

成功素质教育与开发内化教学模式试用教材

Spoken English

for
International Business

实用 商务英语 口语

◎张玉珍 徐艳玲 主 编
◎詹才琴 王 丹 副主编

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图书在版编目(CIP)数据

实用商务英语口语 / 张玉珍, 徐艳玲著. —武汉:
湖北科学技术出版社, 2013. 5
ISBN 978-7-5352-5742-0

I. ①实… II. ①张… ②徐… III. ①贸易—英语—
口语—高等教育—教材 IV. ①H319.9

中国版本图书馆 CIP 数据核字 (2013) 第 099119 号

责任编辑: 宋志阳(28963030@qq.com)

封面设计: 喻 杨

出版发行: 湖北科学技术出版社

电话: 027-87679468

地 址: 武汉市雄楚大街 268 号

(湖北出版文化城 B 座 13-14 层)

邮编: 430070

网 址: <http://www.hbstp.com.cn>

印 刷: 武汉中科兴业印务有限公司

邮编: 430071

787 毫米×1092 毫米

1/16

17 印张

370 千字

2013 年 8 月第 1 版

2013 年 8 月第 1 次印刷

定价: 32.00 元

本书如有印装质量问题 可找本社市场部更换

前言

随着我国经济日益融入全球化,我国已成为全球最具活力的市场之一,越来越多的企业参与到国际竞争中。在这一背景下,国内对既掌握一定的商务知识,又具备较高英语应用能力的复合型人才的需求量不断攀升。本教材旨在满足我国高等院校商务英语、国际贸易、国际商务管理、市场营销、涉外经济、涉外公关文秘等专业培养“语言+商务”的复合型人才和广大从事各种商贸或跨文化交流工作的人员提高综合运用商务知识和英语语言技能的需要。

本教材以实用、适用为原则,所选素材贴近真实的商务场景,内容和语言与时俱进。单元设计循序渐进,内容前后关联呼应,并针对口语教学的特点,设计了多种不同的口语训练形式,以供学生上课下课操练实践。归纳起来,本教材具有以下特点:

1. 实用性强

本书精选了日常商务沟通和外贸业务中的典型场景,介绍了这些场景下经常使用的口语表达和沟通技巧。日常商务沟通部分包括接听电话、商务旅行、机场接送、酒店预订和入住、接待外商、带领外商参观工厂、参加交易会等。外贸业务部分则围绕外贸业务的主要环节展开,包括交易磋商、合同签订、合同履行和争议索赔的处理等。其中交易磋商部分包括询盘、发盘、讨价还价、支付条款、包装条款、运输条款和保险条款;履行合同部分主要是从进出口商的角度出发,包括了催开信用证、审核信用证、联系进口商修改信用证、装船、发装船通知等环节;争议及索赔部分主要是指交货后买方就货物的质量、货损、包装等方面出现的问题向卖方索赔,买卖双方就此进行谈判并且妥善处理等。

2. 体例新颖,突出对口语技能的训练

全书设有二十二个单元,每个单元由五个模块组成,包括要点、热身练习、情景会话、口头训练、文化背景知识等。

要点(Focus):指出本单元的重点。

热身练习(Warming Up):引导学生了解和思考与本单元主题相关的背景知识和商务知识,帮助学生进入积极思维和口语表达的状态,为下一步进行正式的口语训练打下基础。

情景会话(Situational Conversation):本部分为语言真实性较高的情景会话范例。每个单元围绕一个主题展开,其中又包含二至四个相关的子情景对话范例。每段会话范例后配有主要词汇和短语、注释和提示性的问题,以帮助学生更好地学习和理解商务活动的步骤、流程和主题内容,并在此基础上进行相应的模仿操练。

口头训练(Oral Practice):根据口语教学的特点,本部分设置了不同类型的训练形式,如个人练习(Individual Work)、双人练习(Pair Work)及小组练习(Group Work)等形式,通过替换练习(Substitution Exercises)、口头翻译(Oral Translation)、角色扮演(Role Play)、话题讨论(Discussion)、案例分析(Case Study)、课堂展示(Presentation)等形式多

样的练习和活动,让学生切实学会在商务活动中用英语进行沟通,并顺利地开展商务活动。

文化背景知识(Cultural Reference):对本单元涉及到的常识、商务礼仪、谈判技巧、文化背景及商务知识进行简要介绍和归纳,以拓宽学生的视野,有助于学生更好地学习和理解。

3. 单元设计循序渐进,前后关联呼应

单元设计循序渐进,内容前后衔接,环环相扣。所选商务话题由日常商务交际逐渐向专业外贸谈判深入,口语沟通的难度和所需语言技能也随着单元的推进而逐渐提高。

4. 内容和语言与时俱进,具有较强的时代感

所选素材贴近真实的商务场景,内容和语言与时俱进,能够反映快速变化的时代。

《实用商务英语口语》由张玉珍和徐艳玲两位老师担任主编,并负责全书内容的策划和审订工作。参与编写的有(按篇章顺序)詹才琴(第1~6单元)、张玉珍(第7~8单元)、徐艳玲(第9~12单元)、王丹(第13~16单元)、张玉珍(第17~22单元)。在本教材的编写过程中,编者参考了大量国内外商务英语和商务谈判的相关书籍和资料,个别地方引用了现成资料,在此特向原作者致以衷心的感谢!

为方便读者,本书配有口译练习参考答案,并附有中英文合同范本、UCP600等文献资料。此外,本书还配有多媒体课件,供教师教学参考(可以联系编者免费索要,联系方式:zhzyh1222@sina.com)。

由于编写时间仓促,编者水平有限,书中不妥之处在所难免,敬请同行专家和广大读者批评指正。

编者

2013年5月于武昌理工学院

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UNIT 1

Using the Telephone

Focus

- Making and answering the phone call
- Leaving a telephone message
- Making inquiries by telephone



Warming Up

The following questions may help you understand what you are going to learn in this unit. Work in pairs or groups and try to answer the following questions:

1. Is it very important to use the telephone? Why?
2. What are the advantages and disadvantages of using telephone compared with other means of communication?
3. Can you think of any commonly used phrases and expressions in telephone conversations?
4. Do you know any professional telephone etiquettes?

Part 1 Telephone inquiries

Tony Smith, an employee from Auchan Group in Paris, is calling Wuhan ProStar Electronics Co., Ltd. in Wuhan, China, asking for prices for notebook computers, Series A45E. The latter agrees to send the catalogue and price lists by email to Tony Smith.

Operator: Good morning. Wuhan ProStar Electronics. Can I help you?

Tony: Good morning. Can I speak to someone in Sales Department, please?

Operator: Please hold the line. I'm connecting you.

Tony: OK. Thank you.

(A few seconds later).

Operator: The number is ringing for you now.

Tony: Thank you for your help.

Mary: Sales Department. Mary Wong is speaking. What can I do for you?

Tony: This is Tony Smith from Auchan Group in Paris. I've read your advertisement on the Internet and I'm very interested in your notebook computers. Can

you send me your latest catalogue and price lists of your notebook computers, Series A45E?

Mary: Certainly, Mr. Smith. I'll send you right away. But where shall I send them?

Tony: Can you send them to me by email? My email address is: tonysmith@auchan.com.

Mary: Okay... tonysmith@auchan.com. So the name of your company is Auchan Group.

Tony: Yes, that's right. Auchan Group S. A. in Paris, France.

Mary: All right, Mr. Smith. I'll send you by email our latest catalogue and price lists of our notebook computers, Series A45E.

Tony: Thank you for your help. Goodbye.

Mary: You're welcome and thanks for calling. Goodbye.

Target Vocabulary

Sales Department	销售部
hold the line	别挂电话, 请勿收线
connect	给... 接通电话
notebook computer	笔记本电脑
series	系列
catalogue	产品目录
price list	价目表



Notes

1. Good morning. Wuhan ProStar Electronics. Can I help you?

当接听电话时,除了要问候对方外,还要立即告知对方接电话人的姓名或公司名称或所在部门名称或电话号码,以示礼貌。所以这里公司的接线员报出了公司的名称 Wuhan ProStar Electronics。而在对话的后半部分销售部的人接电话时,报上自己的部门名称和姓名,她说: Sales Department. Mary Wong is speaking. What can I do for you?

2. Can I speak to someone in Sales Department, please?

我能找一下销售部的人吗? / 我能跟销售部的人通电话吗?

这里法国公司的人是第一次打电话来咨询产品的信息,还不太确定要跟谁通话,所以用了 someone 一词,表明了通话的对象是销售部的某人。

通过电话要找某人可以说: Can I speak to...? / May I speak to...? / Can I talk to...? / I'd like to speak to... 还有一些比较随意的表达法,比如: Is Andy in? Is Jackson there? 如果需要转接到某人或某部门的话,还可以说 Would you like to put me through to...? 比如 Would you like to put me through to the General Manager's office? 如果知道分机号的话,也可以直接报上分机号,比如: Extension 426, please.

3. Please hold the line. 不要挂电话。

接电话的人要为打电话的人转接或叫某人的话,可以请打电话的人别挂电话或稍等。类似的表达法还有 Hold on, please. /Just a second, please. I'll get him. /Hang on one second. /Please hold and I'll put you through to his office. /One moment please. 等

4. I'm connecting you. 我把电话给你接过去。

转接电话还可以说“I'll put you through.”

5. This is Tony Smith from Auchan Group in Paris. 我是巴黎欧尚集团的托尼·史密斯。电话接通后,打电话的人通常会主动讲明自己的身份,一般不用“I am...”而要说“This is...”或“it's...”如:Hello, this is Julie Madison calling. /Hi, it's Gerry from the dentist's office here. 接电话的人有时会主动询问来电者的身份,可以说:May I know who is calling, please?



Comprehension Questions

1. Why does Tony Smith make this phone call?
2. In what way does Mary Wong send Mr. Smith the information he wants?

Part 2 Leaving a message on the phone

Franck Ribery, Purchasing Manager from Auchan Group S. A. in France, is calling Mr. Lee, Sales Manager of Wuhan ProStar Electronics Co., Ltd. Since Mr. Lee is not available at the moment, Mr. Ribery leaves a message.

Receptionist: Good morning! Wuhan ProStar Electronics Co., Ltd. How may I help you?

Ribery: Good morning! This is Franck Ribery calling from Auchan Group S. A. in France. I'd like to speak to Mr. Lee in Sales Department.

Receptionist: OK. Hold the line, please. I'll put you through.

Ribery: Thank you.

Linda: Hello, Mr. Lee's office. Who is calling please?

Ribery: Hello, this is Franck Ribery calling from the Purchasing Department of Auchan Group S. A. . May I speak to Mr. Lee?

Linda: I'm afraid Mr. Lee isn't available now. Would you like to leave a message?

Ribery: Yes. Please tell him that we are interested in your notebook computers, Series A45E, and we've got your price lists. But we'd like to know if there is any discount on large orders. Could you ask him to call me back?

Linda: Sure. May I have your number please?

Ribery: Yes, my number is (00)33-1-48168097.

Linda: And would you like to spell your name, please?

Ribery: Yes, f-r-a-n-c-k, Franck, r-i-b-e-r-y, Ribery.

Linda: OK, Mr. Franck Ribery from Auchan Group S. A. in France, and the number is (00)33-1-48168097. Is that right, Mr. Ribery?

Ribery: Yes, that's right.

Linda: OK. I'll give him the message.

Ribery: Thank you for your help.

Linda: You're welcome. Goodbye!

Target Vocabulary

put through	接通电话
Purchasing Department	采购部
available	可取得联系的; 空闲的, 有时间的
leave a message	留言, 留口信
discount	(价格、货款、债款等的) 折扣
order	订单, 订货



Notes

1. Who is calling please? 请问您是哪一位? / 请问怎么称呼您?

类似的表达还有:

May I ask who is calling, please?

May I know who is calling, please?

Who shall I say is calling, please?

Can I ask who's calling?

Whom am I speaking with?

Whom am I talking to?

And you are?

2. I'm afraid Mr. Lee isn't available now. 对不起, 李先生现在不在。

这一句是非常笼统地表明要找的人不在, 还可以给出一些非常具体的理由, 如:

I'm afraid she's in a meeting.

I'm afraid she's on holidays.

3. Would you like to leave a message?

您愿意留言吗/你愿意留个信息吗? 你愿意留个口信吗?

如果打电话的人要找的人不在, 或忙着不能接电话。接听电话的人可以提议让对方留言, 还可以说:

Can I take a message for him?

打电话的人也可以请求留言, 但说法不同:

Could I leave a message?

Could you take a message?

当然, 如果打电话的人要找的人不在, 或暂时忙着不能接电话, 打电话的人也可不必留言, 而选择换个时间再打过来, 可以这么说: I'll call back later.

4. May I know your number? 能告诉我你的电话号码吗?

还可以这么说: Could you tell me your number?

5. And would you like to spell your name, please? 您能拼读一下您的名字吗?

在打电话时,特别是要做电话记录时,对电话号码、人名、公司名、时间地点等重要信息要务必弄清楚,如果不太确定,可以请求对方告知,或拼读,或重复,或提高声音,下面是在这些情况下的表达方法:

Would you mind spelling that for me?

Could you please repeat that?

Could you speak up a little please?

Can you speak a little slower please?

Can you call me back? I think we have a bad connection.

6. OK, Mr. Franck Ribery from Auchan Group S. A. in France, and the number is (00) 33-1-48168097. Is that right, Mr. Ribery?

这里是 Linda 重复 Mr. Franck Ribery 的主要信息,以确认她的记录没有错误。当来电者讲完自己的留言内容后接听电话的人一般要重复一下主要内容,以保证记录或理解没有错误。



Comprehension Questions

1. What's Franck Ribery's purpose of making this phone call?
2. What does each part of the phone number (00)33-1-48168097 represent?



Oral Practice

Individual Work

1. Substitution Exercises

Drill 1

A: I'd like to speak to Mr. Smith, please.

B: _____

Complete the above dialogue by using the following:

—Hold the line, please. I'll put you through.

—Hang on, please. I'm connecting you.

—Just a moment, please. I'll get him for you.

Drill 2

A: _____

B: This is Mr. Fox from United Textiles.

Complete the above dialogue by using the following:

—May I ask who is calling, please?

—May I know who is this speaking?

—Who shall I say is calling, please?

Drill 3

A: _____

B: This is Mr. Smith speaking.

Complete the above dialogue by using the following:

—Mr. Smith, please.

—Is Mr. Smith there?

—Is Mr. Smith in?

Drill 4

A: _____

B: Certainly.

Complete the above dialogue by using the following:

—May I leave a message?

—Could you give him a message?

—Could you tell him Mr. Smith called?

Drill 5

Could you put me through to...?

Complete the above sentence by using the following:

—the Finance Department

—the manager's office

—the extension 506

2. Practice Sentences

- 1) I'm sorry. Mr. Smith is not in at the moment.
- 2) Mr. Smith, Mr. Li from United Textiles wants to speak to you.
- 3) I don't expect him to be available until 2:30.
- 4) Shall I ask him to call you when he returns?
- 5) Yes. Please tell him to call Mr. Zhang at 231-4567.
- 6) Sorry I can't hear you clearly. Would you please speak a little louder?
- 7) The line is bad. Would you please say that again?
- 8) Sorry. Something is wrong with the phone. It's not clear. Please repeat that.
- 9) Please ask him to give me a call as soon as he returns. He has my number.
- 10) I'm afraid he's stepped out. Would you like to leave a message?

3. Oral Translation Exercises

- 1) 你好,请帮我接裘德先生。
- 2) 请转 234 分机。
- 3) 请稍等(请别挂断)。我这就给您转过去。
- 4) 对不起,电话占线。您是等一下还是过会儿再打来?
- 5) 我想留话给裘德先生,让他给我回电话。我的号码是 580-4329 转 234 分机。
- 6) 对不起,这里没有叫史密斯的人,您肯定是拨错电话了。
- 7) 安德森先生,有你的电话。
- 8) 我是安德森,请问您是哪位?
- 9) 您能声音大一点吗? 我听不清楚。

10) 史密斯先生现在脱不开身。您愿意留个言吗?

Pair Work

Work in pairs. Construct dialogues based on the following situations.

Task 1

Student A: You are calling M & M and want to speak to Ms Grunwald. If Ms Grunwald isn't in the office, leave the following information:

- Your name
- The name of your company
- Your telephone number: 8677-8910 (or use your own)
- Ask Ms Grunwald to call you back. You can be reached until 5 o'clock at the above number. If Ms Grunwald calls after 5 o'clock, she should call 8458-2416

Student B: You are a receptionist at M & M. Student A would like to speak to Ms Grunwald, but she is out of the office. Take a message and make sure you get the following information:

- Name and telephone number—ask student A to spell the surname
- Message student A would like to leave for Ms Grunwald
- How late Ms Grunwald can call student A at the given telephone number

Task 2

Student A: You need to purchase ten new computers for your office. Call JA's Computer World and ask for the following information:

- Current special offers on computers
- Guaranty
- Possibility of discount for an order of six computers

Student B: You work at JA's Computer World and now answer student A's questions using the following information:

- Two special offers: Multimedia Monster—4,500 yuan; and Office Taskmaster—4,200 yuan
- One year guaranty on all computers
- Discount of 5% for orders of more than five computers

Group Work

Students will work in groups of 5~6 and have a discussion on the following questions:

1. When answering the phone call, what should be paid attention to?
2. When making a phone call, what should be paid attention to?
3. When taking a telephone message, what should be paid attention to?
4. When leaving a telephone message, what should be paid attention to?