

# 商务社交

## 单词

词汇	发音	词性	翻译
travel	[us]'trævl [uk]'trævl	verb	旅行
weather	[us]'weðər [uk]'weðə(r)	noun	天气, 气候, 气象
money	[us]'mʌni [uk]'mʌni	noun	钱, 金钱
unhappy	[us]ʌn'hæpi [uk]ʌn'hæpi	adj.	不快乐的, 不高兴的, 不幸福的, 不满的
unusual	[us]ʌn'ju:ʒuəl [uk]ʌn'ju:ʒuəl	adj.	不寻常的, 罕有地, 异乎寻常地
inappropriate	[us],ɪnə'prɒpriət [uk],ɪnə'prəʊpriət	adj.	(对某人[某事物])不恰当的, 不适合的
limousine	[us]'lɪməzi:n [uk]'lɪməzi:n	noun	大型豪华轿车
serve	[us)sɜ:rv [uk)sɜ:v	verb	供职, 服役
card	[us]kɑ:rd [uk]kɑ:d	noun	名片
guess	[us]ges [uk]ges	verb	猜想
think	[us]θɪŋk [uk]θɪŋk	verb	期望
maybe	[us]'meɪbi [uk]'meɪbi	adv.	大概, 或许, 可能
probably	[us]'prɒbəbli [uk]'prɒbəbli	adv.	大概, 或许, 很可能
repeat	[us]rɪ'pi:t [uk]rɪ'pi:t	verb	重复
glad	[us]glæd [uk]glæd	adj.	高兴的, 开心的
introduce	[us]'du:s [uk],ɪntrə'dju:s	verb	介绍, 引荐
sport	[us]spɔ:rt [uk]spɔ:t	noun	运动, 文体活动
interrupt	[us],ɪntə'rʌpt [uk],ɪntə'rʌpt	verb	打扰, 打断
disturb	[us]dɪ'stɜ:rb [uk]dɪ'stɜ:b	verb	打扰, 干扰, 骚扰
executive	[us]ɪg'zekjətɪv [uk]ɪg'zekjətɪv	adj.	管理的, 行政的
familiar	[us]fə'mɪliər [uk]fə'mɪliə(r)	adj.	熟悉的

impolite	[us]ˌɪmpəˈlaɪt [uk]ˌɪmpəˈlaɪt	adj.	粗鲁的; 不礼貌的
impossible	[us]ɪmˈpɔːsəbl [uk]ɪmˈpɒsəbl	adj.	不可能的
inefficient	[us]ˌɪnɪˈfɪʃnt [uk]ˌɪnɪˈfɪʃnt	adj.	无效的;效率低的
located	[us]ˈloʊkətɪd [uk]ləʊˈkɛtɪd	adj.	坐落的, 位于的
politics	[us]ˈpɒlətɪks [uk]ˈpɒlətɪks	noun	政治
romance	[us]ˈroʊməns [uk]rəʊˈmæns	noun	富于想像力的故事; 浪漫故事
seem	[us]siːm [uk]siːm	linking verb	看上去, 像是, 似乎
religion	[us]rɪˈlɪdʒən [uk]rɪˈlɪdʒən	noun	宗教, 宗教信仰

## 欢迎商务来宾

在本课中，您将学习如何得体地欢迎生意上的客人。

### 反意疑问句

反意疑问句是位于陈述句之后的小问句。使用反意疑问句确定某事真假或征求同意。	
用一个否定的反义疑问句跟在一个肯定句后。大多数否定的反义疑问句由 <b>do + not + 代词</b> 构成。注意，该动词常被缩写。	
You work in marketing, don't you?	你在市场部工作，不是吗？
You got a degree in engineering, didn't you?	你获得了工程学学位，不是吗？
如果句中有动词 <b>be</b> ，或类似 <b>can</b> 或 <b>have</b> 的助动词，在反义疑问句中用该动词。	
You are the new sales manager, aren't you?	你是新任销售经理，不是吗？
He was late, wasn't he?	他迟到了，不是吗？
You can speak Arabic, can't you?	你会讲阿拉伯语，不是吗？
You have got five years' experience in sales, haven't you?	你有五年的销售经验，不是吗？

## 反意疑问句的语调

附加疑问句语调采用 **rising intonation**（升调），确认你不肯定的信息。

He isn't on our team, is he?

They can repair computers, can't they?

Kyle doesn't work at X100, does he?

附加疑问句语调采用 **falling intonation**（降调），确认你肯定的信息，或寻求他人赞同。

Miss Boyd is the CEO, isn't she?

They weren't hiring, were they?

It was pretty disorganized, wasn't it?

## 对话管理

通过使用对话管理策略，你可以增加成功对话的几率。以下是一些基本的小建议。

礼貌地让每个人都有同等机会说话。同时力求避免长时间的沉默。你可以通过完整回答问题来延长对话。

当你需要思考要说的话，使用类似表达：

Hmm ...

Let's see ....

要表示你理解了某人所说内容，示意他们继续谈话，使用类似表达：

Uh-huh?

Right.

Interesting.

要表示你没有听清或理解某人所说内容，使用类似表达：

I'm sorry, but could you repeat that?

Could you say that again, please?

Sorry - what was that?

要表示你没有理解某人所说内容，使用类似表达：

What do you mean?

I'm not sure I understand.

观看视频，学习语言用法。 <https://cns2.ef-cdn.com/Juno/15/69/6/v/15696/4.8> Scene 1.mp4

[NINA] They say in business, who you know is more important than what you know.  
[NINA] I believe that's true.  
[NINA] That's why I'm going to invite local business owners to the opening of my new shop.  
[NINA] I usually hate these kinds of things.  
[NINA] Oh, Helen, so glad you could come.  
[NINA] Have you met John?  
[NINA] John - Helen Bradley.  
[NINA] Helen - John Furrow.  
[NINA] But I just moved here.  
[NINA] What if nobody comes tonight?  
[NINA] It's going to be awful ... No. No. It'll be fine. It'll be fine.  
[NINA] Hello!  
[GUEST] Hi.  
[NINA] Thanks for coming.  
[GUEST] Oh, thank you.  
[NINA] Would you like a drink?  
[GUEST] Yes, please.

So glad you could come. 很高兴你能来  
Have you met John? 你见过 John 吗?  
Thanks for coming. 谢谢前来。  
Would you like a drink? 你要喝点东西吗?

选出正确的单词。

I'm so glad you could ( welcome / well / come ) .

It's great to see you ( in / at / of ) person.

Can I get you something to ( meet / come / drink ) ?

Do you ( come / meet / know ) Kendra?

You've ( meet / met / meeting ) Brandon, haven't you?

I'd like to ( introduce / meet / know ) you to Mr. Klein.

**Truth:** come; in; drink; know; met; introduce

## 参加社交活动

在本课中，您将学习如何在社交活动上交际。

### 对话话题

对话话题合适与否，并没有固定规则。这往往取决于文化、社会和个人观点。因此，与不熟悉的人交谈时，还是谨慎为好。

努力避免谈及诸如 **politics**（政治）、**religion**（宗教）、**money**（金钱）或**romance**（爱情）之类可能引起强烈反应的话题。相反，选择你认为对方可能感兴趣又不会触犯对方的话题。

<b>A: What kind of sports do you like? B: I'm a big soccer fan. A: Did you see the game last night? B: Yes! It was really exciting, wasn't it?</b>	你喜欢哪种运动？我是足球迷。你看了昨晚的比赛吗？看了！比赛很精彩，不是吗？
A: Do you enjoy traveling? B: Yes, I do. I went to India last year. I loved it!	你喜欢旅行吗？是的，我喜欢。去年我去了印度。我非常喜欢印度！
A: The weather's nice right now, isn't it? B: Yes, it is. I love the summer here.	现在天气很好，不是吗？是啊，天气很好。我喜欢这里的夏天。

### 闲聊寒暄

使用这些话题在派对和社交活动上进行简短而礼貌的对话。这称作“闲聊”。

<b>Wow - it's so hot outside!</b>	<b>哇 - 外面太热了！</b>
This event is very well-planned.	这个活动策划得很好。
The food's not too bad.	食物并不是很差。
So, what do you do for a living?	那么，你是做什么的？
I'm with Crump and Company. Where are you?	我在 Crump and Company 工作。你在哪里工作呢？
Are you here with family?	你和家人一起在这里吗？
Are you taking any time off this summer?	这个夏天你打算休假吗？

请听音频。请把词条移至正确的间隔处。

LINDA: Hello. I'm Linda Torres.

BILLY: Hi, Linda. I'm Billy. Billy Green.

LINDA: Nice to meet you, Billy. Great event, huh?

BILLY: Yeah, it's really (well-planned) .

LINDA: Right. And the food's not so (bad) .

BILLY: True. So, what do you (do) ?

LINDA: I'm in sales, for LivingStone.com.

BILLY: Oh, really cool company.

LINDA: Yeah, Living Stone's great. (Where) are you?

BILLY: I'm a VP at Garden Love.

LINDA: Wonderful! So you stay busy, right?

BILLY: Very busy! But I'm taking some time (off) to see Athens while I'm here. How about you?

LINDA: No, I've got to get right back to the office. So, are you here (with) family?

BILLY: No, my wife had to stay home with the kids, unfortunately.

LINDA: Oh, that's too bad. Hey, let me (introduce) you to my husband, Frank. He's right over there. He can give you some excellent advice about Athens. He's a travel agent.

BILLY: OK. Sounds good.

观看视频，学习语言用法。 [https://cns2.ef-cdn.com/Juno/15/69/7/v/15697/4.8\\_Scene\\_2.mp4](https://cns2.ef-cdn.com/Juno/15/69/7/v/15697/4.8_Scene_2.mp4)

[NINA] Haven't we met somewhere before?

[WOMAN] No, I don't think so.

[NINA] Oh. Sorry.

[NINA] So, are you from around here?

[WOMAN] Oh, not really. My husband and I moved here a few weeks ago.

[NINA] Oh, really? So did I. I think the area's lovely.

[WOMAN] Oh, me, too.

[WOMAN] We're going to open a book shop down the road in about a month.

[WOMAN] You should come to our opening.

[NINA] I will. Thanks.

[NINA] So what did you do before?

[WOMAN] Oh, well, I worked at Crow and Dunny's. Do you know it?

[WOMAN] Crow and Dunny's!

[WOMAN] I used to work there!

[WOMAN] I knew you looked familiar.

[WOMAN] Oh, right.

[WOMAN] Did you know Richard Moat?

[NINA] Oh, yes. Isn't he the worst?

[NINA] I know everybody who worked for him hated him!

[WOMAN] That's my husband. We just got married.

[NINA] Oh! Oh, oh, not that Richard Moat! There was a ... oh, what was his name? Richard ... Richard Moon ... Richard Mooney?

Haven't we met somewhere before? 我们以前在哪见过吗?  
 Are you from around here? 你是这附近的人吗?  
 Do you know it? 你知道这里吗?  
 I knew you looked familiar. 我觉得你很面熟。  
 Did you know Richard Moat? 你认识 Richard Moat 吗?

## 找出共识

与刚在社交活动上见到的某人建立共识是有好处的。如果你认为你以前见过对方但不肯定，使用类似表达。	
We've met somewhere before, haven't we?	我们以前在哪见过，不是吗？
You look familiar.	你看起来很眼熟。
使用类似表达确定你是否来自同一地区：	
Are you from around here?	你是这附近的人吗？
Have you always lived in the area?	你一直住在这个地区吗？
使用类似表达确定你是否知道同一人物或地点：	
I was the manager at Zutz Bakery. Are you familiar with it?	我是 Zutz Bakery 面包店的经理。你知道这家面包店吗？
Did you ever work with Robin Meyer?	你和 Robin Meyer 共事过吗？

## 商务联络

在本课中，您将学习如何辨别潜在的业务交往。

### 否定前缀

如 <b>un-</b> , <b>im-</b> 和 <b>in-</b> 类的前缀, 置于形容词的词首时, 使形容词具有相反的, 否定的含义。例如。	
把 <b>un-</b> 加到 <b>happy</b> 或 <b>usual</b> 前使形容词具有否定意义。	
Bethany's unhappy with the new product.	Bethany 对新产品不满意。
I've been traveling a lot. That's unusual.	我一直出差很多。这很不寻常。
加把前缀 <b>im-</b> 加到 <b>possible</b> 或 <b>polite</b> 前使形容词变为否定。	
It's impossible for me to come on Monday.	我周一不可能过来。
Craig is so impolite.	Craig 非常不礼貌。
把 <b>in-</b> 加到 <b>appropriate</b> 或 <b>efficient</b> 前使形容词带有否定意味。	
Money was an inappropriate gift.	送钱不合适。
The program seems very inefficient.	该计划看起来非常没有效率。

观看视频, 学习语言用法。 <https://cns2.ef-cdn.com/Juno/15/69/8/v/15698/4.8> Scene 3.mp4

[PAUL] So you're going to need computers. Maybe we could help you with that.

[PAUL] Like I said before, I ... I sell computers.

[PAUL] We sell computer parts and computer software.

[PAUL] We even fix computers.

[NINA] That's very interesting. I'm ...

[PAUL] We're better than other companies. We're actually the best. The best in town.

[PAUL] Maybe we could help you with your computers.

[NINA] Maybe. Um, on a different note ...

[PAUL] If you'd like to call, you could always say you're a friend of Paul Lambert.

[DAN] Sorry to disturb you.

[DAN] Are you in the middle of something?

[DAN] 'Cause I can come back later.

[NINA] No, no, no. We were just finished.

[DAN] Oh. You know, I just love these. They taste so good. Uh, did you make them?

[NINA] No, they're from a local restaurant.

[DAN] Umm, you haven't got their phone number, by any chance?

[NINA] Uh, yes. Uh ...

[DAN] You see, I'm having this party next week, so it would be lovely to have them.



[DAN] Uh, if I call them, can I just give them your name? You're, uh ...?  
 [NINA] Yes. Nina.  
 [DAN] Pleasure to meet you, Nina. Uh, I'm Dan.  
 [DAN] So, here's my card.  
 [NINA] Thank you.  
 [DAN] Thank you.

We sell computer parts. 我们销售电脑零件。  
 We even fix computers. 我们甚至还维修电脑。  
 We're better than other companies. 我们比其他公司都好。  
 Maybe we could help you. 也许我们可以帮您。  
 If you'd like to call ... 如果您要打电话.....  
 You could always say you're a friend. 您可以说是我的朋友。  
 So, here's my card. 对了, 这是我的名片。

## 提供你的公司的信息

使用类似表达提供有关你公司提供的服务信息。	
We sell and repair executive limousines.	我们销售和维修行政轿车。
We've provided printing services to small businesses for 15 years.	我们十五年来一直为小型企业提供印刷服务。
使用类似表达提供有关你公司获得的成就的信息。	
We received the Business of the Year Award.	我们获得过年度最佳企业奖。
We serve more than 300 customers in the Highland area.	我们为高地地区的 300 多位客户提供服务。
使用类似表达告诉人们如何联系你的公司。	
We're located downtown, next to Restaurant Blanca.	我们位于市中心, 紧靠Blanca餐馆。
Here's my card.	这是我的名片。

观看视频, 学习语言用法。 <https://cns2.ef-cdn.com/Juno/15/69/8/v/15698/4.8> Scene 3.mp4

[PAUL] So you're going to need computers. Maybe we could help you with that.  
 [PAUL] Like I said before, I ... I sell computers.  
 [PAUL] We sell computer parts and computer software.  
 [PAUL] We even fix computers.

[NINA] That's very interesting. I'm ...

[PAUL] We're better than other companies. We're actually the best. The best in town.

[PAUL] Maybe we could help you with your computers.

[NINA] Maybe. Um, on a different note ...

[PAUL] If you'd like to call, you could always say you're a friend of Paul Lambert.

[DAN] Sorry to disturb you.

[DAN] Are you in the middle of something?

[DAN] 'Cause I can come back later.

[NINA] No, no, no. We were just finished.

[DAN] Oh. You know, I just love these. They taste so good. Uh, did you make them?

[NINA] No, they're from a local restaurant.

[DAN] Umm, you haven't got their phone number, by any chance?

[NINA] Uh, yes. Uh ...

[DAN] You see, I'm having this party next week, so it would be lovely to have them.

[DAN] Uh, if I call them, can I just give them your name? You're, uh ...?

[NINA] Yes. Nina.

[DAN] Pleasure to meet you, Nina. Uh, I'm Dan.

[DAN] So, here's my card.

[NINA] Thank you.

[DAN] Thank you.

Sorry to disturb you. 对不起, 打扰了。您在忙吗?

Are you in the middle of something? 您在忙着干某事吗?

We were just finished. 我们刚刚结束。

## 总结社交活动

在本课中, 您将学习如何对活动中发生的事情做总结。

**肯定反意疑问句**

与否定反意疑问句相同，肯定反意疑问句用于确认某事真假或征求同意。	
跟在否定句后的肯定的反意疑问句，绝大多数由 <b>do</b> + 代词构成。注意，该动词常被缩写。	
You don't remember his name, do you?	你不记得他的名字，是吗？
She didn't like the food, did she?	她不喜欢这种食物，是吗？
如果句 <b>be</b> 中含有动词，或诸如 <b>can</b> 或 <b>have</b> 的助动词，在反义疑问句中用该动词。	
Tom isn't the CEO, is he?	Tom不是首席执行官，是吗？
They weren't at the event, were they?	他们不在活动现场，是吗？
We can't go next week, can we?	我们下周去不了，是吗？
Martha hasn't hired any new people, has she?	Martha 没有聘用新人，是吗？

观看视频，学习语言用法。 <https://cns2.ef-cdn.com/Juno/15/69/9/v/15699/4.8> Scene 4.mp4

[NINA] I think it was an interesting evening.  
 [NINA] I guess I enjoyed it, but I'm ... I'm also glad it's over.  
 [NINA] The networking, however, is not over.  
 [NINA] Now that I have his number, I think I'm going to call Dan.  
 [NINA] I know. I'll invite him for dinner. No, dinner is too much.  
 [NINA] Lunch?  
 [NINA] Yes! That's it.  
 [NINA] I'll invite him for lunch.

I think it was an interesting evening. 我认为这个晚上很有意思。  
 I guess I enjoyed it. 我想我过得很开心。  
 networking 交际，社交  
 I think I'm going to call Dan. 我想我要打电话给 Dan。

表达犹豫的观点

用如 <b>guess</b> , <b>seem</b> 或 <b>think</b> 类的动词和 <b>maybe</b> 或 <b>probably</b> 类的副词表达一种试探性意见。注意这些词强调表述的试探性的发音。	
I guess that the networking event was fun.	我认为这场社交活动很有意思。
Sandra seemed interested.	Sandra 似乎很感兴趣。
I think that Mr. Soledad will call me.	我觉得 Soledad 先生会打电话给我。
Maybe I'll make some new contacts.	也许我会结识一些新的朋友。
I'll probably have another event next month.	下个月我可能会参加一场活动。

请听音频。请把词条移至正确的间隔处。

MARIA: Wow - I am so tired. What a night!

JONAS: No kidding.

MARIA: Did you make any good (contacts) ?

JONAS: Yeah. You didn't talk to Helen Woolsey, (did) you?

MARIA: Helen from The Kleen Company? No, I didn't. What did she say?

JONAS: I told her about our website design services. Helen was definitely excited.

MARIA: Cool! Did she order any services?

JONAS: No, but she'll (probably) place an order.

MARIA: That's great. Bobby Baber (seemed) interested, too.

JONAS: Really? Bobby Baber? He was totally impolite and inappropriate at our last (networking) event. He said we were crazy for opening our own business!

MARIA: I know, I know. He's weird. But last night he said that our company looks really strong.

JONAS: Wow. OK, well, I (guess) that Bobby Baber was feeling a little guilty about what he said last time.

总结

在参加社交活动后，你可能想总结经验，告诉自己的同事或朋友。下为可供参考的邮件样文格式。

1. 撰写简短扼要的主题

Friday's networking event

Networking in New Orleans

2. 简要说明你写邮件的目的。

I want to tell you about the networking event I went to.

I'm writing from New Orleans. I just got back from an exciting networking party.

3. 用两到三个句子总结活动的时间、地点和原因，以及参加人员。

Our business partner, Friendz International, had the event on Friday at the Beach Palace Inn in Miami. Friendz wanted everyone to share ideas about how to succeed in China.

Food 1st invited about 50 restaurant owners to the event tonight. They served food from around the world. There were 10 food tables and we spent 10 minutes at each table tasting food.

4. 用一两个句子表达你对活动结果的观点。

I guess that the event was a success. A vice president at Pumelin seemed interested in our exchange program.

I think that I made some great business contacts. Rene Arzak from Eat 8 took my card. Maybe she'll give me a call!

阅读总结一场保健行业联谊活动的电子邮件。

Networking party about health costs  
From: [nick.stevens@upoweru.com](mailto:nick.stevens@upoweru.com) To: [cassandra@cityhealth.com](mailto:cassandra@cityhealth.com); [joseph@healthykid.net](mailto:joseph@healthykid.net)  
Hi, Cassandra and Joe. I went to a fantastic networking party this weekend at the General Hospital in Luxembourg. More than 20 city healthcare executives were there. The executives shared great ideas about how to decrease healthcare costs. The best idea was probably a free health advice website. People seemed excited about my course for doctors, too. I'll tell you more when I see you next week!  
Best regards, Nick

阅读有关这次活动的三条总结。请选择正确的答案。

Summary A: I just got back from the networking event at the Edison. I guess it was a success. Will anyone call me? Maybe Anthony. Everyone was happy and friendly. Maybe that's because the event took place near the beach!

Summary B: I guess that he liked my ideas about web design. And it was so cool that the event was in Hawaii. What a fancy place. It was right next to the beach. I think that Anthony Cleo will call. I'd probably go again next year. It was at the Edison.

Summary C: I went to a very cool networking event at the Edison in Hawaii last week. A large group of executives met to share ideas about web marketing. I think that I made some great contacts, and Anthony Cleo at RSL really liked my web design ideas.

