

高职高专商务英语系列教材

总主编 李德荣

Dealing with Customers

主编 / 黎 莉 副主编 / 赵秀华

客户沟通技能



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总序

Preface

中国的企业正在转型为与国际接轨的现代企业。这一转型就宏观层面而言,是一种文化的转型。其成功与否,取决于能否借鉴世界上(尤其是发达国家和地区)已被证明为成功的企业管理文化。企业管理文化博大精深,至关重要。它大可涉及国计民生、社会安定、企业责任、管理风格,小可涉及计划安排、日常管理、服务态度、待人接物。这一文化是整个社会文化的一个重要组成部分,且直接影响人民生活。令人遗憾的是,对这一文化至今尚缺少应有的关注和倡导。

上海商贸职业教育集团根据国家经济发展战略和教育部构建现代职教体系的要求,从2009年起致力于各级各类职业教育协调发展的研究和中高职教育有效衔接的实践,完成了中高职教育定位正确、专业培养目标与职业岗位培养方向对接、学历证书与人社局职业资格证书融通的《商务英语》《会计》《市场营销/连锁经营管理》《金融事务》《国际商务》《现代物流》《应用艺术设计》和《酒店管理》等8个中高职教育专业教学方案。其中《商务英语》专业教学方案更是基于国际化视野、有机融入企业文化、所有课程进一步突出能力标准的全新开发。

《商务英语》专业教学方案致力于引进国际新的教育教学理念,从理论到操作层面对旧的课程设置和教学内容进行大刀阔斧的改革,使之既与国际接轨,同时适合中国国情。该教学方案大力引进国外课程,解决学英语和学专业的矛盾,意在终结英语学习和专业学习“两张皮”的历史,在探索中高职教育如何实现有效衔接或一体化的研究中取得积极的进展。项目论证的有关专家一致认为新方案从实际而非概念出发,借鉴发达国家成功经验,大胆创新,为中高职商务英语专业的发展,开创了值得努力试探和实践的新的道路。

该专业教学方案配套教材计划开发12册,按教学进程需要,我们将以下8门课程列入首批编写,这些课程包括:

The Business World (企业与社会)

Telephone Skills (电话交流技能)

Workplace Communication Skills(工作场所交流技能)

Writing Workplace Documents(工作文件写作)

Negotiation Skills(谈判技能)

How to Make a Good Presentation(演示技能)

Dealing with Customers(客户沟通技能)

Job-seeking Skills(求职技能)

以上这些新教材以英语为载体,介绍先进的企业管理文化,同时具有语言教材的特点,更加适合中国学生学习。与传统教材相比,新教材具有下列特点:

1. 专业课程体现专业特色,迈出与国际接轨的步伐。以往的专业课程没有明确的规定和规范,各校根据自身的条件和情况开设,有的侧重外贸,有的侧重营销,也有的将重点放在开设一些单证、报关等实务课程。新教材积极借鉴国外相关经验,从培养目标出发,以“能用英语从事商务活动”为教改基本思想,以英语应用能力和商务实践能力为重点,以求达到“知识型、发展型技能人才”的培养目标。把商务专业知识的学习,与英语学习自然地融合在一起,让学生既学专业,又学英语,两者相辅相成,相得益彰。

2. 有利于做到中高职课程衔接。以往中高职互不通气,各行其是,所开设的课程任意性很大,不利于专业建设。新教学方案对专业要求进行了明确的界定,为中职商务英语专业的课程设置提供了依据。以上提及的8册教材中,有些教材的部分章节可用于中职课程。

3. 标准细化,便于操作。新教材对课程的知识 and 技能要求作了全新的诠释和详尽的规定,由浅入深,知行一体。在体例上,这套教材既是专业教材,又具有语言教材的特点。在介绍专业知识的同时,对专业知识的语言载体——包括词汇、句型、习惯用法、商务英语的特点等用注释、标示及各类练习等手段,让学生掌握并应用,提高英语水平。这一新的尝试,旨在努力改变以往商务英语专业存在的英语和专业“两张皮”的状况,开创一条让专业与英语融合的新路。

4. 运用先进的教学理念,从内容到形式均为创新性教材,从教学内容到教学手段,既充分与国际接轨,同时适用于中国学生,为国内首创。在专业知识介绍方面,内容上力求基础、实用,文字上力求简明、通俗,以适合职业教育的特点和学生现有的英语水平。

我国的职业教育与发达国家相比差距很大。这也使它具有很大的发展和创新的空间。职业教育的发展需要更多的关注、关心和扶持。本套教材系新创,问题和不足在所难免,希望广大教师在使用中提出宝贵的修改意见,以帮助本系列教材不断完善。

上海商贸职业教育集团常务副理事长 冯伟国

2013年8月

前言

Foreword

随着市场的变化,市场竞争的焦点已经从产品的竞争转向服务的竞争和客户的竞争,特别是谁能与客户建立和保持一种长期良好的合作关系、赢得客户信任和明确客户的需求,谁就能制定出科学的企业经营战略和市场营销策略,提供满意的客户服务,获取最大利润,增加企业核心竞争力。

由此可见,如何与客户建立一个良好的关系已经成为商务活动中必不可少的一种能力。为了满足高职高专商务英语专业学生对专业能力的需求,开设如何处理与客户关系的课程便显得举足轻重。本教材就是针对这一专业课程精心撰写而成的。本教材不仅适用于商务英语专业学生使用,也同样适用于国际商务、国际贸易、涉外事务管理及涉外文秘等专业的学生使用。

本教材分五个部分:第一部分主要介绍影响购买者行为的几个重要因素及购买决定的过程,帮助学生简单了解购买者行为。第二部分以主要的服务行业为背景,让学生掌握在不同的服务行业中应该如何提供良好的客户服务。第三部分是帮助学生学会如何与客户建立并保持良好的关系。第四部分主要介绍在与客户的沟通中可能会出现的一些障碍,帮助学生通过一些有效的方法去消除和解决这些障碍以达到沟通的顺利进行。最后一部分主要针对一些服务行业出现的较典型的、难以处理和解决的困境提供一些解决的方式方法。

本教材具有以下特点:

1. 结合商务英语专业对语言有较高要求的特点,我们摒弃了用中文编写教材的方式,直接用英语进行教材的编写。但是我们还必须考虑高职学生的学习能力、认知水平的特点,因此在教材内容编写上,通常采用的都是简单易懂的语言表达方式,结合大量的实例及图片让学生能够比较轻松地通过深入浅出的方式,理解所学习的课程内容。

2. 教材的练习部分是本教材的又一个亮点。它不仅能够帮助学生复习和巩固课程内容,还为学生提供了一些图文并茂的专业练习,让学生有机会通过学习的知识解决一些实用性很强的问题。同时我们还为学生提供了一定量的语言训练练习,提高学生的语言运用能力。

3. 为了让学生具备实际的操作能力,根据每个章节及主要内容,我们安排了一连串的“Case Study”,这样就能让学生在学完一个单元后,有机会进行实践操作,体验如何建立和维护与客户的良好关系,从而提高高职学生的实践操作能力。

本教材由上海新侨职业技术学院黎莉老师主编,参加编写的有赵秀华、黄李、万国迎和谢宁宁老师。在编写过程中。编者查阅了大量的国内外资料,同时向诸多业内行家进行了咨询和请教,在此向各位表示衷心感谢。

为方便教学,本书配有习题参考答案,需要的读者可访问 www.lixinaph.com 获取。

虽然编者在本教材的编写过程中倾注了大量的时间和精力,但是由于经验和水平有限,不当及不足之处在所难免,望使用本教材的广大师生多提宝贵意见,使本教材更加完善,并在此表示感谢!

编 者

2013.8

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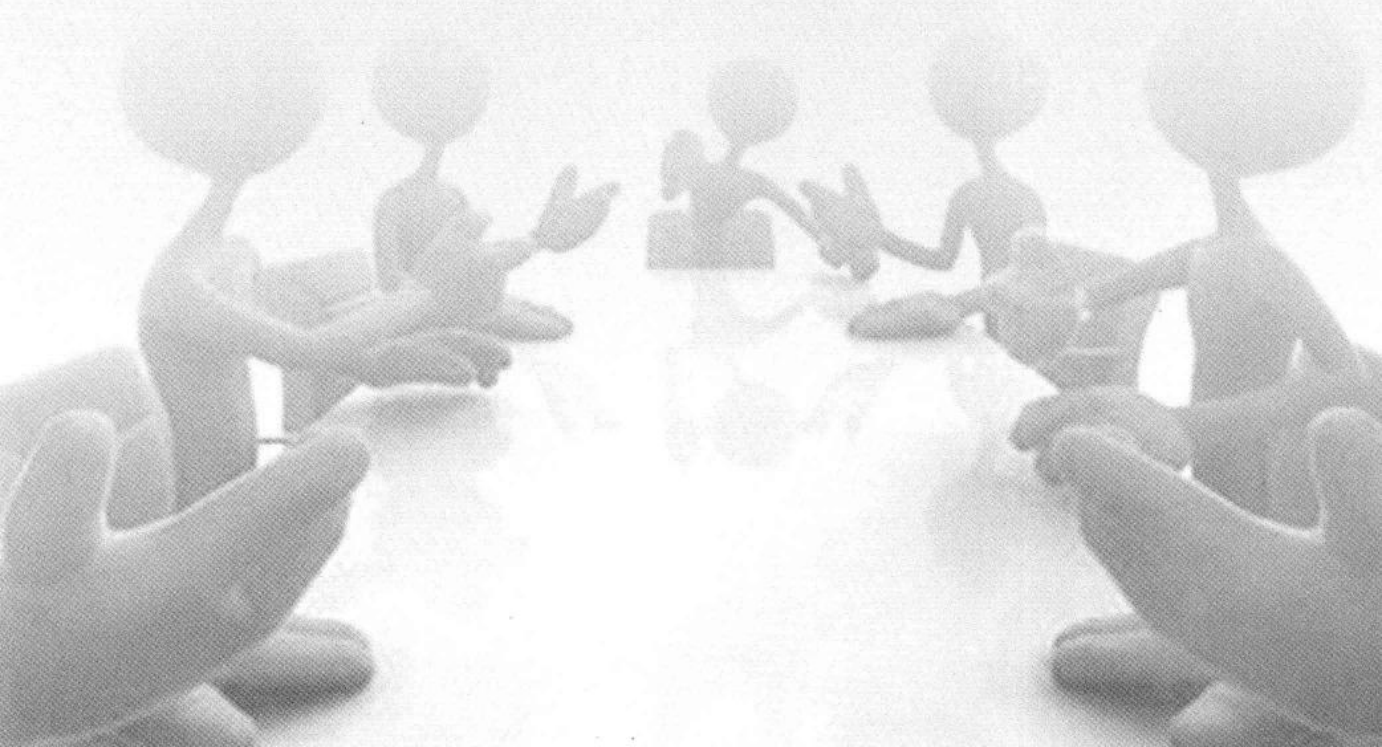
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Chapter 1

Buyer Behavior



Unit 1

An Overview of Buyer Behavior

In order to understand buyer behavior, we should go through the following questions:

1. Who is a buyer

A buyer is defined as a person who purchases merchandise¹ for his/her own use or on the behalf of another person based on different types of consumer needs². In simpler words a buyer is one who consumes goods and services available in the market.

For example, Victor might purchase a book for his son or Mike might buy a laptop for himself. In the above examples, both Victor and Mike are buyers.

2. What is buyer behavior

Buyer behavior refers to the study of the processes involved when individuals or groups select, purchase, use, or dispose of products or services to satisfy needs and desires³. Marketers strive to understand this behavior so they can better formulate appropriate marketing stimuli⁴ that will result in increased sales and brand loyalty⁵.

The study of buyer behavior explains as to:

- Why does a buyer buy a product?
 - ✓ Need
 - ✓ Social Status
 - ✓ Gifting Purpose



- When does a buyer buy a product?



- ✓ Festive season
- ✓ Birthday
- ✓ Anniversary
- ✓ Marriage or other special occasions

- How does a buyer buy a product?

- ✓ Need recognition⁶
- ✓ Information Search⁷
- ✓ Evaluation of Alternatives⁸
- ✓ Purchase Decision

During Christmas or Valentines week, the buying tendencies⁹ of consumers increase as compared to other months because buyers have the needs of purchasing gifts for their family or partners at that time. So we can find out the main catalyst which triggers the buying decision of a buyer is need for a particular product or service¹⁰. Consumers purchase products and services as and when need arises.

Of course, in the above example, there are several stages they go through before they finally picks up these gifts for their families or partners, such as: the need of their partners', the information gathering, evaluation and so on.

3. Why do we study buyer behavior

Research shows that two different buyers buying the same product may have done it for different reasons, paid different prices, used in different ways, have different emotional attachments towards the things and so on. So the study of buyer behavior is very important because it enables you to understand not only your customers' interests, but also your customers' needs.

For example, a clothing company may have plans to launch a new line of clothing¹¹. To ensure success, they may want to know what type of material and design that will capture the customers' interests. Accurate and current consumer interests and needs will greatly help the clothing company to devise a product line and a marketing strategy¹² that will sell.

- The buyer's interests

Every customer shows inclination towards particular products and services¹³. Consumer interest is nothing but willingness of consumers to purchase products and services as per their interests and tastes.

Buyers, who are pragmatists¹⁴, will be interested in the items that are practical or useful. They make purchases based more on quality and durability than on physical beauty. The aesthetically inclined consumer¹⁵, on the other hand, is drawn to objects that project symmetry, harmony, and beauty.

Both Linda and Susan went to pub to have a tea break¹⁶ after work. The waitress showed them a wide range of beverage available. Linda immediately ordered a cup of black tea with milk. But Susan wanted a cup of Cappuccino¹⁷.

In the above example, Linda and Susan had similar requirements but there was a huge difference in their interests.

- The buyers' needs

People buy to satisfy all types of needs. Some of these needs are basic and must be fulfilled by everyone on the planet while others are not required for basic survival¹⁸ and vary depending on the person. In fact, in many countries where the standard of living is very high, a large portion of the population's income is spent on wants and desires rather than on basic needs.

- ✓ Basic needs

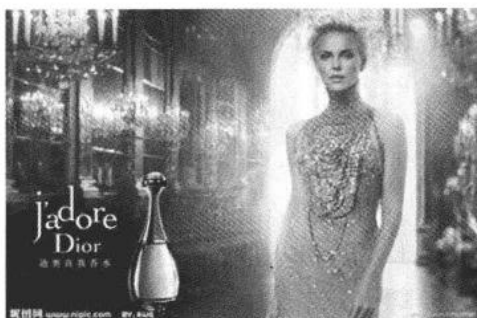
Modern basic needs have evolved with society to include food and shelter, a range of healthy lifestyle choices, technological devices and transportation means, enabling consumers to coexist comfortably¹⁹ in society. Food and water are the number 1 basic need of all human beings.

Katy was very hungry and went to a nearby KFC and ordered chips for herself. Why did Katy buy chips? The answer is that she felt hungry and wanted to eat something to meet her physiological need²⁰. Hunger was physiological need for Katy to purchase chips.

Consumers purchase many products relating to the safety and comfort of themselves and their families. When a buyer is looking for a pain relief product²¹, for example, while price may be one issue, the main concern for this buyer is how fast and effective the product will get rid of the pain. He asks for another basic need — safety need.

✓ Needs of love and longing

Once people have the basics for survival and security, the needs for love and longing are the one that consumers persistently pursue²². It is extensively used to market products of all types. Marketing campaigns²³ based on this theory are evident across the business sector²⁴, appealing to consumers' needs for love and affection.



Examples are everywhere and successfully aid in marketing everything from chocolates, clothes and pet accessories to cars, beauty products and home furnishings. Women's perfume and men's cologne advertisements very often imply that the wearer will receive love by using a certain scent.

✓ Needs for esteem and self fulfillment²⁵

Consumer's needs for esteem are evident right across society and products. Luxury items are typically marketed with this in mind, including luxury cars, prestigious homes²⁶, furnishings and expensive designer clothes. With luxury items, the higher the price, the more the prestige that is linked to the product.

The parent who buys his son the most expensive Little League bat²⁷, the person who attends a education program or the cook who buys the best knives to win the international competition are examples of people who are pursuing the needs for self fulfillment.



Notes

1. purchases merchandise: 购买商品
2. consumer needs: 消费者需求
3. Buyer behavior refers to the study of the processes involved when individuals or

groups select, purchase, use, or dispose of products or services to satisfy needs and desires: 消费者行为主要研究个体或群体为满足需要和欲望而挑选、购买、使用或处理产品和服务时所涉及的过程

4. marketing stimuli: 市场营销刺激点
5. brand loyalty: 品牌忠诚度
6. need recognition: 需求确认
7. information search: 信息收集
8. evaluation of alternatives: 选择性评估
9. buying tendencies: 购买倾向
10. So we can find out the main catalyst which triggers the buying decision of a buyer is need for a particular product or service: 所以我们发现让购买者产生购买决定的触发因素就是对某种产品或服务的需求
11. launch a new line of clothing: 推出一系列全新的服装
12. devise a product line and a marketing strategy: 设计生产线和销售策略
13. shows inclination towards particular products and services: 对某种产品和服务表现出偏爱
14. pragmatists: 实用主义者
15. aesthetically inclined consumer: 有审美倾向的客户
16. have a tea break: 喝茶休息
17. Cappuccino: 卡布奇诺咖啡
18. basic survival: 基本生存
19. coexist comfortably: 快乐地和平相处
20. meet her physiological need: 满足她的生存需求
21. a pain relief product: 止痛产品
22. persistently pursue: 不懈地追求
23. marketing campaigns: 营销活动
24. business sector: 商界
25. self fulfillment: 自我实现
26. prestigious homes: 豪宅
27. Little League bat: 小联盟牌棒球拍

► Questions based on the text

I. Answer these questions to help you comprehend the text.

1. Who is a buyer?
2. What is buyer behavior?

3. When do buyers often buy products?
4. What may be a trigger for the buyers to make the buying decision?
5. Why do marketers always study buyer behavior?

II. Decide whether the following statements are true or false according to the text.

- () 1. A buyer is an individual who buys products or services for personal use.
- () 2. Buyer behavior can help you to understand your customers' interests and needs.
- () 3. On Mother's day, the sales of flowers often increases because the flowers are fresh and nice.
- () 4. Buyer needs are some necessary items in which to survive.
- () 5. An individual who is thirsty would definitely want to drink some water to meet his need of love.
- () 6. Security needs are used by marketers to sell medicine and houses.
- () 7. Knowing the different needs that stimulate consumer purchase activity can help marketers design appropriate sales techniques and responses.
- () 8. Buying a luxury car is based on the need for esteem and self fulfillment.

► Business Vocabulary and Useful Expressions

I. Translate the following terms.

evaluation of alternatives	购买商品
buying tendencies	市场营销刺激点
physical beauty	消费者需求
business sector	品牌忠诚度
self fulfillment	购买决策
information search	销售策略
emotional attachments	基本生存
luxury items	和平相处
needs of love and longing	营销活动
transportation means	豪宅

II. Fill in the blanks with words or phrases given below. Change the form where necessary.

available formulate stimulus catalyst evaluate

1. The project was outlined with relation to _____ funds.
2. Reaction to strong _____ from the outside world is a characteristic of all