

2016年促进高校内涵发展定额——科研水平提高——学院教师科研能力提升建设——科研处项目编号: CMXN—164488

B English Practice for Business

商务英语 实训

主 编 / 苑丽娟

副主编 / 宋 娜 徐庆颖 姜一波



中央民族大学出版社

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Chapter One Daily Business Affairs

实训模块一 日常商务

Working Responsibility 工作职责

Daily business affairs could involve various occasions, such as business reception, business calls, business meetings, business travel, business operations, etc.

As the one who is supposed to be in charge of the daily business affairs in his/her company, he/she should be able to use specific situation languages listed: English for business office, English for business correspondence, marketing English, English for business itinerary, English for convention and exhibition.

Hence, this chapter is managed to cover the most practical situated English required for dealing with daily business affairs. To be more precise, learners need to acknowledge how to tackle office works while being aware of the functions of each typical component in companies. Meanwhile, essential instructions, such as how document should be filing, the procedures of sending and receiving faxes, the format of writing formal business letters, will be demonstrated in this chapter. Moreover, business affairs with individuals outside the office are also covered here, for example receiving clients, making arrangement for them, and purchasing facilities or equipment. Learners are expected to acquire the expressions related to before mentioned business affairs and shall be familiar with



stated situations.

Skill Points 技能要点

- ◆ While you are meeting clients, following expressions can be used commonly:

当你与客户会面时，以下表达方式会被经常使用：

Excuse me, but are you Mr. White from Britain?

抱歉打扰，您是英国来的怀特先生吗？

Sorry to have kept you waiting.

对不起，让您久等了。

Is this your first visit to China?

这是您第一次来中国吗？

Delighted to meet you at last.

很高兴终于见到您了。

How nice to meet you again!

再次见到您真是太高兴了。

We've been looking forward to meeting you.

我们一直期待着见到您。

I'll accompany you to the hotel.

我将陪您去酒店。

Is there any place you would like to visit?

您有想要参观的地方吗？

I could do some arrangement for you.

我可以为您安排。

- ◆ While you are receiving clients in you company, you can use following expressions:

当你在公司里接待客户时，可以使用以下表达：

Good afternoon, how can I help you?

下午好，有什么需要帮助的吗？



Do you have an appointment?

您有预约吗?

Can you please wait a few minutes?

您能稍等几分钟吗?

Your meeting is set at 9 o'clock.

您约在 9 点见面。

She is in a meeting and will be with you shortly.

她正在开会，很快就能来见您。

Will you please take a seat?

您请坐，好吗?

◆ Following sentences are frequently used in business documents:

以下句子经常使用在商务文件中:

We are willing to set up trade relations with your company.

我们愿意和您的公司建立贸易关系。

Our company has long been recognized in this scope of business and enjoys international prestige.

我们公司已经在此商业领域里被熟识认可，并且享有国际声誉。

Our goods will receive a promising market in your area.

我们的商品将在您所在的区域赢得不错的市场。

We would appreciate the price lists of your newly advertised products and details of your terms.

我们希望得到您做广告的产品的价格单，以及您方条款细则。

We are pleased to send you our catalogue that covers details of our selected products.

我们很高兴为您寄出我们的产品目录，其中涵盖我们所挑选商品的详细信息。

We have attached the latest catalogue and pricelist with this letter for your reference.

我们已经在此信中附上了最新的产品目录以及价格清单供您参考。

Your price appears to be unfavorable.



您的价格看起来不太有利。

We would be glad to have your quotation of the goods listed below.

我们将很高兴能得到您方以下所列货物的报价单。

We draft the contract according to our agreement.

我们根据协议拟订了合同。

Both parties should fulfill the contract.

双方都应履行合同。

◆ Key elements in business correspondence:

商务信函中的要素:

First of all, you need to state politely how you know his/her information to avoid being offensive.

首先, 需要礼貌地向对方说明如何得知对方的信息, 以避免唐突。

Then, you should introduce your company's background information in details for gaining recognition. You can also give information of your company's bank if necessary, so information can be gathered through bank.

然后, 为获得客户的认可, 你应该介绍你方公司详细的背景信息。必要时, 可以告知对方己方公司的往来银行以便对方通过银行查询了解。

Next, you may introduce your company's product features and, if necessary, send samples and quotations for reference.

接下来, 你可以介绍你方公司的产品特色, 必要时寄出样品和报价表以供对方参考。

In the meanwhile, you need to indicate how promising the current market circumstance is, and convince clients to take action as soon as possible.

同时, 你需要表明目前产品市场状况良好, 以说服客户尽快采取行动。

Finally, showing your respects at the end of your letter, and sincere expectations of being responded soon.

最后, 在信的结尾表达你的敬意, 并衷心地期望对方能够尽快回复。

Practice 1 Work Schedule

实训项目 1 工作安排

Practice Objectives 实训目标

By the end of this practice, you should be able to:

- ◆ be familiar with the words and expressions of the departments in a company.
熟悉公司各部门名称的英文表达法。
- ◆ know how to make a work plan/schedule for your boss effectively.
了解如何高效地为你的老板制定工作安排。
- ◆ give business information accurately.
准确地传递商务信息。

Task of Practice 实训任务

- ◆ You are Sally, the secretary of Jacob Chris who is the CEO (Chief Executive officer) of Hanxiang Company.
假如你是翰祥公司的执行总裁 Jacob Chris 的秘书。
- ◆ You need to help your boss with his work schedule. His work schedule could be made through asking his plans, reminding him of his appointments, or taking orders directly from him.
你需要在工作计划制定上协助你的老板。可以通过询问他的计划,提醒他的预约,或者直接接收他的指示来制定他的工作计划。



Try to Practice 尝试实训

Now, let's begin the practice according to *Task of Practice*.

请按照上述实训任务开始实训。

Situational Practice 情景实训

Sally: Jacob's secretary

Jacob: the CEO of Hanxiang Company

Sally: Sir, the managers of the Investment Department and the Purchasing Department would like to discuss their recruitment reports with you.

Jacob: I don't have time for that right now. Can you please email those reports to me? I'll add them to my list.

Sally: Yes, Sir. And Mike from the Public Relations Department and Dane from the Marketing Department want your opinion on Christmas Campaign.

Jacob: Indeed, that is important. How is my schedule? Do I have time for it today?

Sally: I'm afraid not, sir. Your schedule is quite tight today. The earliest slot is tomorrow.

Jacob: Alright, make an appointment with Mike and Dane. I'll have a meeting with them tomorrow, and the exact time should be?

Sally: Tomorrow ... 10: 30, sir. You'll be available at the time, according to your schedule.

Jacob: OK, make it that time then. And Sally, would you make an appointment with the heads of the Research and Development Department, the Engineering Department, and the Technology Department? Tell them it's about new product development.

Sally: Sure, Sir. According to your schedule, How about making that appointment in two days? That would be Thursday, 10 o'clock.