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外贸 英语口语



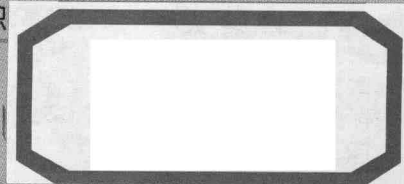
✓ 熟知外贸常识 !

✓ 提高英语口语 !

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前言

Preface

经济全球化的发展极大地推动了对外经济贸易的发展,外贸英语口语在外贸活动中起着举足轻重的作用,使之成为很多商贸人员渴望学习和掌握的重要工具。为了适应当前外经贸企事业从业人员对这种工具的需要,我们运用了多年来接待外商的经验以及外贸英语口语的教学经验,参考了大量有关的文献和资料编写了这本《外贸英语口语》。

《外贸英语口语》的编写以胜任外贸工作为指导思想,以实际外贸工作流程为主线,对提高对外贸易活动能力具有较强的可操作性,能够真正学以致用。本书的内容和编排主要具有以下几个特色:

1. 内容根据外贸工作流程进行模块整合。

在编写中以外贸实际工作流程为线索进行合并重组,共分成贸易准备、业务流程、外贸营销和贸易谈判四个模块,涵盖了建立贸易关系、商务约会与安排、商务谈判等各个外贸活动环节。各个模块之间的情景对话按外贸工作流程有机地衔接在一起,让读者有身临其境之感,能亲身体会将来实际工作中可能遇到的各种场景。

2. 内容编排注重外贸工作流程的完整性。

本书以 Sunshine Import & Export Co., Ltd. 和 Global Trading Inc. 公司之间的贸易活动为例展示了一个完整的外贸工作流程。各章节紧扣主题,设计和拟定了具体的、基于实际工作过程的情景训练对话,并且按照点面结合的原则,每个对话的编写都具备真实性和可操作性。例如在接待客户这一章节中包含接机现场、去旅馆途中、登记入住、安排饮食和景点观光五个任务。通过真实可行的项目任务,一方面能让读者真实体验工作流程,实现外贸岗位技能强化训练的目标;另一方面有助于读者尽快适应外贸工作。

3. 内容编排科学,分类明确,易学易用。

本书的每个章节均由背景简介、情景会话、对话操练、词汇等几个部分组成,按贸易流程先后呈现了参加出口商品交易会、客户接待、外贸谈判等商务活动的各个环节。本教材充分考虑学习者的认知特点,在每个章节中还加入了 **Basic Business Knowledge** 和 **Supplementary Tips** 来增加学生的商务文化知识,以了解更多的商务礼仪和技巧,让读者在学习和练习的过程中得到提升,实现真正意义上的“学与做相结合”的思想。

4. 取材可操作性强,所编对话典型性好。

本书的取材实用性强,选择了真实的外贸活动中的情景和语言材料。本书的副主编中周文涛和吴洁有多年从事外贸活动的经验,所编写的对话语言简洁、规范、流畅,对话的情景内容具有较好的典型性和可操作性。

本书可作为涉外经贸、商务英语、应用英语、外企管理等专业的外贸英语口语教材,也适用于外贸行业的涉外工作人员自学。

本书是无锡市精品课程的建设成果之一,由潘锡娟副教授主编和负责全书的最后统稿,各章节作者及其分工如下:第一、二、三、七、十五章由周文涛编写;第四、十一章节由吴洁编写;第五、六、九、十三章由朱琳编写;第八章节由严敏芳编写;第十、十二、十四章由潘锡娟编写;另外盛晓辉参与编写了第三章。

对于本书的不妥之处,敬请读者加以批评指正。

编者

2011.10.10



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**WAIMAO
YINGYU
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Part 1

Trade Preparation

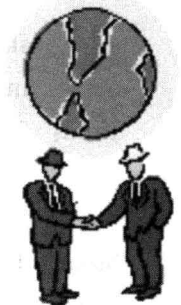
Chapter 1

Establishing Business Relations



Background Briefing

In the business world there is a saying, “no customer, no business”. International business begins with the establishment of business relations which is the most important step to conclude a business with a new customer abroad, and also the fundamental step to open up a new overseas market. To establish business relations, a firm must, first of all, find out whom is going to deal with. Customers may be approached through some of the following channels: communication in writing, attendance at the export commodities fairs, contact at exhibitions held at home and abroad, mutual visits by trade delegations, introduction from friends or other business connections and groups calling on customers overseas.



The China Import and Export Fair (the Canton Fair) is a trade fair held in spring and autumn each year since the spring of 1957 in Canton. Among China’s largest trade fairs, it has the largest assortment of products, the largest attendance, and the largest number of business deals made at the fair.



Situational Conversation

Susan Wang, the sales manager of the company meet Fred Johnson at the fair. They hope to improve their business with orders from the fair.

In the Exhibition Hall at the Canton Fair

Susan: Good morning, sir. This is Sunshine Import & Export Co., Ltd. I'm Susan. Can I help you?

Fred: Nice to meet you, Susan. I'm Fred. This is my business card.

Susan: Nice to meet you too, Fred. Here is my name card. May I ask what line of business you are in?

Fred: I'm in kitchenware.

Susan: I see. We are a manufacturer of kitchenware. We've got several years' experience and professional knowledge in the export of kitchenware and have established trade relations with many countries like European countries, the United States, South Korea, Singapore and Japan. Here is our product information sheet. On display are some of the samples. Wish you have interests.

Fred: Thank you. Can you tell me more about your main product — "EDGE" stainless steel cutlery sets? I haven't had time to study the brochure in detail.

Susan: This is the specification of our "EDGE" stainless steel cutlery sets.

Fred: Nice to know you, Susan. Surely we are looking for suppliers of the stainless steel cutlery sets recently.

Susan: Great. We can surely meet your demand. We are one of the leading exporters of stainless steel cutlery sets in China.

Fred: We are one of the most powerful wholesalers of stainless steel cutlery sets in USA. We wish to establish business relations with your company in the future.

Susan: The same idea. We can assure you that the product we supply is superb quality, and the price is most favorable. The sufficient supplies and on-time delivery are also guaranteed.

Fred: Wonderful! We should negotiate more details further. I will visit your company ASAP.

Susan: Contact me at any time. We will arrange for your coming.

Fred: Thank you. Keep in touch. Goodbye.

在广交会展馆

苏珊: 先生,早上好。我们是阳光进出口公司,我是苏珊。需要我帮忙吗?



弗莱德: 很高兴见到你,苏珊。我是弗莱德。这是我的名片。

苏珊: 我也很高兴见到你,弗莱德。这是我的名片。请问你是做哪一行的?

弗莱德: 我是做厨房用具的。

苏珊: 我明白了。我们是厨具的生产厂家。我们在厨具的出口方面有着多年的经验和专业知识并且和许多国家如欧洲国家、美国、新加坡和日本等建立了业务关系。这是我们的产品说明书。展出的是一些样品,希望你感兴趣。

弗莱德: 谢谢。你能告诉我更多有关你们的主要产品“EDGE”牌不锈钢刀叉的情况吗?我还没有时间详细地看这本手册。

苏珊: 这是“EDGE”牌不锈钢刀叉套装的说明书。

弗莱德: 很高兴认识你,苏珊。我们最近确实在找不锈钢刀叉的供应商。

苏珊: 太好了。我们肯定能够满足你的需要。我们是中国不锈钢刀叉的主要出口商之一。

弗莱德: 在美国我们是不锈钢刀叉的最大的零售商之一,希望将来跟你们建立业务关系。

苏珊: 同感。我们可以向你们保证我们供应的产品价廉物美,货源充足,交货及时。

弗莱德: 太好了!我们要进一步协商更多的细节,我会尽快去拜访你们公司。

苏珊: 随时跟我联系,我们会为你的来访做好安排。

弗莱德: 谢谢。保持联系。再见。



Additional Dialogues

Dialogue One Receiving a new customer at the Canton Fair

A: Hello, Are you interested in chemicals?

B: Yes. I've been in this business for more than 10 years. This is my name card.

A: Glad to meet you, Mr. Smith. This is mine. Here are our catalogue and price list. The catalogue lists all the commodities we export, and the price list gives indicative prices for all our export articles. And would you like to see a video about our manufacturing plant?

B: I'm glad to.

A: I appreciate your interest. After seeing our video, we'll arrange for further discussion.

对话一 在广交会上接待新客户

A: 你好,要买化学品吗?

B: 是的,我做这个行业十多年了。这是我的名片。

A: 很高兴认识你,史密斯先生。这是我的名片。这是我们的产品目录和价目表。产品目录上列出了所有我们的出口产品,价目表列出的是我们所有出口产品的指示性价格。要不要看看我们生产厂家的视频?

B: 很愿意。

A: 谢谢你对我们的产品感兴趣。看完视频,我们再谈。

Dialogue Two Visiting an old customer at the Canton Fair

A: Hello, Mr. Green, how are you?

B: Fine, thank you, and you?

A: Very well, thank you. It's nice to meet you here. How was your trip to New York?

B: Wonderful! A very pleasant journey indeed. Thank you.

A: How are you getting along with your business?

B: Not bad. The market is not very brisk lately, but the selling season is advancing near.

A: I hope we can do more business together. Though we are satisfied with our past trade record, there are still possibilities for more business.

对话二 在广交会拜见老客户

A: 格林先生,你好吗?

B: 很好,谢谢,你呢?

A: 我很好,谢谢你。很高兴在这里遇到你。你的纽约之行怎么样?

B: 很不错,确实是一次愉快的旅行,谢谢你。

A: 你们生意怎样?

B: 不错。最近市场需求不是很旺盛,但是销售旺季就要到了。

A: 希望我们能多合作。虽然我们过去的贸易记录很好,但是我们还有可能一起做更多的生意。

Dialogue Three Meeting a new customer at the Canton Fair

A: Excuse me for interrupting you, sir. This is Susan from Sunshine Import and Export Co., Ltd. How do I address you?

B: It's nice to meet you, Susan. I'm Gary.

A: I'm very pleased to meet you, Gary. We got your name and address online. We noted your company is the leading importer of stainless steel cutlery sets in Turkey. We want to establish business relations with you.

B: We are one of the largest import and export companies in Turkey. We are in the market for "EDGE" stainless steel cutlery sets.

A: This is our catalogue and price list. The quality of ours is as good as that of many other suppliers, while our prices are not as high as theirs.

B: If your conditions are favorable, we'll arrange for further discussion.

A: That'll be fine.

对话三 在广交会遇见新客户

A: 很抱歉打扰你,先生。我是阳光进出口公司的苏珊。怎么称呼您?

B: 很高兴见到你,苏珊。我是盖里。

A: 很高兴见到你,盖里。我们在网上得到您的名字和地址。我们注意到贵公司是不锈钢刀叉套装在土耳其的主要进口商,我们想跟你们建立业务关系。

B: 我们是土耳其最大的进出口公司之一,我们经营"EDGE"牌不锈钢刀叉

套装。

A: 这是我们的目录价格表,我们的质量跟许多其他供应商一样好,而价格没有他们那么高。

B: 如果你们的条件优惠,我们会安排进一步的讨论。

A: 好啊。

New Words & Phrases

1. conclude [kən'klu:d] *v.* 结束;推断;作结论
2. fundamental [fʌndə'mentəl] *adj.* 基本的,根本的
3. approach [ə'prəʊtʃ] *n.* 接近;方法;途径 *vt.* 接近;着手处理
4. channel ['tʃænəl] *vt.* 引导,形成河道 *n.* 海峡;频道;通道
5. commodity [kə'mɒdɪtɪ] *n.* 日用品;商品,货物
6. fair [feə] *adj.* 公平的
7. exhibition [ˌeksɪ'biʃən] *n.* 展览;展览会
8. mutual ['mju:tʃʊəl, -tʃʊəl] *adj.* 相互的;共同的
9. delegation [ˌdelɪ'geɪʃən] *n.* 代表团;委托
10. investigation [ˌɪnˌvestɪ'geɪʃən] *n.* 调查;调查研究
11. manufacturer [ˌmænju'fæktʃərə] *n.* 制造商;厂商
12. kitchenware [kɪtʃɪnweə] *n.* 厨房用具
13. stainless [steɪnlɪs] *adj.* 不锈的,不锈钢制的
14. steel [sti:l] *n.* 钢,钢铁
15. cutlery [kʌtləri] *n.* 刀具,刀叉
16. professional [prəʊ'feʃənəl] *adj.* 职业的;专业的
17. specification [ˌspesɪfɪ'keɪʃən] *n.* 规格;详述;说明书
18. supplier [sə'plaɪə] *n.* 供应厂商,供应国
19. wholesaler ['həʊlɪseɪlə] *n.* 批发商
20. superb [sju'pə:b] *adj.* 极好的;华丽的
21. favorable ['feɪvərəbl] *adj.* 有利的;良好的
22. guarantee [ˌgærən'ti:] *n.* 保证书;担保;保证人 *vt.* 保证;担保

23. negotiate [ni'gəʊʃieɪt] v. 谈判, 商议; 转让
24. ASAP *abbr.* 尽快 (As Soon As Possible)
25. European *adj.* 欧洲的; 欧洲人的
26. Korea *n.* 韩国; 朝鲜
27. Singapore *n.* 新加坡
28. professional knowledge 专业知识
29. establish trade relations with sb. 与某人建立贸易关系
30. product information sheet 产品说明书
31. in detail 详细地
32. meet one's demand 满足某人的要求
33. meet one's needs 满足某人的要求
34. leading exporters 主要出口商
35. assure sb. of sth. 向某人保证某事
36. assure sb. that ... 向某人保证……

Useful Phrases and Sentences

1. Let me introduce you to Mr. Li, general manager of our company.
让我介绍你们认识, 这是我们的总经理, 李先生。
2. It's an honor to meet you. 很荣幸认识你。
3. Nice to meet you. I've heard a lot about you. 很高兴认识你, 久仰大名。
4. How do I pronounce your name? 你的名字怎么读?
5. How do I address you? 如何称呼您?
6. It's going to be the pride of our company. 这将是本公司的荣幸。
7. What line of business are you in? 你做哪一行?
8. Keep in touch. 保持联系。
9. Thank you for coming. 谢谢光临。
10. Don't mention it. 别客气
11. Excuse me for interrupting you. 请原谅打扰你。
12. I'm sorry to disturb you. 对不起, 打扰你一下。

13. Excuse me a moment. 对不起,失陪一下。
14. Excuse me. I'll be right back. 对不起,我马上回来。
15. How do you like the quality of our products?
你觉得我们产品的质量怎么样?
16. How about having a look at the sample first? 先看一看样品吧?
17. What about placing a trial order? 何不先试订货?
18. The quality of ours is as good as that of many other suppliers, while our prices are not as high as theirs. By the way, which items are you interested in?
我们的产品质量与其他生产商一样的好,而我们的价格却不像他们的那样高。你对哪个产品感兴趣?
19. You can rest assured. 你可以放心。
20. We are always improving our design and patterns to conform to the world market.
我们一直在提高我们产品的设计水平,以满足世界市场的要求。
21. This new product is to the taste of European market.
这种新产品在欧洲很受欢迎。
22. I think it will also find a good market in your country.
我认为它在贵国市场上也会畅销。
23. Fine quality as well as low price will help push the sales of your products. 优良的质量和较低的价格会促进销售。
24. We regret that the goods you inquire about are not available.
很遗憾,你们所询货物目前无货。



Basic Business Knowledge

How to Cultivate Business Relations

There are many things you can do to cultivate good business relationships.

Building trust

Building trust means that you are willing and prepared to risk being completely open and honest with your clients and customers who will then be