思想,目前我国高职高专教育的培养目标是以能力培养和技术应用为本位,其基础理论教学以应用为目的、够用为尺度、就业为导向;教材强调应用性和适用性,符合高职高专教育的特点,既能满足学科教育又能满足职业资格教育“双证书”(毕业证和技术等级证)教学的需要。本套教材编写始终贯彻商务英语教学的基本思路:将英语听说读写译技能与商务知识有机融合,使学生在提高英语语言技能的同时了解有关商务知识,造就学生“两条腿走路”的本领,培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材包括《商务英语综合教程》(1-4册)、《商务英语听说》(1-2册)、《商务英语口语》(1-2册)、《国际商务报刊选读》、《商务英语写作》、《商务英语翻译》、《国际商务函电》、《国际商务谈判》、《国际商务制单》、《商务礼仪》、《英语应用文》、《跨文化交际》、《英美概况》、《旅游英语》、《酒店英语》、《物流英语》、《财经英语》、《国际商务英语模拟实训教程》、《经贸英语口语》等。本套教材不是封闭的,而是随着教学模式、课程设置和课时的变化,不断推出新的内容。

本套教材的作者不仅具有丰富的商务英语教学经验,而且具有本专业中级以上职称、企业第一线工作经历,主持或参与过多项应用技术研究,这是本套教材编写质量的重要保证。

此外,本套教材配有教师用书或课件等立体化教学资源,供教师教学参考。

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前 言

随着中国对外交流和国际贸易活动的增多,涉外专业的大中专学生在掌握必要的外经贸专业知识的同时,涉足一定的常见外经贸英语,就成了一种实用而必要的知识储备和学习。

本书是高职高专教材编审委员会组编的经贸口语类课程规划教材之一,共分 12 个单元,全书基本涵盖了外贸领域主要环节。如:商务接待、商品促销、询盘、报盘和订单、商品价格、质量和数量、包装和商标、支付、交通运输、保险、成交、投诉与索赔等。

本书围绕外经贸主要知识点设计,突出外贸基础口语能力的培养,试图通过“听”、“说”、“读”、“练”的课程安排,尽可能从外贸知识、术语、常用句型等方面让学生掌握常用的外经贸口语。为此,编者采用每单元各个部分循序渐进、结构相对关联的设计理念,以小组为主要训练方式,推进学生口语能力的逐渐提高,让有限的材料发挥最大的训练功效。避免“全而多”,但求“通与会”的经贸英语口语的训练总思路,这是本书课程设计的基本考量。

在本书编写的过程中,广州涉外经济职业技术学院外贸学院院长李山赓教授给予了大力支持和建设性的指导。同时,要感谢我身边的同事们和来自英国利兹都市大学商学院院长 Marie Paule Sheared 以及人力资源管理专业张凌博士的建议与指点。由于时间有限,书中难免有不妥和疏漏之处,敬请专家和广大读者批评指正,以臻完善!

编 者

2013 年 1 月

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Unit 1

Meeting Foreign Business Individuals or Groups

Teaching Aims

- ① Background knowledge about business meeting
- ② Learn how to receive business friends or groups for business communication or negotiation
- ③ New words and expressions about business meeting

Background Knowledge

During business activities, when foreign clients, cooperative partners or some relevant departments come to your company for business inspection or business discussion, it means their great interests in your company, there is a possibility of further business development. If you want to leave a good impression on your guests, the first important thing is to meet them at the airport. You should dress formally in suit to show your personal or company's good image, this is the first step for successful business.

After introduction and greetings, you can ask the travelling situation to show your concern ([kən'sə:n]关心) about the clients in order to shorten ([ʃɔ:t(ə)n]缩短) the distance of each other. As a receiver ([ri'si:və]接待者), you'd better offer to take luggage for your customers to make your clients feel at home. On the way to the hotel, hosts can introduce sightseeing ([ˈsaɪtsi:ɪŋ]观光) along the road, the situation or changes of the city. Not only can it avoid the silence on the way to the hotel, but also it can help clients know more about your city, this is the basic etiquette. After you bring your clients to the hotel, you don't need to visit the room to avoid bothering ([ˈbɒðə]打扰) the rest of the clients after a long flight.

Questions for Discussion

1. What preparations do you need to make before going to the airport to meet your clients?
2. What else should a secretary do when there is a guest to visit the company?

Part One Listening

Dialogue I: Receiving Guests

Ms Marie-Paule Sheared and her assistant Dr. Zhang are visiting the company tomorrow. Mr. Sam asks Madeline to meet them at Guangzhou airport and book a table for dinner.

A: Mr. Sam B: Madeline C: Ms Marie-Paule Sheared

D: Dr. Zhang E: A receptionist ([ri'sepʃənɪst]接待员) at China Hotel

(In the office)

A: Madeline, [1] _____? They are arriving tomorrow at 10 a.m.

B: Oh, yes, [2] _____.

A: Please go to the airport a bit earlier in case the plane gets in [3] _____.

B: Of course.

A: Take a large piece of paper with you and write their names on it so they can recognize you.

B: Yes, [4] _____?

A: Oh, no. Please use the office car. And take them to the hotel first so that they can have a rest. I will meet them here at two in the afternoon.

B: All right.

A: By the way, could you [5] _____ tomorrow evening at China Hotel?

B: Sure, Sir.

(Over the phone)

E: China Hotel. Could I help you?

B: Yes. I would like to book a table for four for tomorrow.

E: [6] _____?

B: At 6:30 p.m.

E: What is it going to be, Chinese food or western food?

B: Chinese.

E: May I have your name please, Miss?

B: Madeline, the secretary of the Oriental Company. By the way, [7] _____ with a separated space?

E: Since we have received many bookings, I can't [8] _____ anything. Please be assured that we will try our best, Madeline. I hope you'll understand.

B: I do, but [9] _____.

E: I will try my best. So, it's a table for four at 6:30 tomorrow evening and it's Chinese food. Right?

B: That is right.

E: Thank you for calling. Goodbye.

B: Goodbye.

(At the airport)

C: Hello. Are you from the Oriental Company?

B: Yes, I am Madeline, Mr. Sam's secretary.

C: Nice to meet you. My name is Marie-Paule Sheared and this is my assistant, Dr. Zhang.

D: How do you do? Nice to meet you.

B: How do you do? [10] _____?

C: Yes, the service was very good.

B: I am glad to hear that. Our car is out [11] _____. Shall we go then?

C: Ok, that sounds good. We have rather heavy luggage.

B: Can I help you?

C: Yes, thank you very much.

B: You are welcome. [12] _____.

(Later that evening at China Hotel)

C: Good evening, Mr. Sam. I hope I am not late.

A: You are here right on time. We have just arrived, too. Please sit here.

C: Thank you.

B: Would you like to use chopsticks or a fork and knife?

C: [13] _____. I will take the chopsticks.

B: What would you like to drink?

C: What do you suggest?

B: How about Mao-tai, the best liquor in China?

C: It's quite strong, am I right?

B: Yes. But it doesn't go to the head as most liquor does.

C: All right. I'd like to have a try.

(After dinner)

C: Well, I think the time has come to say our thanks for your kind [14] _____.

We saw more than we planned and met many valuable people. We [15] _____

_____.

A: The pleasure was all mine. I appreciate having met you and I am very pleased with our new agreement.

C: [16] _____ your very efficient secretary, we managed everything.

B: Thank you.

C: We will be looking forward to your visit to London.

A: Thanks a lot, and [17] _____. Bye-bye.

C: Goodbye, see you soon.

Notes

1. recognize (v.) ['rekəgnaɪz] 认出
2. guarantee (v.) [gærən'ti:] 确保
3. oriental (adj.) [ɔ:'ri:əntl] 东方的
4. assure (v.) [ə'ʃuə] 向……保证
5. chopstick (n.) ['tʃɒpstɪk] 筷子
6. liquor (n.) ['lɪkə(r)] 含酒精的饮料
7. hospitality (n.) [hɒsprɪ'tælɪtɪ] 好客
8. valuable (adj.) ['væljuəbl] 有价值的
9. favorable (adj.) ['feɪvərəb(ə)l] 良好的, 赞许的
10. agreement (n.) [ə'ɡri:mənt] 协议
11. receptionist (n.) [rɪ'sepʃənɪst] 接待员
12. appreciate (vt.) [ə'pri:ʃieɪt] 感激

Dialogue II: Meeting Arrangement

James: I would like to set up a meeting so you can come in and [1] _____.

Jessica: I am available next Monday or Tuesday, after 1:00 p.m.

James: Let us say Monday at 2:00 p.m. Do you know where our offices are?

Jessica: Yes, I have been there before.

James: Will you need any [2] _____ equipment set up for your presentation?

Jessica: No, I have a laptop computer. [3] _____ we can hook that up in the conference room, we should be all set.

James: Ok, see you Monday at 2:00 p.m.

James: See you then.

Notes

1. available (adj.) [ə'veɪləb(ə)l] 有空的
2. laptop (n.) ['læptɒp] 便携式电脑

3. as long as (*conj.*) 只要
4. hook (*v.*) [huk] 挂……于钩上

Part Two Oral Practice in Groups

Dialogue 1

- A: 你可以去接一下我们来自伦敦的客人吗?
B: 哦, 好。十分愿意。
A: 请提前一点去机场以防飞机提前到达。
B: 当然可以。

Dialogue 2

- A: 我想预订一张明天四人用餐的餐桌。
B: 你明天什么时候需要餐桌?
A: 下午 6 点半。
A: 请问小姐, 你叫什么?
B: 我叫玛德林, 东方公司的秘书。

Dialogue 3

- A: 顺便问一下, 有没有靠近窗户带有独立空间的桌子?
B: 因为我们有很多预订, 所以我不能保证什么。
A: 我明白。如果能安排, 我们不胜感激。
B: 我会尽力的。

Dialogue 4

- A: 你好, 你是来自东方公司的伍德吗?
B: 是的, 很高兴见到你。这是我的助手迈克先生。
A: 很高兴见到你。旅行愉快吗?
B: 是的, 服务很好。
A: 很高兴听到这个消息。我们的车停在外面的停车场, 我们可以走了吗?
B: 可以, 非常感谢。
A: 不客气, 请这边走。

Dialogue 5

- A: 晚上好, 我希望我没迟到。

B: 你来的刚好。我们刚到，请坐。

A: 谢谢，你喜欢用筷子还是刀叉呢？

B: 入乡随俗，就用筷子吧。

A: 喝点什么吗？

B: 随你便。

A: 谢谢你们的热情款待。

B: 不客气。很荣幸你能来。

Part Three Translation

1. 如果我没有认错 (mistaken) 的话，你就是来自美国的约翰先生吧？
2. 您能抽出 (spare) 一点宝贵 (precious) 的时间吗？
3. 怀特先生，你的行李 (luggage) 都齐了吗？
4. 我感到很高兴有机会 (have the opportunity) 来贵公司拜访。
5. 我想对你们的到来表示 (extend) 由衷的 (cordial) 欢迎！
6. 对不起，你是史密斯先生吗？请问你有几件行李 (luggage) ？
7. 李先生，再次感谢你抽出时间 (take the time) 来接我。
8. 我在 319 房间，有需要的话请叫我。
9. 我们到了，我们得先办理住宿手续 (check in)。
10. 招待不周 (unsatisfactory entertainment)，十分抱歉。

Part Four Read & Practice

1. May I see your passport please? 请出示护照。
2. It's my honor to be at your service. 能为您服务是我的荣幸。
3. Here we are. We'll have to check in first. 我们到了，我们得先得先办理住宿手续。
4. Here's your passport and your customs declaration ([ˌdeklə'reɪʃn]). 这是你的护照和报关单。
5. Excuse me, sir, but are you Mr. Mike from Britain by flight 747? 请问，先生，你是坐 747 号航班来自英国的迈克先生吗？
6. I've come to meet you. 我是来接你的。
7. I've heard so much about you. Did you have a good trip? 久仰久仰，旅途愉快吗？
8. It's a pleasure to have an opportunity to come to Guangzhou. 很高兴有机会来广州。
9. We've reserved/booked a room for you at Shangri-La Hotel. 我们为你在香格里拉宾馆预定了一间客房。

10. I hope you will enjoy your stay here. 我希望你在这里过得愉快。

Part Five Free Talk

Make a short dialogue according to the following situation and present it in front of the class.

Wang Kali from Hubei Import and Export Company meets Mr. Laurent from London at the airport. They talk about the food and service on the flight. They walk toward the parking lot and head for a hotel.

Part Six Exercises

I. Practical Reading: Establish business relations

Dear Mr. Smith,

Thank you for your e-mail dated ([ˈdeɪt]注明日期) July 15th inquiring about our company and our products. Enclosed ([ɪnˈkloʊz]附上) are our latest brochures ([ˈbrəʊʃə(r)]小册子) listing (列举) all the types of refrigerator ([rɪˈfrɪdʒəreɪtə(r)]冰箱) we manufacture.

感谢您于 7 月 15 日的询问我们公司及产品情况的邮件。附件中是我们公司最新的产品说明书，上面有我们公司生产的所有型号的电冰箱。

All kinds of our products are good sellers and worth commendation ([ˌkɒməˈdeɪʃən]赞扬, 称赞) for their excellent quality. If you are interested in marketing these products at your end, please let us know and we shall be pleased to send you our quotations ([kwəʊˈteɪʃ(ə)n]报价单) upon receipt of your specific enquiries.

我们的产品十分畅销, 质量优良值得介绍。如果贵公司有意在你那里推销这些产品, 请告知。一接到你们的具体询价, 我们将立即寄出我们的报价单。

We have not sold our products in Japanese market in the past, and would be delighted to do business with your company. Please go through (go through 浏览) the enclosure ([ɪnˈkloʊʒə(r)]附件). We would be happy to answer any questions that may arise (出现).

过去我们公司并未在日本市场销售过产品, 因此我们非常高兴与贵公司合作, 请阅读附件内的资料。我们很愿意回答任何问题。

We look forward to hearing from you.

我们期待着您的回复。

Best wishes.

祝万事如意。

II. Match Column A on the left with Column B on the right.**Column A**

- () 1. jag lag
- () 2. You must be Tom from France.
- () 3. extend our warm welcome to you
- () 4. Please be seated.
- () 5. double room/singe room
- () 6. on behalf of our company
- () 7. Don't stand on ceremony.
- () 8. How's business?
- () 9. I've come to meet you.
- () 10. How's your flight?
- () 11. given name
- () 12. My last name is Zhu.
- () 13. It's really an honor for me to meet you.
- () 14. Are you from America?
- () 15. What's your last name, please?
- () 16. Excuse me
- () 17. customs
- () 18. I've often heard about you.
- () 19. parking lot
- () 20. business card

Column B

- 1. 请坐
- 2. 别客气
- 3. 双人/单人房
- 4. 时差
- 5. 代表我们公司
- 6. 你肯定是来自法国的汤姆。
- 7. 我姓朱。
- 8. 请问贵姓?
- 9. 我很荣幸能认识你。
- 10. 你是从美国来的吗?
- 11. 我是来接你的。
- 12. 向你表示我们热烈的欢迎
- 13. 旅途怎么样?
- 14. 名
- 15. 近来工作如何?
- 16. 名片
- 17. 停车场
- 18. 海关
- 19. 久仰久仰
- 20. 请问

Unit 2

Presentation and Promotion of New Products

Teaching Aims

- ① How to implement (实现) marketing objectives through sales and communications activities
- ② Understand and ensure (保证) the marketing process must be effective
- ③ Learn what SWOT analysis is

Background Knowledge

In the increasingly competitive market today, many customers do not fully rely on commercial advertising. They hold the principle of “seeing is believing” and pay attention to actual effects. Therefore, the presentation and promotion of the product will play more and more important role in concluding a deal. To some extent, presentation is the strategy of promotion and promotion is the objective of presentation. Both presentation and promotion will focus on stimulating ([ˈstimjuleitiŋ]增加) customers’ interest in the product. It also strengthens the confidence of customers in new products and intrigues ([ɪnˈtriːg]激起……兴趣) their purchasing intention.

During the process of presentation and promotion of products, four things should be carefully considered: 1) give more priority ([praɪˈɔrɪtɪ]优先考虑) to the possible items the customers may purchase; 2) present how to use the product with patience in order to make customers understand the quality and characteristics of products; 3) describe the advantages of products with a brief introduction of the sales performance achieved to strengthen the customers’ confidence in the products; 4) introduce the background of your company or factory to let customers trust with the new products.

Questions for Discussion

1. If you want to cut down the price of the product you want to buy, how could you say?
2. How to describe a new product to your target customer?