



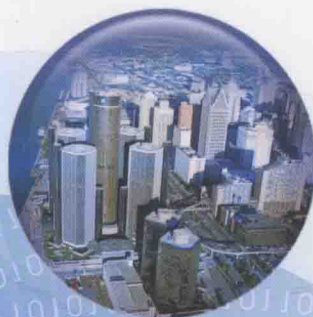
21世纪高职高专财经类专业规划教材

ENGLISH BUSINESS LETTERS

外贸英语函电

实训教程

王红红 编著



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English Business Letters

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本书紧紧围绕国际贸易和对外贸易的主要业务流程,精心安排教学内容,以任务驱动为导向,遵循“够用为度”的原则,重点设计了 Basic Knowledge of Business Letter Writing、Establishing Business Relations、Enquiries and Replies、Sales Letters、Firm Offers and Counter-offers、Orders、Packing、Terms of Payment、Transport and Insurance 和 Complaints and Claims 9 大教学模块。每个模块在强调明确的教学目标和各类函电的重要性的同时,均辅以典型范文、大量例句和常用语汇,以专业规范的语言深入浅出地阐释众多基本概念、关键语汇与写作技巧,旨在通过“学中做”强化学生对基本知识的理解,并且随附题型多样的实训项目,意在利用“做中学”强调学生对实用技能的掌握。

本书结构清晰、体例简洁、重点突出、通俗易懂,适合高职高专院校国际贸易专业和商务英语专业的学生学习,也适合有志于从事国际贸易或对外贸易的人士参考与借鉴。

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前 言

在经济全球化大背景下，国际贸易或对外贸易无疑是国家经济的重要支柱产业之一，因而需要相当数量既通晓专业知识又掌握业务技能的从业人员，而高等职业教育正是孕育此类专业人才的一片沃土，其任务驱动所倡导的“学中做，做中学”的教学理念和理实一体化的教学组织旨在培养高素质技能型应用人才。另外，根据对就业岗位群的调研与分析，国际商务专业和商务英语专业的毕业生是国际贸易和对外贸易从业人员的中坚力量，而“外贸英语函电实训”则是其必修的专业基础课之一。

本书根据高职高专国际商务专业与商务英语专业学生的就业岗位群和实际需求，基于市场调研、相关资讯以及教师本人多年的教学经验，围绕国际贸易和对外贸易的主要业务流程，精心安排教学内容，以任务驱动为指导，精心设计了9大教学模块，既强调商务英文信函的基本格式与写作要求，又突出国际贸易和对外贸易的主要业务往来中各类英文书信的规范写作技巧与关键词汇；从教学目标到模块简介、从范文释义到模拟练习，处处体现适用性与实操性，以强化学生对基本贸易知识、关键专业词汇、英文写作技巧的掌握；同时倡导课堂精讲多练，通过诸多题型的模拟训练让学生在“学中做、做中学”，训练学生以英语形式规范写作相关信函的技能，旨在提高相关专业的学生在外贸英语函电的读、写、译等方面的实用技能，以利其后续课程的学习和未来就业之需。

在本书编写过程中，编者参考了许多相关书籍，在此向这些书籍的作者表示衷心的感谢！由于编者水平有限，书中疏漏之处在所难免，恳请广大读者批评指正。

编 者

Contents

前言

| | |
|--|----|
| Module 1 Basic Knowledge of Business Letter Writing | 1 |
| 1.1 Functions of Business Letters | 1 |
| 1.2 Forms of Business Letters | 2 |
| 1.2.1 Full Block Form | 2 |
| 1.2.2 Modified Block Form with Indented Style | 3 |
| 1.2.3 Modified Block Form | 4 |
| 1.2.4 Simplified Form | 5 |
| 1.3 The Structure of Business Letters | 6 |
| 1.3.1 Parts of a Business Letter | 6 |
| 1.3.2 The Ways of Writing All the Above Parts | 7 |
| 1.3.3 Addressing Envelopes | 9 |
| 1.4 Writing Principles and Language Features of Business Letters | 10 |
| Module 2 Establishing Business Relations | 14 |
| 2.1 How to Establish Business Relations | 14 |
| 2.2 How to Write a Letter for Establishing Business | 15 |
| 2.3 Specimens of Aiming at Establishing Business Relations | 15 |
| Module 3 Enquiries and Replies | 25 |
| 3.1 Guidelines for Writing Enquiry Letters | 25 |
| 3.2 Forms of Enquiries | 26 |
| 3.3 Specimens of Enquiries and Replies | 26 |
| Module 4 Sales Letters, Firm Offers and Counter-offers | 36 |
| 4.1 Sales Letters | 36 |
| 4.1.1 The Purpose of Writing Sales Letters | 36 |
| 4.1.2 Two Functions of a Sales Letter | 37 |
| 4.1.3 The Principles of Writing a Sales Letter — AIDA | 37 |
| 4.1.4 A Specimen of a Sales Letter | 37 |
| 4.2 Firm Offer & Counter-offer | 40 |
| 4.2.1 Firm Offer and Non-firm Offer | 40 |
| 4.2.2 Counter-offer | 40 |
| 4.2.3 Specimens of Firm Offers and Counter-offers | 41 |

| | |
|---|------------|
| Module 5 Orders | 56 |
| 5.1 Orders | 56 |
| 5.1.1 Format of an Order | 56 |
| 5.1.2 Specimen of Orders | 57 |
| 5.2 Acknowledgements | 61 |
| 5.2.1 Forms of Acknowledgements | 61 |
| 5.2.2 Specimens of Acknowledgements | 62 |
| 5.3 Specimen of a Sales Contract / Confirmation or Purchase Contract / Confirmation | 67 |
| Module 6 Packing | 69 |
| 6.1 Factors Which influence the Nature of Packing | 69 |
| 6.2 Functions of Packing | 70 |
| 6.3 How to Write a Letter on Packing | 70 |
| 6.4 Specimens of Packing | 70 |
| Module 7 Terms of Payment | 78 |
| 7.1 Three Main Methods of Payment | 78 |
| 7.2 The Time of Opening an L/C | 79 |
| 7.3 Specimens of Letter of Credit | 79 |
| Module 8 Transport and Insurance | 91 |
| 8.1 Transport | 91 |
| 8.1.1 Writing Purpose | 91 |
| 8.1.2 The Structure and Content of a Letter on Transport | 92 |
| 8.1.3 Specimens of Transport | 92 |
| 8.2 Insurance | 97 |
| 8.2.1 Necessities of Insurance in International Trade | 97 |
| 8.2.2 Functions of Insurance | 98 |
| 8.2.3 Various Kinds of Risks | 98 |
| 8.2.4 The Structure and Content of a Letter on Insurance | 98 |
| 8.2.5 Specimens of Insurance | 99 |
| Module 9 Complaints and Claims | 111 |
| 9.1 Complaint | 111 |
| 9.1.1 How to Write a Complaint Letter | 112 |
| 9.1.2 How to Write Reply to a Complaint Letter | 112 |
| 9.1.3 Specimens of Complaints | 112 |
| 9.2 Claim | 116 |
| 9.2.1 How to Write a Claim Letter | 116 |
| 9.2.2 How to Reply to Claims | 116 |
| 9.2.3 Specimens of Claims | 116 |

| | |
|--|-----|
| 实训项目参考答案 | 122 |
| Module 1 Basic Knowledge of Business Letter Writing | 122 |
| Module 2 Establishing Business Relations | 123 |
| Module 3 Enquiries and Replies | 125 |
| Module 4 Sales Letters, Firm Offers and Counter-offers | 126 |
| Module 5 Orders | 127 |
| Module 6 Packing | 128 |
| Module 7 Terms of Payment | 129 |
| Module 8 Transport and Insurance | 130 |
| Module 9 Complains and Claims | 131 |
| 参考文献 | 133 |

Module 1 Basic Knowledge of Business Letter Writing



Importance and Objectives

商务信函的撰写是商业活动中的一项基本技能。尽管电话、传真、电子邮件、网络博客等现代化通信方式已被广泛使用且方便快捷，但英文商务信函对于我国从事国际贸易或对外贸易的进出口公司而言仍然是重要的联络方式之一，而且其他商务联络方式的信函撰写往往也有赖于此。因此，必须认真对待英文商务信函的规范写作。

本模块的教学目的是使学生掌握英文商务信函的主要书写格式、基本书写原则以及信封的正确书写要求。



Introduction

In modern society, with rapid development and keen competition, various modes of communications between individuals and groups, especially between those enterprises who are engaging in importing & exporting goods from abroad, have been becoming much more frequent and important than before. Compared with other modes of communications, English business letters have been playing an important role in international trade or foreign trade. They can help not only exchange feelings but also pass on useful information and express main ideas on international trade or foreign trade.

1.1 Functions of Business Letters

There are two main functions of English business letters. The first one is to make a quotation or an offer, an enquiry or an order, a complaint or a claim, etc. or give a reply to an enquiry, an offer, an order, a complaint or a claim, etc.; the second one is to keep a record of all the important information for reference or for file.

In a word, English business letters serve to get or convey business information about international trade or foreign trade; to make or to accept an offer or an order, a complaint or a claim, etc.; even to deal with various business situations.

1.2 Forms of Business Letters

In business practices, the following four forms are usually used in English business letters according to the senders' preferences.

1.2.1 Full Block Form

It was customary to type every part of an English business letter from the left margin so as to be convenient for a typewriter, which is called Full Block Form. But later than it was not considered a beautiful layout. So some businessmen use a Modified Block Form with Indented Style instead.



Specimen

Marketing Department

ABC Textile Company

Boston, MA 02161

U.S.A.

Tel: ××××××

Fax: ××××××

Your ref: B0825

Our ref: ACDE

Date: Aug. 8, 2010

Dongfang Textile Import & Export Corp.

118 Keyuan Road, 100080

Beijing, China

Dear Sirs,

Thank you for your letter of August 6, 2010. We are a company that has been engaged in importing textile from your country for ages and have enjoyed great popularity in this line.

As we have the same business scope, we are interested in entering business relations with you. Our purchasing manager will contact you in person. And we are enclosing a copy of our self-introduction for your reference.

We are looking forward to your reply with great interest.

Yours faithfully,

(Signature)

J. Mark, Manager

Marketing Department

ABC Textile Company

1.2.2 Modified Block Form with Indented Style

In Modified Block Form with Indented Style, the sender's address is typed in the up-center part, while the receiver's address starts from the left margin under the line of Date and Reference. Complimentary Close and Signature are all typed from the middle little towards the right.

But in today's more and more frequent economy contacts, English business letters should be simple and clear, so Modified Block Form and Simplified Form come out.



Specimen

Marketing Department

ABC Textile Company

Boston, MA 02161

U.S.A.

Tel: xxxxxx Fax: xxxxxx

Your ref: B0825

Our ref: ACDE

Aug. 8, 2010

Dongfang Textile Import & Export Corp.

118 Keyuan Road,

Beijing, China

Dear Sirs,

Thank you for your letter of August 6, 2010. We are a company that has been engaged in importing textile from your country for ages and have enjoyed great popularity in this line.

As we have the same business scope, we are interested in entering business relations with you. Our purchasing manager will contact you in person. And we are enclosing a copy of our self-introduction for your reference.

We are looking forward to your reply with great interest.

Yours faithfully,

(Signature)

J. Marks, Manager

Marketing Department

ABC Textile Company

1.2.3 Modified Block Form

In Modified Block Form, all the parts of an English business letter start from the left margin except Date and Reference, Complimentary Close and Signature which are placed same as that in Modified Block Form with Indented Style.



Specimen

Marketing Department

ABC Textile Company

Boston, MA 02161

U.S.A.

Tel: ××××××

Fax: ××××××

Your ref: B0825

Our ref: ACDE

Aug. 8, 2010

Dongfang Textile Import & Export Corp.

118 Keyuan Road, 100080

Beijing, China

Dear Sirs,

Thank you for your letter of August 6, 2010. We are a company that has been engaged in importing textile from your country for ages and have enjoyed great popularity in this line.

As we have the same business scope, we are interested in entering business relations with you. Our purchasing manager will contact you in person. And we are enclosing a copy of our self-introduction for your reference.

We are looking forward to your reply with great interest.

Yours faithfully,

(Signature)

J. Mark, Manager

Marketing Department

ABC Textile Company

1.2.4 Simplified Form

Simplified Form is somewhat like Full Block Form. But some parts are omitted, such as Reference, Salutation and Complimentary Close.



Specimen

Marketing Department

ABC Textile Company

Boston, MA 02161

U.S.A.

Tel: ××××××

Fax: ××××××

Aug. 8, 2010

Dongfang Textile Import & Export Corp.

118 Keyuan Road, 100080

Beijing, China

Thank you for your letter of August 6, 2010. We are a company that has been engaged in importing textile from your country for ages and have enjoyed great popularity in this line.

As we have the same business scope, we are interested in entering business relations with you. Our purchasing manager will contact you in person. And we are enclosing a copy of our self-introduction for your reference.

We are looking forward to your reply with great interest.

(Signature)

J. Mark, Manager

The above four forms of an English business letter are all popular among most import & export companies and are commonly used nowadays. A sender could choose whatever he

or she likes from those according to his or her preference. But do remember that the main aim of designing an English business letter is to make it not only pleasing to the eyes of the receiver, but also convenient to be typed for the sender.

1.3 The Structure of Business Letters

1.3.1 Parts of a Business Letter

1. Letterhead 信头
2. Reference and Date 编号和日期
3. Inside Name and Address 收信人的姓名和地址
4. Attention Line 注意事项/经办人
5. Salutation 称呼
6. Subject Line 事由
7. Body 正文
8. Complimentary Close 结尾敬语
9. Signature 签名
10. Enclosure 附件
11. Carbon Copy Notation 抄送
12. Postscript 附言

1——

Marketing Department

ABC Textile Company

Boston, MA 02161

U.S.A.

Tel: ×××××× Fax: ××××××

2——*Your ref: B0825*

Our ref: ACDE

Aug. 8, 2010

3——*Dongfang Textile Import & Export Corp.*

118 Keyuan Road, 100080

Beijing, China

4——*Attention Line: Sales Department*

5——*Dear Sirs,*

6——*Subject Line: Textile*

7—*Thank you for your letter of August 6, 2010. We are a company that has been engaged in importing textile from your country for ages and have enjoyed great popularity in this line.*

As we have the same business scope, we are interested in entering business relations with you. Our purchasing Manager will contact you in person.

We are looking forward to your reply with great interest.

8—*Yours faithfully,*

9—*(Signature)*

J. Mark, Manager

Marketing Department

ABC Textile Company

10—*Encl. as stated*

11—*C.C. our branch offices*

12—*P.S. It will be highly appreciated if you airmail us your latest price list and catalogue for our reference.*

1.3.2 The Ways of Writing All the Above Parts

1. Letterhead 信头

Letterhead includes the sender's name, postal address, telephone number, fax number and e-mail address, etc. Usually it is typed in the up-center or at the left margin of a letter writing paper.

2. Reference and Date 编号和日期

In business communications, when a company writes to another one, each of them often gives a Reference for file, which may include a file number, departmental code or the initials of the signer followed by the typist of the letter. To avoid confusion, they are marked "Our ref.:" and "Your ref.:", which are typed immediately below Letterhead.

Date should always be typed in full and not abbreviated, and the -th, -st, -nd, -rd that follow the day can be omitted. But do remember: Don't write 10 instead of 2010 for the year. Meanwhile, avoid typing dates in figures, since it could easily be confusing. Because British form of an English business letter follows the order of day, month and year while the American practice is to write it in the order of month, day and year. So 08/11/2010 could be considered as either November 8, 2010 or August 11, 2010.

3. Inside Name and Address 收信人的姓名和地址

The name and address of the receiver is called Inside Name and Address, and is usually typed at the left-hand margin about two to four spaces below Date and Reference. It should appear exactly the same way as it is on the envelope.

Mr., Mrs., Miss, Ms. and Messrs. are used to address to a person, which are called the ordinary courtesy titles. Mr. for a man, the others—Mrs., Miss, and Ms. for a woman. Messrs. (abbreviation of Messieurs) is also a courtesy title, used for partnerships whose company's name includes a personal element, as in Messrs. William & Thomas.

4. Attention Line 注意事项/经办人

Attention Line is used when the sender of an English business letter addressed to an organization or an enterprise but be wished to direct to a specific individual or section of the organization or the enterprise. It generally follows Inside Name and Address.

5. Salutation 称呼

Salutation is the complimentary greeting with which the sender opens his or her letter. Its form depends on the sender's relationship with the receiver. It is usually typed two spaces below Inside Name and Address or Attention Line, and followed by a comma for "Dear Sir", or "Dear Sirs", "Dear Madam" or "Dear Mesdames" and a colon for "Gentlemen"(always should be in plural form and never write "Gentleman"). If the receiver is known to the sender personally, a warmer greeting can be used, such as "Dear Mr. Smith".

6. Subject Line 事由

Subject Line is actually the main idea of an English business letter. It is usually positioned between Salutation and Body of the Letter either at the left-hand margin for Fully-blocked Letter Form or centrally over the Body of the Letter for other forms. It aims to call the receiver's attention to the topic of the letter.

7. Body of the Letter 正文

Body of the Letter is the most important and essential part of an English business letter. It serves to express the sender's ideas, opinions, purposes and wishes, etc., so it must be carefully planned and designed.

When writing, please pay more attention to the following.

- 1) Write briefly, courteously, grammatically and to the point.
- 2) Confine each paragraph to one topic.
- 3) Type it accurately and try to display it artistically.

Notes

- 1) Margins especially are quite important, for they can serve to "frame" the letter to make it

pleased to the receiver's eyes.

2) If there has been previous correspondences, the reply letter should refer to it in the first paragraph. While the sender's plans, hopes and expectations should be expressed in the last paragraph.

8. Complimentary Close 结尾敬语

Complimentary Close is merely a polite way of ending an English business letter. It should be in keep with Salutation. The most commonly used sets of Salutation and Complimentary Close are as follows:

1) Formal: Dear Sir(s), / Gentlemen:

Yours faithfully, / Faithfully yours, / Yours truly, / Truly yours,

2) Less Formal: Dear Mr. Smith,

Yours sincerely, / Sincerely yours,

As Salutation and Complimentary Close are merely a matter of courtesy and don't mean anything to the message — Body of the Letter, they are usually omitted in Simplified Form used nowadays.

9. Signature 签名

It is common to type the name of the sender's company immediately below Complimentary Close. Please note that the person who dictated the letter should sign his or her name by hand or in black or blue ink followed by his or her job title or position, since hand-written signatures are always illegible and may cause confusion.

10. Enclosure 附件

If something is enclosed for the receiver's reference, note it below Signature.

11. Carbon Copy Notation 抄送

When copies of an English business letter are ready to be sent to others in the same company, who may be related to the message, remember to type C.C. below Signature at the left margin.

12. Postscript 附言

If the sender wishes to add something he or she forgot to mention or just for emphasis, he or she may add P.S. two spaces below C.C. But try to avoid using P.S. , since it may imply that the sender failed to plan and design his or her letter well before he or she typed it.

1.3.3 Addressing Envelopes

The envelope of an English business letter always has the return address (the sender's address) printed in the upper left of the cover, while the receiver's name and address is in about half way down the envelope centrally. The postmark or stamp should be placed in the up right-hand corner,

while the bottom left-hand corner is for post notations such as “Confidential”, “Secret”, “Printed Matter”, “Registered”, “Urgent / Rush”, “Sample”, “with Compliments”, “Photo inside”, etc.



Specimen

Marketing Department
ABC Textile Company
Boston, MA 02161
U.S.A.

(Stamps)

Dongfang Textile Import & Export Corp.
118 Keyuan Road, 100080
Beijing, China

Urgent

1.4 Writing Principles and Language Features of Business Letters

The writing of an English business letter is a kind of practical English writing, so the proper usage of practical language is an essential element. Such a practical writing has its specific language style, and the writing principles are called the seven “C”s. These are courtesy, consideration, completeness, clarity, conciseness, concreteness and correctness.

1. Courtesy 礼貌

Courtesy is not merely politeness. Actually it brings about a sincere attitude.

In order to make an English business letter courteous, you'd better try to avoid irritating, offensive or belittling statements. And to answer letters promptly is also a matter of courtesy.

请比较

你方 2010 年 8 月 8 日的来函收悉。

We have received your letter of August 8, 2010.

Your letter of August 8, 2010 has been received our careful attention.

2. Consideration 体谅

Consideration emphasizes your attitude rather than our attitude. It aims to create a friendly impression.

When writing a letter, you'd better keep the reader's requests, needs, desires as well as feelings in mind. And plan the most pleasure way to present the message for the reader to accept.