



高职高专现代服务业系列教材·商务英语系列

商务英语口语

(下)

邱凤秀 总主编
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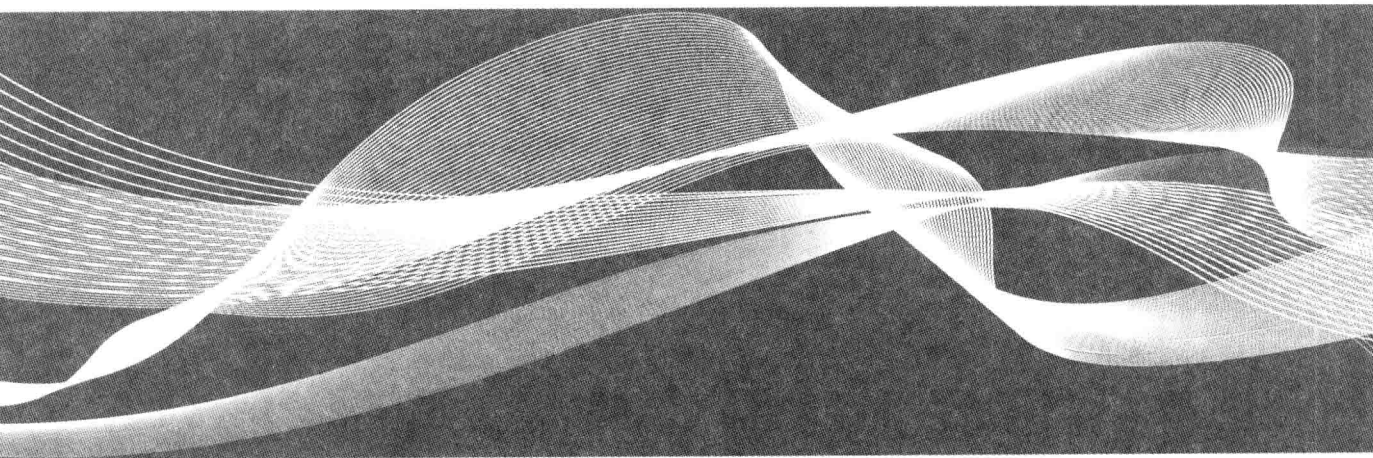
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前言

随着全球经济一体化的加速,中外交流、合作和贸易的机会日益增多,企业与企业之间及个人和个人之间的面对面交流日趋频繁,一线的对外商贸工作者逐渐成为社会紧缺人才。商务英语是专门用途英语,其特点就是注重实用性,而商务英语口语是培养学生应用英语提高交际能力的主要表现形式之一,流利的商务英语口语表达能力是国际商务活动中外贸工作者不可缺少的一项基本技能。鉴于此,我们编写了这本教材。

本书的编写始终围绕着“实用为先,商务口头应用能力为本”的宗旨,突出高职教育的就业导向,体现教育部2000年《高职高专教育英语课程教学基本要求》(试行)的精神,充分考虑当前高职高专商务英语口语教学的实际情况,以够用为度,把功能和情景结合,系统地安排了涉外商务环境中实用商务英语会话和谈判技巧的学习和训练,旨在培养高职高专学生在对外商务活动中熟练应用基本商务知识进行交际的能力。

本书为学习者提供了各种常见的商务口头交流的情景,通过加强模拟商务活动的口头练习,引导学生在不同商务交际场合进行有效沟通,突出语言的实践性;内容安排力求具有针对性、实用性和可操作性。

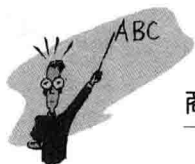
本书具有以下特点:

内容实用。本教材内容几乎涉及国际商务活动的各个环节,以模块和流程形式体现商务内容。每单元从该领域的基本商务小知识入手,从不同的角度提供实用表达句型,配予不同情景的对话样品,模拟实训让学生举一反三地进行口头练习,提高商务口头表达能力。

针对性强。本书充分考虑高职学生的学习特点,尽量避难就易,以够用为度,突出实践性。力求达到所学内容与就业岗位接轨,让学生就业后知道怎么做和怎么说。

注重实训。各单元均安排大量实训练习,包括口头陈述、案例分析、角色扮演、口译演练、模拟谈判等。口头实训内容围绕学生在商务领域要了解和掌握的问题展开,让学生把所学的商务知识和技能应用于实际商务情景中,达到学以致用目的。

本书分上下两册,各有十个单元。上册重点学习公司日常商务活动中的商务知识和语言口头表达技能;下册重点学习外贸活动各环节中涉及的外贸知识和外贸情景会话。



商务英语口语(下)

每单元由以下几个部分组成: Learning Objectives 学习目标、Lead - in 话题导入、Useful Expressions 实用表达、Situational Sample Dialogues 商务情景实战会话、Related Vocabulary 相关词汇、Practical Activities 实训活动 (Classroom Activities 课堂实训和 After - Class Practice 课后实训), Practical Sentences 句子小花絮等。

本书属于校企合作教程,编者具有丰富的企业实践和外贸经验。邱凤秀和姚建华负责教程的统筹安排和审订工作,企业负责人韩雄(厦门创想有限公司)、陈洪明(泉州亚伦集团)、赖秋香负责全书的策划和统稿。姚建华编写上册的第2、3、4单元,赖秋香编写上册的第6单元和下册的1、2、3、4、5单元,邱冬娘编写上册的第5、7、8、9单元,罗瑜珍编写上册的第1、10单元和下册的第1、6单元,丘勇强编写下册的第7、8、9、10单元。

在编写过程中,编者参考了其他教材及互联网的资源,编者在此谨对所参考的教材和网站的版权所有者的深表谢意!

由于各种主客观原因,书中定有缺漏和不妥之处,恳请专家和使用者的批评指正。

编 者

2010年12月



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Unit One

Establishing Business Relationships

Learning Objectives

- ◆ To learn how to establish business relationships with potential customers
- ◆ To discuss the main sources to obtain the desired names and addresses of the firms





Lead-in

Establishing business relationships is one of the vitally important undertakings either for a newly established firm or an old one that wishes to enlarge its business scope and turnover. No transactions can be concluded until relationships have been established between two or more companies.

When you determine to enter into trade relations with other firms in foreign countries, the most important thing is to obtain some information primarily about: the financial position, the credit standing, the reputation, the business methods, the business scope.

When you make known your desire to do business, you must give the other partner the impression of efficiency, reliability and attention to details, for the first impression is always the key to success. Be careful about the way in which you talk. Remember to use simple language to express your ideas clearly and properly. Get rid of the complicated language in case of misunderstandings and confusion, otherwise you may miss a good chance of a good business contact.

No customer no business, so establishment of business relations with prospective customers is the base for starting and developing a business.

1. What are the main sources of obtaining desired names and addresses of the firms?
2. Do you know how to express desire to establish business relationships with potential customers?
3. When you do business with customers from different countries, what should you pay attention to?

Useful Expressions

Source of information

1. Your company has been *recommended*/introduced to us by the British *Chamber of Commerce* in China.



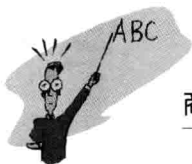
2. The Golden Leaves *Trading Co*, Ltd informs us that you are the most famous producer of children's shoes.
3. We know your name and address from...
4. We have your name and address from the *Commercial Counselor's Office* of the Chinese Embassy in the United States.
5. We note with pleasure from ABC Company that you are interested in *establishing business relations* with us for the supply of cars.

Greeting and introducing oneself

1. A: Good morning. My name is Mike from ABC Company.
B: Nice to meet you. Mine's Susan.
A: Here's my business card.
B: Thank you. Here is mine.
2. A: It is an honor to meet you! I'm Mike.
B: Honor to meet you too. I'm Susan. I haven't seen you around before.
A: Right, I have just started here. I'm in the sales section.
B: What do you do in the sales section?
A: I'm responsible for market research. I hope we can have good cooperation in the future?
B: I also hope so.
3. A: Glad to meet you!
B: Glad to meet you too! I'm Jack Stevens from the Marketing Department. Here is my card.
A: So nice! Thank you, Mr. Stevens.
B: Please call me Jack. Have a seat, please.
A: Thank you.
4. How do I pronounce your name?
5. How do I address you?

Request for introduction

1. A: I don't know anyone here. You will have to introduce me.
B: Of course, I'll introduce you to Jack. (To Jack) Jack, this is Mike.
A: Nice to meet you, Jack.
C: Nice to meet you, Mike. What line of business are you in?



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- A: I'm a fashion designer.
C: Not a bad job.
2. A: Could you introduce me to Mr. Black?
B: Sure. I'll introduce you to James. He's my old friend. (To James) James, this is Sarah. She's just joined the company.
C: Glad to meet you, Sarah. Where do you come from?

Introducing someone else

1. A: Let me introduce you to Mr. Li, general manager of our company.
B: (To Mr. Li) So nice to meet you?
C: Me too. I've heard a lot about you.
2. A: Let me introduce you to each other. Mark, this is Philip.
B: Glad to meet you, Mark. Are you an old friend of Tony's?
C: Right.

Establishment of business relations

1. We wish to introduce ourselves to you as a **state-operated enterprise dealing exclusively** in textile products.
2. We are a well-established exporter of all kinds of textile products.
3. Being **specialized in** the export of light industrial goods, we express our desire to **trade with** you in this line.
4. We started business in 1998 and have been in this line for more than ten years.
5. Our company enjoys a high reputation both at home and abroad.
6. Information about our company can be got from the website...
7. With **modern design, superior quality and good performance**, our products sell well in European and Southeast Asian countries and are popular among customers.
8. We shall be pleased to **enter into direct business relations** with you.
9. We are willing to establish business relationships with your company **on the basis of equality and mutual benefit**.
10. To respect the local custom of the buying country is one important aspect of China's foreign policy.
11. We wish to expand into the Chinese market.
12. Our purpose is to seek friendship and cooperation.
13. The purpose of my visit here is to **inquire about** the possibilities of establishing trade



relations with you.

14. Our purpose is to *explore the possibilities of* developing trade with you.
15. If you are interested in dealing with us on any product of our company, please inform us of your requirements as well as your banker's name and address.
16. I hope we have a cooperative opportunity in the future.

Situational Sample Dialogues

Dialogue 1

(A and B met on a coach traveling on business.)

A: Excuse me. May I have a look at your magazine *Business World* if you have finished?

B: Oh, yes, of course. I have read it through. Here you are.

A: Thank you. It's nice of you.

B: You are welcome. By the way, since you read *Business World*, are you in business?

A: Yes, I'm one of the partners of a furniture store. Here is my business card.

B: Thank you. Ah, Ms. Li, nice to meet you. I'm Mike from West and East Furniture Company in Norway. Here is my card.

A: Nice to meet you. It's so good to meet a person in the same business.

B: I feel the same. Where is your furniture store located?

A: The store is located in Fuzhou.

B: Really? In fact, my company desires to find an agent in Fuzhou. I can assure you that our furniture is *durable in use, superior in quality and reasonable in price*. Are you interested in it?

A: Well, I think it's a good chance.

B: OK. Here is the product *catalogue* with *illustrated pictures*. You may have a look.

A: (*Look at it.*) Oh, they are so beautiful, attractive and fashionable! I believe they will sell well in the markets.

B: You have expert eyes. They are our newest design.

A: I'm afraid I need to consult with my partners first. You know, we must discuss something important before we make the final decision.

B: I quite understand you. If you are interested in our products, please contact me



immediately.

A: Sure. By the way, can I take the catalogue to my store?

B: Of course, you can. I hope we will have good cooperation in the near future.

B: Thanks a lot. I hope the same.

Dialogue 2

(Richard advertised on the Business Internet. He needs a lot of shoes, especially women's shoes. Mr. Mingfang is from Guangming Shoes Company in Shanghai. He called Richard and said he would like to pay a visit to Mr. Richard. M is Mingfang; R is Richard.)

R: Hello! Who is calling please!

M: This is Mingfang from Guangming Shoes Company in Shanghai. I learnt from the Internet that you greatly need shoes. We are big shoe factory. We wish that you can be our business partner.

R: Glad to hear that. I am in Xiamen these days. Can we meet in Xiamen Haijing Hotel?

M: That will be good. What time is convenient for you to meet me?

R: What about 9 am tomorrow morning?

M: OK, Let's make it at that time. See you!

R: See you tomorrow!

(At the hotel front door)

R: Good morning! Richard speaking.

M: Good morning. This is Mingfang, sales manager of Guangming Shoe Factory in Shanghai. I called yesterday.

Can I come to your room now?

R: Nice to hear your voice! Mr. Ming. **I am expecting you.**

(At the room)

M: May I come in? I am Mingfang.

R: Come in please!

M: It's my pleasure to see you, Mr. Richard.

R: My pleasure too! Please sit down. Do you prefer a cup of coffee or tea?

M: Tea please! Thanks. These days are very hot here, although it is autumn, do you feel well in Xiamen?

R: It is Ok. Xiamen is beautiful, and it is cool at night, I like it.

M: I am glad to hear that. Mr. White, we have learned from the Business Internet that you are in great need of leather shoes, ladies in particular.



R: Yes we are.

M: As that item comes under the scope of our trade activities, we are **desirous** of entering into direct business relations with you.

R: I know what you mean.

M: You see, we are one of the largest shoe factories in China. Our products are famous for their comfort, **durability**, beautiful design and bright colors. We have customers all over the world.

R: You mean your products have already been exported to other countries?

M: Yes, they are mainly exported to North America.

R: How about Europe?

M: It is still a blank. You know, the European area is a large market so...

R: I see. Did you bring your sample books with you? I want to have a look.

M: Sure. Here are the catalogues and some pictures of our products including the latest models.

R: Well it is quite good. You are very considerate. I think your latest style will be in fashion in the coming sales peak. But Mr. Fang, could you tell me your credit standing?

M: No problem. For our credit standing, please refer to the bank of China, Shanghai Branch. It can provide you with the information about our business and finances.

R: Thank you for referring me to your bank. I think honesty is the key to a long and profitable business relation.

M: Well, I hope we can become good partners in the near future.

R: Me too.

M: When can I get your final decision?

R: Next Friday at the latest.

M: OK, I am looking forward to your final decisions. I hope I can get good news from you.

In any case, thank you for your consideration. I am afraid I have to say good bye to you.

Have a good stay in Xiamen! See you next time!

R: Thanks! So long!

Dialogue 3

(Talking about doing business in different countries)

A: Good morning, Ms. Xu.

B: Good morning, Michael. Why do you seem so depressed?

A: I find it very difficult to find new customers. As an experienced salesperson, can you give



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me some suggestions?

B: Sure. We all know that after *China's accession to WTO*, we have more opportunities to do business with foreigners. And China is the biggest market in the world attracting foreign countries such as Germany, the USA, the UK and Japan to do business here. To establish business relationships with foreign customers, there are some important tips for you to remember.

A: What are they?

B: Firstly, before you do business with foreign customers, try to learn about different business practices. Read books and surf the internet to get more information.

A: Oh, I see.

B: Secondly, get to know the culture.

A: I've heard that Japanese pay much attention to business etiquette. Is that true?

B: Right. Someone once said that it's an incredible *faux pas* to offer a Japanese executive your business card without first turning it around so that he or she can read it right away.

A: Why?

B: This is because Japanese regard the business card as a symbol of social status and value the use of it.

A: Go ahead, please.

B: Thirdly, you must be punctual with Germans. We all know that Germans are famous for *preciseness*. Even 5 minutes late makes a bad impression. Being punctual is also very important in the USA. Americans see time as a valuable and limited resource. Maybe that's why they like the expression, "Time is money."

A: Quite interesting.

B: In conversation, the British and the Americans value humor, and both like to talk about sport. The weather is also a good topic of conversation with the British, but avoid talking about politics. The Germans, however, prefer to *get straight down to business!*

A: What you have said benefits me a lot. Thank you, Ms. Li.

B: You are welcome. I hope you will be successful in establishing new customers. Good-bye.

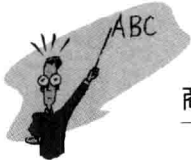
A: I will try my best. Good-bye.



Related Vocabularies



recommend	推荐
chamber of commerce	商会
trading company	贸易公司
Commercial Counselor's Office	商务参赞处
establish business relationships	建立业务关系
state-operated enterprise	国有企业
deal exclusively in	专营
specialize in	主攻, 主营
trade with	与……进行贸易
modern design	设计新颖
superior in quality	质量上乘
good performance	性能良好
enter into business relations with	与……建立业务关系
on the basis of	在……基础上
equality and mutual benefit	平等互利
inquire about	探询
explore the possibility of ...	探讨……的可能性
durable in use	经久耐用
superior quality and reasonable price	物美价廉
catalogue	目录
illustrated picture	插图
China's accession to WTO	中国加入世贸组织
faux pas	失礼
preciseness	严谨
get straight down to business	直截了当谈正事
business scope	业务范围
catalogue	目录
pamphlet	小册子
for your reference	供您参考
import and export corporation	进出口公司



商务英语口语(下)

foreign trade corporation	外贸公司
foreign-invested/funded enterprise	外资企业
joint venture	(JV)合资企业
Sino-foreign joint venture	中外合资企业
collectively-owned enterprise	集体企业
individually-owned enterprise	个体企业
cooperation intention	合作意向
cooperative partner	合作伙伴
make a field survey	实地考察
forge relationship	缔结友好关系
swap business card	交换名片
seek/look for/search business opportunities	寻找商业机会
invest in a foreign country/to invest abroad	在外国投资
cooperate with our company	与我司合作
introduce our company	介绍我司情况
contact with our company/contact our company	与我司联系

Practical Activities

Class Activities

1. Oral practice

Every spring, thousands of domestic and foreign businessmen swarm into Shanghai to attend the annual East China Export Commodity Trade Fair. You are in the fair now. A foreign customer comes to your booth. Try to establish business relationship with him.

2. Oral practice

Some foreign guests visit your company. Make an oral introduction to your company including company history, main products, business scope, corporate culture, etc. Try to attract the potential customers to trade with your company.



3. Interpretations

- 1) 我们愿意与贵公司建立业务关系。
- 2) 我们有意扩展在中国的业务。
- 3) 尽管彼此存在分歧,但两国仍在努力寻求机会以共同合作、加深友谊。
- 4) A: 我们公司是一家生产电子产品的国有企业。请问贵公司有无合作意向?
B: 太好了。我公司希望寻找一位合作伙伴,拓展我们在中国的市场。
- 5) 我们是经营罐头产品的公司。
- 6) 关于我公司的财务状况,你们可以向中国银行和我们在当地的商会进行了解。
- 7) 我们相信经过双方的共同努力,我们两家公司的前景会更加美好。
- 8) 我们之间的相互了解与合作必将促成今后重要的生意。
- 9) 我们希望在平等互利的基础上与你们建立业务关系。
- 10) 我们在与加拿大的商业交往中建立了一个良好的开端。

After Class Activities

1. Role-play

- A: You are a salesperson. You made an advertisement of your company's products—tableclothes on the internet to attract potential customers.
- B: You are a foreign businessman in the USA. You saw the advertisement about tableclothes. You are quite interested in it. You make a phone call to A.
- Make a dialogue and express your desire to trade with each other.

2. Presentation

Surf the Internet and finish the following tasks, you need to work in a group and make some P. P. T. with computer, and make the presentations.

- A. The ways to finding promising customers.
- B. What is B2B? Please offer the websites of some famous B2B platforms.
- C. How many world-famous comprehensive commodities trade fairs in the world? Where are they? When do these fairs open?
- D. What you should pay attention to when you do business with foreigners? (foreigners from North America, south America, Europe, Africa, South Asia, West Asia, East Asia,