



全国商务英语实训规划教材

● 牛洁珍 张翠波 主编 ●

# 商务英语实训教程

A Practical Course for  
Business English



- 体验商贸交流过程
- 锤炼商贸交流技能
- 提高商务英语能力



苏州大学出版社  
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## 前言

## Preface

本书是北京联合大学“十三五”规划教材。编写本书,旨在通过一系列商务英语情景模拟实训,培养和提高学生在商务环境下运用英语从事各类商务活动的基本技能和素养,以期能够把英语语言知识技能和商务专业知识有机融合并运用到未来的实际工作当中,从而满足社会对应用型商务英语人才的需求。

本书力求吸收二语习得的最新研究成果,通过章节结构的设计和内容的编排,努力达到科学高效地引导学生“课下输入为主,课上输出为主”,把所学的语言点和技能自然转化,由被动接受变为主动参与,让学生把错误犯在课堂上,从而进行有针对性的查漏补缺,提高学习效率和效果。同时,本书还结合应用型本科学生的认知规律,在具体学习内容和课内练习编排时,尽力关照到语言技巧与商务知识的传授比例、商务英语核心词汇的涵盖程度、词汇的重复率等方方面面,做到课前任务、课中任务和课后任务兼顾,以期达到理想的学习效果。此外,本书通过对国际商务活动一般规则和惯例的简要介绍,还能够达到强化学生跨文化商务交际的意识和能力的培养之目的。

全书设计了五个实训模块,共 15 个单元,涵盖了常见的商务活动各类主题。每个单元以商务情景展现进行编写,分别设有单元实训目标、话题讨论、阅读训练、听力训练、会话样本、常见句式表达、书面训练、拓展阅读和 BEC 真题练习。各部分之间环环相扣,紧密相连,着力突出了“语言知识”“交际策略”“商务实践”的有机融合。

本书由具有丰富教学和实践经验的教师编写。牛洁珍、张翠波负责全书的组织、策划和统稿工作。具体编写分工为:牛洁珍编写 Module 5 (Unit 13, Unit 14, Unit 15) 以及附录和后两个模块的 BEC 真题部分;张翠波编写 Module 3 (Unit 7, Unit 8, Unit 9) 以及前三个模块的 BEC 真题部分;计晗编写 Module 1 (Unit 1, Unit 2, Unit 3);崔肖菡编写 Module 2 (Unit 4, Unit 5, Unit 6);贾增艳编写 Module 4 (Unit 10, Unit 11, Unit 12)。在编写过程中,编者参考了国内外近年来出版的相关教材和网站,吸取了国内外众多学者和专家研究的最新成果。同时,本书的出版得到了北京联合大学经费支持。在此一并致谢。

由于时间仓促,编者的水平和经验有限,书中的缺点错漏和不足之处在所难免,恳请广大读者批评指正。

编者

2019年4月1日

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# Module 1

## Business Reception

Reception—the business card of your company



### Into the Module

Business reception represents the corporate identity of a company. Welcoming your clients in an appropriate way sets a mark and shapes the first impression. During a company or factory tour, the operation, products and culture of your company can be well presented and your professionalism well demonstrated. Entertaining your clients to dinner or sightseeing can soften up your business negotiation and improve the chances of cooperation.



### Training Objectives

**By the end of this module, you are expected to:**

- learn useful expressions for greeting and saying farewell in business reception;
- learn how to accompany clients in a company or factory tour;
- learn useful expressions for entertaining clients to dinner or sightseeing;
- know the etiquette in business reception.

*What I've realized is that the joy of meeting and greeting people from all over the world is universal.*

—Joe Gibbia (American designer, Co-founder of Airbnb)

## Unit 1

## Welcome and Farewell

Make a great first impression



### Training Objectives

By the end of this unit, you are expected to:

- know how to meet or see off clients at the airport;
- know how to start conversations with clients;
- know the etiquette of welcoming and seeing off clients.



### Training Portfolio

## Part I Starting up

### Section 1 To discuss

*Discuss with your partner and collect your thoughts on the following questions.*

- (1) What preparations do you think should be made before meeting your client?
- (2) What preparations do you think should be made before your client's departure?
- (3) What kind of gifts could be sent to your client?

## Section 2 To read

*Read the tips for welcoming and seeing off clients in business reception, and then discuss what impresses you most.*

### **Tips for welcoming clients**

- On formal occasions, you should address someone as “Mr.” (for man) or “Ms” (for woman) with the person’s last name or surname unless the person asks you to call him/her by his/her first name.
- Professional dressing is appropriate in the Western business culture. Many companies require that their employees dress in a professional manner.
- In the Western culture, people are used to maintaining a relatively large physical distance between each other during conversations or social meetings.
- Men always shake hands firmly when meeting each other for the first time, while some women prefer verbal greeting only.
- English speakers often ask “How are you?” or “How are you doing?” when you meet them. These are usually more greetings than real questions, and they do not always expect an honest answer. If you are well acquainted with this person, you might say how you are truly feeling. If not, the accepted response is usually “Fine, thank you. How are you?” even if you are not feeling very well.

### **Tips for seeing off clients**

- If your client wants to leave during the farewell dinner, never be the first one to rise and say goodbye to him/her, or you will be considered impatient and insincere.
- A gift is used as the lubricant to make communication easier and also helpful to conclude business with your client.
- You’d better present a gift to your client’s taste. The gift whose package is attractive and exquisite should be neither too expensive nor too cheap.
- Help your client make flight reservations and book an air ticket if it is necessary.
- Consequently sending regards or email to him/her can be helpful to strengthen the friendship between you and your client.

## Part II Listening in

### Task 1 Listen to the conversation and try to fill in the blanks.

*At the airport, Mr. Brown sees a board with his name on it held by a young woman, so he walks towards her.*

Wang Jia: Hello! Are you Mr. Brown?

Mr. Brown: Yes. And you are?

Wang: How do you do, Mr. Brown? I'm Wang Jia, (1) \_\_\_\_\_ of Shanghai Sunrise Trading Corporation. Nice to meet you.

Brown: How do you do, Wang Jia? Nice to meet you, too.

Wang: Let me help you with the (2) \_\_\_\_\_.

Brown: Thanks a lot.

Wang: My pleasure. (3) \_\_\_\_\_?

Brown: A pleasant one. Good food and good service. But I'm catching a little jet lag.

Wang: Oh, you need a good rest to (4) \_\_\_\_\_. We've booked a room at the Shangri-La. Shall we go?

Brown: Great. You are so nice.

Wang: This way, please. Our car is outside.

Brown: Thanks.

*Mr. Brown and Wang Jia are on the way to the hotel. They are talking in a friendly way.*

Wang: So it's the first time for you to visit Shanghai, isn't it?

Brown: Yes. I felt quite excited when I had a splendid bird's-eye view of Shanghai on the plane. It has a clear skyline dominated by (5) \_\_\_\_\_.

Wang: Yes, it is. Shanghai is a very beautiful modern city. I can assure you that you would enjoy staying here.

Brown: Oh, I bet I will. Could you make some (6) \_\_\_\_\_ for me?

Wang: No problem, I'll do it. By the way, you'll be staying at Shangri-La, one of the best hotels in our city. The hotel has nice restaurants, bars, a boutique, 24-hour room service, laundry service, and facilities such as fax, copying and typing, etc. We've booked a room with a

(7) \_\_\_\_\_ of the Bund and Huangpu River.

Brown: Sounds great. But is it conveniently located?

Wang: Sure. Oh, here we are.

Brown: Wow! It looks very grand. That's very kind of you.

Wang: You're welcome.

*They arrive at the Shangri-La Hotel. At the front desk Wang Jia helps Mr. Brown to check in.*

Wang: This way, please. Let's go to the front desk for check-in.

Receptionist: Good morning. Welcome to Shangri-La. Can I help you?

Wang: Good morning. This is Mr. Brown from the United States. We've booked one room for him.

Receptionist: Let me see ... Oh, a reservation of a single room for 3 days in the name of Mike Brown, right? (8) \_\_\_\_\_?

Brown: Certainly. Here you are.

Receptionist: Thank you for showing your passport. And how would you like to pay?

Brown: Is Visa Card OK here?

Receptionist: Certainly.

Brown: Oh, could you tell me where I can find a supermarket?

Receptionist: Well, it is on the second floor. The Health Club and the bar are on the third floor.

Brown: I see.

Receptionist: If there's anything we can do for you, please let us know. The extension for the front desk is "6". And breakfast starts from 6:30 until 10:00.

Brown: OK. Thank you.

Receptionist: Please sign your name here, Mr. Brown. It's your keycard, and your room number is 1802. I'll get a bellboy to take you to your room. Hope you enjoy your stay here.

Brown: Thank you for your help.

Receptionist: You're welcome.

*After Mr. Brown settles down, they begin to talk about the arrangement of his visit.*

Wang: Here we are.

Brown: I like it. Thank you.

Wang: By the way, you probably know you can't drink the (9) \_\_\_\_\_,

- right? You may drink boiled water, or you can drink bottled water.
- Brown: Oh, thanks for telling me.
- Wang: Mr. Brown, may I discuss with you about the two-day visit here now? We plan to spend one day (10) \_\_\_\_\_ our factory and the other day sightseeing. Which do you prefer to do tomorrow, going around the factory or the city? Or you just want to have a day of good rest?
- Brown: It's really kind of you, but I'm eager to have a look at your factory and the products we've mentioned before.
- Wang: I see. How about picking you up at 9:00 tomorrow? Is it OK?
- Brown: Fine. Thank you for everything you've done for me.
- Wang: It's my pleasure.

**Task 2 Listen to the conversation and try to fill in the blanks.**

*About one week ahead, Monica Huang notifies the restaurant of a farewell dinner and discusses with the chef about the menu. Now the farewell dinner is coming.*

- Huang: Good evening, Mr. Wilson. I'm glad you've come.
- Wilson: Good evening, Ms. Huang. It's very kind of you to invite me to dinner tonight.
- Huang: Take a seat, please. The dinner will be ready in a few minutes.
- Wilson: Thanks.
- Huang: It's a pity that you're leaving tomorrow. Hope you'll visit our company again.
- Wilson: I am sure I will. Ms. Huang, I truly (1) \_\_\_\_\_ everything you've done for me. It has been a very pleasant and productive trip for me. Your company has left me a very good impression, and I am deeply moved by your hospitality.
- Huang: Thank you very much. I hope you have enjoyed your trip in China.
- Wilson: Oh, yes. This trip is excellent. Besides our business, I visited different places, which has helped me a lot to know more about China.
- Huang: Mr. Wilson, here is something I'd like you to give to your wife.
- Wilson: Thank you. I'll open it ... Oh, it is an embroidered picture. It's really (2) \_\_\_\_\_.
- Huang: I'm glad you like it.
- Wilson: I believe my wife will like it too. I don't know how to thank you for your kindness.

Huang: It's very kind of you to say so. Well, Mr. Wilson, this is the air ticket we booked for you. The flight number is CA985, and the plane will take off at 10:55 tomorrow morning. I will arrange a car to pick you up at 8:30. Please get everything ready before that.

Wilson: You are so (3) \_\_\_\_\_. I've given you too much trouble.

Huang: No trouble at all. And I should say thank you for placing an order with us. You won't be disappointed. En ... Now the dinner is ready. Please come to the table. Take this seat here, please.

...

Wilson: Thanks. How delicious the food is!

Huang: Mr. Wilson, here's to our friendly cooperation.

Wilson: To your health and our everlasting friendship.

Huang: (4) \_\_\_\_\_ to whatever you like.

*In the morning, Monica Huang comes to the hotel and waits for Mr. Wilson at the lobby.*

Wilson: Good morning, Ms. Huang.

Huang: Good morning, Mr. Wilson. Have you checked out?

Wilson: Yes.

Huang: OK. We should be at the airport two and a half hours earlier as you need time for customs formalities and (5) \_\_\_\_\_.

Wilson: Sure.

Huang: I've arranged a car to the airport. I'll call the porter to take your suitcase to our car.

Wilson: Thank you.

*Mr. Wilson and Monica Huang get into the car and head for the airport. 30 minutes later, they get to the airport.*

Huang: My driver will help you unload the luggage. This way, please.

Wilson: Thank you.

*Wilson is at the check-in desk now.*

Clerk: May I have your passport, please?

Wilson: Here you are.

Clerk: Thank you, Sir. The flight number is CA985 to San Francisco. How many

(6) \_\_\_\_\_ do you wish to check?

Wilson: Two.

Clerk: Put your baggage on the conveyor, please.

Wilson: By the way, can I have an (7) \_\_\_\_\_?

Clerk: Let me see. Yes, you may take one. All settled down. Here are your passport, boarding pass and the receipt to (8) \_\_\_\_\_. You may proceed to Boarding Gate Number 12.

Wilson: Thank you.

*Mr. Wilson finishes check-in, and the departure time is coming.*

Huang: I've checked the departure time. We still have 40 minutes. Let's wait at the departure lounge.

Wilson: Thank you so much, Ms. Huang. I'm so grateful to you.

Huang: It's my pleasure. I hope we can keep in touch.

Wilson: I hope so, and I believe we will.

*The airport broadcast announces the boarding for the flight CA985 to San Francisco.*

Wilson: Now, time for boarding. I'm afraid I have to say good-bye now. Ms. Huang, my dear friend. Thank you for all your help. I believe Mr. Jin is very lucky to (9) \_\_\_\_\_.

Huang: Thank you. It's very kind of you to say so. I wish you a very pleasant journey.

Wilson: Please (10) \_\_\_\_\_ your boss and other colleagues.

Huang: Sure. Keep in touch!

Wilson: See you!

Huang: Take care, and have a nice flight.

## Part III Language focus

### ■ Meeting at the airport

1. Excuse me, but are you ... from ...?
2. Did you have a good trip? / How was your flight? / Was it comfortable?
3. The journey was pleasant and the service on board was excellent.
4. I'm catching/feeling a little jet lag.

5. How many pieces of luggage do you have?
6. Let me help you with your luggage.
7. It's very nice of you to come and meet me.
8. We have already reserved you a standard/single room/suite at ... Hotel.
9. Anyhow, it's a long way to China, isn't it?
10. If all is ready, we'd better start for the hotel.
11. Our car is in Parking Lot 3.

■ **Breaking the ice**

1. I didn't expect the airport to be so efficient.
2. Well, I'm so glad to be able to come to ...
3. We're glad to have you here ...
4. We have a shuttle bus for ... visitors over there.
5. It's also very convenient to travel from the airport to the downtown area.
6. Have you ever been to ...?
7. I hope you could tell me the most convenient way to ...
8. You can take a shuttle bus as well as the subway.
9. It is a 10-minute drive to get there.
10. I certainly will take this opportunity to visit the city this time.
11. The hotel is conveniently located.
12. It is a bright and clean room facing the garden on the sunny side.

■ **At the farewell dinner**

1. Good evening ... It's very kind of you to invite me to dinner tonight.
2. I'm glad you have enjoyed your stay here.
3. I really appreciate all of your help/hospitality.
4. Here is something for you and your ... I hope you will like it.
5. I'd like to give you something (to take home).
6. Please accept this gift. It's a token of our friendship.
7. How nice of you! I'll open/unroll it right now ... Oh, it's lovely!
8. How skillfully it's done. It's hand-made, isn't it?
9. To your health and our friendship / friendly cooperation / brilliant future.

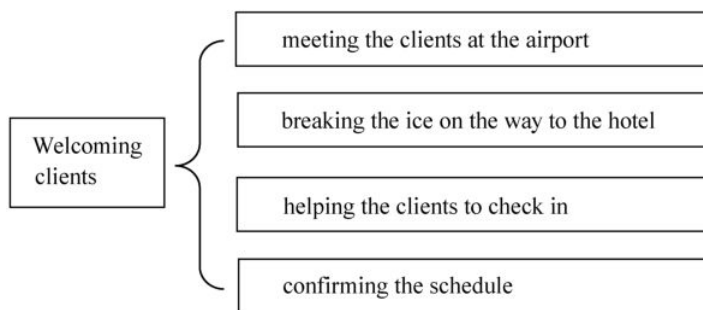
■ **Farewell at the airport**

1. It's very kind of you to come all the way to see me off.
2. Please send your family my best regards.
3. I wish you a very pleasant journey.
4. Take care. And don't forget to keep in touch.

5. Farewell and all the best.

## Part IV Speaking out

### Section 1 Sample dialogues



#### Dialogue 1

*Howard Yang is the director of Purchasing Department (PD) of Active Sports, Beijing, and Tom Chambers from the U. S. has been the largest client for Active Sports in the past few years. Today Howard picks up Tom in person at the airport, and they will discuss the likely further cooperation.*

Tom: Howard! Great to see you again!

Howard: Good to see you too, Tom. How was your flight?

Tom: Good. No holdups at the airport, and the flight was comfortable. I was able to take a nap on the way over.

Howard: Good. Do you have any jet lag?

Tom: No, not now. I adjusted to the time difference while I was in Korea, so I'll be all right.

Howard: That's good. I always get bad jet lag when I travel.

Tom: So, how is your wife doing, Howard?

Howard: She's doing fine, thank you. How is your family?

Tom: Fine, thanks. My wife wanted me to say thank you for your gift last time. She liked the jewelry box very much.

Howard: Oh, it was nothing. I'm glad she liked it.

- Tom: I heard you had a haze recently.
- Howard: Yes, but it wasn't too serious. The weather forecast for the next few days looks very good, so we don't need to worry about it.
- Tom: Wonderful. I was hoping to get some exercise and go sightseeing. Will we have enough time?
- Howard: Sure. Your schedule is very flexible. The only firm appointments are to spend a day at the factory tomorrow, and a half day at the office on Wednesday.
- Tom: There must be a lot of places of interest in Beijing. Last time I only visited the Forbidden City, but it was really unforgettable.
- Howard: This time we can go to the Summer Palace, and the Temple of Heaven.
- Tom: Sounds very exciting.
- Howard: And we can take you shopping before you leave.
- Tom: Great. It's good to be here, Howard. And it's really good to see you again.
- Howard: It's good to have you, Tom.

## ■ Dialogue 2

- Tom: All my bags are checked in. I guess I'm all set to go.
- Howard: I know you must be excited to go home after such a long business trip.
- Tom: I'm sure. So we'll be expecting the first shipment in less than a month?
- Howard: Yes, that's right. They'll be there in no time.
- Tom: Good. Tell Mr. Cao at the factory to keep up the good work. I think all the products are going to sell very well.
- Howard: We hope so! It's always good to work with you, Tom. I want to thank you for placing such a big order with us. You won't be disappointed.
- Tom: I'm sure I won't. I really appreciate all of your hospitality.
- Howard: It was my pleasure. And I'd like to give you something to take home. Let me unroll it.
- Tom: This is beautiful! Chinese calligraphy. What do these characters mean?
- Howard: They mean longevity. I remembered you like the calligraphy at the Palace Museum, so I thought you might like it.
- Tom: That's very nice of you. Where did you get it? It's not a print.
- Howard: No, it's an original. My father's friend is a calligrapher, and I had him make it for you. His name and the date are at the bottom.
- Tom: I'll hang it in my office. But I feel bad, and I didn't get you anything.
- Howard: Don't worry about it. It's a token of my appreciation for your business and

friendship.

Tom: If you have time around Christmas, please come to visit my family. I'll show you around our city.

Howard: Thanks for your invitation. And please give my regards to your wife.

Tom: You do the same. Well, I'd better go. Thanks again for everything.

Howard: Take care, and have a nice flight.

## Section 2 Creating your own

### Task 1 Pair work: Make a conversation according to the given information.

#### Tips for you (A)

*You are waiting at the airport for a new client who is going to visit your company.*

*The tips are for you to prepare a conversation.*

- You are  
from China  
the sales representative of a food company in Hangzhou, China
- You  
meet your client at the airport  
talk about his/her journey  
want to help him/her with his/her luggage

#### Tips for you (B)

*The supplier is waiting for you at the airport. The tips are for you to prepare a conversation.*

- You are  
from Mexico  
the head of a food corporation in Mexico
- You  
express your thanks to him/her  
express your feeling about your journey  
refuse his/her help and carry the luggage yourself