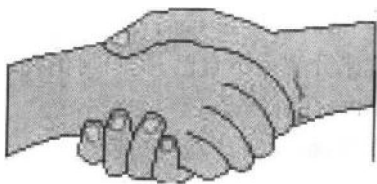


# Unit 1 Introductions & Entertainments

## 第一章 介绍与招待





## Nine Secrets of Practice

### (9 个实战秘笈)

1. 生意场上常有机会认识新的贸易伙伴。  
主动介绍自己是自信的表现。也许新的商机就在眼前。

**May I introduce** myself? My name is Allan Pope from APE Oil Company.

让我来介绍一下自己 我叫阿伦·波普 来自 APE 石油公司。

2. 初次见面，互表尊重与礼貌。

**How do you do?** Pleased to meet you. It's a pleasure to meet you.

3. 英美人十分重视“介绍”。通过介绍人们才能扩展交际范围。被介绍的人务必记住对方姓名，这是尊重对方的一种表现。如果对方名字实在太长，太难记，不妨请教他如何拼法。

How do you **spell your name** . please?

请问 您的名字如何拼写？

4. 在正式场合合作自我介绍时，为了表示郑重，通常都是连名带姓，将自己的全名

(full name) 直接说出来。如：

My name is John Major. 我叫约翰·梅杰。

5. 多个朋友多条路，广结善缘通四海。如果你想主动认识客户的工作伙伴时，不妨大方地请客户为你引见：

I would like to meet Mr. Freeman, the sales manager of Universal Utensils.

我想认识一下环球器皿公司的销售部经理弗里曼先生。

6. 当被介绍给他人时，握手与微笑是最好的见面礼。

You would better know how to shake hands properly. That's one of the best chances to show your confidence. Remember: don't shake hands like a dead fish.

7. 拉近与陌生人的距离 增强彼此的亲切感。

I've **heard of** you.

我听说过您。

Mr. Black has **mentioned your name** before.  
布莱克先生曾提及过您。

I've been to San Francisco several times. and I'm quite **impressed with** the Golden Gate Bridge.

我去过旧金山好几次，对金门大桥印象很

深刻。

- 8 在大多数英语国家里男子通常只在第一次被正式介绍时握手，或者如果他们是朋友，或者他们有段时间没见面了可能会握手。男子通常彼此不接吻。女士在第一次介绍时通常只握手。但如果某女士与另一位女士或男士成了朋友，他们可能在打招呼时拥抱一下或在脸颊上吻一下。
9. 确立共同感兴趣的话题有助于将对话继续。

Are you **interested in** gardening?

您对园艺感兴趣吗？

That's a **coincidence**. My husband also likes to **go fishing**.

多巧啊，我先生也喜欢钓鱼。



### Forty-five Practical Key Words

#### (45 个实战经典词汇)


1. *introduce vt.* 介绍
2. *introduction n.* 介绍
3. *mention vt.* 提及
4. *impress vt.* 给……留下印象
5. *pleasure n.* 愉快

6. San Francisco | 旧金山
7. Golden Gate Bridge 金门大桥
8. gardening *n.* 园艺
9. coincidence *n.* 巧合
10. account *n.* 账户、户头
11. accounts department 财务部
12. accommodation *n.* 住宿
13. voucher *n.* 收据 票据
14. data *n.* 数据
15. input *vt.* 输入
16. Toronto 多伦多
17. specialty *n.* 特制品
18. responsible *adj.* 负责的
19. finance *n.* 金融；财务
20. affairs *n.* 事情
21. design *n.* 设计
22. managing director 总经理
23. marketing *n.* 营销
24. supervisor *n.* 主管
25. training *n.* 培训
26. industry *n.* 工业
27. reservation *n.* 预订
28. reserve *v.* 预订
29. flight *n.* 飞行

30. arrangement *n.* 安排
31. appreciate *vt.* 感谢
32. marvelous *adj.* 好极了
33. considerate *adj.* 体贴的 周到的
34. delay *vt.* 使……延误
35. conference *n.* 会议
36. project *n.* 项目 工程
37. purchase *vt.* 采购
38. purchasing department 采购部
39. acknowledge *vt.* 承认 确认
40. employ *vt.* 雇用
41. Brussels 布鲁塞尔
42. Belgium 比利时
43. precision *n.* 精密、精确
44. bearing *n.* 轴承
45. amenities *n.* 便利设施



### Three Practical Situational Dialogues

(3 个实战情景会话) 

#### Situational Dialogue 1 (对话 1)

A: Good afternoon.

下午好！

B: Good afternoon.

下午好！

A: I'd like to **introduce myself**. My name is Eric Wood and I'm the new training supervisor here

让我自我介绍一下，我叫埃利克·伍德，这里的新培训主管。

B: Oh, yes. I've **heard of** you. How do you do? I'm Flora Smith. **Pleased to meet you**. Have you just arrived?

哦，我听说过你，很高兴见到你。我叫弗罗拉·史密斯，你刚来的吗？

A: No. I **got here** the day before yesterday, but it's the first time I've been up to this floor. Flora, what do you do?

不，我是前天来的。但来到这一层还是头一次。弗罗拉，你干什么工作的？

B: I'm a Customer Service Representative. Let me introduce our colleagues here: Victor, he's **responsible for** financial affairs; Tower, our design expert; Rose, secretary of the managing director; Larry, he **is in charge of** sales and marketing.

我是客户服务代表。让我来介绍一下我的同事们，负责财务的维克多，设计专家塔尔，总经理秘书罗丝；这是市场营销部的拉里。

A: Nice to see you all.  
很高兴见到大家。

### Situational Dialogue 2 (对话 2)

A: Excuse me, but are you Mr. Bowen?  
请问您是布文先生吗？

B: Yes.  
对。

A: Oh, I'm Chris King. I'm the Business Development Manager of North Industries.  
我是北方工业公司的客户开发部经理。

B: I'm **pleased** to meet you. I'm Max Bowen.  
很高兴见到你 我叫迈克斯·布文。

A: **Welcome to** Guangzhou, Mr. Bowen. How was your flight?  
欢迎您到广州来，布文先生。这次搭机感觉如何？

B: Not bad. But I'm a little tired.  
还不错。不过我有点累。

A: Forgive me for not asking before, but have

you **made hotel reservations**?

抱歉，我以前没问你。你预订旅馆了吗？

B: No, the trip was so sudden.

没有，这次的行程太匆促了。

A: Well then, let me **make some arrangements** for you.

那么 我来替你安排。

B: I'd appreciate that.

谢谢。

A: Would you **prefer** a western, Japanese or a Chinese **style hotel**?

你喜欢西式的、日式的还是中式的旅馆？

B: I think I'd **prefer a western hotel**. But I'd like to **try** a Chinese hotel next time.

我想我喜欢西式的旅馆，不过下回我要试试中式的旅馆。

A: What about the Holiday Inn near our head office?

我们总部附近的假日酒店如何？

B: That would be fine.

好的。

A: I'll **reserve you a room** with a balcony **overlooking** a beautiful lake. There's also a marvelous view of the mountains when the weather

is clear.

我将为你预订一间房，在阳台上能看到美丽的湖泊。天气明朗时，还能看到壮观的山景。

B: Thank you very much. It's very considerate of you.

非常感谢 你想得真周到。

### **Situational Dialogue 3 (对话 3)**

A: Hello, are you Mr. Smith?

你好 请问您是史密斯先生吗？

B: Yes, I am.

对 我就是。

A: I'm Susan Vincent.

哦 我叫苏姗·维生。

B: It's a pleasure to meet you

很高兴见到你。

A: Welcome to Guangzhou, Mr. Smith.

欢迎您到广州来，史密斯先生。

B: Thank you. I'm sorry I'm so late. You see, there was heavy fog in London and we were delayed there. I hope you haven't been waiting long.

谢谢！唔，对不起我来晚了。伦敦有大

雾 我们在那儿耽误了 希望你等得不是太久。

A: No, no. It's OK. Mr. Smith, did you **have a good trip**?

没有，没关系。史密斯先生，你旅途愉快吗？

B: Not too bad, thanks.  
还行 谢谢！

A: Fine, well I think the best thing is to **go to your hotel first**, if that's OK. My car is outside.

好的，我想现在最好去旅馆，行吗？我的车就在外面。

B: **Terrific**.  
好极了。

A: Can I take one of your bags?  
我来给你提个袋子好吗？

B: Oh thanks. Here you are.  
谢谢 给你。

A: Right now, is there anything you would like to do before we **set off**?  
我们出发前有什么事要处理一下吗？

B: Well, I'd just like to **make a quick call** to my wife, if that's all right.


哦 我这就给家人打个电话 可以吗？

A: Yes, of course

当然可以。



## Eleven Practical Key Sentences

(11 个实战经典句型) 

1. Please allow me to introduce myself. I'm Tina Dai, the Purchasing Manager of South China Trading Company.  
请允许我自我介绍一下。我叫蒂娜·戴，华南贸易公司的采购部经理。
2. I'd like you to meet Susan Lee. She **works in** the Accounts Department.  
我想让你认识一下财务部的苏珊·素。
3. Excuse me, but are you Mr Smith, from Britain?  
对不起，你是英国来的史密斯先生吗？
4. Let me **help** you **with** your luggage.  
让我来帮您提行李。
5. It's a great pleasure to meet you.  
见到您真高兴。
6. I've been **looking forward to** meeting you.

久仰。

7. How was your journey/flight?  
旅途愉快吗？
8. I think we'll go to your hotel first.  
我想我们先去你住的的旅馆吧。
9. Have you had a chance to **arrange reservations for** a room at a hotel?  
您有否订旅馆？
10. Is there anything you'd like to do before we go to the hotel?  
去旅馆前还有什么事要做吗？
11. Would you like a drink or something to eat before we go to the office?  
去办公室之前是否要点喝的或找点吃的？



### Four Practical Focus Drills

#### (4 个实战主题操练)

1. You are **talking to people** in a group. Someone you know comes up to the group. What should you do?
2. You **are about to** introduce your purchasing manager, and you forget his or her name.

What should you do?

3. You are **working hard on** a project when a visitor walks into your office. What should you say?
4. You are **attending a sales conference**. Use the business cards below and the additional information to practice with your partner:
  - greeting your partner;
  - introducing yourself;
  - exchanging information about** your jobs;
  - acknowledging information.

HuiFang Group Ltd	
Pete Rogers	
Sales Administration & Custom Officer	
PO Box 58, Brussels. Belgium	Tel: 84602548
	Fax: 87245169

Additional data

Huifang:

- precision bearings manufacturer
- employs 500 people in Brussels

Pete Rogers:

- handles** all custom-related activities

- handles price quotations; sales contracts; customers' inquiries; order processing and delivery arrangements.

Specialty Chemicals  
Mary Thatcher  
Assistant Accountant  
PO Box 32, Toronto, Canada  
Tel: 9463527  
Fax: 9760378

#### Additional data

##### Specialty Chemicals:

- specialty chemicals manufacturer
- employs 1000 people in Toronto

##### Mary Thatcher:

- prepares payable and receivable vouchers
- data input
- assists and supports the Finance Manager for developing new systems and procedures
- meets the changing requirements and anticipates future needs of the business
- has worked for Specialty Chemicals for 2 years

Goodluck Amenities Manufacturing No

Angela Hardy

Production Planner

368, Water Street, Kingston. Jamaica W.I.

Tel: 7486534

Fax: 7626742

Additional data :

Goodluck Amenities Manufacturing LTD. :

— **specializes in** plastic items, printing, hotel and traveling amenities

Angela Hardy :

— schedules production plans against the production capacity

— releases the shop flow orders to production plant

— follows up the shop flow orders to be completed on time

— co-ordinates with related parties on production and logistics

— has **worked for** G. A. M for 3 years

— likes traveling, tennis & baseball



## Practical Group Discussion ( 实战小组讨论 )



### 1. Eight Practical Issues (8个实战论题)

- ① How close should you stand to someone when you meet them?
- ② What does it mean if a Canadian businessman **keeps stepping backwards** while he's talking to a Mexican businessman?
- ③ What kind of voice **makes a person sound secure**?
- ④ What are the ways in which your body will tell the other person that you are listening attentively?
- ⑤ What aspects of nonverbal language will **prevent you from** communicating with others effectively?
- ⑥ When you introduce someone, what pieces of information should be **mentioned about** him?
- ⑦ What basic skills of communication should you **sharpen**?
- ⑧ Talk about your company: its corporate structure,