



广东外语外贸大学国际服务外包人才培训系列教材

Shangwu Goutong Yingyu

商务沟通英语

周杏英 主编



暨南大学出版社
JINAN UNIVERSITY PRESS





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总序

自 21 世纪以来,我国承接美欧日等国家和地区的国际服务外包呈加速发展之势。2012 年,我国承接国际服务外包执行金额为 336.4 亿美元,现已成为全球第二大服务外包接包国。伴随着服务外包产业的迅速发展,我国能熟练从事国际服务外包业务中高端人才的短缺问题日益突显出来。因此,尽快培养国际服务外包产业所需的中高端人才,已成为促进我国服务外包产业持续、快速和健康发展的当务之急。

广东外语外贸大学国际服务外包研究院和国际服务外包人才培训基地是全国普通高等院校中最早成立的有关国际服务外包研究和人才培训的专门机构。2009 年 10 月以来,国际服务外包研究院承接国际服务外包的理论研究和政府咨询等课题 40 余项,发表论文 200 余篇。目前,广东外语外贸大学国际服务外包研究院已成为华南地区国际服务外包理论研究中心、政府决策咨询智库。四年来,广东外语外贸大学国际服务外包人才培训基地共培训软件架构师、软件测试工程师和网络工程师等 IT 类高校“双师型”教师 150 余人;培养和培训 ITO、BPO、KPO 等适用型大学毕业生 2 000 余人;为 IBM、西艾、从兴等服务外包企业定制培训服务外包商务英语和相关业务流程专业人才 500 余人;培训服务外包企业和政府中高层管理人员 500 余人。经过几年来对服务外包人才培养模式与实践的有益探索,广东外语外贸大学国际服务外包人才培训基地已成为广东省服务外包“双师型”教师资源库、大学毕业生适用型人才交付中心、企业和政府管理人员短期进修中心。

广东外语外贸大学作为广东省国际服务外包高端人才培训基地,为更好地发挥其在国际化人才培养上的优势,进一步提高国际服务外包人才培养的质量,特组织专家学者编写了本套教材。本套教材包括《服务外包企业战略管理》、《服务外包项目管理》、《服务外包客户关系管理》、《商务沟通英语》、《商务会谈技巧英语》、《商务谈判日语》、《商务交际日语》、《软件开发中级英语阅读与写作教程》和《软件测试中级英语阅读与写作教程》,共 9 本。

培训服务外包产业所需的中高端人才是一项系统工程,其中,编写出能够既反映服务外包发展理论,又符合服务外包发展实践的教材就尤其重要。



我们希望本套教材的出版能够为服务外包人才的培养尽一份力量；同时，我们也真诚地欢迎各位读者对本套教材的不足之处提出修改的意见和建议，以期进一步提高我们教材编写的质量。

广东外语外贸大学国际服务外包人才培养系列教材编委会

2013年5月



前 言

近年来以服务外包、服务贸易为特征的新一轮世界产业调整正在兴起,这为我国发展面向国际市场的现代服务业带来新的机遇。目前中国是服务外包发展最快的国家之一,是国际服务外包的重要竞争者及主要市场。由此,我国需要一批掌握各种服务外包业务和技能的复合型人才。

本书是广东外语外贸大学国际服务外包人才培训系列教材之一。全书共分8单元,涵盖了商务活动中的主要沟通技能。书中前3个单元培训书面沟通能力,4至6单元培训口头沟通能力,后2个单元重在提高学员在各种商务活动中的沟通能力,实现有效、得体的交流。本书基于情景教学法的理念,设计了4家有外包业务关联的中外企业。这4家案例企业的各种外包商务沟通活动贯穿全书,各单元穿插形式多样的学习任务,反映了真实的商务沟通情景,有助于训练和提高学员的商务沟通技能。

本书由具有多年商务英语教学经验的教师编写。其中第1、第2单元由郑铁编写,第3、第8单元由林洁编写,第4、第6单元由周杏英编写,第5、第7单元由张婷婷编写。编者同心协力、精诚合作,为全书的策划、编写和审订付出了辛勤的劳动,以期为读者献上一本质量高且实用性强的教材。

本书适用面广,既可作为高等院校商务英语、经贸、金融等专业的教学用书,也可作为各类有服务外包业务的商业公司的培训教材。

由于编者水平有限,本书不足之处,敬请使用者批评指正。

编 者

2013年2月

广东外语外贸大学

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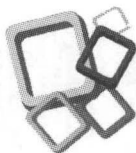


Who's Who

The text is situated in business activities among the following four companies by interactions of the business executives below.

Company Profile	Character	Job Title
<p>Johnson's is a London based fashion design studio. It designs sportswear and outsources its production to Red Star, a garment manufacturer in Dongguan.</p> <p>Johnson's started to go global in 2005 and has opened 30 exclusive stores in Europe and Asia with a good reputation of its innovative design and reliable quality. At present, it has employed 32 world-class designers in its head office and has established 3 research centers in Europe.</p>	John Smith	Managing Director
	Sally Bolton	Executive Assistant to Managing Director
	Judith Harrison	Senior Marketing Researcher
	Kelly Else	Market Research Assistant
	Timothy Burris	Marketing Director
	Terry Holmes	Sales Manager
	Ann Black	Admin Manager
<p>Red Star Manufacturing Co., Ltd. was established in Dongguan in 1999, specializing in manufacturing garments. In 2008, it opened a new production base to make garments for Johnson's exclusively.</p>	Desmond Zhao	CEO
	Lynn Xiao	Secretary
	Sam Li	Production Manager
	Joseph Chen	HR & Admin Manager
	Edward Deng	Finance Manager
	Tammy Qin	Purchasing Manager
	Tom Liu	Warehouse Manager





(续上表)

Company Profile	Character	Job Title
Green Line Logistics Co., Ltd. is the major logistical service provider for Red Star.	Simon Chen	Service Rep
	Daniel Kang	Service Manager
Xian Feng Technology Co., Ltd. is a Guangzhou based global IT firm responsible for maintaining the intranet service and providing IT support for Johnson's.	David Gao	IT Consultant
	Morris Zhang	Engineer

Unit 1 Email

Starting up: Discuss These Questions

1. What problems do you encounter when you write an email in English?
2. What do "Cc" and "Bcc" stand for on the address slots in an email?
3. What are the features of an effective subject line?
4. What should be included in an email signature?

Reading & Writing 1: A Poorly Written Email

Johnson's is a London based fashion design studio which started to go global in 2005 and has opened 30 exclusive stores in Europe and Asia with a good reputation of its innovative design and reliable quality. It has presently employed 32 world-class designers in its head office and has established 3 research centers in Europe.

Sally Bolton, an executive assistant to John Smith, the managing director of Johnson's, writes an email to inquire about the proposal they sent.

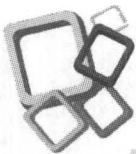
A. Read her email below and discuss how to revise it.

To: lynn.xiao@redstar.com.cn
Cc:
Subject: Proposal

Lynn,

Did you get my proposal last week? I haven't heard back from you and want to make sure.





Can you please call me and we can discuss?

Thanks.

Sally Bolton

Executive Assistant to Managing Director

Johnson's—A World-class Fashion Designer

B. Rewrite the above email in the following form.

To: lynn.xiao@redstar.com.cn

Cc:

Subject:



LANGUAGE WORK

Formality of Language

The formality of language should match the formality of the situation and the relationship between the writer and the reader. The level of formality should be determined by the expectation of the reader and the communication purpose. If the email is addressed to a new business partner, the language should be formal. If it is written to a friend or a family member for personal matters, the language is of a more informal style.

Examples:

Formal	Informal
I would highly appreciate your cooperation.	Thank you very much for your cooperation.
I wonder if you could kindly send us more detailed information regarding this function.	Please send us more details about this function.

A. Decide the degree of formality of the following sentences and pair them up.

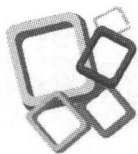
- I'm sorry, but we don't deal in that line of goods now.
- I apologize for any inconvenience we have caused.
- We are pleased to place an order for 80 pieces of the product.
- We trust that this project will yield satisfactory results to both of our companies.
- We want to order 80 pcs. of the product.
- I am sorry for any inconvenience.
- I regret to inform you that we do not deal in that line of goods any more.
- We are sure that this project will be successful for both of our companies.

1 - () 2 - () 3 - () 4 - ()

B. Match the salutation and complimentary close.

- | | |
|------------------------|---------------------|
| 1. Dear sir or madam, | a. Best wishes, |
| 2. Dear John, | b. Yours sincerely, |
| 3. Dear Ms. Rubienska, | c. Yours faithfully |





C. Fill in the missing openings and closings.

Readers	Openings and Closings
The Manager Royal Bank of Scotland Preston, PR 1 2AD	Dear _____ _____
Ms. B Rubienska Happy Tavern London SE1 2KH	Dear _____ _____
John Hall 26 Queens Ave. NYC 11375	Dear _____ _____
Trufit Shoes Co. 841 Pacific St. Los Angeles 90121	Dear _____ _____

Reading & Speaking: A More Friendly Email

Xian Feng Technology Co., Ltd. is a Guangzhou based global IT firm responsible for maintaining the intranet service and providing IT support for Johnson's. David Gao is an IT consultant from Xian Feng.

A. Read the email that Mr. Gao writes to Mr. Gavin Anderson, a client of Xian Feng, and answer the questions.

To: p. anderson@energysolutions.com.au

Cc:

Subject: Our New Anti-virus Software—ER26

Dear Mr. Anderson,

Thank you for your email of 26 June, asking for details of our new anti-virus software, the ER26.



I have pleasure in enclosing our brochure. This gives full details and prices of all our software.

If you want to require any further information, you can contact me directly on +86 - 139 - 2900 - 3088.

Yours sincerely,

David Gao

Senior IT Consultant

Xian Feng Technology Co., Ltd.

Office: +86 (20) 6165 - 9075

Cell: +86 139 - 2900 - 3088

1. What are the three basic parts of an email?

2. Is it a formal business email? Why?

B. Read the email that Mr. Gao writes to Mr. John Smith, the managing director of Johnson's, and answer the questions.

To: john.smith@johnsons.co.uk

Cc:

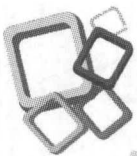
Subject: Our New Anti-virus Software—ER26

Dear Mr. John Smith,

It was a pleasure to have dinner with you while I was in London. I think we had a very useful discussion and I am sure that we can come to some worthwhile agreements.

I thought you might be interested in hearing about a new anti-virus software that we are producing—the ER26. I am enclosing a brochure that gives all the important





details, but if you would like to have any further information, please contact me.

Thank you once again for a very pleasant evening. Please give my regards to Ms. Sally Bolton who cordially helped me a lot while I was there.

I look forward to seeing you the next time when I am in London.

Warm regards,

David Gao

Senior IT Consultant

Xian Feng Technology Co., Ltd.

Office: +86 (20) 6165 - 9075

Cell: +86 139 - 2900 - 3088

1. Is it a formal business email? Why?
2. Compare the above two emails in Exercise A and B, fill in the form below with “√” or “×” and decide which one is more friendly.

	A	B
opens with the main subject		
mentions feelings about their last contact		
mentions personal information		

3. What are the basic parts of a less formal/more personal email?

C. Read the email that Mr. Gao writes to Mr. Morris Zhang, an IT engineer of Xian Feng and answer the questions.

To: m. zhang@ Xian Feng. com. cn

Cc:

Subject: * * * * *