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# 商务英语 口语 100主题

[加] 马修·杜鲁门 | 著  
(Matthew Trueman)  
葛文聪 | 译

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100 Topics of  
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1000多个单词短语

- ✓ 接电话
- ✓ 业务沟通
- ✓ 商务旅行
- ✓ 会议演讲
- ✓ 接待客户
- ✓ 谈判……

工作英文一网打尽

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# 前言

在经济全球化时代，越来越多的中国人进入国际商务领域。进外企、做外贸、海外求职，还有近年来蓬勃发展的电子商务，让我们置身于更加频繁的商务交流中。在这个过程中，我们的英语已经不能止步于简单的问答，掌握更高层次的商务英语成为现实需要。

马修·杜鲁门的新书《商务英语口语100主题》的出版可以说恰逢其时，为急于提高英语水平的商务人士提供了最好的范本。这本书的特点首先是真实，它真实再现了多场景、多话题、多变化的商务英语。作者马修商学院出身，在加拿大和中国有近十年的商务从业背景，经历过从大公司任职到自主创业的过程。他创作的对话再现了欧美公司真实的工作环境、员工真实的工作状态，其可信度是同类图书很难达到的。读者除了可以掌握地道的商务英语，还能学到教科书里学不到的商务伦理和交往规范，更加从容自如地和外国人打交道。

语料丰富也是本书令人印象深刻之处。书中的话题涵盖各个商务领域，涉及公司各层级、各部门、各岗位，细致到每个工作环节。在体裁方面，本书不仅有对话，还有发言、报告、陈述、介绍、演讲。只要是口语表达的场合，本书似乎都考虑到了，并且提供了非常典型的范例。作者总是从实际需求的角度挑选话题。比如，“国际展会”单元有实用性极强的展台接待、公关活动、吸引外资、寻求代理、寻求出口。“公共演讲”单元有主持人开场白、介绍嘉宾、嘉宾致辞，以及会后的提问、接受采访等。对于学习者来说，这些内容马上就能派上用场。

在体例设计方面，这本书有很多细致的考虑。比如，在每课的句型部分，所有句子都按表达目的分类，十分切合读者需要。而且，左页英文、右页中文的排版，也方便读者做自测练习。书中100个话题，每课长度统一，都是四页，学习者每天花半小时便能学完一个话题。

本书内容分为四大板块。读者可以根据自身需要从不同部分开始学习。

Part 1 职场英语 Workplace English：包含办公室会话、与同事沟通、求职应聘等，让你在处理日常业务，或者面对外国同事、主管时能轻松自在地用英语交更多电子书访问[www.j9p.com](http://www.j9p.com)

谈。

Part 2 管理英语 Management English：涵盖业务会议、项目管理、公司财务、市场营销等，同时还有各项经营报告。这部分让你完全融入国际公司的办公环境，用英语处理各项业务，真正实现用英语工作。

Part 3 社交英语 Social English：涉及商务旅行、接待外宾，以及各种社交场合的正式发言或即兴发言，让你在社交场合谈吐得体，有效拓展人脉关系。

Part 4 商务英语 Business English：再现真实的国际商务场景，从客户开发、产品介绍，到参加国际展会、商务谈判、客户服务，还包括商务场合的公共演讲。这部分将让你在外贸洽谈等商务交流中更加得心应手。

总之，这本书符合读者对一本好的商务英语书的要求：真实、全面，透露着英语文化的底蕴。读者哪怕只学完一半内容，对于商务英语的理解和运用都会上升一个层次。

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本书编者

# Part 1

## 职场英语

### Workplace English

#### Unit 1

#### 办公室对话

#### Office Talk

#### 01 接电话 Answering the phone

##### Useful Expressions

##### 接电话

1. This is Human Resources. Julia Carter speaking.
2. How may I help you?
3. May I ask who is calling?
4. What is your call concerning?
5. I'm in a meeting. Can I call you back later?
6. Can you call back later?
7. Thank you for calling.

##### 去电话

8. Could I speak to Mr. Sweeney please?

9. This is Diana Saunders from Green Meadow Resorts.

10. I 'm calling in response to your ad in The Denver Post for the position of electrical engineer.

11. I'm calling about a job advertisement in The New York Times.

12. Can I speak to someone in the Research and Development Department?

转接他人

13. I'll put you through.

14. Please hold, Ms. Saunders.

15. Just one moment.

16. The line was busy.

17. I'm sorry; Mr. Sweeney isn't answering his phone.

18. He may be out or in a meeting.

19. Would you like me to transfer you to his voice mail?

20. I'm transferring you to his personal voice mail now.

21. Would you mind telling me his extension number?

22. Would you like to leave a message for him?

常用表达法

接电话

1. 这里是人力资源部。我是茱莉亚·卡特。

- 2.有什么我可以帮助您？
- 3.请问您是哪位？
- 4.您有什么事？
- 5.我正在开会。过后给您打过去行吗？
- 6.您过会儿再打行吗？
- 7.感谢您的致电。

去电话

- 8.请问斯威尼先生在吗？
- 9.我是绿草地度假村的黛安娜·桑德斯。
- 10.我想询问一下你们在《丹佛邮报》上登出的招聘电气工程师的事。
- 11.我想问问贵公司刊登在《纽约时报》上的一则职位信息。
- 12.我能和研发部的人员通话吗？

转接他人

- 13.我给您转接电话。
- 14.请稍等，桑德斯女士。
- 15.稍等一下。
- 16.电话占线。
- 17.对不起，斯威尼先生没接电话。
- 18.他可能是出去了或者在开会。

19.需要我把您接入他的语音信箱吗？

20.我现在就给您转入他的个人语音信箱。

21.你可以把他的分机号码告诉我吗？

22.您想给他留言吗？

单词

ad 广告

booking 预订

experience 工作经验

graduate 大学毕业生

minimum 最小值

opening （职位的）空缺

position 职位

senior 资深的

talent 人才

短语

answering one's phone 接电话

careers page 招聘页面

extension number 分机号码

get in touch with 与.....联系

in response to 回应

junior position 新手

keep on file 存档

transfer to 转接到.....

voice mail 语音信箱

## Dialogue 1

Julia: Good morning, this is Human Resources. Julia Carter speaking.

Raymond: Hi, I'm calling in response to your ad in The Denver Post for the position of electrical engineer.

Julia: Thank you for calling, Mr. ...

Raymond: Gibbs, Raymond Gibbs. I'm a recent university graduate.

Julia: Well, Mr. Gibbs, the advertised position is actually for senior electrical engineer, and it requires a minimum of 10 years' experience.

Raymond: Yes, um, I don't have any experience yet, since I just graduated. Do you have any openings for a junior position?

Julia: Not at the moment, but we're always looking for young talent to join our team. You can visit the Careers page on our website, which lists all of our current openings. If you'd like, you can also email your resume for us to keep on file. If a suitable position comes up, we'll get in touch with you.

Raymond: Thank you, I appreciate that.

Julia: No problem. Do you have a pen handy?

## 对话1

茱莉亚：早上好，这里是人力资源部。我是茱莉亚·卡特。

雷蒙德：你好。我想询问一下你们在《丹佛邮报》上登出的招聘电气工程师的事。

茱莉亚：感谢您的致电，请问怎么称呼您？

雷蒙德：吉布斯，雷蒙德·吉布斯。我是个刚刚毕业的大学生。

茱莉亚：是这样的，吉布斯先生，广告上招聘的职位实际上是面向资深电气工程师的，要求应聘者具备至少十年的工作经验。

雷蒙德：是的，呃，我刚刚毕业，还没有什么工作经验。你们有没有什么职位是面向新手招聘的？

茱莉亚：暂时没有。不过我们一直都在寻找有才华的年轻人加入我们的团队。您可以登录我们的网站，查看招聘页面，上面列出了我们目前正在招聘的所有职位。如果您愿意的话，您也可以把您的简历发邮件给我们备案。如果有适合您的职位，我们会联系您。

雷蒙德：谢谢你。非常感谢。

茱莉亚：没问题。您有笔可以记一下吗？

## Dialogue 2

Receptionist: Good afternoon, Blue Skies Travel Agency. How may I help you?

Diana: Hi, could I speak to Mr. Sweeney please?



Receptionist: Certainly. May I ask who is calling?

Diana: This is Diana Saunders from Green Meadow Resorts. I have a question about a client's booking.

Receptionist: Please hold, Ms. Saunders, I'll put you through... (no answer) I'm sorry, Mr. Sweeney isn't answering his phone. He may be out or in a meeting. Would you like me to transfer you to his voice mail?

Diana: Sure, that would be fine. Oh, and would you mind telling me his extension number?

Receptionist: Mr. Sweeney's extension is 6455. I'm transferring you to his personal voice mail now.

Diana: Thank you.

## 对话2

接待员：下午好，这里是蓝色天空旅行社。有什么我可以帮您？

黛安娜：你好，请问斯威尼先生在吗？

接待员：在。请问您是哪位？

黛安娜：我是绿草地度假村的黛安娜·桑德斯。我想询问一个客户的预订事宜。

接待员：请稍等，桑德斯女士，我给您转接电话.....（无人应答）对不起，斯威尼先生没接电话。他可能是出去了或者在开会。需要我把您接入他的语音信箱吗？

黛安娜：好啊。哦，你可以把他的分机号码告诉我吗？

接待员：斯威尼先生的分机号码是6455。我现在就给您转入他的个人语音信箱。

黛安娜：谢谢。

## 02 相互介绍 Introducing colleagues and associates

### Useful Expressions

#### 见面问候

1. It's a pleasure to meet you.
2. Thank you, the pleasure is mine.
3. It's a pleasure to meet you, Ms. Wagner.
4. The pleasure is mine. Please, call me Anna.
5. It's so nice to see you again.
6. How have you been?
7. How are things going for you?

#### 介绍

8. I don't think you've met Jonathan Hunt yet.
9. Let me introduce you to my colleague, Ken Phillips.
10. Ken, I'd like you to meet Anna Wagner.
11. Jonathan, this is Rosa Everett, she's one of our graphic designers.
12. Anna is a property lawyer with Collins & Fitzpatrick Law Firm.
13. She's one of our dedicated and loyal clients.
14. Jonathan is our new catalog copywriter.

15. Ken just joined us last month as one of our junior accountants.

寒暄

16. What a coincidence. I did my undergraduate studies in Kansas City.

17. Really, you went to UMKC? Me too!

18. Well, it's nice to meet a fellow graduate of UMKC.

19. Small world, isn't it?

20. What a nice surprise!

21. How about joining us for lunch?

22. I have heard so much about you from Mr. Zhang.

23. I really look forward to working with you.

## 常用表达法

### 见面问候

1. 很荣幸见到你。

2. 谢谢。我也感到很荣幸。

3. 很荣幸见到你，瓦格纳女士。

4. 我也很荣幸。请叫我安娜。

5. 很高兴再次见到你。

6. 最近过得怎么样？

7.你的事都顺利吗？

介绍

8.我想你还没见过乔纳森·亨特。

9.我给你介绍一下我的同事肯·菲利普斯。

10.肯，这位是安娜·瓦格纳。

11.乔纳森，这位是罗莎·埃弗里特，她是我们的一位美术设计师。

12.安娜在柯林斯和菲茨帕特里克律师事务所担任财产事务律师。

13.她是我们的忠实客户之一。

14.乔纳森是我们的新任广告文案撰写人。

15.肯上个月刚刚来我们公司做初级会计。

寒暄

16.真巧啊！我是在堪萨斯市读的大学。

17.真的吗？你是在堪萨斯市的密苏里大学读的书？我也是呀！

18.很高兴遇见校友！

19.世界真小啊，对吧？

20.真意外啊！

21.咱们一起吃午饭吧，好吗？

22.我经常听张先生提到您。

23.真的期待能够和您共事。

## 单词

actually 实际上

block 街区

coincidence 巧合

communication 通信技术

dedicated 专注的

minor 辅修

transfer 调任

undergraduate 大学本科的

upcoming 即将来临的

## 短语

catalog copywriter 广告文案撰写人

fellow graduate 校友

graphic designer 美术设计师

junior accountant 初级会计

Korean cuisine 韩国料理

loyal client 忠实客户

major in 主修

product descriptions 产品介绍

property lawyer 财产事务律师

## Dialogue 1

Timothy: Hi Rosa, please come in. Oh, I don't think you've met Jonathan Hunt yet. Jonathan is our new catalog copywriter. He was just showing me some new product descriptions that he's been working on for the upcoming catalog. Jonathan, this is Rosa Everett, she's one of our graphic designers.

Jonathan: It's a pleasure to meet you.

Rosa: Thank you, the pleasure is mine.

Timothy: Jonathan just transferred here from our location in Kansas City.

Rosa: What a coincidence. I did my undergraduate studies in Kansas City, at the University of Missouri.

Jonathan: Really, you went to UMKC? Me too! I studied English literature with a minor in communications.

Rosa: I majored in business and marketing.

Jonathan: Well, it's nice to meet a fellow graduate of UMKC.

Timothy: Small world, isn't it?

## 对话1

蒂莫西：你好，罗莎，请进。哦，我想你还没见过乔纳森·亨特。乔纳森是我们的新任广告文案撰写人。他刚刚给我看了他为新目录所写的新产品介绍。乔纳森，这位是罗莎·埃弗里特，她是我们的一位美术设计师。

乔纳森：很荣幸见到你。

罗莎：谢谢。我也感到很荣幸。

蒂莫西：乔纳森刚刚从我们在堪萨斯市的办事处调到这里。

罗莎：真巧啊！我是在堪萨斯市读的大学，就在密苏里大学。

乔纳森：真的吗？你是在堪萨斯市的密苏里大学读的书？我也是呀！我攻读英语文学专业，辅修通信技术专业。

罗莎：我主修商务和营销专业。

乔纳森：很高兴遇见校友！

蒂莫西：世界真小啊，对吧？

## Dialogue 2

Janice: Anna, is that you? What a nice surprise! I didn't know you like Korean food!

Anna: Hi Janice, it's so nice to see you again. Actually I love Korean cuisine. This is one of my favorite restaurants, and it's just a few blocks from my office.

Janice: Really? This is my first time coming here, but it seems like a nice place. Oh, let me introduce you to my colleague, Ken Phillips. Ken just joined us last month as one of our junior accountants. Ken, I'd like you to meet Anna Wagner. Anna is a property lawyer with Collins & Fitzpatrick Law Firm on Pine Street. She's one of our dedicated and loyal clients.

Ken: It's a pleasure to meet you, Ms. Wagner.

Anna: The pleasure is mine. Please, call me Anna.

Janice: Anna, since you just got here, and Ken and I haven't

ordered yet, how about joining us for lunch? I can ask the waiter to bring another chair to the table.

Anna: Sure, I'd love to.

## 对话2

詹尼斯：是安娜吗？真意外啊！我以前都不知道你喜欢韩国料理。

安娜：你好，詹尼斯，很高兴再次见到你。实际上，我很喜欢韩国料理。这是我最喜欢的餐厅之一，离我的办公室只有几个街区远。

詹尼斯：真的呀？我第一次来这家餐厅，不过这儿看上去挺不错的。噢，我给你介绍一下我的同事肯·菲利普斯。肯上个月刚刚来我们公司做初级会计。肯，这位是安娜·瓦格纳。安娜在松树大街上的柯林斯和菲茨帕特里克律师事务所担任财产事务律师。她是我们的忠实客户之一。

肯恩：很荣幸见到你，瓦格纳女士。

安娜：我也很荣幸。请叫我安娜。

詹尼斯：安娜，既然你也刚进来，我和肯也没点菜呢，咱们一起吃午饭吧，好吗？我让服务员再拿一把椅子过来。

安娜：好啊。

## 03 订购用品 Ordering supplies

### Useful Expressions

#### 买家

1. I'd like to order the full-size mahogany boardroom table.

2. I'm calling to place another order for laser toner cartridges.



3. I'd like to change the order quantity.

4. This time I would like to order 50 cartridges instead of 25.

5. How much will that cost?

6. Our company has a Preferred Customer Account, so I believe we're entitled to a 10 percent discount.

7. You can charge it to the same credit card as the last purchase.

8. Can you deliver them tomorrow?

9. Please ship it to that address.

卖家

10. May I help you?

11. It will be my pleasure to assist you.

12. Is this a repeat of a previous order?

13. Let me pull up your last order here.

14. We have some of those in stock.

15. Just to confirm, the boardroom table you want is product number 81025.

16. I see that you ordered 25 toner cartridges for the Samsung SCX-8000 printer on May 16th.

17. The conference table is \$945 and the chairs are \$95 each, so that will be \$1,705 altogether.

18. After applying discount, the total will be \$1,534.50.

19. You'll certainly get them by Friday.

20. Your office is still located at 125 Maple Drive?

21. Thank you for your continued business, Mr. Guzman.

### 常用表达法

#### 买家

1.我想订购最大尺寸的桃花心木会议桌。

2.我想再订购几个墨盒。

3.我想修改订购的数量。

4.这次我要订50个墨盒，而不是25个。

5.一共多少钱？

6.我们公司持有优惠客户账户，我想我们可以享受九折优惠。

7.你们可以通过上次登记的信用卡账户来收费。

8.你们能明天送货吗？

9.请寄送到这个地址。

#### 卖家

10.有什么我可以帮您？

11.我很荣幸能够帮助您。

12.您之前也在这里订购过这个产品，对吗？

13.我来查一下您以前的订单。

14.我们备有现货。

15.我跟您确认一下，您要订购的是款号为81025的会议桌。

16.我看到，您在5月16日订购了25个适用于三星SCX8000打印机的墨盒。

17.会议桌是945美元，会议椅每把95美元，一共是1705美元。

18.打折以后，共计1534.50美元。

19.最迟星期五，您肯定能收到货。

20.您的办公地点仍然是枫树大道125号，对吗？

21.非常感谢您再次购买我们的产品，古兹曼先生。

单词

discount 折扣

full-size 最大尺寸的

mahogany 桃花心木

model 型号

previous 之前的

printer 打印机

purchase 购买

quantity 数量

短语

be entitled to 可以享受.....

boardroom table 会议桌

charge it to... credit card 通过.....信用卡收费

conference chair 会议椅

continued business 再次购买

just to confirm 确认一下

place an order for 订购.....

Preferred Customer Account 优惠客户账户

ship it to 寄送到.....

toner cartridge 打印机墨盒

## Dialogue 1

Sales dept.: Good morning, Sales Department. May I help you?

Mr. Guzman: Hi, this is Enrique Guzman from Gamma Corporation. I'm calling to place another order for laser toner cartridges.

Sales dept.: It will be my pleasure to assist you. Is this a repeat of a previous order?

Mr. Guzman: Yes, but I'd like to change the order quantity.

Sales dept.: Okay, let me pull up your last order here. I see that you ordered 25 toner cartridges for the Samsung SCX-8000 printer on May 16th.

Mr. Guzman: That's right. The printer model is the same, but

this time I would like to order 50 cartridges instead of 25.

Sales dept.: No problem. Your office is still located at 125 Maple Drive?

Mr. Guzman: Yes, please ship it to that address. And you can charge it to the same credit card as the last purchase.

Sales dept.: Great. Thank you for your continued business, Mr. Guzman.

Mr. Guzman: Thank you.

### 对话1

销售代表：早上好，这里是销售部。有什么我可以帮助您？

古兹曼先生：你好，我是伽马公司的恩里克·古兹曼。我想再订购几个墨盒。

销售代表：我很荣幸能够帮助您。您之前也在这里订购过这个产品，对吗？

古兹曼先生：是的，不过我想修改订购的数量。

销售代表：好的。我来查一下您以前的订单。我看到，您在5月16日订购了25个适用于三星SCX-8000打印机的墨盒。

古兹曼先生：对。打印机型号还是一样的，不过这次我要订50个墨盒，而不是25个。

销售代表：没问题。您的办公地点仍然是枫树大道125号，对吗？

古兹曼先生：是的。请寄送到这个地址，你们可以通过上次登记的信用卡账户来收费。

销售代表：太好了。非常感谢您再次购买我们的产品，古兹曼先生。

古兹曼先生：谢谢。

## Dialogue 2

Salesperson: Theta Business Supplies, may I help you?

Jessica: Hi, this is Jessica Payne calling from Morris & Vaughn Law Firm. I'd like to order the full-size mahogany boardroom table, and eight black conference chairs.

Salesperson: Just to confirm, the boardroom table you want is product number 81025, and you also want eight black conference chairs, which is product number 49036. Is that correct?

Jessica: Yes, that's right. How much will that cost?

Salesperson: The conference table is \$945 and the chairs are \$95 each, so that will be \$1,705 altogether.

Jessica: But our company has a Preferred Customer Account, so I believe we're entitled to a 10 percent discount.

Salesperson: Oh yes, I didn't see that. After applying discount, the total will be \$1,534.50.

Jessica: Can you deliver them tomorrow?

Salesperson: We'll do our best. But you'll certainly get them by Friday.

## 对话2

售货员：这里是西塔办公用品店，有什么我可以帮您？

杰茜卡：你好，我是莫里斯·沃恩律师事务所的杰茜卡·佩恩。我想订购最大尺寸的桃花心木会议桌以及八把黑色会议椅。

售货员：我跟你确认一下，您要订购的是款号为81025的会议桌，另外还要八把

款号为49036的黑色会议椅，对吗？

杰茜卡：对。一共多少钱？

售货员：会议桌是945美元，会议椅每把95美元，一共是1705美元。

杰茜卡：可是我们公司持有优惠客户账户，我想我们可以享受九折优惠。

售货员：哦，是的，我刚才没有看到。打折以后，共计1534.50美元。

杰茜卡：你们能明天送货吗？

售货员：我们尽量吧。不过最迟星期五，您肯定能收到货。

## 04 安排日程 Arranging the day's schedule

### Useful Expressions

#### 询问日程

1. How's my schedule shaping up for this morning?
2. What's on the agenda for the afternoon?
3. What else is on today's agenda?
4. Is the videoconferencing equipment set up in the boardroom?
5. What's next after the videoconference?
6. That should be more than enough time.

#### 描述日程

7. Let me take a look in the planner...
8. Let me take a look at your schedule.

9. First, you'll be meeting with the financial management team at 9:30 to review next year's budget.

10. And at 10:15, you and the other executives will have a videoconference with the head office.

11. You don't have anything scheduled from 11:00 to 12:00.

12. At 12:15, you're meeting Leon Cunningham for lunch at Bangkok Restaurant.

13. You have a dinner meeting with a client at Sunshine Cafe at 6:00.

14. I've already made a reservation with the restaurant under your name.

### 做更改

15. He sent me a text message earlier this morning saying that he won't be able to come until 2:00.

16. You have an appointment with a client at 2:30, so you won't have that much time to see Mr. Davenport.

17. Can you call Leon and ask if we can meet at Taste of Florence instead?

18. I meant to tell you, the client told me yesterday that his business partner will be joining us.

## 常用表达法

### 询问日程

1. 我今天上午的日程安排是怎样的？



2. 今天下午的日程是怎么安排的？
3. 今天的日程还有什么安排？
4. 会议室的视频会议设备准备好了吗？
5. 视频会议之后是什么安排？
6. 时间足够用了。

## 描述日程

7. 我看看记事簿.....
8. 我看一下您的日程。
9. 首先，您将在9:30会见财务管理团队，审核明年的预算。
10. 10:15，您和其他主管将与总部进行视频会议。
11. 11:00点至12:00点没有给您安排任何事情。
12. 12:15，您将在曼谷餐厅与利昂·坎宁安共进午餐。
13. 六点钟，您要去阳光餐厅与一个客户吃饭。
14. 已经以您的名义在这家餐厅预订了位置。

## 做更改

15. 他今天早上给我发了条短信，说他得2点以后才能到。
16. 您在2:30要会见一个客户，所以您将不会有很多时间可以会见达文波特先生。
17. 你能不能给利昂打个电话，问他我们改在佛罗伦萨风味餐厅行不行？
18. 我正打算告诉您，那个客户昨天告诉我，说他的生意伙伴也要来。

## 单词

agenda 日程

client 客户

executive 主管

mean to 打算

planner 记事簿

review 审核

schedule 日程

take-out 外卖

videoconference 视频会议

## 短语

business partner 生意伙伴

have an appointment with 会见.....

make a reservation with在.....做预订

shape up for 为.....做安排

take a look 看一看

text message 短信

under one's name 用某人的名字

## Dialogue 1

Frederick: Molly, how's my schedule shaping up for this morning?

Molly: Let me take a look in the planner... First, you'll be meeting with the financial management team at 9:30 to review next year's budget.

Frederick: Oh, I nearly forgot about that.

Molly: And at 10:15, you and the other executives will have a videoconference with the head office in Sacramento.

Frederick: Is the videoconferencing equipment set up in the boardroom?

Molly: Yes, everything's ready.

Frederick: Good. What's next after the videoconference?

Molly: You don't have anything scheduled from 11:00 to 12:00. At 12:15, you're meeting Leon Cunningham for lunch at Bangkok Restaurant.

Frederick: Hmm... I just had Thai take-out last night. Can you call Leon and ask if we can meet at Taste of Florence instead? He won't mind, he loves Italian food.

Molly: Sure, I'll call him right away.

对话1

弗雷德里克：莫莉，我今天上午的日程安排是怎样的？

莫莉：我看看记事簿.....首先，您将在9:30会见财务管理团队，审核明年的预算。

弗雷德里克：哦，我差点把这事给忘了。

莫莉：10:15，您和其他主管将与萨克拉门托总部进行视频会议。

弗雷德里克：会议室的视频会议设备准备好了吗？

莫莉：嗯，一切准备就绪。

弗雷德里克：好。视频会议之后是什么安排？

莫莉：11:00至12:00没有给您安排任何事情。12:15，您将在曼谷餐厅与利昂·坎宁安共进午餐。

弗雷德里克：呃.....我昨天晚上刚刚吃了泰国菜外卖。你能不能给利昂打个电话，问他我们改在佛罗伦萨风味餐厅行不行？他应该不会介意的，他很喜欢吃意大利菜。

莫莉：当然可以，我马上就给他打电话。

## Dialogue 2

Bernard: What's on the agenda for the afternoon, Marcy?

Marcy: Let me take a look at your schedule. First, you have a meeting with Joshua Davenport at 1:45...

Bernard: Oh, he sent me a text message earlier this morning saying that he won't be able to come until 2:00.

Marcy: Okay, that's fine. But you have an appointment with a client at 2:30, so you won't have that much time to see Mr. Davenport.

Bernard: That should be more than enough time. My meetings with him usually only last 15 or 20 minutes. What else is on today's agenda?

Marcy: Let me see... you have a dinner meeting with a client at Sunshine Cafe at 6:00. I've already made a reservation with the restaurant under your name.

Bernard: Oh, I meant to tell you, the client told me yesterday that his business partner will be joining us. Can you call the restaurant and change the reservation to three people, instead of two?

Marcy: No problem, I'll take care of it.

对话2

伯纳德：马西，今天下午的日程是怎么安排的？

马西：我看一下您的日程。首先，您将在1:45会见乔舒亚·达文波特.....

伯纳德：哦，他今天早上给我发了条短信，说他得2点以后才能到。

马西：好的。不过您在2:30要会见一个客户，所以您将不会有很多时间可以会见达文波特先生。

伯纳德：时间足够用了。我和他的会面一般也就是15到20分钟。今天的日程还有什么安排？

马西：我看一下.....六点钟，您要去阳光餐厅与一个客户吃饭。我已经用您的名字在这家餐厅预订了位置。

伯纳德：哦，我正打算告诉你，那个客户昨天告诉我，说他的生意伙伴也要来。你能不能给餐厅打个电话，把两人桌换成三人桌？

马西：没问题。我会处理的。

## 05 使用办公设备 Using office equipment

Useful Expressions

## 请求帮助

1. Do you know how to use the new photocopier?
2. I'm not too good with technology and I can't figure it out.
3. I need to make two duplicate copies of this client file.
4. Something's wrong with my computer!
5. The mouse stopped working all of a sudden.
6. Do you think it's a computer virus?
7. This has never happened before.

## 解决问题

8. What happened?
9. Sure, I'd be glad to help you.
10. I'm pretty familiar with it now.
11. I'm sure we can figure out what the problem is. Let me take a look...
12. I think I know what the problem might be.
13. What do you want to copy?
14. So you need to make double-sided photocopies, right?
15. Just put the stack of paper in the feeder tray over here.
16. You just need to press this orange button to change from single-sided to doublesided.

17. And then all you have to do is press the green "Print" button, and you're all set.

18. Look, you're using a wireless mouse. The batteries are probably dead.

19. You can open the battery compartment on the bottom of the mouse and insert two AA-size alkaline batteries.

表示感谢

20. Now it's working again! You're a genius!

21. Glad I could help.

常用表达法

请求帮助

1. 你知道新的复印机怎么用吗？

2. 我对技术性设备不怎么在行，不知道该怎么用。

3. 我需要把这份客户文件复印两份。

4. 我的电脑出问题了！

5. 鼠标突然不好使了。

6. 你说，是不是电脑中了病毒了？

7. 以前从来没这样呀。

解决问题

8. 怎么了？

9. 当然，我愿意帮你。

10. 我现在对这台机器的用法很熟悉。
11. 我们肯定能修好。我看一下.....
12. 我想我知道问题出在哪儿了。
13. 你想复印什么？
14. 那么你想双面复印，对吗？
15. 只需把一沓纸放进这边的纸盘里。
16. 你只需按一下这个橙色的按钮，把单面复印改成双面复印。
17. 然后，你只需按一下这个绿色的“打印”按钮就可以了。
18. 看，你用的是无线鼠标。电池可能没电了。
19. 你把鼠标底部的电池盒打开，放入两节AA号的碱性电池。

表示感谢

20. 现在好用了！你真行！

21. 能帮上忙，我很高兴。

单词

dead 没电的

default 默认

double-sided 双面复印的

file 文件

genius 天才



insert 放入

photocopier 复印机

security 安全

single-sided 单面复印的

virus 病毒

短语

a stack of paper 一沓纸

alkaline batteries 碱性电池

all of a sudden 突然

anti-virus software 防毒软件

battery compartment 电池盒

be familiar with 对.....很熟悉

be not too good with 对.....不怎么在行

duplicate copy 复印件

feeder tray 纸盘

figure out 弄清楚, 搞明白

up-to-date 最新版的

wireless mouse 无线鼠标

Dialogue 1

Leah: Hey, something's wrong with my computer!

Brandon: What happened?

Leah: The mouse stopped working all of a sudden. Do you think it's a computer virus?

Brandon: I doubt it. All the computers at our office are running up-to-date Internet security and anti-virus software.

Leah: This has never happened before. I have a lot of work to do this morning, and I really need to use my computer.

Brandon: Don't worry. I'm sure we can figure out what the problem is. Let me take a look...

Leah: What are you looking for?

Brandon: Oh, I think I know what the problem might be. Look, you're using a wireless mouse. The batteries are probably dead. Here, see? You can open the battery compartment on the bottom of the mouse and insert two AA-size alkaline batteries.

Leah: Great, now it's working again! You're a genius!

Brandon: Glad I could help.

对话1

莉亚：嘿，我的电脑出问题了！

布兰登：怎么了？

莉亚：鼠标突然不好使了。你说，是不是电脑中了病毒了？

布兰登：我想不是吧。我们办公室的所有电脑都安装了最新版的网络安全防毒软件。

莉亚：以前从来没这样呀。我今天上午有很多工作要做呢，所以我真的急着用电脑。

布兰登：别着急。我们肯定能修好。我看一下.....

莉亚：你在找什么呢？

布兰登：哦，我想我知道问题出在哪儿了。看，你用的是无线鼠标。电池可能没电了。你看这儿，看到了吗？你把鼠标底部的电池盒打开，放入两节AA号的碱性电池。

莉亚：太好了。现在好用了！你真行！

布兰登：能帮上忙，我很高兴。

## Dialogue 2

Rosemary: Do you know how to use the new photocopier? I'm not too good with technology and I can't figure it out.

Marvin: Sure, I'd be glad to help you. I made a lot of photocopies yesterday so I'm pretty familiar with it now. What do you want to copy?

Rosemary: I need to make two duplicate copies of this client file.

Marvin: So you need to make double-sided photocopies, right?

Rosemary: Exactly.

Marvin: Okay, just put the stack of paper in the feeder tray over here. The client file is on 8.5-by-11-inch paper, which is the default paper size. You just need to press this orange button to change from single-sided to double-sided.

Rosemary: This button?

Marvin: Yes. And then all you have to do is press the green "Print" button, and you're all set.

Rosemary: Great, thanks, Marvin!

## 对话2

罗斯玛丽：你知道新的复印机怎么用吗？我对技术性设备不怎么在行，不知道该怎么用。

马文：当然，我愿意帮你。我昨天复印了很多东西，所以我现在对这台机器的用法很熟悉。你想复印什么？

罗斯玛丽：我需要把这份客户文件复印两份。

马文：那么你想双面复印，对吗？

罗斯玛丽：没错。

马文：好的。只需把一沓纸放进这边的纸盘里。这份客户文件的纸张尺寸是8.5×11英寸，这正是默认的纸张大小。你只需按一下这个橙色的按钮，把单面复印改成双面复印。

罗斯玛丽：是这个按钮吗？

马文：对。然后，你只需按一下这个绿色的“打印”按钮就可以了。

罗斯玛丽：太好了。谢谢你，马文。

## 06 填报表格 Filling out forms

### Useful Expressions

#### 申报程序

1. Where do I get that?
2. It's stored on the company's internal network.
3. It's just a one-page PDF file.
4. All you have to do is print out the form, fill it out, and submit it to Human Resources.
5. You can download the form from the intranet or ask Felicia for a hard copy.
6. Once you've filled out these forms, you can get your supervisor to sign them.
7. I need to sign here ... all done!
8. About how long will it be before they have those processed?
9. Shouldn't be more than a week.

#### 请假表格

10. Have you filled out an Application for Leave form yet?
11. Where do I get the Vacation Leave form?
12. If you want, I can download the file and email it to you.
13. Once you fill it out, you need to have one of the supervisors sign it, and then submit the completed form to HR.
14. According to the company's policy, you need to fill out a Minor Injury Report form.
15. Have you filled out your leave requests and turned them in to management yet?

16. If you don't turn it in six weeks in advance you can forget about taking vacation.

17. HR has to plan schedules a month in advance.

### 财务报销表格

18. Please take these forms and total up your receipts.

19. I'll have accounting reimburse you for those expenses.

20. And they have your information, so they can deposit it directly into your account.

### 常用表达法

#### 申报程序

1. 表格在哪儿领？

2. 在公司的内网上就有。

3. 就是一页PDF文件。

4. 你只需把这个文件打印出来，填好，然后交到人力资源部。

5. 你可以在公司内网上下载，也可以找费莉西娅要一张纸质的。

6. 填完这些表格，你就可以去找你的上级签字。

7. 我需要在这里签名.....好了！

8. 他们处理这些大概需要多长时间？

9. 应该不超过一周。

#### 请假表格

10. 你填写请假表格了吗？
11. 我到哪里领请假表格？
12. 你要是要的话，我可以下载一份，发邮件给你。
13. 填好表格后，找一位主管签字，然后把填写完整的表格交到人力资源部。
14. 根据公司的政策，你需要填一张轻伤报告表格。
15. 你填好休假申请单了吗？交给管理人员了吗？
16. 如果你不能提前六个星期交，就别想请假了。
17. 人力资源部必须提前一个月做好时间安排。

#### 财物报销表格

18. 请填一下这几个表格，然后统计一下你的发票一共是多少钱。
19. 我会让会计部门报销你所有的支出。
20. 他们有你的信息，所以他们可以直接把钱打到你的账户上。

#### 单词

boil 烧

deposit 存入

expense 支出

kettle 壶

penetrate 渗入

receipt 发票

reimburse 报销 ; 补偿

sign 签字

spill 溅

supervisor 主管

短语

Application for Leave 请假表格

ask for time off 请假

fill out 填写

full-time employee 全职员工

hard copy 复印件

in times of difficulty 在艰难时期

internal network 内部网

once in a while 偶尔

print out 打印出来

submit...to 将.....交到.....

total up 统计

Vacation Leave form 请假表格

Dialogue 1

Kirsten: My husband and I have decided we need to travel to Vienna this summer to visit his parents there, as they've been



having some health issues, and there's no one else to take care of them.

Emma: I'm sorry they haven't been well. Have you filled out an Application for Leave form yet?

Kirsten: This is just my third month working here... Do you think the boss will get angry if I ask for time off?

Emma: Not at all. He understands that everyone needs time off once in a while to be with their families, especially in times of difficulty. Besides, you're a full-time employee now, so you're entitled to the same benefits as everyone else.

Kirsten: Where do I get the Vacation Leave form?

Emma: It's stored on the company's internal network. If you want, I can download the file and email it to you. It's just a one-page PDF file. All you have to do is print out the form, fill it out, and submit it to Human Resources.

Kirsten: Thanks for your help, Emma!

Emma: My pleasure.

## 对话1

柯尔斯顿：我丈夫和我决定今年夏天去维也纳探望他的父母，他的父母现在身体不太好，没人照顾。

艾玛：听到这个消息，我为你们难过。你填写请假表格了吗？

柯尔斯顿：我刚刚来这家公司三个月.....你说，如果我请假，老板会不会生气呀？

艾玛：不会的。谁都会偶尔请假陪伴家人，尤其是在艰难的时期，他会理解

的。另外，你现在已经是全职员工了，你有资格享受和别人一样的福利。

柯尔斯顿：我到哪里领请假表格？

艾玛：在公司的内网上就有。你要是要的话，我可以下载一份，发邮件给你。就是一页PDF文件。你只需把这个文件打印出来，填好，然后交到人力资源部。

柯尔斯顿：非常感谢你的帮助，艾玛。

艾玛：别客气！

Dialogue 2

Jocelyn: Ouch... I spilled hot water on my hand.

Donnie: What happened?

Jocelyn: I was in the kitchen boiling a kettle of water. When I tried to pour it into my mug, some hot water leaked out from the bottom and spilled onto my hand.

Donnie: Are you badly hurt? Let me see...

Jocelyn: It's not that bad, it's just a bit red. I ran my hand under cold water to stop the heat from further penetrating the skin.

Donnie: Well, according to the company's policy, you need to fill out a Minor Injury Report form.

Jocelyn: Where do I get that?

Donnie: You can download the form from the intranet or ask Felicia for a hard copy. Once you fill it out, you need to have one of the supervisors sign it, and then submit the completed form to HR.

Jocelyn: Okay, I'll do that. Thanks.

## 对话2

乔斯林：哎呀.....我把热水溅到手上了。

唐尼：怎么了？

乔斯林：我在厨房烧了一壶热水。当我把热水倒进杯子里的时候，热水从壶底漏出来了，溅到了我手上。

唐尼：严不严重？让我看看.....

乔斯林：不严重，就是有点红。我把手放到冷水里冷却了一下，防止热量进一步渗入皮肤。

唐尼：根据公司的政策，你需要填一张轻伤报告表格。

乔斯林：表格在哪儿领？

唐尼：你可以在公司内网上下载，也可以找费莉西娅要一张复印件。填好表格后，找一位主管签字，然后把填写完整的表格交到人力资源部。

乔斯林：好，我会的。谢谢。

## 07 休假 Going on leave

### Useful Expressions

#### 请求休假

1. I know this is kind of short notice.

2. I'm wondering if I could take some time off at the beginning of next month.

3. I think I'll have to take some time off at the end of the

year...

4. I was wondering if I could use my vacation days at the end of the month.

5. I'd like to go to the beach and relax for a couple of weeks.

6. I'm going to need to take September off this year.

### 说明事由

7. I need a vacation. We've been so busy here since we landed that new client.

8. I'd like to just take a week or two off to clear my head and recharge my batteries.

9. I just found out yesterday that I'm two months pregnant.

10. My doctor said the baby will be born sometime in late-December.

11. So, can I take that time off? If it's fine by you, I'll put the paperwork in to HR.

### 回应请求

12. Any particular reason you want to take off so soon?

13. Why didn't you ask earlier?

14. Usually we ask all employees to time off at least a few months in advance.

15. I can give you a week and a half at the end of the month.

16. Well, you should definitely take a few weeks off before

having the baby.

17. So go for it!

18. I really appreciate your hard work.

19. No one deserves a vacation more than you!

20. Can you wait until the 29th? We have a big proposal on the 28th, and I'd like you there.

21. According to the company's policy, you can take up to 12 months of maternity leave and receive 65 percent of your normal income.

## 常用表达法

### 请求休假

1. 我知道现在说有点晚了。

2. 不知道我能不能在下个月月初休假？

3. 我想，我得在年底休个假.....

4. 我想问一下，我能不能这个月底休假。

5. 我想去海边放松一下，休息两个星期。

6. 我今年9月要休假。

### 说明事由

7. 我需要休息。自从我们有了那个新客户以后，一直都特别忙。

8. 我很想休息一两个星期，让自己清醒一下，给自己充充电。

9. 昨天，我刚刚发现，我已经有两个月的身孕了。

10.医生说，孩子的预产期大约在12月末。

11.那我能请假吗？如果你觉得可以，我就去人事部门办手续。

回应请求

12.你这么急着要请假，有没有什么特别的原因？

13.你怎么不早点说？

14.通常，我们要求所有员工请假都必须提前一个月。

15.这个月底，我可以给你一个半星期的假。

16.如果是这样，你当然可以在生产前休几个星期的假。

17.所以，你去吧！

18.我真的很感谢你的辛苦工作。

19.没有人比你更应该休假了！

20.你能等到29日吗？我们28日有一个很重要的提案，我希望你能在这儿。

21.根据公司的政策，你可以休多达12个月的产假，你的薪水会按照平时薪水的65%发放。

单词

definitely 无疑地

notify 通知

souvenir 纪念品

sponsor 赞助商

短语

all-expenses-paid trip 全程免费游

at least 至少

be two months pregnant 有两个月身孕

clear my head 让自己清醒一下

give birth 生产

have nothing to do with 和.....没关系

in advance 提前

make a decision 做决定

make vacation plans for 计划.....节假期

maternity leave 产假

online contest 网上比赛

put the paperwork in to 去.....办手续

recharge my batteries 给自己充充电

short notice 临时通知

spending money 零花钱

take September off 在9月休假

take some time off 休假

think it over 考虑一下

take a three-month leave 休三个月假

## Dialogue 1

Sophie: Hi Margaret. I think I'll have to take some time off at the end of the year...

Margaret: You want to make vacation plans for Christmas already? It's only the beginning of June...

Sophie: Actually, it has nothing to do with Christmas or New Year's. I just found out yesterday that I'm two months pregnant.

Margaret: Oh, so that's it! Congratulations!

Sophie: Thanks! This will be the first baby for me and Joey, so we're really excited. My doctor said the baby will be born sometime in late-December.

Margaret: Well, you should definitely take a few weeks off before having the baby. When I was pregnant, I took a three-month leave before giving birth. Have you thought about how much time you want to take off after the baby is born? According to the company's policy, you can take up to 12 months of maternity leave and receive 65 percent of your normal income.

Sophie: I haven't had time to think about that yet.

Margaret: I totally understand. You can think it over and let me know once you've made a decision.

## 对话1

苏菲：你好，玛格丽特。我想，我得在年底休个假.....

玛格丽特：你已经开始计划圣诞节假期了？现在才6月初呀.....

苏菲：实际上，这和圣诞节或新年没什么关系。昨天，我刚刚发现，我已经有



两个月的身孕了。

玛格丽特：噢！原来是这样啊！恭喜你！

苏菲：谢谢！这是我和乔伊的第一个孩子，所以我们真的非常兴奋。医生说，孩子的预产期大约在12月末。

玛格丽特：如果是这样的情况，你当然可以在生产前休几个星期的假。我当年怀孕的时候，生产前三个月都在休假。你想没想过生产之后要休多久的假？根据公司的政策，你可以休多达12个月的产假，你的薪水会按照平时薪水的65%发放。

苏菲：我还没考虑过这些问题呢。

玛格丽特：我完全理解。你可以好好考虑一下，等你决定了，就告诉我。

## Dialogue 2

Karla: Hi Elijah. I know this is kind of short notice, but I'm wondering if I could take some time off at the beginning of next month.

Elijah: That's less than three weeks away. Usually we ask all employees to time off at least a few months in advance.

Karla: I know, I understand that.

Elijah: Why didn't you ask earlier?

Karla: A couple weeks ago, my husband entered an online contest to win an all-expenses-paid trip for two to Barbados. We've done a lot of these contests, but we've never won before. But this time, he was lucky. Yesterday he just received an email notifying him that he had won. The contest sponsor is even giving us \$2,000 of spending money.

Elijah: Well, I guess you would hate me if I didn't let you go

on this trip. So go for it! Just be sure to bring me back a souvenir.

Karla: Thanks so much! I will!

## 对话2

卡拉：你好，伊利亚。我知道现在说有点晚了，不知道我能不能在下个月月初休假？

伊利亚：还剩不到三个星期了。我们通常要求所有员工请假都至少提前一个月。

卡拉：我知道。我明白。

伊利亚：你怎么不早点说？

卡拉：几个星期前，我老公参加了一个网上比赛，想要赢巴巴多斯岛双人全程免费游。这类比赛，以前我们也参加过很多，不过从没赢过。可是这一次，我老公很幸运。昨天，他接到邮件通知他赢得了大奖。比赛的赞助商还会给我们俩2000美元的零花钱呢。

伊利亚：哦，我看，要是我不给你假，你会恨死我的。所以，你去吧！记得给我带一份纪念品啊。

卡拉：太谢谢你了！我一定会的！

## 08 谈论工作环境 Talking about working conditions

### Useful Expressions

#### 问候

1. How's your new job going?

2. You're rather energetic today. What's going on?

3. You look a bit tired. Have you been working a lot lately?

4. How are you liking your new position as customer service manager?

5. How are you finding your new boss?

6. Are there any perks or benefits that come with your new position?

7. I'll bet you have a higher salary, right?

### 谈论感受

8. I switched jobs a couple weeks ago.

9. I have so much more responsibility than before.

10. To tell you the truth, it's pretty exhausting.

11. She's a bit bossy, but I'm sure I'll get used to her.

12. I've got that Monday morning feeling today. I can't wait for the weekend!

13. My new co-workers are all pretty easy-going. It's a very friendly place to work.

14. Since we work together in teams, we have to get along with each other.

15. It's still the same company and the same building, but the job itself is totally different.

### 鼓励和安慰

16. I'm sure it will get better.

17. That doesn't sound like so bad a job after all!

18. I hope the pressure lets up a bit for you, though.

19. You're a great problem-solver and a patient listener.

20. I'm sure there's no problem you can't handle.

21. You have so much experience in customer support, it should be easy for you by now.

## 常用表达法

### 问候

1. 你的新工作怎么样？

2. 你今天看起来精力充沛。有什么好事？

3. 你看起来有点疲倦。你最近很忙吗？

4. 你这新任客户服务部经理当得怎么样？

5. 你的新上司人怎么样？

6. 你的新职位有没有什么额外的津贴或福利呀？

7. 我敢说，肯定给你加薪了，对吧？

### 谈论感受

8. 我几个星期前换工作了。

9. 我现在承担的责任比以前多得多。

10. 实话告诉你吧，这工作特别累。

11. 她有点喜欢发号施令，但是我肯定过一阵就会适应。

- 12.我今天出现了星期一综合征。我简直迫不及待地想过周末了。
- 13.新同事们都很好相处。这里的工作氛围很和谐。
- 14.我们在同一个团队工作，必须要融洽相处。
- 15.还是在同一家公司、同一栋大楼里，不过工作内容却完全不同。

鼓励和安慰

- 16.我相信，肯定会好起来的。
- 17.听上去，这份工作也没有那么糟糕嘛。
- 18.不过，我还是希望你的工作压力能减轻一点。
- 19.你是解决问题的专家，也是一个有耐心的倾听者。
- 20.我相信，没有你解决不了的问题。
- 21.你在客服方面有这么多经验，这对你来说应该是驾轻就熟。

单词

barbecue 烧烤聚餐

benefit 福利

complex 复杂的

exhausting 累人的

perk 津贴

position 职位

pressure 压力

problem-solver 解决问题的专家

responsibility 责任

secretary 秘书

tip 小费

urgent 紧急的

短语

customer support 客服

get directed to sb. 由某人直接处理

get one's promotion 升职

handle a problem 解决问题

have experience in 在.....方面有经验

let up a bit 减轻一点

patient listener 有耐心的倾听者

switch jobs 换工作

to tell you the truth 实话告诉你吧

work long shifts 长时间工作

yell at sb. 对某人大吼大叫

Dialogue 1

Patricia: Hey, Shane! I haven't seen you since you got your promotion.

Shane: Yeah, it's nice to see you again.

Patricia: So how are you liking your new position as customer service manager?

Shane: Well, you know, it's still the same company and the same building, but the job itself is totally different. I have so much more responsibility than before. All of the most complex and urgent customer service issues get directed to me.

Patricia: But you have so much experience in customer support, it should be easy for you by now. You're a great problem-solver and a patient listener. I'm sure there's no problem you can't handle.

Shane: Thanks, it's nice of you to say that.

Patricia: Are there any perks or benefits that come with your new position?

Shane: Well, I do have my own office now... and my own secretary, too.

Patricia: And I'll bet you have a higher salary, right?

Shane: Yeah, my new salary is pretty good.

Patricia: Then you can buy me dinner tonight?

Shane: Sure, I'd love to.

对话1

帕特丽夏：嗨，谢恩！自从你升职了之后，我头一次看到你呀。

谢恩：是呀，很高兴再次见到你。

帕特丽夏：你这新任客户服务部经理当得怎么样？

谢恩：你知道吗，还是在同一家公司、同一栋大楼里，不过工作内容却完全不同了。我现在承担的责任比以前多得多。所有最复杂、最紧急的客服问题都得由我来直接处理。

帕特丽夏：不过你在客服方面有这么多经验，这对你来说应该是驾轻就熟。你是解决问题的专家，也是一个有耐心的倾听者。我相信，没有你解决不了的问题。

谢恩：谢谢你的夸奖。

帕特丽夏：你的新职位有没有什么额外的津贴或福利呀？

谢恩：呃，我现在有了自己的办公室.....还有自己的秘书。

帕特丽夏：我敢说，肯定给你加薪了，对吧？

谢恩：对呀。我现在的薪水挺不错的。

帕特丽夏：那你今天晚上请我吃饭吧？

谢恩：当然可以。我很乐意。

## Dialogue 2

Adrian: Hi Miranda! I'm glad you could come to our barbecue! ... You look a bit tired. Have you been working a lot lately?

Miranda: I didn't have a chance to tell you yet, I switched jobs a couple weeks ago. I'm working at a restaurant downtown now.

Adrian: How's it going so far?

Miranda: To tell you the truth, it's pretty exhausting. My boss makes me work long shifts, and sometimes customers yell at me if I take too long to get their drinks.

Adrian: I'm sure it will get better. What kind of restaurant is it?



Miranda: It's a Portuguese buffet restaurant. The owner is from Portugal.

Adrian: Is the food any good? Have you tried it yet?

Miranda: The boss usually lets me take some food home at the end of the day. It's actually pretty delicious. And some customers give really good tips.

Adrian: That doesn't sound like so bad a job after all! I hope the pressure lets up a bit for you, though.

## 对话2

阿德里安：你好，米兰达！很高兴你能来参加我们的烧烤聚餐！.....你看起来有点疲倦。你最近很忙吗？

米兰达：我还没机会告诉你呢，我几个星期前换工作了。我现在在市中心的一家餐厅工作。

阿德里安：新工作怎么样？

米兰达：实话告诉你吧，这工作特别累。我的老板让我工作很长时间，有时候，如果我送饮料手脚慢了点儿，顾客就对我大吼大叫。

阿德里安：我相信，肯定会好起来的。这是家什么样的餐厅？

米兰达：是一家葡萄牙自助餐厅。老板是葡萄牙人。

阿德里安：那儿的東西好吃嗎？你嘗過嗎？

米兰达：收工时，老板通常会让我带些吃的回家。那儿的菜其实挺好吃的。有些顾客给的小费也不少。

阿德里安：听上去，这份工作也没有那么糟糕嘛！不过，我还是希望你的工作压力能减轻一点。

## 09 谈论创业 Talking about entrepreneurial ideas

### Useful Expressions

#### 说出计划

1. I'm thinking about opening a coffee shop downtown.
2. I quit my job at the bank about a month ago, and started my own business.
3. I decided to start an online business selling car stereos and speaker systems.

#### 询问详情

4. What kind of business is it?
5. Where is your office located?
6. How's it going so far?
7. How are your plans for that online wine shop coming along?
8. Do you have enough money for rent and for start-up costs?
9. It seemed like a pretty well-thought-out business plan to me.
10. Is the economic crisis affecting your business?

#### 分析利弊

11. The government's newly passed regulations have made it even more difficult.
12. It's going to be an Elvis-themed coffee shop. It will be

one of a kind.

13. I might apply for a small business loan. I think it will be financially viable.

14. It started off pretty slowly, but business has been steadily improving.

15. Yesterday we just got our largest order to date.

16. I don't think there's anything wrong with the business plan, but now might not be a good time.

17. I 've already abandoned that idea. The budget is just too much. I don't think it's worth the risk.

### 鼓励和祝福

18. That does sound rather interesting.

19. That's fantastic news. I'm really happy for you!

20. I always knew you had the entrepreneurial spirit in you.

### 常用表达法

#### 说出计划

1.我正考虑在市中心开一家咖啡店。

2.我辞掉了银行的工作，开始自己创业了。

3.我决定创办一家网店，销售汽车音响和音箱系统。

#### 询问详情

4.你做什么生意呢？

5. 你们的办公地点在哪儿？
6. 事情进展得怎么样了？
7. 你开红酒网店的计划进展得怎么样了？
8. 你有足够的钱来付房租以及其他启动成本吗？
9. 要我看这是一个十分周全的商业计划呀。
10. 经济危机影响你的生意吗？

### 分析利弊

11. 政府又颁布了新规定，这就更是难上加难了。
12. 我要开的是一家以猫王为主题的咖啡店。它将是独一无二的。
13. 我可能要申请一笔小额的商业贷款。我想钱应该不是大问题。
14. 刚刚起步，发展缓慢，不过生意倒是在稳步地增长。
15. 昨天，我们刚刚成交了迄今为止最大的一笔订单。
16. 我也觉得计划倒是没有问题，但现如今不是好时机。
17. 我已经放弃那个念头了。预算太高了。我想这个风险不值得冒。

### 鼓励和祝福

18. 这听上去确实挺有意思。
19. 那太棒了。我真为你高兴！
20. 我一直都觉得你有创业精神。

### 单词

customized 定制的

fantastic 很棒的

regulation 规定

speaker 音箱

steadily 稳步地

stereo 音响

viable 可行的

短语

abandon that idea 放弃那个念头

apply for a loan 申请贷款

be one of a kind 独一无二的

business idea 商业创意

controlled substance 受管制商品

Elvis-themed 以猫王为主题的

entrepreneurial spirit 创业精神

give it a lot of thought 深思熟虑

No complaints 还好

online shop 网店

quit one's job at 辞掉在.....的工作

start one's own business自己创业

start-up costs 启动成本

think about 考虑做.....

to date 迄今为止

## Dialogue 1

Brett: Hi Jerome! How are you?

Jerome: No complaints. How are you doing?

Brett: I'm fine, thanks. How's your job going?

Jerome: Oh, I guess I didn't tell you yet. I quit my job at the bank about a month ago, and started my own business.

Brett: Really? That's great! I always knew you had the entrepreneurial spirit in you. What kind of business is it?

Jerome: Do you remember Mitch from university? He and I decided to start an online business selling customized car stereos and speaker systems.

Brett: How's it going so far?

Jerome: It started off pretty slowly, but business has been steadily improving. Yesterday we just got our largest order to date.

Brett: That's fantastic news. I'm really happy for you! What's the website address for your company?

Jerome: Here, this is my new business card. The web address is at the bottom.

## 对话1

布雷特：你好，杰罗姆！你过得好吗？

杰罗姆：还好。你呢？

布雷特：我很好，谢谢。你的工作还顺利吗？

杰罗姆：哦，我想我还没告诉你。一个月前，我辞掉了银行的工作，开始自己创业了。

布雷特：真的？那太棒了！我一直都觉得你有创业精神。你做什么生意呢？

杰罗姆：你还记得大学时代的米奇吗？他和我决定一起创办一家网店，销售专门定制的汽车音响和音箱系统。

布雷特：事情进展得怎么样了？

杰罗姆：刚刚起步，发展缓慢，不过生意倒是在稳步地增长。昨天，我们刚刚成交了迄今为止最大的一笔订单。

布雷特：那太棒了。我真为你高兴！你们公司的网址是什么？

杰罗姆：给，这是我的新名片。网址就在名片的下方。

## Dialogue 2

Lydia: Hey Jimmy, good to see you again. How are your plans for that online wine shop coming along?

Jimmy: Oh, I've already abandoned that idea. I gave it a lot of thought. After all, alcohol is a controlled substance, and the government's newly passed regulations have made it even more difficult to sell wine and other alcoholic beverages online.

Lydia: So what are you going to do now? Do you have any other business ideas?

Jimmy: As a matter of fact, I do. I'm thinking about opening a coffee shop downtown.

Lydia: But there are already so many coffee shops downtown...

Jimmy: Yeah, but mine will be different. It's going to be an Elvis-themed coffee shop. It will be one of a kind.

Lydia: Well, that does sound rather interesting. Do you have enough money for rent and for start-up costs?

Jimmy: I've saved up some money over the years, and I might apply for a small business loan. I think it will be financially viable.

## 对话2

莉迪娅：嘿，吉米，真高兴再见到你。你开红酒网店的计划进展得怎么样了？

吉米：哦，我已经放弃那个念头了。我之前是深思熟虑过。不过酒类毕竟是一种受管制的商品，政府又颁布了新规定，这回通过网店销售红酒及其他酒精饮品就更是难上加难了。

莉迪娅：那现在打算怎么办？你还打算做别的生意吗？

吉米：实际上，我还真有这想法。我正考虑在市中心开一家咖啡店。

莉迪娅：可是，市中心已经开了很多家咖啡店了呀.....

吉米：是呀，不过我要开的店和那些不一样。我要开的是一家以猫王为主题的咖啡店。它将是独一无二的。

莉迪娅：这听上去确实挺有意思。你有足够的钱来付房租以及其他启动成本吗？

吉米：这些年来，我也攒了一些钱，我可能要申请一笔小额的商业贷款。我



想，钱应该不是大问题。

## Unit 2

### 团队建设

### Teamwork

#### 10 欢迎新员工 Welcoming new employees

##### Useful Expressions

##### 介绍新人

1. It's my pleasure to welcome our new employee, Quentin Hart.
2. I 'm happy to introduce the newest member of Iota Technologies Corporation, Claude Bennett.
3. Claude just finished his postgraduate studies in electrical engineering at the University of Illinois.
4. He'll be joining Wayne and Celina as part of our expanded R&D team.
5. I'm confident that his web design and SEO skills will dazzle our clients.
6. Quentin has worked for over a decade in web development and search engine optimization.
7. He actually received a number of prestigious distinctions and awards in his academic life.

##### 鼓励新人

8. Welcome to the team, Quentin!

9. We're glad to have you with us.

10. I hope you'll make yourself at home.

11. I think you'll find that everyone here is pretty friendly and easy-going.

12. We're all coffee addicts. You'll fit right in!

### 新人讲话

13. Hi, it's nice to meet everyone.

14. Thanks for your kindness. I really feel at home here.

15. I'm really excited to have the chance to work here.

16. I'm so excited to have the opportunity to work with all of you.

17. It's an honor to work for such an innovative and dynamic company.

18. I hope I can contribute, in a small way, to the continued success of Iota Technologies.

### 常用表达法

#### 介绍新人

1. 我很荣幸地向大家介绍一位新员工，昆廷·哈特。

2. 今天我很高兴地向大家介绍刚刚进入微观技术公司的新员工，克劳德·班尼特。

3. 克劳德刚刚毕业于伊利诺伊大学，是电气工程专业的研究生。

4. 他将加入我们的研发团队，与韦恩和塞莉纳共事。
5. 我相信，他的网页设计技术和搜索引擎优化技术能够强烈地吸引我们的客户。
6. 昆廷致力于网络开发和搜索引擎优化行业已经十余年了。
7. 他在校期间，已经获得了很多声望很高的荣誉和奖项。

#### 鼓励新人

8. 欢迎加入我们的团队，昆廷。
9. 很高兴你加入我们公司。
10. 希望你能过得舒适、愉快。
11. 我想，你会发现这里的同事都非常友好、随和。
12. 我们都是喝咖啡上瘾。你会很快融入这个群体的！

#### 新人讲话

13. 大家好，很高兴见到大家。
14. 感谢您的热情介绍。在这里，我真的感到舒适、温暖。
15. 能有机会来这里工作，我真的感到非常兴奋。
16. 有这样的机会与大家共事，我感到非常兴奋。
17. 能够为这样一家富有创新精神、充满活力的公司工作，我感到很荣幸。
18. 我希望能够为微观技术公司的继续辉煌贡献自己的微薄之力。

#### 单词

award 奖项

conductor 导体

dazzle 强烈吸引

distinction 荣誉

dynamic 充满活力的

easy-going 友好随和的

innovative 富有创新精神的

modest 谦虚的

newest 刚来的

optimization 优化

portfolio 作品集

postgraduate 研究生

prestigious 享有声望的

rare 难得的

virtue 美德

短语

be an honor to 很荣幸.....

coffee addict 喝咖啡上瘾者

contribute to 为.....做贡献

doctoral thesis 博士论文

feel at home 感到舒适、自在

fit right in 融入进来

in a small way 以微薄之力

make oneself at home 过得舒适愉快

ramble on and on 唠叨个不停

## Dialogue 1

Trevor: Good morning, everyone. Today, I'm happy to introduce the newest member of Iota Technologies Corporation, Claude Bennett.

Claude: Hi, it's nice to meet everyone. I'm so excited to have the opportunity to work with all of you.

Trevor: Claude just finished his postgraduate studies in electrical engineering at the University of Illinois. He'll be joining Wayne and Celina as part of our expanded R&D team.

Claude: It's an honor to work for such an innovative and dynamic company. I hope I can contribute, in a small way, to the continued success of Iota Technologies.

Trevor: Claude is a modest guy, that's a rare virtue. He actually received a number of prestigious distinctions and awards in his academic life. His doctoral thesis explored the relationship between conductor size and energy costs in electrical systems.

Claude: Thanks for your kindness. I really feel at home here.

Trevor: We're glad to have you with us.

## 对话1

特雷弗：各位，早上好。今天我很高兴地向大家介绍刚刚进入微观技术公司的新员工，克劳德·班尼特。

克劳德：大家好，很高兴见到大家。有这样的机会与大家共事，我感到非常兴奋。

特雷弗：克劳德刚刚毕业于伊利诺伊大学，是电气工程专业的研究生。他将加入我们的研发团队，与韦恩和塞莉纳共事。

克劳德：能够为这样一家富有创新精神、充满活力的公司工作，我感到很荣幸。我希望能够为微观技术公司的继续辉煌贡献自己的微薄之力。

特雷弗：克劳德很谦虚，谦虚是一种难得的美德。实际上，他在校期间，已经获得了很多声望很高的荣誉和奖项。他的博士论文探讨了：在电气系统中，导体的大小与能耗之间的关系。

克劳德：感谢您的热情介绍。在这里，我真的感到舒适、温暖。

特雷弗：很高兴你加入我们公司。

## Dialogue 2

Annie: Good morning! It's my pleasure to welcome our new employee, Quentin Hart. Quentin has worked for over a decade in web development and search engine optimization. He already showed me some past work from his portfolio, and I'm confident that his web design and SEO skills will dazzle our clients. Welcome to the team, Quentin!

Quentin: Thanks so much. I'm really excited to have the chance to work here.

Annie: I think you'll find that everyone here is pretty friendly and easy-going, and I hope you'll make yourself at home. As I mentioned earlier, we have meetings every Monday morning from

8:00 to 8:30 to review progress from the previous week and discuss plans for the week ahead. And as you can see, we always have lots of doughnuts and coffee available. Are you a coffee drinker, Quentin?

Quentin: I drink about five or six cups a day.

Annie: Good, that's about the same as everyone else here, we're all coffee addicts. You'll fit right in! Now, before I ramble on and on about coffee, I guess we should get today's meeting started. Who wants to speak first?

## 对话2

安妮：早上好！我很荣幸地向大家介绍一位新员工，昆廷·哈特。昆廷致力于网络开发和搜索引擎优化行业已经十余年了。他已经向我展示过他以前的一些作品，我相信，他的网页设计技术和搜索引擎优化技术能够强烈地吸引我们的客户。欢迎加入我们的团队，昆廷。

昆廷：非常感谢大家。能有机会来这里工作，我真的感到非常兴奋。

安妮：我想，你会发现这里的同事都非常友好、随和，希望你能过得舒适、愉快。我刚刚说过，我们每星期一早上8点至8点半都会开例会，回顾过去一星期的工作进展，对接下来的一星期做出计划。你看到了，我们这儿总是有很多甜甜圈和咖啡。你喝咖啡吗，昆廷？

昆廷：我每天喝五六杯咖啡。

安妮：好，我们这儿的同事也几乎都是这样，我们都是喝咖啡上瘾。你会很快融入这个群体的！现在，我还是先别把咖啡挂在嘴上了，我看我们应该开始今天的会议了。谁想第一个发言？

## 11 祝贺和鼓励 Congratulations and encouragement

### Useful Expressions

## 表扬和祝贺

1. So far, you're doing quite well.
2. You're a real asset to our team.
3. I heard you made Salesperson of the Month for the third time in a row!
4. I'd like to take this opportunity to congratulate you on your sales last month.
5. It's more than just luck, it's talent.
6. You know how to sell cars better than anyone else here.
7. I'm sure your sales numbers will continue to improve.

## 表示谦虚

8. I appreciate your compliment.
9. Thank you for your encouragement.
10. Thanks! I guess my luck has been improving recently.
11. Are there any areas where I could improve?
12. Everyone has good months and bad months. That's just the nature of car sales.

## 指出不足

13. Well, there are just a few small things.
14. For one, I've noticed sometimes when I send you an email, you don't always reply promptly.



15. If you have a cold, it's better to just take the day off, rather than come in.

16. You could stand to be a bit more consistent when it comes to attendance.

17. When you do come, you're often five or ten minutes late.

18. Aside from that, you're doing just fine. Keep up the good work!

### 虚心接受建议

19. I'll remember that for next time.

20. I'll check my email more often from now on, and respond right away.

21. I didn't realize I was coming in late so often. I'll be on time from now on.

### 常用表达法

#### 表扬和祝贺

1.到目前为止，你干得还不错。

2.你是我们团队的宝贵财富。

3.我听说，这是你连续第三次获得月度最佳销售员的称号！

4.上个月你的绩效很好，我想借这个机会恭喜你。

5.这可不光是运气，也是你的能力。

6.你是这儿最懂得销售汽车的人。

7.我相信，你的销售业绩会越来越好的。

表示谦虚

8.谢谢你的夸奖。

9.谢谢你的鼓励。

10.谢谢！我想，我最近运气不错。

11.我还有哪些方面需要改进呢？

12.谁都有业绩好和业绩不好的月份。汽车销售这行就是这样的。

指出不足

13.只有几件小事你还需要改进。

14.一是，我发现，有时候我发给你邮件，你没有及时地回复。

15.如果你感冒了，最好是请假，而不是带病上班。

16.在出勤率上，你可以做得更好。

17.你上班的时候也常常迟到五到十分钟。

18.除此之外，其他的都挺好的。继续努力工作吧！

虚心接受建议

19.我记住了，以后不会了。

20.从今以后，我会更频繁地查看邮箱，及时回复邮件。

21.我没意识到我迟到了这么多次。从现在开始我会准时上班。

单词

asset 财富

compliment 夸奖

conscientious 认真负责的

encouragement 鼓励

evaluation 绩效评估

promptly 及时地

respond 回复

短语

feel like 觉得

for the third time in a row连续第三次

from now on 从现在开始

get sick 生病

have a seat 请坐

keep up the good work继续努力工作

potential buyer 潜在客户

sales floor 销售大厅

Dialogue 1

Christopher: Lenny, please come in. Have a seat.

Lenny: Thanks.

Christopher: We usually have evaluations once a year, but for new employees, we do the first evaluation after three months. So far, you're doing quite well.

Lenny: Thank you. I've been very happy working here so far.

Christopher: I'm glad to hear that. You're a real asset to our team.

Lenny: Thank you. Are there any areas where I could improve?

Christopher: Well, there are just a few small things. For one, I've noticed sometimes when I send you an email, you don't always reply promptly.

Lenny: I'm sorry about that. I'll check my email more often from now on, and respond right away.

Christopher: Just one more thing, I know you're very conscientious, but if you have a cold, it's better to just take the day off, rather than come in. Last Friday you were coughing and sneezing all day. I'd rather have one employee away than a whole staff that gets sick.

Lenny: Okay. I'll remember that for next time.

Christopher: Aside from that, you're doing just fine. Keep up the good work!

Lenny: Thank you again.

对话1

克里斯托佛：伦尼，请进，请坐。

伦尼：谢谢。

克里斯托佛：通常，我们都是每年做一次绩效评估，不过对于新员工，我们在头三个月之后就进行第一次绩效评估。到目前为止，你干得还不错。

伦尼：谢谢你。到现在为止，我在这里工作得很愉快。

克里斯托佛：听到你这么说，我很高兴。你是我们团队的宝贵财富。

伦尼：谢谢。我还有哪些方面需要改进呢？

克里斯托佛：只有几件小事你还需要改进。一是，我发现，有时候我发给你邮件，你没有及时地回复。

伦尼：很抱歉。从今以后，我会更频繁地查看邮箱，及时回复邮件。

克里斯托佛：还有一件事，我知道你非常认真负责，不过如果你感冒了，最好是请假，而不是带病上班。上星期五，你一整天都在咳嗽，打喷嚏。我宁可让一个员工休病假，也不愿让一屋子的员工生病。

伦尼：好的。我记住了，以后不会了。

克里斯托佛：除此之外，其他的都挺好的。继续努力工作吧！

伦尼：再次谢谢您。

## Dialogue 2

Ernest: Congrats, Marlon! I heard you made Salesperson of the Month for the third time in a row!

Marlon: Thanks! I guess my luck has been improving recently.

Ernest: It's more than just luck, it's talent. You know how to sell cars better than anyone else here.

Marlon: I appreciate your compliment. But, you know, everyone has good months and bad months. That's just the nature of car sales.

Ernest: Well, although I've only been working here for a few weeks, I feel like I've already learned a lot from you about how to connect with potential buyers.

Marlon: I've seen you on the sales floor with customers. You're doing all the right things. I'm sure your sales numbers will continue to improve.

Ernest: Thank you for your encouragement.

## 对话2

欧内斯特：祝贺你，马龙！我听说，这是你连续第三次获得月度最佳销售员的称号！

马龙：谢谢！我想，我最近运气不错。

欧内斯特：这可不光是运气，也是你的能力。你是这儿最懂得销售汽车的人。

马龙：谢谢你的夸奖。不过你也知道，谁都有业绩好和业绩不好的月份。汽车销售这行就是这样的。

欧内斯特：嗯，虽然我才刚来几个星期，但我觉得我已经从你身上学到了很多，学到了如何与潜在的客户打交道。

马龙：我看到了你在销售大厅面对顾客的工作状态。你正在做正确的事情。我相信，你的销售业绩会越来越好的。

欧内斯特：谢谢你的鼓励。

## 12 互相帮助 Helping each other

### Useful Expressions

#### 请求帮助

1. Are you really busy right now?
2. Could I ask you for a favor?
3. I need to ask you for a big favor.
4. I was wondering if you could help me with something.
5. One of my clients left a voice mail asking me to call him back after 4:30.
6. It's the new scheduling software. I can't figure out how to use it.
7. Oh, another thing, if I want to remove a task from the schedule, how do I do that?
8. Do you think you could introduce Susan to me, or help me to get in touch with her?
9. I've got it now. Thanks so much for your help!

愿意帮助

10. What can I do for you?
11. Sure, I'll handle it for you.
12. Just let me know what you need.
13. My pleasure! I'm always glad to help.
14. I can give you a hand with that.
15. So do you need me to take care of some work for you?
16. Let's go over to your desk and take a look.

17. Sure, I can arrange something. I'll give Susan a call and set something up.

18. Here's her email address, you can go ahead and contact her by email on your own.

### 爱莫能助

19. I'm sorry. I probably can't help much.

20. You should talk to Susan. She should be able to point you in the right direction.

21. I would be happy to help you out, but I'm planning on getting out of the office a little early today.

### 常用表达法

#### 请求帮助

1. 你这会儿忙吗？

2. 你能帮我一个忙吗？

3. 我需要你给我帮个大忙。

4. 不知你能不能帮我一个忙。

5. 有一个客户给我语音留言，说让我四点半以后给他回电话。

6. 就是那个新的日程安排软件，我不知道该怎么用。

7. 哦，还有一件事。如果我想从日程中移除一项任务，该怎么办？

8. 你能介绍我认识苏珊吗？或者帮我联系上她？

9. 现在我明白了。非常感谢你的帮助！



## 愿意帮助

10.我能帮你做什么？

11.当然，我会帮你搞定这件事。

12.需要我帮什么，你尽管说。

13.别客气！我总是乐意帮忙的。

14.我可以帮你看看。

15.那么你有什么工作需要我帮你做吗？

16.我们去你的工位看一下吧。

17.当然，我能安排这事。我会给苏珊去电话做个安排。

18.这是她的邮件地址，你可以给她发邮件直接联系她。

## 爱莫能助

19.抱歉，这事我帮不了你什么。

20.你应该找苏珊。她应该能够给你指明方向。

21.我愿意帮你，但今天我计划好了要早点走。

## 单词

remove 移除

right-click 点击右键

voilà! ( 法语 ) 瞧！看！

## 短语

ask sb. for a favor 请求某人帮忙

figure out 弄清楚.....

finish up 就要完成.....

get in touch with 联系

get the program open 运行程序

give sb. a hand 帮某人一个忙

leave work 下班

plan on 计划做.....

point you in the right direction 指明方向

scheduling software 日程安排软件

set something up 做个安排

take a look 看一下

take care of 照看

thanks a million! 太谢谢了! time grid 时间表

Dialogue 1

Clarissa: Hey Dillon, are you really busy right now?

Dillon: Uh, I'm just finishing up a report. What's up?

Clarissa: I was wondering if you could help me with something. It's the new scheduling software. I can't figure out how to use it.

Dillon: I can give you a hand with that. Let's go over to your

desk and take a look.

Clarissa: Okay, here we are. So I've got the program open, and it's showing a time grid for the entire month. But I just want to look at the coming week.

Dillon: No problem. So, you just click "View" on the menu bar, then click on "Time period" and you'll see "Day", "Week", "Month" and "Year". Just click "Week", like this, and voila!

Clarissa: Great! Oh, another thing, if I want to remove a task from the schedule, how do I do that?

Dillon: Easy. Just right-click on the item you want to remove, and click "Delete".

Clarissa: I've got it now. Thanks so much for your help!

## 对话1

克拉丽莎：嘿，狄龙，你这会儿忙吗？

狄龙：呃，我在写一份报告，就要写完了。什么事？

克拉丽莎：不知你能不能帮我一个忙。就是那个新的日程安排软件，我不知道该怎么用。

狄龙：我可以帮你看看。我们去你的工位看一下吧。

克拉丽莎：好，这就是我的工位。我开始运行程序，它显示的是一整月的时间表，可是我只想看看接下来这一个星期的时间表。

狄龙：没问题。那么，你只需点击菜单栏的“查阅”按钮，然后点击“时间段”按钮，你就会看到“一天”“一周”“一个月”“一年”。只要点击“一周”，就像这样，看！

克拉丽莎：太好了！哦，还有一件事。如果我想从日程中移除一项任务，该怎么办？

狄龙：那容易啊。只需把鼠标放在你想移除的项目上，点击右键，然后点击“删除”即可。

克拉丽莎：现在我明白了。非常感谢你的帮助！

## Dialogue 2

Garth: Hi Carolyn, could I ask you for a favor?

Carolyn: Sure, just let me know what you need.

Garth: I want to leave work early today. It's my wife's birthday and I want to go home and make dinner for her as a surprise.

Carolyn: That's so sweet and romantic. I'm sure she'll really appreciate it. So do you need me to take care of some work for you?

Garth: Well, I managed to get most of my work done early today. But one of my clients left a voice mail asking me to call him back after 4:30.

Carolyn: No problem, I can call him and let him know you'll be back in the office tomorrow morning.

Garth: Great, thanks a million! Here's the client's name and number.

Carolyn: My pleasure! I'm always glad to help.

## 对话2

加斯：你好，卡罗琳，你能帮我一个忙吗？

卡罗琳：当然可以，需要我帮什么，你尽管说。

加斯：今天我想早点下班。今天是我老婆的生日，我想早点回家，给她做一顿饭，给她一个惊喜。

卡罗琳：你好体贴、好浪漫啊！我相信，她一定会喜欢的！那么你有什么工作需要我帮你做吗？

加斯：我尽力完成了今天的大部分工作。不过有一个客户给我语音留言，说让我四点半以后给他回电话。

卡罗琳：没问题。我可以给他打电话，告诉他明天上午你会在办公室。

加斯：太好了，太谢谢你了！这是那个客户的姓名和电话号码。

卡罗琳：别客气！我总是乐意帮忙的。

### 13 激励落后的员工 Motivating struggling employees

#### Useful Expressions

##### 询问状况

1. Do you know why I asked you to come to my office?
2. Is something the matter?
3. What do you think the problem is?
4. Why do you think that is?
5. I have noticed that you've been missing your sales targets for the past few weeks.
6. Are you sure you're contacting the right people?
7. Are they authorized to make buying decisions on behalf of

their company?

8. How many projects are you working on right now?

说明原因

9. I know. I'm really sorry about that.

10. When I call potential clients, they always make excuses for not wanting to buy.

11. I've got so much to do, and I don't know where to begin.

12. I do my best, but I don't know that I'm suited for this job.

建议和鼓励

13. You just need to do more research about your potential clients, so you know who the real decision-makers are.

14. Once you do that, your sales numbers will be back up in no time.

15. You should always work on the most important or urgent tasks first.

16. If you are not doing the necessary preparation, many of the calls will just be a waste of time.

17. You do have some room to improve. I think with a little hard work you'll be fine.

18. If you keep at it, I'm sure you'll do fine. You have a lot of potential.

表示感谢

19. Thank you for your feedback. I'll definitely follow your advice.

20. That's a really good idea.

## 常用表达法

### 询问状况

1. 你知道我今天为什么叫你来吗？
2. 出什么问题了吗？
3. 你觉得问题出在哪里？
4. 你认为这是什么原因呢？
5. 我注意到，过去的几个星期里，你没有完成你的销售指标。
6. 你确定你所联系的这些人都是正确的推销对象吗？
7. 他们能够代表各自的公司做购买决定吗？
8. 你现在做几个项目？

### 说明原因

9. 我知道。对此，我很抱歉。
10. 我一给潜在的客户打电话，他们就总是找各种借口不想购买。
11. 我手头的活儿太多了，都不知从何处入手。
12. 我真的尽了最大的努力，但是我不知道自己适不适合这份工作。

### 建议和鼓励

13. 你只是需要对潜在的客户做更多研究，这样才能知道谁才是真正的决策者。

14. 你要是这样做了，你的销售业绩肯定很快就会有进步。
15. 你应该永远把最重要的或最紧要的任务放到第一位。
16. 如果你准备不到位，那么给客户打电话也是白费时间。
17. 你确实有一些要改进的地方，但是我觉得只要努力一下就会很好。
18. 你继续努力，我觉得你会做得很好。你很有潜力。

表示感谢

19. 谢谢你的反馈。我一定会遵从你的建议。
20. 这真是个好办法。

单词

deadline 期限

decision-maker 决策者

feedback 反馈

project 项目

workload 工作量

短语

be authorized to 被授权做.....

be back up 回升

do research 做研究

follow one's advice 遵从某人的建议



in no time 很快, 立刻

make excuses for 为.....找借口

miss one's targets 没有完成指标

on behalf of 代表.....

potential client 潜在客户

prioritize the things 排个先后顺序

the right people 合适的人

work on 做着.....

## Dialogue 1

Brianna: Hi Wallace, please have a seat. Do you know why I asked you to come to my office?

Wallace: Is something the matter?

Brianna: No, not really. But I have noticed that you've been missing your sales targets for the past few weeks.

Wallace: I know. I'm really sorry about that.

Brianna: What do you think the problem is?

Wallace: I'm not sure. When I call potential clients, they always make excuses for not wanting to buy, or they say they need to think about it.

Brianna: Are you sure you're contacting the right people? What I mean is, are they authorized to make buying decisions on behalf of their company?

Wallace: I guess I'm not really sure.

Brianna: You're a good salesman, Wallace. You just need to do more research about your potential clients, so you know who the real decision-makers are. Once you do that, your sales numbers will be back up in no time.

Wallace: Thank you for your feedback. I'll definitely follow your advice.

## 对话1

布里安娜：你好，华莱士，请坐。你知道我今天为什么叫你来吗？

华莱士：出什么问题了吗？

布里安娜：没有，没什么大事。不过我注意到，过去的几个星期里，你没有完成你的销售指标。

华莱士：我知道。对此，我很抱歉。

布里安娜：你觉得问题出在哪里？

华莱士：我也说不准。我一给潜在的客户打电话，他们就总是找各种借口不想购买，要不就说需要考虑一下。

布里安娜：你确定你所联系的这些人都是正确的推销对象吗？我的意思是，他们能够代表各自的公司做购买决定吗？

华莱士：我想，我也不确定。

布里安娜：你是一个好销售员，华莱士。你只是需要对潜在的客户做更多研究，这样才能知道谁才是真正的决策者。你要是这样做了，你的销售业绩肯定很快就会回升。

华莱士：谢谢你的反馈。我一定会遵从你的建议。

## Dialogue 2

Vanessa: Hey Robby, you've looking a little tired the past few days. Is there anything I can do to help?

Robby: It's just that I'm working on several client projects all at once. I've got so much to do, and I don't know where to begin.

Vanessa: How many projects are you working on right now?

Robby: Five altogether.

Vanessa: Wow, that's a pretty heavy workload. But the projects have different deadlines, right?

Robby: Yeah, there's one that I have to finish by next week.

Vanessa: I think you just need to learn how to prioritize better. Make a detailed list of everything you need to do, how important it is, and when you need to finish it. You should always work on the most important or urgent tasks first.

Robby: That's a really good idea. I'll make a list and start prioritizing the things I need to get done. Thanks, Vanessa.

## 对话2

瓦妮莎：嘿，罗比，这几天，你看上去有点疲倦呀。有什么事需要我帮忙的吗？

罗比：就是因为我同时跟几个客户项目。我手头的活儿太多了，都不知从何处入手。

瓦妮莎：你现在做几个项目？

罗比：总共五个。

瓦妮莎：哇，那你的工作量真大呀。但是每个项目的最后期限都不一样，对吗？

罗比：是呀，其中一个项目，我下星期前就得完成。

瓦妮莎：我觉得，你只是需要学会如何分清轻重缓急。把你需要做的事列一个详细的清单，标上每件事的重要性和最后期限。你应该永远把最重要的或最紧要的任务放到第一位。

罗比：这真是个好办法。我会列一个清单，开始把我需要做的事排个先后顺序。谢谢你，瓦妮莎。

## 14 调解人际矛盾 Mediating interpersonal conflicts

### Useful Expressions

#### 询问事由

1. I saw you and Annabelle arguing in the hallway earlier.

2. Is everything okay between you two?

3. You mentioned you've been having a problem with someone in your department.

#### 说明矛盾

4. I can't seem to get along with Harry.

5. He's constantly trying to get me to do his work.

6. I don't know what her problem is.

7. she seems to think she's my boss.

8. She still shouldn't be bossing you around.

9. I just don't know what to do.

10. I've talked to Harry about this, and I can't seem to get through to him.

11. She's always watching over me, telling me what I'm doing wrong, and she even gives me work to do.

12. Whenever he's on the phone with clients, he always talks in a really loud voice.

13. That must be quite distracting for you.

14. I've mentioned it a couple of times.

15. I don't want to make things awkward between Evan and me.

寻求解决办法

16. Don't worry, let me handle it.

17. Have you tried talking to Evan about this?

18. It's no problem. I'm sure we can get this sorted out.

19. I'll speak to him about this and try to find a long-term solution.

20. Don't worry, I won't mention your name when I talk to him.

21. I 'll talk to her and remind her to concentrate on her own work and not to bother you.

常用表达法

## 询问事由

1. 刚才我看到你和安娜贝勒在走廊里争吵。
2. 你们俩没事吧？
3. 你提到过你跟你们部门里的另外一位同事有问题。

## 说明矛盾

4. 我跟亨利有些难相处。
5. 他一直来找我，让我做他该做的事情。
6. 我不知道她究竟是怎么回事。
7. 她好像把自己当成我的老板一样。
8. 不过她还是不应该使唤你。
9. 我也不知道该拿她怎么办。
10. 我跟亨利讲过这件事情，但好像和他根本说不通。
11. 她总是在监视我，对我的工作指手画脚，甚至还给我安排活儿干。
12. 每当他给客户打电话的时候，他的说话声总是很大。
13. 那肯定会影响你。
14. 我跟他提过几次。
15. 我不想因为这件事把我和埃文的关系弄得很尴尬。

## 寻求解决办法

16. 别担心，我来解决。

17. 你和埃文沟通过这件事吗？

18. 没问题。我相信我们能处理好这件事。

19. 我会和他谈谈，看看能不能找到一个长期的解决方案。

20. 别担心，我和他说的时侯，不会提你的名字。

21. 我会和她谈谈，提醒她把注意力放在自己的工作，别去打扰你。

## 单词

argue 争吵，争论

awkward 尴尬的

bother 打扰

distracting 让人分心的

hallway 走廊

remind 提醒

## 短语

be on the phone with sb. 与.....通电话

boss sb. around 使唤某人

concentrate on 把注意力放在.....

delegate a task to sb. 给某人派活

get one's approval 得到某人批准

have a hard time hearing 很难听清.....

have seniority over sb. 比某人资历深

junior accountant 初级会计

long-term solution 长期的解决方案

lower one's voice 降低音量

watch over sb. 监视某人

## Dialogue 1

Floyd: I saw you and Annabelle arguing in the hallway earlier. Is everything okay between you two?

Connie: I don't know what her problem is. We have the same position — we're both junior accountants — but she seems to think she's my boss.

Floyd: What do you mean?

Connie: She's always watching over me, telling me what I'm doing wrong, and she even gives me work to do.

Floyd: Maybe she thinks she has seniority over you since she's been with the company longer than you have. Plus, she's a few years older than you. But she still shouldn't be bossing you around.

Connie: I just don't know what to do.

Floyd: Don't worry, let me handle it. I'll talk to her and remind her to concentrate on her own work and not to bother you. Next time, if she tries to delegate a task to you, just tell her that she has to speak to me first and get my approval.

Connie: Thanks, I really appreciate that.



## 对话1

佛洛德：刚才我看到你和安娜贝勒在走廊里争吵。你们俩没事吧？

康妮：我不知道她究竟是怎么回事。我们都是同样的职位——我们都是初级会计——可是她好像把自己当成我的老板一样。

佛洛德：此话怎讲？

康妮：她总是在监视我，对我的工作指手画脚，甚至还给我安排活儿干。

佛洛德：或许，她觉得她在公司的资历比你深吧，她在公司待的时间比你长，而且她也比你大几岁。不过她还是不应该使唤你。

康妮：我也不知道该拿她怎么办。

佛洛德：别担心，我来解决。我会和她谈谈，提醒她把注意力放在自己的工作上，别去打扰你。下次如果她再给你派活儿的话，你就跟她说，她得先来跟我说，得先得到我的批准。

康妮：谢谢你。非常感谢。

## Dialogue 2

Dominic: Hi Natalie, could I talk to you for a minute?

Natalie: Sure, what's up?

Dominic: Well, you know, Evan's desk is right across from mine. Whenever he's on the phone with clients, he always talks in a really loud voice.

Natalie: That must be quite distracting for you.

Dominic: Yes, a little bit. But the problem is, if I happen to be on the phone at the same time as him, sometimes I have a hard time hearing my client on the other end.

Natalie: Have you tried talking to Evan about this?

Dominic: I've mentioned it a couple of times. Each time, he'll lower his voice for a day or two, but then he seems to forget.

Natalie: Well, I'll speak to him about this and try to find a long-term solution.

Dominic: Thanks. But I don't want to make things awkward between Evan and me.

Natalie: Don't worry, I won't mention your name when I talk to him.

## 对话2

多米尼克：你好，娜塔莉，我可以和你聊一小会儿吗？

娜塔莉：当然可以，怎么了？

多米尼克：呃，你知道的，埃文的桌子和我的桌子挨着。每当他给客户打电话的时候，他的说话声总是很大。

娜塔莉：那肯定会影响你。

多米尼克：是的，是有点。不过问题是，如果我打电话的时候恰好他也在打电话，那我都很困难听清我的客户在电话里说什么。

娜塔莉：你和埃文沟通过这件事吗？

多米尼克：我跟他提过几次。每次他都是降低音量一两天，然后似乎就把这事给忘了。

娜塔莉：是这样啊，我会和他谈谈，看看能不能找到一个长期的解决方案。

多米尼克：谢谢。不过我不想因为这件事把我和埃文的关系弄得很尴尬。

娜塔莉：别担心，我和他说的时候，不会提你的名字。

## 15 工资和奖金 Salaries and bonuses

### Useful Expressions

#### 请求加工资

1. I was wondering if we could talk about my salary.
2. Do you think I'm doing a good job here?
3. I try very hard. The problem is, my salary just isn't enough to live on.
4. We hardly have enough money for food and rent.
5. If you give me a raise, I'll take on extra responsibilities.
6. Do I get over-time for any extra hours that I work?

#### 请求发奖金

7. We need to talk about whether we should give out holiday bonuses this year.
8. Everyone's been working really hard this year.
9. Things are a bit tough, but it doesn't mean we shouldn't give out bonuses.
10. Most of our employees expect to get a little something extra at this time of year.
11. Last year, we gave holiday bonuses equivalent to eight percent of each employee's annual income.

12. That's a bit on the low side. Let's give them five percent.

13. As the saying goes, a happy employee is a productive employee!

### 说明难处

14. You've only been here for a few months. I think it's too early for a raise, don't you?

15. There are trying times for everyone. What do you propose?

16. That's quite a bit. If I give you a raise, I'm going to have to give everyone a raise.

17. Given the circumstances, I'm willing to make an exception and give you a 10 percent raise.

18. You'll have to take on a few extra responsibilities.

19. From now on, you'll be responsible for keeping track of employees' attendances and absences.

20. Business has been pretty slow lately. Do you think we can afford it?

### 常用表达法

#### 请求加工资

1. 不知我们能否谈谈我的薪资问题。

2. 你觉得我干得还不错吧？

3. 我尽量卖力了。问题是，我的工资不够养家糊口。

4. 我们的钱都不足以支付房租和饮食的开销。

5.如果你给我涨工资，我可以承担更多的责任。

6.如果我超时工作的话会按加班算吗？

请求发奖金

7.我们得讨论一下，是否该发放今年的过节费了。

8.今年，大家工作都很卖力。

9.虽然形势不是很好，但这并不是说我们就不发过节费了。

10.到了年末，大部分员工都盼着能得到一点额外的收获呢。

11.去年，我们发的过节费是每个员工年收入的8%。

12.有点低。我们还是发5%吧。

13.俗话说，员工开心了，才能好好工作！

说明难处

14.你刚来这里几个月。我想，谈加薪问题还为时过早，不是吗？

15.每个人都有一段困难的时期。你有什么提议？

16.太多了。如果你涨了，大家都得涨。

17.既然是这种情况，我愿意破例给你加薪10%。

18.你也得额外承担一些任务。

19.从现在起，你负责考察员工的出勤情况。

20.最近的业绩不好。你说，我们能付得起这笔钱吗？

单词

absence 缺勤

attendance 出勤

productive 富有成效的

slow ( 业绩 ) 不好的

tight 严峻的

短语

annual income 年收入

as the saying goes 俗话说

be a bit on the low side 有点低

be laid off from one's job 被解雇 , 下岗

be responsible for 负责

clean up 打扫

equivalent to 相当于

give out bonus 发奖金

give sb. a 10 percent raise 加薪10%

given the circumstances 既然是这种情况

holiday bonus 过节费

I'll tell you what 我看这样吧

keep track of 记录

make an exception 破例

pile up 堆积

take on responsibilities 承担任务

unpaid bill 要付的账单

## Dialogue 1

Oliver: Hi Danielle, please have a seat. You wanted to meet with me?

Danielle: Yes, I was wondering if we could talk about my salary.

Oliver: Well, you're a very good employee, but you've only been here for a few months. I think it's too early for a raise, don't you?

Danielle: I know I've only been working here a short time. But my husband was laid off from his job recently, and we have a lot of unpaid bills piling up...

Oliver: Oh, I'm sorry to hear that your husband lost his job.

Danielle: He's been looking for a new one, but the job market is tight right now.

Oliver: I'll tell you what. Given the circumstances, I'm willing to make an exception and give you a 10 percent raise.

Danielle: Thank you so much!

Oliver: Of course, you'll have to take on a few extra responsibilities. From now on, you'll be responsible for keeping

track of employees' attendances and absences, and you can also clean up the kitchen at the end of the day.

Danielle: That's fine. I really appreciate it.

## 对话1

奥利弗：你好，丹妮尔，请坐。你想见我？

丹妮尔：是的。不知我们能否谈谈我的薪资问题。

奥利弗：是这样的，你是一名很好的员工，不过你刚来这里几个月。我想，谈加薪问题还为时过早，不是吗？

丹妮尔：我知道我来的时间不长。可是我老公最近刚刚下岗，我们有很多账单要付.....

奥利弗：哦，听到你丈夫失业的消息，我为你们感到遗憾。

丹妮尔：他也在找新工作，可是现在就业市场形势严峻。

奥利弗：我看这样吧，既然是这种情况，我愿意破例给你加薪10%。

丹妮尔：非常感谢你！

奥利弗：当然，你也得额外承担一些任务。从现在起，你负责记录员工的出勤情况，每天要下班的时候，你也可以打扫一下厨房。

丹妮尔：行。非常感谢您。

## Dialogue 2

Hank: It's already the middle of November. We need to talk about whether we should give out holiday bonuses this year.

Katherine: Of course we should.



Hank: But business has been pretty slow lately. Do you think we can afford it?

Katherine: Everyone's been working really hard this year. Things are a bit tough, but it doesn't mean we shouldn't give out bonuses. Besides, most of our employees expect to get a little something extra at this time of year.

Hank: Well, we can't afford the same amount we gave last year.

Katherine: Last year, we gave holiday bonuses equivalent to eight percent of each employee's annual income. How much should we give them this time?

Hank: How about three percent?

Katherine: That's a bit on the low side. Let's give them five percent. As the saying goes, a happy employee is a productive employee!

Hank: Okay, I guess you're right.

## 对话2

汉克：已经是11月中旬了。我们得讨论一下，是否该发放今年的过节费了。

凯瑟琳：当然该发了。

汉克：可是最近的业绩不好。你说，我们能付得起这笔钱吗？

凯瑟琳：今年，大家工作都很卖力。虽然形势不是很好，但这并不是说我们就不发过节费了。而且到了年末，大部分员工都盼着能得到一点额外的收获呢。

汉克：我看，要发和去年一样数额的过节费，我们现在发不起。

凯瑟琳：去年，我们发的过节费是每个员工年收入的8%。这次我们该发多少

呢？

汉克：3%怎么样？

凯瑟琳：有点低。我们还是发5%吧。俗话说，员工开心了，才能好好工作！

汉克：好。我想，你说得对。

## 16 升职和调岗 Promotions and transfers

### Useful Expressions

#### 表达愿望

1. I was thinking maybe it was time for a switch.
2. I'd like to have a chance at job advancement.
3. I'm really interested in marketing.
4. I hope you'll consider me for the position.
5. I think I would make an excellent manager.
6. I'm very interested in being a part of this company's growth.
7. If you give me a chance, I know I won't let you down.
8. I've noticed that there is a position available as a sales manager.
9. I've been working in the sales and marketing field for almost a decade now.
10. I even started taking a Marketing Techniques night course a few months ago.

11. I know it's a challenging role, but I think I'm ready to take on additional responsibility.

### 了解想法

12. You're doing a great job in your current role.

13. It's a big change to go from sales representative to sales manager.

14. You've only been working here for less than a year.

15. Do you have any experience in management?

16. Do you understand what duties that job would entail?

### 表达态度

17. We will certainly keep you in mind, then.

18. I understand that everyone needs a change once in a while.

19. I think you would make a very good manager. I encourage you to apply for the position.

20. According to company policy, you'll still have to go through the formal application procedures.

## 常用表达法

### 表达愿望

1. 我在考虑，或许应该换个岗位了。

2. 我希望我能有升职的机会。

3. 我对营销很感兴趣。

4. 希望你能考虑让我担当这个职位。
5. 我觉得我能做一个优秀的管理者。
6. 我很希望能对公司的发展做出贡献。
7. 如果你们给我机会，我想我不会让你们失望的。
8. 我注意到销售部经理这一职位空缺。
9. 我在销售和营销领域已经工作将近十年了。
10. 几个月前，我甚至开始上营销技巧方面的夜校。
11. 我知道这个岗位具有挑战性，可是我想我有能力承担更多责任。

#### 了解想法

12. 你在现在的岗位做得很好。
13. 从销售代表到销售经理，这是很大的变化。
14. 你来公司还不到一年的时间。
15. 你有做管理层的相关经验吗？
16. 你知道这个职务都包括哪些职责吗？

#### 表达态度

17. 我们一定会考虑你的。
18. 我理解每个人隔一段时间都需要一些改变。
19. 我想你可以胜任经理职位。我鼓励你去申请这个职位。
20. 根据公司政策，你仍然得经过正式申请程序。

## 单词

applicant 申请者

challenging 具有挑战性的

opening 职位空缺

operations 生产部门

replacement 替代人选

retire 退休

role 岗位

switch 换岗

## 短语

apply for 申请

external recruitment 外部招聘

fill the position 为这个职位招聘

internal recruitment 内部招聘

job notice 招聘信息

let sb. down 让某人失望

make a good manager 胜任经理职位

night course 夜校

once in a while 间或, 偶尔

spare moments 闲工夫

## Dialogue 1

Winston: Hi, Eleanor. What can I do for you?

Eleanor: If you have a few spare moments, I'd like to discuss my future at the company.

Winston: Sure. Please have a seat.

Eleanor: Thanks.

Winston: You've been working here for about two years now, is that right?

Eleanor: Almost three years. I've really enjoyed working in operations, but I was thinking maybe it was time for a switch.

Winston: Oh? What did you have in mind?

Eleanor: Well, I'm really interested in marketing. I even started taking a Marketing Techniques night course a few months ago.

Winston: Well, you're doing a great job in your current role, but I understand that everyone needs a change once in a while. I'd be happy to speak with someone in the marketing department and see if there are any openings.

Eleanor: Thanks for your support. I really appreciate it.

## 对话1

温斯顿：你好，埃莉诺。有事吗？

埃莉诺：如果你有空的话，我想和你聊聊我在公司的未来发展。

温斯顿：当然可以。请坐。

埃莉诺：谢谢。

温斯顿：你在这里已经工作差不多两年了，对吧？

埃莉诺：将近三年。我在生产部门工作得很愉快，可是我在考虑，或许应该换个岗位了。

温斯顿：哦？你想做什么呢？

埃莉诺：是这样的，其实我对营销很感兴趣。几个月前，我甚至开始上营销技巧方面的夜校。

温斯顿：你在现在的岗位做得很好，可是我理解每个人隔一段时间都需要一些改变。我愿意和营销部的人说说，看看他们那里缺不缺人。

埃莉诺：谢谢你的支持。非常感谢。

## Dialogue 2

Kenny: I heard that Debbie will be retiring next month. I was wondering if the company had found a replacement yet.

Theodore: Not yet. We'll be using both internal and external recruitment methods to fill the position. However, we'd prefer to give the job to someone who is already working for the company. We'll be posting a job notice for internal applicants later this week.

Kenny: I hope you'll consider me for the position. I know it's a challenging role, but I think I'm ready to take on additional responsibility.

Theodore: Yes, it's a big change to go from sales representative to sales manager. And you've only been working here

for less than a year.

Kenny: I know I've only been with the company a short time, but I've been working in the sales and marketing field for almost a decade now.

Theodore: Well, I think you would make a very good manager. I encourage you to apply for the position.

Kenny: Thank you. If you give me a chance, I know I won't let you down.

## 对话2

肯尼：我听说，黛比下个月就退休了。不知公司找到接替他的人没有。

西奥多：还没有。我们会采用内部招聘和外部招聘两种方式招聘这个职位的人选。可是我们更倾向于让一个已经为公司做事的人干这份工作。这周之内，我们会贴出针对内部申请者的招聘信息。

肯尼：希望你能考虑我一下。我知道这个岗位具有挑战性，可是我想我有能力承担更多责任。

西奥多：是的。从销售代表到销售经理，这是很大的变化，不过你来公司还不到一年的时间。

肯尼：我知道我来公司时间很短，可是我在销售和营销领域已经工作将近十年了。

西奥多：是这样啊，那么我想你可以胜任经理职位。我鼓励你去申请这个职位。

肯尼：谢谢你。如果你们给我机会，我想我不会让你们失望的。

## Unit 3



# 社会事务

## Social Issues

### 17 法律话题 Legal topics

#### Useful Expressions

##### 面对指控

1. A rival company is suing us for false advertising.
2. They allege that our Fat-Free Yogurt isn't fat-free after all.
3. Is there anything to substantiate their claim?
4. What do our lawyers say? Is the lawsuit going to hold up in court?
5. The last thing we need is a lawsuit.
6. Perhaps it won't even make it to trial.
7. HM's lawyer just served us with papers. They are suing us for breach of contract.
8. I'm afraid the prosecution will muck our company through the press.
9. The other company has good litigators, but they're no match against our legal team.

##### 上法庭

10. Our legal counsel is rounding up some witnesses for us now.

11. I hope that Mr. Davis has time to make a good defense.

12. If we're lucky, the judge will dismiss the case in the preliminary hearing.

13. Case law is on our side. A similar lawsuit was dismissed by a U.S. district court judge.

14. The judge ruled that the company was in full compliance with FDA regulations and requirements.

## 产权保护

15. In fact, we haven't received the patent yet.

16. I'll change the wording to "uses patent-pending technology" .

17. Their logo is copyrighted. If we come out with something even close to their design, they'd sue us in a heartbeat.

18. Our legal department determined it would be copyright infringement to place this design on our products.

## 常用表达法

### 面对指控

1. 一家与我们竞争的公司起诉我们做虚假广告。

2. 他们指控我们的无脂酸奶实际上并不是无脂的。

3. 有什么东西能证实他们的指控吗？

4. 那么我们的律师怎么说？这次诉讼会诉诸法庭吗？

5. 我们最不想惹官司了。

6.也许事情不会弄到审判那一步。

7.HM公司的律师刚给我们送来传票。他们起诉我们违反合同。

8.我担心原告会通过媒体诽谤我们公司。

9.那家公司的诉讼律师很厉害，可是和我们的法务团队相比，他们根本不足为惧。

上法庭

10.法律顾问现在正为我们搜集证人。

11.我希望戴维斯先生能有时间好好准备辩护。

12.如果我们幸运的话，法官会在预备听证会上驳回这个案子。

13.判例法对我们有利。有一个类似的诉讼就被美国地区法庭的法官给驳回了。

14.法官判定，这家公司完全符合食品及药物管理局的规定和要求。

产权保护

15.可实际上，我们还没获得那项专利权呢。

16.我会把措辞改成“使用了正在申请专利的技术”。

17.他们的商标是受版权保护的。哪怕我们的东西与他们的设计只是相似，他们也会立即起诉我们。

18.我们的法律部门认定如果把这个图案放在我们的产品上，就会侵犯他人的版权。

单词

allege 指控，宣称

claim 指控，声称

copyrighted 受版权保护的

court 法庭

defense 辩护

dismiss 驳回

infringement 侵犯

judge 法官

lawsuit 诉讼

litigator 诉讼律师

patent 专利权

proofread 校对

prosecution 原告

substantiate 证实

trial 审判

witness 证人

短语

be on one's side 对某人有利

breach of contract 违反合同

case law 判例法

district court 地区法庭

in full compliance with 完全符合

legal counsel 法律顾问

serve sb. with papers 给某人送来传票

sue sb. for 起诉某人.....

## Dialogue 1

Emily: I just spoke with our legal department. A rival company is suing us for false advertising, alleging that our Fat-Free Yogurt isn't fat-free after all.

Steve: Is there anything to substantiate their claim?

Emily: Um, yes and no.

Steve: What do you mean? Just give me a straight answer.

Emily: I'm trying to explain. You see, the yogurt actually contains 0.3 grams of fat per serving, so in the literal sense, it's not 100 percent fat-free. However, FDA labeling laws allow us to label a product as "fat free" as long as it contains less than half a gram of fat per serving.

Steve: So what do our lawyers say? Is the lawsuit going to hold up in court?

Emily: The other company has good litigators, but they're no match against our legal team. Plus, case law is on our side. Just a few months ago, a similar lawsuit against a frozen foods company was dismissed by a U.S. district court judge, who ruled that the company was in full compliance with FDA regulations and requirements.

Steve: That's good to hear. Keep me updated as the case proceeds.

Emily: No problem.

## 对话1

艾米丽：我刚刚和法务部谈过了。一家与我们竞争的公司起诉我们做虚假广告，指控我们的无脂酸奶实际上并不是无脂的。

史蒂夫：有什么东西能证实他们的指控吗？

艾米丽：呃，有，也没有。

史蒂夫：此话怎讲？你就直说吧。

艾米丽：我给你解释一下。你看，每盒酸奶里实际上含0.3克的脂肪，所以从字面上看，它不是百分之百的无脂。可是食品及药物管理局的标识法允许我们把每份含脂肪量低于0.5克的食物标示为“无脂”。

史蒂夫：那么我们的律师怎么说？这次诉讼会诉诸法庭吗？

艾米丽：那家公司的诉讼律师很厉害，可是和我们的法务团队相比，他们根本不足为惧。而且判例法对我们有利。几个月前，有一个类似的诉讼是起诉一家冷冻食品公司的，后来被美国地区法庭的法官给驳回了，法官判定，这家公司完全符合食品及药物管理局的规定和要求。

史蒂夫：这个消息这不错。这个案子要是有什么新进展，你就告诉我。

艾米丽：没问题。

## Dialogue 2

Jane: I just finished reading over the draft text for the new product brochure. I think we need to make a few changes.

Lucas: Really? I already had three people from our Marketing

Department proofread it from cover to cover, and they thought everything looked fine.

Jane: For one thing, the brochure says that our K6000 Steam Cleaner "uses patented technology", but in fact, we haven't received the patent yet.

Lucas: We'll have the patent by the time the product goes to market.

Jane: You're probably right, but we can't afford to take any chances. The last thing we need is a lawsuit.

Lucas: Okay, I'll change the wording to "uses patent-pending technology".

Jane: That would be fine. Oh, there's one other thing: the Registered Trademark symbol is missing from our company logo.

Lucas: Oh, I hadn't even noticed. I'll make sure it gets added in.

## 对话2

简：我刚刚看完了新产品宣传册的文字草稿。我觉得，有些地方得改改。

卢卡斯：是吗？我已经找了三个营销部的人从头到尾地校对过，他们觉得都挺好呀。

简：一方面，宣传册上说，我们的K6000蒸汽清洁器“使用了专利技术”，可实际上，我们还没获得那项专利权呢。

卢卡斯：等产品上市的时候，那项专利权我们也拿到手了。

简：也许是吧，可是这个风险我们也冒不起呀。我们最不想惹官司了。

卢卡斯：好，我会把措辞改成“使用了正在申请专利的技术”。

简：这样可以。哦，还有一件事：我们公司的标识上没体现注册商标的标志。

卢卡斯：哦，我之前都没注意到。我肯定会让人加上的。

## 18 环境问题 Environmental issues

### Useful Expressions

#### 土地问题

1. The plant expansion project has been blocked in the filing process to get the construction permits.

2. It's just been set aside as a federally protected wildlife reserve.

3. Between zoning laws and environmental constraints, it's not going to be easy to find a site for the factory.

#### 排放物问题

4. We're due for an environmental compliance inspection in a few weeks.

5. If our levels of emissions are above that which is allowed, we are breaking the law.

6. The government's new regulations on factory emissions have already taken effect.

7. The amount of sulfur dioxide we're releasing into the atmosphere is way above the permitted value.

8. Last year they were accused of violating federal regulations



after an EPA inspection of their Grand Lake facility.

9. They've spent a fortune on legal fees to fight the charges.

10. It's become a PR nightmare for them.

### 采取措施

11. We may need to consider setting up the factory overseas. Someplace with fewer restrictions, like Peru or Brazil.

12. Locating a production facility there might not be such a bad idea.

13. We've got to get our emissions in shape.

14. Do we have time to cut emissions before the inspection?

15. We'll do whatever is necessary to pass the emissions test.

16. We'll have to install pollution control devices and smokestack scrubbers, which will cost at least \$200,000.

### 常用表达法

#### 土地问题

1. 扩大工厂的计划在申请建设许可证的过程中遇到了阻碍。

2. 那块地刚刚被划为联邦野生动物保护区。

3. 由于分区法和环境管制条例，找一块可以建厂的地可不是件容易的事。

#### 排放物问题

4. 几个星期之内，我们就要接受环境合规性检查。

5. 如果我们的排放指标超出了允许的范围，我们就违法了。

6. 政府对于工厂排放物的新规定已经开始生效了。
7. 我们厂向大气排放的二氧化硫已经严重超标了。
8. 去年，环保局视察了他们在大湖建的厂。他们因违反联邦的规定而被控告。
9. 他们为了打官司花了很多钱。
10. 那是一次重大的公关危机。

### 采取措施

11. 我们或许应该考虑在海外建厂，去找一个限制少的地方，比如秘鲁或巴西。
12. 在那里建厂或许是个不错的主意。
13. 我们一定要整顿我们的排放物问题。
14. 在接受检查前，我们有时间来减排吗？
15. 我们必须尽一切力量通过污染物排放测试。
16. 可是我们得安装污染控制设备和烟囱清洗设备，这至少需要花20万美元。

### 单词

brink 边缘

compliance 合规

device 设备

emission 排放物

extinction 灭绝

inspection 检查

plot 小块土地

reserve 保护区

restriction 限制

violate 违反

短语

above the permitted value 超标

be accused of 被控告.....

cut emissions 减排

environmental constraints环境管制条例

fight the charges 打官司

legal fees 法务费

My thoughts exactly 想到一块儿了

not anymore 再也不行了

pass the test 通过测试

PR nightmare 公关危机

release into the atmosphere向大气排放

set aside as 被划为.....

spend a fortune on 在.....上花大钱

zoning laws 分区法

## Dialogue 1

Frank: You know that plot of land we were talking about buying?

Edward: Yeah, I think it'll be a great location to build our new factory.

Frank: Not anymore. It's just been set aside as a federally protected wildlife reserve. We'll have to look elsewhere for a factory site.

Edward: You've got to be kidding! A protected wildlife reserve? Why?

Frank: As it turns out, that land is home to over 150 species of plants and animals, some of which have been brought back from the brink of extinction.

Edward: Between zoning laws and environmental constraints, it's not going to be easy to find a site for the factory. What are we going to do now?

Frank: To be honest, we may need to consider setting up the factory overseas. Someplace with fewer restrictions, like Peru or Brazil.

Edward: Well, we do have an established client base in those countries, so locating a production facility there might not be such a bad idea.

Frank: My thoughts exactly.

## 对话1

弗兰克：知道那块我们说过要买的地吧？

爱德华：知道。我觉得那个地点特别好，很适合建我们的新工厂。

弗兰克：现在不行了。那块地刚刚被划为联邦野生动物保护区。我们得再去别处找地来建厂了。

爱德华：你在开玩笑吧！野生动物保护区？为什么选那片地？

弗兰克：事实上，那片地有150多种动植物，其中一些已经濒临灭绝了。

爱德华：由于分区法和环境管制条例，找一块可以建厂的地可不是件容易的事。我们现在该怎么办？

弗兰克：坦白地说，我们或许应该考虑在海外建厂，去找一个限制少的地方，比如秘鲁或巴西。

爱德华：嗯，我们在这两个国家已经建立了客户基地，所以在那里建厂或许是个不错的主意。

弗兰克：咱们俩想到一块儿去了。

## Dialogue 2

Katie: Jeff, can I talk to you for a minute? We're due for an environmental compliance inspection in a few weeks, and...

Jeff: So what's the problem?

Katie: The thing is, the government's new regulations on factory emissions have already taken effect. The amount of sulfur dioxide we're releasing into the atmosphere is way above the permitted value.

Jeff: I didn't realize it was that bad.

Katie: You know Sunshine Steel Company? Last year they were accused of violating federal regulations after an EPA inspection of

their Grand Lake facility.They've spent a fortune on legal fees to fight the charges and it's become a PR nightmare for them.

Jeff: But do we have time to cut emissions before the inspection?

Katie: I think so, but we'll have to install pollution control devices and smokestack scrubbers, which will cost at least \$200,000.

Jeff: It doesn't sound like we have a choice. We'll do whatever is necessary to pass the emissions test.

## 对话2

凯蒂：杰夫，我可以和你聊几句吗？几个星期之内，我们就要接受环境合规性检查，而且.....

杰夫：有什么问题吗？

凯蒂：问题是，政府对于工厂排放物的新规定已经开始生效了。我们厂向大气排放的二氧化硫已经严重超标了。

杰夫：我还没意识到问题如此严重。

凯蒂：你知道阳光钢铁公司吗？去年，环保局视察了他们在大湖建的厂。他们因违反联邦的规定而被控告。他们为了打官司花了很多钱。对他们而言，那是一次重大的公关危机。

杰夫：可是在接受检查前，我们有时间来减排吗？

凯蒂：我想，我们还有时间。可是我们得安装污染控制设备和烟囱清洗设备，这至少需要花20万美元。

杰夫：可是我们也没有选择了呀。我们必须尽一切努力通过污染物排放测试。

# Unit 4

## 求职招聘

### Recruitment

#### 19 自我介绍 Introducing yourself

##### Useful Expressions

##### 面试官提问

1. Good morning. Please come in and have a seat. It's Ms. Weiss, right?
2. Thanks for coming to today's interview.
3. To begin, would you mind telling me a little about yourself?
4. The websites you've designed are very creative but also sophisticated.
5. What courses did you take at college?
6. Sounds like a great job. Why did you decide to leave?
7. That's great. Well, thank you again for coming in today.
8. We'll be in touch with you as soon as we make a decision.
9. Well, if you're willing to work for us, the job is yours.

##### 应聘者自我介绍

10. You must be Mr. Hartman? It's a pleasure to meet you.
11. I was born and grew up in Madrid, but I moved to the U.S.

when I was in high school.

12. I majored in Computer Science, with a minor in Web Development.

13. I took a variety of courses, such as HTML, JavaScript, CSS, as well as interface design and website architecture.

14. That was when I took an interest in computers and website design.

15. I started making websites for fellow students and even some local businesses.

16. Actually I used the money I earned from designing websites to help pay for my college tuition.

17. For the past eight years I worked for a small software development company as a technical writer.

18. I was responsible for the writing, editing and production of user manuals and web-based tutorials.

19. Thank you so much! I would be happy to work for your company.

## 常用表达法

### 面试官提问

1.早上好。请进，请坐。您是韦斯女士吗？

2.谢谢你今天来参加面试。

3.首先，能请您做个自我介绍吗？

4.你设计的网站不仅非常具有创意，而且还很复杂。



- 5.你大学是学什么专业的？
- 6.这听上去是一份很棒的工作。您为什么不干了呢？
- 7.太棒了。再次谢谢你今天来这里。
- 8.我们一决定，就和你联系。
- 9.如果您愿意来我们公司，我们就要您了。

#### 应聘者自我介绍

- 10.您就是哈特曼先生吧？很高兴见到您。
- 11.我在马德里出生、长大，高中的时候搬去了美国。
- 12.我主修计算机专业，辅修网络开发专业。
- 13.我上过各种课程，比如HTML、JavaScript、CSS，还有界面设计和网站架构。
- 14.从那时候起，我开始对计算机和网站设计感兴趣。
- 15.我开始为同学甚至当地的一些公司设计网站。
- 16.实际上，我是用设计网站赚的钱来支付大学的一部分学费的。
- 17.过去的八年里，我在一家小型软件开发公司做技术文档撰稿人。
- 18.我负责撰写、编辑和制作用户手册和基于网络的教程。
- 19.非常感谢您！我很愿意为你们公司工作。

#### 单词

architecture 架构

course 课程

creative 具有创意的

impressive 令人印象深刻的

interface 界面

interview 面试

likewise 同样地, 我也是

resume 简历

sophisticated 成熟的

tutorial 教程

短语

be more than qualified 完全能胜任

college tuition 大学学费

for a while 好一阵子

job market 就业市场

job offer 工作机会

major in 主修.....

online portfolio 网上简历

take an interest in 对.....感兴趣

technical writer 技术文档撰稿人

user manual 用户手册

with a minor in 辅修.....

## Dialogue 1

Joanne: Hi, you must be Isaac. Thanks for coming to today's interview. I can see you have an impressive resume, but I'd like to learn a bit more about you.

Isaac: Well, I was born and grew up in Madrid, but I moved to the U.S. when I was in high school. That was when I took an interest in computers and website design. I started making websites for fellow students and even some local businesses.

Joanne: That was before you went to college?

Isaac: Yes. Actually I used the money I earned from designing websites to help pay for my college tuition.

Joanne: I've taken a look at your online portfolio, and the websites you've designed are very creative but also sophisticated. What courses did you take at college?

Isaac: I majored in Computer Science, with a minor in Web Development. So I took a variety of courses, such as HTML, JavaScript, CSS, as well as interface design and website architecture.

Joanne: That's great. Well, thank you again for coming in today. We'll be in touch with you as soon as we make a decision.

## 对话1

乔安娜：你好，你就是艾萨克吧。谢谢你今天来参加面试。你的简历令人印象非常深刻，可是我想更多地了解你。

艾萨克：好的。我在马德里出生、长大，高中的时候搬去了美国。从那时候

起，我开始对计算机和网站设计感兴趣。我开始为同学甚至当地的一些公司设计网站。

乔安娜：这是在你上大学以前，对吗？

艾萨克：是的。实际上，我是用设计网站赚的钱来支付大学的一部分学费的。

乔安娜：我看了你网上的简历，你设计的网站不仅非常具有创意，而且还很成熟。你大学是学什么专业的？

艾萨克：我主修计算机专业，辅修网络开发专业。所以我上过各种课程，比如HTML、JavaScript、CSS，还有界面设计和网站架构。

乔安娜：太棒了。再次谢谢你今天来这里。我们一决定，就和你联系。

## Dialogue 2

Mr. Hartman: Good morning. Please come in and have a seat. It's Ms. Weiss, right?

Ms. Weiss: Yes, and you must be Mr. Hartman? It's a pleasure to meet you.

Mr. Hartman: Likewise. To begin, would you mind telling me a little about yourself?

Ms. Weiss: Sure. Well, for the past eight years I worked for a small software development company as a technical writer. I was responsible for the writing, editing and production of user manuals and web-based tutorials.

Mr. Hartman: Sounds like a great job. Why did you decide to leave?

Ms. Weiss: The company was bought by a competitor a few months ago. The Portland office was closed and I was given a job offer in

Minneapolis, but I didn't want to move that far. So I'm back in the job market now.

Mr. Hartman: Well, if you're willing to work for us, the job is yours. We've been looking for a good technical writer for a while now, and you're more than qualified.

Ms. Miller: Thank you so much! I would be happy to work for your company.

Mr. Hartman: That's what I was hoping to hear.

## 对话2

哈特曼先生：早上好。请进，请坐。您是韦斯女士吗？

韦斯女士：是的，您就是哈特曼先生吧？很高兴见到您。

哈特曼先生：我也是。首先，能请您做个自我介绍吗？

韦斯女士：当然可以。过去的八年里，我在一家小型软件开发公司做技术文档撰稿人，负责撰写、编辑和制作用户手册和基于网络的教程。

哈特曼先生：这听上去是一份很棒的工作。您为什么不干了昵？

韦斯女士：几个月前，那家公司被一个竞争对手收购了。他们关闭了在波特兰的办事处。我得到一个明尼阿波利斯的工作机会，可是我不想搬到那么远的地方去。所以我现在来求职了。

哈特曼先生：是这样啊。如果您愿意来我们公司，我们就要您了。我们寻找一名好的技术材料撰稿人已经找了好一阵子了，您能胜任这项工作。

韦斯女士：非常感谢您！我很愿意为你们公司工作。

哈特曼先生：我正等着您说这句话呢。

## 20 说明你的优势 Describing your strengths

### Useful Expressions

#### 面试官提问

1. For the next part of the interview, I'd like you to describe your three greatest strengths.
2. What do you consider to be your key strengths?
3. What other strengths would you say you possess?
4. How do you think these strengths will assist you in this job?
5. Do you prefer positive or negative feedback?
6. You mentioned your communication skills, too?
7. And how about your greatest weakness? Be honest!

#### 介绍优点

8. One strength, I think, is my strong work ethic.
9. I'd have to say that working hard is one of my strengths.
10. I think two of my strengths are my creativity and problem solving skills.
11. I guess a third strength of mine is that I'm a strong communicator.
12. When I commit to a task, I always stay focused until it's completed to a high standard.

13. If I get stuck on something, I do whatever research is needed to get it done.

14. I always try to integrate other people's feedback into my work.

15. I appreciate when people offer me advice and suggestions, so I can do better the next time.

16. I think this requires someone who's creative and thinks outside the box.

17. Where others see problems, I see challenges and opportunities.

18. Sometimes I take on too much at one time.

19. I guess I have a hard time saying no to people's requests, even when I'm really busy.

20. My greatest weakness is my sweet tooth. I do like to snack on the job.

## 常用表达法

### 面试官提问

1. 在接下来的面试中，我想让你说说你的三个最大的优势。

2. 你觉得你的主要优势有哪些？

3. 你还有什么其他的优势？

4. 这些优势对你从事这份工作有什么帮助？

5. 你喜欢别人正面的反馈，还是负面的反馈？

6.你刚刚也提到了你的沟通技巧，对吧？

7.那你最大的缺点是什么？请诚实地回答。

介绍优点

8.我想，一个优势是我具备很好的职业道德。

9.我得说，工作努力是我的优点之一。

10.我想，一个是我的创造力，一个是我解决问题的技巧。

11.我的第三个优势是，我具有很强的沟通能力。

12.每当我承担一项任务时，我总是全神贯注，直到高标准地完成任务为止。

13.如果我遇到什么困难，我会做所需的各种研究来完成任务。

14.我总是将他人的反馈整合到我的工作中。

15.我感谢别人给我提出建议，这样下次我可以做得更好。

16.我想，这需要一个富有创意、思维独特的人。

17.其他人看到的是问题，而我看到的是挑战和机遇。

18.有时候，我一下子接了太多活儿。

19.我想，我不懂得拒绝别人的要求，甚至是在我非常忙的时候也不懂拒绝。

20.我最大的缺点是爱吃甜食，工作的时候我喜欢吃零食。

单词

assistant 副的

communicator 沟通者



constructive 有建设性

creativity 创造力

feedback 反馈

integrate 整合

negative 负面的

positive 正面的

possess 拥有

supervise 监督

tool 工具

短语

assist sb. in 协助某人做.....

be completed to a high standard 高标准地完成

commit to a task 承担一项任务

conduct meetings 开展会议

gain insight into 清楚地看到

get stuck on 遇到

honest answer 诚实的回答

key strengths 主要优势

problem solving skills 解决问题的技巧

stay focused 全神贯注

think outside the box 思维独特

train the staff 培训员工

work ethic 职业道德

## Dialogue 1

Ms. Baldwin: Now that you've introduced yourself, Mr. Garcia, I'd like to ask you another question. What do you consider to be your key strengths?

Mr. Garcia: One strength, I think, is my strong work ethic. When I commit to a task, I always stay focused until it's completed to a high standard. If I get stuck on something, I do whatever research is needed to get it done.

Ms. Baldwin: What other strengths would you say you possess?

Mr. Garcia: I always try to integrate other people's feedback into my work. Feedback is an important tool to gain insight into how we can improve ourselves.

Ms. Baldwin: Do you prefer positive or negative feedback?

Mr. Garcia: The most important thing is that the feedback is constructive. I appreciate when people offer me advice and suggestions, so I can do better the next time.

Ms. Baldwin: How about your weaknesses?

Mr. Garcia: Well, sometimes I take on too much at one time. I guess I have a hard time saying no to people's requests, even when I'm really busy.

Ms. Baldwin: Thank you for your honest answers.

## 对话1

鲍德温女士：加西亚先生，既然你已经做了自我介绍，我想问你另外一个问题。你觉得你的主要优势有哪些？

加西亚先生：我想，一个优势是我具备很好的职业道德。每当我承担一项任务时，我总是全神贯注，直到高标准地完成任务为止。如果我遇到什么困难，我会做所需的各种研究来完成任务。

鲍德温女士：你还有什么其他的优势？

加西亚先生：我总是将他人的反馈整合到我的工作中。反馈是一个非常重要的工具，能够让我们更清楚地看到自己的不足。

鲍德温女士：你喜欢别人正面的反馈，还是负面的反馈？

加西亚先生：最重要的是，反馈要有建设性。我感谢别人给我提出建议，这样下次我可以做得更好。

鲍德温女士：那你有什么缺点呢？

加西亚先生：有时候，我一下子接了太多活儿。我想，我不懂得拒绝别人的要求，尤其是在我非常忙的时候也不懂拒绝。

鲍德温女士：谢谢你的诚实回答。

## Dialogue 2

Interviewer: For the next part of the interview, I'd like you to describe your three greatest strengths.

Jerry: Well, I think two of my strengths are my creativity and problem solving skills. Hmm... and I guess a third strength of mine is that I'm a strong communicator.

Interviewer: How do you think these strengths will assist you in this job?

Jerry: If chosen as assistant branch manager, I'll be responsible for assisting the branch manager in handling all sorts of issues and situations that might arise at the bank. I think this requires someone who's creative and thinks outside the box. Where others see problems, I see challenges and opportunities.

Interviewer: You mentioned your communication skills, too?

Jerry: Yes, as assistant manager, I would be responsible for helping to supervise and train the staff, conduct meetings, and so on. So I think communication skills are very important.

Interviewer: I agree with you.

## 对话2

面试官：在接下来的面试中，我想让你说说你的三个最大的优势。

杰瑞：好的。我想，一个是我的创造力，一个是我解决问题的技巧。呃.....我想，我的第三个优势是，我是一个很棒的沟通者。

面试官：你觉得，这些优势对你从事这份工作有什么帮助？

杰瑞：如果我担任分行副经理，我的职责将是协助分行经理处理银行可能发生的各种问题和情况。我想，这需要一个富有创意、思维独特的人。其他人看到的是问题，而我看到的是挑战和机遇。

面试官：你刚刚也提到了你的沟通技巧，对吧？

杰瑞：是的。作为副经理，我将负责帮助监督和培训员工、开展各项会议等。所以我觉得沟通技巧是非常重要的。

面试官：我同意你的看法。

## 21 说明工作理念 Describing your philosophy on work

### Useful Expressions

#### 面试官提问

1. The pay will probably be lower than that of your previous job. Is that going to be okay for you?

2. How do you feel about overtime?

3. How do you feel about employee evaluations?

#### 公司理念

4. Job satisfaction and morale has everything to do with a person's productivity.

5. At Omega Enterprises, we try to ensure that our employees enjoy their work and have a good working environment.

6. Teamwork, rather than competition, is the core of our philosophy.

7. Our staff are chosen for their friendly, helpful attitudes, as much as for their skills.

8. We also let our employees know that they can approach us at any time with suggestions for improvement in any area.

9. We're looking for independent thinkers like you.

#### 个人理念

10. I'm looking for a challenging work environment.

11. I feel I am much more suited to your corporate culture.

12. I just admire your philosophy that all opinions should be heard before a decision is made.

13. My personal philosophy on work is that you should do something that makes you happy.

14. I made great money in my last position, but I didn't really enjoy the work I did.

15. I think the employee-employer relationship should be a cooperative one.

16. When I work for a company, I see myself as part of a team.

17. I don't mind taking orders or following directions.

18. I'm always glad to receive feedback from my employer.

### 常用表达法

#### 面试官提问

1.我们这儿的薪水可能比你的上一份工作要低一些。这样你能接受吗？

2.你怎么看待加班问题？

3.你怎么看待员工评估问题？

#### 公司理念

4.工作满意度和工作积极性影响员工的工作效率。

5.在欧米茄公司，我们努力使员工享受自己的工作，拥有一个良好的工作环境。

6.我们的核心理念不是竞争，而是团队协作。

- 7.我们聘用员工时看重的是他们的友好、积极协助的态度以及他们的技能。
- 8.我也让我们的员工知道，他们有任何建设性的建议，随时可以向我们提出来。
- 9.我们正在找像你一样能独立思考的人。

## 个人理念

- 10.我在找一个有挑战性的工作环境。
- 11.我觉得我适合你们的企业文化。
- 12.我只是很欣赏你们的理念——在做决定之前听取所有人的意见。
- 13.我的工作理念是，应该做让自己快乐的事。
- 14.我的上一份工作薪水很高，可是工作本身我并不是很喜欢。
- 15.我想，雇佣关系应该是一种合作关系。
- 16.我在一家公司工作，就会把自己看成是这个团队的一部分。
- 17.我并不介意接受命令或者听指挥。
- 18.我总是愿意听取雇主给我的反馈。

## 单词

area 方面

competition 竞争

cooperative 合作的

core 核心

morale 积极性

overtime 加班

productivity 工作效率

qualification 资历

regular 有规律的

teamwork 团队协作

短语

accounting firm 会计事务所

at year-end 在年底

be well qualified for 非常胜任.....

employee evaluations 员工评估

employee-employer relationship 雇佣关系

helpful attitudes 积极协助的态度

job satisfaction 工作满意度

not the case 不是这么回事

philosophy on work 工作理念

tax season 报税季节

tend to 倾向于

whenever necessary 在必要的时候

working environment 工作环境



## Dialogue 1

Mr. Smith: Thank you for coming in today, Ms. Jennings. I think you're well qualified for this position, but as you know, the pay will probably be lower than that of your previous job. Is that going to be okay for you?

Ms. Jennings: My personal philosophy on work is that you should do something that makes you happy. Sure, I made great money in my last position, but I didn't really enjoy the work I did.

Mr. Smith: Of course, as we know, job satisfaction and morale has everything to do with a person's productivity, and at Omega Enterprises, we try to ensure that our employees enjoy their work and have a good working environment. Teamwork, rather than competition, is the core of our philosophy, and our staff are chosen for their friendly, helpful attitudes, as much as for their skills. Being a small company, this is especially important. We also let our employees know that they can approach us at any time with suggestions for improvement in any area, as well as with any concerns which come up.

Ms. Jennings: I'm very happy to hear that, especially since that wasn't the case in my previous position.

## 对话1

史密斯先生：詹宁斯女士，感谢您今天的到来。我想，您非常胜任这个职位。可是您也知道，我们这儿的薪水可能比你的上一份工作要低一些。这样您能接受吗？

詹宁斯女士：我的工作理念是，应该做让自己快乐的事。当然，我的上一份工作薪水很高，可是工作本身我并不是很喜欢。

史密斯先生：当然，我们也知道，工作满意度和工作积极性影响员工的工作效

率。所以在欧米茄公司，我们努力使员工享受自己的工作，拥有一个良好的工作环境。我们的核心理念不是竞争，而是团队协作。我们聘用员工时看重的是他们的友好、积极协助的态度以及他们的技能。对于我们这样的小公司来说，这非常重要。我也让我们的员工知道，他们有任何有建设性的建议，或者有任何忧虑，随时可以向我们提出来。

詹宁斯女士：听到您说这些，我很高兴，尤其是因为我之前的工作中没有享受到这样的条件。

## Dialogue 2

Carol: Now that we've discussed your qualifications and experience, I just have a few more questions. First, how do you feel about overtime?

Vince: I think the employee-employer relationship should be a cooperative one. When I work for a company, I see myself as part of a team, so I'm willing to come in on evenings and weekends whenever necessary.

Carol: Don't worry, the hours here are pretty regular. But like most accounting firms, we do tend to get a bit busier at year-end and during tax season, so we may ask you to work extra hours at those times.

Vince: No problem.

Carol: One more question: How do you feel about employee evaluations?

Vince: They're a useful tool, not only for the employer, but also for the employee. Employees can learn which areas they need improvement, so that they can perform better in the future. I'm always glad to receive feedback from my employer.

## 对话2

卡罗尔：既然现在我们讨论的是你的资历和经历，我想再问几个问题。首先，你怎么看待加班问题？

文斯：我想，雇用关系应该是一种合作关系。我在一家公司工作，就会把自己看成是这个团队的一部分，所以愿意在必要的时候晚上或周末加班。

卡罗尔：别担心，我们这里的上班时间比较规律。不过和大多数会计事务所一样，我们在年底或报税季节会更忙一些，所以可能会叫你来加班。

文斯：没问题。

卡罗尔：我再问一个问题：你怎么看待员工评估问题？

文斯：这是一个有效的方法，对雇主和雇员都是如此。雇员可以了解自己的哪些方面还需要改进，这样以后就可以做得更好。我总是愿意听取雇主给我的反馈。

## 22 工资和福利谈判 Negotiating salary and benefits

### Useful Expressions

#### 雇用方

1. We're pleased to offer you a position with our company as Assistant Customer Service Manager.

2. Regarding the issue of salary, do you have a range in mind?

3. We're prepared to offer you an annual salary of \$75,000, plus benefits.

4. Typically speaking, our assistant managers start at \$65,000 per year, and that number will increase over time.

5. The monthly base salary is \$3,500, but you'll receive a 5

percent commission on all sales.

6. So altogether, your annual net salary will be at least \$48,000 a year.

7. We also offer excellent benefits, including health, dental and disability insurance, as well as an Employee Share Purchase Plan.

8. The benefits include 15 days' paid vacation time, ongoing training, and a \$2,500 signing bonus.

9. You're a tough negotiator, Mr. Rivera.

应聘者

10. I'm delighted to receive your offer.

11. Would it be alright if I take a look at the contract?

12. What do you normally pay for this position?

13. Based on my research, I expected the annual salary to be in the range of \$45,000 to \$50,000.

14. Given my level of experience and qualifications, I was hoping for a starting salary closer to \$80,000.

15. Looking at this contract, it appears the salary is \$3,500 a month, which is only \$42,000 per year.

16. Pretty good, but I would still like to have some time to think about it.

常用表达法

雇用方

- 1.我们很高兴地聘用你担任我们公司的客户服务部副经理。
- 2.关于薪金问题，你有什么大致想法吗？
- 3.我们准备给你75000美元的年薪，外加保险福利。
- 4.一般来说，副经理的年薪是65000美元起。这个薪水会逐渐增加。
- 5.每月底薪是3500美元，可是你还可以得到销售总额5%的提成。
- 6.加起来，你的净年薪至少有48000美元。
- 7.我们也提供非常好的福利，包括健康保险、牙科保险、残障保险以及员工股票购买计划。
- 8.福利包括15天的带薪假期、培训和2500美元的签约奖金。
- 9.您真会谈条件，里维拉先生。

应聘者

- 10.我很高兴接受你们的聘任。
- 11.我可以看一下合同吗？
- 12.这个职位，你们一般付多少薪水？
- 13.根据我的研究，我期待年薪可以在45000至50000美元。
- 14.考虑到我的资历和经历，我希望起薪能够接近80000美元。
- 15.我看了这份合同上写的月薪是3500美元，也就是年薪42000美元。
- 16.挺不错的，可是我还是需要一些时间来考虑一下。

单词

commission 提成

given 考虑到

regarding 关于, 至于

短语

annual salary 年薪

assistant manager 副经理

at the prospect of 期待着

base salary 底薪

based on 根据

be entitled to 有权做.....

disability insurance 残障保险

have a range in mind 有个大致想法

in the range of 在.....范围内

increase over time 逐渐增加

medical insurance 医疗保险

net salary 净年薪

ongoing training 继续培训

paid vacation 带薪假期

plus benefits 外加保险福利

salary levels 薪资水平

signing bonus 签约奖金

start at 起于

starting salary 起薪

tough negotiator 难对付的谈判者

typically speaking 一般来说

## Dialogue 1

Marcia: Thank you very much for the job offer. I'm excited at the prospect of working for your company. Would it be alright if I take a look at the contract?

Brent: Sure, here it is. Please take your time looking over it.

Marcia: I'm interested in working here, but based on my research, I expected the annual salary to be in the range of \$45,000 to \$50,000. Looking at this contract, it appears the salary is \$3,500 a month, which is only \$42,000 per year.

Brent: The monthly base salary is \$3,500, but you'll receive a 5 percent commission on all sales. So altogether, your annual net salary will be at least \$48,000 a year.

Marcia: What about benefits?

Brent: If you turn to the next page of the contract, you'll see that the benefits include 15 days' paid vacation time, ongoing training, and a \$2,500 signing bonus. In addition, all employees are entitled to purchase medical insurance at a discounted rate through the company's health plan. How does all that sound?

Marcia: Pretty good, but I would still like to have some time

to think about it.Can I give you an answer by the end of the day?

Brent: Of course.

### 对话1

玛西亚：非常感谢你们给我这个工作机会。能够为贵公司工作，我感到非常兴奋。我可以看一下合同吗？

布伦特：当然可以，给你。请慢慢看。

玛西亚：我很愿意在这里工作，可是根据我的研究，我期待年薪可以在45000至50000美元。我看了这份合同上写的月薪是3500美元，也就是年薪42000美元。

布伦特：每月底薪是3500美元，可是你还可以得到销售总额5%的提成，所以加起来，你的净年薪至少有48000美元。

玛西亚：那么福利呢？

布伦特：如果你翻到合同的下一页，你会看到福利包括15天的带薪假期、继续培训和2500美元的签约奖金。另外，所有的员工都有权通过公司的健康计划折扣购买医疗保险。怎么样？

玛西亚：挺不错的，可是我还需要一些时间来考虑一下。我待会儿给你答复，可以吗？

布伦特：当然可以。

### Dialogue 2

Ms. Hendricks: Congratulations, Mr. Rivera, we're pleased to offer you a position with our company as Assistant Customer Service Manager.

Mr. Rivera: Thank you very much, Ms. Hendricks. I'm delighted to receive your offer.



Ms. Hendricks: Regarding the issue of salary, do you have a range in mind?

Mr. Rivera: What do you normally pay for this position?

Ms. Hendricks: Typically speaking, our assistant managers start at \$65,000 per year, and that number will increase over time. We also offer excellent benefits, including health, dental and disability insurance, as well as an Employee Share Purchase Plan.

Mr. Rivera: Those benefits do sound pretty good. But given my level of experience and qualifications, I was hoping for a starting salary closer to \$80,000.

Ms. Hendricks: You're a tough negotiator, Mr. Rivera. Please understand that we're still a small company, so our salary levels may be lower than those of larger firms. However, given your extensive background in customer service, we're prepared to offer you an annual salary of \$75,000, plus benefits.

## 对话2

亨德里克斯女士：祝贺你，里维拉先生，我们很高兴地聘用你担任我们公司的客户服务部副经理。

里维拉先生：非常感谢你，亨德里克斯女士。你们能够聘任我，我很高兴。

亨德里克斯女士：关于薪金问题，你有什么大致想法吗？

里维拉先生：这个职位，你们一般付多少薪水？

亨德里克斯女士：一般来说，副经理的年薪是65000美元起。这个薪水会逐渐增加。我们也提供非常好的福利，包括健康保险、牙科保险、残障保险以及员工股票购买计划。

里维拉先生：这些福利听上去不错。可是考虑到我的资历和经历，我希望起薪

能够接近80000美元。

亨德里克斯女士：你真会谈条件，里维拉先生。请你理解，我们还是一家小公司，所以薪资水平可能比那些大公司要低一些。可是考虑到你在客户服务方面的丰富经验，我们准备给你75000美元的年薪，外加保险福利。

# Part 2

## 管理英语

### Management English

#### Unit 5

#### 业务会议

#### Operation Meetings

#### 23 会议开始 Starting a meeting

#### Useful Expressions

##### 宣布开会

1. I call this meeting to order.
2. This meeting will be short and informal.
3. Did you all get the agenda I emailed this morning?
4. We should be able to finish everything up before then.
5. Thank you all for coming in a bit early this morning.
6. It's only 3:15 but everyone is already here, so let's get started.

##### 说明议程

7. Did everyone get an agenda?

8. Let's run through the major points first.

9. As you can see on your handout, we've got five main agenda points.

10. As you can see, the first and only item on the agenda is sales.

11. Does anyone have anything else to add to the agenda?

12. I think we should include a Q and A session at the end.

13. We allow 20 minutes for each of you to present your plans.

14. The purpose of today's meeting is to welcome our new marketing director, Janet Schneider.

请大家发言

15. David, let's start with you.

16. Janet, would you like to say a few words?

17. John, do you want to go through the main points?

18. I think we'll get started with the first point.

19. I want everyone's input on how we can improve our sales numbers.

20. May I suggest something? Would it be possible to limit our meeting time to finish before 4 o'clock?

常用表达法

宣布开会

- 1.现在，我宣布开会。
- 2.今天的会议是一个非正式的短会。
- 3.你们收到今早我用邮件发的议程了吗？
- 4.我们应该在此之前结束会议。
- 5.感谢大家今天早上提早来到这里。
- 6.现在刚刚3:15，不过大家都到了，那就开始吧。

#### 说明议程

- 7.大家都拿到议程安排了吗？
- 8.让我们先浏览一下要点。
- 9.如同大家在材料上看到的，我们有五项主要议程。
- 10.大家可以看到，今天的第一个也是唯一一个议题就是销售。
- 11.大家对议程有要补充的吗？
- 12.我想我们应该在最后加一个问答部分。
- 13.我们给每位大约20分钟时间陈述计划。
- 14.今天开会的目的，是要欢迎我们的新营销总监珍妮特·施耐德。

#### 请大家发言

- 15.戴维，你先来谈谈吧。
- 16.珍妮特，你来讲几句吧。
- 17.约翰，你想简单介绍一下要点吗？

18.我想我们就从第一点开始吧。

19.我希望每个人就如何提高销售业绩提出建议。

20.我能提点建议吗？这会能不能在四点前结束？

单词

agenda 议程

boost 提升

consultancy 咨询公司

generous 慷慨的

handout 材料

input 建议

item 议题

profile 宣传页面

revenue 收入

schedule 安排

session 时段

strap 受束缚

thrive 繁荣、兴旺

valuable 宝贵的

短语

a wealth of 很多的

be after sb. to 要求某人做.....

be reluctant to 不愿意.....

be strapped enough for cash 急需现金

get started 开始

have some big shoes to fill 任重而道远

main points 要点

say a few words 讲几句

set up 建立

track record 工作业绩

## Dialogue 1

Todd: Today's meeting was scheduled for 3:30. It's only 3:15 but everyone is already here, so let's get started. Did you all get the agenda I emailed this morning?

Karen: I just got back from meeting a client, and haven't checked my email yet.

Todd: No problem, here's a copy for you. As you can see, the first and only item on the agenda is sales. The head office is after us to increase revenues, so I want everyone's input on how we can improve our sales numbers. David, let's start with you.

David: To be honest, we need to devote more time and money to advertising.

Todd: I agree in theory. But upper management may be reluctant to increase this year's advertising budget. They're strapped enough for cash as it is.

Bob: Well, there may be a way to attract more customers without spending a lot of money. Many businesses have set up social media pages to attract web users and boost the company's online profile. There have been a lot of success stories. And for most of the social media websites, it's free to set up an account.

Todd: Bob, that's a brilliant idea.

### 对话1

托德：今天的会议本来是定在3:30开始。现在刚刚3:15，不过大家都到了，那我们就开始开会吧。你们收到今天早上我用邮件发的会议议程了吗？

卡伦：我去会见了一个客户，刚回来，还没查邮件呢。

托德：没问题，我给你一份。大家可以看到，今天会议议程的第一个也是唯一一个议题就是销售。总部要求我们提高销售收入，所以我希望每个人都能就提高销售业绩这一问题提出建议。戴维，你先来谈谈吧。

戴维：说实在的，我们需要在广告方面投入更多时间和财力。

托德：理论上，我同意你的观点。不过上面的领导层可能不愿意增加今年的广告预算。事实上，他们现在急需现金来周转呢。

鲍勃：哦，也许有一个办法既可以吸引更多顾客，又不用花很多钱。很多公司都建立了社交媒体页面来吸引网络用户，提升公司的网上形象。这类的成功案例有很多。而且在大多数社交媒体网站，建立账户都是免费的。

托德：鲍勃，这个主意太棒了！

### Dialogue 2



John: Thank you all for coming in a bit early this morning. This meeting will be short and informal. As everyone knows, we've been without a marketing director since Tom retired last month. The purpose of today's meeting is to welcome our new marketing director, Janet Schneider.

Janet: Thank you.

John: Janet joins us with a wealth of experience in marketing, sales and advertising. After graduating with an MBA in marketing management, she founded her own consultancy, and worked for several years as VP of Marketing with a highly successful Silicon Valley tech firm. She has a proven track record and will surely be a valuable addition to our team. Janet, would you like to say a few words?

Janet: Thank you, John, for that kind and generous welcome. I would just like to say that I look forward to working with and getting to know each one of you. I had a chance to meet Tom, and I know I will have some big shoes to fill. But I'm eager to get started, and I'm confident that the company will continue to grow and thrive in the months and years ahead.

## 对话2

约翰：感谢大家今天早上提早来到这里。今天的会议是一个非正式的短会。大家都知道，上个月汤姆退休了，自那以后我们的营销总监职位就虚位以待。今天开会的目的，是要欢迎我们的新营销总监珍妮特·施耐德。

珍妮特：谢谢大家。

约翰：珍妮特在营销、销售和广告推广方面有着丰富的经验。她取得了工商管理硕士学位，主修方向是销售管理。毕业之后，她建立了自己的咨询公司。后来的几年，她在硅谷的一家非常成功的高科技公司担任营销副总裁。她有着可靠的工作

业绩，也一定会为我们的团队带来宝贵的财富。珍妮特，你来讲几句吧。

珍妮特：谢谢约翰对我的盛情欢迎。我只想说，我很期待结识各位，与各位共事。之前我有机会遇到了汤姆，我知道我担任这个职位任重而道远，不过我很希望进入工作状态。我相信，公司将会在接下来的几个月、几年里不断壮大，蒸蒸日上。

## 24 讨论图表和数据 Discussing charts and figures

### Useful Expressions

#### 总体介绍

1. Mike has some numbers he wants to share with us.

2. I'd like to take you through the chart.

3. This chart looks at the food and drink consumed last year. The results of this chart are from a survey that was conducted in London.

4. Tim and I have put together a small PowerPoint presentation illustrating the distribution of net sales by transaction method.

#### 讲解图表和数据

5. As the first slide indicates, sales are divided into three categories based on purchase method.

6. Well, if we look at the pie chart now, we can see that it's divided into nine main sections. Six of those relate to food and three of those relate to drinks.

7. The proportion of sales by phone has remained basically flat.

8. Due to economic uncertainty, last year's revenues grew by just under two percent.

9. Let's look at the blue line on this graph. You can see that it fluctuates quite a lot.

10. Last year, online purchases made up 45 percent of total sales, 40 percent of sales were in-store, and telephone sales accounted for the remaining 15 percent.

11. It's also worth noting that the proportion of online sales is up almost 10 percent from the prior year, while in-store sales fell by about the same percentage.

## 下结论

12. I project annual sales will be in the ballpark of \$250 million, with net earnings of roughly \$33 million.

13. In light of these figures, it would be wise to invest further in our website and online marketing.

14. At the same time, we may need to consider closing a few of our retail stores where sales are relatively low.

## 常用表达法

### 总体介绍

1. 迈克要和我们分享些数据。
2. 我想帮助你们了解一下这张图表。
3. 这张图显示了去年食物和饮料的消费量。图表结果来源于在伦敦做的一项调查。

4.蒂姆和我一起做了一个幻灯片演示文稿，来说明不同的交易方式产生的净销售额所占的比重。

### 讲解图表和数据

5.第一张幻灯片显示，按照购买方式划分，销售可以分为三类。

6.接下来看一下这个饼形图，我们会发现它分成了九个部分。其中六个涉及食品，剩余三个是饮料方面的。

7.电话销售额所占的比重基本上维持在原来的水平。

8.由于经济的不确定因素，去年的收入增长率不足2%。

9.看一下表上的这条蓝色曲线。你会发现这条线波动很大。

10.去年，网上销售占总销售额的45%，实体店销售占40%，其余15%是电话销售。

11.值得注意的是，网上销售比去年增长了10%，而实体店销售大约下降了10%。

### 下结论

12.我预测，年销售额大概是2.5亿美元，净利润大概3300万美元。

13.根据这些数字，明智的选择是对我们的网站和网上销售加大投入。

14.同时，我们需要考虑关闭几家销售业绩相对较差的实体店。

### 单词

category 分类，类别

distribution 分布，分配

illustrate 说明

improvement 好转

indicate 表明

modest 业绩一般的

presentation 展示

project 预计

proportion 比例

recovery 复苏

roughly 大概地

sign 迹象

slide 幻灯片

streamline 精简

transaction 交易

uncertainty 不确定因素

短语

account for (数量、比例上) 占

be in the ballpark of 大概是.....

due to 由于

in light of 根据

in the ballpark of 大概

It's worth noting that... 值得注意的是.....

pie chart 饼形图

switch to 换成.....

## Dialogue 1

Robert: As you can see in this slide, over the past five years, revenues grew at an average rate of five percent per year. However, due to economic uncertainty, last year's revenues grew by just under two percent.

Sarah: What about profits?

Robert: That brings us to our next slide. We were able to cut costs last year by switching to a new supplier and streamlining our operations. As a result, our annual net profit actually rose eight percent to \$31.3 million, up from \$29 million.

Jeremy: What can we expect for the coming year?

Robert: The economy is showing signs of improvement, but a full recovery isn't expected until later in the year. As this next chart indicates, sales will probably remain modest into September, but should improve in the final quarter. I project annual sales will be in the ballpark of \$250 million, with net earnings of roughly \$33 million.

John: Robert, would you mind e-mailing us a summary of these figures?

Robert: No problem.

对话1

罗伯特：从幻灯片中大家可以看到，过去五年，收入平均每年增长5%。但是由于经济的不确定因素，去年的收入增长率不足2%。

萨拉：那么利润的情况呢？

罗伯特：那是我们在下一张幻灯片中要讲的。去年，我们换了一家新的供货商，精简了部门，降低了成本。结果，我们的年度净利润实际上增长了8%，从去年的2900万美元增长到3130万美元。

杰里米：那么接下来的一年会怎样呢？

罗伯特：经济已经出现了好转的迹象。不过我们预计，全面的经济复苏在明年下半年才可能出现。如下面这张图表所示，前九个月，销售方面可能都将业绩平平，不过在最后一个季度，销售情况应该会好转。我预测，年销售额大概是2.5亿美元，净利润大概是3300万美元。

约翰：罗伯特，你可以把这些数字总结一下，通过邮件发给我们吗？

罗伯特：没问题。

## Dialogue 2

Dan: Next, Mike and Tim have some numbers they want to share with us.

Mike: Right. Tim and I have put together a small PowerPoint presentation illustrating the distribution of net sales by transaction method.

Tim: As the first slide indicates, sales are divided into three categories based on purchase method: online, over the phone, or in-store. Last year, online purchases made up 45 percent of total sales, 40 percent of sales were in-store, and telephone sales accounted for the remaining 15 percent.

Mike: It's also worth noting that the proportion of online

sales is up almost 10 percent from the prior year, while in-store sales fell by about the same percentage. The proportion of sales by phone has remained basically flat.

Dan: What are your recommendations?

Tim: In light of these figures, it would be wise to invest further in our website and online marketing. At the same time, we may need to consider closing a few of our retail stores where sales are relatively low.

对话2

丹：接下来，迈克和蒂姆要和我们分享一些数据。

迈克：是的。蒂姆和我一起做了一个幻灯片演示文稿，来说明不同的交易方式产生的净销售额所占的比重。

蒂姆：第一张幻灯片显示，按照购买方式划分，销售可以分为三类：网上销售、电话销售和实体店销售。去年，网上销售额占总销售额的45%，实体店销售额占40%，其余15%是电话销售额。

迈克：值得注意的是，网上销售额比上一年增长了10%，而实体店的销售额大约下降了10%。电话销售额所占的比重基本上维持在原来的水平。

丹：你有什么建议？

蒂姆：根据这些数字，明智的选择是对我们的网站和网上销售加大投入。同时，我们需要考虑关闭几家销售业绩相对较差的实体店。

## 25 解决难题 Analyzing and solving a problem

### Useful Expressions

提出问题



1. We have a problem with some of our staff members.
2. Some of our staff have been complaining about working too much overtime lately.
3. We've had quite a few complaints lately about people not responding to emails.
4. I 've noticed that they are spending a lot of time surfing the web during office hours.
5. I think it sets a bad example for the other employees.

### 分析原因

6. Our client base has been steadily growing, so everyone's workload has been increasing.
7. We can't really blame them for going online once in a while, because we never set any rules about Internet use.
8. People need to have a balance between their work and personal life.
9. Do we know why they left? It's possible that they were fed up with all the changes.
10. I t could have something to do with the fact that they simply underestimated the amount of work that this project would require.
11. Perhaps they would prefer to work on more short-term projects than a few longterm projects?

### 解决办法

12. How can we solve this problem?

13. I'll ask HR to draft a policy.

14. What if we put a process in place so that people work from home specified days?

15. Why don't we set a policy limiting personal Internet usage to half an hour per day.

16. After we've reviewed it, we can send it out to all employees.

17. We'll have to look into that. Thanks for updating us on that.

## 常用表达法

### 提出问题

1. 我们部分员工存在一个问题。

2. 一些员工抱怨说最近加班加得太多。

3. 近来我们收到了很多怨言，针对那些不回复邮件的人。

4. 我发现他们常常在上班时间上网。

5. 我觉得，这会对其他员工产生负面影响。

### 分析原因

6. 我们的客户数量正在稳步增加，所以大家的工作量也持续增加。

7. 我们不能因为他们有时候上上网就批评他们，因为我们也从来没有针对网络的使用进行规定。

8. 人们需要平衡工作和个人生活。
9. 我们知道他们为什么离开吗？可能是因为他们厌倦了所有的变化吧。
10. 这可能与他们低估了这个项目所需要的工作量有关吧。
11. 比起一些长期项目来说，或许他们更喜欢从事较为短期的项目吧？

## 解决办法

12. 我们怎么解决这个问题呢？
13. 我会让人力资源部草拟一项政策。
14. 如果我们实行一个恰当的程序便于员工在家完成工作怎样？
15. 我们为什么不制定一项政策，将每天因私事上网的时间限定为半小时。
16. 我们审定内容后，就可以将这些政策发给全体员工。
17. 我们必须调查一下。谢谢你让我们及时知道此事。

## 单词

balance 平衡

blame 批评

cafeteria 自助餐厅

complain 抱怨

hire 雇

interns 实习生

overtime 加班

quit 离职

review 审定

staff 员工

steadily 稳步地

stuff 东西

workload 工作量

短语

client base 客户群

draft a policy 草拟一项政策

get fed up with 不堪忍受

office hours 上班时间

on schedule 按时

on the condition 在.....条件下

on time 按时

once in a while 有时候

set a policy 制定政策

set rules 制定规则

surf the web 上网

Dialogue 1

Jeremy: Carl, I've noticed that Brad and Phoebe are spending a lot of time surfing the web during office hours — checking their personal email and stuff like that. I think it sets a bad example for the other employees.

Carl: Are they getting their work done on time?

Jeremy: Yes, they always finish their projects on schedule.

Carl: We can't really blame them for going online once in a while, because we never set any rules about Internet use.

Jeremy: I have an idea. Why don't we set a policy limiting personal Internet usage to half an hour per day, on the condition that they finish their assigned work. What do you think?

Carl: That sounds fair and reasonable. I'll ask HR to draft a policy. After we've reviewed it, we can send it out to all employees.

Jeremy: Great.

## 对话1

杰里米：卡尔，我发现布拉德和菲比常常在上班时间内上网——要么是看私人邮件，要么就是干类似的私事。我觉得，这会对其他员工产生负面影响。

卡尔：他们按时完成工作了吗？

杰里米：是的，他们总是按时完成各自的工作任务。

卡尔：我们不能因为他们有时候上上网就批评他们，因为我们也从来没有针对网络的使用进行规定。

杰里米：我有一个办法。我们为什么不制定一项政策，在他们已经完成分内工作的前提下，将每人每天因私事上网的时间限定为半小时。你觉得怎么样？

卡尔：听上去挺公平合理。我会让人力资源部草拟一项政策。我们审定内容后，就可以将这些政策发给全体员工。

杰里米：太好了！

## Dialogue 2

Nathan: Melissa, some of our staff have been complaining about working too much overtime lately.

Melissa: I know. Our client base has been steadily growing, so everyone's workload has been increasing.

Nathan: If we keep asking our employees to come in on evenings and weekends, some of them may get fed up and decide to quit. People need to have a balance between their work and personal life.

Melissa: Well, with business going so well, I think we can afford to hire one or two new employees.

Nathan: That's true. Also, I've heard about local businesses that hire unpaid interns from nearby high schools and universities. If the interns do a good job and enjoy the experience, they may become full-time employees after graduation.

Melissa: Good thinking. It's almost lunch time now. Let's go down to the cafeteria and we can discuss this further.

## 对话2

内森：梅丽莎，一些员工抱怨说最近加班加得太多。

梅丽莎：我知道。我们的客户数量正在稳步增加，所以大家的工作量也持续增加。

内森：如果我们继续要求员工在晚上或周末来加班，有些员工可能会不堪忍

受，决定离职。人们需要平衡工作和个人生活。

梅丽莎：不过我们的生意这么兴隆，我觉得再雇一两个新员工的费用，我们还是支付得起的。

内森：是这样。另外，我听说当地有一些公司从附近的高中和大学免费招了一些实习生。实习生如果干得不错，又具备了一定的工作经验，毕业后就可能成为全职员工。

梅丽莎：这个想法不错！差不多到了吃午饭的时候了。我们下楼去自助餐厅边吃边聊吧。

## 26 赞同或反对 Agreeing and disagreeing

### Useful Expressions

#### 提议

1. I've given it some thought.

2. I've been thinking that maybe it's time to change our store's name.

3. One thing I came up with is for us to give out free gym memberships to all our fulltime staff.

4. I just think "Pete's Pet Store" sounds a bit boring. Besides, Pete sold his share of the company to us over a year ago.

#### 赞成

5. I guess we can afford that.

6. Ok, that sounds like a plan.

7. I whole-heartedly agree. So what are our options?

8. You're right. Besides, that wouldn't cost a lot of money.

9. So we agree that we will put an end to this current website project.

10. And like you said, offering these kinds of perks will help us recruit and retain high-quality workers.

## 反对和质疑

11. What's wrong with the current name?

12. Change isn't always a bad thing though.

13. I just don't think now's the right time.

14. I'm going to have to disagree with you there.

15. Finances are pretty tight and we're barely making a profit as it is.

16. I'm afraid there's been a slight misunderstanding there.

17. Let's see how we're doing by the end of the year.

18. Let me put that another way. I don't believe that this idea is a good one.

19. If we can improve our cash flow, then maybe we can consider that.

## 常用表达法

### 提议

1. 我考虑了一下。



2.我一直在考虑，或许我们现在应该改改我们的店名了。

3.一个办法就是给所有全职员工发放免费的健身会员卡。

4.我觉得，“皮特宠物店”听上去没多少新意，而且早在一年多以前皮特就把他在这家公司的股份卖给我们了。

赞成

5.我想这钱我们支付得起。

6.好，这计划听起来不错。

7.我完全同意你的看法。那么我们怎么做？

8.你说得对。再说，这花不了多少钱。

9.那么我们同意结束现在的这个网站项目。

10.就像你刚才说的，提供这样的福利有助于我们招聘并留住高质量的员工。

反对和质疑

11.现在的店名有什么不好？

12.可是改变也不一定是坏事呀。

13.我觉得现在不是做这件事的好时机。

14.我可不这么认为。

15.我们的资金很紧张，现在几乎都没什么利润呢。

16.恐怕是有点小误解。

17.看看到年底我们的经营状况再说吧。

18.换句话说就是，我认为这个想法不是很好。

19.如果那时候我们的资金流有所改善，或许可以考虑这个计划。

单词

barely 几乎

current 目前的

discount 折扣

perk 福利

rebrand 重树品牌，重新包装

recruit 招聘

redo 重新做

refresh 重新树立

retain 留住

share 股份

signage 商标

switch 换

talented 有天赋的

短语

be aware of 意识到

came up with 想出来

cash flow 资金流

corporate membership 公司会员卡

free memberships 免费会员卡

give it some thought 考虑了一下

give out 发放

high-quality 高质量的

make a profit 赢利

no pain, no gain 没有付出没有回报

significant discount 优惠折扣

## Dialogue 1

Beth: Walter, I've been thinking that maybe it's time to change our store's name.

Walter: What's wrong with the current name?

Beth: I just think "Pete's Pet Store" sounds a bit boring. Besides, Pete sold his share of the company to us over a year ago.

Walter: But all our customers know us by that name. If we switched to a new name, we'd have to spend a ton of money on advertising and rebranding. Plus, we would need to redesign our logo, get new signage, redo the website...

Beth: Change isn't always a bad thing though. A new name could help refresh the store's image and attract new customers.

Walter: I just don't think now's the right time. Finances are pretty tight and we're barely making a profit as it is.

Beth: I'm aware of our financial situation. But as the saying goes, "no pain, no gain."

Walter: Let's see how we're doing by the end of the year. If we can improve our cash flow, then maybe we can consider making some marketing changes.

## 对话1

贝丝：沃尔特，我一直在考虑，或许我们现在应该改改我们的店名了。

沃尔特：现在的店名有什么不好？

贝丝：我觉得，“皮特宠物店”听上去没多少新意，而且早在一年多以前，皮特就把他在这家公司的股份卖给我们了。

沃尔特：可是我们的所有顾客都是冲着这个店名来的。要是我们改了店名，就得花很多钱去做广告、打品牌。而且我们还需要重新设计标识，做新商标，重新设计网站.....

贝丝：可是改变也不一定是坏事呀。新的店名可以帮助我们重新树立我们店的形象，也可以吸引新的顾客。

沃尔特：我觉得现在不是改店名的好时机。我们的资金很紧张，现在几乎都没什么利润呢。

贝丝：我们资金紧张，这点我意识到了。不过俗话说“没有付出就没有回报”。

沃尔特：看看到年底我们的经营状况再说吧。如果那时候我们的资金流有所改善，或许我们可以考虑在营销方面做些改变。

## Dialogue 2

Diane: Laura, do you remember last week when we were talking about ways to attract more talented employees? I've given it some

thought, and one thing I came up with is for us to give out free gym memberships to all our full-time staff.

Laura: Wouldn't that cost a lot of money?

Diane: Not necessarily. I spoke with Greg Watson, the manager of "Greg's Gym", just down the block from our office. They're willing to give us a significant discount on a corporate membership.

Laura: How much of a discount?

Diane: We could get a corporate membership for only \$200 a month. That works out to about \$20 per employee, which is more than 50 percent off the usual fee.

Laura: I guess we can afford that. And like you said, offering these kinds of perks will help us recruit and retain high-quality workers.

Diane: Exactly.

## 对话2

黛安：劳拉，你还记得上星期我们聊起如何吸引更多人才的事吗？我考虑了一下，一个办法就是给所有全职员工发放免费的健身会员卡。

劳拉：那样会不会开销很大？

黛安：不一定。我和格雷格·沃森聊过，就在公司旁边那个街区有个格雷格健身房，他是那里的经理。他们愿意以很优惠的折扣给我们办公司会员卡。

劳拉：折扣是多少？

黛安：我们每月只要花200美元就可以获得公司会员资格，也就是给每个员工交大约20美元，这比平时的价格便宜一半。

劳拉：我想，这钱我们支付得起。就像你刚才说的，提供这样的福利有助于我们招聘并留住高质量的员工。

黛安：没错。

## 27 选择方案 Making a choice

### Useful Expressions

#### 展示方案

1. Kevin has come up with three potential designs for the new website.
2. Here's the first one.
3. Let's move on to the next one.
4. Well what do you think about the next?
5. Let's have a look at the third and final design.
6. Let's go discuss each one and see if that helps.
7. If you have a few minutes, let's go through them and see if we can pick one.

#### 商讨方案

8. Any suggestions?
9. This one seems quite balanced and visually appealing.
10. To tell you the truth, I don't really like the layout or interface.
11. I like the way the menu choices animate when you move the

mouse over them.

12. Shall we get the same author to give a talk or find a new author?

13. I suggest we invite 275 people.

14. I don't feel that any of the candidates stand out as the best.

15. The only issue for me is that he doesn't have any formal training in this field.

16. We can see that she is extremely well qualified, but that she doesn't have a lot of experience.

做出选择

17. Sounds like we have a winner.

18. I think you're right. Let's go with a new author then.

19. We need to decide that soon so that we can book it in advance and send out invitations.

20. I suggest we both go away to think about it a bit more and then reconvene later today to make a decision.

常用表达法

展示方案

1. 凯文为新网站做了三个设计方案。

2. 这是第一个方案。

3. 那我们来看看下一个吧。

4. 那你觉得下面这个怎么样呢？
5. 我们来看看第三个也就是最后一个设计。
6. 我们就挨个讨论一下，看看能否有所帮助。
7. 如果你能抽出几分钟，我们来浏览一下这些方案，看能不能挑选一个。

#### 商讨方案

8. 你有什么建议吗？
9. 这个方案看上去比较平衡、悦目。
10. 坦白地说，我不喜欢这个页面的布局、界面。
11. 当鼠标放到菜单上，菜单就会自动弹出，这个设计我挺喜欢。
12. 那么，我们还是找那位作家做演讲还是另找一个呢？
13. 我建议今年只邀请275人。
14. 我认为所有这些求职者中并没有一个脱颖而出的。
15. 对我来说，唯一的问题是他在这方面没有接受过正规的培训。
16. 她的条件非常符合，但是她经验不足。

#### 做出选择

17. 看来我们已经有结论了。
18. 说得好，那我们就找一个新作家。
19. 我们得快点决定了，这样才能提前预订，发出邀请。
20. 我建议我们都回去好好想想，晚点的时候再见面做个决定。



## 单词

animate 自动

available 可用的

balanced 平衡的

ballroom 舞厅

care for 喜欢

disorderly 混乱的

font 字号

interface 界面

layout 布局

marketing 营销部

navigate 查阅

pick 挑选

potential 有潜力的

rent 租用

send out 发出

venue 场所

## 短语

banquet hall 宴会厅

book it in advance 提前预订

color scheme 色彩设计

convention center 会议中心

dark-looking 太暗了

go through 浏览

to tell you the truth 坦白地说

visually appealing 悦目的

## Dialogue 1

Scott: Kevin from marketing has come up with three potential designs for the new website. If you have a few minutes, let's go through them and see if we can pick one.

Monica: Sure, I've got time.

Scott: Great. I have the designs saved on my laptop. Here's the first one.

Monica: To tell you the truth, I don't really like the layout or interface. It's disorderly and seems hard to navigate.

Scott: Agreed. Let's move on to the next one. What do you think?

Monica: Hmm, I'm not sure I care for that color scheme. It's too dark-looking. Besides, the fonts are too small.

Scott: Okay, let's have a look at the third and final design.

Monica: This one seems quite balanced and visually appealing. I

like the way the menu choices animate when you move the mouse over them.

Scott: I like this one, too.

Monica: Sounds like we have a winner.

## 对话1

斯科特：营销部的凯文为新网站做了三个设计方案。如果你能抽出几分钟的时间，我们就来浏览一下这三个方案，看看我们能不能从中挑选一个。

莫尼卡：当然，我有时间。

斯科特：太好了。我把设计方案都存进笔记本电脑了。这是第一个方案。

莫尼卡：坦白地说，我不喜欢这个页面的布局、界面。它很混乱，而且看上去难以查阅。

斯科特：我也这样觉得。那我们来看看下一个吧。这个你觉得怎么样？

莫尼卡：这个色彩看上去不是很舒服，太暗了。另外，字号也太小了。

斯科特：好的。我们来看看第三个也就是最后一个设计。

莫尼卡：这个方案看上去比较平衡、悦目。当鼠标放到菜单上，菜单就会自动弹出，这个设计我挺喜欢。

斯科特：我也喜欢。

莫尼卡：看来我们已经有结论了。

## Dialogue 2

Joanna: It's already mid-November and we still haven't chosen a venue for the company's New Year's party.

Kyle: Right, we need to decide that soon so that we can book it in advance and send out invitations.

Joanna: Any suggestions?

Kyle: Well, last year we had the party at the Shangri-La downtown. And the year before, we celebrated at the convention center.

Joanna: How much does each one cost?

Kyle: There's not much difference between them. The Shangri-La ballroom costs about twelve thousand to rent, and it's just over ten thousand for the banquet hall at the convention center.

Joanna: Everyone seemed to have a good time at the Shangri-La last year. Should we have the party there again this year?

Kyle: Sure. I'll call them now and see which dates are still available.

## 对话2

乔安娜：都到了11月中旬了，我们还没有为公司的新年聚会选好场所。

凯勒：是呀。我们得快点决定了，这样才能提前预订，发出邀请。

乔安娜：你有什么建议吗？

凯勒：去年，我们在市区的香格里拉酒店举办聚会。前年，我们在会议中心办的。

乔安娜：两次分别花了多少钱呢？

凯勒：两次的花费差不多一样。租用香格里拉酒店的舞厅花了12000美元，租用会议中心宴会厅花了10000美元出头。

乔安娜：去年在香格里拉酒店，大家好像都玩得很开心。我们今年还订在那里吗？

凯勒：当然。我这就给香格里拉酒店打电话，看看还能预订什么日期。

## 28 业务例会 A regular meeting

### Useful Expressions

#### 开场白

1. Is everyone here? Okay, I guess we can get started.
2. Thank you all for coming to this monthly meeting.
3. OK, let's take a quick look at the current departmental projects.
4. I know everyone has a lot on their plate so we'll keep this week's status meeting brief.
5. The first thing on the agenda is to discuss next year's budget.

#### 主持询问

6. How's your team's project going?
7. How's your team doing with that website?
8. It sounds like you're falling behind schedule?
9. Sam, could you begin by going over our sales figures for the past month?
10. Why don't we start with R&D? What are you working on at the moment?

11. What about Finance? I believe you are changing our accounting system.

12. Let's move on to Marketing. Are you working on any special projects?

13. Interesting. I look forward to seeing it.

### 各部门陈述

14. Quite well. We're trying to recruit recent graduates at the moment.

15. We're doing a user study on the installation of the new micros.

16. We are planning an advertising campaign for our new product.

17. As you know, we are currently installing the new automated assembly line.

18. It's a bit of a headache. It's going to be hard for us to make our deadline.

19. There's three weeks left before our deadline and we're halfway through it.

20. Things haven't been going so well this month, largely due to seasonal drop in demand. Sales were down twenty percent.

21. I want to remind everyone that our company picnic is coming up next Saturday.

### 常用表达法

## 开场白

- 1.大家都到了吗？好，我想我们可以开始了。
- 2.谢谢你们都能来参加这个月的例会。
- 3.好，让我们快速讨论一下当前部门的项目。
- 4.好了，我知道大家都很忙，所以我们会把这星期的例会开得简短一些。
- 5.我们先来谈谈明年的预算。

## 主持询问

- 6.你们团队的项目进展如何？
- 7.你们团队做网站做得怎么样了？
- 8.听起来好像你们没有按时完成任务？
- 9.萨姆，能不能由你开始回顾一下上个月我们的销售数据？
- 10.研发部先开始怎么样？你们正在做哪些项目？
- 11.财务部呢？我想你们正在更换我们的会计系统吧？
- 12.下面是市场部。你们在做什么特别的项目吗？
- 13.听起来比较有意思，我很期待。

## 各部门陈述

- 14.进展很好。我们正在招录新近毕业的学生。
- 15.我们正在做一个关于安装新微型计算机的用户研究。
- 16.我们正在策划新产品的广告宣传活动。

17. 哦，如你所知，我们正在安装新的自动装配线。

18. 说起来有点头疼。我们很难在规定期限内完成任务。

19. 离我们的完成期限还有三个星期，这项工作我们已经完成了一半。

20. 我们不是那么顺利，主要是因为季节性的需求减少，销售额下降了20%。

21. 我想提醒大家，下星期六，我们公司就要去野餐了。

## 单词

defense 辩护

end-user 终端用户

frivolous 琐碎的

lawsuit 诉讼

programmer 程序员

reflect 展示

refreshment 点心

RSVP (法语) 答复请帖

toss 扔，抛

trial 开庭审理

tweak 扭，用力拉

vigorous 有力的

## 短语



be halfway through 完成了一半

be on top of it 正在忙这事

change one's mind 改变主意

don't take any chances 不要心存侥幸

fall behind schedule 没有按时完成任务

have a lot on one's plate 很忙

in all likelihood 很可能地

keep working on that 继续做

make our deadline 按时完成任务

on a lighter note 说点轻松的话题

prep work 准备工作

status meeting 例会

## Dialogue 1

Mary: Is everyone is here? Okay, I guess we can get started. The first thing on the agenda is to discuss next year's budget. How's that coming along, Adam?

Adam: I'm not quite finished yet. Prices on a lot of our raw materials have been increasing lately, especially cocoa and coffee beans, so I need to tweak some of the numbers to reflect the new data.

Mary: Okay, keep working on that. Jack, how's the prep work for the lawsuit going?

Jack: Our legal team is on top of it. We're preparing a vigorous defense, but it's a pretty frivolous lawsuit. In all likelihood, the judge will toss the case before it goes to trial.

Mary: No one here would disagree with that, but I don't want to take any chances. Keep working on the defense strategy just in case there's a trial.

Jack: Will do.

Mary: Now, on a lighter note, I want to remind everyone that our company picnic is coming up next Saturday. Did everyone RSVP yet?

Thomas: Almost everyone. I'm still waiting for replies from a few employees.

Mary: Send them another email in case they missed the first one. We need to know how many people are coming so we can prepare enough refreshments.

## 对话1

玛丽：大家都到了吗？好，我想我们可以开始了。我们先来谈谈明年的预算。亚当，预算工作进展得怎么样了？

亚当：我还没完成呢。最近，许多原料都涨价了，尤其是可可豆和咖啡豆，所以我需要调整一些数字才能展示最新的数据。

玛丽：好，继续做吧。杰克，诉讼的准备工作做得怎么样了？

杰克：我们的法律团队正在忙这件事呢。我们准备了非常有力的辩护，不过这是一个小案子。法官很可能在开庭之前就让我们协商解决了。

玛丽：大家也都这样认为。不过我可不想冒险，所以还是继续准备辩护策略，万一要是开庭审理了，也有个准备。

杰克：我看行。

玛丽：现在，说点轻松的话题吧。我想提醒大家，下星期六，我们公司就要去野餐了。大家都报名参加了吗？

托马斯：大家几乎都报名了。还有几个员工没有回复，我正等着呢。

玛丽：再给他们发一次邮件，免得他们没看到第一封邮件。我想知道多少人能来参加，好准备足够的点心和饮料。

## Dialogue 2

Joel: Okay, I know everyone has a lot on their plate so we'll keep this week's status meeting brief. Neil, how's your team's project going?

Neil: Quite well. There's three weeks left before our deadline and we're halfway through Beta-testing. After that, we just have to finish up the end-user documentation.

Joel: Good, good. Kate, how's your team doing with that website?

Kate: It's a bit of a headache. The client keeps changing their mind about what they want. Normally we wouldn't allow so many changes, but this client is a well-established company, so it's in our best interest to keep them happy.

Joel: It sounds like you're falling behind schedule?

Kate: I'm afraid so. It's going to be hard for us to make our deadline.

Neil: If it would help, you could borrow one of our programmers for a few days.

Kate: That would be great, thanks!

## 对话2

乔尔：好了，我知道大家都很忙，所以我们会把这星期的例会开得简短一些。  
尼尔，你们团队的项目进展如何？

尼尔：进展很好。离我们的完成期限还有三个星期，Beta软件测试工作我们已经完成了一半。测试完成后，我们只需完成终端用户文件即可。

乔尔：不错，不错。凯特，你们团队做网站做得怎么样了？

凯特：说起来有点头疼。客户不断地改变主意，不知道自己想要什么。通常，我们不会允许客户这样反反复复地改来改去。可是这个客户是一家知名的公司，所以我们最好还是满足他们的要求。

乔尔：你的意思是说，你们没有按时完成任务？

凯特：恐怕是这样的。我们很难在规定期限内完成任务。

尼尔：如果需要的话，你们可以从我们团队借用一个程序员去帮几天的忙。

凯特：那太好了！谢谢你！

## 29 自由讨论 A free discussion

### Useful Expressions

#### 主持人的引导

1. OK, let's get this brainstorming session started.
2. Who has any ideas for the name of the product?
3. Okay, anyone have any other ideas?
4. OK, let's write that on the board.

5. We need something that will appeal to both parents and kids.
6. We're going to organize a weekend trip sometime in March.
7. I want to hear everyone's thoughts on designing a new logo.
8. I thought we would have a quick brainstorm session to come up with possible destinations and activities.

### 说出想法

9. What about going on an fishing trip?
10. For starters, I think we should use a more casual typeface. Something like Comic Sans or Mistral.
11. How about adding a bit of color? The current logo is just plain black and white.
12. I suggest using different colors of the rainbow for "Perry" .
13. A friend of mine vacationed at Diamond Springs Golf Club last year. He said he had an amazing time.

### 赞同或质疑

14. That could work.
15. I think we all agree it's time for a change.
16. Hmm, that sounds like fun. I'd be up for that.
17. Fishing? Frankly, that sounds kind of boring.
18. Mistral is too cursive and can be hard on the eyes. But Comic Sans would be nice.

19. That may be good for the guys, but speaking for our female staff, we're not really that into golf.

## 常用表达法

### 主持人的引导

1. 好，我们开始自由讨论吧。
2. 关于产品的名字，谁有想法？
3. 好吧，还有人有其他想法吗？
4. 好，我们在白板上写下来吧。
5. 我们需要一个既吸引家长又吸引孩子的标识。
6. 我们将在3月组织一次周末出游活动。
7. 关于设计新标识一事，我想听听各位的想法。
8. 我想我们可以开个短会，集思广益，想想可以去哪些地方，做哪些活动。

### 说出想法

9. 去钓鱼怎么样？
10. 我们首先要使用一种更随意的字体，比如漫画体或波浪字体。
11. 是否加点色彩？目前的标识只是简单的黑白色。
12. 我建议，“佩里”这两个字用彩虹的七色。
13. 我的一个朋友去年去钻石温泉高尔夫俱乐部度假。他说在那里玩得特别好。

### 赞同或质疑

14. 我看行。

15.我想，我们都认为这个标识应该换了。

16.嗯，听上去挺有意思。我赞同这个提议。

17.钓鱼？坦白地说，听起来有点枯燥。

18.波浪字体太潦草了，不容易辨识。不过漫画体不错。

19.那对男性来说可能很有意思，不过对于女性员工来说，我们对高尔夫球没多少兴趣。

## 单词

activity 活动

amazing 令人惊异的

appeal to 吸引

boring 枯燥的

brainstorm 集思广益

casual 轻松的

current 目前的

destination 目的地

frankly 坦白地说

plain 简单的

publisher 出版社

resort 度假村

reward 犒劳

session 会议

ski 滑雪

summit 山峰

typeface 字体

underneath 下面的

vacation 度假

短语

be into... 喜欢.....

be up for 赞同

Publishing House 出版社

serious-looking 外表严肃的

speaking for 对于.....来说

Dialogue 1

Andrew: To reward everyone for their hard work and excellent results this past year, we're going to organize a weekend trip sometime in March. This is our first time doing this, so I thought we would have a quick brainstorm session to come up with possible destinations and activities.

Ed: A friend of mine vacationed at Diamond Springs Golf Club last year. He said he had an amazing time.

Lynn: That may be good for the guys, but speaking for our female staff, we're not really that into golf. What about going on



a fishing trip?

Ian: Fishing? Frankly, that sounds kind of boring.

Andrew: Okay, anyone has any other ideas?

Doug: A couple of years ago I took my family to Blue Summit Ski Resort. They've got beautiful rooms, a relaxing spa, and several bars and restaurants.

Lynn: Hmm, that sounds like fun.

Ian: I'd be up for that.

## 对话1

安德鲁：在过去一年里，大家辛勤地工作，取得了很好的业绩。为了犒劳大家，我们将在三月组织一次周末出游活动。这是我们第一次组织这样的活动，所以我想我们可以开个短会，集思广益，想想可以去哪些地方，做哪些活动。

埃德：去年，我的一个朋友去钻石温泉高尔夫俱乐部度假。他说，他在那里玩得特别好。

林恩：那对男性来说可能很有意思，不过对于女性员工来说，我们对高尔夫球没多少兴趣。去钓鱼怎么样？

伊恩：钓鱼？坦白地说，听起来有点枯燥。

安德鲁：好吧，还有人有其他想法吗？

道格：两年前，我带着家人去蓝色巅峰滑雪度假村。那里有漂亮的房间，使人放松的健身中心以及几家酒吧和饭店。

林恩：嗯，听上去挺有意思。

伊恩：我赞同这个提议。

## Dialogue 2

Erica: Before we break for lunch, I want to hear everyone's thoughts on designing a new logo for Perry Publishing House. I think we all agree it's time for a change.

Jason: Yeah, the old logo is too serious-looking. As a publisher of children's books, we need something that will appeal to both parents and kids.

Alice: For starters, I think we should use a more casual typeface. Something like Comic Sans or Mistral.

Cheryl: Mistral is too cursive and can be hard on the eyes. But Comic Sans would be nice.

Jason: Okay, now how about adding a bit of color? The current logo is just plain black and white.

Eric: I suggest using different colors of the rainbow for "Perry", maybe purple, blue, red, green and orange. Then we can have the words "Publishing House" underneath that in small black text.

Cheryl: That could work.

## 对话2

埃里卡：在吃午饭以前，关于为佩里出版社设计新标识一事，我想听听各位的想法。我想，我们都认为这个标识应该换了。

贾森：是呀，旧标识看上去太严肃了。作为一家儿童书出版社，我们需要一个既吸引家长又吸引孩子的标识。

艾丽斯：我想，我们首先要使用一种更随意的字体，比如漫画体或者波浪字体。

谢丽尔：波浪体太潦草了，不容易辨识。不过漫画体不错。

贾森：好的，是否加点色彩？目前的标识只是简单的黑白色。

埃里克：我建议，“佩里”这两个字用彩虹的七色，比如紫色、蓝色、红色、绿色和橙色。然后，“出版社”三个字可以使用黑色小文本体放在下面。

谢丽尔：我看行。

## Unit 6

### 项目管理

### Project Managing

#### 30 申请立项 Applying for a new project

#### Useful Expressions

##### 提出想法

1. I'd like to talk to you about my idea for a new project.

2. I was thinking perhaps we could broaden our service portfolio.

3. I think we should open up two new locations in the central business district.

##### 响应或质疑

4. Are you suggesting we buy the mall from the current owners?

5. I think your idea is worth exploring further.

6. Maybe it's not so risky after all. Let's try that first.

7. I'm a little wary of these get-rich-quick schemes.

8. What makes this project any different from those?

9. It involves investing more of our profits in real estate.

10. Does this tactic actually work? Surely there must be a better way to maintain growth.

11. That kind of real estate investment would take a long time to pay off, wouldn't it?

12. If you can put together a proposal, including staff requirements, cost estimates, and so on, the other managers and I will be glad to consider it.

13. I'll discuss your idea with the other managers and see what they think about it.

### 回应质疑

14. These days, real estate investments can pay off very quickly.

15. I think it would be a good long-term investment for our company.

16. If the mall underwent some renovations, I think it would be quite profitable.

17. Real estate is a booming market, and by diversifying, we can generate more revenue.

18. Even if the property doesn't appreciate in value that quickly, we can still generate some returns by renting out the space.

19. Market saturation is the only way to go from here. We have to have more locations than our competitors.

## 常用表达法

### 提出想法

1. 我想和你谈谈我对于新项目的想法。
2. 我在考虑，或许我们可以扩大业务面。
3. 我觉得我们应该在中央商务区再开两家新店。

### 响应或质疑

4. 你是说，我们买下绿谷商城？
5. 我想，你的建议值得进一步考虑。
6. 也许没有我想象的那么有风险。先试试这个吧。
7. 我对这些迅速致富的方案比较谨慎。
8. 这个项目跟其他的有什么不同呢？
9. 这涉及要把我们更多的收益投入房地产项目中。
10. 这个策略真的有效吗？一定有更好的办法来保持增长。
11. 那样的房地产投资可要很长时间才能见收益吧？
12. 如果你能提出一份计划书，写清你对人员的要求、预估成本等信息，那么我和其他经理都愿意考虑一下。
13. 我会和其他的经理谈一谈，看看他们的想法。

### 回应质疑

14.当前，房地产投资的收效非常快。

15.我觉得，对于公司来说，这是一项很好的长期投资。

16.我想，商城如果重新装修一下，就会很赚钱了。

17.房地产是一个非常繁荣的市场，如果多样经营，我们能创造更多的利润。

18.虽然那栋楼不会很快升值，但是我们可以把楼租出去，这样可以得到回报。

19.从现在的情况看，唯一的办法就是占领市场。我们一定要比竞争对手的店多。

单词

broaden 扩大

condo 公寓大厦

generate 产生

profitable 赚钱的

property 财产

proposal 计划书

renovation 装修

rent out 租出去

smartphone 智能手机

tablet 平板电脑

undergo 经历

under-performing 业绩不好的

## 短语

appreciate in value 升值

be worth doing 值得做.....

cost estimates 预估成本

growing field 增长的领域

long-term investment 长期投资

mobile app development 移动应用软件

pay off 得到收益

real estate 房地产

service portfolio 业务面

staff requirements 人员要求

web design 网页设计

web-based software 网络软件

## Dialogue 1

Agnes: Hi, Sylvester. What can I do for you?

Sylvester: If you have a couple of minutes, I'd like to talk to you about my idea for a new project.

Agnes: Sure, please have a seat.

Sylvester: Thank you.

Agnes: So tell me about your idea.

Sylvester: Well, the company has been doing very well with web design and web-based software, but I was thinking perhaps we could broaden our service portfolio. Recently, several clients have been asking whether we could provide mobile app development services for smartphones and tablets.

Agnes: Hmm... Mobile app development is certainly a growing field. I think your idea is worth exploring further. If you can put together a proposal, including staff requirements, cost estimates, and so on, the other managers and I will be glad to consider it.

Sylvester: Great. I'll get started on that right away.

## 对话1

艾格尼丝：你好，西尔维斯特。有事吗？

西尔维斯特：如果你有时间的话，我想和你谈谈我对于新项目的想法。

艾格尼丝：当然可以。请坐。

西尔维斯特：谢谢。

艾格尼丝：那么说说你的想法吧。

西尔维斯特：是这样的，公司现在在网页设计和网络软件方面都做得很好，可是我在考虑，或许我们可以扩大业务面。最近，有几个客户问我们能否为智能手机和平板电脑开发移动应用软件。

艾格尼丝：呃.....开发移动应用软件当然是一个不断增长的业务领域。我想，你的建议值得进一步考虑。如果你能提出一份计划书，写清你对人员的要求、预估成本等信息，那么我和其他经理都愿意考虑一下。

西尔维斯特：太好了。我马上就开始写。

## Dialogue 2



Travis: I heard the current owners of Green Valley Mall are thinking about selling the property.

Sebastian: I heard the same thing. That mall has been under-performing for several years now.

Travis: But the location is really good. If the mall underwent some renovations, I think it would be quite profitable. Plus, there are several new condos being developed in that area.

Sebastian: Are you suggesting we buy the mall from the current owners? That kind of real estate investment would take a long time to pay off, wouldn't it?

Travis: It would take several years, yes, but I think it would be a good long-term investment for our company. And even if the property doesn't appreciate in value that quickly, we can still generate some returns by renting out the space.

Sebastian: Perhaps you're right. I'll discuss your idea with the other managers and see what they think about it.

## 对话2

特拉维斯：我听说，绿谷商城现在的老板在考虑把商城给卖掉。

塞巴斯蒂安：我也听说了。几年以来，那个商城的业绩一直不好。

特拉维斯：可是那地点确实很好。我想，那商城如果重新装修一下，就会很赚钱了。而且那附近正在修建几栋公寓。

塞巴斯蒂安：你是说，我们买下绿谷商城？那样的房地产投资可要很长时间才能见收益吧？

特拉维斯：对，是要花几年的时间才能见收益。可是我觉得，对于公司来说，这是一项很好的长期投资。虽然那栋大楼不会很快升值，但是我们可以把楼租出

去，这样可以得到一些回报。

塞巴斯蒂安：或许，你是对的。我会和其他的经理谈一谈，看看他们的想法。

## 31 项目预算 Project budget

### Useful Expressions

#### 审核预算

1. Did you finish the budget for next month's trip to Anaheim?

2. I'd like to see how much it's going to cost.

3. Does that amount include tax?

4. So far that's a little over \$5,000. What else?

5. I don't understand this. Here it says \$5,000 for website design. But at the bottom of the page, I see \$12,000 for total estimated expenses.

6. What do we need to spend another \$7,000 for?

7. Weren't you able to find anything less expensive? We are sharing rooms, right?

#### 说明每项支出

8. I can give you a breakdown.

9. I've already included tax in all the numbers.

10. Since there will be five of us going, it will be \$3,000 altogether.

11. They charge \$90 per room per night. So that will be \$2,250.

12. For food, entertainment and cab fares, I've budgeted about \$40 per person per day.

13. There's website maintenance, which will cost \$100 per month.

14. We have to hire a company to handle SEO work, which will be about \$50 a month.

15. If we add everything together, the total will be \$6,250.

16. There are a lot of other things involved in the project.

17. The \$80 room rate is the lowest I could find.

18. That's my buffer.... I wanted to leave a little room in the budget, just in case.

### 批准预算

19. That's lower than I thought it would be. Good work.

20. I didn't realize it would be so expensive.

21. I'll need some time to think it over and then I'll get back to you.

### 常用表达法

#### 审核预算

1.你做好下个月阿纳海姆之行的预算了吗？

2.我想看看要花多少钱。

3.这个数额含税金吗？

4.到现在为止已经是5000美元出头了。还有什么费用？

5.这个地方我不理解。这里写着网站设计费5000美元，可是在这页的末尾，我看到预计总开销为12000美元。

6.其余的7000美元用来干什么呢？

7.你不能找到更便宜的旅馆吗？房间是共用的，对吗？

说明每项支出

8.我可以给你一份明细。

9.我已经把税金算进去了。

10.我们一共五个人，那总共是3000美元。

11.他们的标间每间每晚90美元，这样就是2250美元。

12.还有餐费、休闲费和打车费，我计划这项费用是每人每天40美元。

13.网站维护费每月要花100美元。

14.我们还得雇一家公司解决搜索引擎优化，这每个月要花50美元。

15.如果把所有费用加在一起，总数是6250美元。

16.这个项目还涉及很多其他的事情。

17.每间80美元是我能找到的最低价。

18.这是我留的备用金.....我想在预算中留点余地以防万一。

批准预算

19.这比我预期的费用要低。做得好！

20.我原来不知道要花这么多钱呢。

21. 我需要一点时间来想一想，想好了再来找你。

单词

accommodation 住宿费

airfare 机票费

breakdown 明细

budget 预算

charge 收取

entertainment 休闲费

expensive 昂贵的

host 运行

involve 涉及

maintenance 维护费

programme 编程序

register 注册

SEO 搜索引擎优化

( Search Engine Optimization )

server 服务器

total 总数

短语

cab fare 打车费

domain name 域名

estimated expenses 预计开销

fresh off the printer 刚打印出来

more or less 大致, 差不多

ticket reservation 预订机票

## Dialogue 1

Kirk: Did you finish the budget for next month's trip to Anaheim?

Russell: Yes, more or less. Would you like to take a look?

Kirk: Yes, I'd like to see how much it's going to cost.

Russell: Okay, I can give you a breakdown. First is airfare. I've already made ticket reservations with a cheap airline. It will only cost us \$600 per person. Since there will be five of us going, it will be \$3,000 altogether.

Kirk: Does that amount include tax?

Russell: Yes, I've already included tax in all the numbers.

Kirk: Good. What's next?

Russell: Then we have accommodations. I found a good three-star hotel near the convention center. For standard single rooms, they charge \$90 per room per night. So that will be \$2,250.

Kirk: So far that's a little over \$5,000. What else?

Russell: For food, entertainment and cab fares, I've budgeted about \$40 per person per day. So if we add everything together, the total will be \$6,250.

Kirk: That's lower than I thought it would be. Good work.

## 对话1

柯克：你做好下个月阿纳海姆之行的预算了吗？

拉塞尔：嗯，大致做好了。你要看看吗？

柯克：嗯，我想看看要花多少钱。

拉塞尔：好，我可以给你一份明细。首先是机票费。我已经在一家价格低廉的航空公司预订了机票。我们每人要花600美元的机票费，我们一共五个人，那总共是3000美元。

柯克：这个数额含税金吗？

拉塞尔：是的，我已经把税金算进去了。

柯克：好。下一项是什么？

拉塞尔：然后是住宿费。我在会议中心附近找到了一家不错的三星级酒店，他们的标间每间每晚90美元，这样就是2250美元。

柯克：到现在为止已经是5000美元出头了。还有什么费用？

拉塞尔：还有餐费、休闲费和打车费，我计划这项费用是每人每天40美元。所以如果把所有费用加在一起，总数是6250美元。

柯克：这比我预期的费用要低。做得好！

## Dialogue 2

Damian: Hi Lester, how's the budget for the new website coming

along?

Lester: I just finished it this morning. Here it is, fresh off the printer.

Damian: Great, let me take a look... Hmm, I don't understand this. Here it says \$5,000 for website design. But at the bottom of the page, I see \$12,000 for total estimated expenses. What do we need to spend another \$7,000 for?

Lester: Well, \$5,000 is only what it will cost to have the website designed and programmed. There are a lot of other things involved in the project.

Damian: For example?

Lester: Let's see... There's website maintenance, which will cost \$100 per month. And of course, we need to pay to register our domain name and have the site hosted on a secure server. Finally, we have to hire a company to handle SEO work for the website, which will be about \$50 a month. And there are a few other things as well.

Damian: I didn't realize it would be so expensive. I'll need some time to think it over and then I'll get back to you.

## 对话2

达米安：你好，莱斯特，新网站的预算做得怎么样了？

莱斯特：我今天早上刚刚做完。给你，刚刚打印出来的。

达米安：太好了。我看看.....呃，这个地方我不理解。这里写着网站设计费5000美元，可是在这页的末尾，我看到预计总开销为12000美元，其余的7000美元用来干什么呢？



莱斯特：是这样的，5000美元仅仅是网站设计和编程的费用，这个项目还涉及很多其他的事情。

达米安：你举例说说？

莱斯特：我们一起来看一下.....网站维护费每月要花100美元。当然，我们还得支付域名注册费，让网站在安全可靠的服务器上运行也需要花钱。最后，我们还得雇一家公司来解决搜索引擎优化问题，这每个月要花50美元。还有一些其他的事情也需要花钱。

达米安：我原来不知道，做一个网站要花这么多钱呢。我需要一点时间来想一想，想好了再来找你。

## 32 时间进度 Project progress

### Useful Expressions

#### 询问进度

1. Where do we stand with the macroeconomic analysis?

2. I want to get a sense of how we're doing with the market research project for MM.

3. How are you doing with the competitor analysis? Are you making progress?

4. You're working on the consumer analysis, right? Are you on schedule?

5. It sounds like we'll be able to meet the client's deadline.

#### 说明进度

6. I've got most of the data I need.

7. It shouldn't take me more than another two days.
8. So far I've completed an analysis of two of them.
9. I'm having trouble gathering information for the third.
10. More or less. I've almost finished the demographic research and analysis.
11. I just need to sift through it, extract the relevant information, and put it in report form for the client.
12. A few of the graphic designers are a bit behind in their work.
13. We're on a pretty tight schedule, but we should be able to finish it just on time.

## 调整安排

14. When is the deadline exactly?
15. Our client, Irwin Industries, has asked us if we can finish the project a bit earlier.
16. How much earlier?
17. That's more than a week earlier!
18. They called this morning and asked if it's possible to finish it by the end of July.
19. So I'm going to ask you all to step up your pace.
20. If necessary, even put in an hour or two of overtime each day.

21. You'll be well compensated for your efforts.

22. I want you to modify the project timeline based on the new deadline.

## 常用表达法

### 询问进度

1. 我们的宏观经济分析做到什么程度了？
2. 我想了解一下，为MM公司做的市场调研项目进展得怎么样了？
3. 竞争对手分析，你做得怎么样了？有什么进展吗？
4. 你在做客户分析对吗？按进度完成了吗？
5. 根据大家所说的情况，我们能够按照客户给出的期限完成任务。

### 说明进度

6. 我已经得到了所需的大部分数据。
7. 两天之内就能完成了。
8. 到目前为止，我已经完成对其中两家的分析。
9. 在收集第三家的信息时却遇到了困难。
10. 差不多了。人群统计研究和分析工作，我已经完成大部分了。
11. 现在只需筛选数据，从中提炼出相关的信息，然后写入给客户的报告里。
12. 有几个图像设计师工作进度有点滞后。
13. 尽管我们的时间很紧张，但是我们应该能够按时完工。

### 调整安排

14. 确切的期限是什么时候？
15. 我们的客户欧文工业公司问我们是否能早一点完成项目。
16. 提前多久？
17. 那要提前一个星期啊。
18. 今早他们打电话来，问能不能在七月底完成。
19. 所以我要让你们加快速度。
20. 如果必要的话，你们甚至还得每天加一两个小时的班。
21. 你们的努力会得到回报的。
22. 我想让你按照新的期限修改时间表。

#### 单词

compensate 回报

conduct 进行

demographic 人群统计

extract 提炼出

intern 实习生

macroeconomic 宏观经济

modify 修改

#### 短语

be based on 按照

be on schedule 按进度完成

gather information 收集信息

get a sense of 了解一下

get started 开始

identified target market 确定的目标市场

if necessary 如果必要的话

listen up everyone 大家请注意

make progress 有进展

meet the deadline 按期限完成

project timeline 项目进度时间表

put it in report form 写入报告

qualitative research 定性研究

relevant information 相关的信息

sift through it 从中筛选

so far 到目前为止

step up one's pace 加快速度

## Dialogue 1

Cecil: Okay, let's get started. I want to get a sense of how we're doing with the market research project for Mueller Manufacturing. Yolanda, where do we stand with the macroeconomic analysis?

Yolanda: I've got most of the data I need. I just need to sift through it, extract the relevant information, and put it in report form for the client. It shouldn't take me more than another two days.

Cecil: Good work. Duncan, how are you doing with the competitor analysis? Are you making progress?

Duncan: Mueller Manufacturing has three major competitors. So far I've completed an analysis of two of them, but I'm having trouble gathering information for the third.

Cecil: I'll see if I can get one of the interns to help you with that. Mario, you're working on the consumer analysis, right? Are you on schedule?

Mario: More or less. I've almost finished the demographic research and analysis. After that, I can conduct qualitative research of the identified target market.

Cecil: Great. It sounds like we'll be able to meet the client's deadline. Keep up the good work, everyone.

## 对话1

塞西尔：好了，我们开始吧。我想了解一下，为米勒制造公司做的市场调研项目进展得怎么样了？约兰德，我们的宏观经济分析做到什么程度了？

约兰德：我已经得到了所需的大部分数据，现在只需筛选数据，从中提炼出相关的信息，然后写入给客户的报告里。两天之内就能完成了。

塞西尔：干得好。邓肯，竞争对象分析，你做得怎么样了？有什么进展吗？

邓肯：米勒制造公司的主要竞争对手有三家。到目前为止，我已经完成对其中两家的分析，可是在收集第三家的信息时却遇到了困难。

塞西尔：我看看能不能调一个实习生来帮你。马里奥，你在做客户分析，是吗？按进度完成了吗？

马里奥：差不多了。人群统计研究和分析工作，我已经完成大部分了。然后我会对已确定的目标市场做定性研究。

塞西尔：太好了。根据大家所说的情况，我们能够按照客户给出的期限完成任务。大家再接再厉。

## Dialogue 2

Clint: Okay, listen up everyone. Our client, Irwin Industries, has asked us if we can finish the project a bit earlier.

Xavier: How much earlier?

Clint: The original deadline was August 8, but they called this morning and asked if it's possible to finish it by the end of July.

Johnny: That's more than a week earlier!

Clint: I know, I know. But they're one of our best clients, and I don't want to disappoint them. So I'm going to ask you all to step up your pace, and if necessary, even put in an hour or two of overtime each day. You'll be well compensated for your efforts. Melanie, you put together the original project timeline, right?

Melanie: Yes, I have it right here.

Clint: I want you to modify it based on the new deadline, and email it to everyone as soon as you get it done.

Melanie: No problem.

## 对话2

克林特：好了，大家请注意。我们的客户欧文工业公司问我们是否能早一点完成项目。

泽维尔：提前多久？

克林特：原来的期限是八月八日，可是今早他们打电话来，问能不能在七月底完成。

约翰尼：那要提前一个星期啊。

克林特：我知道，我知道。可是他们是我们最重要的客户之一，我不想让他们失望。所以我要让你们加快速度，如果必要的话，你们甚至还得每天加一两个小时的班。你们的努力会得到回报的。梅勒妮，原来的项目进度时间表是你做的，对吧？

梅勒妮：是的，时间表我带着呢。

克林特：我想让你按照新的期限修改时间表，你一改好，就给每个人发邮件。

梅勒妮：没问题。

### 33 讨论设计方案 Discussing proposed designs

#### Useful Expressions

##### 展示方案

1. Have you come up with a design for the new packaging yet?

2. Here, take a look. This is what I've come up with.

3. I've come up with three different cover designs for our August issue.

##### 说明想法

4. The theme for our August issue will be endangered species,



so I've chosen photos of critically endangered animals for the cover designs.

5. For this one, I used a picture of an Iberian lynx from Southern Europe.

6. I can hear the hesitation in your voice. Just tell me what you really think.

7. If we change the appearance too much, customers won't recognize it anymore.

8. I just added a few finishing touches. I didn't make any major changes.

9. Me too. I like that one the best.

10. So, do you have any suggestions?

赞赏

11. It looks nice.

12. That's a great picture. The colors are so vivid!

13. I know you can come up with something good.

14. To tell you the truth, all these covers are beautiful. But I'm leaning towards the second one.

建议

15. I disagree.

16. Well, to be honest, I don't think it's different enough from the old design.

17. The whole point of rebranding is to revitalize the product's image so that customers are persuaded to buy it.

18. Try changing the colors and the fonts a bit, and maybe change the background image as well.

## 常用表达法

### 展示方案

1. 新的包装设计方案你想出来了吗？
2. 给你，你看看。这是我的想法。
3. 杂志8月版的封面，我设计了三个方案。

### 说明想法

4. 八月这一期的主题是濒危物种，所以我选择了濒临灭绝的动物的图片放在封面上。

5. 在这个设计里，我用了一张来自南欧伊比利亚的山猫。
6. 从你的声音里，我听出了一丝犹豫。你有什么看法就说吧。
7. 如果我们把外观修改太多的话，消费者就认不出来了。
8. 我只是做了一些最后的润色，没做大改动。
9. 我也是，我也最喜欢那个。
10. 那么，你有什么建议吗？

### 赞赏

11. 看上去挺好看的。
12. 这张图片真棒！色彩这么生动！

13.我知道你能做出好的设计。

14.说实话，这些封面都很漂亮，不过我更倾向于第二个。

建议

15.我不同意这种看法。

16.是这样的，坦诚地说，我觉得这个设计和以前的设计没有太大的区别。

17.重新包装的要点在于给产品的形象注入新的活力，说服消费者购买产品。

18.你试试修改一下颜色和字体，或许背景图也可以修改一下。

单词

appearance 外观

critically 严重地

fauna 动物群

flora 植物群

font 字体

hesitation 犹豫

packaging 包装

point 要点

recognize 认出来

revitalize 使.....注入活力

theme 主题

vivid 生动的

短语

August issue 8月版

background image 背景图

be different from 与.....有区别

be persuaded to 被说服做.....

come up with 想出来.....

cover design 封面设计

endangered species 濒危物种

leaning towards 倾向于.....

upper-left corner 左上角

Dialogue 1

Priscilla: Hi Edison, have you come up with a design for the new packaging yet?

Edison: I've been working on it all morning. Here, take a look. This is what I've come up with.

Priscilla: It looks... um... it looks nice.

Edison: I can hear the hesitation in your voice. Just tell me what you really think.

Priscilla: Well, to be honest, I don't think it's different enough from the old design. The whole point of rebranding is to

revitalize the product's image so that customers are persuaded to buy it.

Edison: But if we change the appearance too much, customers won't recognize it anymore.

Priscilla: I disagree. Our logo hasn't changed, and we have the words "New and Improved" on the upper-left corner, so customers will know it's our product. Try changing the colors and the fonts a bit, and maybe change the background image as well. I know you can come up with something good.

### 对话1

普丽西拉：你好，爱迪生，新的包装设计方案你想出来了吗？

爱迪生：我这一上午都在忙这事呢。给你，你看看。这是我的想法。

普丽西拉：看上去……呃……看上去挺好看的。

爱迪生：从你的声音里，我听出了一丝犹豫。你有什么看法就说吧。

普丽西拉：是这样的，坦诚地说，我觉得这个设计和以前的设计没有太大的区别。重新包装的要点在于给产品的形象注入新的活力，说服消费者购买产品。

爱迪生：可是如果我们把外观修改太多的话，消费者就认不出来了。

普丽西拉：我不同意这种看法。我们的商标没有变，只是在包装的左上角写上“新款改良版”，这样消费者就知道这是我们的产品了。你试试修改一下颜色和字体，或许背景图也可以修改一下。我知道你能做出好的设计。

### Dialogue 2

Elise: I've come up with three different cover designs for our August issue of "Flora& Fauna" magazine. Do you want to see them?

Marianne: Sure.

Elise: The theme for our August issue will be endangered species, so I've chosen photos of critically endangered animals for the cover designs. Here's the first cover design. It shows a Siamese crocodile from Sumatra, Indonesia.

Marianne: That's a great picture. The colors are so vivid!

Elise: Thanks. And this is the second design. For this one, I used a picture of an Iberian lynx from Southern Europe.

Marianne: And the last one?

Elise: Here it is. This is a picture of a Mediterranean monk seal swimming in the blue waters of the Aegean Sea.

Marianne: To tell you the truth, all these covers are beautiful. But I'm leaning towards the second one.

Elise: Me too. I like that one the best.

## 对话2

伊莉丝：《野生动植物》杂志8月版的封面，我设计了三个方案。你想看看吗？

玛丽安：当然想。

伊莉丝：8月这一期的主题是濒危物种，所以我选择了濒临灭绝的动物的图片放在封面上。这是第一个设计案。这是印度尼西亚苏门答腊岛的暹罗鳄。

玛丽安：这张图片真棒！色彩这么生动！

伊莉丝：谢谢。这是第二个设计案。在这个设计里，我用了一张来自南欧伊比利亚的山猫。

玛丽安：最后一个方案呢？

伊莉丝：在这儿呢。这张图上是一只碧蓝的爱琴海里游泳的地中海僧海豹。

玛丽安：说实话，这些封面都很漂亮，不过我更倾向于第二个。

伊莉丝：我也是，我也最喜欢那个。

## 34 检查工作进展 Monitoring and evaluating progress

### Useful Expressions

#### 询问进度

1. I wanted to ask you how the renovation work is going.

2. I wanted to ask you how construction of the new restaurant is coming along.

3. When will that be?

4. So everything is on track?

5. We're interested to see if everything's going according to plan.

6. In the contract, it says that all the work has to be done by May 30th. We're on a pretty tight schedule.

#### 说明进度

7. It's going quite well so far.

8. The painters finished putting a second coat of paint on the walls.

9. We'll have people coming soon to redo the floors.

10. The external signage is already in place.

11. The interior signage can go up as soon as other fixtures are in place.

12. The building's shell and infrastructure are almost complete.

13. We'll bring in the decorators as soon as we're done.

14. After that, we can put in windows and finish the interior.

15. I expect we'll have it ready on time, or perhaps even a few days ahead of schedule.

### 出现延误

16. It was originally scheduled for tomorrow, but the company called and said they can't come until Wednesday.

17. We were supposed to have fixtures installed on Wednesday.

18. I'm afraid that will have to be postponed until next week.

19. Next Monday is the earliest they can come.

20. I hope there are no further delays.

### 常用表达法

#### 询问进度

1. 我想问问您装修工作做得怎么样了。

2. 我想问问，新餐馆的建设工作进展得如何。

3. 这个什么时候做？

4. 所以一切都在按照计划进行，对吗？



5.我们很想看看是不是一切都在按计划进行。

6.合同里写的是5月30日前要把所有工作完成。我们的时间很紧。

#### 说明进度

7.到目前为止，还挺顺利的。

8.刷墙工已经刷了两遍墙了。

9.我们会再派人去重铺地板。

10.室外标识已经安好。

11.室内标识要等到其他固定设施安装好了才能安。

12.外形和基础设施都差不多建好了。

13.我们的活儿一完成就会请装修人员过来。

14.然后我们就可以安装窗户，完成内部装修。

15.我们预计能够按时或者提前几天完成工程。

#### 出现延误

16.本来计划明天铺，可是装修公司打电话来，说他们最早星期三才能来。

17.星期三我们本应该安装固定设施了。

18.恐怕我们就得把那一项延至下个星期了。

19.他们最早下星期一才能来。

20.我希望不要再发生什么延误工期的事了。

#### 单词

construction 建设

delay 延误

external 室外的

fixture 固定设施

infrastructure 基础设施

interior 室内的

painter 刷墙工

reassure 使.....安心

shell 框架, 外形

signage 标识

短语

be in place 安装好

be on track 按计划进行

be postponed until 日期延至.....

be scheduled for 计划在.....

be supposed to 应该

clothing rack 衣架

display case 展品柜

grand opening 盛大的开业典礼

let sb. down 让某人失望

put in windows 安装窗户

put a coat of paint 刷涂料

redo the floor 重铺地板

send out a press release 发布新闻

so far so good 目前为止一切顺利

### Dialogue 1

Mr.Coffey: Good morning, Mr. Dixon. I wanted to ask you how the renovation work is going at the store on Caldwell Street.

Mr.Dixon: So far so good. The painters finished putting a second coat of paint on the walls, and we'll have people coming soon to redo the floors.

Mr.Coffey: When will that be?

Mr.Dixon: It was originally scheduled for tomorrow, but the company called and said they can't come until Wednesday.

Mr.Coffey: But we were supposed to have fixtures installed on Wednesday.

Mr.Dixon: Yes, well, I'm afraid that will have to be postponed until next week. I asked if they could change it to Thursday or Friday, but next Monday is the earliest they can come.

Mr.Coffey: What about the new signage?

Mr.Dixon: The external signage is already in place, and the interior signage can go up as soon as the clothing racks, display

cases and other fixtures are in place.

Mr.Coffey: Okay, but I hope there are no further delays.

### 对话1

科菲先生：早上好，迪克逊先生。我想问问您，考德威尔大街的商场重装修工作做得怎么样了。

迪克逊先生：到目前为止，进展得挺顺利。刷墙工已经刷了两遍墙了，我们会再派人去重铺地板。

科菲先生：什么时候铺地板？

迪克逊先生：本来计划明天铺，可是装修公司打电话来，说他们最早星期三才能来。

科菲先生：可是星期三我们就该安装固定设施了。

迪克逊先生：是的。恐怕我们就得把那一项延至下周了。我问过他们能不能把时间改成星期四或星期五，可是他们最早下星期一才能来。

科菲先生：公司的新标识呢？

迪克逊先生：室外标识已经安好，室内标识要等到衣架、展品柜和其他固定设施安装好了才能安。

科菲先生：好的。不过我希望不要再发生什么延误工期的事了。

### Dialogue 2

Ms.Wilkinson: Hi, is that Mr. Price?

Mr.Price: Yes, speaking.

Ms.Wilkinson: Hi, it's Paula Wilkinson. I wanted to ask you how construction of the new restaurant is coming along.

Mr.Price: It's going quite well so far. The building's shell and infrastructure are almost complete. After that, we can put in windows and finish the interior.

Ms.Wilkinson: So everything is on track?

Mr.Price: Yes, so far so good. I expect we'll have it ready on time, or perhaps even a few days ahead of schedule.

Ms.Wilkinson: I'm so glad to hear that. We've just sent out a press release announcing that the restaurant's grand opening will be on July 15.

Mr.Price: Don't worry, I won't let you down.

Ms.Wilkinson: I know. But it's nice to be reassured.

对话2

威尔金森女士：你好，是普赖斯先生吗？

普赖斯先生：对，我就是。

威尔金森女士：你好，我是保拉·威尔金森。我想问问，新餐馆的建设工作进展得如何。

普赖斯先生：到目前为止，还挺顺利的。外形和基础设施都差不多建好了。然后我们就可以安装窗户，完成内部装修。

威尔金森女士：所以一切都在按照计划进行，对吗？

普赖斯先生：是的。到目前为止，一切顺利。我们预计能够按时或者提前几天完成工程。

威尔金森女士：听到这个消息，我很高兴。我们刚刚发布新闻，这家餐厅将于7月15日举行盛大的开业典礼。

普赖斯先生：别担心。我不会让你失望的。

威尔金森女士：我知道。可是确认一下能让人更安心。

## 35 营销策略 Marketing strategy

### Useful Expressions

#### 提出新想法

1. I think we need to reconsider our sales and marketing strategy.

2. Microsoft has changed its slogan several times over the years.

3. I think it's time we consider changing our slogan, too.

4. We've got to put more buzz words into the page text.

5. How else can we boost site traffic?

6. We need to maximize the chances that our site will be at the top of search engine lists.

7. We can ask some of our neighboring sites to offer links to our page inside of theirs.

#### 提出质疑

8. Our current strategy has worked well for us up until now.

9. Most of our customers don't spend a lot of time online.

10. Isn't Internet advertising expensive though?

11. I'm not sure we can afford to increase our marketing

budget.

12. I still think it sounds a bit risky.

13. What's wrong with the current slogan? We've been using it for years.

### 说明理由

14. The fact is, everyone else is advertising on the Internet these days.

15. We need to catch up to the times.

16. The number of elderly Internet users is growing fast.

17. If we decrease the number of our radio and TV ads, we could use that money to establish a better online presence.

18. I think we should at least give it a shot.

19. There's risk in everything. But not changing is risky, too!

20. In the business world, you have to adapt in order to survive.

### 常用表达法

#### 提出新想法

1. 我想我们需要重新考虑销售和营销计划。

2. 多年来微软的广告语已经改了好几次了。

3. 我觉得我们的广告语也该改改了。

4. 我们必须把更多的流行语加到主页上。

5. 我们还能如何提高网站流量呢？
6. 我们需要最大限度地扩大机会让我们的网站位于搜索引擎的名单之首。
7. 我们可以请相邻的站点在他们的主页上提供我们的网页链接。

提出质疑

8. 我们目前的策略一直挺有效的。
9. 我们的大部分顾客上网的时间可不多。
10. 网络广告的价格难道不贵吗？
11. 我不确定我们还能否增加营销预算。
12. 我觉得这有点冒险。
13. 现在的广告语有什么不好？我们已经用了好几年了。

说明理由

14. 事实上，现在其他公司都已经在做网络广告了。
15. 我们得跟上时代。
16. 网络的老年用户越来越多了。
17. 如果我们减少广播广告和电视广告的数量，就可以省下钱来做网络宣传了。
18. 我想，我们至少应该试一试。
19. 做任何事情都有风险。不改变，也有风险！
20. 在商场上，适者生存。

单词



decrease 减少

generic 一般的

link 链接

reconsider 重新考虑

reflect 体现

slogan 广告语

strategy 计划

user 用户

短语

boost site traffic 提高网站流量

buzz words 流行语

catch up to the times 跟上时代

give it a shot 试一试

hearing aid 助听器

If it ain't broke, don't fix it. 若是没坏，就别去修。

lighting fixture 照明设施

marketing budget 营销预算

over the years 多年来

search engine lists 搜索引擎名单

sound a bit risky 觉得有点冒险

specialize in 专营.....

TV ads 电视广告

up until now 到目前为止

Dialogue 1

Caleb: I think we need to reconsider our sales and marketing strategy.

Isabelle: I'm not sure I agree with you. Our current strategy has worked well for us up until now. As the saying goes, "if it ain't broke, don't fix it."

Caleb: But the fact is, everyone else is advertising on the Internet these days, and even selling products online. We need to catch up to the times.

Isabelle: But our company is different. We sell hearing aids. Most of our customers are 60 years or older, and they don't spend a lot of time online.

Caleb: Well, maybe they don't go online as much as the younger generation, but the number of elderly Internet users is growing fast.

Isabelle: Isn't Internet advertising expensive though? I'm not sure we can afford to increase our marketing budget.

Caleb: If we decrease the number of our radio and TV ads, we could use that money to establish a better online presence. I think we should at least give it a shot.

Isabelle: I don't know, I still think it sounds a bit risky.

Caleb: There's risk in everything. But not changing is risky, too! In the business world, you have to adapt in order to survive.

## 对话1

凯勒：我想，我们需要重新考虑销售和营销计划。

伊莎贝拉：我不确定是否赞同你。我们目前的策略一直挺有效的。俗话说，“若是没坏，就别去修。”

凯勒：可是事实上，现在其他公司都已经在做网络广告了，甚至在网上销售了。我们得跟上时代。

伊莎贝拉：可是我们公司的情况不同啊。我们卖的是助听器。我们的大部分顾客都是60岁以上的人，他们上网的时间可不多。

凯勒：或许，他们不如年轻人上网的时间多，可是网络的老年用户却越来越多了。

伊莎贝拉：网络广告的价格难道不贵吗？我不确定我们还能否增加营销预算。

凯勒：如果我们减少广播广告和电视广告的数量，就可以省下钱来做网络宣传了。我想，我们至少应该试一试。

伊莎贝拉：我不知道行不行，我觉得这有点冒险。

凯勒：做任何事情都有风险。不改变，也有风险！在商场上，适者生存。

## Dialogue 2

Lucille: Microsoft has changed its slogan several times over the years. It used to be "Where do you want to go today?" Then they changed it to "Your potential,our passion." After that it was "Be What's Next."

Carlos: Yeah, you're right. Coca-Cola and Pepsi have changed their advertising slogans a number of times as well.

Lucille: I think it's time we consider changing ours, too.

Carlos: What's wrong with the current slogan? "The Best Quality for the Right Price." We've been using it for years.

Lucille: It just sounds too generic. Our store's called Lighting World, and we specialize in light bulbs and lighting fixtures. I think our slogan should reflect that.

Carlos: You're better with words than I am. Do you have any ideas?

Lucille: Hmm... How about this: "Lighting World: We Brighten Your Day."

Carlos: Hey, that's not bad! I like it!

## 对话2

露西尔：近几年来，微软的广告语已经改了好几次了。以前是“今天你想去哪里”，后来改成“你们的潜力，我们的热情”，之后又改成“成为趋势”。

卡洛斯：是呀，你说得对。可口可乐和百事广告语也改了好几次了。

露西尔：我觉得，我们的广告语也该改改了。

卡洛斯：现在的广告语有什么不好？“最好的质量，最好的价格”，这个广告语我们已经用了好几年了。

露西尔：听上去太普通了。我们的店叫“灯光世界”，专营各种灯泡和照明设施。我觉得，我们的广告语应该体现这一点。

卡洛斯：你的词比我多。你有没有什么想法？

露西尔：嗯.....这个怎么样：“灯光世界：我们点亮你的日子。”

卡洛斯：嘿，这个真不赖！我喜欢！

## 36 广告和促销 Advertising and promotion

### Useful Expressions

#### 广告设计

1. How's the design for this year's Valentine's Day advertisement coming along?
2. If you have any suggestions, just let me know. I can change it.
3. I'm just thinking the overall color scheme looks a bit darkish.
4. I don't know if that's appropriate for Valentine's Day.
5. I think you're right. What if I changed the background color to pink, like this?

#### 促销活动

6. I think we need to look for new ways to attract customers.
7. What promotions do we have going on?
8. Customers are always looking for a good bargain. How about offering discounts on certain products?
9. For auxiliary parts, which have a high profit margin, we could offer a 25-percent discount.
10. We have a two-for-one deal on our budget rooms.

11. We have a loyalty card for regular customers.

12. With a little luck, business should start to turn around soon.

## 宣传方式

13. We can advertise the sale on our website.

14. Since this product is especially attractive to middle-income consumers, that's where we need to focus our marketing.

15. We set up a small-scale market test for two months. Consumer reaction was good overall.

16. We have planned a major TV advertising campaign for May of this year.

17. We're working on some new promotional literature which will be used in stores.

18. We are going to hold a press conference in order to maximize media coverage during the launch phase.

## 常用表达法

### 广告设计

1. 今年情人节的广告设计得怎么样了？

2. 你如果有建议，就告诉我。我可以修改。

3. 我在想，这整体色彩有点暗。

4. 不知道这适不适合情人节。

5. 我想，你说得对。要是我把背景色变成粉色呢，像这样怎么样？

## 促销活动

- 6.我想，我们得想新办法来吸引顾客。
- 7.我们有什么促销手段？
- 8.顾客总是要寻找物美价廉的东西。我们把一些产品打折出售怎么样？
- 9.辅助性产品利润空间大，我们可以打7.5折。
- 10.我们的特价房间有“住一送一”的活动。
- 11.我们给长期顾客发放了忠诚卡。
- 12.要是运气好的话，我们的生意很快就会好起来。

## 宣传方式

- 13.我们可以在网上贴出打折广告了。
- 14.鉴于这款产品对中等收入消费者尤其具有吸引力，应该把营销重点放在这些人上。
- 15.我们做过一个为期两个月的小范围市场测试，消费者反应良好。
- 16.我们策划了一期大型的电视广告活动，将在今年5月进行。
- 17.我们正在制作店铺中使用的新促销传单。
- 18.为了最大程度地增加媒体覆盖面，我们打算在产品上市期召开新闻发布会。

## 单词

accessory 配件

appropriate 适合的

auxiliary 辅助性的

bargain 交易

cable 数据线

darkish 暗淡的

overall 整体的

reaction 反应

small-scale 小范围

短语

25-percent discount 7.5折

advertise on 在.....打广告

advertising campaign 广告活动

background color 背景色

closing time 闭店时间

color scheme 色彩设计；配色方案

high profit margin 大利润空间

launch phase 产品上市期

let alone 更别提

market test 市场测试

media coverage 媒体报道量

press conference 新闻发布会



promotional literature 促销传单

turn around 好起来

two-for-one deal 买一送一

## Dialogue 1

Marsha: Hey Eddie, how's the design for this year's Valentine's Day advertisement coming along?

Eddie: I've been working on it all morning. Do you want to take a look?

Marsha: Sure, where is it?

Eddie: Hold on a second, I'll open the file on my computer... Here it is.

Marsha: Wow, that looks pretty good! But...

Eddie: If you have any suggestions, just let me know. I can change it.

Marsha: Well, I'm just thinking the overall color scheme looks a bit darkish. I don't know if that's appropriate for Valentine's Day.

Eddie: I think you're right. What if I changed the background color to pink, like this?

Marsha: That looks perfect now!

Eddie: Thanks!

对话1

玛莎：嘿，埃迪，今年情人节的广告设计得怎么样了？

埃迪：我今天一上午都在忙这事。你想看看吗？

玛莎：当然了。在哪儿呢？

埃迪：稍等一下，我把电脑文件打开.....在这儿。

玛莎：哇，看上去很漂亮！可是.....

埃迪：你如果有建议，就告诉我。我可以修改。

玛莎：是这样的，我在想，这整体色彩有点暗，不知道这适不适合情人节。

埃迪：我想，你说得对。要是我把背景色变成粉色呢，像这样怎么样？

玛莎：现在完美了！

埃迪：谢谢！

## Dialogue 2

Gerard: It's almost closing time and we've had very few people buy our computers, let alone anything else.

Lillian: I know. Business has been pretty slow recently.

Gerard: I think we need to look for new ways to attract customers.

Lillian: Any specific ideas?

Gerard: Well, customers are always looking for a good bargain. How about offering discounts on certain products?

Lillian: That's a good idea. For auxiliary parts, like accessories and cables, which have a high profit margin, we could

offer a 25-percent discount.

Gerard: Right. And for laptops and tablet computers, we can give customers a discount of 5 or 10 percent.

Lillian: Once we decide which items we want to discount, we can advertise the sale on our website.

Gerard: With a little luck, business should start to turn around soon.

## 对话2

杰拉尔德：都快打烊了，我们的电脑都没卖出几台，更别提其他产品了。

莉莲：我知道。最近生意很不好。

杰拉尔德：我想，我们得想新办法来吸引顾客。

莉莲：你有什么具体的想法？

杰拉尔德：我觉得，顾客总是要寻找物美价廉的东西。我们把一些产品打折出售怎么样？

莉莲：好主意。配件和数据线之类的辅助性产品利润空间大，我们可以打7.5折。

杰拉尔德：对。至于笔记本电脑和平板电脑，我们可以打9.5折或9折。

莉莲：我们定好哪些产品要打折，就可以在网上贴出打折广告了。

杰拉尔德：要是运气好的话，我们的生意很快就会好起来。

## Unit 7 公司经营

# Company Operation

## 37 公司经营状况 Company's operating status

### Useful Expressions

#### 讨论新规定

1. We're here to discuss the company's operating conditions, especially in light of new regulatory developments.
2. The new regulations require us to establish risk management and internal control systems.
3. The regulations state that we do annual evaluations of internal control using suitable criteria.
4. So how will this affect our operations?
5. For one thing, complying with the regulations is going to cost a lot of money.
6. So our bottom line may take a hit. Last year we barely made a profit as it was.

#### 讨论盈亏

7. In the past year our sales have stayed steady despite the financial crisis.
8. I see here that our operating profits have decreased somewhat.
9. Annual profits for the year are down about five percent from last year.

10. That's mainly due to the rising costs of raw materials like steel and iron ore.

11. Some of the loss in profits is attributable to lower sales.

12. If you look at our gross sales, you'll see a slight rise compared to last year.

13. That's because we raised prices to keep up with inflation.

14. Our unit volume of sales remains unchanged.

### 评价和预测

15. Compared to our competitors, we've weathered the economic crisis quite well.

16. As the economy gradually improves, I think we'll start to see slow but stable growth in the coming year.

17. We feel that the safest route is to carry on with our present strategy.

18. The company has recently revamped its business model, and the next quarter looks promising.

### 常用表达法

#### 讨论新规定

1. 我们在这儿开会是为了讨论公司的运行情况，尤其要根据新规定的出台来讨论。

2. 新规定要求我们建立风险管理和内部控制体系。

3. 新规定还说，我们要每年使用适当的标准对内部控制进行评估。

4.那么这会对我们的运作产生什么影响呢？

5.一方面，遵守这些规定要花很多钱。

6.所以我们的盈亏底线就要受影响。去年，我们几乎没赚钱。

### 讨论盈亏

7.在过去的一年里尽管有金融危机，但我们的销售状况仍然保持稳定。

8.我看到这里显示，运营利润有所下降。

9.今年的利润比去年下降了5%。

10.这主要是因为钢铁矿石等原材料的价格上涨了。

11.利润上的一些损失还是归结于销售额的下降。

12.你们如果看看我们的销售总额，就会看到它比去年略有增长。

13.是因为我们为了跟上通货膨胀而把价格提高了。

14.单个产品的利润没有变。

### 评价和预测

15.和我们的竞争对手相比，我们已经顽强地经受住了经济危机。

16.随着经济逐渐好转，我想明年我们会缓慢但稳步地发展。

17.我们觉得最安全的做法就是继续执行我们目前的战略。

18.公司最近刚刚改进了经营模式，下一季度看起来很有希望。

### 单词

comprise 包含

criteria 标准

deficiency 不足

disclose 写出

implement 实施

inflation 通货膨胀

promising 有希望的

state 主张

unaudited 尚未经审计的

weather 经受住

短语

annual evaluation 年度评估

be due to 因为.....

bottom line 盈亏底线

comply with 遵守

financial statements 财务报表

for one thing 一方面

gross sales 销售总额

in full compliance 完全符合要求

in light of 根据, 鉴于

keep up with 跟上, 赶上

operating condition 运行情况

operating profits 运营利润

risk management 风险管理

take a hit 受到影响; 遭受打击

## Dialogue 1

Clement: Now that everyone's here, I think we're ready to start the meeting. As you know, we're here to discuss the company's operating conditions, especially in light of new regulatory developments.

Will: Based on my understanding, the new regulations require us to establish risk management and internal control systems.

Clement: That's right. In addition, the regulations state that we do annual evaluations of internal control using suitable criteria, and disclose any weaknesses or deficiencies in our annual report.

Dorothy: So how will this affect our operations?

Clement: Well, for one thing, complying with the regulations is going to cost a lot of money, so our bottom line may take a hit. Last year we barely made a profit as it was.

Will: But the regulatory announcement was only made last week. The new regulations haven't been implemented yet, have they?

Clement: No, not yet. But we need to start planning soon to make sure we're in full compliance before next year's audit.



Otherwise, we'll be in big trouble.

## 对话1

克莱门特：现在大家都到了，我想我们可以开始开会了。大家都知道，我们在这儿开会是为了讨论公司的运行情况，尤其要根据新规定的出台来讨论。

威尔：根据我的理解，新规定要求我们建立风险管理和内部控制体系。

克莱门特：你说得对。另外，新规定还说，我们要每年使用适当的标准对内部控制进行评估，在年度报告中写出我们存在的缺点和不足。

桃乐西：那么这会对我们的运作产生什么影响呢？

克莱门特：是这样的，一方面，遵守这些规定要花很多钱，所以我们的盈亏底线就要受影响。去年，我们几乎没赚钱。

威尔：可是这些新规定上个星期才刚刚宣布，还没有实施呢，对吧？

克莱门特：没，还没有。可是我们得赶快开始计划了，这样才能确保我们在明年的审计之前完全符合要求。否则，我们会有大麻烦的。

## Dialogue 2

Justine: I've just handed out copies of our unaudited financial statements and market data to everyone here. Please take a few minutes to read everything over, and then we can discuss everyone's thoughts and ideas on how to move forward.

Ben: I see here that our operating profits have decreased somewhat.

Justine: Yes, annual profits for the year are down about five percent from last year.

Duane: That's mainly due to the rising costs of raw materials

like steel and iron ore, which comprise a big part of our raw material needs.

Lily: How's the demand for our products?

Justine: If you look at our gross sales, you'll see a slight rise compared to last year, but that's because we raised prices to keep up with inflation. Our unit volume of sales remains unchanged.

Ben: That's right. Compared to our competitors, we've weathered the economic crisis quite well. As the economy gradually improves, I think we'll start to see slow but stable growth in the coming year.

## 对话2

贾斯廷：我刚刚发给大家的是我们尚未经审计的财务报表和市场数据。请大家花几分钟的时间从头到尾看一下，然后我们才可以讨论下一步该怎么做。

本：我看到这里显示，运营利润有所下降。

贾斯廷：是的，今年的利润比去年下降了5%。

杜安：这主要是因为钢铁、矿石等原材料的价格上涨了，这占我们所需原材料的大部分。

莉莉：那么对我们产品的需求如何呢？

贾斯廷：你们如果看看我们的销售总额，就会看到它比去年略有增长。不过这是因为我们为了跟上通货膨胀而把价格提高了。产品的销量没有变。

本：对。和我们的竞争对手相比，我们已经顽强地经受住了经济危机。随着经济逐渐好转，我想明年我们会缓慢但稳步地发展。

## Useful Expressions

### 现金储备

1. It looks like our cash reserves have more than tripled in the past three years.
2. I don't think it makes sense to have all that cash sitting in the bank.
3. We should do something more productive with it.
4. We could use the excess cash to make further capital investments.

### 财务管理系统

5. The new financial management system is a web-based application which runs on the company's private web server.
6. The new system is unparalleled in its functionality; it will allow us to...
7. Financial information is stored in the cloud.
8. It's protected by a series of powerful firewalls that block unauthorized entry.
9. So all financial management activities will be done online?
10. Even though the application is web-based, it still has offline support.

### 收支和上税

11. We keep a running tally of all money in and money out on a month to month basis.

12. These numbers are cross-checked with all expenditure receipts and invoices of accounts receivables.

13. I n this file are all of our monthly bank deposit notes, as well as invoice and receipts.

14. For the first quarter period, we have a gross net of 500,000 and an adjusted profit of 350,000.

15. For the first quarter, the total expenditures were 150,000, none of which were tax deductible.

16. We must pay taxes on our total income, not our adjusted income.

17. We have completed the tax forms and paid our taxes in full.

### 常用表达法

#### 现金储备

1. 在过去三年里，我们公司的现金储备已经超过原来的三倍。
2. 我觉得，把这么多现金存在银行里，这不是明智之举。
3. 我们应该用这些现金做些更有创造性的事。
4. 我们可以用多余的现金进行进一步的资本投资。

#### 财务管理系统

5. 新财务管理系统是基于网络的应用程序，在公司的局域网服务器上运行。
6. 新系统的功能是无可比拟的，我们可以在里面.....
7. 财务信息存储在云端系统上。

8. 一系列强大的防火墙来阻止非授权方的侵入。
9. 也就是说，所有的财务管理活动都将在网上进行，对吗？
10. 虽然这个应用程序是基于网络的，但是也有线下支持。

## 收支和上税

11. 我们每月都有所有资金进出的流水账记录。
12. 这些数字和我们收到的支出收据和发票都反复核对过。
13. 这个档案里有我们每月所有的银行存款记录以及发票和收据。
14. 第一季度我们的净收入是500000美元，调整后的利润是350000美元。
15. 第一个季度的总开支是150000美元，没有一项可以减免税。
16. 我们必须就总收入上税，而不是我们调整后的收入。
17. 我们填完了本年度的税务报表，全部税款也已经交上了。

## 单词

alternatively 或者

block 阻止

cloud 云端系统

dividend 红利

functionality 功能

in-house 内部的

integrated 集成化的

shareholder 股东

unparalleled 无可比拟的

短语

better-than-expected 比预期要好的

capital investment 资本投资

cash reserves 现金储备

create estimate 创建预估值

distribute...to 分发给.....

employee timesheet 员工考勤表

financial management

system 财务管理系统

generate invoice 创建发票

make sense 言之有理

manage time 管理时间

migrate from...to... 从.....转到.....

offline support 线下支持

share buyback 股票回购

third-party accounting

software 第三方会计软件

unauthorized entry 非授权方的侵入

## Dialogue 1

Nicholas: Thanks for coming, everyone. The purpose of today's meeting is to discuss the company's financial performance and financial management. You all should have copies of our financial statements in front of you. Please take a moment to review them and we can discuss any concerns you have.

Stan: Uh, it looks like our cash reserves have more than tripled in the past three years... is that a mistake?

Nicholas: The figures are right. Our cash reserves have indeed increased greatly, thanks to the better-than-expected performance of our overseas sales.

Angela: I don't think it makes sense to have all that cash sitting in the bank.

Stan: I agree. We should do something more productive with it.

Nicholas: Well, we could use the excess cash to make further capital investments. Alternatively, we could distribute it to our shareholders in the form of share buybacks or increased dividends.

Angela: I think both of those options are worth considering.

## 对话1

尼古拉斯：感谢各位的到来。今天的会议是要讨论公司的财务状况和财务管理。你们面前都有一份财务报告吧。请用几分钟的时间读一读，然后我们可以讨论大家各自的的想法。

斯坦：呃，看上去，在过去三年里，我们公司的现金储备已经超过原来的三倍.....这里是不是写错了？

尼古拉斯：数字是对的。由于我们的海外销售情况比预期的要好，我们的现金储备确实大大增加了。

安吉拉：我觉得，把这么多现金存在银行里，不是明智之举。

斯坦：我同意。我们应该用这些现金做些更有创造性的事。

尼古拉斯：嗯，我们可以用多余的现金进行进一步的资本投资。或者，我们可以把它以股票回购或增加的红利的形式分配给我们的股东。

安吉拉：我觉得，这两种方式都值得考虑。

## Dialogue 2

Rick: Is everyone here? Good. This will be a fairly short meeting. As I indicated in yesterday's memo, next month we'll be migrating from third-party accounting software to a fully integrated in-house financial management system. The new system is unparalleled in its functionality; it will allow us to create estimates, manage time and expenses, and even generate invoices from employee timesheets.

Zachary: Is the new system web-based?

Rick: That's the next thing I was going to mention. The new financial management system is a web-based application which runs on the company's private web server. Financial information is stored in the cloud, and is protected by a series of powerful firewalls that block unauthorized entry.

Alison: So all financial management activities will be done online?

Rick: In general, yes. However, even though the application is web-based, it still has offline support. If the Internet connection



ever goes down, you can still save any documents you're working on to your local computer.

## 对话2

里克：大家都到了吗？好。我们来开一个短会。我昨天在记事簿里提到过，下个月，我们将从第三方会计软件转到一个完全集成化的内部财务管理系统。新系统的功能是无可比拟的，我们可以在里面创建预估值，管理时间和开支，甚至可以从员工考勤表上创建发票。

扎卡里：新系统是基于网络的吗？

里克：这是我接下来要提到的。新财务管理系统是基于网络的应用程序，在公司的局域网服务器上运行。财务信息存储在云端系统上，一系列强大的防火墙来阻止非授权方的侵入。

艾莉森：也就是说，所有的财务管理活动都将在网上进行，对吗？

里克：总的来说，是的。不过虽然这个应用程序是基于网络的，但是也有线下支持。如果网络连接出了问题，你们仍然可以把任何正在操作的文件保存在本地电脑里。

## 39 预算管理 Budget management

### Useful Expressions

#### 做预算

1. It's time for each department head to prepare a budget for the upcoming year.

2. You'll have until next Monday to submit your proposals to me.

3. They'll be presented to the Board of Directors for final approval.

4. Last year the Board rejected my department's budget proposal, and directed us to cut costs by almost half a million dollars.

5. As long as your budgets for next year are reasonable, I think you'll get most of what you ask for.

### 评议支出

6. Why have "web hosting and domains" expenses gone up so much?

7. I think your figure should stay the same.

8. You could reduce overhead costs.

9. They might save a bit by spending less on the after-sales side.

10. Don't forget you have quite a buffer. Your funds are more than enough.

11. I guess this budget is good to go.

12. Why is the projected salaries figure so high? We're not planning to hire that many new employees.

### 争取预算

13. I forgot to include an annotation to explain that.

14. We need everything I put in the budget.

15. We can't cut it; that's for sure.

16. This is not a time to cut R & D, not when we're facing tough challenges.

17. Last year we went over by 30%on supplies alone. We should increase the budget by at least 20%.

18. The research budget is very thin already. It was reduced by 40%last year and that shut many of our projects down.

### 常用表达法

#### 做预算

- 1.各部门负责人应该准备来年的预算了。
- 2.你们最迟下星期一要把计划交给我。
- 3.它们要被送交董事会进行最终批复。
- 4.去年董事会驳回了我们部门的预算，让我们削减将近50万美元的开支。
- 5.只要你们对于明年的预算合理的，我想你们大部分的要求都会得到满足的。

#### 评议支出

- 6.为什么“网站代管和域”开支增长了这么多？
- 7.我认为你们的数字应该保持不变。
- 8.你们可以削减费用开支。
- 9.他们可以在售后服务方面节省开支。
- 10.别忘记你们有足够的备用金，你们的资金已超过了所需。
- 11.我想，这份预算报告还是合情合理的。
- 12.为什么工资预算那么高？我们没打算雇更多人。

#### 争取预算

13.我忘了加注释了。

14.预算方案中的一切都是我们必需的。

15.不能再减了，这是肯定的。

16.现在我们正面临强劲的对手，所以不能够削减研发资金。

17.去年我们单进货就超了30%，我们应该将预算提高至少20%。

18.我们的研发资金已经很少了，去年削减了40%，我们不得已取消了很多项目。

单词

annotation 注释

approve 批准

consolidate 合并

domain 域

enhancement 提升

item 预算项目

payroll 工资

projected 预计的

proposal 计划

reasonable 合理的

spare 备用的

upgrade 更新

## 短语

cash floating 现金流

cut costs by 削减.....的开支

department's budget

proposal 部门的预算报告

draft budget 预算草案

economic situation 经济形势

final approval 最终批复

fiscal year 财年

increase the budget by 提高.....的预算

interest income 利息收益

interest rate 利率

submit...to 把.....交给.....

web hosting 网站托管

## Dialogue 1

Leonard: Did you receive my email from this morning? I sent you a draft budget for the coming fiscal year.

Maureen: Yes, I have a few questions about it. First of all, why is next year's projected interest income so much lower than this year's? Haven't interest rates increased?

Leonard: Interest rates have gone up and our financial

investments are doing well, but last quarter we reinvested most of our profits into upgrading our production equipment, so there's less spare cash floating around.

Maureen: Okay, that's fine then. Another thing, why is the projected salariesfigure so high? We're not planning to hire that many new employees...

Leonard: Oh, I forgot to include an annotation to explain that. In prior years'budgets, we listed "payroll expenses" and "salaries and wages" as separate items,but I decided it would be easier to consolidate them as a single budget item this time.

Maureen: And why have "web hosting and domains" expenses gone up so much?

Leonard: We upgraded our hosting plan, remember? The new package will give us additional databases and security enhancements.

Maureen: Right, I forgot about that. I guess this budget is good to go.

## 对话1

伦纳德：我今天早上发的邮件，你收到了吗？我把下一财年的预算草案发给你了。

莫林：嗯，我就这份草案有几个问题。首先，为什么预计明年的利息收益会比今年低很多呢？利率没有上涨吗？

伦纳德：利率已经上涨了，我们的财务投资都进展得不错；可是上一季度，我们把利润的大部分用来进行生产设备更新，所以备用现金流没那么多了。

莫林：好，这样很好。另一个问题是，为什么工资预算那么高？我们没打算雇

更多人呀.....

伦纳德：哦，我忘了加注释了。去年的预算里，我们把“工资总额支出”和“薪金与工资”分开列出。可是这次我决定，把这两项合并成一项，这样更直观。

莫林：为什么“网站代管和域”开支增长了这么多？

伦纳德：我们升级了网站代管主机方案，还记得吗？新方案将会为我们提供额外的数据库和安全保障。

莫林：对，我刚刚忘了。我想，这份预算报告还是合情合理的。

## Dialogue 2

Mr. Green: Good afternoon, everyone. I think we're ready to get started. As you know, it's getting close to the end of the fiscal year. It's time for each department head to prepare a budget for the upcoming year.

Ms. Epstein: When is the deadline?

Mr. Green: You'll have until next Monday to submit your proposals to me. After I approve them, they'll be presented to the Board of Directors for final approval.

Ms. Epstein: Last year the Board rejected my department's budget proposal, and directed us to cut costs by almost half a million dollars.

Mr. Clark: The same thing happened to us for the marketing department.

Mr. Green: Okay. I realize that the Board was a bit tough on everyone last year, but that was because of the difficult economic situation at the time. The market has improved a lot since then,

and business is good. As long as your budgets for next year are reasonable, I think you'll get most of what you ask for.

## 对话2

格林先生：各位，下午好。我想，我们可以开始开会了。大家都知道，又快到财年末尾了。各部门负责人应该准备来年的预算了。

爱泼斯坦女士：什么时候交预算报告？

格林先生：你们最迟下星期一要把计划交给我。我批复之后，还要把它们交给董事会进行最终批复。

爱泼斯坦女士：去年，董事会驳回了我们部门的预算报告，让我们削减将近50万美元的开支。

克拉克先生：我们营销部也遇到了同样的问题。

格林先生：好。我发现，去年董事会对各个部门都有点苛刻，不过那是因为去年的经济形势困难。自那之后，市场好转了不少，生意现在也不错。只要你们对于明年的预算合理的，我想你们的大部分要求都会得到满足。

## 40 销售增长 Sales growth

### Useful Expressions

#### 总体情况

1. The purpose of today's meeting is to review sales performance for the past quarter.

2. How were third-quarter sales compared with the targets set by the Board of Directors?

3. Overall, we slightly exceeded the Board's objectives.



4. Barry couldn't come in today and asked me to report his team's figures.

5. Total sales were up 5 percent over the previous quarter, and up 7.5% from the same quarter a year ago.

## 区域销售

6. Let's get an update on last month's numbers for each sales division.

7. We'll start with the Northeast team and go clockwise.

8. Our sales for last month reached \$91,000, representing a five-percent year-over-year increase, in line with our target.

9. We had sales of \$72,500 last month, missing our target by \$5,000.

10. Sales for our Southwest team exceeded \$118,000 for the month, up seven percent on a year-over-year basis, beating our target of \$116,000.

11. He said sales for the Northwest were \$90,300, in line with their target and on par with last year.

## 产品线销售

12. Let's review performance for each product line.

13. Industrial equipment sales for the third quarter were excellent.

14. We got off to a rocky start due to a product recall in late-Q2.

15. We managed to turn things around. We expect to have a strong fourth quarter.

16. We renewed a contract with two of our largest clients, and even got one client to switch to us from a competitor.

## 常用表达法

### 总体情况

1. 今天开会的目的是要回顾过去一个季度的销售业绩。
2. 与董事会设定的目标相比，第三季度的业绩如何？
3. 总体来说，我们稍稍超出了董事会的目标。
4. 巴里今天不能到会，让我来汇报他们团队的情况。
5. 总销售额比上一季度增长5%，比去年同期增长7.5%。

### 区域销售

6. 让我们来看看上个月每个销售区销售业绩的最新情况。
7. 我们从东北区团队开始说起，然后顺时针陈述。
8. 我们上月销售额达到91000美元，比去年同期增长5%，完成了目标。
9. 我们上个月的销售额是72500美元，比我们的目标低5000美元。
10. 西南区团队上个月销售额超过了118000美元，比去年同期增长了7%，超过了116000美元的目标。
11. 他说上个月西北区的销售额是90300，已达到目标，与去年同期销售额持平。

### 产品线销售

12.我们来回顾一下各个产品线的业绩吧。

13.第三季度，工业设备的销售情况非常好。

14.由于我们在第二季度末召回了一些产品，所以一开始我们的业绩很不理想。

15.我们想方设法挺过来了。我们预计第四季度的销售情况将会很好。

16.我们和两家最大的客户都续约了，我们甚至还获得了一个原先属于竞争对手的客户。

## 单词

exceed 超过

objective 目标

review 回顾

slightly 稍稍地

update 最新情况

year-over-year 同比

## 短语

beat the target of 超过了.....的目标

in line with 与.....一致

miss the target by 比目标低.....

on par with 与.....持平

power tool line 重型机床系列

product line 产品线

product recall 产品召回

renew a contract with 与.....续约

rocky start 艰难的开始

sales division 销售区

sales rep 销售代表

## Dialogue 1

Gary: Alright, let's get an update on last month's numbers for each sales division. We'll start with the Northeast team and go clockwise.

Keith: Our sales for last month reached \$91,000, representing a five-percent year-over-year increase, in line with our target.

Gary: Great. What about the Southeast?

Helen: We had sales of \$72,500 last month, missing our target by \$5,000. One of our sales reps retired about five weeks ago and we just hired a replacement last Tuesday.

Gary: Is the new sales rep trained?

Helen: We gave him three full days of training, plus, he already has over a decade of experience in consumer electronics sales.

Gary: That's good to hear. How about the Southwest and Northwest teams?

Claire: Sales for our Southwest team exceeded \$118,000 for the month, up seven percent on a year-over-year basis, beating our

target of \$116,000. Barry couldn't come in today and asked me to report his team's figures. He said sales for the Northwest were \$90,300, in line with their target and on par with last year.

## 对话1

加里：让我们来看看上个月每个销售区销售业绩的最新情况。我们从东北区团队开始说起，然后顺时针陈述。

基思：我们上月销售额达到91000美元，比去年同期增长5%，完成了目标。

加里：太好了。东南区情况如何？

海伦：我们上个月的销售额是72500美元，比我们的目标低5000美元。大约五个星期前一个销售代表退休了，我们上星期二刚刚雇了一个新的销售代表。

加里：这个新人接受过培训吗？

海伦：我们对他进行了三天培训。另外，他在消费性电子产品销售方面有着十多年的经验。

加里：那听上去不错。西南区和西北区团队呢？

克莱尔：西南区团队上个月销售额超过了118000美元，比去年同期增长了7%，超过了116000美元的目标。巴里今天不能到会，让我来汇报他们团队的情况。他说上个月西北区的销售额是90300美元，已达到目标，与去年同期销售额持平。

## Dialogue 2

Mr. Pittman: Good morning, everyone. The purpose of today's meeting is to review sales performance for the past quarter. Ms. Thompson, how were thirdquarter sales compared with the targets set by the Board of Directors?

Ms. Thompson: Overall, we slightly exceeded the Board's objectives. Total sales were up 5 percent over the previous

quarter, and up 7.5% from the same quarter a year ago.

Mr. Pittman: That's good news. Now, let's review performance for each product line. Ms. Crawford, how were Q3 sales results for our power tool line?

Ms. Crawford: We got off to a rocky start due to a product recall in late-Q2, but we managed to turn things around. We expect to have a strong fourth quarter.

Mr. Pittman: Fine. What about our industrial line?

Mr. Guthrie: Industrial equipment sales for the third quarter were excellent. We renewed a contract with two of our largest clients, and even got one client to switch to us from a competitor.

## 对话2

皮特曼先生：各位早上好。今天开会的目的是要回顾过去的一个季度的销售业绩。汤普森女士，与董事会设定的目标相比，第三季度的业绩如何？

汤普森女士：总体来说，我们稍稍超出了董事会的目标。总销售额比上一季度增长5%，比去年同期增长7.5%。

皮特曼先生：这是个好消息。现在，我们来回顾一下各个产品线的业绩吧。克劳福德女士，第三季度的重型机床系列产品销售得怎么样？

克劳福德女士：由于我们在第二季度末召回了一些产品，所以第三季度一开始，我们的业绩很不理想，可是我们还是想方设法挺过来了。我们预计第四季度的销售情况将会很好。

皮特曼先生：不错。那么工业产品系列呢？

古德龙先生：第三季度，工业设备的销售情况非常好。我们和两家最大的客户都续约了，我们甚至还获得了一个原先属于竞争对手的客户。

## 41 销售下降 Sales decline

### Useful Expressions

#### 说明情况

1. Last month's sales were down sharply.
2. I'm afraid the sales figures are well off target.
3. In fact, it was the lowest sales number for any month in the past two years.
4. There's been a big drop off in demand since the recession last year.
5. The major task for today's meeting is to figure out the causes for the recent drop in sales and come up with potential solutions.
6. Last month's net sales were only \$44 million, compared to almost \$50 million during the same month last year. That's a decrease of 12 percent.

#### 分析原因

7. I think growing competition is a factor.
8. What can we do? A lot of people aren't willing to spend as much as they used to.
9. When times are tough, some of them may be reluctant to buy our higher-end items.
10. Part of the downward trend is due to seasonal factors, but there must be more to it.

11. We've competed mainly on price, but many new entrants to the industry have been selling at the low end of the market.

12. While other companies have new designs coming out every month, our products haven't changed in quite a while.

### 寻求出路

13. Is there's anything we can do to try to improve our sales?

14. We may need to reconsider our product positioning.

15. There's no way we can position our brand at the high end of the market...

16. How about medium price, good quality, and high overall value?

17. If you do that, maybe we can improve our sales for next month.

18. I want you to start by showing them less expensive alternatives.

### 常用表达法

#### 说明情况

1. 上个月的销售额大幅下降。

2. 销售数据恐怕没有达到我们预期的目标。

3. 事实上，这是过去两年里销售业绩最差的一个月。

4. 自从去年经济开始衰退，产品需求便大幅下降。

5. 今天会议的主要任务是，分析最近销售额下降的原因，找出解决问题的可行



方案。

6. 上个月的净销售额只有4400万美元，去年同期的销售额是5000万美元，今年下降了12%。

分析原因

7. 我想，竞争越来越激烈，这是一个原因。

8. 我们该怎么办？很多人不愿意按照原来的价格购买了。

9. 到了困难时期，有些顾客就不愿意购买我们的高端产品了。

10. 这种下降趋势一部分是季节性因素导致的，但是肯定还有其他原因。

11. 我们一直都是以竞价为主，但很多新进入行业的公司都主攻低端市场。

12. 其他公司每月都推出新款，而我们的产品却一直没什么改变。

寻求出路

13. 有没有什么办法可以改善销售业绩？

14. 我们需要重新考虑产品的定位问题了。

15. 我们也无法把我们的品牌定位在高端市场.....

16. 要是定位在中档价格、高品质、高整体价值，怎么样？

17. 如果你们这样做了，或许我们下个月的业绩会有所改善。

18. 我希望你们先向他们推销价格便宜些的产品。

单词

alternative 替代的选择

cause 原因

entrant 进入者

higher-end 高端的

opposite 相反的

predicament 窘境

sharply 大幅度地

solution 解决方案

suffer 受损害

suspect 怀疑

traditionally 以往

unfortunately 不幸地

短语

a decrease of 12 percent 下降12%

be reluctant to 不愿意做.....

budget-minded 花钱谨慎的

compete on price 价格竞争

downward trend 下降趋势

economic recession 经济衰退

encourage sb. to 鼓励某人做.....

high overall value 高整体价值

low end 低端

medium price 中档价格

product positioning 产品定位

seasonal factor 季节性因素

## Dialogue 1

Noah: Thank you all for coming to today's meeting. Unfortunately, I'm going to confirm what most of you already suspected: Last month's sales were down sharply. In fact, it was the lowest sales number for any month in the past two years.

Tristan: What can we do? A lot of people aren't willing to spend as much as they used to.

Noah: I know. It's not just our store that has been suffering. I've talked to several other shop owners, and they're in a similar predicament. We may be seeing the start of an economic recession.

Pauline: Is there's anything we can do to try to improve our sales?

Noah: Well, all of you are great with customers. But when times are tough, some of them may be reluctant to buy our higher-end items.

Christina: But in the past, you've always told us that we should encourage customers to buy more expensive items.

Noah: Yes, that's true. But now I'm going to tell you the opposite. Unless the customer comes in and asks to see our high-end products, I want you to start by showing them less expensive alternatives. If you do that, maybe we can improve our sales for

next month.

## 对话1

诺亚：谢谢各位今天来参加会议。不幸的是，我现在要确认一件你们大多数人都怀疑的事：上个月的销售额大幅下降。事实上，这是过去两年里销售业绩最差的一个月。

特里斯坦：我们该怎么办？很多人不愿意按照原来的价格购买了。

诺亚：我知道。销售额下降的不光是我们商店。我和其他几个店的老板聊过，他们也面临相似的窘境。一场经济衰退可能刚刚开始。

波林：有没有什么办法可以改善销售业绩？

诺亚：是这样的，你们处理客户关系都处理得很好。可是到了困难时期，有些顾客就不愿意购买我们的高端产品了。

克里斯蒂娜：可是过去，你总是告诉我们，我们应该鼓励顾客买更贵的东西。

诺亚：是的，你说得没错。可是现在我要对你们说相反的话。除非顾客自己要求看看我们的高端产品，否则我希望你们先向他们推销价格便宜些的产品。如果你们这样做了，或许我们下个月的业绩会有所改善。

## Dialogue 2

Charles: Good morning, everyone. The major task for today's meeting is to figure out the causes for the recent drop in sales and come up with potential solutions.

Roger: Isn't it normal for our sales to drop at this time of year?

Charles: Part of the downward trend is due to seasonal factors, but there must be more to it. For example, last month's net sales were only \$44 million, compared to almost \$50 million during the

same month last year. That's a decrease of 12 percent.

Andrea: I think growing competition is a factor. Traditionally, we've competed mainly on price, but many new entrants to the industry have been selling at the low end of the market, giving budget-minded consumers more choices.

Charles: Andrea is right. We may need to reconsider our product positioning.

Heidi: But there's no way we can position our brand at the high end of the market...

Paul: How about medium price, good quality, and high overall value?

Charles: That's not a bad idea.

## 对话2

查尔斯：各位，早上好。今天会议的主要任务是，分析最近销售额下降的原因，找出解决问题的可行方案。

罗杰：我们的销售额在一年的这个时期下降，这不是正常的吗？

查尔斯：这种下降趋势一部分是季节性因素导致的，但是肯定还有其他原因。比如，上个月的净销售额只有4400万美元，去年同期的销售额是5000万美元，今年下降了12%。

安德里亚：我想，竞争越来越激烈，这是一个原因。以往，我们一直都是以竞价为主，但很多新进入行业的公司都主攻低端市场，因此那些花钱谨慎的消费者就有了更多选择。

查尔斯：安德里亚说得对。我们需要重新考虑产品的定位问题了。

海蒂：不过我们也无法把我们的品牌定位在高端市场.....

保罗：要是定位在中档价格、高品质、高整体价值，怎么样？

查尔斯：这个主意不错。

## 42 成本支出 Costs

### Useful Expressions

#### 成本压力

1. It's been a good year business-wise, but we need to control our costs better.

2. Rent for our office space will be going up next month. It's going up to \$1,400.

3. Can we afford to pay \$1,400 in rent every month?

4. As material costs jumped 50% since December, we need to do what we can to cut costs.

#### 削减支出

5. We'll just have to look for other areas where we can cut costs.

6. We've created a website so that we can share our marketing and brand assets.

7. We've put many of our samples online. This has cut our costs dramatically.

8. That's an increase of over 25 percent! Maybe we should consider moving to a different location?

9. Instead of leaving the computers on overnight, we can shut

them off or put them in Sleep mode when we leave the office.

10. And we can reduce postal costs if we contact customers by email, rather than by regular mail.

11. Let's hire an expert to work on this in-house instead of contracting the job out.

12. I don't think we need to customize everything — perhaps we just need to use out of the box functionality.

13. We've managed to reduce the unit costs by increasing the number of units that we produce.

### 增加合理支出

14. As the saying goes, "you get what you pay for."

15. Let's call to cancel our current service and switch to a different provider.

16. We'll probably have to pay \$20 or \$30 more per month.

17. But for once we'll have a fast and reliable Internet connection.

### 常用表达法

#### 成本压力

1.从业务的角度讲，今年的年景不错，可是我们需要更好地控制成本。

2.我们办公室的租金下个月就要涨了。会涨到1400美元。

3.每月1400美元的租金，我们付得起吗？

4.从去年12月以来原材料成本上涨价50%，我们得尽力削减成本。

## 削减支出

5. 我们得再找其他途径来削减开支。

6. 我们专门创建了一个网站，这样就能共享营销和品牌资源。

7. 我们将很多样品发布到了网上，这样就极大地削减了成本。

8. 涨了25%呢！或许，我们应该考虑搬走。

9. 以后电脑不要整晚开着，我们离开办公室的时候可以把电脑设成休眠模式或者关掉。

10. 我们联系顾客可以用邮件而不是信件，这样可以减少邮费。

11. 我们来聘用一个专家内部做这件事，而不是把这项工程外包出去。

12. 我认为我们不必要专门定制所有东西——或许我们只需要运用一些现货即用的功能。

13. 通过提高单位产品的出产量，我们已经成功地减少了单位成本。

## 增加合理支出

14. 俗话说得好，“一分价钱，一分货”。

15. 我们打电话取消现在的服务，转用另一家服务提供商吧。

16. 我们可能每月要多花20美元或30美元。

17. 可是花了这份钱，我们就会有快速可靠的互联网连接服务了。

## 单词

consecutive 连续的

downsize 缩小



overnight 整晚

provider. 提供商

reliable 可靠的

reputable 声誉好的

短语

be unlikely to 不大可能.....

business-wise 从业务的角度讲

commercial rent 商业性租金

control the costs 控制成本

cut costs 削减开支

don't say... 可别说.....

Even little things can add

up 积少成多

go down 出故障

go up 涨

Internet connection 互联网连接

office space 办公室

postal costs 邮费

respond to 回复

shut... off 关掉.....

Sleep mode 休眠模式

## Dialogue 1

Jill: Is today November 30th already? I can't believe it's almost the end of the year!

Sandra: It's been a good year business-wise, but we need to control our costs better. Rent for our office space will be going up next month.

Jill: Right now we're paying \$1,100 a month, right? How much is the new rent?

Sandra: It's going up to \$1,400.

Jill: Whoa, that's an increase of over 25 percent! Maybe we should consider moving to a different location?

Sandra: I thought about that too, but the fact is, commercial rent rates are going up all over the city. Even if we look elsewhere, we're unlikely to find anything cheaper, unless we downsize. But this office is small enough as it is.

Jill: But can we afford to pay \$1,400 in rent every month?

Sandra: We'll just have to look for other areas where we can cut costs. Even little things can add up. Instead of leaving the computers on overnight, we can shut them off or put them in Sleep mode when we leave the office. And we can reduce postal costs if we contact customers by email, rather than by regular mail.

Jill: Those are good ideas.

## 对话1

吉尔：今天已经是11月30日了？真不敢相信，都已经是年末了！

桑德拉：从业务的角度讲，今年的年景不错，可是我们需要更好地控制成本。我们办公室的租金下个月就要涨了。

吉尔：我们现在的房租是每月1100美元，对吗？租金涨了多少？

桑德拉：会涨到1400美元。

吉尔：哇，涨了大约25%呢！或许，我们应该考虑搬走。

桑德拉：我也想过这个问题，可是事实上，全城的商业性租金都在涨。即使再去找房子，也不大可能找到更便宜的，除非我们找一套更小的房子。可是现在的办公室已经够小的了。

吉尔：可是每月1400美元的租金，我们付得起吗？

桑德拉：我们得再找其他途径来削减开支。积少成多嘛。以后电脑不要整晚开着，我们离开办公室的时候可以把电脑设成休眠模式或者关掉。我们联系顾客可以用邮件而不是信件，这样可以减少邮费。

吉尔：好主意！

## Dialogue 2

Harry: This is the third consecutive day our Internet service has gone down. If this keeps happening, how can we promptly respond to our customers' emails?

Rachel: Don't say I didn't tell you so! Last summer, when we first moved into this new office, I told you we should choose a more reputable Internet Service Provider. But you insisted that we just use whichever ISP is cheapest.

Harry: Okay, I guess you were right after all.

Rachel: Of course I was right. As the saying goes, "you get what you pay for."

Harry: So what should we do now?

Rachel: Well, the Internet is down, but our phones are still working. Let's call to cancel our current service and switch to a different provider.

Harry: How much more will that cost?

Rachel: We'll probably have to pay \$20 or \$30 more per month. But for once we'll have a fast and reliable Internet connection.

## 对话2

哈里：我们的互联网服务出故障，这已经是连续第三天了。如果继续这样下去，我们怎么能及时地回复顾客的邮件呢？

雷切尔：可别说我没告诉过你！去年我们刚刚搬入这个新办事处的时候，我对你说，我们应该选择一家声誉更好的互联网服务提供商。可是你坚持要用价格最低的服务提供商。

哈里：好吧，我想你当时说得很对。

雷切尔：我说的当然是对的。俗话说得好，“一分价钱，一分货”。

哈里：那我们现在该怎么办？

雷切尔：呃，互联网上不去了，可是电话还能打呀。我们打电话取消现在的服务，转用另一家服务提供商吧。

哈里：那要多花多少钱？

雷切尔：我们可能每月要多花20美元或30美元。可是花了这份钱，我们就会有

快速可靠的互联网连接服务了。

## 43 融资 Financing

### Useful Expressions

#### 资金需求

1. The board is currently discussing plans for a major expansion in our operations. We are going to need an injection of capital to do that.
2. With the aggressiveness of our expansion plans, we'll need a larger and longerterm loan.
3. I 'll put together the necessary documentation and get started on the financial projections.
4. If necessary, we can pledge some of our fixed assets as collateral.
5. It will take some time for revenues to catch up with investment costs.
6. We estimate that we will break even within 15 months and that profits will increase thereafter.
7. I f we can get a five-year loan at the current interest rate, it will be really good for the company.

#### 银行手续

8. Why did the bank reject our application to increase our loan amount?
9. We looked over all the application materials carefully,

didn't we?

10. Look here, it says we "failed to provide sufficient documentation to support the valuation of pledged collateral."

11. I guess we'll have to go back to the bank tomorrow and reapply.

## 发行新股

12. We are considering issuing new shares.

13. Because your shares are well priced, we shouldn't have too much trouble floating new issues.

14. The first thing we will need is a copy of your current balance sheet and a copy of your most recent audit report.

15. Have you included a cash flow projection in the plan?

## 常用表达法

### 资金需求

1. 董事会正在讨论大规模扩大生产的问题。为此我们需要注入资金。

2. 因为我们雄心勃勃的扩张计划，我们将需要更大数额的长期贷款。

3. 我会把所需的文件收集好，开始做财务预算。

4. 如果必要的话，我们可以抵押一些固定资产做担保。

5. 回本还需要一段时间。

6. 我们预计项目开始后15个月出现盈亏平衡点，之后利润会逐渐上升。

7. 如果能以现在的利率贷款5年，对公司就大为有利。

## 银行手续

8. 银行为什么拒绝了我们增加贷款的申请？
9. 我们认真地核查过申请材料，没错吧？
10. 看这儿，上面说我们“没能提供充分的文件来证明抵押资产的估价”。
11. 我想，明天我们得去银行重新申请一次。

## 发行新股

12. 我们在考虑一个新的股票发行计划。
13. 你们的股票价格合理，再发行新股应该不会有太大的麻烦。
14. 首先需要的就是一份你们目前的资产负债表和最新审计报告。
15. 计划里包含现金流预测了吗？

## 单词

aggressiveness 雄心勃勃

collateral 抵押品

default 拖欠

documentation 文件

empty-handed 两手空空地

expenditure 开销

revenue 收入

size 贷款数额

sufficient 充分的

term 贷款期

valuation 估价

短语

be more than enough 绰绰有余

catch up with 赶上

crunch the numbers 算出数额

expansion plan 扩张计划

financial projection 财务预算

go through without a hitch 顺利通过

in theory 理论上

look over 核查

pay off 偿还

pledged collateral 抵押资产

property registration paper 财产注册文件

turn sb. down 拒绝某人

Dialogue 1

Anthony: Why did the bank reject our application to increase our loan amount? We've been doing business with them for over a decade and we've never defaulted before.



Ralph: I can't think of any reason why they would turn us down. After all, we provided almost a million dollars worth of assets as collateral. That should be more than enough, right?

Anthony: Yes, at least in theory. We looked over all the application materials carefully, didn't we? I expected it to go through without a hitch.

Ralph: What does the rejection letter from the bank say?

Anthony: Here it is, you can take a look.

Ralph: Hmm... I think I see what the problem is. Look here, it says we "failed to provide sufficient documentation to support the valuation of pledged collateral."

Anthony: You included our property registration papers in the application, right?

Ralph: Me? I thought you had already done that.

Anthony: Oh... no wonder they turned us down!

Ralph: I guess we'll have to go back to the bank tomorrow and reapply.

## 对话1

安东尼：银行为什么拒绝了我们增加贷款的申请？我们和他们打交道已经十多年了，以前从没有拖欠的现象啊。

拉尔夫：他们拒绝我们，我想不出任何理由。毕竟我们拿了将近100万美元的固定资产做抵押啊，这应该绰绰有余了，对吧？

安东尼：是呀，至少理论上是这样。我们认真地核查过申请材料，没错吧？我以为这次申请会顺利地通过呢。

拉尔夫：银行发来的拒纳信上怎么说？

安东尼：在这儿呢，你看看吧。

拉尔夫：呃.....我想，我知道问题出在哪儿了。看这儿，上面说我们“没能提供充分的文件来证明抵押资产的估价”。

安东尼：你把我们的财产注册文件放到申请资料中了，对吧？

拉尔夫：我？我以为你放了。

安东尼：哦.....难怪他们会拒绝我们的申请！

拉尔夫：我想，明天我们得去银行重新申请一次。

## Dialogue 2

Derek: Business is good, but with the aggressiveness of our expansion plans, we'll need a larger and longer-termed loan. Upgrading our production facilities and equipment is going to cost us a pretty penny, and it will take some time for revenues to catch up with investment costs.

Sylvia: I agree that we need more money. There's no question that our planned capital expenditures are too large for our short-term loan agreement. But we can't just go to the bank empty-handed and ask them to increase the size and term of our loan.

Derek: You're right. We'll need to crunch the numbers and determine exactly how much money we need. Then we have to prove that we're capable of paying it off.

Sylvia: I'll put together the necessary documentation and get started on the financial projections. If necessary, we can pledge some of our fixed assets as collateral.

Derek: Good, that should be sufficient.

## 对话2

德里克：我们的生意不错，可是因为我们雄心勃勃的扩张计划，我们将需要更大数额的长期贷款。更新生产设备和设施需要花很多钱，而回本还需要一段时间。

西尔维娅：我们是需要更多的钱。我们计划的开销比我们的短期贷款多得多，这一点毫无疑问。可是我们也不能两手空空地到银行去要求人家给我们增大贷款数额、延长贷款期吧。

德里克：你说得对。我们得算出数额，看看我们到底需要多少钱，然后我们得确保这笔钱是我们还得起的。

西尔维娅：我会把所需的文件收集好，开始做财务预算。如果必要的话，我们可以抵押一些固定资产做担保。

德里克：好，这样应该足够了。

## 44 现金流管理 Cash flow management

### Useful Expressions

#### 现金紧张

1. It looks like our cash flow has taken a turn for the worse in the past few months.

2. Last month, our cash flow came dangerously close to going negative.

3. We've been careful with expenditures, haven't we?

4. We're not at risk of going into the red, are we?

5. Cash outflows have been pretty steady, but our inflows have

been lower than normal.

6. With the economic downturn, many of our customers have been slow to pay their bills.

7. They've been delaying payments, and we are in danger of going into the red.

8. The increase in sales leads to expenses above and beyond our normal running costs.

### 改善方式

9. We'll have to start enforcing our credit terms more strictly.

10. We can do a better job of managing our financial record-keeping.

11. We should be doing cash-flow and profit projections on a regular basis.

12. Another thing we should do is invest our cash surplus more wisely.

13. We can put that money in low-risk investments to give us an additional source of income.

14. We can also try to get better credit terms with our suppliers.

15. Maybe some of them will be willing to extend our credit period from 30 to 60 days.

16. We have to borrow money from the bank, probably by applying to increase the amount we can draw in credit.

17. The cash flow from high-sales months will provide reserves to tide us over through the lean periods.

### 常用表达法

#### 现金紧张

1. 看上去，在过去的几个月里，我们的现金流变得很紧张。
2. 上个月，我们的现金流差点变成负数。
3. 我们花钱都很仔细，对吧？
4. 我们没有面临赤字的风险吧？
5. 现金支出一直保持稳定的数额，可是我们的收入比平时少了。
6. 随着经济的衰退，许多顾客都不能及时付款。
7. 他们拖延付款，我们就出现赤字。
8. 销售量的增加导致费用在正常经营成本之外上升。

#### 改善方式

9. 我们得开始更加严格地执行我们的赊账条款了。
10. 我们可以更好地管理财务记录。
11. 我们应该定期做现金流预算和利润预算。
12. 另一方面，我们应该把多余的现金更好地进行投资。
13. 我们可以用这些钱进行低风险的投资，也多一个收入来源。
14. 我们也可以从供货商那些争取更好的信用条件。
15. 或许一些供货商会愿意把我们的账期从30天延长至60天。

16.我们不得不从银行借钱，很可能得通过申请增加透支额的方法。

17.销售额高的月份积累的现金流可以提供储备资金给收入低的时期。

## 单词

downturn ( 经济 ) 衰退

enforce 执行

expenditure 花钱

inflow 现金收入

outflow 现金支出

pick up 好转

steady 稳定的

survive 挺过

## 短语

at risk of 面临.....风险

be careful with 对.....很仔细

cash flow statement 现金流报告

cash surplus 多余的现金

control the direction of 左右.....的方向

credit terms 赊账条款

extend the credit period 延长账期

financial record-keeping 管理财务记录

go into the red 出现赤字

go negative 变成负数

have very deep pockets 手头宽裕

low-risk investment 低风险的投资

on a regular basis 定期

pay one's bills 付款

take a turn for the worse 变坏

weather this storm 渡过这次难关

## Dialogue 1

Maggie: Have you looked at our cash flow statement recently?

Clarence: No, why? Is there something wrong with it?

Maggie: Here, take a look and tell me what you think.

Clarence: Whoa, are these numbers right? I knew the company was having some financial problems, but I didn't realize it was that bad!

Maggie: Me neither, I just noticed it now. It looks like our cash flow has taken a turn for the worse in the past few months.

Clarence: But why? We've been careful with expenditures, haven't we?

Maggie: Cash outflows have been pretty steady, but our inflows

have been lower than normal. With the economic downturn, many of our customers have been slow to pay their bills. Especially some of our smaller clients who don't have very deep pockets.

Clarence: We're not at risk of going into the red, are we?

Maggie: Don't worry, I think we can weather this storm. But we'll have to start enforcing our credit terms more strictly.

## 对话1

玛吉：最近，你看过我们的现金流报告吗？

克拉伦斯：没有，怎么了？出了什么问题？

玛吉：这儿，你看看，然后再说说你的想法。

克拉伦斯：哇，这些数字对吗？我知道公司有些财务问题，可不知问题竟然这么严重！

玛吉：我原来也不知道，我也是刚刚发现的。看上去，在过去的几个月里，我们的现金流变得很紧张了。

克拉伦斯：可是怎么会这样？我们花钱都很仔细，对吧？

玛吉：现金支出一直保持稳定的数额，可是我们的收入比平时少了。随着经济的衰退，许多顾客都不能及时付款，尤其是一些不太宽裕的客户。

克拉伦斯：我们没有面临赤字的风险吧？

玛吉：别担心，我想我们能渡过这次难关。可是我们得开始更加严格地执行我们的赊账条款了。

## Dialogue 2

Susanna: Did you hear the news this morning? Economists are saying the recession is finally over.



Dave: Thank goodness we managed to survive it!

Susanna: Yes, but we might not be so lucky next time. Last month, our cashflow came dangerously close to going negative.

Dave: But what can we really do? We can't control the direction of the economy.

Susanna: Well, for one, we can do a better job of managing our financial record-keeping. For example, we should be doing cash-flow and profit projections on a regular basis, not just when we feel like it.

Dave: That's a good idea. Another thing we should do is invest our cash surplus more wisely. Now that the recession is over, business will be picking up soon, and we're going to have some extra cash at the end of each month. We can put that money in low-risk investments to give us an additional source of income.

Susanna: We can also try to get better credit terms with our suppliers. Maybe some of them will be willing to extend our credit period from 30 to 60 days.

## 对话2

苏珊娜：今天早上的新闻你听说了吗？经济学家说，经济衰退终于结束了。

戴夫：谢天谢地，我们挺过来了！

苏珊娜：是呀，可是下次再遇到经济衰退，我们不见得会这样幸运了。上个月，我们的现金流差点变成负数。

戴夫：可是我们能怎么办呢？我们又不能左右经济的发展方向。

苏珊娜：一方面，我们可以更好地管理财务记录。比如，我们应该定期做现金流预算和利润预算，而不是想做时才去做。

戴夫：好主意。另一方面，我们应该把多余的现金更好地进行投资。现在经济衰退结束了。业务应该很快就会有好的转，这样我们每个月月底就会有一些额外的现金了。我们可以用这些钱进行低风险的投资，也多一个收入来源。

苏珊娜：我们也可以从供货商那里争取更好的信用条件。或许一些供货商会愿意把我们的账期从30天延长至60天。

## Unit 8

### 做报告

### Reports

#### 45 销售报告 Sales report

#### Useful Expressions

##### 概述

1. In the next five minutes, I'll be making a short presentation on last quarter's sales figures.
2. I'll be taking you through some of the key numbers.
3. We have a bit of bad news, but mostly good news.
4. We can see that we are actually only up by 1.5% overall.

##### 具体情况

5. If we look at the sales in our Eastern European markets, we see a very different picture, indeed. Sales in this area are down by a staggering 15%.
6. If you turn to page five of the report, you'll notice that sales of mobile phones fell sharply in Brazil.

7. In terms of global net sales for Q2, we enjoyed a significant increase of 15.1% over the same quarter last year.

8. Notably, we made substantial gains in the BRIC countries, where we've been actively stepping up our marketing efforts.

9. In terms of specific products, we were most successful in the last quarter with our new stylus-based tablets, thanks in large part to powerful online marketing.

10. We're planning to release a new line of smartwatches in late Q3 or early Q4.

## 总结

11. So to conclude, it's been a pretty good quarter all in all.

12. This doesn't mean that we will not reach our bonus targets. We still have Q4 to increase our sales.

13. Looking forward, we expect sales to remain strong for our smartphones and tablets.

14. I can say with confidence that we have a good chance of making our bonus targets this year.

## 常用表达法

### 概述

1. 在接下来的五分钟里，我将简短地说说上一个季度的销售数字。

2. 我和大家一起浏览一下主要的数字。

3. 我们面临一些坏消息，不过大部分还是好消息。

4. 从总销量可以看到，我们的总体增长实际上只有1.5%。

## 具体情况

5.如果看一下我们在东欧市场的销售，情况就大不相同了。这个地区的销售猛降了15%。

6.如果翻到报告的第五页，你就会注意到，手机在巴西的销量锐减。

7.从全球销量来看，第二季度我们的销售净收益比去年同期增长了15.1%。

8.显然，我们在金砖四国取得了很大的收益，我们在这四国一直积极地进行营销推广活动。

9.在具体产品方面，我们上个季度最成功的产品是新型手写式平板电脑，这很大程度上归功于强大的网络营销。

10.我们正计划在第三季度末尾或第四季度之初推出一系列智能手表。

## 总结

11.最后，总体来说，这个季度的销售情况还是不错的。

12.这并不意味着我们就达不到利润目标了。第四季度我们还有机会把销售量追上来。

13.展望未来，我们预期，我们的智能手机和平板电脑的销量将会继续上升。

14.我可以满怀信心地说，我们很有可能达到今年的利润目标。

## 单词

increasingly 渐增地

notably 显著地，尤其

peruse 仔细读

respectively 分别地

significant 重大的

specific 具体的

substantial 大量的

violate 侵犯

viral 病毒式的，高频率的

短语

a new line of 一套新产品系列

at your leisure 在你有空时

BRIC countries 金砖国家

fall sharply 锐减

hot seller 热销品

in addition 另外

in terms of 在.....方面

intelligent devices 智能设备

looking forward 展望未来

net sales 销售净收益

not surprisingly 意料之中的是

online marketing 网络营销

pay off 获得回报

stylus-based tablets 手写式平板电脑

thanks in large part to 很大程度上归功于.....

## Report

Randy: Good afternoon, everyone. My name is Randy Parker, and I'm the Vice President of Sales at Intelligent Devices Corporation. In the next five minutes, I'll be making a short presentation on last quarter's sales figures. Does everyone have a copy of the report? Good. I'll be taking you through some of the key numbers, and you can peruse the full report later at your leisure.

Well, we have a bit of bad news, but mostly good news. Let's get the bad news out of the way first. If you turn to page five of the report, you'll notice that sales of mobile phones fell sharply in Brazil, mainly due to a court decision in that country that we were violating the patents of another smartphone manufacturer. Because of this ruling, our Q2 sales in Brazil were down 22 percent from first-quarter levels.

Okay, now we can move on to the good news. In terms of global net sales for Q2, we enjoyed a significant increase of 15.1% over the same quarter last year, from \$88.5 million to \$101.9 million. Notably, we made substantial gains in the BRIC countries (Brazil, Russia, India and China), where we've been actively stepping up our marketing efforts. And despite increasingly fierce competition, Q2 sales for North America and Europe were up 12 percent and 18 percent, respectively, on a year-over-year basis.

In terms of specific products, we were most successful in the last quarter with our new stylus-based tablets, thanks in large part to powerful online marketing, including the use of viral videos and social media. Not surprisingly, sales of MP3 players continue

to fall, as more and more customers are relying on their smartphones or tablet computers to download and listen to music. As a result, we've ended production of all our MP3 players and will no longer be selling them after this month.

Looking forward, we expect sales to remain strong for our smartphones and tablets. In addition, we're planning to release a new line of smartwatches in late Q3 or early Q4, which we expect to become a hot seller for the holiday season.

So to conclude, it's been a pretty good quarter all in all, and you should all be proud that your hard work has paid off. Thanks for listening, and I'll be happy to answer any questions you might have.

## 报告

兰迪：各位，下午好。我叫兰迪·帕克，是智能设备公司的销售副总裁。在接下来的五分钟里，我将简短地说说上一个季度的销售数字。大家手里是不是都拿到报告了？好。我和大家一起浏览一下主要的数字，等有空时，你们可以再完整地阅读报告。

我们面临一些坏消息，不过大部分还是好消息。我们还是先来说坏消息。如果翻到报告的第五页，你就会注意到，手机在巴西的销量锐减，主要是因为当地的法院判定我们侵犯了另一家智能手机生产商的专利权。为此，第二季度我们在巴西的销量比第一季度降低了22%。

好了，现在我们来说说好消息。从全球销量来看，第二季度我们的销售净收益比去年同期增长了15.1%，由去年的8850万美元增长到了1.019亿美元。显然，我们在金砖四国（巴西、俄罗斯、印度和中国）取得了很大的收益，我们在这四国一直积极地进行营销推广活动。虽然竞争越来越激烈，但是第二季度在北美和欧洲的销售额分别年均增长12%和18%。

在具体产品方面，我们上一个季度最成功的产品是新型手写式平板电脑，这很

大程度上归功于强大的网络营销，包括高频率的视频宣传和社交媒体。意料之中的是，MP3播放器的销量继续下降，因为越来越多的消费者正应用智能手机或者平板电脑来下载和收听音乐。因此，我们停止生产所有的MP3播放器，下个月开始就不再销售MP3了。

展望未来，我们预期，我们的智能手机和平板电脑的销量将会继续上升。另外，我们正计划在第三季度末尾或第四季度之初推出一系列智能手表，预计这些产品将成为节日期间的热销品。

最后，总体来说，这个季度的销售情况还是不错的。你们应该感到骄傲，因为你们的辛勤工作获得了回报。谢谢各位的倾听，我很愿意回答大家的问题。

## 46 市场调查报告 Market research

### Useful Expressions

#### 目标和方法

1. Today I want to share with you the results of a market research project that we recently undertook.

2. The project's aim was to collect and analyze data to help us develop a new line of children's dolls that we hope to release early next year.

3. The goal of the trip was to find out how teachers use digital products in the classroom. We visited public schools and private schools in Beijing and Xi'an.

4. We utilized a variety of quantitative and qualitative market research tools, including questionnaires, surveys, focus groups, one-on-one interviews, and statistical modeling.

#### 调查发现



5. What we concluded is that there is a largely untapped market for faux-antique porcelain dolls from the late 19th and early 20th centuries.

6. Based on our research results, parents are willing to spend between \$350 and\$500 for high-quality custom-made vintage porcelain dolls.

7. One of our key findings was that interactive whiteboards were quite prevalent in both the public and private schools.

8. We also found that all the schools we visited had access to the internet, so teachers were able to access the internet during the class.

9. Surprisingly, we found that few public school teachers had been given any training in how to use these products.

## 总结

10. I n conclusion, we've gained a lot of insight from this market research project, but we still have a lot of work to make sure we capitalize on this opportunity.

11. I n conclusion, we found that schools in China tend to be moving towards a more digital model in the classroom, but there is still quite a ways to go.

## 常用表达法

### 目标和方法

1.今天，我想和大家一起分享我们最近进行的市场研究项目所取得的成果。

2.这个项目旨在收集和分析数据，帮助我们开发明年年初将要推出的新的儿童玩具系列产品。

3.此行的目的是要调查教师是怎样使用数码产品进行课堂教学的。我们参观了在北京和西安的公立学校和私立学校。

4.我们采用了各种定性、定量市场研究方法，包括调查问卷、实际调查、分组讨论、一对一问答以及统计建模。

### 调查发现

5.我们得出的结论是，19世纪末20世纪初的仿古瓷陶瓷玩具市场尚待开发，潜力巨大。

6.根据我们的研究结果，家长愿意花350美元到500美元定做高品质的古董陶瓷玩具。

7.我们的主要发现之一就是，交互式电子白板在公立和私立学校都相当普及。

8.我们还发现我们访问过的所有学校都接入了互联网，以便教师能够在课堂上使用网络。

9.令人惊讶的是，我们发现公立学校的教师很少有人接受过如何使用这些产品的培训。

### 总结

10.总之，我们通过这次市场研究项目有了更深层的领悟，不过要抓住这次机遇，我们还需要做许多工作。

11.总之，我们发现，中国的学校在课堂上正在往更加数字化的模式发展，但要走的路仍然很长。

### 单词

authentic 真实的

capitalize 利用

custom-made 用户定制的

indicate 表明

insight 洞察力

qualitative 定性的

quantitative 定量的

questionnaire 调查问卷

replica 复制品

saturate 饱和

sizable 相当大的

tool 方法, 工具

trial-run 试验

undertake 从事

utilize 采用

vintage 古老的

短语

a variety of 各种.....

all in all 总的说来

focus group 分组讨论

prior to 在.....之前

shift one's attention to 把注意力转移到.....

statistical modeling 统计建模

this isn't the case 情况并不是如此

untapped market 尚待开发的市场

## Report

Tony: Good morning, everyone. Today I want to share with you the results of a market research project that we recently undertook. The project's aim was to collect and analyze data to help us develop a new line of children's dolls that we hope to release early next year.

All in all, our study took about five months to complete. Because our aim was to gather as much useful data as possible, we utilized a variety of quantitative and qualitative market research tools, including questionnaires, surveys, focus groups, one-on-one interviews, and statistical modeling.

What we concluded is that there is a largely untapped market for faux-antique porcelain dolls from the late 19th and early 20th centuries.

In the past, many people considered antique doll reproduction to be a saturated market with low profit margins. However, our latest research indicates that this isn't the case. In recent years, most major doll manufacturers have shifted their attention to more high-tech toys like robots and computerized dolls. Meanwhile, demand for vintage-style porcelain dolls has risen, as more and more parents are becoming increasingly cautious about exposing their kids to too much technology.

Based on the results of our focus groups and surveys, it appears that parents are willing to spend between \$150 and \$175 for

authentic-looking antique porcelain doll replicas. There's also a sizable market for custom-made antique doll replicas, where the customer is able to choose the specific skin tone, eye color, hair color and length, and so on. Based on our research results, parents are willing to spend between \$350 and \$500 for high-quality custom-made vintage porcelain dolls.

In the next month, we will be doing some trial production runs using the proposed designs. We'll also be conducting additional focus groups with these trialrun dolls to establish an exact price point. Lastly, prior to launching this new line,we'll need to do further research and gather more data to determine potential sales levels.

In conclusion, we've gained a lot of insight from this market research project,but we still have a lot of work to make sure we capitalize on this opportunity. Now,if anyone has any questions, I'll try my best to answer them for you.

## 报告

托尼：各位，早上好。今天，我想和大家一起分享我们最近进行的市场研究项目所取得的成果。这个项目旨在收集和分析数据，帮助我们开发明年年初将要推出的新的儿童玩具系列产品。

总的说来，我们的研究花了五个月的时间才完成。因为我们的目标是尽可能多地收集有用的数据，所以我们采用了各种定性、定量市场研究方法，包括调查问卷、实际调查、分组讨论、一对一问答以及统计建模。

我们得出的结论是，19世纪末20世纪初的仿古董陶瓷玩具市场尚待开发，潜力巨大。

过去，许多人认为古董玩具市场已经饱和了，利润空间很低。然而，我们最新的研究表明，情况并不是如此。近些年来，大多数主要的玩具制造商都把注意力转

移到机器人、智能玩偶等高科技玩具上。同时，越来越多的家长越来越担心孩子会过度地受到高科技的影响，因此对古典陶瓷玩具的需求有所上升。

我们小组讨论和调研结果显示，家长愿意花150美元到175美元买一个高仿真的古董陶瓷玩具。定做仿真古董玩具的市场也非常大，顾客可以选择玩具的皮肤色彩、眼睛颜色、头发颜色和长度等。根据我们的研究结果，家长愿意花350美元到500美元定做高品质的古董陶瓷玩具。

下个月，我们会用上述几种设计来生产一些样品，我们也会进行新一轮的小组讨论，确定这些样品的定价。最后，在推出这一系列的产品之前，我们需要进行进一步的研究，收集更多数据，判断销售潜力。

总之，我们通过这次市场研究项目有了更深层的领悟，不过要抓住这次机遇，我们还需要做许多工作。现在，如果谁有问题，我会尽可能地解答。

## 47 新的营销策略 A new marketing strategy

### Useful Expressions

#### 概述

1. In the next few minutes, I'm going to unveil our company's new and improved marketing strategy.

2. Today, I've got an exciting presentation to show you about our new marketing strategy for the upcoming year.

3. So this year, we plan to continue doing what we have been for the last four years, and to enhance it.

#### 分步骤介绍

4. This new strategy will involve a three-pronged approach. First, we will have these "ordinary women" appear extensively throughout our advertising.

5. Second, with our resulting increased customer base, we can hire some of our fans to blog for us.

6. Finally, we will bring down prices on a number of items to make them affordable to less affluent customers.

7. In addition, we can re-brand such items with trendy names that will further increase their appeal.

8. First of all, we're going to improve the content on our websites.

9. Secondly, we're going to collaborate with a social media website to create our own online community.

10. Finally, we are going to send customers e-newsletters and e-coupons to purchase products at a discount.

## 总结

11. The new marketing strategy that I presented will guide us in the near future, but there will come a time when further adjustments are once again needed.

12. To sum up, our new marketing strategy will help us go further into the new digital age. We look forward to going there with you.

## 常用表达法

### 概述

1.在接下来的几分钟里，我将推出我们公司的新型改进版营销战略。

2.今天，我将带给大家一场令人激动的有关明年市场营销战略的展示。

3.所以今年，我们计划延续以往四年的做法，并在此基础上进行加强。

### 分步骤介绍

4.这个新战略将包含三个方面。首先，我们将通过广告途径来广泛地提高这些“普通女性”的曝光率。

5.其次，随着我们客户群的壮大，我们可以雇用一些粉丝来为我们写宣传博客。

6.最后，我们会降低一部分产品的价格，让一些不够富裕的消费者也能消费得起。

7.此外，我们可以将这些产品重新包装，起一些流行的名字，这样能进一步提升它们的吸引力。

8.首先，我们要不断改进网站的内容。

9.其次，我们将联同社交媒体网站创建我们自己的网上社区。

10.最后，我们将给客户寄去即时的电子信息和电子优惠券，购买产品的时候可以打折。

### 总结

11.我所说的新型营销战略将会在不久的将来给我们以指引，不过以后还是会需要做出进一步的调整。

12.总的来说，新的营销策略会帮助我们在这个数字新时代取得更好的战绩。我们希望能和你们一起见证这一幕。

### 单词

adapt to 适应.....

affordable 买得起的



appeal 吸引力

approach 方法，途径

billboard 广告牌

celebrity 名人

compromise 妥协，让步

demonstrate 展示

effective 有效地发挥作用

high-profile 知名度高的

implement 实施

merchandise 产品

promote 推广

pronged 分为不同方向的

re-brand 重新包装

socioeconomic 社会经济

spokesperson 代言人

trendy 流行的

unveil 揭开

短语

bring down prices on 降低.....的价格

customer base 客户群

online following 网上粉丝

positive image 正面的形象

TV commercial 电视广告

Report

Janet: Thank you all for coming to today's sales and marketing conference. In the next few minutes, I'm going to unveil our company's new and improved marketing strategy, which we will begin implementing in the coming year.

Like most other women's clothing and accessory companies, we've relied on supermodels, movie stars and other celebrities to serve as our spokespersons and to project a positive image to consumers. Indeed, this strategy continues to be effective, and we will continue to use high-profile personalities to promote our products.

That being said, as part of our new marketing strategy, we will increasingly be relying on "ordinary women" to help promote our clothing and accessories. This new strategy will involve a three-pronged approach.

First, we will have these "ordinary women" appear extensively throughout our advertising, including billboards, TV commercials and magazine ads, which will allow more women to picture themselves wearing our fashion line, something which they might not have done previously. Over time, this will help us to further emphasize the message that our products are accessible to all women.

Second, with our resulting increased customer base, we can hire some of our fans to blog for us. We already have a large online

following, and we believe this strategy will help us demonstrate our appeal to women of all ages and body types.

Finally, we will bring down prices on a number of items to make them affordable to less affluent customers. Since we have an excellent profit margin on most of our products, we can afford to lower prices on some of our merchandise, without compromising the quality. In addition, we can re-brand such items with trendy names that will further increase their appeal.

As a 75-year-old fashion company, we wouldn't be able to stay in business long without continually adapting to market developments, shifting socioeconomic forces, and changes in customer demand. The new marketing strategy that I presented will guide us in the near future, but there will come a time when further adjustments are once again needed.

Now, if anyone has any questions, please feel free to ask.

## 报告

珍妮特：感谢各位来参加今天的销售营销会议。在接下来的几分钟里，我将推出我们公司的新型改进版营销战略，我们会在接下来的一年里实施这个战略。

和其他大多数女性服饰饰品公司类似，我们依赖于超级模特、电影明星和其他名人来做我们的代言人，向消费者传递一个正面的形象。事实上，这个战略不断地发挥作用，我们将继续通过名人来推广我们的产品。

我们将更多地通过“普通女性”来推广我们的服装和饰品，这是我们新战略的一部分。这个新战略将包含三个方面。

首先，我们将通过广告牌、电视广告和杂志广告等广告途径来广泛地提高这些“普通女性”的曝光率，这会使更多女性想象自己穿着我们的服饰的样子，这种效果是前所未有的。久而久之，这会帮助我们传递这样一种信息：我们的服饰适合各种女性。

其次，随着我们客户群的壮大，我们可以雇用一些粉丝来为我们写宣传博客。我们已经有大批的网上粉丝，我相信，这个战略将会帮助我们吸引各个年龄段、各种身材的女性。

最后，我们会降低一部分产品的价格，让一些不够富裕的消费者也能消费得起。由于我们的大部分产品都具有很大的利润空间，将部分产品价格降低的同时，我们也能保证产品的质量。此外，我们可以将这些产品重新包装，起一些流行的名字，这样能进一步提升它们的吸引力。

作为一家有75年历史的时尚公司，若没有不断地适应市场的发展、适应变化的社会经济形势和客户需求，我们是不会在这个行业走到今天的。我所说的新型营销战略将会在不久的将来给我们以指引，不过以后还是会需要做出进一步的调整。

现在，如果谁有问题，欢迎提问。

## 48 竞争对手分析 Competitor analysis

### Useful Expressions

#### 概述

1. Today I'm going to tell you about a competitor analysis that we recently conducted on major olive oil producers in our region.

2. The purpose of this analysis was to assess the strengths and weaknesses of our major competitors.

3. For this study, we chose four companies that compete directly with us in terms of price and target market.

4. For this analysis, I looked at five other websites, referred to here as A, B, C, D and E. I looked at the content, design, and navigation of each website.

#### 分析结果

5. There are a couple of things that we can conclude from our analysis.

6. First, it's noteworthy that none of our major competitors has established strong brand loyalty.

7. Another conclusion we can draw is that our competitors have been both aggressive and successful in their online promotional campaigns.

8. First, as far as content is concerned, E definitely had the most content available to its users.

9. The second area I looked at was design. Again, Website E stood out for being the most appealing.

10. And finally, the last area I looked at was navigation. Unsurprisingly, Website E was the most intuitive and was the easiest to use by far.

## 总结和建议

11. Those are the two key takeaways from this competitor analysis.

12. So in conclusion, Website E was by far our biggest competitor.

13. I recommend that we look into the specifications of their website in more details to see what we can replicate ourselves.

## 常用表达法

### 概述

1.今天，我要谈论的是我们最近做的一项竞争对手分析，研究的是我们地区的

橄榄油生产商。

2. 这项分析旨在评价我们的主要竞争对手的优势和劣势。

3. 我们只选择了四家公司进行研究，在产品价格和目标市场方面，他们是我们的直接竞争对手。

4. 为了这份分析，我查看了其他五个网站，在这里指为A，B，C，D，E。我研究了各个网站的内容、设计及导航。

### 分析结果

5. 我们的报告得出了几个结论。

6. 首先，值得注意的是，没有一个竞争对手已经建立起强大的品牌忠实度。

7. 另一个结论是，我们的竞争对手在网络营销方面都很强势，做得也都很成功。

8. 首先，就内容而言，E网站提供给用户的内容无疑是最丰富的。

9. 第二个方面我看的是设计。同样，E网站仍然以其吸引人的设计脱颖而出。

10. 最后，我注意的领域是网站的导航。不出所料，E网站还是最为直观的，目前用起来也是最方便的。

### 总结和建议

11. 这就是这个分析报告所总结的两个要点。

12. 总之，E网站是迄今为止我们最有力的竞争对手。

13. 我建议，对这个网站的规格进行进一步的详细调查，看看有没有什么地方是我们可以复制的。

### 单词

albeit 虽然, 即使

assess 评估

attempt 试图

clarity 清楚

competitor 竞争对手

conduct 进行

differentiate 区分

label 做标记

literally 实际上

noteworthy 值得注意的

packaging 包装

player 选手

preference 偏好

profile 概要描述

strength 优势

weaknesses 劣势

短语

aim to 目的在于.....

brand awareness 品牌意识

brand loyalty 品牌忠实度

for purposes of 为了.....

organizational structure 组织结构

promotional strategy 促销战略

read it from cover to cover 从头读到尾

takeaway 外卖, 可拿走的

Report

Todd: Good day, everyone. Today I'm going to tell you about a competitor analysis that we recently conducted on major olive oil producers in our region. The purpose of this analysis was to assess the strengths and weaknesses of our major competitors, with an aim to improve our strategic management and marketing activities.

Of course, we know that there are literally hundreds of players in the international olive oil business, but for this study, we chose four companies that compete directly with us in terms of price and target market. For purposes of clarity, these are labeled as 'A' , 'B' , 'C' and 'D' in the reports that I've handed out to each of you.

If you open the report, you'll see that the first 20 pages contain detailed profiles for each of these companies, including their organizational structure, product offerings, brand awareness, promotional strategy, and so on.

There is a couple of things that we can conclude from our analysis. First, it's noteworthy that none of our major competitors has established strong brand loyalty. Despite the companies'



attempts to differentiate their products through packaging and advertising, many consumers don't appear to have a strong preference for any one brand in particular, and tend to switch easily between brands. This means that we have an opportunity, albeit a challenging one, to create brand loyalty and build stronger relationships between us and our consumers.

Another conclusion we can draw is that our competitors (especially companies 'B' and 'D') have been both aggressive and successful in their online promotional campaigns. For instance, they've used tools like video marketing, social media, and online coupons to bring in more customers. This is something that we haven't done nearly enough of. Traffic on our website remains low compared to that of our competitors, and we have yet to capitalize on Internet marketing. Going forward, this is an area where we can and should be doing much more.

Those are the two key takeaways from this competitor analysis. The full report is about 50 pages long, and I don't expect you to read it from cover to cover. But do take some time to look through it, as we will use the findings to inform the direction of our marketing and business strategy.

## 报告

托德：各位好。今天，我要谈论的是我们最近做的一项竞争对手分析，研究的是我们地区的橄榄油生产商。这项分析旨在评价我们的主要竞争对手的优势和劣势，改善我们的战略管理和营销活动。

当然，我们知道，在国际橄榄油行业中有数百家生产商。不过我们只选择了四家公司进行研究，在产品价格和目标市场方面，他们是我们的直接竞争对手。为了区分这几家公司，我在发给你们的报告中分别用A、B、C、D来代表他们。

打开报告，头20页是对这四家公司的详细介绍，包括它们的组织结构、产品、

品牌意识、促销战略等。

我们的报告得出了几个结论。首先，值得注意的是，没有一个竞争对手已经建立起强大的品牌忠实度。虽然一些公司试图通过包装和广告来让自己的产品脱颖而出，但许多顾客似乎都没有对某个品牌的产品表现出强烈的偏好，因此容易换来换去地使用各种牌子的产品。这意味着我们是有机会的，虽然这也颇具挑战，但我们有机会去创造品牌忠实度，让顾客与我们更紧密地联系在一起。

另一个结论是，我们的竞争对手（尤其是B公司和D公司）在网络营销方面都很强势，做得也很成功。比如，他们都使用了视频营销、社交媒体和网上优惠券等方法来吸引更多的顾客。在这些方面，我们做得还不够。与我们的竞争对手相比，我们公司的网站浏览量还比较低，我们还得在网络营销方面加大投入。展望未来，在这个领域，我们能够也应该做得更多。

这就是这个分析报告所总结的两个要点。完整的报告有50页之多，我并不期待大家会从头读到尾，不过请大家花点时间浏览一下全文，因为我们将会使用这些分析结果来考量我们的营销战略和商业战略。

# Part 3

## 社交英语

### Social English

#### Unit 9

#### 国际旅行

#### Business Trips

#### 49 订机票 Ticket booking

#### Useful Expressions

#### 选择航班

1. I'd like to book a round-trip flight from Toronto to Beijing.
2. I'm planning to leave on May 3 and return on May 24.
3. I want to leave tomorrow and return on the weekend.
4. One-way or return?
5. The earliest one available is Tuesday.
6. Can I change it to an earlier flight?
7. Did you have a particular airline in mind?
8. You have to change flights in Frankfurt.

9. You will be leaving Beijing on 12th at 9:05 a.m., arriving Frankfurt at 11:10 a.m.

10. If you don't mind connecting through the US or Seoul, you could choose Delta or Korean Air.

## 票价

11. What is the price of a direct flight with Air China?

12. Does that price include checked luggage?

13. You can check one bag free of charge.

14. If you have additional bags, there will be an extra fee of \$70 per bag.

15. There's a direct flight to Vienna from London with Easyjet for £139 return.

## 机票和座位

16. I'm sorry, it looks like all of tomorrow's flights are fully booked.

17. Please pick up your ticket from the check-in counter.

18. Any seating preferences?

19. I'll take an aisle seat if you have one available.

20. How would you like to pay for your ticket?

21. I'll pay by VISA, please.

22. I'd like to confirm my reservation.

## 常用表达法

### 选择航班

1. 我想订从多伦多到北京的往返机票。
2. 我计划5月3日出发，5月24日回来。
3. 我想明天出发，周末回来。
4. 单程还是往返？
5. 能订到的最早的机票是星期二的。
6. 我可不可以改订早一点的航班？
7. 您想订哪家航空公司的机票呢？
8. 您得在法兰克福转机。
9. 您12号上午9:05离开北京，11:10到达法兰克福。
10. 您如果不介意从美国或首尔转机，那么可以订达美航空或大韩航空。

### 票价

11. 中国国际航空公司的直飞航班多少钱？
12. 这个价格包含托运行李的费用吗？
13. 您可以免费带一件行李。
14. 如果您还有其他行李，那么每件需要额外交70美元的费用。
15. 易捷有一班从伦敦直飞维也纳的航班，139英镑往返。

### 机票和座位

- 16.对不起，明天的航班都订满了。
- 17.请在机场柜台取票。
- 18.您喜欢什么座位呢？
- 19.如果有靠过道的座位，我就要靠过道的。
- 20.您要怎样支付呢？
- 21.我用维萨卡付款吧。
- 22.我要确认我的预订。

## 单词

Air Canada 加拿大航空

Air China 中国国际航空

airline 航空公司

cancellation 取消预订

check-in counter 机场柜台

Delta 达美航空

Korean Air 大韩航空

one-way 单程

return 返回

## 短语

aisle seat 靠过道的座位

back out 退票

check one bag 托运行李

check luggage 托运行李

confirm reservation 确认预订

connect through 从.....转机

connecting flight 转接班机

direct flight 直飞航班

extra fee 额外付的费用

free of charge 免费

fully booked 订满了的

get a seat 买到票

non-stop flight 直飞航班

per bag 每件

round-trip flight 往返机票

## Dialogue 1

Candace: Hi, I'd like to book a round-trip flight from Toronto to Beijing. I'm planning to leave on May 3 and return on May 24.

Agent: Sure, I'll be glad to assist you with that. Did you have a particular airline in mind?

Candace: What airlines are available?

Agent: Well, it depends if you want to book a direct flight or a connecting flight. Non-stop flights are available with Air China and Air Canada. If you don't mind connecting through the US or Seoul, you could choose Delta or Korean Air.

Candace: What is the price of a direct flight with Air China?

Agent: Let me see. That would be \$6,195.

Candace: Does that price include checked luggage?

Agent: You can check one bag free of charge. If you have additional bags, there will be an extra fee of \$70 per bag.

Candace: That's fine. I'm only planning to check one bag anyway.

## 对话1

坎迪斯：你好，我想订从多伦多到北京的往返机票，我计划5月3日出发，5月24日回来。

代理人：好的，很高兴帮助您。您想订哪家航空公司的机票呢？

坎迪斯：你们这里可以订哪些航空公司的机票呢？

代理人：这要看您是想订直飞航班还是转接班机。直飞航班可以订中国国际航空公司和加拿大航空公司的。您如果不介意从美国或首尔转机，那么可以订达美航空公司或大韩航空的。

坎迪斯：中国国际航空公司的直飞航班多少钱？

代理人：我看一下。是6195美元。

坎迪斯：这个价格包含托运行李的费用吗？

代理人：您可以免费带一件行李，如果您还有其他行李，那么每件需要额外交



70美元的费用。

坎迪斯：好。我也就打算带一件行李。

## Dialogue 2

Agent: Hi, how may I help you?

Shawn: I'd like to buy a round-trip ticket to Manila, please. I want to leave tomorrow and return on the weekend.

Agent: Okay, let me see what's available... I'm sorry, it looks like all of tomorrow's flights are fully booked. The earliest one available is Tuesday. If you want, we could book that for now, and put you on a cancellation list for tomorrow; if someone backs out, you might still be able to get a seat.

Shawn: Hmm... alright.

Agent: You said you want to return on the weekend? Would you prefer to come back on Saturday or Sunday?

Shawn: Sunday would be good.

Agent: No problem. Any seating preferences?

Shawn: I'll take an aisle seat if you have one available.

Agent: Yes, it looks like we do. And how would you like to pay for your ticket?

Shawn: I'll pay by VISA, please.

## 对话2

代理人：您好，您要办理什么业务！

肖恩：我想买飞往马尼拉的往返机票。我想明天出发，周末回来。

代理人：好的。我看一下.....对不起，明天的航班都订满了。能订到的最早的机票是星期二的。如果您还是想要明天的票，我们现在可以为您预订，把您放到明天出发航班的当日取消预订表上；如果有人退票，您就可以买到票了。

肖恩：呃.....好吧。

代理人：您说，您想周末回来，对吗？是周六还是周日呢？

肖恩：周日吧。

代理人：没问题。您喜欢什么座位呢？

肖恩：如果有靠过道的座位，我就要靠过道的。

代理人：好的，我们好像是有的。您要怎样支付呢？

肖恩：我用维萨卡付款吧。

## 50 在机场 At the airport

### Useful Expressions

#### 办登机手续

1. Where is the Canadian Airlines check-in counter?
2. May I see your ticket and passport please?
3. Do you have any luggage to check?
4. I have two suitcases.
5. Can I take this bag as carry-on baggage?
6. Please place your first suitcase on the scale.

7. Your second suitcase is slightly over the 23-kilogram limit, but I'll let it go.

8. Do you prefer an aisle seat or window seat?

9. Here's your boarding pass.

10. Seat 12A, Gate 22 for your flight to Frankfurt.

## 过安检

11. Please place any metal objects in the tray and step through the gate.

12. Do you have any liquids in your carry-on bag that are over 3 ounces?

13. I'm afraid you'll have to leave the water here.

## 入境

14. Do you have anything to declare, sir?

15. I have nothing to declare.

16. Open your bag, please. What's this?

17. This is for my personal use.

18. The limit is 350 euros duty-free. You'll have to pay duty on the rest.

19. I'm in transit to London.

20. Where is the information counter?

21. Do you have maps of the downtown area?

22. Is there a bus to the city?

## 常用表达法

### 办登机手续

1. 加拿大航空的值机柜台在哪里？
2. 我能看看您的机票和护照吗？
3. 您有行李要托运吗？
4. 我有两个手提箱。
5. 这个包能当手提行李吗？
6. 请把第一个行李箱放到称上。
7. 您的第二个行李箱稍稍超过了23公斤，不过我让您通过检查吧。
8. 您要靠过道座位还是靠窗座位？
9. 这是您的登机牌。
10. 您去法兰克福的座位是12A，22号登机口。

### 过安检

11. 请把所有的金属物品都放到托盘里，然后走过这道门。
12. 您的手提行李中有没有超过三盎司的液体容器？
13. 恐怕您得把矿泉水留在外面了。

### 入境

14. 您有要报关的东西吗，先生？

15. 我没有需要报关的东西。
16. 请把行李打开。这是什么？
17. 这是私人物品。
18. 免税的限量是350欧元。其余的部分都要付税。
19. 我是换机去伦敦。
20. 服务台在哪儿？
21. 有没有市区地图？
22. 这里有到市区的公交车吗？

## 单词

beverage 饮料

check 托运

cologne 古龙水

detector 检测器

e-ticket 电子客票

liquid 液体

luggage 行李

mouthwash 漱口水

ounce 盎司

reservation 预订

scale 称

security 安检

slightly 稍稍地

suitcase 手提箱

travel-size 旅行装

tray 托盘

短语

boarding pass 登机牌

carry-on bag 手提行李

confirmation number 确认号

metal object 金属物品

prior to 在.....之前

scheduled departure time 起飞时间

step through the gate 走过这道门

window seat 靠窗座位

Dialogue 1

Clerk: Good afternoon. May I see your ticket and passport please?

Ingrid: Certainly. This is my passport. And here's the confirmation number for my e-ticket reservation.

Clerk: Thank you, Ms. Rollins. Do you have any luggage to check?

Ingrid: Yes, I have two suitcases.

Clerk: Okay, please place your first suitcase on the scale... 19 kilograms, that's fine. And now your second suitcase... Your second suitcase is slightly over the 23kilogram limit, but I'll let it go.

Ingrid: Thank you. I really appreciate that.

Clerk: No problem. Do you prefer an aisle seat or window seat?

Ingrid: I'll take an aisle seat, please.

Clerk: Thank you, Ms. Rollins, here's your boarding pass. Please be at the boarding gate at least 30 minutes prior to the scheduled departure time. Have a nice trip.

Ingrid: Thank you.

## 对话1

工作人员：下午好。我能看看您的机票和护照吗？

英格丽德：当然。这是我的护照。这是我的电子客票确认号。

工作人员：谢谢您，罗林斯女士。您有行李要托运吗？

英格丽德：是的。我有两个手提箱。

工作人员：好的。请把第一个行李箱放到称上.....19公斤，没问题。现在，请把第二个行李箱.....您的第二个行李箱稍稍超过了23公斤，不过我让您通过检查吧。

英格丽德：谢谢你。非常感谢！

工作人员：不用谢。您要靠过道座位还是靠窗座位？

英格丽德：请给我靠过道的座位。

工作人员：谢谢您，罗林斯女士，这是您的登机牌。请在飞机起飞前至少30分钟到达登机口。祝您旅途愉快！

英格丽德：谢谢你！

## Dialogue 2

Guard: Please place any metal objects in the tray and step through the gate. (Metal detector goes off)

Guard: Do you have keys in your pocket, sir?

Elliott: Oh yes, sorry, I forgot to take them out. Here they are.

Guard: Try stepping through again.

(Metal detector remains silent)

Guard: Okay, that's fine. Do you have any liquids in your carry-on bag that are over 3 ounces?

Elliott: I just have a small bottle of cologne, travel-size mouthwash, and a 3-ounce tube of toothpaste.

Guard: Any beverages?

Elliott: Yes, I forgot to mention that. I have a 600mL bottle of mineral water.

Guard: I'm afraid you'll have to leave the water here. If you wish, you can purchase another bottle after passing through security.



Elliott: Okay, thanks.

## 对话2

警卫：请把所有的金属物品都放到托盘里，然后走过这道门。

（金属检测器开始检测）

警卫：先生，您的兜里是不是有钥匙？

埃利奥特：哦，是的，对不起，我忘了把钥匙拿出来了。给您。

警卫：请再从这道门走过去。

（金属检测器没发出声响）

警卫：好了，没问题。您的手提行李中有没有超过三盎司的液体容器？

埃利奥特：我只有一小瓶古龙水，一瓶旅行装漱口水，一管三盎司的牙膏。

警卫：有没有饮料？

埃利奥特：有，我刚刚忘了说了。我有一瓶600毫升的矿泉水。

警卫：恐怕您得把矿泉水留在外面了。如果您愿意的话，您可以在通过安检之后再买一瓶。

埃利奥特：好的。谢谢。

## 51 在酒店 At the hotel

### Useful Expressions

#### 预订

1. I'd like to make a reservation for two single rooms, please.
2. When would you like to check in?

3. We'll be checking out on March 14.
4. So that's four nights altogether.
5. I'm afraid we're almost fully booked that week.
6. You require the rooms to be next to each other?
7. Is it possible for the rooms to be on the same floor?
8. We can give you two single rooms on the 5th floor.
9. The cost will be \$120 per room per night.
10. We ask that you make a deposit of 20 percent upon booking.

### 入住

11. I have a reservation for this evening and I would like to check in.

12. Do you have any vacancies tonight?
13. Would you carry my suitcase to my room, please?
14. Could I move to a different room?
15. Can I have this cleaned by tomorrow morning?
16. Do you have a dry cleaning service?
17. I have a bad headache and I need some medicine.
18. I'm very sick. Can you call a doctor?

### 退房

19. I'm checking out. Can you send a bellboy up?

20. I'd like to check out and settle my bill.
21. May I use the room until three o'clock?
22. Could you keep my suitcase here until four o'clock?
23. Please show me the charges.

### 常用表达法

#### 预订

1. 我想预订两间单人间。
2. 您想什么时候入住？
3. 我们3月14日退房。
4. 总共是四晚。
5. 恐怕那个星期我们的房间都订满了。
6. 您要求两个房间相邻吗？
7. 能不能订两个在同一层的房间？
8. 我们可以给您预订两个五层的房间。
9. 每个房间每晚120美元。
10. 请交20%的订金。

#### 入住

11. 我预订了今晚的房间，我想登记入住。
12. 今晚有空房吗？

13. 请把行李搬到我的房间。
14. 可不可以给我换到别的房间？
15. 明天早上以前能不能洗好衣服？
16. 你们有干洗服务吗？
17. 我头疼得厉害，我需要一些药。
18. 我很不舒服，可以帮我请医生吗？

## 退房

19. 我要退房。请派服务生来好吗？
20. 我想退房并结账。
21. 我可不可以住到下午三点？
22. 我可以把行李寄放到下午四点吗？
23. 请给我看看费用明细。

## 单词

bellboy 服务生

book 预订

charges 费用明细

retrieve 取回

safe 保险箱

settle my bill 结账

vacancy 空房

valuables 贵重物品

短语

be next to each other 相邻

call a doctor 请医生

check in 入住

check out 退房

dry cleaning service 干洗服务

fully booked 订满

make a deposit 交订金

make a reservation 预订

on the same floor 在同一层

pay in advance 提前支付

per room per night 每个房间每晚

single room 单人间

Dialogue 1

Receptionist: Good morning sir, may I help you?

Dwight: Good morning. I'd like to make a reservation for two single rooms, please.

Receptionist: Sure. When would you like to check in?

Dwight: Monday, March

10. And we'll be checking out on March 14.

Receptionist: Okay, so that's four nights altogether.

Dwight: Yes.

Receptionist: I'm afraid we're almost fully booked that week.  
Do you require the rooms to be next to each other?

Dwight: That's not necessary, but is it possible for the rooms  
to be on the same floor?

Receptionist: Let me see what's available... Alright, we can  
give you two single rooms on the 5th floor. The cost will be \$120  
per room per night.

Dwight: Okay, that's fine.

Receptionist: In order to guarantee your reservation, we ask  
that you make a deposit of 20 percent upon booking.

Dwight: No problem. Here's my credit card.

对话1

接待员：早上好，先生，您要办理什么业务？

德怀特：早上好。我想预订两间单人间。

接待员：当然可以。您想什么时候入住？

德怀特：3月10日星期一，住到3月14日。

接待员：好的，总共是四晚。

德怀特：是的。

接待员：恐怕那个星期我们的房间都订满了。您要求两个房间相邻吗？

德怀特：不需要那样。但是能不能订两个在同一层的房间？

接待员：我看一下.....我们可以给您预订两个五层的房间，每个房间每晚120美元。

德怀特：好的。

接待员：为了保证您能成功地预订，请交20%的订金。

德怀特：没问题。这是我的信用卡。

## Dialogue 2

Receptionist: Good morning, ma'am. Are you checking out now?

Lucy: Yes, here's my key.

Receptionist: Thank you. Let me see... Ms. Tillman, right? It looks like you paid for your room in advance?

Lucy: That's correct.

Receptionist: According to the computer, you have some valuables stored in the hotel safe. Let me retrieve your safety deposit box.

Lucy: Thank you.

Receptionist: Here you go. You can open it now and retrieve your valuables. Once you're finished, please return the safety deposit box key to me.

Lucy: Okay, I've taken everything out. Here's the key.

Receptionist: Thank you, Ms. Tillman. We hope you enjoyed your stay and we look forward to seeing you again soon.

Lucy: Thank you. Goodbye.

## 对话2

接待员：早上好，女士。您要退房吗？

露西：是的，这是我的钥匙。

接待员：谢谢您。我看一下.....蒂尔曼女士，对吗？您好像提前支付了房费？

露西：是的。

接待员：根据计算机记录，您在我们酒店保存了一些贵重物品。我现在给您拿保险箱。

露西：谢谢。

接待员：给您。您现在可以打开它，取回您的贵重物品。您取完后，请把保险箱的钥匙交还给我。

露西：好，我把东西拿出来了。这是钥匙。

接待员：谢谢您，蒂尔曼女士。希望您在我们酒店住得舒心，期待很快能再次见到您！

露西：谢谢。再见。

## 52 在银行 At the bank

### Useful Expressions

#### 开户

1. I'd like to open a business account at your bank.



2. I see you didn't specify the account type.
3. We offer a range of business accounts.
4. Which type do you want to open?
5. Have you filled out an application form?
6. I'll open a business current account, please.
7. Did you bring your business license?
8. Can I have a statement, please?

### 存款和取款

9. I'd like to transfer \$1,000 from my current account to my savings account.

10. I would like to withdraw some euros from my savings account.

11. Please insert your bank card and enter your PIN.

12. Will you accept a denomination of twenty-euro notes?

13. It seems we're out of ten-euro banknotes at the moment.

14. What commission do you charge?

15. We charge £4 commission.

### 兑换外币

16. I'd like to exchange some Chinese yuan into US dollars.

17. The current exchange rate is 6.0606 yuan per US dollar.

18. I want to exchange 30,000 yuan.

19. That works out to \$4,950.00 US dollars.

20. I'll just need to run them through the bill counter to verify the amount.

21. 300 hundred-yuan notes, for a total of 30,000 yuan.

22. Will you accept that in hundred- and fifty-dollar bills?

### 常用表达法

#### 开户

1. 我想在你们银行开户。

2. 您没有注明账户类型。

3. 我们提供一系列商务账户。

4. 您想开哪种账户？

5. 您填写申请表了吗？

6. 请给我开商务活期账户。

7. 您带营业执照了吗？

8. 能不能给我开一份对账单？

#### 存款和取款

9. 我想把1000美元从活期转到定期存款账户里去。

10. 我想从我的储蓄账户里取一些欧元。

11. 请插入您的银行卡，输入密码。

12. 给您20欧元的面额可以吗？

13. 我们目前似乎没有10欧元的面额了。

14. 你们收多少手续费？

15. 我们收4镑的手续费。

兑换外币

16. 我想把一些人民币兑换成美元。

17. 现在的汇率是6.0606元兑换1美元。

18. 我想兑换3万元。

19. 折合成美元是4950美元。

20. 我把钱放进点钞机确认一下金额。

21. 300张百元钞票，总共3万元。

22. 您接受100美元和50美元的面额吗？

单词

banknote 纸币

current 现在的

denomination 面额

exchange 兑换

note 纸币

photocopy 影印

piece 件

specify 注明

withdraw 取(款)

短语

account type 账户类型

bill counter 点钞机

business account 公司账户

Business Current Account 商务活期账户

business license 营业执照

driver's license 驾照

enter your PIN 输入密码

exchange rate 汇率

fill out an application form 填写申请表

insert your bank card 插入银行卡

savings account 储蓄账户

verify the amount 确认金额

work out to 相当于

Dialogue 1

Teller: Good afternoon, sir. How may I help you?

Jeffrey: I'd like to open a business account at your bank.

Teller: Have you filled out an application form?

Jeffrey: Yes, here it is.

Teller: Thank you. I see you didn't specify the account type. We offer a range of business accounts, such as Business Current Account, Money Manager Savings Account, and Money Market Fixed Account. Which type do you want to open?

Jeffrey: I'll open a business current account, please.

Teller: Great. Did you bring your business license?

Jeffrey: Yes, I think it's in my briefcase... Here you go.

Teller: Great. I'll also need to see two pieces of photo ID and make photocopies for our records.

Jeffrey: I have my driver's license and passport. Is that okay?

Teller: That would be fine.

对话1

柜员：下午好，先生。您要办理什么业务？

杰弗里：我想在你们银行开商务账户。

柜员：您填写申请表了吗？

杰弗里：填好了。给你。

柜员：谢谢您。您没有注明账户类型。我们提供一系列商务账户，比如商务活期账户、理财储蓄账户、金融市场定期账户。您想开哪种账户？

杰弗里：请给我开商务活期账户。

柜员：好。您带营业执照了吗？

杰弗里：带了，我想应该在我的公文包里.....给你。

柜员：好的。我还需要您提供两种有照片的证件，我要影印留存。

杰弗里：我有驾照和护照，可以吗？

柜员：可以。

Dialogue 2

Teller: Hi, may I help you?

Ms. Li: Yes, I'd like to exchange some Chinese yuan into US dollars.

Teller: No problem. The current exchange rate is 6.0606 yuan per US dollar.

Ms. Li: That's fine. I want to exchange 30,000 yuan.

Teller: Sure. I'll just need to run them through the bill counter to verify the amount... Good, 300 hundred-yuan notes, for a total of 30,000 yuan. That works out to \$4,950.00 US dollars. Will you accept that in hundred- and fifty-dollar bills?

Ms. Li: Sure, thanks. I would also like to withdraw some euros from my savings account.

Teller: Certainly. Please insert your bank card and enter your PIN. How much do you wish to withdraw?

Ms. Li: 500 euros, in ten-euro notes.

Teller: It seems we're out of ten-euro banknotes at the moment. Will you accept a denomination of twenty-euro notes?

Ms. Li: Yes, that will be okay.

对话2

柜员：您好，您要办理什么业务？

李女士：我想把一些人民币兑换成美元。

柜员：没问题。现在的汇率是6.0606元兑换1美元。

李女士：好的。我想兑换3万元。

柜员：当然可以。我把钱放进点钞机确认一下金额.....好，300张百元钞票，总共3万元，折合成美元是4950美元。您要100美元和50美元的面额，对吗？

李女士：对，谢谢你。我还想从我的储蓄账户里取一些欧元。

柜员：当然。请插入您的银行卡，输入密码。您想取多少？

李女士：500欧元，要10欧元的面额。

柜员：我们目前似乎没有10欧元的面额了。给您20欧元的面额可以吗？

李女士：可以。

## 53 乘坐公交 Taking public transport

### Useful Expressions

地铁

1. Could you tell me how to get to the East LA Civic Center from here?

2. You'll get off at North Hollywood and transfer to the Red Line.

3. After that, there will be about a dozen stops before you reach Union Station.

4. From there, you should transfer to the Yellow Line, which you can take southbound to get to the Civic Center.

5. You can get an unlimited monthly pass for 17,000 yen.

### 公共汽车

6. Where's the bus stop for Fisherman's Wharf?

7. Which bus do I take to go to the National Museum?

8. Where do I get off to go to the Times Square?

9. One for Oxford Circus, please.

### 出租车

10. Would you call a taxi for me?

11. The City Museum, please.

12. Take me to this place, please.

13. Can you please put this suitcase in the trunk?

14. Can you make a stop in front of Harrods?

15. We missed it. Would you mind turning around?

### 租车

16. Can I rent a car for just five day?



17. How much do you charge for that car? How much is the deposit?

18. I'd like to have full insurance.

19. How much will that be if I drop it off in Lancaster?

20. Excuse me. Is there a gas station near here?

21. What's the parking fee?

### 常用表达法

#### 地铁

1. 您可以告诉我从这里去东洛杉矶市政中心该怎么坐车吗？

2. 在北好莱坞站下车，换乘地铁红线。

3. 然后大概坐12站就到了联合站。

4. 在那里换乘往南行驶的地铁黄线就可以到市政中心了。

5. 您可以花17000日元买一张不限乘坐次数的月票。

#### 公共汽车

6. 去愚人码头的车站在哪里？

7. 去国家博物馆要搭乘哪一趟班车？

8. 去时代广场在哪一站下车？

9. 请给我一张到牛津广场的票。

#### 出租车

10. 请帮我叫辆出租车。

11. 去市立博物馆。

12. 请载我到这个地方。

13. 请把这件行李放进后备厢。

14. 能不能在哈罗兹百货门前停一下？

15. 我们走过头了，请绕回来好不好？

租车

16. 我能租5天车吗？

17. 那一辆车的租金是多少？押金是多少？

18. 我要保全险。

19. 如果我在兰开斯特还车要付多少费用？

20. 对不起。这附近有加油站吗？

21. 停车费多少？

单词

attraction 旅游景点

confused 不明白的

eastbound 往东的

fare 车票费

head 朝向

line 线路

reach 到达

stop 站

triangle 三角形标记

unlimited 不限次数的

短语

figure out 想清楚.....

get off at 在.....下车

monthly pass 月票

one second 稍等一下

one-month subway pass 地铁月票

operate from...until... 运营时间从.....到.....

range from 150 to 300 yen 从150日元到300日元不等

subway system 地铁系统

take southbound to 向南坐到.....

transfer to 换乘.....

write this down 记下来

Dialogue 1

Passenger: Hi, I just arrived here in Tokyo yesterday. I'll be staying for the next 30 days, so I was wondering whether I should get a one-month subway pass.

Attendant: If you want, you can get an unlimited monthly pass for 17,000 yen. But you may not need one. Fares usually range from 150 to 300 yen each day, depending on how far you're traveling. How often do you plan on using the subway?

Passenger: I haven't really thought about it yet. This is my first time here, and I'm still trying to figure out which attractions and places to visit.

Attendant: Here's a free map of the Tokyo subway system to help you plan your trip. Places of interest are indicated with blue triangles.

Passenger: Great! I'll take a look at this first and come back later.

Attendant: No problem.

Passenger: Oh, I forgot to ask, what are the hours of operation for the subway?

Attendant: Most lines operate from five in the morning until midnight.

Passenger: I see. Thanks for your help!

Attendant: Not at all.

## 对话1

乘客：你好。我昨天刚刚来到东京。我会在这里待30天，所以想问问我是不是应该办一张地铁月票？

乘务员：如果您想办的话，您可以花17000日元买一张不限乘坐次数的月票。不过您也可能不需要买。每天的地铁票费用从150日元到300日元不等，具体要看您乘坐的距离。您使用地铁的频率是怎样的？

乘客：我还没想过呢。这是我第一次来东京，我还在考虑去哪些旅游景点呢。

乘务员：这是东京地铁系统的免费地图，可以帮助您计划行程。旅游景点都用蓝色三角形标记了。

乘客：太好了！我先看看这份地图，一会儿再来找你。

乘务员：没问题。

乘客：哦，我忘了问了，地铁的运行时间是几点到几点？

乘务员：大部分线路都是从早五点到午夜。

乘客：明白了。谢谢你的帮助！

乘务员：别客气！

## Dialogue 2

Passenger 1: Excuse me, I'm a little confused. Could you tell me how to get to the East LA Civic Center from here?

Passenger 2: Sure. We're at Woodman Station heading eastbound on the Orange Line right now. You can stay on until the last stop, North Hollywood Station, from which you can transfer to the Red Line...

Passenger 1: Sorry, one second... I'd better write this down so I don't forget.

Passenger 2: Good idea. So, as I was saying, you'll get off at North Hollywood and transfer to the Red Line. After that, there will be about a dozen stops before you reach Union Station. From there, you should transfer to the Yellow Line, which you can take southbound to get to the Civic Center.

Passenger 1: Okay, I think I understand. So basically, I should take the Orange Line to the Red Line, and then Red to Yellow?

Passenger 2: Yes, you've got it.

Passenger 1: Thanks very much!

Passenger 2: My pleasure.

## 对话2

乘客1：不好意思，我有点不明白了。您可以告诉我从这里去东洛杉矶市政中心该怎么坐车吗？

乘客2：当然可以。我们现在位于伍德曼站，乘坐的是朝向往东的地铁橙线。你可以坐这条线到终点站北好莱坞下车，从那儿换乘地铁红线.....

乘客1：不好意思，您稍等一下.....我得记下来，要不然该忘了。

乘客2：好主意。就像我刚才说的，在北好莱坞站下车，换乘地铁红线，然后大概坐12站就到了联合站，在那里换乘往南行驶的地铁黄线就可以到市政中心了。

乘客1：好的，我想我听明白了。大概就是，乘坐地铁橙线，然后换乘地铁红线，再换乘地铁黄线，对吧？

乘客2：对，你说得对。

乘客1：非常感谢你！

乘客2：不客气！

## Unit 10

### 接待客户

### Client Reception

## 54 接机和送机 Airport pick-up and drop-off

### Useful Expressions

#### 接机 ( 东道主 )

1. Excuse me, are you Mr. Wallace from the US?
2. Hi, I'm Pedro Mendez from Silva Motor Company.
3. Welcome to Santiago! Is this your first time coming to Chile?
4. How was your flight?
5. I'm sure you'll enjoy your stay.
6. I'll take you to your hotel now, which is only a 10-minute drive from here.
7. If you're not too tired this evening, we'd be honored if you would attend dinner with us.

#### 接机 ( 客人 )

8. Thank you, Mr. Mendez. Please call me Joyce.
9. Yes, it's my first time visiting your beautiful country.
10. Thank you, I would be delighted to attend.

#### 送机 ( 东道主 )

11. We're glad you could come to Guangzhou to visit our factory and showroom.
12. I just wish you could stay longer so that we could show you

more of the local sights and attractions.

13. Perhaps we can arrange that in the coming year.

14. Bye for now. Have a safe flight!

送机（客人）

15. Thanks so much for dropping me off at the airport, Mr. Zhao.

16. It was a pleasure to tour your facilities and meet your management team.

17. I'm sure I'll come back to visit you again soon.

18. We would be delighted if you could visit us sometime in Chicago.

19. I think we're very close to reaching a deal.

20. Thanks again, and we'll be in touch soon!

### 常用表达法

接机（东道主）

1. 请问您是美国来的华莱士先生吗？

2. 您好，我是席尔瓦机车公司的佩德罗·门德斯。

3. 欢迎您来到圣地亚哥！这是您第一次来智利吗？

4. 飞行顺利吗？

5. 我相信，您在这里一定会过得很愉快的。

6. 我现在送您去酒店，从这里开车只要10分钟就到了。



7.要是今天晚上您不是很累的话，如果您能来和我们一起吃饭，我们会不胜荣幸。

接机（客人）

8.谢谢你，门德斯先生。请叫我乔伊斯。

9.这是我第一次来这个美丽的国度。

10.谢谢你。我很愿意参加。

送机（东道主）

11.您能来广州参观我们的工厂和展厅，我们非常高兴。

12.我们只是希望您能多待几天，好让我们带您去游览更多当地的景点。

13.或许我们可以安排在明年去看看。

14.再见！一路顺风！

送机（客人）

15.赵先生，谢谢你送我来机场。

16.我很荣幸能够参观你们的工厂设施，并与你们的管理团队会面。

17.我相信我很快就会再来这里。

18.如果你们能找个时间来芝加哥看看，我们会很高兴的。

19.我想我们就快达成协议了。

20.再次感谢你！我们很快会再次联系！

单词

arrange 安排

executive 主管

facility 设施

negotiation 协商, 谈判

personally 亲自

sight 景点

via 通过

短语

a 10-minute drive 十分钟车程

attend dinner with 与.....共进晚餐

be in touch 联系

be very close to 接近.....

boarding gate 登机口

drop sb. off 送别某人

feel the same way 有同感

go through security 过安检

have a rest 休息一下

in addition to 除了

in the meantime 另外

last-minute business 临时的事

management team 团队会面

pick sb. up 迎接某人

reach a deal 达成协议

senior employee 资深雇员

take care of 照料

## Dialogue 1

Kevin: Thanks so much for dropping me off at the airport, Mr. Zhao.

Mr. Zhao: It's no trouble at all. We're glad you could come to Guangzhou to visit our factory and showroom. I just wish you could stay longer so that we could show you more of the local sights and attractions.

Kevin: It was a pleasure to tour your facilities and meet your management team. I'm sure I'll come back to visit you again soon. And, as I mentioned, we would be delighted if you could visit us sometime in Chicago.

Mr. Zhao: Yes, that would be wonderful. Perhaps we can arrange that in the coming year.

Kevin: Great. In the meantime, after I get back to the States, we would be happy to continue negotiations with your company via phone and email.

Mr. Zhao: Certainly. I think we're very close to reaching a deal.

Kevin: I feel the same way. Well, I'd better go through

security now to make sure I reach the boarding gate on time. Thanks again, and we'll be in touch soon!

Mr. Zhao: Bye for now. Have a safe flight!

## 对话1

凯文：赵先生，谢谢你送我来机场。

赵先生：没问题。您能来广州参观我们的工厂和展厅，我们非常高兴。我们只是希望您能多待几天，好让我们带您去游览更多当地的景点。

凯文：我很荣幸，能够参观你们的工厂设施，并与你们的管理团队会面。我相信，我很快就会再来这里。我说过，如果你们能找个时间来芝加哥看看，我们会很高兴的。

赵先生：嗯，去芝加哥看看一定很好。或许，我们可以安排在明年去看看。

凯文：太好了。另外，我回美国之后，我们愿意通过电话或邮件与你们公司继续进行协商。

赵先生：那当然好了。我想，我们就快达成协议了。

凯文：我也有同感。好了，现在我得去过安检了，要不就不能按时到达登机口了。再次感谢你！我们很快会再次联系！

赵先生：再见！一路顺风！

## Dialogue 2

Pedro: Ms. Pearson? Hi, I'm Pedro Mendez from Silva Motor Company. Welcome to Santiago! Is this your first time coming to Chile?

Joyce: Thank you, Mr. Mendez. Please call me Joyce. Yes, it's my first time visiting your beautiful country.

Pedro: I'm sure you'll enjoy your stay. Please call me by my first name, Pedro, as well. Mr. Gonzales wanted to come to pick you up personally from the airport, but he had some last-minute business to take care of.

Joyce: I understand. I know Mr. Gonzales is a very busy man.

Pedro: Yes, that's true. But he's looking forward to seeing you. I'll take you to your hotel now, which is only a 10-minute drive from here, and you can have a rest this afternoon. If you're not too tired this evening, we'd be honored if you would attend dinner with us at a traditional Chilean restaurant called La Mar. Mr. Gonzales will be there, in addition to several other executives and senior employees.

Joyce: Thank you, I would be delighted to attend.

## 对话2

佩德罗：您是皮尔森女士吗？您好，我是席尔瓦机车公司的佩德罗·门德斯。欢迎您来到圣地亚哥！这是您第一次来智利吗？

乔伊斯：谢谢你，门德斯先生。请叫我乔伊斯。这是我第一次来这个美丽的国度。

佩德罗：我相信，您在这里一定会过得很愉快的。请叫我佩德罗。冈萨雷斯先生本想亲自来机场接您，可是他出发前临时有事。

乔伊斯：我理解。我知道冈萨雷斯先生是个大忙人。

佩德罗：是呀。不过他正期待着见您呢。我现在送您去酒店，从这里开车只要十分钟就到了。今天下午，您可以休息一下。要是今天晚上您不是很累的话，如果您能来和我们一起吃饭，我们会不胜荣幸。那是一家传统的智利饭店，名叫三月饭店。除了几位主管和资深雇员，冈萨雷斯先生也会去。

乔伊斯：谢谢你。我很愿意参加。

## 55 会见和送礼 Meeting and gift-giving

### Useful Expressions

#### 见面寒暄

1. Hello, Ms. Chen. Welcome to Vancouver. It's a pleasure to meet you.

2. Thank you, Mr. Bryant. It's nice to meet you, too.

3. This is your second time visiting Canada, is that right?

4. This is my first time coming to Vancouver, and I'll be staying for almost a month.

5. Sorry I'm a few hours late. There was a traffic jam on the way over.

6. My plane was delayed.

7. No need to apologize! I'm just glad you're here.

8. I understand you'll be participating in an executive training program while you're here?

#### 送礼

9. Oh, before I forget, I have a small gift for you.

10. Oh, I almost forgot, this is for you.

11. I hope you like it.

12. It's nothing, really.

13. It includes a porcelain teapot, six teacups and matching saucers.

14. I also brought you some oolong tea from the southern province of Fujian.

15. I remembered that you're an avid coin collector, so I thought you might like it.

### 感谢和称赞礼物

16. I love oolong tea. Thank you very much!

17. You really shouldn't have.

18. It's a traditional Chinese tea set! That's very thoughtful of you.

19. That's so kind of you. Let me open it up... oh, a colorful African scarf!

20. It's lovely, thank you! I have a little gift for you, too.

21. Let me see... Ah, a set of Australian coins! They're beautiful!

22. That's just what I need for my collection! Thanks!

### 常用表达法

#### 见面寒暄

1. 您好，陈女士。欢迎来到温哥华。很高兴见到您！

2. 谢谢你，布莱恩特先生。我也很高兴见到你。

3. 这是您第二次来加拿大，对吗？

4.这是我第一次来温哥华，我要在这里待差不多一个月。

5.对不起，我晚了几个小时。来的路上堵车了。

6.我的航班延误了。

7.你不必道歉！你能来，我已经很高兴了。

8.我想您在此期间会参加一个高管培训项目，对吗？

送礼

9.哦，我有一个小礼物要送给你，免得我忘了。

10.哦，我差点忘了，这是送给你的。

11.希望你会喜欢！

12.只是个小礼物，真的。

13.里面有一个瓷茶壶、六个茶杯和配套的杯碟。

14.我还给您带来了一些乌龙茶，这是产自南方福建省的茶。

15.我记得你是一名热心的钱币收藏者，所以我想你可能会喜欢这份礼物。

感谢和称赞礼物

16.我喜欢乌龙茶。非常感谢您！

17.您真的不必这么客气。

18.哇，是中国传统茶具呀！您想得真周到！

19.您太客气了。我打开看看.....噢，是一条彩色的非洲围巾！

20.很漂亮！谢谢你！我也有一个小礼物要送给你。



21.我看看.....啊，是一套澳大利亚硬币！太精美了！

22.我正要收藏这套硬币呢！谢谢你！

单词

avid 热心的

coin 硬币

collection 收藏

collector 收藏者

matching 配套的

miss 错过

oolong tea 乌龙茶

participate 参加

porcelain 陶瓷

saucer 杯碟

scarf 围巾

teacup 茶杯

teapot 茶壶

thoughtful 周到的

traditional 传统的

短语

executive training program 高管培训项目

No need to apologize! 不必道歉!

one-week trip 为期一周的旅行

tea set 茶具

traffic jam 堵车

Dialogue 1

Hannah: Nadine, please come in!

Nadine: Thanks, sorry I'm a few hours late. First my plane was delayed, then I almost missed the connecting flight. And then there was a traffic jam on the way over...

Hannah: No need to apologize! I'm just glad you're here. I hope you're not too tired after such a long flight.

Nadine: I just had some coffee, so I'm okay. Oh, I almost forgot, this is for you.

Hannah: That's so kind of you. Let me open it up... oh, a colorful African scarf!

Nadine: I hope you like it.

Hannah: It's lovely, thank you! I have a little gift for you, too.

Nadine: You really shouldn't have.

Hannah: It's nothing, really.

Nadine: Let me see... Ah, a set of Australian coins! They're

beautiful!

Hannah: I remembered that you're an avid coin collector, so I thought you might like it.

Nadine: That's just what I need for my collection! Thanks!

## 对话1

汉纳：请进，纳丁。

纳丁：谢谢。对不起，我晚了几个小时。先是我的航班延误了，我差点没赶上转机的航班。然后来的路上又堵车……

汉纳：你不必道歉！你能来，我已经很高兴了。希望这么漫长的旅途没有让你感到特别累。

纳丁：我喝了点咖啡，所以感觉还好。哦，我差点忘了，这是送给你的。

汉纳：你太客气了。我打开看看……哦，是一条彩色的非洲围巾！

纳丁：希望你会喜欢！

汉纳：很漂亮！谢谢你！我也有一个小礼物要送给你。

纳丁：你真的不必这么客气。

汉纳：只是个小礼物，真的。

纳丁：我看看……啊，是一套澳大利亚硬币！太精美了！

汉纳：我记得你是一名热心的钱币收藏者，所以我想你可能会喜欢这份礼物。

纳丁：我正要收藏这套硬币呢！谢谢你！

## Dialogue 2

Joseph: Hello, Ms. Chen. Welcome to Vancouver. It's a pleasure

to meet you.

Ms. Chen: Thank you, Mr. Bryant. It's nice to meet you, too.

Joseph: This is your second time visiting Canada, is that right?

Ms. Chen: Yes. Last time I was in Montreal, but it was only a one-week trip. This is my first time coming to Vancouver, and I'll be staying for almost a month.

Joseph: That's great. I understand you'll be participating in an executive training program while you're here?

Ms. Chen: Yes, that's right. Oh, before I forget, I have a small gift for you.

Joseph: Wow, it's a traditional Chinese tea set! That's very thoughtful of you.

Ms. Chen: It includes a porcelain teapot, six teacups and matching saucers. I also brought you some oolong tea from the southern province of Fujian.

Joseph: I love oolong tea. Thank you very much!

Ms. Chen: You're welcome.

## 对话2

约瑟夫：您好，陈女士。欢迎来到温哥华。很高兴见到您！

陈女士：谢谢你，布莱恩特先生。我也很高兴见到你。

约瑟夫：这是您第二次来加拿大，对吗？

陈女士：是呀。我上次去了蒙特利尔，不过只在那里待了一个星期。这是我第

一次来温哥华，我要在这里待差不多一个月。

约瑟夫：太好了。我想您在此期间会参加一个高管培训项目，对吗？

陈女士：是呀。哦，我有一个小礼物要送给你，免得我忘了。

约瑟夫：哇，是中国传统茶具呀！您想得真周到！

陈女士：里面有一个瓷茶壶、六个茶杯和配套的杯碟。我还给您带来了一些乌龙茶，这是产自南方福建省的茶。

约瑟夫：我喜欢乌龙茶。非常感谢您！

陈女士：别客气。

## 56 参观公司 Company tours

### Useful Expressions

#### 见面寒暄

1. Hi, I'm Judy Xiao. You must be Ms. Spencer?

2. Hello, Ms. Liu. Thank you for coming to our office.

3. I hope traffic wasn't too bad?

4. Please call me James; that's my English name.

5. Thank you, James, and feel free to call me Teresa.

6. Here's a copy of our annual report and product catalog for your review.

7. This is my business card.

8. The pleasure is mine.

9. I recognize your voice from our phone calls. It's nice to meet you in person.

10. I took a cab from the hotel and it took less than half an hour to get here.

11. Would you like some tea or coffee before I show you around?

12. Actually, I'm afraid I don't have much time. I have a last-minute meeting that just popped up.

### 参观公司

13. Let me show you around first.

14. Let me give you a brief tour then.

15. If you'd like, we could arrange a factory tour for tomorrow.

16. I'll introduce you to him later.

17. Over here is our sales department. This is our sales manager, Ms. Xiao.

18. To the right is our research department, which leads R&D work on new products.

19. Finally, here is our finance and accounting department.

20. If you'll follow me past the kitchen, you'll see our marketing department around the corner, where we have 15 full-time staff.

21. To your left is our accounting department, led by our financial controller, Mark Wu.

## 常用表达法

### 见面寒暄

1. 您好，我是朱迪·肖。您一定是斯宾塞女士吧？
2. 您好，刘女士。感谢您来到我们办事处。
3. 您来的路上一切还顺利吧？
4. 请叫我詹姆斯，这是我的英文名。
5. 谢谢你，詹姆斯，你可以叫我特雷莎。
6. 这是我们的年度报告和产品目录供您浏览。
7. 这是我的名片。
8. 我也感到很荣幸。
9. 我们通过电话，听声音就知道是您。很高兴见到您。
10. 我从酒店坐出租车，不到半小时就到这儿了。
11. 我一会儿带您四处看看。您想先喝杯茶还是咖啡？
12. 实际上，我恐怕没有太多时间。我还有一个临时会议要开。

### 参观公司

13. 我先带您去其他地方转转。
14. 我带您大致看看。
15. 如果您愿意的话，我们可以安排您明天参观一家工厂。
16. 我一会儿会把您介绍给他。

17. 这是我们的销售部。这是我们的销售经理肖女士。

18. 右面是研发部，负责新产品的研发。

19. 最后，这是我们的财务会计部。

20. 穿过厨房，就能看到我们的营销部，那里有15名全职员工。

21. 您左边的是我们的会计部，由财务总监马克·吴领导。

单词

boardroom 会议室

zenith 顶点

短语

accounting department 会计部

annual report 年度报告

around the corner 在拐角处

be pressed for time 时间紧张

conference room 会议室

factory tour 参观工厂

feel free to 尽管做.....

financial controller 财务总监

for your review 供您浏览

full-time staff 全职员工



last-minute meeting 临时会议

marketing department 营销部

pop up 突然出现

product catalog 产品目录

R&D work 研发工作

research department 研发部

sales department 销售部

sales manager 销售经理

show sb. around 带某人参观

take a cab 坐出租车

to your left 在您左边

## Dialogue 1

Mr. Gao: Good morning, Ms. Spencer, and welcome to Shenzhen Zenith Company. Thank you for coming. If you'll follow me, we can go to our boardroom and have some coffee or tea. After that, I'll be glad to show you around the office.

Ms. Spencer: Thank you, Mr. Gao.

Mr. Gao: Please call me James; that's my English name. Here's a copy of our annual report and product catalog for your review. And this is my business card.

Ms. Spencer: Thank you, James, and feel free to call me Teresa.

Mr. Gao: Okay, Teresa. Well, here's the conference room... Oh, it looks like there's a meeting going on in there. Sorry about that. Let me show you around first. To your left is our accounting department, led by our financial controller, Mark Wu. He's on the phone right now, but I'll introduce you to him later. And over here is our sales department. This is our sales manager, Ms. Xiao.

Ms. Xiao: Hi, I'm Judy Xiao. You must be Ms. Spencer?

Ms. Spencer: Yes, I recognize your voice from our phone calls. It's nice to meet you in person.

Ms. Xiao: The pleasure is mine.

### 对话1

高先生：早上好，斯宾塞女士。欢迎您来到深圳顶点公司。感谢您的光临。请随我一起去会议室喝点咖啡或茶。然后，我再带您参观一下我们的办事处。

斯宾塞女士：谢谢您，高先生。

高先生：请叫我詹姆斯，这是我的英文名。这是我们的年度报告和产品目录，供您浏览。这是我的名片。

斯宾塞女士：谢谢您，詹姆斯，您可以叫我特雷莎。

高先生：好的，特雷莎。这就是会议室.....哦，好像有人在里面开会。不好意思，那我先带您去其他地方转转。您左边是我们的会计部，由财务总监马克·吴领导。他现在正在接听电话，不过我一会儿会把您介绍给他。这是我们的销售部。这是我们的销售经理肖女士。

肖女士：您好，我是朱迪·肖。您一定是斯宾塞女士吧？

斯宾塞女士：是的。我们通过电话，听声音就知道是您。很高兴见到您。

肖女士：我也感到很荣幸。

## Dialogue 2

Mr. Jones: Hello, Ms. Liu. Thank you for coming to our office. I hope traffic wasn't too bad?

Ms. Liu: It was fine, thank you for asking. I took a cab from the hotel and it took less than half an hour to get here.

Mr. Jones: Great. Would you like some tea or coffee before I show you around?

Ms. Liu: Actually, I'm afraid I don't have much time. I have a last-minute meeting that just popped up.

Mr. Jones: I understand. Let me give you a brief tour then. If you'll follow me past the kitchen, you'll see our marketing department around the corner, where we have 15 full-time staff. To the right is our research department, which leads R&D work on new products. Finally, here is our finance and accounting department. I know you're pressed for time, but if you'd like, we could arrange a factory tour for tomorrow.

Ms. Liu: That would be wonderful.

## 对话2

琼斯先生：您好，刘女士。感谢您来到我们办事处。您来的路上一切还顺利吧？

刘女士：还好。谢谢您。我从酒店坐出租车，不到半小时就到这儿了。

琼斯先生：太好了。我一会儿带您四处看看。您想先喝杯茶还是咖啡？

刘女士：实际上，我恐怕没有太多时间。我还有一个临时会议要开。

琼斯先生：我理解。那么我就带您大致看看。穿过厨房，就能看到我们的营销

部，那里有15名全职员工。右面是研发部，负责新产品的研发。最后，这是我们的财务会计部。我知道您的时间紧张，不过如果您愿意的话，我们可以安排您明天参观一家工厂。

刘女士：那太好了！

## 57 参观工厂 Factory tours

### Useful Expressions

#### 欢迎辞

1. Mr. Simmons, welcome to our assembly plant.

2. We're delighted to welcome you to our production factory in Qingdao.

3. My name is Vincent Tao, and I'm the factory's managing director.

4. I'll be taking you on a tour of our factory. It's a pleasure to meet you both.

5. Please let me know if you have any questions or want me to repeat anything.

#### 介绍车间

6. If you follow me this way, you'll see the first production line, which assembles the main side panels for the vehicle.

7. We just upgraded several of our robotic assembly lines.

8. These ones were installed about three months ago.

9. Now, to our left, you'll see two more assembly lines.

10. This line assembles the chassis, which contains a thermally-managed battery pack of lithium-ion cells.

11. As we go inside, we'll enter the first part of the plant, which is the storage area.

12. As we move along, we're now entering the second part of the factory, which is the assembly and packaging area.

13. Finally, to your right you can see the third part of our factory, which is the testing area.

14. We perform extensive quality control testing to ensure our products meet or exceed quality expectations.

## 介绍员工

15. How many workers do you have at this plant?

16. Altogether, there are about 400 shift workers and 12 line managers.

17. Much of the manufacturing process is computer controlled, but we rely on our well-trained supervisors to oversee and closely monitor all aspects of production.

## 常用表达法

### 欢迎辞

1. 西蒙斯先生，欢迎来到我们的组装厂。

2. 我们很高兴地欢迎您来到我们在青岛的生产工厂。

3. 我叫文森特·陶，是这家工厂的总经理。

4. 很高兴见到两位。我会带你们参观我们的工厂。

5.如果您有什么问题或者需要我重复说什么，请随时告诉我。

## 介绍车间

6.请跟我来，这边是第一生产线，组装汽车的主侧板。

7.我们刚刚换了几条新的自动组装设备。

8.这些是三个月前安装的。

9.现在，在我们左面的是另外两条生产线。

10.这条生产线组装底盘，包括热管理锂电池包。

11.我们往里走，先进入工厂的第一部分，也就是仓储区。

12.再往前走，就到了工厂的第二部分，这是组装和包装区。

13.最后，在你们右边就是工厂的第三部分，检测区。

14.我们进行综合性质量控制检测，以保证我们的产品达到或者超过质量预期标准。

## 介绍员工

15.这家工厂有多少工人？

16.总共有400个轮班的工人，12个生产线经理。

17.相当一部分制造过程都是由计算机控制的，不过我们有受过良好培训的监管人员来密切监管和控制生产的各个环节。

## 单词

aspect 环节

chassis 底盘

expectation 预期标准

monitor 控制

oversee 监管

packaging 包装

parts 部件

supervisor 监管人员

thermally-managed 热管理的

upgrade 升级

well-trained 受过良好培训的

短语

assembly line 产线

assembly plant 组装厂

battery pack 电池包

computer controlled 计算机控制的

line manager 生产线经理

lithium-ion cell 锂离子蓄电池

main side panel 主侧板

quality control testing 质量控制检测

raw materials 原料

rely on 依靠

robotic assembly line 自动组装设备

shift worker 轮班的工人

storage area 仓储区

## Dialogue 1

Mr. Tao: Mr. Klein, we're delighted to welcome you to our production factory in Qingdao. My name is Vincent Tao, and I'm the factory's managing director. While I'm showing you around, please let me know if you have any questions or want me to repeat anything.

Mr. Klein: Thank you, and please call me Martin.

Mr. Tao: Okay, Martin. If you follow me this way, you'll see the first production line, which assembles the main side panels for the vehicle.

Mr. Klein: This assembly equipment looks pretty new.

Mr. Tao: Yes, we just upgraded several of our robotic assembly lines. These ones were installed about three months ago.

Mr. Klein: How many workers do you have at this plant?

Mr. Tao: Altogether, there are about 400 shift workers and 12 line managers. Now, to our left, you'll see two more assembly lines. This line assembles the chassis, which contains a thermally-managed battery pack of lithium-ion cells.

Mr. Klein: And the line over there must be to assemble the vehicle's seats?



Mr. Tao: That's right.

## 对话1

陶先生：克莱因先生，我们很高兴地欢迎您来到我们在青岛的生产工厂。我叫文森特·陶，是这家工厂的总经理。我带您四处看看，如果您有什么问题或者需要我重复说什么，请随时告诉我。

克莱因先生：谢谢您。请叫我马丁。

陶先生：好，马丁。请跟我来，这边是第一生产线，组装汽车的主侧板。

克莱因先生：这些组装设备看上去挺新的。

陶先生：是的。我们刚刚换了几条新的自动组装设备。这些是三个月前安装的。

克莱因先生：这家工厂有多少工人？

陶先生：总共有400个轮班的工人，12个生产线经理。现在，在我们左面的是另外两条生产线。这条生产线组装底盘，包括热管理锂电池包。

克莱因先生：这条生产线肯定是组装汽车座位的，对吗？

陶先生：是的。

## Dialogue 2

Donald Yang: Mr. Trevino and Mr. Simmons, welcome to our assembly plant. We're excited that you've decided to visit us today. My name is Donald Yang, and I'll be taking you on a tour of our factory. It's a pleasure to meet you both.

Messrs. Trevino, Simmons: Nice to meet you.

Donald Yang: Now, as we go inside, we'll enter the first part of the plant, which is the storage area. This is where we keep all

the raw materials, parts and supplies needed for production. As we move along, we're now entering the second part of the factory, which is the assembly and packaging area. Finally, to your right you can see the third part of our factory, which is the testing area. We perform extensive quality control testing to ensure our products meet or exceed quality expectations.

Mr. Simmons: How many workers do you have at this plant?

Donald Yang: About 50 altogether. Much of the manufacturing process is computer controlled, but we rely on our well-trained supervisors to oversee and closely monitor all aspects of production.

## 对话2

唐纳德·杨：特里维诺先生、西蒙斯先生，欢迎来到我们的组装厂。你们决定今天来我们这里参观，我们很高兴。我叫唐纳德·杨。很高兴见到两位。我会带你们参观我们的工厂。

特里维诺先生和西蒙斯先生：很高兴见到你！

唐纳德·杨：现在，我们往里走，先进入工厂的第一部分，也就是仓储区。这是我们存储生产所需的所有原料和部件的地方。再往前走，就到了工厂的第二部分，这是组装和包装区。最后，在你们右边就是工厂的第三部分，检测区。我们进行综合性质量控制检测，以保证我们的产品达到或者超过质量预期标准。

西蒙斯先生：你们这家工厂有多少工人？

唐纳德·杨：总共大约50人。相当一部分制造过程都是由计算机控制的，不过我们还依靠受过良好培训的监管人员来密切监管和控制生产的各个环节。

## 58 商务晚宴 Business banquets

### Useful Expressions

## 发出邀请

1. I know this is last minute, but next Tuesday we're holding a banquet to celebrate the company's 30th anniversary.

2. My company will be holding a golf tournament and dinner banquet next month at Blue Cliffs Golf Club. Would you like to come?

3. As our newest client, we would be honored if you could attend.

4. We'll be serving Italian-style cuisine, such as risotto, lasagna, ravioli and Neapolitan pizza.

5. I'll send you an invitation anyway, in case your schedule changes.

6. Your wife's more than welcome to attend the banquet as well.

7. My wife will be there too, and we can all sit at the same table.

## 回应邀请

8. Well, in that case, I guess we could come.

9. What time does the banquet start?

10. Seven o'clock, at Della Luna Country Club.

11. Okay, we'll be there. Should I wear a suit?

12. Attire for the banquet will be business-casual.

13. That sounds really good, but I don't think I can make it.

14. I promised my wife I'd take her out for dinner that night.

15. I think I'll be out of town that weekend on a business trip.

### 宴会进行中

16. Thanks again for inviting me to your company's banquet.

17. The food is delicious and I'm having a great time.

18. I hope you're still hungry, though; there's still one more course remaining.

19. There will be baklava and Turkish coffee for dessert.

20. Really? Baklava is one of my favorite desserts.

### 常用表达法

#### 发出邀请

1. 我知道现在通知你有点晚了，不过下星期二，我们将举办公司的30周年宴会庆典。

2. 我的公司将会在蓝崖高尔夫球俱乐部举行高尔夫球锦标赛和宴会。你能来吗？

3. 您是我们最新的客户，如果您能来参加这次宴会，我们将感到非常荣幸。

4. 我们会安排意大利菜，如意式焗饭、烤宽面条、意式馄饨、那不勒斯比萨等。

5. 我会给你发一封邀请函，万一你的计划有变，你还可以来。

6. 我们也非常欢迎您夫人来参加这次宴会。

7.我太太也会去，我们可以坐一桌。

回应邀请

8.这样啊，那我想我可以去。

9.宴会什么时候开始？

10.7点，在德拉月神乡间俱乐部。

11.好，我们会去的。我需要穿套装吗？

12.宴会上穿商务便装就可以。

13.听上去真不错，不过我想我去不了。

14.我答应我太太那天晚上要带她出去吃饭。

15.那个周末，我要离开这座城去出差。

宴会进行中

16.再次感谢你邀请我来参加你们公司的宴会。

17.菜肴非常美味，我吃得很好。

18.希望您还能多吃点，还有甜点没有上呢。

19.甜点是果仁蜜饼和土耳其咖啡。

20.真的吗？果仁蜜饼是我最喜欢的甜点之一。

单词

anniversary 周年庆典

attire 服装

baklava 果仁蜜饼

banquet 宴会

business-casual 商务便装

client 客户

course 一道菜

delicious 美味的

dessert 甜点

invitation 邀请函

lasagna 烤宽面条

Neapolitan pizza 那不勒斯比萨

ravioli 意式馄饨

risotto 意式焗饭

schedule 计划

suit 正装

tournament 锦标赛, 联赛

Turkish coffee 土耳其咖啡

短语

exact date 具体日期

have a great time 很开心

in case 万一

in that case 那样的话

Italian-style cuisine 意大利菜

sit at the same table 坐一桌

Dialogue 1

Dylan: Hi, may I speak to Gavin please?

Gavin: Speaking. Is that Dylan?

Dylan: Yes! You're good at recognizing voices. I know this is last minute, but next Tuesday we're holding a banquet to celebrate the company's 30th anniversary, and as our newest client, we would be honored if you could attend. We'll be serving Italian-style cuisine, such as risotto, lasagna, ravioli and Neapolitan pizza.

Gavin: That sounds really good, but I don't think I can make it. I promised my wife I'd take her out for dinner that night, so...

Dylan: She's more than welcome to attend the banquet as well. My wife will be there too, and we can all sit at the same table.

Gavin: Well, in that case, I guess we could come. What time does the banquet start?

Dylan: Seven o'clock, at Della Luna Country Club.

Gavin: Okay, we'll be there. Should I wear a suit?

Dylan: If you want to, but it's not necessary. Attire for the banquet will be business-casual.

## 对话1

迪伦：您好，请问加文在吗？

加文：我就是。你是迪伦？

迪伦：是的。您一听就听出来了。我知道现在通知您有点通知晚了，不过下星期二，我们将举办公司的30周年宴会庆典。您是我们最新的客户，如果您能来参加这次宴会，我们将感到非常荣幸。我们会安排意大利菜，如意式烩饭、烤宽面条、意式馄饨、那不勒斯比萨等。

加文：听上去真不错，不过我想我去不了。我答应我太太那天晚上要带她出去吃饭，所以.....

迪伦：我们也非常欢迎她来参加这次宴会。我太太也会去，我们可以坐一桌。

加文：这样啊，那我想我可以去。宴会什么时候开始？

迪伦：七点，在德拉月神乡间俱乐部。

加文：好，我们会去的。我需要穿正装吗？

迪伦：您要是愿意，可以穿，不过不要求必须穿。宴会上穿商务便装就可以。

## Dialogue 2

Mandy: Thanks again for inviting me to your company's banquet. The food is delicious and I'm having a great time.

Simone: I'm glad to hear that. I hope you're still hungry, though; there's still one more course remaining, and there will be baklava and Turkish coffee for dessert.

Mandy: Really? Baklava is one of my favorite desserts.

Simone: Me too.



Mandy: Oh, I almost forgot to tell you, my company will be holding a golf tournament and dinner banquet next month at Blue Cliffs Golf Club. Would you like to come?

Simone: I would love to. Do you know the exact date?

Mandy: It'll be on Saturday, July 15th.

Simone: Oh no, I think I'll be out of town that weekend on a business trip.

Mandy: That's too bad. Well, I'll send you an invitation anyway, in case your schedule changes.

Simone: Okay, thanks.

## 对话2

曼迪：再次感谢你邀请我来参加你们公司的宴会。菜肴非常美味，我吃得很好。

西蒙娜：听您这么说，我很高兴。希望您还能多吃点，还有甜点没有上呢，甜点是果仁蜜饼和土耳其咖啡。

曼迪：真的吗？果仁蜜饼是我最喜欢的甜点之一。

西蒙娜：我也是。

曼迪：哦，我差点忘了，下个月，我的公司将会在蓝崖高尔夫球俱乐部举行高尔夫球锦标赛和宴会。你能来吗？

西蒙娜：我想去。您知道具体日期吗？

曼迪：7月15日，星期六。

西蒙娜：哦，不行。那个周末，我要离开这个城市去出差。

曼迪：那太不巧了。不管怎么说，我都给你发一封邀请函，万一你的计划有变，你还可以来。

西蒙娜：好的。谢谢。

## Unit 11

### 发言

### Speeches

#### 59 欢迎新员工 Welcoming new staff

##### Useful Expressions

##### 欢迎辞

1. Today we're pleased to welcome five new members to our team:  
...
2. Good morning everyone. I'd like you to meet our new staff member, Anita Rice.
3. Please join me in welcoming them on board.
4. We are very happy to have Ms. Rice working with us.
5. Let me just say that we're thrilled to welcome Olivia and Alex to our team.
6. It's with great pleasure that I introduce the latest additions to Karma Technologies.
7. I 'm sure everyone will give our new members the warm welcome they deserve and make them feel at home.

##### 介绍新人的职位和履历

8. Mr. Sutton is joining our Product Development team as a mobile application developer.

9. Ms. Reid is joining as our new communications manager, replacing Carrie Snyder, who transferred to our New York City office last week.

10. Olivia holds a Masters of Communications from the University of Washington, and has taught business communications at several colleges across the country.

11. Alex just graduated Magna Cum Laude in Computer Science and Mathematics from MIT, and interned at Microsoft last summer.

12. I know they will be tremendous assets to the company.

鼓励新人

13. If you ever feel tired or overworked, please tell your supervisor.

14. As you will soon find out, our office has a very open and collegial atmosphere, so don't hesitate to ask questions if you're unsure about something.

15. We strive to ensure our employees are happy and fulfilled, and most importantly, maintain balance in their lives.

常用表达法

欢迎辞

1. 今天，我们很高兴地欢迎五位新员工加入我们团队：.....

2. 各位早上好。我想请各位认识一下我们的新成员安尼塔·赖斯。

- 3.请大家和我一起欢迎他们的加入。
- 4.我们非常高兴与赖斯女士一起工作。
- 5.我想说，我们非常高兴地欢迎奥利维娅和亚历克斯加入我们的团队。
- 6.我非常荣幸地向大家介绍加入卡玛技术公司的新员工。
- 7.我确信，大家都会热情地欢迎新员工的加入，让他们感到舒适和愉快。

#### 介绍新人的职位和履历

- 8.萨顿先生将加入我们的产品开发团队，担任移动应用产品的开发人员。
- 9.里德女士将接替上星期调往纽约办事处的卡丽·斯奈德，担任我们的新公关经理。
- 10.奥利维娅在华盛顿大学取得了公关硕士学位，在国内的几所大学都教授过商务公关课程。
- 11.亚历克斯刚刚以优异的成绩毕业于麻省理工学院的计算机科学和数学系，去年夏天在微软公司实习。

- 12.我知道他们将会为我们公司带来巨大的财富。

#### 鼓励新人

- 13.如果你们感到疲惫或者工作负荷过大，请告诉你们的部门主管。
- 14.你们很快就会看到，我们公司有非常开放的氛围，大家都跟朋友一样，所以如果有什么问题，尽管提出来。
- 15.我们努力地保证我们的员工快乐地工作，实现自己的价值，最重要的是，保持平衡的生活。

#### 单词

application 应用

asset 财富

deserve 应得

ensure 保证

expand 扩大

extensive 丰富的

fluent 流利的

fulfilled 充实的

intern 实习

Master 硕士学位

MIT 麻省理工学院

occupy 占据

overworked 工作压力大的

replace 替代

strive 努力

supervisor 部门主管

thrilled 高兴的

transfer 调任

tremendous 巨大的

## 短语

aside from 除了

casual dress 休闲装

in addition to 除了

Magna Cum Laude [拉丁语] 以优异成绩

public relations 公共关系

## Statement 1

Miriam: Good morning, everybody. It's with great pleasure that I introduce the latest additions to Karma Technologies: Olivia Reid and Alex Sutton. Ms. Reid is joining as our new communications manager, replacing Carrie Snyder, who transferred to our New York City office last week. Mr. Sutton is joining our Product Development team as a mobile application developer. Now I'll ask our HR director, Craig Powell, to say a few more words.

Craig: Let me just say that we're thrilled to welcome Olivia and Alex to our team. Olivia holds a Masters of Communications from the University of Washington, and has taught business communications at several colleges across the country. Aside from her native English, she is fluent in French and Spanish, and brings extensive skills in media and public relations. Alex just graduated Magna Cum Laude in Computer Science and Mathematics from MIT, and interned at Microsoft last summer.

Miriam: Thank you, Craig. I know Olivia and Alex will be tremendous assets to the company. Please join me in welcoming them on board.

## 发言1

米丽娅姆：各位，早上好。我非常荣幸地向大家介绍加入卡玛技术公司的新员工：奥利维娅·里德和亚历克斯·萨顿。里德女士将接替上星期调往纽约办事处的卡丽·斯奈德，担任我们的新公关经理。萨顿先生将加入我们的产品开发团队，担任移动应用产品的开发人员。现在，我请人力资源部经理克雷格·鲍威尔来讲几句。

克雷格：我想说，我们非常高兴地欢迎奥利维娅和亚历克斯加入我们的团队。奥利维娅在华盛顿大学取得了公关硕士学位，在国内的几所大学都教授过商务公关课程。除了她的母语英语以外，她还能说一口流利的法语和西班牙语。她在媒体和公共关系方面具备丰富的经验。亚历克斯刚刚以优异的成绩毕业于麻省理工学院的计算机科学和数学系，去年夏天在微软公司实习。

米丽娅姆：谢谢你，克雷格。我知道奥利维娅和亚历克斯将会为我们公司带来巨大的财富。请大家和我一起欢迎他们的加入。

## Statement 2

Bruce: As everyone knows, business has been very good the past year, and we will soon be expanding into the building's third floor — in addition to the ground floor and second floor that we already occupy. Recently we've been actively recruiting new employees, including designers, engineers and sales reps. Today we're pleased to welcome five new members to our team: Richard Miller, Terrence Wong, Brenda Jenkins, Anita Rice, and Alan Lambert.

As you will soon find out, our office has a very open and collegial atmosphere, so don't hesitate to ask questions if you're unsure about something. We strive to ensure our employees are happy and fulfilled, and most importantly, maintain balance in their lives. If you ever feel tired or overworked, please tell your supervisor. Finally, as you can tell by the T-shirt I'm wearing, we have a casual dress code here.

I'm sure everyone will give our new members the warm welcome they deserve and make them feel at home.

## 发言2

布鲁斯：大家都知道，去年，我们的业绩非常好，我们将会把公司的办公区扩大到这栋大楼的第三层——除了现在我们所占用的一层和二层以外。最近，我们在积极地招聘新员工，包括设计师、工程师和销售代表。今天，我们很高兴地欢迎五位新员工加入我们团队：理查德·米勒、特伦斯·王、布伦达·詹金斯、安尼塔·赖斯和艾伦·兰伯特。

你们很快就会看到，我们公司有非常开放的氛围，大家都跟朋友一样，所以如果有什么问题，尽管提出来。我们努力地保证我们的员工快乐地工作，实现自己的价值，最重要的是，保持平衡的生活。如果你们感到疲惫或者工作负荷过大，请告诉你们的部门主管。最后，从我身上穿的这件汗衫，你们可以看出我们公司员工的衣着比较休闲。

我确信，大家都会热情地欢迎新员工的加入，让他们感到舒适和愉快。

## 60 自我介绍 Self-introduction

### Useful Expressions

#### 开场白

1. Thank you, Mr. Hayes, for your gracious introduction.
2. Hello everyone and thank you, Mr. Powell, for your kind introduction.
3. As you know, my name is Alex Sutton. Please feel free to call me Alex.
4. You can call me Elizabeth or simply Liz.
5. I'll be working with you as chief of the General Division in



personnel.

## 介绍经历

6. Please allow me to tell you a bit about myself.

7. I'll start by saying a few words about my background.

8. I have worked in the accounting and finance field for over 20 years.

9. Over the course of my career, I've had the privilege of working for government agencies, charitable organizations and private firms.

10. I completed my undergraduate degree in economics at the University of Toronto and received an MBA from the University of British Columbia.

11. Since then, I've worked in the marketing field for a variety of industries and businesses, including financial and legal services firms.

12. Most recently, I served as the Superintendent of Financial Services for the Province of Ontario.

13. I started out as an assistant, and now I'm becoming a product development engineer.

## 表达感想和祝愿

14. I am new at this kind of work, so please help me as much as you can.

15. I am very much looking forward to working with you.

16. I just want to say it's an honor to join you all at Norris & Wilson.

17. I'm excited to be joining such a wonderful, well-respected and world-class firm.

18. I'll do my best to serve the company and look forward to working with you.

## 常用表达法

### 开场白

1. 感谢海斯先生的盛情介绍。
2. 大家好。感谢鲍威尔的热情介绍
3. 如各位所知，我名叫亚历克斯·萨顿。请叫我亚历克斯吧。
4. 你们可以叫我伊丽莎白，或者莉兹。
5. 我将作为人事部总务科科长和大家在一起共事。

### 介绍经历

6. 请允许我介绍一下我自己。
7. 我先来谈谈我的背景经历。
8. 我在会计和金融领域工作了20多年。
9. 在我的职业生涯中，我有幸为政府机构、慈善组织和私企工作过。
10. 我本科在多伦多大学主修经济学，在英属哥伦比亚大学获得了工商管理硕士学位。
11. 自那以后，我在金融和法律领域的多家公司从事过营销工作。

12.我的上一份工作是担任安大略省的金融服务部门主管。

13.我从助理做起，现在成为一名产品开发工程师。

表达感想和祝愿

14.做这项工作我是新手，所以请大家尽力帮助我。

15.我非常期待与大家共事。

16.我只想说，能够加入诺里斯-威尔逊法律公司，我感到非常荣幸。

17.加入这么优秀的、享有盛誉的世界级公司，我感到很兴奋。

18.我会尽全力为公司服务，期待与各位共事。

单词

accounting 会计

background 背景

designation 认证

enroll 登记注册

former 前任

gracious 盛情的

honor 荣幸

membership 会员

position 职位

success 努力

undergraduate 本科

well-respected 受尊重的

短语

a variety of 各种各样的

Certified General Accountants Association 职业总会计师协会

Certified Management Accountant (CMA) 职业管理会计

charitable organization 慈善组织

Chief Financial Officer (CFO) 首席财务官

Chief Marketing Officer 首席营销官

continued growth 持续发展

finance field 金融领域

government agency 政府机构

have the privilege of 有幸.....

look forward to 期待.....

private firm 私企

Statement 1

Bill: Hello everyone. My name is Bill Hoffman, and I'll be joining the company as Chief Financial Officer. I understand that the former CFO, Dale Rhodes, has accepted a position in France and I wish him and his family all the best.

Please allow me to tell you a bit about myself. I have worked

in the accounting and finance field for over 20 years. I completed my undergraduate degree in economics at the University of Toronto and received an MBA from the University of British Columbia. In addition to earning the Certified Management Accountant(CMA) designation from the Society of Management Accountants of Canada, I also hold memberships with the Association of Canadian Financial Officers and the Certified General Accountants Association.

Over the course of my career, I've had the privilege of working for government agencies, charitable organizations and private firms. Most recently, I served as the Superintendent of Financial Services for the Province of Ontario.

Today, I'm excited to be joining such a wonderful, well-respected and worldclass firm. I'll do my best to serve the company and look forward to working with you.

## 发言1

比尔：大家好。我的名字是比尔·霍夫曼，我将加入你们公司，担任首席财务官。我知道，前任首席财务官戴尔·罗兹接受了一个在法国的职位，我祝愿他和他的家人一切顺利。

请允许我介绍一下自己。我在会计和金融领域工作了20多年。我本科在多伦多大学主修经济学，在英属哥伦比亚大学获得了工商管理硕士学位。除了持有加拿大管理会计协会认证的职业管理会计资格以外，我还是加拿大金融官协会和职业总会计师协会的会员。

在我的职业生涯中，我有幸为政府机构、慈善组织和私企工作过。我的上一份工作是担任安大略省的金融服务部门主管。

今天，加入这么优秀的、享有盛誉的世界级公司，我感到很兴奋。我会尽全力为公司服务，期待与各位共事。

Elizabeth: Good morning everyone and thank you, Mr. Hayes, for your gracious introduction. As Mr. Hayes mentioned, my name is Elizabeth Dawson. You can call me Elizabeth or simply Liz. I'm honored and excited to serve as the new Chief Marketing Officer of Norris & Wilson Law Firm.

I'll start by saying a few words about my background. I was born and raised in Nashville, and moved here to the Seattle area when I enrolled at the University of Washington for my undergraduate studies nearly 25 years ago. Since then, I've worked in the marketing field for a variety of industries and businesses, including financial and legal services firms.

I just want to say it's an honor to join you all at Norris & Wilson. I look forward to meeting each and every one of you as we work together towards the firm's continued growth and success.

## 发言2

伊丽莎白：各位，早上好。感谢海斯先生的盛情介绍。如海斯先生所提到的，我的名字是伊丽莎白·道森。你们可以叫我伊丽莎白，或者莉兹。能够出任诺里斯-威尔逊法律公司新任首席营销官，我感到很荣幸，也很兴奋。

我先来谈谈我的背景。我在纳什维尔出生、长大，25年前来到西雅图地区就读华盛顿大学，完成了本科学业。自那以后，我在金融和法律领域的多家公司从事过营销工作。

我只想说，能够加入诺里斯-威尔逊法律公司，我感到非常荣幸。期待结识各位，与各位一起为了公司的持续发展和成功而努力。

## 61 欢迎词 Meeting clients or guests

### Useful Expressions

#### 开场白

1. We're happy to welcome you to our facilities.

2. On behalf of all the staff, I'd like to welcome you to our new headquarters.

3. On behalf of everyone at Ellis Engineering & Equipment, I would like to extend a cordial welcome to our esteemed guests from Advanced Transistor Corporation.

## 回顾和展望

4. It's been wonderful to have you as our client and partner for the past 10 years.

5. We firmly believe that the success of our company is driven and defined by the success of our clients.

6. Seeing your company grow and prosper brings us immense joy and satisfaction.

7. Even during the recent economic downturn, both our companies have overcome obstacles and setbacks, reinforcing and enhancing our relationship.

## 结束语

8. We look forward to continuing our friendship and collaboration well into the future.

9. As our companies have become close partners and trusted allies, we hope that you will become familiar with our offices and get to know some of our staff.

10. As a small token of our appreciation for your ongoing confidence in our services, we would like to offer you this gift basket for you and your staff to enjoy.

11. Without further ado, please allow me to give you a tour of the office and introduce you to some of our colleagues.

### 来宾致谢

12. I would really like to thank everybody here for giving us such a warm welcome.

13. This is the business trip that we look forward to most during the year.

14. I am very pleased that our two companies share the idea that cooperation rather than competition is the key to success in our field.

## 常用表达法

### 开场白

1.很高兴地欢迎你们来到我们的办事处。

2.我代表公司的全体员工欢迎各位来到我们的新总部。

3.我代表埃利斯工程设备公司的各位同仁，向来自高级晶体管公司的各位贵宾致以热烈的欢迎。

### 回顾和展望

4.在过去十年里，能与各位结成客户和伙伴关系，我们感到十分愉快。

5.我们坚信，我们公司的成功有赖于客户的成功。

6.看到你们的公司成长壮大，繁荣发展，我们感到非常高兴和满足。

7.即使面临近期的经济下滑，我们双方都克服了障碍和挫折，加强了我们之间的合作关系。



## 结束语

8.我们期待今后能与各位继续做朋友，携手合作。

9.我们两家公司已经成为紧密的合作伙伴和互信的盟友，我们希望你们能够熟悉我们的办事处，认识我们的一些员工。

10.为了感谢各位一直以来对我们公司服务的信赖，我们向各位赠送礼品篮，希望你们及你们公司的员工喜欢。

11.闲话少叙，请允许我带各位参观我们的办事处，向各位介绍我们的一些同事。

## 来宾致谢

12.衷心感谢各位对我们的热情接待。

13.这是我们今年以来最期待的商务访问。

14.我非常高兴我们两家公司拥有共同的理念，那就是合作而不是竞争才是在我们这个领域获得成功的关键。

## 单词

champagne 香槟

collaboration 合作

confidence 信赖

cordial 热烈的

correspondence 通信

define 规定

downturn 下滑

enhance 加强

esteemed 尊敬的

facility 办事处

firmly 坚定地

immense 巨大的

obstacle 障碍

ongoing 一直的

overcome 克服

prosper 繁荣

reinforce 加强

resort 度假地

setback 挫折

token 表征

短语

close partners 紧密的合作伙伴

on behalf of 代表

trusted allies 互信的盟友

without further ado 闲话少叙

Statement 1

Larry: On behalf of everyone at Ellis Engineering & Equipment, I would like to extend a cordial welcome to our esteemed guests from Advanced Transistor Corporation.

Last year, we had the pleasure of visiting your offices and production factory in Singapore. Today, we're happy to welcome you to our facilities here in Orlando. As our companies have become close partners and trusted allies, we hope that you will become familiar with our offices and get to know some of our staff.

We understand that you'll be staying in Florida for the next week or so. As I mentioned in our email correspondence, we've arranged tickets and a two-night stay for you at the Walt Disney World Resort. There you can explore Magic Kingdom Park, Disney's Hollywood Studios, Epcot, and a number of other fun attractions. There are also several golf courses, if you're interested.

Without further ado, please allow me to give you a tour of the office and introduce you to some of our colleagues.

## 发言1

拉里：我代表埃利斯工程设备公司的各位同仁，向来自高级晶体管公司的各位贵宾致以热烈的欢迎。

去年，我们有幸参观了你们在新加坡的办事处和生产工厂。今天，我们很高兴地欢迎你们来到我们在奥兰多的办事处。我们两家公司已经成为紧密的合作伙伴和互信的盟友，我们希望你们能够熟悉我们的办事处，认识我们的一些员工。

我们知道，在接下来一星期左右的时间里，你们会在佛罗里达州逗留。如我在邮件中所提到的，我们已经为你们安排了迪士尼乐园的票以及两晚的酒店。在那里，你们可以游览魔术王国、迪士尼好莱坞录影棚、未来世界及其他景点。如果你们有兴趣的话，那里还有几个高尔夫球场。

闲话少叙，请允许我带各位参观我们的办事处，向各位介绍我们的一些同事。

## Statement 2

Rebecca: On behalf of all the staff here at Moonlight Advertising, I'd like to welcome you to our new headquarters here in Auburn, Michigan. It's been wonderful to have you as our client and partner for the past 10 years, and we look forward to continuing our friendship and collaboration well into the future.

At Moonlight Advertising, we firmly believe that the success of our company is driven and defined by the success of our clients. Seeing your company grow and prosper brings us immense joy and satisfaction. Even during the recent economic downturn, both our companies have overcome obstacles and setbacks, reinforcing and enhancing our relationship.

As a small token of our appreciation for your ongoing confidence in our services, we would like to offer you this gift basket of chocolate, coffee, dried fruit and champagne for you and your staff to enjoy.

## 发言2

丽贝卡：我代表月光广告公司的全体员工欢迎各位来到我们在密歇根州奥本市的新总部。在过去十年里，能与各位结成客户和伙伴关系，我们感到十分愉快，期待今后能与各位继续做朋友，携手合作。

我们月光广告公司坚信，我们公司的成功有赖于客户的成功。看到你们的公司成长壮大，繁荣发展，我们感到非常高兴和满足。即使面临近期的经济下滑，我们双方都克服了障碍和挫折，加强了我们之间的合作关系。

为了感谢各位一直以来对我们公司服务的信赖，我们向各位赠送这个糖果礼品篮，里面装有巧克力、咖啡、干果和香槟，希望你们及你们公司的员工会喜欢。

## 62 祝贺词 Congratulating somebody

### Useful Expressions

#### 开场白

1. At tonight's buffet dinner, we're celebrating the official launch of our new website.

2. Good evening, everyone. Welcome to this party where we will celebrate the completion of our software development project.

3. Before we get this meeting underway, I want to take a moment to congratulate Sam on his recent promotion to the position of Deputy Regional Director.

#### 介绍成就

4. It took nearly half a year to complete, but I think we're all satisfied with the end result.

5. A good, informative website is key to any company's success, and this is particularly true for a technology firm like ours.

6. It will allow customers not only to get fast accurate information, but also to place orders online and track shipping.

7. It required the coordinated efforts of our marketing and R&D departments, as well as valuable input and ideas from the entire staff.

8. I would like to say how proud I am of what we've been able to achieve. Indeed, you should all feel proud about this accomplishment.

9. I think you would all agree that Sam's promotion is well-

deserved.

10. In addition to being one of the nicest people I know, he is also incredibly talented, creative and passionate about his work.

### 结束语

11. I would like to say thank you to everybody involved and congratulate you all on a job well done.

12. Please join me in congratulating Sam on his new position and wishing him all the best.

## 常用表达法

### 开场白

1. 我们今晚在这里享用自助餐，是要庆祝我们的新网站投入使用。
2. 大家晚上好。欢迎参加这个晚会，我们将庆祝软件开发项目的完成。
3. 在开会之前，我想先祝贺萨姆近日荣升区域副总监一职。

### 介绍成就

4. 创建这个网站用了将近半年的时间，不过我想我们对这个结果都很满意。
5. 一个良好的、有效传递信息的网站是一个公司成败的关键，尤其是对于我们这样的技术公司而言。
6. 客户不仅可以更快更准确地获取信息，还可以在网上下订单、追踪货运情况。
7. 它需要我们的营销部门、研发部门以及全体员工的宝贵投入和创意及共同协作才得以完成。
8. 我想说，我为我们所取得的成就感到骄傲。实际上，你们都应该因这项成就

而感到骄傲。

9.我想，你们也都赞同萨姆的升职是实至名归的。

10.他是我见过的最和善的人之一，此外他还有令人难以置信的才华、创造力和对工作的热情。

结束语

11.我要感谢所有的参与者，祝贺你们圆满完成了任务。

12.请与我一起祝贺萨姆升职，祝愿他一切顺利。

单词

accurate 精确的

cluttered 杂乱的

creative 有创造力的

culmination 顶点，高潮

disjointed 无序的

incredibly 难以置信地

informative 有效传递信息的

minimalist 极简主义的

navigate 浏览

passionate 热情的

track 追踪

trainee 培训生

well-deserved 实至名归的

短语

be particularly true for 对于.....尤其如此

Bon appétit ( 法语 ) 好胃口 !

congratulate sb. on sth. 为某事祝贺某人

coordinated efforts 共同协作

in contrast 相比而言

managerial position 管理岗位

official launch 正式投入使用

stay in touch 保持联系

take a moment to 花点时间做.....

take up one's new post 就任新职

work one's way up to 通过努力成为.....

Statement 1

Justin: Good evening, everyone. At tonight's buffet dinner, we're celebrating the official launch of our new website. It took nearly half a year to complete, but I think we're all satisfied with the end result.

A good, informative website is key to any company's success, and this is particularly true for a technology firm like ours. Several of our clients had complained that the old site was cluttered, disjointed, and difficult to navigate. In contrast, our



new website has a much cleaner look and a more minimalist design. It will allow customers not only to get fast accurate information, but also to place orders online and track shipping.

The new website is the culmination of several months of planning, discussion and hard work. It required the coordinated efforts of our marketing and R&D departments, as well as valuable input and ideas from the entire staff. I would like to say how proud I am of what we've been able to achieve. Indeed, you should all feel proud about this accomplishment.

Now I'm sure everyone must be getting hungry, so let's get this dinner started. Bon appétit, everyone!

## 发言1

贾斯廷：各位，晚上好。我们今晚在这里享用自助餐，是要庆祝我们的新网站正式投入使用。创建这个网站用了将近半年的时间，不过我想我们对这个结果都很满意。

一个良好的、有效传递信息的网站是一个公司成败的关键，尤其是对于我们这样的技术公司而言。有好几个客户都抱怨说，我们公司的旧网站杂乱无章，不宜使用。相比而言，我们的新网站界面更简洁明了。客户不仅可以更快、更准确地获取信息，还可以在网上下订单、追踪货运情况。

新网站是几个月的策划、讨论和辛勤工作的结晶。它需要我们的营销部门、研发部门以及全体员工的宝贵投入和创意及共同协作才得以完成。我想说，我为我们所取得的成就感到骄傲。实际上，你们都应该因这项成就而感到骄傲。

现在，我想大家一定都饿了，那就让我们开餐吧。祝各位好胃口！

## Statement 2

Ellen: Before we get this meeting underway, I want to take a moment to congratulate Sam Reynolds on his recent promotion to the

position of Deputy Regional Director for Southeast Asia.

As most of you know, Sam has been with this company for nearly two decades, starting as a trainee and working his way up to managerial positions, including technical and business development roles.

I think you would all agree that Sam's promotion is well-deserved. In addition to being one of the nicest people I know, he is also incredibly talented, creative and passionate about his work. He will be with us for the remainder of the month before taking up his new post in Kuala Lumpur, Malaysia.

Please join me in congratulating Sam on his new position and wishing him all the best. Sam, we will definitely miss you, and we hope you'll stay in touch.

## 发言2

埃伦：在开会之前，我想先祝贺萨姆·雷诺兹近日荣升东南亚区副总监一职。

如各位所知，萨姆在我们公司供职已经将近20年。他从培训生做起，通过努力后来升至管理岗位，包括技术主管和业务拓展主管。

我想，你们也都赞同萨姆的升职是实至名归的。他是我见过的最和善的人之一，此外他还有令人难以置信的才华、创造力和对工作的热情。他会和我们共事到月底，然后去马来西亚吉隆坡就任新职位。

请与我一起祝贺萨姆升职，祝愿他一切顺利。萨姆，我们会想你的，希望我们保持联系。

## 63 表彰和激励 Complimenting and motivating

### Useful Expressions

## 表彰和感谢

1. I'm happy to say that I have some very good news to share with you today.

2. It turns out that it was the best year for sales in our company's 35-year history.

3. I just want to say, thanks for everyone's hard work on this one!

4. You're doing a great job! I want to thank you for your contribution to the company.

5. I want to give special praise to our veteran sales rep Jake Murray in recognition of his outstanding results and service to customers.

## 鼓励创造新业绩

6. As you know, next week is the beginning of our fall campaign, the most important period in a year. We hope that it will be successful.

7. Even though the economy is slowing, I hope that you will try harder than ever before to improve our sales.

8. You are a smart and hard-working group of people. We sincerely hope that you do your best to make our company even better.

## 低落时的鼓励

9. I've got to be honest with you. Things haven't been going so well this month.

10. We haven't had as much success as we were hoping for.

11. The situation is pretty bleak, largely due to seasonal drop in demand.

12. Sales were down twenty percent, and the projections don't look so good either.

13. I know I can count on everyone to pull together on this.

14. Together we can overcome whatever it is we face.

15. I have called this meeting today to ask for your input. Do you have any suggestions on how to make this better?

16. I think that a lot of the employees might have suggestions about how to improve sales. Please feel free to talk.

## 常用表达法

### 表彰和感谢

1. 今天，我很高兴地和大家分享一个非常好的消息。

2. 去年是我们公司近35年来销售业绩最好的一年。

3. 我想说，感谢每个人为此做出的辛苦工作。

4. 大家伙儿干得都非常好！我要感谢你们对公司的奉献。

5. 我想特别表扬我们经验丰富的销售代表杰克·默里，感谢他为客户所做的出色服务和杰出成就。

### 鼓励创造新业绩

6. 正如大家所知，下周我们秋季促销即将开始，这是年度最重要的时期。我们希望能取得成功。

7.虽然目前经济低迷，但我希望你们更加努力提高销售量。

8.你们是聪明又努力的一群人。我们衷心希望你们竭尽所能让公司变得更好。

低落时的鼓励

9.我得对大家说实话，这个月状况不太好。

10.我们没有取得我们希望的业绩。

11.情况很糟糕，主要是因为季节性的需求减少。

12.销售额下降了20%。预期未来情况也不容乐观。

13.我知道我能仰仗各位为此而通力合作。

14.无论面临什么样的困难，我们齐心协力就都能克服。

15.我今天召集这个会，就是要听取各位的意见和建议。对于改善状况你们有什么建议？

16.我想好些员工对于如何提高销售业绩都有自己的建议。大家敞开了说吧。

单词

accomplishment 成就

aggressive 有冲击力的

bleak 惨淡的

instrumental 有帮助的

outstanding 杰出的

overcome 克服

projection 预期未来的情况

top 超过

trophy 奖杯

veteran 经验丰富的

短语

count on 仰仗

due to 因为

fiscal year 财年

in honor of 向.....致敬

in recognition of 对.....的认可

overall sales 总销售额

pull together 齐心协力

sales figures 销售数字

sales rep 销售代表

seasonal drop in demand 季节性需求减少

shatter record 打破纪录

suggestion on 对.....的建议

to be more specific 更确切地说

turn out 结果发现

Statement 1

Tony: Thank you all for coming to this monthly meeting. I have some news to share.

I've got to be honest with you. Things haven't been going so well this month. We haven't had as much success as we were hoping for. The situation is pretty bleak, largely due to seasonal drop in demand. Sales were down twenty percent, and the projections don't look so good either.

Now, I don't want everyone to get too anxious about things. I know I can count on everyone to pull together on this. Together we can overcome whatever it is we face. I have called this meeting today to ask for your input. Do you have any suggestions on how to make this better?

Rebecca: I think we're all pretty familiar with the problem. I suggest we hire two new salesmen and look at an aggressive advertising campaign. Our sales are down, so we need to get some strong advertising.

Tony: Great idea, Rebecca. Thanks for sharing. I think that a lot of the employees might have suggestions about how to improve sales. Please feel free to talk.

## 发言1

托尼：谢谢你们都能来参加这个月的例会。我有些消息要宣布。

我得对大家说实话，这个月状况不太好。我们没有取得我们希望的业绩。情况很糟糕，主要是因为季节性的需求减少。销售额下降了20%。预计未来的情况也不容乐观。

现在，我不想让每个人都为此过于担忧。我知道我能仰仗各位为此而通力合作。无论面临什么样的困难，我们齐心协力就都能克服。我今天召开这个会，就是要听取各位的意见和建议。对于改善状况你们有什么建议？

丽贝卡：我想我们都非常了解这个问题。我建议招聘两名新的销售员，并且采取更积极的宣传活动。我们的销售低迷，需要有冲击力的广告。

托尼：好主意，丽贝卡。感谢你的分享。我想好些员工对于如何提高销售业绩都有自己的建议。大家敞开了说吧。

## Statement 2

Howard: Good afternoon, everyone. I'm happy to say that I have some very good news to share with you today. Our accounting team has determined our sales figures for last year, and it turns out that it was the best year for sales in our company's 35-year history.

To be more specific, last year's sales topped \$215 million, shattering our previous record of \$181 million which was set seven years ago. In fact, overall sales increased a full 25 percent from the previous fiscal year's \$172 million.

The combined efforts of all our staff — from marketing and production, to quality control and customer service — were instrumental in helping us reach and satisfy more clients than ever before.

I want to give special praise to our veteran sales rep Jake Murray in recognition of his outstanding results and service to customers. Jake, please come up to accept this trophy in honor of your accomplishments.

## 发言2

霍华德：大家下午好。今天，我很高兴地和大家分享一个非常好的消息。我们的会计团队已经核算出了去年的销售数字，结果发现，去年是我们公司近35年来销售业绩最好的一年。



更确切地说，去年的销售额超过了2.15亿美元，打破了7年前1.81亿美元的销售纪录。事实上，总销售额比上一财年的1.72亿美元增加了整整25%。

从营销部、生产部到质量管控部、客户服务部，是我们全体员工的共同努力使我们赢得了更多的客户，并到达了空前的客户满意度。

我想特别表扬我们经验丰富的销售代表杰克·默里，感谢他为客户所做的出色服务和杰出成就。杰克，请到前面来领奖杯，这是对你的成就的敬意。

## 64 宣布重大消息 Announcing big news

### Useful Expressions

#### 宣布消息

1. I have some very big news to announce.

2. Gather round everybody. I have an announcement to make.

3. Hello everybody. I'm happy to tell you that I have very good news for you today.

#### 具体事项

4. After several weeks of careful deliberation and discussions, our board of directors voted yesterday to sell our company to ...

5. Our company has been chosen by the Mexican government to build a 1500-megawatt power plant valued at 13.3 billion pesos, equivalent to about 1 billion US dollars.

6. Please rest assured that no one is going to lose their job or be laid off.

7. BSTC has agreed to keep all of our existing staff members.

## 重大意义

8. For a young start-up like ours, this is really a positive outcome.

9. Needless to say, this is by far our biggest contract to date.

10. We can benefit immensely from BSTC's experience and expertise in this field, and continue to do what we do best but on a much larger scale.

## 感谢

11. I want you to know that this is your project, and the success that we have belongs to all of us.

12. I really appreciate all your suggestions on how to improve our project.

13. We were successful in bidding for this contract not only because of the strategic vision of our management team, but also because of the hard work and determination of our entire staff.

14. I want to give a special mention to our engineering department for their tireless efforts in helping to draft the winning bid proposal.

## 常用表达法

### 宣布消息

1. 我有非常重大的消息要宣布。

2. 大家都过来一下。我有些事情要宣布。

3.大家好，我非常高兴地宣布我今天带来了好消息。

### 具体事项

4.经过几个星期的审议和商讨，昨天我们的董事会投票决定，将我们公司卖给.....

5.我们公司已经被墨西哥政府选中去修建一个1500兆瓦特的发电厂，价值达133亿比索，折合10亿美元。

6.请不要担心，没有人会因此而失业或者被解雇。

7.那家公司承诺会保留我们现有的所有员工。

### 重大意义

8.对于我们这样一家刚刚起步的公司来说，这是一个积极的结果。

9.不说也知道，这是我们迄今为止签下的最大的合同。

10.我们可以极大地获益于BSTC公司在生物医药领域的经验和专业技术，并且以更大的规模继续做我们擅长的业务。

### 感谢

11.我要你们知道这是我们大家的项目，成功属于我们所有人。

12.我真的非常感谢你们对于改善我们的项目所提出的建议。

13.我们竞标成功，这不仅归功于我们管理团队的远见卓识，还归功于我们全体员工的辛勤工作和坚定决心。

14.我想特别提一提我们的工程师团队，是他们的不懈努力帮助我们成功地完成了竞标计划书。

### 单词

announce 宣布

benefit 获益

commence 开始

deliberation 审议

determination 决心

draft 起草

expertise 专业技术

grapevine 小道消息

immensely 极大地

outcome 结果

positive 积极的

reputable 知名的

superior 优秀的

vote 投票

短语

be equivalent to 价值达.....

be laid off 被解雇

bid proposal 竞标计划书

by far 迄今为止

federal government 联邦政府

needless to say 不说也知道

severance package 遣散费

start-up 刚刚起步的公司

strategic vision 远见卓识

well-established 完善的

Statement 1

Rhonda: Good morning, people. Some of you may already have heard this through the office grapevine, but I want to make an official announcement. After several weeks of careful deliberation and discussions, our board of directors voted yesterday to sell our company to Biomedical Systems & Technologies Corporation, a well-established and reputable company based in San Jose.

For a young start-up like ours, this is really a positive outcome. We can benefit immensely from BSTC's experience and expertise in the biomedical technology field, and continue to do what we do best but on a much larger scale.

Please rest assured that no one is going to lose their job or be laid off. BSTC has agreed to keep all of our existing staff members. We will remain at our offices here in Oakland until July or August, after which we'll move into BSTC's headquarters in San Jose. Those who are unable to move will be offered severance packages and assistance with reemployment.

Does anyone have any questions?

发言1

朗达：大家早上好。你们中的一些人可能已经得到了小道消息，不过我还是想正式宣布一下。经过几个星期的审议和商讨，昨天我们的董事会投票决定，将我们公司卖给生物医药系统科技公司，这是位于圣何塞的一家实力雄厚的知名公司。

对于我们这样一家刚刚起步的公司来说，这是一个积极的结果。我们可以极大地获益于BSTC公司在生物医药领域的经验和专业技术，并且以更大的规模继续做我们擅长的业务。

请不要担心，没有人会因此而失业或者被解雇。那家公司承诺会保留我们现有的所有员工。我们会在奥克兰一直办公到七月或八月，然后才搬迁到那家公司在圣何塞的总部。不能迁往圣何塞的员工将会得到遣散费和再就业援助。

有人有问题吗？

Statement 2

Harold: Hello everyone and thank you all for attending this lunch meeting. I have some very big news to announce. Our company has been chosen by the Mexican government to build a 1500-megawatt power plant valued at 13.3 billion pesos, equivalent to about 1 billion US dollars.

The federal government of Mexico announced yesterday afternoon that, among the seven major companies bidding for the project, we offered a superior plan at an affordable price. Needless to say, this is by far our biggest contract to date. The power plant is expected to take between three to four years to build, with construction commencing sometime in June.

We were successful in bidding for this contract not only because of the strategic vision of our management team, but also because of the hard work and determination of our entire staff. I want to give a special mention to our engineering department for their tireless efforts in helping to draft the winning bid

proposal. They were able to think of creative ways to keep costs down while ensuring that safety standards are maintained.

## 发言2

哈罗德：大家好。感谢大家来参加这次午餐聚会。我有非常重大的消息要宣布。我们公司已经被墨西哥政府选中去修建一个1500兆瓦特的发电厂，价值达133亿比索，折合10亿美元。

墨西哥联邦政府昨天下午宣布，在七家竞标公司中，我们提供了性价比很高的方案。不说也知道，这是我们迄今为止签下的最大的合同。预计发电厂的修建时间为三到四年，开工时间为6月份。

我们竞标成功，这不仅归功于我们管理团队的远见卓识，还归功于我们全体员工的辛勤工作和坚定决心。我想特别提一提我们的工程师团队，是他们的不懈努力帮助我们成功地完成了竞标计划书。他们以富有创意的方式降低了成本，同时保证了工程达到安全标准。

## 65 派对致辞 Greeting at a party

### Useful Expressions

#### 庆典致辞

1. Thank you all for coming to this party to celebrate our company's tenth anniversary.

2. Before we get started, I would like to say a few words.

3. I realize that the level of dedication, commitment and enthusiasm that you've given each and every day is beyond anything I could have hoped for.

4. There have been those days when business isn't exactly booming, but when I see the people I'm surrounded by, I always know

that things are going to be okay.

5. This year has been one of our best years on record, and our company's future is looking bright and full of promise.

6. Let's break open the wine and enjoy good music, good food and good times.

## 生日会致辞

7. Welcome to this birthday party, everyone.

8. Today we're celebrating two of our colleagues' birthdays: Happy Birthday, Franklin and Chloe!

9. Now I know this is Franklin's thirty-third birthday and it's the eighth year he's been working hard as one of our senior graphic designers.

10. So let's raise our glasses to Franklin and Chloe, and wish them a happy birthday!

11. John, we would all like to say happy birthday from the bottom of our hearts.

12. You are always kind and helpful to your co-workers. We all truly enjoy working with you.

13. We wish that every day could be your birthday, because you deserve it.

## 寿星致辞

14. Thank you very much for coming to our home to share dinner with us.



15. It's always nice to share good times with good friends like you.

16. I hope you like what we've prepared for you tonight. Well, cheers!

## 常用表达法

### 庆典致辞

1. 感谢大家来参加我们公司十周年庆典。

2. 在庆典开始之前，我想先讲几句。

3. 我发现你们每一个人对公司的付出、贡献和热情都超出了我的预期。

4. 我们也经历过生意萧条的时期，不过我看看身边的这些人，就会觉得一切都会好起来的。

5. 今年是我们公司迄今为止业绩最好的一年，我们公司的未来前途光明。

6. 现在让我们一起启酒开席，享受美妙的音乐、美味的食物和美好的时光。

### 生日会致辞

7. 欢迎大家来到这个生日会。

8. 今天，我们一起为我们的两位同事庆祝生日。生日快乐，富兰克林和克洛伊！

9. 我知道这是富兰克林的33岁生日，也是他在我们公司担任高级美术设计师的第八个年头。

10. 所以让我们为富兰克林和克洛伊举起酒杯，祝他们生日快乐！

11. 约翰，我们大家衷心地祝你生日快乐！

12.对于同事你总是那么热情相助。我们打心眼里乐于与你共事。

13.希望你的每一天都像在过生日，因为这份快乐是你应得的！

寿星致辞

14.谢谢你们来到我家与我们共进晚餐。

15.与像你们这样的好朋友共度美好时光真是太开心了。

16.希望你们喜欢我们准备的食物。来，干杯！

单词

anniversary 周年庆典

beyond 超出

boom 兴旺

commitment 承诺，献身

dedication 奉献

energetic 充满活力的

enthusiasm 热情

filling 馅

motivated 有主动性的

reveal 透露

senior 高级的，资深的

shortcake 脆饼

spaghetti 意大利面

walnut 核桃仁

短语

be full of promise 充满希望

graphic designer 美术设计师

Statement 1

Linda: Today we're celebrating two of our colleagues' birthdays: Happy Birthday, Franklin and Chloe!

Now I know this is Franklin's thirty-third birthday and it's the eighth year he's been working hard as one of our senior graphic designers. As for Chloe, well, it's not polite to reveal a lady's age, but it's fair to say she's a youthful, energetic and talented receptionist who has been working hard for us for several years as well. So let's raise our glasses to Franklin and Chloe, and wish them a happy birthday!

Everyone: Happy birthday!

Franklin, Chloe: Thanks!

Linda: Now where are the cakes? Did someone eat the cakes already!?

Simon: Don't worry, the cakes are right here, fresh out of the fridge. Let me set them down on the table. This one is a chocolate walnut cake with cocoa creamfilling, and the other one is a strawberry shortcake.

Linda: They look delicious. But first we've got pizza,

spaghetti, chicken wings and garlic bread, so let's enjoy the hot food first and save the cake for afterwards.

## 发言1

琳达：今天，我们一起为我们的两位同事庆祝生日。生日快乐，富兰克林和克洛伊！

现在，我知道这是富兰克林的33岁生日，也是他在我们公司担任高级美术设计师的第八个年头。至于克洛伊，我知道透露女士的年龄很不礼貌，不过我可以说，她是一名年轻的、充满活力的、才华横溢的接待员，几年以来，她一直很努力地工作。所以让我们为富兰克林和克洛伊举起酒杯，祝他们生日快乐！

大家：生日快乐！

富兰克林和克洛伊：谢谢大家！

琳达：蛋糕在哪儿？有人把蛋糕给吃了吗？

西蒙：别担心，蛋糕在这里，刚刚从冰箱里拿出来。让我来把它们放到桌子上。这一个是巧克力核桃仁蛋糕，里面有可可奶油馅，另一个是草莓脆饼蛋糕。

琳达：看上去很好吃呀。不过我们还有比萨、意大利面、鸡翅和香蒜面包，所以我们还是先吃热食，后吃蛋糕吧。

## Statement 2

Daniel: Thank you all for coming to this party to celebrate our company's tenth anniversary. Before we get started, I would like to say a few words.

You know, when I started this company ten years ago, I looked for motivated, creative-thinking people to join us. But as I look around this room, I realize that the level of dedication, commitment and enthusiasm that you've given each and every day is beyond anything I could have hoped for.

Of course, there have been those days when business isn't exactly booming, but when I see the people I'm surrounded by, I always know that things are going to be okay. In fact, this year has been one of our best years on record, and our company's future is looking bright and full of promise.

Now, before everyone starts complaining about how hungry they are, let's break open the wine and enjoy good music, good food and good times.

## 发言2

丹尼尔：感谢大家来参加我们公司十周年庆典。在庆典开始之前，我想先讲几句。

大家知道，十年前我创立这家公司的时候，我寻找具有主动性的、富有创造力的人加入我的团队。然而当我环顾四周，发现你们每一个人对公司的付出、贡献和热情都超出了我的预期。

当然，我们也经历过生意萧条的时期，不过我看看身边的这些人，就会觉得一切都会好起来的。事实上，今年是我们公司迄今为止业绩最好的一年，我们公司的未来前途光明。

大家一会儿要抱怨肚子饿了，所以现在让我们一起启酒开席，享受美妙的音乐、美味的食物和美好的时光。

# Part 4

## 商务英语

### Business English

#### Unit 12

#### 客户开发

#### Business Development

#### 66 约见客户 Arranging to meet clients

#### Useful Expressions

##### 说明约会目的

1. I'm sorry I missed your call earlier.
2. I was calling because I received your latest product catalog and had a few questions about your new line of products.
3. Perhaps we could meet in person at my office?
4. That way I could show you a demo of the products, too.

##### 商量见面时间

5. I have some time later today, if your schedule permits?
6. I'm afraid I'll be tied up this afternoon. Would tomorrow work for you?

7. I could come on Friday morning if that's okay for you.

8. Sure. Shall we say Friday at 10 o'clock?

9. That sounds fine. I look forward to seeing you then.

10. Let me look at my calendar... Oh right, I almost forgot, tomorrow I'll be helping with new employee training all day. How about Thursday or Friday?

## 见面

11. Hi, you must be Mr. Coleman? I'm Laurie Adams. It's nice to meet you.

12. I hope you didn't have any trouble finding our office?

13. It's nice to meet you too.

14. Your office was very easy to find. It only took me 10 minutes to get here.

15. Shall we talk in my office? It's just down the hall.

16. Here we are. Please have a seat. Oh, before I forget, let me give you my business card.

17. Before we discuss business, would you like something to drink? Coffee, tea, juice or water?

18. Water would be fine.

19. Here you go.

## 常用表达法

## 说明约会目的

1.不好意思，我那会儿没接着您的电话。

2.我给你打电话，是因为我收到了你们最新的产品目录，关于你们的新款产品，我有几个问题想问。

3.或许您可以来我们办公室，我们见面聊，好吗？

4.这样我也可以拿产品为您演示一下。

商量见面时间

5.我今天晚些时候就有空，您有空吗？

6.今天下午，我恐怕没时间。明天您有空吗？

7.星期五上午我可以过去，如果您有空的话。

8.当然有空。那么，我们就约在星期五上午十点，好吗？

9.听上去不错。期待届时与您会面。

10.我看看我的日历.....哦，我差点忘了，我明天全天都得去帮着给新员工做培训。

见面

11.您好，您就是科尔曼先生吧？我是劳里·亚当斯。很高兴见到您。

12.您觉得我们办事处好找吗？

13.我也很高兴见到您。

14.你们办事处很好找。我只花了十分钟就到了。

15.我们进办公室里聊吧？就在大厅另一侧。

16.到了。请坐。哦，我先给您一张名片，要不一会儿该忘了。



17.在我们开始谈业务之前，您要不要喝点什么？咖啡、茶、果汁还是水？

18.水就行了。

19.您请用。

单词

calendar 日历

demo 演示

line 产品系列

portable 便携式

scan 扫描

schedule 日程

短语

be tied up 没时间

employee training 新员工做培训

have a seat 请坐

have trouble doing 做.....遇到麻烦

if your schedule permits 如果你有空

look forward to 期待

meet in person 见面

miss one's call 没接到某人的电话

product catalog 产品目录

Shall we say... 可不可以.....

sound fine 听上去不错

## Dialogue 1

Mr. Hewitt: Hi, is that Ms. Turner? I'm sorry I missed your call earlier.

Ms. Turner: No problem. I was calling because I received your latest product catalog and had a few questions about your new line of portable scanning systems.

Mr. Hewitt: I'd be more than happy to help you over the phone, but perhaps we could meet in person at my office? That way I could show you a demo of the products, too.

Ms. Turner: That would be great.

Mr. Hewitt: Actually, I have some time later today, if your schedule permits?

Ms. Turner: I'm afraid I'll be tied up this afternoon. Would tomorrow work for you?

Mr. Hewitt: Let me look at my calendar... Oh right, I almost forgot, tomorrow I'll be helping with new employee training all day. How about Thursday or Friday?

Ms. Turner: I could come on Friday morning if that's okay for you.

Mr. Hewitt: Sure. Shall we say Friday at 10 o'clock?

Ms. Turner: That sounds fine. I look forward to seeing you then.

Mr. Hewitt: Thanks, me too.

## 对话1

休伊特先生：您好，是特纳女士吗？不好意思，我那会儿没接着您的电话。

特纳女士：没关系。我给您打电话，是因为我收到了你们最新的产品目录，关于你们的新款便携式扫描产品，我有几个问题想问。

休伊特先生：我很愿意在电话里为您解答，不过或许您可以来我们办公室，我们见面聊，好吗？这样我也可以拿产品为您演示一下。

特纳女士：那太好了！

休伊特先生：实际上，我今天晚些时候就有空，您有空吗？

特纳女士：今天下午，我恐怕没时间。明天您有空吗？

休伊特先生：我看看我的日历.....哦，我差点忘了，我明天全天都得去帮着给新员工做培训。那星期四或星期五呢？

特纳女士：星期五上午我可以过去，如果您有空的话？

休伊特先生：当然有空。那么，我们就约在星期五上午十点，好吗？

特纳女士：听上去不错。期待届时与您会面。

休伊特先生：谢谢您，我也很期待。

## Dialogue 2

Ms. Adams: Hi, you must be Mr. Coleman? I'm Laurie Adams. It's nice to meet you. I hope you didn't have any trouble finding our office?

Mr. Coleman: Hi, Ms. Adams, it's nice to meet you too. Your office was very easy to find. It only took me 10 minutes to get here.

Ms. Adams: Great. Shall we talk in my office? It's just down the hall.

Mr. Coleman: Sure, that would be fine.

Ms. Adams: Here we are. Please have a seat. Oh, before I forget, let me give you my business card.

Mr. Coleman: Thank you, and here's mine.

Ms. Adams: Before we discuss business, would you like something to drink? Coffee, tea, juice or water?

Mr. Coleman: Water would be fine.

Ms. Adams: Here you go.

Mr. Coleman: Thank you very much.

## 对话2

亚当斯女士：您好，您就是科尔曼先生吧？我是劳里·亚当斯。很高兴见到您。您觉得我们办事处好找吗？

科尔曼先生：您好，亚当斯女士，我也很高兴见到您。你们办事处很好找。我只花了十分钟就到了。

亚当斯女士：那太好了。我们进办公室里聊吧，就在大厅另一侧。

科尔曼先生：好啊。

亚当斯女士：到了。请坐。哦，我先给您一张名片，要不一会儿该忘了。

科尔曼先生：谢谢您，这是我的名片。

亚当斯女士：在我们开始谈业务之前，您要不要喝点什么？咖啡、茶、果汁还是水？

科尔曼先生：水就行了。

亚当斯女士：您请用。

科尔曼先生：非常感谢。

## 67 开发新客户 Acquiring new customers

### Useful Expressions

#### 介绍自己

1. Hi, may I speak to Kenneth please?
2. Hello, is that Jennifer Wright from Essential Electronics?
3. I'm calling from Zenith Integrated Security Solutions.
4. Hi, my name is Mark, I'm calling from Martinelle Paints.
5. Do you remember meeting at the IT Conference & Exhibition in April?
6. Do you remember visiting our booth at the hardware show last month?
7. I believe you talked to my colleague Jack while you were there at the show. Jack gave me your business card that you had left with him.
8. I 'm a friend of Luis Rosales. He mentioned that you might be looking for a seafood supplier for your new restaurant.

9. He told me that you are interested in our vinyl paint line?

## 介绍产品

10. We're a local supplier of premium-quality fresh fish and seafood, servicing restaurants across Wisconsin.

11. We offer a variety of fresh and frozen seafood products.

12. Given the high quality of our products, I think our prices are pretty low.

13. Our products are designed to prevent third parties from gaining unauthorized access to your website, web server, intranet or email.

14. Do you have a security system in place?

15. It's still important to protect your sensitive business data from potential attacks.

## 留联系方式

16. Let me give you our website address just for your reference.

17. Now, we've put together a plan I'm sure you'll love.

18. I 'd be glad to give you our website address. It has prices and descriptions of our products, as well as ordering details.

## 常用表达法

## 介绍自己

1.您好，请问肯尼思在吗？

- 2.您好，请问是基本电子的珍妮弗·赖特吗？
- 3.我是顶点综合安全咨询公司的员工。
- 4.你好。我是马克，是马提耐勒涂料公司的。
- 5.我们在四月份的信息技术会展上见过面，您还记得吗？
- 6.你还记得上个月在五金器具展览会上参观过我们的展位吗？
- 7.我记得你在展会上和我的同事杰克谈过。杰克把你留给他的名片给了我。
- 8.我是路易斯·罗萨莱斯的朋友。他和我提起您的新餐厅可能会需要海鲜供应。
- 9.他告诉我说你对我们的聚乙烯漆料感兴趣，是吗？

#### 介绍产品

- 10.我们是当地的一家顶级鱼类和海鲜品供应商，为威斯康星州各地的餐厅供货。
- 11.我们供应各类新鲜和冷冻的海产品。
- 12.鉴于我们产品的高品质，我想我们的价格是很低的。
- 13.我们的产品专门防止第三方在未获得授权的情况下进入你们的网站、网络服务器、企业内部网或者邮件系统。
- 14.你们公司在适当位置安装安全系统了吗？
- 15.保证您的敏感商业数据不受潜在的侵袭，这仍然是很重要的。

#### 留联系方式

- 16.我把我们公司的网址告诉您，您可以浏览一下。
- 17.现在我们准备了一份计划书，我觉得您会喜欢。

18.我告诉您我们公司的网址，网站上有各种产品价格和说明，还有订购细节。

单词

breach 破坏

description 说明

finalize 完成，使结束

frozen 冷冻的

given 考虑到

hacker 黑客

intranet 企业内部网

premium-quality 顶级

solution 解决方案

supplier 供应商

短语

a variety of 各类的

a wide selection of 多种的

be designed to 专门设计来.....

in place 在适当位置

information security 信息安全

just for your reference 供您参考



look for 需要, 寻找

potential attacks 潜在的侵袭

security system 安全系统

sensitive business data 敏感商业数据

third parties 第三方

unauthorized access 未获授权的进入

web server 网络服务器

## Dialogue 1

Hugh: Hi, may I speak to Kenneth please?

Kenneth: This is Kenneth speaking. May I ask who's calling please?

Hugh: This is Hugh Gillespie, I'm a friend of Luis Rosales. He mentioned that you might be looking for a seafood supplier for your new restaurant, and...

Kenneth: Oh, yes, Luis mentioned your name to me. You're with Green Bay Seafood Company?

Hugh: That's right. We're a local supplier of premium-quality fresh fish and seafood, servicing restaurants across Wisconsin. We offer a variety of fresh and frozen seafood products, such as salmon, pollock, cod, halibut, shrimp and crab.

Kenneth: I'm still finalizing the menu for my restaurant, but we're planning to serve a wide selection of fish and seafood. How are your prices?

Hugh: Given the high quality of our products, I think our prices are pretty low. If you have a pen, I'd be glad to give you our website address. It has prices and descriptions of our products, as well as ordering details.

Kenneth: That would be great.

## 对话1

休：您好，请问肯尼思在吗？

肯尼思：我就是。您是哪位？

休：我是休·吉莱斯皮，我是路易斯·罗萨莱斯的朋友。他和我提起，您的新餐厅可能会需要海鲜供应，所以.....

肯尼思：哦，是的。路易斯和我提起过你。你是绿色海湾海鲜公司的？

休：是的。我们是当地的一家顶级鱼类和海鲜品供应商，为威斯康星州各地的餐厅供货。我们供应各类新鲜和冷冻的海产品，如三文鱼、鳕鱼、大西洋鳕、大比目鱼、虾和螃蟹。

肯尼思：我们餐厅的菜单还没有定下来，不过我们计划提供多种鱼类和海产品菜肴。你们的价格如何？

休：鉴于我们产品的高品质，我想我们的价格是很低的。如果您有笔可以记一下的话，我告诉您我们公司的网址，网站上有各种产品的价格和说明，还有订购的细节。

肯尼思：那太好了。

## Dialogue 2

Nick: Hello, is that Jennifer Wright from Essential Electronics?

Jennifer: Yes, this is Jennifer. Sorry, you are...

Nick: My name is Nick Perkins, I'm calling from Zenith Integrated Security Solutions. Do you remember meeting at the IT Conference & Exhibition in April? We sat at the same table. My colleague Thomas was there as well.

Jennifer: Oh yes, now I remember. Your company sells software to help prevent information security breaches, is that right?

Nick: Yes, I see you have an excellent memory. Our products are designed to prevent third parties from gaining unauthorized access to your website, web server, intranet or email. Do you have a security system in place?

Jennifer: Well, not at the moment, but I'm not sure we need one. We've been in business for 5 years and haven't had any problems with hackers...

Nick: Well, it's still important to protect your sensitive business data from potential attacks. Let me give you our website address just for your reference.

## 对话2

尼克：您好，请问是基本电子的珍妮弗·赖特吗？

珍妮弗：我就是。不好意思，您是哪位？

尼克：我叫尼克·珀金斯，是顶点综合安全咨询公司的员工。我们在4月份的信息技术会展上见过面，您还记得吗？我们当时坐在同一桌，我的同事托马斯当时也在场。

珍妮弗：哦，是的，我想起来了。你们公司销售软件，帮助防止信息安全遭到破坏，对吧？

尼克：对呀！您记性真好！我们的产品专门防止第三方在未获得授权的情况下进入你们的网站、网络服务器、企业内部网或者邮件系统。你们公司在适当的位置安装安全系统了吗？

珍妮弗：现在还没有安装，不过我还不确定我们是否有这个需要。我们已经运营五年了，还没有出现任何黑客入侵的问题.....

尼克：保证您的敏感商业数据不受潜在的侵袭，这仍然是很重要的。我把我们公司的网址告诉您，您可以浏览一下。

## 68 争取服务项目 Seeking service contracts

### Useful Expressions

#### 说明来历

1. I'm not sure if you remember me. We met last weekend at the Charity Banquet.

2. If I recall correctly, you said that you're looking for a new ad agency to help boost your company's public profile.

3. I saw your ad in the paper announcing that your bike shop will be moving to a new location starting next month.

4. I was wondering if you had thought about having a security system set up to protect your store and merchandise?

#### 说明优势

5. Our company has over 10 years of experience in online marketing and advertising.

6. We do video marketing, social network ads, search engine placement, blogs, email marketing campaigns, and online classifieds.

7. Not only can we help you design a campaign; we can help you get it out there.

8. We offer 24-hour surveillance of your premises, all for under \$100 a month.

9. Well, if you decide to switch to us, we would be willing to provide the installation free of charge.

10. All you have to pay is the monthly service fee.

11. We can give you the first six months at a thirty percent discount.

12. Perhaps we could meet for coffee to discuss your needs further.

13. I can bring my laptop and show you some of the work we've done for other companies.

### 对方回应

14. I remember you, you're with Alpha Advertising Company, right?

15. What kind of service does your company offer?

16. That sounds pretty good, but it's a bit more than what I'm paying now.

17. I'll talk to my business partner and get back to you soon.

### 常用表达法

#### 说明来历

1. 不知道你还记不记得我。上周末，我们在慈善宴会上见过面。

2.如果我没记错的话，你当时说，你要找一个新的广告代理商来帮你提升公司的公众形象。

3.我看到你们在报纸上的广告了，你们自行车店下个月要搬到另一个地方去。

4.我想问，你们需不需要一个安全系统来保护你们的店面和货品？

说明优势

5.我们公司在网络营销和广告推广方面有十多年的经验。

6.我们做视频营销、社交网络广告、搜索引擎优化、博客营销、电子邮件营销和在线分类广告。

7.我们不仅能帮您设计一个广告活动，还能帮您推广这个广告。

8.我们提供24小时监控系统，整套价格不超过100美元/月。

9.如果您决定用我们的产品，我们愿意免费为您安装。

10.您只需付月费就可以了。

11.我们可以在最初的六个月给你打七折。

12.或许，我们可以见个面，喝杯咖啡，进一步谈谈此事。

13.我可以带着我的笔记本电脑，给你看看我们给其他公司做的一些营销方案。

对方回应

14.我记得你，你是阿尔法广告公司的，对吧？

15.你们公司提供什么产品呢？

16.听上去不错，但是价格比我现在用的产品要贵一点。

17.我和我的合伙人说说，很快就给你答复。

## 单词

announce 宣告

boost 提升

generous 慷慨的

installation 安装

merchandise 货品

partner 合伙人

premise 营业场所

presence 存在，出席

recall 记得

surveillance 监控

video 视频

## 短语

ad agency 广告代理商

advertising company 广告公司

charity banquet 慈善宴会

free of charge 免费

high decibel siren 高分贝警报器

just out of curiosity though 只是出于好奇.....

monthly service fee 月费

motion detection 运动检测器

online classifieds 在线分类广告

public profile 公众形象

search engine placement 搜索引擎优化

security alarm service 警报服务系统

Yes, speaking. 我就是。

## Dialogue 1

Graham: Hi Barbara, it's Luke calling. I'm not sure if you remember me. We met last weekend at the Frontier Foundation Charity Banquet.

Barbara: Hi! Yes, I remember you, you're with Alpha Advertising Company, right?

Graham: That's right. If I recall correctly, you said that you're looking for a new ad agency to help boost your company's public profile.

Barbara: Yes. Right now we advertise mostly in newspapers and magazines, but we want to increase our online presence.

Graham: Well, our company has over 10 years of experience in online marketing and advertising. We do video marketing, social network ads, search engine placement, blogs, email marketing campaigns, and online classifieds.

Barbara: We haven't done any of those yet. All we have is a



basic website.

Graham: Perhaps we could meet for coffee to discuss your needs further. I can bring my laptop and show you some of the work we've done for other companies.

Barbara: Sure, that would be great.

## 对话1

格雷厄姆：你好，芭芭拉，我是卢克，不知道你还记不记得我。上周末，我们在前沿基金会的慈善宴会上见过面。

芭芭拉：你好！对，我记得你，你是阿尔法广告公司的，对吧？

格雷厄姆：对。如果我没记错的话，你当时说，你要找一个新的广告代理商来帮你提升公司的公众形象。

芭芭拉：是的。目前，我们主要在报纸和杂志上做广告，不过我们希望在网上做更多的广告。

格雷厄姆：我们公司在网络营销和广告推广方面有十多年的经验。我们做视频营销、社交网络广告、搜索引擎优化、博客营销、电子邮件营销和在线分类广告。

芭芭拉：我们还没有做过这类的营销活动呢。我们只有一个网站。

格雷厄姆：或许，我们可以见个面，喝杯咖啡，进一步谈谈此事。我可以带着我的笔记本电脑，给你看看我们给其他公司做的一些营销方案。

芭芭拉：当然可以，那太好了。

## Dialogue 2

Jim: Hi, is that Michael Bartlett of Bartlett Bikes?

Michael: Yes, speaking.

Jim: Hi, this is Jim Richards from Schneider Security. I saw your ad in the paper announcing that your bike shop will be moving to a new location starting next month. I was wondering if you had thought about having a security system set up to protect your store and merchandise?

Michael: Actually, I was planning on keeping our current security alarm service. Just out of curiosity though, what kind of service does your company offer?

Jim: We offer 24-hour surveillance of your premises, including a 6-camera security system, motion detection, and a high decibel siren, all for under \$100 a month.

Michael: That sounds pretty good, but it's a bit more than what I'm paying now.

Jim: Well, if you decide to switch to us, we would be willing to provide the installation free of charge. All you have to pay is the monthly service fee.

Michael: That's very generous. I'll talk to my business partner and get back to you soon.

## 对话2

吉姆：你好，请问巴特利特自行车店的迈克·巴特利特在吗？

迈克：我就是。

吉姆：你好，我是施耐德安全设备公司的吉姆·理查兹。我看到你们在报纸上的广告，你们自行车店下个月要搬到另一个地方去。我想问，你们需不需要一个安全系统来保护你们的店面和货品？

迈克：实际上，我本打算要继续使用我们原来的安全警报服务系统。不过我还

是有点好奇，你们公司提供什么产品呢？

吉姆：我们为您的营业场所提供24小时监控系统，包括包含六个摄像头的安全系统、运动检测器和一个高分贝的警报器，整套价格不超过100美元/月。

迈克：听上去不错，但是价格比我现在用的产品要贵一点。

吉姆：如果您决定用我们的产品，我们愿意免费为您安装。您只需付月费就可以了。

迈克：那真是太好了。我和我的合伙人说说，很快就给你答复。

## 69 争取外贸订单 Seeking foreign trade orders

### Useful Expressions

#### 介绍产品

1. We're one of China's largest wholesalers of organic tea.
2. Our products sell in several European and Asian countries.
3. I have a copy of our catalog, if you're interested in taking a look.
4. As you know, prices fluctuate with the market, so we don't list them in the catalog.
5. If you're interested in distributing our teas, please contact me anytime.

#### 说明服务

6. Depending on the size of your order, it may be possible to fulfill your request.
7. We can customize our products to suit your requirements.

8. If you provide us with exact measurements or photographs, we should be able to design the shelves according to your needs.

9. you would receive your order about 30 days after you placed it.

### 买家咨询

10. Could you tell me more about your company?

11. I'm looking for garden hoses measuring 40 inches long and one inch in diameter.

12. Is there any way that you could make the hoses to my specifications?

13. Do you offer custom design as well?

14. I'm looking for a certain type of office shelving system.

15. Is there any possibility that you could make the shelves to our specifications?

16. How long will it take for our order to be delivered?

17. How long would it take to ship the hoses to San Diego?

### 讨论订单

18. I would like to have about 500 units for the first order.

19. Okay, we can arrange that. Your order will be ready within 10 days.

20. The delivery shouldn't take longer than two weeks.

### 常用表达法

## 介绍产品

1. 我们是中国最大的有机茶批发商之一。
2. 我们的产品远销数个欧洲和亚洲国家。
3. 这是我们的产品目录，如果您有兴趣的话，可以看看。
4. 您知道的，市场价格是浮动的，所以我们没有在目录上标价。
5. 如果您想分销我们的茶叶，请随时与我联系。

## 说明服务

6. 您说的这个尺寸，我们或许可以满足要求。
7. 我们可以根据您的要求定制产品。
8. 如果你提供尺寸和照片，我们就能按要求设计出来。
9. 从你下订单到收货大约是30天。

## 买家咨询

10. 你能给我介绍一下你们公司吗？
11. 我想要40英寸长、直径为1英寸的橡胶软管。
12. 你们能按照我说的尺寸给我做一段橡胶软管吗？
13. 你们是否也接受客户的设计？
14. 我在找一种办公用的书柜。
15. 你能根据我们提供的规格生产这种书柜吗？
16. 我们的货多长时间可以送达？

17.把货运到圣地亚哥需要多久？

讨论订单

18.我想先订购500个。

19.好的，我们会安排下去的。您订购的产品十天之内会做好。

20.送货应该不会超过两个星期。

单词

centimeter 厘米

current 最新的

delivery 送货

diameter 直径

fluctuate 浮动

hose 软管

measure 测量

roughly 大致地

shelve 书架

wholesaler 批发商

短语

be equivalent to 与.....相当

distribute...from 从.....进货

Dragon Well green tea 龙井茶

fulfill your request 满足要求

head back to 回到.....

inner diameter 内直径

metric unit 米制单位

oolong tea 乌龙茶

organic tea 有机茶

Pu'er tea 普洱茶

to the specifications 按照要求尺寸

## Dialogue 1

Mr. Harris: Nice to meet you, too. Could you tell me more about your company?

Mr. Ouyang: We're one of China's largest wholesalers of organic tea, including Dragon Well green tea from Zhejiang province, oolong tea from Fujian, and Pu'er tea from Yunnan. Our products sell in several European and Asian countries. I have a copy of our catalog, if you're interested in taking a look.

Mr. Harris: Thank you. As I mentioned before, we mainly distribute teas from India, Kenya, Bangladesh and Indonesia. But I'll be glad to take a look at your catalog. Does it list your prices?

Mr. Ouyang: As you know, prices fluctuate with the market, so we don't list them in the catalog. But I would be happy to give you

a detailed list of our current prices. When are you heading back to the States?

Mr. Harris: Tomorrow, actually.

Mr. Ouyang: Well, I hope you'll come back to China again soon. If you're interested in distributing our teas, please contact me anytime.

## 对话1

哈里斯先生：我也很高兴见到你。你能给我介绍一下你们公司吗？

欧阳先生：我们是中国最大的有机茶批发商之一，经销浙江省的龙井茶、福建省的乌龙茶和云南省的普洱茶等。我们的产品远销数个欧洲和亚洲国家。这是我们的产品目录，如果您有兴趣的话，可以看看。

哈里斯先生：谢谢你。我刚才说了，我们主要从印度、肯尼亚、孟加拉国和印度尼西亚进货。不过我还是愿意看看你们的产品目录。这上面有标价吗？

欧阳先生：您知道的，市场价格是浮动的，所以我们没有在目录上标价。不过我很愿意给您一份注明最新价格的目录。您什么时候回美国？

哈里斯先生：实际上，我明天就回去了。

欧阳先生：那么，希望您尽快再到中国来。如果您想分销我们的茶叶，请随时与我联系。

## Dialogue 2

Ms. Jin: Hi, is there anything I can help you with?

Mr. Evans: Yes, I'm looking for garden hoses measuring 40 inches long and one inch in diameter.

Ms. Jin: Well, our dimensions are given in metric units. Let me



see... we do have one that is 110 centimeters in length, with an inner diameter of 2.5 centimeters. I think that's roughly equivalent to the size you mentioned.

Mr. Evans: I'm afraid that's too long. Is there any way that you could make the hoses to my specifications?

Ms. Jin: Depending on the size of your order, it may be possible to fulfill your request.

Mr. Evans: I would like to have about 500 units for the first order.

Ms. Jin: Okay, we can arrange that. Your order will be ready within 10 days.

Mr. Evans: How long would it take to ship the hoses to San Diego?

Ms. Jin: It shouldn't take longer than two weeks.

Mr. Evans: Great, thanks so much.

## 对话2

金女士：您好，有什么我可以帮助您的？

埃文斯先生：我想要40英寸长、直径为1英寸的橡胶软管。

金女士：是这样的，我们的计量单位是米制。我来看一下.....我们是有一种橡胶软管，长为110厘米，内直径为2.5厘米，我想这和您刚刚说的尺寸大致相当。

埃文斯先生：恐怕这个太长了。你们能按照我说的尺寸给我做一段橡胶软管吗？

金女士：您说的这个尺寸，我们或许可以满足要求。

埃文斯先生：我想先订购500根。

金女士：好的，我们会安排下去的。您订购的产品十天之内会做好。

埃文斯先生：把货运到圣地亚哥需要多久？

金女士：应该不会超过两个星期。

埃文斯先生：太好了，非常感谢你。

## 70 推销产品 Promoting products

### Useful Expressions

#### 介绍产品

1. We carry a range of smartphones, including iPhones and Android devices.

2. Allow me to tell you about some of the phone's impressive features and capabilities.

3. It was just released last month and has already sold over a million units worldwide.

4. For you, I would recommend this one here. It's just right for your needs.

5. Aside from a beautiful 5.1-inch multi-touch screen, it also has two cameras.

6. This car isn't only safe, but it's also very economical.

7. The main attraction of this model is the fuel economy.

8. Their products are lower-priced, but have a problem with reliability.

9. Why don't you take it for a test drive, and think it over.

## 说明价格

10. Do you have a particular price range in mind?

11. This smartphone here costs \$249.99 plus tax. The price is very affordable.

12. It really is a very good value. I hope you'll strongly consider it.

13. We've already had several interested buyers, so I'm not sure if we can lower the price.

## 买家询问

14. I'd like to spend between two and three hundred dollars, I guess.

15. I'm buying it as a present for my nephew's graduation.

16. This house is beautiful, but I'm not sure if we can afford the asking price.

17. Why do you think that one is better than the others?

18. What kind of safety features are you talking about?

19. You mean it has a cheaper price than similar models?

20. What is the difference between your products and theirs?

## 常用表达法

## 介绍产品

- 1.我们有很多种智能手机，包括各种iPhone和安卓设备的。
- 2.那我给您介绍一下这种手机显著的特点和功能吧。
- 3.这是上个月刚推出的款式，现在在全球已经销售了超过100万部了。
- 4.对您来说，我推荐这一款。它正符合您的需要。
- 5.除了漂亮的5.1英寸多点触控大屏，这款手机还有两个摄像头。
- 6.这种汽车不但安全而且还经济实惠。
- 7.这款车的最大优点就是省油。
- 8.他们的产品售价更低，但性能不太稳定。
- 9.你为什么不试开一下呢？然后再好好想想。

#### 说明价格

- 10.您想买什么价位的手机呢？
- 11.这款智能机是249.99美元，外加税。价钱绝对能承受。
- 12.这真是物超所值。希望两位好好考虑一下。
- 13.有好几个买家都对这个房子感兴趣，所以我也不知道我们是否能降低价格。

#### 买家询问

- 14.我想买200至300美元之间的手机。
- 15.我买手机是要送给我侄子当作毕业礼的礼物。
- 16.这房子很漂亮，不过我不知道我们买不买得起。
- 17.你为什么认为这一款比其他款更适合我？

18. 你所说的是什么样的安全性能？

19. 你的意思是说这款车比其他类似款式的汽车价格要便宜吗？

20. 你们的产品和他们的相比有什么特点？

单词

asking price 要价

built-in 内置的

camera 摄像头

capability 功能

consider 考虑

feature 特点

fully-equipped 配备齐全的

impressive 显著的

present 礼物

release 推出

spacious 宽敞的

speaker 扬声器

worldwide 全球范围

短语

a range of 多种的

additional bedroom 次卧

Android device 安卓设备

battery life 待机时间

energy-efficient appliance 节能电器

high-tech gadget 高科技玩意儿

interested buyer 感兴趣的买主

master bedroom 主卧

multi-touch screen 多点触控屏

plus tax 外加税

square feet 平方英尺

Dialogue 1

Salesperson: Hi, may I help you?

Marissa: Yes, I want to buy a cell phone for a gift, but I don't know which one to get.

Salesperson: No problem. We carry a range of smartphones, including iPhones and Android devices. Do you have a particular price range in mind?

Marissa: I'd like to spend between two and three hundred dollars, I guess.

Salesperson: Well, this smartphone here costs \$249.99 plus tax. It was just released last month and has already sold over a million units worldwide.

Marissa: It looks nice, but to tell you the truth, I don't really understand all these high-tech gadgets. I'm buying it as a present for my nephew's graduation.

Salesperson: I understand. Well, allow me to tell you about some of the phone's impressive features and capabilities. Aside from a beautiful 5.1-inch multitouch screen, it also has two cameras (one on the front, and one on the back), powerful built-in speakers, and a 16-hour battery life.

Marissa: That sounds very good. I'd like to buy it. Can I pay by credit card?

Salesperson: Certainly.

对话1

售货员：您好，有什么我可以帮您？

玛丽萨：我想买一部手机当作礼物，但我不知道该买哪一种。

售货员：没问题。我们有很多种智能手机，包括各种iPhone和安卓设备的。您想买什么价位的手机呢？

玛丽萨：我想买200至300美元之间的手机。

售货员：好的，这款智能机是249.99美元，外加税。这是上个月刚推出的款式，现在在全球已经销售了超过100万部了。

玛丽萨：看上去很好看，不过说实话，我对这些高科技玩意儿一窍不通。我买手机是要送给我侄子当作毕业礼的礼物。

售货员：我明白了。那我给您介绍一下这种手机显著的特点和功能吧。除了漂亮的5.1英寸多点触控大屏，这款手机还有两个摄像头（前面一个，后面一个），有强大的内置扬声器，待机时间为16小时。

玛丽萨：听上去很不错。我就买这个吧。我可以用信用卡付款吗？

售货员：当然可以。

## Dialogue 2

Real estate agent: Thank you for coming to our Open House, Mr. and Mrs. Hanson. Please come in. Would you like something to drink?

Mr. Hanson: No thanks, we're fine.

Real estate agent: Allow me to show you around. This house was just built a few years and is in excellent condition. As you know from the ad, it has three bedrooms, two bathrooms, and offers 1,800 square feet of living space.

Mrs. Hanson: Can we see the kitchen?

Real estate agent: Of course, this way please... As you can see, the kitchen is bright and spacious, and fully-equipped with energy-efficient appliances. Now, if you'd like to see the bedrooms, we can go upstairs and take a look... Here we are. This is the master bedroom, and over here are two additional bedrooms.

Mr. Hanson: This house is beautiful, but I'm not sure if we can afford the asking price.

Real estate agent: Well, we've already had several interested buyers, so I'm not sure if we can lower the price. But it really is a very good value. I hope you'll strongly consider it.

## 对话2

房地产代理商：汉森先生、汉森夫人，感谢您们来到我们开阔家园公司。请进。两位喝点什么？



汉森先生：不用了，谢谢。我们不喝了。

房地产代理商：请允许我带两位参观一下。这套房子是几年前刚建的，条件非常好。从广告上可以看到，这套房子有三间卧室、两个洗手间，居住面积达1800平方英尺。

汉森夫人：我们能看看厨房吗？

房地产代理商：当然可以。请这边走.....两位可以看到，这间厨房宽敞、明亮，配备的全都是节能电器。现在，如果两位想看看卧室，那么我们可以到楼上去看看.....这就是卧室了。这是主卧，那边是两间次卧。

汉森先生：这房子很漂亮，不过我不知道我们买不买得起。

房地产代理商：是这样，这个房子有好几个感兴趣的买家，所以我也不知道我们是否能降低价格。不过这房子真是物超所值。我希望两位好好考虑一下。

## 71 产品演示 Product demonstrations

### Useful Expressions

#### 演示和讲解

1. If you have a moment, I'd be happy to give you a demonstration and show you how it works.
2. Now watch this.
3. Here, let me demonstrate.
4. Would you like to try it? Just speak into the microphone.
5. See for yourself. Look, it recognized your words perfectly.
6. Hi, would you like to try some vegetable juice?
7. Here, would you like to try it yourself?

8. Take these fresh vegetables here, and insert them into the top of the Juicer.
9. See? It turns on automatically as soon as you insert them.
10. All you have to do is put a cup or glass on the slide-out tray...
11. Press the "dispense" button, and out comes fresh, all-natural juice!
12. I just made it using our Super Juicer 5000.
13. Do you see what I have here? This is a bottle of saw dust...
14. Now I'm going to rub it deep into the fibers of the carpet.
15. Now, watch! I simply turn on the Dust Eliminator with the flip of this switch.
16. Vola! The dust eliminator is power enough to pull out the paint from the carpet fibers.

赞叹

17. That's amazing! When will this product be on the market?
18. And it's pretty quiet, right?
19. Truly remarkable, don't you agree?
20. I knew you'd be impressed!
21. And the best part is, for a limited time, it's on sale for an introductory price of only \$59.99!

常用表达法

## 演示和讲解

- 1.如果您可以抽出一点时间，我很愿意为您演示这款榨汁机的使用方法。
- 2.现在，您看好了。
- 3.我来给您演示一下。
- 4.您要试一试吗？对着麦克风说话就行了。
- 5.您自己试试看。看，它能够准确地识别您的话。
- 6.您好，来点蔬菜汁尝尝吗？
- 7.来，您愿意自己动手试试吗？
- 8.把这些新鲜蔬菜塞进超级榨汁机的上方。
- 9.看到了吗？您一把蔬菜塞进去，它就自动地旋转。
- 10.你只需把一个杯子放到滑出式托盘的上方.....
- 11.按“出水”按钮，然后新鲜的纯天然蔬菜汁就流出来了！
- 12.这是我刚才用我们的超级榨汁机5000榨的。
- 13.你看见我拿的是什么东西了吧？这是一瓶子锯屑.....
- 14.现在我要把这些东西都揉进地毯纤维里。
- 15.现在，请看！我只需要转动一下这个开关就可以打开除尘器。
- 16.看呀！除尘器的力气大得能把地毯纤维里的颜料吸出来。

## 赞叹

- 17.这太神奇了！这款产品什么时候上市？

18.没有多少噪声，对吧？

19.真的太不可思议了，你不这么认为吗？

20.我知道你会被打动的！

21.最棒的是，这款机器现在是限时优惠，推广价只有59.99美元！

单词

advanced 先进的

algorithm 算法

barely 几乎不

blender 搅拌器

brand 品牌

breakthrough 突破

calculation 计算

complex 复杂的

demonstration 演示

dispense 出水

insert 塞进

interpret 解释；翻译

juicer 榨汁机

noisy 噪声很大的

revolutionary 革命性的

state-of-the-art 顶尖的

syntax 句法

transcribed 转换

短语

introductory price 推广价

mailing list 邮件目录

question mark 问号

the best part is 最棒的是.....

voice recognition system 语音识别系统

Dialogue 1

Nicole: Hi, would you like to try some vegetable juice?

Yvonne: Sure, thanks... Wow, that's really good! What brand of juice is this?

Nicole: Actually, I just made it using our Super Juicer 5000. If you have a moment, I'd be happy to give you a demonstration and show you how it works.

Yvonne: Sure, I guess I have a few minutes to spare.

Nicole: First, let me ask you, do you have a blender at home? If so, is it noisy?

Yvonne: Now that you mention it, it is pretty noisy. And it's

difficult to clean.

Nicole: Here, would you like to try it yourself? Take these fresh vegetables here, and insert them into the top of the Super Juicer 5000. See? It turns on automatically as soon as you insert them. And it's pretty quiet, right?

Yvonne: Wow, I can barely hear it!

Nicole: Now watch this. All you have to do is put a cup or glass on the slide-out tray, press the "dispense" button, and out comes fresh, all-natural juice! And the best part is, for a limited time, it's on sale for an introductory price of only \$59.99!

Yvonne: I'll take it!

## 对话1

尼科尔：您好，来点蔬菜汁尝尝吗？

伊冯：好啊，谢谢……哇，真好喝！这是什么牌子的蔬菜汁？

尼科尔：实际上，这是我刚才用我们的超级榨汁机5000榨的。如果您可以抽出一点时间，我很愿意为您演示这款榨汁机的使用方法。

伊冯：好啊，我想我这会儿有空。

尼科尔：首先，我想问您，您家里有搅拌器吗？有的话是不是噪声很大？

伊冯：你提起搅拌器了，是的，我们家的搅拌器噪声很大，而且很难清理。

尼科尔：来，您愿意自己动手试试吗？把这些新鲜蔬菜塞进超级榨汁机5000的上方。看到了吗？您一把蔬菜塞进去，它就自动地旋转，而且没有多少噪声，对吧？

伊冯：哇，我几乎听不见什么噪声！

尼科尔：现在，您看好了，只需把一个杯子放到滑出式托盘的上方，按“出水”按钮，然后新鲜的纯天然蔬菜汁就流出来了！最棒的是，这款机器现在是限时优惠推广，推广价只有59.99美元！

伊冯：我要买一台。

## Dialogue 2

Peter: Can you tell me more about your software?

Amanda: I would be happy to. Our company has developed an advanced state-of-the-art voice recognition system, capable of interpreting speech in over 30 languages, including English, Spanish, French, Chinese, Korean and Japanese. It's a revolutionary breakthrough in voice recognition technology.

Peter: How does it work?

Amanda: Our software uses complex algorithms to process every aspect of speech, and makes millions of calculations per second. Would you like to try it? Just speak into the microphone, and whatever you say will be transcribed onto the screen.

Peter: If I speak really fast, will it still be able to understand me?

Amanda: See for yourself. Look, it recognized your words perfectly. It even added a question mark at the end, because it understands the rules of grammar and syntax.

Peter: That's amazing! When will this product be on the market?

Amanda: We're hoping to launch it by the end of the year. If you'd like, you can sign up for our mailing list, and we'll e-mail you as soon as it goes on sale.

## 对话2

皮特：能进一步介绍一下你们的软件吗？

阿曼达：我很愿意效劳。我们公司开发了一种最先进的语音识别系统，能够解读30种语言的语音，包括英语、西班牙语、法语、汉语、韩语和日语。这是语音识别技术的一场革命性突破。

皮特：这种系统是怎么运行的呢？

阿曼达：我们的软件利用复杂的算法来处理语言的各个特征，每秒钟要进行数百万次的计算。您要试一试吗？对着麦克风说话就行了，您说的话都会被转换成文字显示在屏幕上。

皮特：如果我语速很快，它也能识别吗？

阿曼达：您自己试试看。看，它能够准确地识别您的话，甚至还能在句末加上问号呢，因为这个软件可以计算语法规则和句法规则。

皮特：这太神奇了！这款产品什么时候上市？

阿曼达：我们希望在年底推出。如果您有兴趣的话，可以在我们的邮件目录中登记，等这款产品一发售，我们就发邮件通知您。

## Unit 13

### 做介绍

### Introductions

#### 72 介绍公司 Introducing the company

#### Useful Expressions

#### 演讲主题

1. As co-founder and CEO of..., I'm excited to have been



invited as one of the keynote speakers for this year's Alternative Energy Conference.

2. But before doing so, I'd like to take a few minutes to introduce my company.

3. To start the training session off today, I thought I'd start with a short presentation about the history of this company.

## 创业时期

4. By the time I finished college, I had taken an interest in alternative energy.

5. This is how we got the idea for our company, Green Technologies Corporation.

6. When we first started, it seemed impossible to make a profit from wind or solar energy.

7. But by reinvesting heavily in research and development, we were eventually able to break even and ultimately become profitable.

8. It was founded in Hong Kong by an English man named Howard Rogers in 1865. 9. Originally, it was just a small company whose customers were mainly foreign expatriates.

## 发展和现状

10. From its humble beginnings, the bank grew enormously with time.

11. Last year, our net profit was over \$100 million. But profit is only one measure of success.

12. Today, GT Corporation has offices around the world, from Bangkok to Berlin.

13. Our staff has grown from three employees to a global force of 250 full-time staff.

14. As we continue to grow, we're more committed than ever to making the world a greener place for us all.

15. And with that, I'd like to welcome you to the ACBC family and wish you good luck with your career.

### 常用表达法

#### 演讲主题

1. 作为.....公司的创始人和首席执行官，我很高兴能够受到邀请，在今年的新能源会议上做主题发言。

2. 不过在此之前，我想先花几分钟的时间来介绍一下我们公司。

3. 在今天的培训开始之前，我想先简短介绍一下我们公司的历史。

#### 创业时期

4. 大学毕业后，我就对新能源产生了兴趣。

5. 由此，我得到了灵感，创立了这家绿色技术公司。

6. 创业初期，我们似乎很难通过风能和太阳能盈利。

7. 但是我们又重新对研发进行了大量投入，后来终于能够收支平衡，最终开始赢利。

8. 1865年一位名叫霍华德·罗杰斯的英国人在香港创建了这家公司。

9. 开始时，这只是一家以外国侨民为客户的小公司。

## 发展和现状

10. 这家银行刚建立时名不见经传，但是随着时间的推移，却变得越来越大。

11. 去年，我们的净利润超过一亿美元。然而，利润只是评价成功的一个要素。

12. 今天，从曼谷到柏林，GT公司在全世界都设有办事处。

13. 我们公司从最初的3个人，现在已经发展到全球250名全职职员。

14. 随着我们公司不断发展壮大，我们更加坚定地为我们所有人创造一个更加环保的世界。

15. 很高兴大家能够来到ACBC大家族，也祝大家事业顺利。

## 单词

adopt 采用（技术）

co-founder 联合创始人

committed 坚定的

emission 排放

eventually 终于地

expatriate 侨民

get-go 开始

measure 要素

ozone layer 臭氧层

presentation 陈述

purchase 买

recycle 再循环

reinvest 重新投资

slideshow 幻灯片

sustainable 可持续的

ultimately 最终地

viable 可行的

短语

alternative energy 替代能源，新能源

break even 收支平衡

dim the lights 关掉灯

electric vehicle 电动车辆

keynote speaker 主讲嘉宾

positive impact 积极影响

solar energy 太阳能

Introduction

William: Good afternoon, everyone. My name is William Atkins. As co-founder and CEO of Green Technologies Corporation, I'm excited to have been invited as one of the keynote speakers for this year's Alternative Energy Conference.

In a few moments I'll be making a presentation called "The Past, Present and Future of Alternative Energy." But before doing

so, I'd like to take a few minutes to introduce my company.

When I was in grade two — I still remember this — one of my teachers asked us: "How should we take care of our planet?" We learned about the "Three R's" (Reduce, Reuse and Recycle), and a few classmates and I started a program to recycle bottle caps to purchase wheelchairs for paraplegics in developing countries.

By the time I finished college, I had taken an interest in alternative energy. I asked myself: How can we develop a clean and sustainable energy solution? This is how we got the idea for our company, Green Technologies Corporation. From the get-go, my co-founders and I realized that for any new energy technology to emerge as a viable alternative to traditional forms of energy like oil and coal, it needs to be profitable. When we first started, it seemed impossible to make a profit from wind or solar energy. But by reinvesting heavily in research and development, we were eventually able to break even and ultimately become profitable.

Last year, our net profit was over \$100 million. But profit is only one measure of success. Another measure is the positive impact that green energy is making in the world. For example, this year, five percent of cars sold in Europe will be electric vehicles. And because many nations have adopted technologies that reduce CFC emissions, the Antarctic ozone layer is gradually recovering.

Today, Green Technologies Corporation has offices around the world, from Bangkok to Berlin. Our staff has grown from three employees to a global force of 250 full-time staff. As we continue to grow, we're more committed than ever to making the world a greener place for us all.

Now I would like to give a brief slideshow presentation about the past, present and future of alternative energy. Could we dim

the lights please?

## 介绍

威廉：大家下午好。我叫威廉·阿特金斯。作为绿色技术公司的联合创始人和首席执行官，我很高兴能够受到邀请，在今年的新能源会议上做主题发言。

一会儿，我要做一个主题陈述，题为“新能源的过去、现状和未来”。不过在此之前，我想先花几分钟的时间来介绍一下我们公司。

我上二年级的时候——我对此事仍记忆犹新——我的一位老师曾经问过我们：“我们怎样才能保护我们的星球呢？”我们都听说过“3-R”原则（即减少、再利用和再循环）。我和班上的几个同学就发起了一个提议，去回收瓶盖，用所得的钱给发展中国家的截瘫患者买轮椅。

大学毕业之后，我就对新能源产生了兴趣。我问自己：我们怎样才能开发出一种清洁的、可持续的能源解决方案呢？由此，我得到了灵感，创立了这家绿色技术公司。从一开始，我和我的合伙人就发现，任何新能源技术，若要替代石油、煤炭等传统能源，就必须具有赢利的能力。创业初期，我们似乎很难通过风能和太阳能赢利。但是我们又重新对研发进行了大量投入，后来终于能够收支平衡，最终开始赢利。

去年，我们的净利润超过1亿美元。然而，利润只是评价成功的一个要素。另一个要素就是绿色能源在世界上产生的积极影响。例如，今年，欧洲的汽车销量中将有5%为电动车辆。由于许多国家都采用了降低CFC排放的技术，南极洲的臭氧层正在逐渐恢复。

今天，从曼谷到柏林，绿色技术公司在全世界都设有办事处，我们公司从最初的3个人，现在已经发展到全球250名全职职员。随着我们公司不断发展壮大，我们更加坚定地为我们所有人创造一个更加环保的世界。

现在，我想用幻灯片做一个简短的陈述，讲讲新能源的过去、现状和未来。我们可以把灯关掉一些吗？

## Useful Expressions

### 欢迎辞

1. Thank you for coming to our office.
2. This is our first occasion to meet in person.
3. We're delighted that you've chosen our firm to provide consulting services for your new family restaurant.

### 总体介绍

4. As you're already aware, our company specializes in providing strategic planning, business development and consulting.
5. We are currently developing a main website which will then link to all the other websites.
6. We look forward to working with you in the coming months.

### 介绍每个人

7. We're a fairly new team.
8. I would like to take this opportunity to introduce you to our team.
9. As you know, my name is Jacob Moore and I'll be serving as project coordinator.
10. I'll also be your main liaison throughout all phases of the project.
11. To my left is Chris Harper. He's the IT wizard of our consulting team.

12. Chris can work with you to develop a website for the restaurant.

13. Next to Chris is Andy Meyer, who specializes in menu development.

14. To my right is Amy Taylor, our interior design specialist.

15. She can help with everything from space planning to selecting color schemes.

16. Andy can help maximize the profitability of your menu.

17. She's our marketing guru, and can help with things like signage, print advertising, and promotional coupons.

18. He is the Web Development Manager and is responsible for all the 'techie' bits of the website.

## 常用表达法

### 欢迎辞

1. 感谢你们来到我们办事处。
2. 这次是我们第一次见面。
3. 很高兴你们选择了我们公司来为你们的家庭式饭店提供咨询服务。

### 总体介绍

4. 你们已经注意到了，我们公司专门提供战略性计划、业务发展和咨询服务。
5. 我们目前正在开发一个主网站，从这上面可以连接到其他所有的网站上。
6. 期待在接下来的几个月里与你们一起合作。



介绍每个人

7.我们是新组的团队。

8.我想借此机会向两位介绍我们的团队。

9.两位都知道，我叫雅各布·穆尔，担任你们的项目协调人。

10.整个项目的各个阶段都是由我来进行联络和统筹。

11.我左边的是克里斯·哈珀，他是我们咨询团队的信息技术奇才。

12.克里斯可以帮你们饭店建一个网站。

13.克里斯旁边的是安迪·迈耶，专门开发菜单。

14.我右边的是艾米·泰勒，我们的室内设计专家。

15.从空间的安排到色彩的选择，她都可以给你们提出方案。

16.安迪可以使你们的利润最大化。

17.她是我们的营销专家，能够在标识、平面广告和优惠券等方面帮助你们。

18.他是网站开发主管，负责网站所有的技术活。

单词

assortment 分类

concern 关心的问题

coupon 优惠券

guru 专家，权威

liaison 联络

margin 利润

maximize 最大化

phase 阶段

profitability 赢利能力

signage 标识

specialist 专家

wizard 奇才

短语

color schemes 色彩的选择

consulting services 咨询服务

interior design 室内设计

meet in person 见面

print advertising 平面广告

project coordinator 项目协调人

space planning 空间安排

specialize in 专门从事.....

target market 目标市场

technology-related aspects 技术类问题

Introduction

Jacob: Good morning, Mr. and Mrs. Schmidt, thank you for coming to our office. We're delighted that you've chosen our firm, Delectable Solutions, to provide consulting services for your new family restaurant.

As you're already aware, our company specializes in providing strategic planning, business development and consulting for restaurants, bars and other food service establishments. I've had the pleasure of talking with each of you on the phone several times, but this is our first occasion to meet in person. I would like to take this opportunity to introduce you to our team.

First of all, as you know, my name is Jacob Moore and I'll be serving as project coordinator. I'll also be your main liaison throughout all phases of the project. I believe you have our main office number, but let me give you my business card, which has more detailed contact information, including my direct phone and fax lines. Feel free to contact me anytime if you have any questions or concerns.

To my left is Chris Harper. He's the IT wizard of our consulting team. Chris can work with you to develop a website for the restaurant, set up an accounting software system, and help with other technology-related aspects of your restaurant operations.

Next to Chris is Andy Meyer, who specializes in menu development, which includes selecting the ideal assortment of dishes and beverages that will appeal to your target market. In addition, Andy can help maximize the profitability of your menu by determining the exact cost, margin and profit of each item.

To my right is Amy Taylor, our interior design specialist. She can help with everything from space planning to selecting color schemes, so that you can get the restaurant looking exactly the way

you want before opening for business.

Finally, to Amy's right is Eileen Goodwin. She's our marketing guru, and can help with things like signage, print advertising, and promotional coupons.

And that is our team. We look forward to working with you in the coming months to turn your "restaurant dream" into a "dream restaurant" !

## 介绍

雅各布：早上好，施密特先生、施密特夫人，感谢你们来到我们办事处。你们选择了我们愉悦咨询公司来为你们的家庭式饭店提供咨询服务，我们感到很高兴。

你们已经注意到了，我们公司专门为餐馆、酒吧以及其他餐饮服务公司提供战略性计划、业务发展和咨询服务。我有幸与两位通过几次电话，而这次是我们第一次见面。我想借此机会向两位介绍我们的团队。

首先，两位都知道，我叫雅各布·穆尔，担任你们的项目协调人。整个项目的各个阶段都是由我来进行联络和统筹。我想，你们都有我们办事处总机的电话号码了，我再给你们我的名片，上面有更详细的联络信息，包括我的直拨号码和传真号码。你们如果有任何问题或顾虑，请随时与我联系。

我左边的是克里斯·哈珀，他是我们咨询团队的信息技术奇才。克里斯可以帮你们饭店建一个网站，安装一个会计软件系统，也会帮你们解决其他的技术类问题。

克里斯旁边的是安迪·迈耶，专门开发菜单，包括针对目标市场选择菜品和饮品。此外，安迪还可以帮助你们确定每种菜品的成本和利润，使你们的利润最大化。

我右边的是艾米·泰勒，我们的室内设计专家。从空间的安排到色彩的选择，她都可以给你们提出方案，这样你们就可以在饭店开业前把店内按照你们希望的方式装潢好。

最后，艾米的右边是艾琳·古德温。她是我们的营销部主管，能够在标识、平面广告和优惠券等方面帮助你们。

这就是我们的团队。期待在接下来的几个月里与你们一起合作，把你们的“饭店之梦”铸就成“梦之饭店”！

## 74 发布新网站 Launching a new website

### Useful Expressions

#### 宣布消息

1. Today I'm delighted to announce that our new website has made it through the final testing stage.

2. It is my good fortune to be here tonight with all of you for the launch of our new website.

#### 表彰功绩

3. A lot of hard work has gone in to designing and developing this website.

4. As you know, our new website is the product of the time and effort of many individuals.

5. In total, over 30 employees participated directly in the development process, which cost an estimated \$800,000 and took almost eleven months to complete.

#### 新网站特点

6. I'm going to start by briefly going through the main features of our new website.

7. The new website improves upon the old one in several

respects.

8. It has a fresh, modern design with intuitive navigational features.

9. You may also notice that we have a fantastic search function.

10. Aside from English and Spanish, we now have over 15 additional languages for users to choose from.

11. We've also focused our efforts on integrating social media into the new website.

12. I'd like to show you our most prized website feature: our online community.

13. Users can share content from our website on their Facebook, Twitter, Weibo or Renren pages.

14. Visitors can also subscribe to our newly launched email newsletter.

15. This area includes forums, blogs, wiki documents and online chatting.

16. Our new website includes a mobile version that is optimized for all smartphones and tablet computers.

## 常用表达法

### 宣布消息

1.今天，我很高兴地宣布，我们的新网站已经通过了最后的测试阶段。

2.我有幸今晚与各位共同发布我们的新网站。

## 表彰功绩

3.我们为设计研发这个新网站付出了艰辛的努力。

4.大家都知道，我们的新网站是许多人投入了时间和精力才完成的。

5.总共有30多个员工直接参加了网站的研发过程，耗资80万美元，用了将近11个月才完成。

## 新网站特点

6.首先我将向大家简要介绍一下新网站的主要特点。

7.新网站在旧网站的基础上有几点改进。

8.它的设计清新现代，有直观的导航性特点。

9.大家可能也注意到我们有一个很棒的搜索功能。

10.除了英语和西班牙语以外，我们还有其他15种语言的界面可供用户选择。

11.我们还在网站上嵌入了社交媒体。

12.我想给大家展示一下我们网站最重要的一个特点：我们的在线社区。

13.用户可以把我们网站上的内容分享到他们的Facebook、Twitter、微博和人人网页上。

14.用户可以订阅我们最新上线的邮件新闻快讯。

15.这部分包括：论坛、博客、维基文献和在线聊天。

16.新网站包含了针对智能手机和平板电脑而优化的移动应用版本。

## 单词

access 使用，接近

available 可得到的

code 编码

desktop 台式电脑

integrate 使.....成整体

linguistic 语言的

multilingual 多语种的

newsletter 新闻快讯

oversee 监管

resolution 分辨率

respect 方面

via 通过

短语

be done in-house 在内部完成

be optimized for 为.....而优化

first and foremost 首先

in particular 特别是

Live Chat tool 线上聊天工具

mobile version 移动应用版本

regardless of 不管，不论



rely mainly on 主要通过.....

subscribe to 订阅

tablet computer 平板电脑

testing stage 测试阶段

toll-free number 免费电话

## Introduction

Justin: Good morning, and thank you all for coming! Today I'm delighted to announce that our new website has made it through the final testing stage. The launch date for the new site has been set for Thursday, February 15—less than one week from today.

As you know, our new website is the product of the time and effort of many individuals, some of who could not be here today. In particular, I want to thank our CIO, Stephen Goldman, for overseeing the systematic design, coding and testing of this new and much improved website. In total, over 30 employees participated directly in the development process, which cost an estimated \$800,000 and took almost eleven months to complete.

The new website improves upon the old one in several respects. First and foremost, the new site is fully internationalized. Aside from English and Spanish, we now have over 15 additional languages for users to choose from, including French, German, Italian, Portuguese, Russian, Chinese, Korean and Japanese. Much of the translation work for the site was done in-house by our multilingual staff members.

Regardless of which language you use to access our website, we now offer web users more ways to get in touch with us than ever

before. In the past, customers trying to reach us relied mainly on email as well as our toll-free number. With the new website, visitors can also contact us via our new Live Chat tool, which will be available Monday to Friday from 8:00am to 6:00pm, and Saturday from 9:00am to 4:00pm.

In addition to greatly improving the website's linguistic features and adding new ways to contact us, we've also focused our efforts on integrating social media into the new website. Now, with the click of the mouse, users can share content from our website on their Facebook, Twitter, Weibo or Renren pages. Visitors can also subscribe to our newly launched email newsletter.

Finally, unlike our old website, which was built for traditional desktop and laptop computers, our new website includes a mobile version that is optimized for all smartphones and tablet computers, regardless of screen size or resolution settings.

With that, I would like to take any questions that you may have about the new website.

## 介绍

贾斯廷：早上好，感谢你们的到来！今天，我很高兴地宣布，我们的新网站已经通过了最后的测试阶段。网站的上线时间已经定为2月15日星期四——离现在不到一个星期了。

大家都知道，我们的新网站是许多人投入了时间和精力才完成的，其中的一些人今天不能来这里参会。特别要说的是，我想感谢我们的首席信息官——史蒂芬·戈德曼，他监管了新网站的系统设计、编码和测试，让网站变得更加完善。总共有30多个员工直接参加了网站的研发过程，耗资80万美元，用了将近11个月才完成。

新网站在旧网站的基础上有几点改进。首先，新网站是完全国际化的。除了英语和西班牙语以外，我们现在还有其他15种语言的界面可供用户选择，包括法语、

德语、意大利语、葡萄牙语、俄语、汉语、韩语和日语。网站的大部分翻译工作都是由我们的内部多语种团队来完成的。

不管你用哪种语言进入我们网站，我们都提供比以前更多的方式联系我们。过去，顾客想联系我们主要通过邮件和免费电话。通过新网站，浏览者可以直接通过新的线上聊天工具与我们取得联系，时间为周一到周五早8点至晚6点，周六早9点到下午4点。

除了多语种应用和新的联系方式，我们还在网站上嵌入了社交媒体。现在，只要点击一下鼠标，用户就可以把我们网站上的内容分享到他们的Facebook、Twitter、微博和人人网页上。用户可以订阅我们最新上线的邮件新闻快讯。

最后，旧网站是为传统的台式机和笔记本电脑而设计的，新网站包含了针对智能手机和平板电脑而优化的移动应用版本，不管屏幕有多大，分辨率有多高，都可以浏览我们的网站。

好了，现在我来回答大家关于新网站的问题。

## 75 介绍新产品 Introducing a new product

### Useful Expressions

#### 开场白

1. I would like to take a moment to say how much we appreciate your attendance at today's event.

2. Today, I'd like to take a few moments to tell you about our newly released "Honey Sensation" line of natural soaps and moisturizers.

3. For all the mommies to be out there, this product is for you.

#### 产品介绍

4. It's an organic lotion which will prevent stretch marks during pregnancy.

5. Our new line of "Honey Sensation" soaps and moisturizers are the latest innovation in honey-based health products.

6. The new line includes five products: ...

7. This product not only smells great, but works wonders, too.

8. Honey is widely recognized not only as a healthy food but also as a natural antiseptic.

9. Honey is also known for its anti-inflammatory properties.

10. Please note that each of these products is made with 100 percent natural and organic honey.

11. As always, none of our products are tested on animals, and they are all made without the use of animal ingredients.

12. And finally, the price. A bottle of this goes for just \$5.00.

13. And, for today only, you can purchase a bottle of this at a fifty percent discount.

礼品

14. To show our gratitude, we've prepared gift bags with free samples of our "Honey Sensation" products.

15. I will be happy to take any questions you have regarding our "Honey Sensation" product line.

常用表达法

## 开场白

1.我想对各位出席今天的会议表示感谢。

2.今天，我要用一点时间来向大家介绍我们的新产品系列：“蜜之魅”系列天然香皂和保湿产品。

3.在场所有的准妈妈，这款产品是为你们准备的。

## 产品介绍

4.这是一种有机护肤液，它可以防止孕期产生妊娠纹。

5.我们最新的“蜜之魅”系列香皂和保湿产品是以蜂蜜为主的最新创新型健康产品。

6.此系列包括五个产品：.....

7.我们的产品不仅闻起来很香，实际效果也很棒。

8.人们不仅把蜂蜜当作一种健康的食品，还当成一种天然的杀菌剂。

9.蜂蜜也是一种公认的消炎品。

10.请注意，每一种产品都是用纯天然有机蜂蜜制作的。

11.以往一样，这些产品没有经过动物试验测试，也没有使用动物成分制作。

12.最后是关于价格的问题。一瓶产品只卖五美元。

13.大家今天买的话还可以有50%的折扣。

## 礼品

14.为了表达我们的谢意，我们准备了一些免费的礼品套装。

15.我很高兴地回答各位所提出的关于“蜜之魅”系列产品的问题。

## 单词

antiseptic 杀菌剂

attendance 出席

blocked 阻塞的

burn 烧伤

emollient 滋润剂

gift bag 礼品套装

gratitude 感谢

inflammation 炎症

ingredient 成分

innovation 创新

irritation 发炎, 疼痛

line 产品系列

moisturizer 保湿产品

nectar 花蜜

notepad 记事簿

ointment 药膏

organic 有机的

pore 毛孔

rash 皮疹

swelling 肿

unclog 清除

短语

free sample 免费样品

key chain 钥匙链

newly released 新发布的

Introduction

Susan: Good afternoon, everyone. If you don't already know me, my name is Susan Palmer and I'm a senior marketing manager for The Beauty of Nature Company. Today, I'd like to take a few moments to tell you about our newly released "Honey Sensation" line of natural soaps and moisturizers.

As everyone knows, honey is a sweet food made by bees using nectar from flowers. Ancient cave paintings in Valencia, Spain give evidence of humans collecting honey as early as eight thousand years ago. In ancient Egypt, honey was used to sweeten biscuits and cakes. In other ancient civilizations, it was used as an ointment to treat burns and rashes, and to help relieve sore throats.

Today, honey is widely recognized not only as a healthy food but also as a natural antiseptic. With its protecting and emollient properties, honey gently smoothes the skin surface and unclogs blocked pores. Honey is also known for its anti-inflammatory properties, which means that it can help the skin get rid of the inflammation, swelling or irritation.

Our new line of "Honey Sensation" soaps and moisturizers are the latest innovation in honey-based health products. The new line includes five products: Honey & Almond Facial Soap, Wildflower Honey Body Soap, Honey & Oatmeal Liquid Soap, Honey & Lemon Facial Cream, and Honey & Milk Body Cream.

Please note that each of these products is made with 100 percent natural and organic honey. And as always, none of our products are tested on animals, and they are all made without the use of animal ingredients.

Before I answer any questions you may have, I would like to take a moment to say how much we appreciate your attendance at today's event. To show our gratitude, we've prepared gift bags with free samples of our "Honey Sensation" products, as well as a key chain, notepad, and coupons for our other beauty and healthcare products. Two members of our marketing team, Sophia and Ethan, will now be handing these out.

Now, I will be happy to take any questions you have regarding our "Honey Sensation" product line.

## 介绍

苏珊：各位，下午好。你们大概还不认识我，我叫苏珊·帕尔默，是自然之美公司的高级营销经理。今天，我要用一点时间来向大家介绍我们的新产品系列：“蜜之魅”系列天然香皂和保湿产品。

大家都知道，蜂蜜是用蜜蜂从花蕊中采集来的花蜜制作成的一种甘甜的食品。西班牙巴伦西亚的古洞穴壁画中显示，早在8000年前，人类就已经在采集蜂蜜了。在古埃及，人们用蜂蜜来制作甜点。在其他古文明中，人们也用蜂蜜来制作药膏，治疗烧伤和皮疹，帮助缓解咽喉炎症。

今天，人们不仅把蜂蜜当作一种健康的食品，还当成一种天然的杀菌剂。它具



有保护和滋润皮肤的功效，能够让皮肤表面更加光滑，清除毛孔阻塞物。蜂蜜也是一种公认的消炎品，可以帮助皮肤去除炎症、消肿止痛。

我们最新的“蜜之魅”系列香皂和保湿产品是以蜂蜜为主的最新创新型健康产品。此系列包括五种产品：蜂蜜杏仁洗面皂，野花蜂蜜身体皂，蜂蜜燕麦液体香皂，蜂蜜柠檬面部乳液，蜂蜜牛奶身体乳液。

请注意，每一种产品都是用纯天然有机蜂蜜制作的。和以往一样，这些产品没有经过动物试验测试，也没有使用动物成分制作。

在我回答各位的问题之前，我想先对各位出席今天的会议表示感谢。为了表达我们的谢意，我们准备了一些免费的礼品套装，里面有我们的“蜜之魅”系列的产品试用装，还有一个钥匙链、记事簿以及购买我们的其他美容护理产品的优惠券。我们营销部的两位同事索菲娅和伊桑现在会派发礼品套装。

现在，我很高兴回答各位所提出的关于“蜜之魅”系列产品的问题。

## 76 介绍培训计划 Introducing a training plan

### Useful Expressions

#### 概述

1. Welcome to the first session of the marketing training sessions.

2. I 'll be introducing our sales training program, which is designed to ensure a smooth and successful transition into our sales department.

3. As newly recruited members of our sales team, you will be undergoing full-day training every day for the next two weeks.

#### 详细介绍

4. I f you open the manual and turn to page 3, you'll see a

brief outline of the material to be covered each day.

5. The training plan is divided into five core modules: an introduction to marketing,SWOT analysis, competitor analysis, market research, and market reports.

6. Each module will include required reading, practical exercises, online discussions,presentations and written reports.

7. I f you use the DVD on a regular basis, it will help you solidify your existing knowledge and reveal any weaknesses you may have.

8. The workbook contains key learning points and exercises, as well as some "homework" to be completed before the next session.

9. Each of you will have monthly meetings with your mentor. So, take the time to prepare for these meetings by preparing a set of questions for your mentor.

10. At the end of the training session, you will also be asked to take on a sample project, which your mentor will assign you.

### 强调重要性

11. I just want to reiterate how important it is that you come to each and every session planned for this training.

12. I f you are unable to attend a session for any reason, you'll need to give your trainer 24 hours notice.

### 常用表达法

### 概述

1.欢迎大家参加我们营销培训的第一节课。

2.我将介绍一下我们的销售培训项目，这个项目旨在保证你们能够顺利地、成功地融入我们的销售部门。

3.作为我们的销售团队的新员工，在接下来的两个星期，你们每天都将接受全天培训。

### 详细介绍

4.把手册翻到第三页，你们会看到一个大纲，说明每日需要完成的内容。

5.我们的培训计划分成五个核心模块：营销简介、优劣势分析、竞争对手分析、市场调查和市场报告。

6.其中每个模块又包括必需的阅读、实际练习、在线讨论、讲演和书面报告。

7.经常使用DVD可以帮助你巩固已有的知识，发现自己的弱点。

8.工作手册包含学习要点、练习题以及下一节课之前需要完成的“作业”。

9.每个人每月都要跟自己的导师见面。大家要为这些见面好好花费时间准备，准备好问导师的问题。

10.在这次培训结束时，你的导师还会给你布置一项任务，你将会被要求承担一个模拟项目。

### 强调重要性

11.我想再重申一遍各位参加培训每一节课的重要性。

12.假如大家有任何理由无法参加，那就要提前24小时通知培训师。

### 单词

content 内容

coordinator 协调人

envelope 信封

essential 基础性的

grade 打分

instructional 介绍性的

interactive 互动式的

manual 手册

multimedia 多媒体

outline 大纲

recruit 招聘

reveal 发现

seminar 研讨会

session 培训会；学期

simulation 模拟

smooth 顺利的

solidify 巩固

staff-training 员工培训

transition 过渡

undergo 接受

workbook 工作手册

## 短语

case study 案例研究

first off 首先

stay on track 跟上进度

## Introduction

Ryan: Good morning, everyone. My name is Ryan Garrett and I'm the sales training coordinator. First off, welcome to you all, and congratulations on joining Superior Hydraulic Systems Corporation.

This morning, I'll be introducing our sales training program, which is designed to ensure a smooth and successful transition into our sales department.

As newly recruited members of our sales team, you will be undergoing full-day training every day for the next two weeks. After that, you'll be required to attend monthly training sessions. Our company also holds quarterly staff-training seminars, which all employees are encouraged, but not required, to attend.

In front of you you'll find an envelope containing the Sales Rep Training Kit, which includes a manual, instructional DVD and workbook. If you open the manual and turn to page 3, you'll see a brief outline of the material to be covered each day.

The DVD covers a lot of the same content that we'll be going through during the training sessions, but it also contains useful multimedia case studies and interactive sales simulations. If you use the DVD on a regular basis, it will help you solidify your existing knowledge and reveal any weaknesses you may have. You can then try to improve on these in a targeted manner.

The workbook contains key learning points and exercises, as well as some "homework" to be completed before the next session. Don't worry: You won't be graded on this, but I will come around and look at your workbooks to make sure everyone is staying on track. Please make sure you bring it with you every day, as we'll be using the workbook throughout the training program.

This afternoon, we'll explore some basic but essential questions: What makes a good salesperson? What's the difference between knowing your product and believing in it? How should you approach and engage with your customer?

If you're unable to attend a training session for whatever reason, please let me know as soon as possible. You can find my contact info, including my cell number and email address, at the back of the manual. If there are no questions, let's take a break for lunch and meet back here at 1:30.

## 介绍

赖安：各位，早上好，我叫赖安·加勒特，是销售培训部的协调人。首先，欢迎各位，祝贺你们加入高级水利系统公司。

今天早上，我将介绍一下我们的销售培训项目，这个项目旨在保证你们能够顺利地、成功地融入我们的销售部门。

作为我们的销售团队的新员工，在接下来的两个星期，你们每天都将接受全天培训。之后，要求你们每月参加培训。我们公司也开展季度员工培训研讨会，鼓励员工参加，但这不是强制性的。

在你们面前有一个信封，里面有销售代表培训套装，包括一个手册、介绍性DVD光盘和一个工作手册。把手册翻到第三页，你们会看到一个大纲，说明每日需要完成的内容。

DVD光盘中也同样的内容，说明我们在培训期间具体的安排，此外还有一些有

用的多媒体案例研究和互动式销售情景模拟。经常使用DVD可以帮助你巩固已有的知识，发现自己的弱点，这样你就可以有针对性地改善自己的不足。

工作手册包含学习要点、练习题以及下一节课之前需要完成的“作业”。别担心：不会给你们的作业打分的。不过我会看看你们的作业，保证每个人都跟得上进度。请每天都带上工作手册，我们在培训全程中都需要使用它。

今天下午，我们来讨论一些基础性的但至关重要的问题：好的销售人员需要具备什么素质？了解产品和信赖产品，这两者之间有什么不同？如何与顾客打交道？

如果有人不能参加培训课程，不管出于任何原因，都请尽快告诉我。我的联系方式在手册的末尾，包括我的手机号码和邮箱地址。如果没有问题，那我们就休息一下，去吃午饭，1:30在这里开会。

## 77 介绍在线培训课 Online training

### Useful Expressions

#### 技术指导

1. Before we begin, I want to make sure everyone is properly connected.

2. If you can't hear or see me clearly, please make sure your webcam and microphone are connected properly.

3. If you're still having trouble, let me know using the "Message" box on the righthand side of your screen.

4. If you are not having any problems, please type in "OK" so I know that you can hear me.

#### 课程说明

5. In total, 18 of our IT employees have signed up for this 10-week class.

6. In our first class, I just want to make a few basic points.

7. First, let me emphasize that SEO is not a substitute for high-quality web pages.

8. Before each class, you'll need to do your reading assignments and to complete the exercises assigned to you on the online forum.

9. We thought it would be useful to post your responses online so that you can discuss it a bit with each other before class.

10. We'll use the online chat function and whiteboard option quite a lot, so you may want to familiarize yourself with those before the next session.

11. You will also have a chance to use your microphones and webcams and do online presentations to each other yourselves.

12. After class, I will post a recording of our session online so you can review it if you need.

13. I will also upload any documents we looked at during class to the forum area.

14. We'll now have a 10-minute period for Q&A and discussion.

15. To ask a question or make a comment, please use the "Chat" box at the bottom of the screen.

## 常用表达法

### 技术指导

1. 在开始之前，我想先确保每一个人都连接上了。



2. 如果你们听不清或者看不清，请检查你们的摄像头和耳机是否正确接好。
3. 如果还有其他问题，那就用屏幕右手边的“信息”箱来告诉我.....
4. 要是没什么问题，就请点一下“OK”键，这样我就能知道你听得到。

## 课程说明

5. 我们总共有18名信息技术员工报名参加了这次为期十个星期的培训。
6. 今天是第一节课，我只想讲几个基本问题。
7. 首先，我要强调的是，SEO并不能替代网页的高品质。
8. 在每次上课前，你要完成你的阅读作业，还要把网上论坛里分配给你的练习做完了。
9. 我们认为把答复发到网上对你有好处，这样就能在上课前和别人先讨论讨论。
10. 我们会大量使用到网上聊天功能和白板选项，所以在下次上课之前，你或许会想要先熟悉一下这两项。
11. 你也会有机会使用你的麦克风与摄像头，并且相互间做一些在线展示。
12. 下课后，我会把我们课程的录像传到网上，需要的时候就能进行复习了。
13. 我也会把我们课堂上看到的所有资料都传到论坛上。
14. 现在，我们有十分钟的时间来解答问题，进行讨论。
15. 要提问或者进行评论，请使用屏幕下方的聊天工具。

## 单词

algorithm 算法，运算法则

dynamic 动态的

engaging 引人注目

informative 信息丰富的

isolated 孤立的

optimization 优化

participant 参加者

pay-per-click 点击付费

persuasive 令人信服的

revenue 收入

substitute 替代

visible 可见的

webcam 网络摄像头

短语

basic point 基本问题

generally speaking 总的来说

in essence 实际上

in total 总共

make a comment 评论

one-time activity 一劳永逸的事

search engine 搜索引擎

search result 搜索结果

sign up for 报名参加

site traffic 浏览量

target audience 目标群体

## Introduction

Linda: Good evening and welcome to the first session of our online training course, SEO for Beginners. In total, 18 of our IT employees have signed up for this 10-week class. I'm sure most of you have participated in online training programs before, but for a few of you, it may be your first time. If you have any questions, you can always email me or use our online discussion forum to get help from other participants.

Before we begin, I want to make sure everyone is properly connected. If you can't hear or see me clearly, please make sure your webcam and microphone are connected properly. If you're still having trouble, let me know using the "Message" box on the right-hand side of your screen... Great, it looks like everyone is ready.

As most of you know by now, SEO stands for "Search Engine Optimization". In essence, SEO is the process of making a website (or a web page) more visible in the search results of one or more search engines. Generally speaking, the higher the ranking of a web page in the search results, the more search-engine users will visit that page. For companies that sell products or services, more site traffic means more sales. For informational sites that rely on online advertising for profits, more traffic means greater ad revenues.

In our first class, I just want to make a few basic points.

First, let me emphasize that SEO is not a substitute for high-quality web pages. Search engine optimization may bring visitors to your website, but if you want to establish a long-term relationship with your target audience, your site has to be informative, persuasive and engaging.

Second, SEO is not the only Internet marketing strategy available. Other important tools include video marketing, business blogs, and pay-per-click (PPC).

Finally, SEO is not a one-time activity. Search engines are constantly updating their algorithms, and the World Wide Web is a dynamic system that is changing all the time. This means that SEO is an ongoing process, not an isolated event.

That's all for today's introduction. We'll now have a 10-minute period for Q&A and discussion. To ask a question or make a comment, please use the "Chat" box at the bottom of the screen.

## 介绍

琳达：晚上好，欢迎收看我们网上培训课程的第一课：SEO入门。我们总共有18名信息技术员工报名参加了这次为期十个星期的培训。我相信，你们中的大多数人以前都参加过网上培训项目，但对其余几个人来说，这可能是第一次。如果有任何问题，你们就给我发邮件，或者利用网上论坛从其他同学那里寻求帮助。

在开始之前，我想先确保每一个人都连接上了。如果你们听不清或者看不清，请检查你们的摄像头和耳机是否正确接好。如果还有其他问题，那就不用屏幕右手边的“信息”箱来告诉我.....很好，看来大家都准备就绪了。

现在，大部分人都知道SEO的意思是“搜索引擎优化”。实际上，SEO就是使网站或网页在一个或多个搜索引擎的搜索结果里获得更好的曝光度。总的来说，在搜索结果中，某个网页的级别越高，访问它的用户就越多。对于销售产品和服务的公司来说，网站的浏览量越大，销售额就越高。有些网站以信息为主，以网络广告为

利润来源，更大的浏览量就能带来更多的广告收入。

今天是第一节课，我只想讲几个基本问题。首先，我要强调的是，SEO并不能替代网页的高品质。搜索引擎优化会让更多的人浏览你们的网站，但是如果你们想与目标群体建立长期的关系，你们的网站就必须有效地传递信息、令人信服、引人注目。

其次，SEO并不是唯一的互联网营销策略。其他重要的营销手段有视频营销、商务博客和点击付费。

最后，SEO并不是一劳永逸的。各大搜索引擎都在不断地更新算法，万维网是一个动态的系统，不停地变化。因此SEO是一个不断发展的过程，不是孤立运行的。

今天的介绍就到这里。现在，我们有十分钟的时间来解答问题，进行讨论。要提问或者进行评论，请使用屏幕下方的聊天工具。

## 78 演示操作系统 Using a computer system

### Useful Expressions

#### 总体介绍

1. The purpose of today's demonstration is to get all the department heads up to speed on using the new system.

2. Before I start the demo, let me briefly explain our reasons for switching to Ubuntu.

3. Now, my computer is hooked up to the projector, so you'll be able to follow along and replicate my actions on your new Ubuntu-installed laptops.

#### 操作方式

4. You all have been assigned a user name and password.

5. You'll notice that Mozilla Firefox is already installed. Click on this icon and log in.

6. Simply click the Firefox icon on the Application Launcher bar, which you'll see on the left side of your screen.

7. We'll be switching over to Mozilla Thunderbird as our new e-mail platform.

8. Once you're in Thunderbird, you will see buttons such as "Get Mail" , "Write" and "Address Book" .

9. And on the left, you'll see folders for your Inbox, Drafts, Trash, etc.

10. To create a new folder, right-click the mouse and choose "New Folder" .

11. Once you've selected the correct date, you simply need to search for the project you are working on by selecting on the "Project" button.

12. This lists all the projects you are currently working.

13. I f you can't find the project you are working on, give me a shout and I'll set it up for you.

14. Once you've selected the correct project, then you just need to press "OK" and then type that number into the "Time" column.

15. When you've finished with that, you just need to save and submit.

常用表达法

## 总体介绍

- 1.今天演示会的目的，就是要让各个部门的主管加快学会使用新系统。
- 2.在我开始演示之前，我简要地解释一下我们为什么要换用Ubuntu系统。
- 3.现在，我的电脑已经和投影仪连上了，这样你们就可以看着投影，跟着我在你们笔记本里新安装的Ubuntu系统中一步一步地操作。

## 操作方式

- 4.你们都被分配了一个用户名和密码。
- 5.你们会看到已经安装好的Mozilla Firefox软件。点一下图标，然后登录。
- 6.只需点击应用程序栏的Firefox图标，就在屏幕的左边。
- 7.我们改用Mozilla Thunderbird作为新的邮件平台。
- 8.使用这个软件的时候，你们会看到“收邮件”“写信”“地址簿”等按钮。
- 9.在左面，你们会看到“收件箱”“草稿箱”“垃圾箱”等文件夹。
- 10.要创建一个新的文件夹，就点击右键，选择“新文件夹”。
- 11.一旦你选中了正确的日期，你只要点一下“项目”这个按钮，搜索你所工作的项目就可以了。
- 12.列表中包括你们目前从事的所有项目。
- 13.如果你找不到从事的项目，呼叫我一声，我给你加进去。
- 14.你选中正确的项目之后，只要点一下“OK”键，接着把数字填到“时间”一栏。
- 15.做完这些后，只需要保存提交一下就行了。

## 单词

browse 浏览

compatible 可以兼容的

customizable 可定制的

demonstration 演示会

folder 文件夹

icon 图标

install 安装

migrate 转用，移往

open-source 资源开放的

OS ( Operating System ) 操作系统

projector 投影仪

reliable 可靠性高的

replicate 复制

respective 分别的，各自的

self-explanatory 一看即懂的

transition 过渡

virus-resistant 抗病毒能力强的

短语

application bar 应用程序栏



be hooked up to 连上.....

get up to 赶上, 达到

office suite 办公软件

speed on 加快做.....

switch to 换用, 转到

with respect to 关于, 至于

## Introduction

Tim: First of all, thank you all for coming today. As I mentioned in last week's email, each department will be migrated from Microsoft Windows to Ubuntu in the next two to three months. The purpose of today's demonstration is to get all the department heads up to speed on using the new system, so that you can ensure a smooth transition within your respective departments.

Before I start the demo, let me briefly explain our reasons for switching to Ubuntu. First, unlike Windows, Ubuntu is a free platform based on the Linux kernel, saving us tens of thousands of dollars in licensing costs. Second, Ubuntu is an open source and community-developed OS, making it reliable, easy to maintain, and highly customizable. Third, Ubuntu is highly secure and relatively virus-resistant.

Now, my computer is hooked up to the projector, so you'll be able to follow along and replicate my actions on your new Ubuntu-installed laptops.

With respect to web browsing, you'll notice that Mozilla Firefox is already installed. Simply click the Firefox icon on the

Application Launcher bar, which you'll see on the left side of your screen. As you can see, once Firefox is open, everything looks basically the same as Firefox for Windows.

Okay, now onto productivity software. Instead of Microsoft Office, we'll now be using LibreOffice, a free and open-source office suite. Like Firefox, LibreOffice is pre-installed on Ubuntu, and you'll see the icon for it on the Application Launcher bar. Not to worry: your old Microsoft Office documents are fully compatible with LibreOffice. We'll have more in-depth training for this new office suite next week.

Finally, instead of using Microsoft Outlook, we'll be switching over to Mozilla Thunderbird as our new e-mail platform. As with Firefox and LibreOffice, just click the Thunderbird icon to open it. Once you're in Thunderbird, you will see buttons such as "Get Mail" , "Write" and "Address Book" ; these should be fairly self-explanatory. And on the left, you'll see folders for your Inbox, Drafts, Trash, etc. To create a new folder, right-click the mouse and choose "New Folder" .

That's all for today. We'll have a slightly more in-depth session tomorrow from 8:00 to 8:30am in Meeting Room #3. See you all then.

## 介绍

蒂姆：首先，感谢各位的光临。我在上星期的电子邮件中说过，在接下来的两到三个月，各个部门都要从Microsoft Windows系统转用Ubuntu系统。今天演示会的目的，就是要让各个部门的主管加快学会使用新系统，这样你们就可以保证各自的部门能够顺利地进行过渡。

在我开始演示之前，我简要地解释一下我们为什么要换用Ubuntu系统。首先，和Windows系统不同的是，Ubuntu是一个基于Linux的免费平台，这可以为我们节

省数万美元的许可证费用。其次，Ubuntu是一个开放的、社区开发型的操作系统，可靠性高，便于维护，可定制度高。第三，Ubuntu的安全度高，抗病毒能力相对更强。

现在，我的电脑已经和投影仪连上了，这样你们就可以看着投影，跟着我在你们笔记本里新安装的Ubuntu系统中一步一步地操作。

关于浏览网页，你们会看到已经安装好的Mozilla Firefox软件。只需点击应用程序栏的Firefox图标，就在屏幕的左边。看到了吧，Firefox图标一打开，界面上其他的内容都和Windows Firefox的基本一样。

好了，现在说说用户工具软件。我们不再使用Microsoft Office，改用LibreOffice，这是一个免费的开放式工具软件包。和Firefox一样，LibreOffice也是Ubuntu系统自带的软件，在应用程序栏有它的图标。别担心：你们以前的Microsoft Office文件在LibreOffice中都可以兼容。我们下个星期会更详细地培训大家使用这种新的工具软件包。

最后，我们不再使用Microsoft Outlook，而是改用Mozilla Thunderbird作为新的邮件平台。和前面讲的两个软件一样，只需点击Thunderbird图标就可以启动软件了。使用这个软件的时候，你们会看到“收邮件”“写信”“地址簿”等按钮，这些都是一看即懂的。在左面，你们会看到“收件箱”“草稿箱”“垃圾箱”等文件夹。要创建一个新的文件夹，就点击右键，选择“新文件夹”。

今天就讲到这里。我们明天再更详细地讲解，时间为早上8点到8点半，地点在第三会议室。明天见。

## Unit 14

### 国际展会

### International Exhibitions

#### 79 筹备展会 Preparing for an exhibition

#### Useful Expressions

## 介绍展会

1. The trade show in Zurich is coming up at the end of the month.
2. The exhibition opens on the 10th and will last five days.
3. The purpose of today's meeting is to prepare for the upcoming trade show in Marseille.
4. We have a lot of getting ready to do.

## 展会广告

5. We've reserved our booth and ordered a sign.
6. First of all, we need two people to man the booth.
7. I want you two to put together a demo and sales pitch.
8. What about advertising our participation in the trade show?
9. Maria, can you write a news release announcing that we'll be at the show?
10. Make sure you include the date and time, as well as our booth number.
11. Let's send out e-mails to notify our clients, too.
12. Can you have that done by Thursday?

## 准备宣传品

13. Another thing is corporate brochures. I think they need to be redone.

14. Jared, I want you to handle graphic design work for the new brochures.

15. Kayla, you can revise and polish the text.

16. We're almost out of corporate brochures.

17. This year I think we should print 2,000 just to be on the safe side.

18. I'll make sure our brochure is up-to-date and make copies at the print shop.

19. We should order some promotional gifts, like key chains, bookmarks and magnets printed with our logo.

20. I know a store that has good prices on those kinds of things.

21. Is there anything else we've forgotten?

## 常用表达法

### 介绍展会

1. 在苏黎世举行的贸易展是这个月的月末。

2. 展会十号开幕，持续五天。

3. 今天开会的目的是要为即将在马赛举行的贸易展做准备。

4. 我们还有很多准备工作要做。

### 展会广告

5. 我们已经预订了展位，订了广告牌。

6. 首先，我们需要两个人去搭展台。
7. 我们想让你们俩一起去布置展销台。
8. 要不要在贸易展上为我们公司做广告？
9. 玛丽亚，你能写一条简讯，宣布我们公司即将参加展会吗？
10. 注意，要把参会时间和我们的展台号写进去。
11. 我们也把这条消息发邮件给客户吧。
12. 你们俩能在星期四之前完成吗？

### 准备宣传品

13. 另一件事是公司的宣传册。我觉得应该重新设计。
14. 贾里德，我想让你来设计新的宣传册。
15. 凯拉，你能重新修改并润色一下文字吗？
16. 我们公司的宣传册基本用完了。
17. 为了保险起见，我想我们今年应该印2000本。
18. 我会确保我们的宣传册是最新版的，然后在打印店复印。
19. 我们还得订一些促销礼品，比如带有我们公司标识的钥匙链、书签和磁贴。
20. 我知道一家商店，那里面的东西都不贵。
21. 还有没有什么没说到的？

### 单词

bookmark 书签

booth 展位

magnet 磁贴

notify 通知

preparation 准备工作

redo 重新做

reserve 预订

sign 广告牌

upcoming 即将到来的

up-to-date 最新版的

短语

booth number 展台号

corporate brochure 公司宣传册

demo and sales pitch 展销台

graphic design 版面设计

hand out 发放

make copies 复印

man the booth 搭展台

news release 新闻发布

print shop 打印店

promotional gift 促销礼品

revise and polish the text 修改润色文字

to be on the safe side 保险起见

trade show 贸易展

## Dialogue 1

Gabriel: Good morning, everyone. The purpose of today's meeting is to prepare for the upcoming trade show in Marseille. We have a lot of getting ready to do. First of all, we need two people to man the booth... let's see, how about Alvin and Naomi? I want you two to put together a demo and sales pitch. Can you have that done by Thursday?

Naomi, Alvin: No problem.

Gabriel: Another thing is corporate brochures. I'm not happy with the current ones; I think they need to be redone. Jared, I want you to handle graphic design work for the new brochures. Kayla, you can revise and polish the text.

Jared, Kayla: Okay.

Gabriel: Good. Is there anything else we've forgotten?

Maria: What about advertising our participation in the trade show?

Gabriel: That's a great idea. Maria, can you write a news release announcing that we'll be at the show? Make sure you include the date and time, as well as our booth number. And let's send out e-mails to notify our clients, too.



Maria: I'll get started on that right away.

## 对话1

加百利：各位，早上好。今天开会的目的是要为即将在马赛举行的贸易展做准备。我们还有很多准备工作要做。首先，我们需要两个人去搭展台.....我看一下，阿尔文和内奥米去怎么样？我们想让你们俩一起去布置展销台。你们俩能在星期四之前完成吗？

内奥米和阿尔文：没问题。

加百利：另一件事是公司的宣传册。我对现在的宣传册不满意，我觉得应该重新设计。贾里德，我想让你来设计新的宣传册。凯拉，你能重新修改并润色一下文字吗？

贾里德和凯拉：好的。

加百利：好。还有没有什么没说到的？

玛丽亚：要不要在贸易展上为我们公司做广告？

加百利：好主意。玛丽亚，你能写一条简讯，宣布我们将参加展会吗？注意，要把参会的时间和我们的展台号写进去。我们也把这个消息发邮件给客户吧。

玛丽亚：我马上就去写。

## Dialogue 2

Claudia: Deb, the trade show in Zurich is coming up at the end of the month. We've reserved our booth and ordered a sign, but there's still a lot left to do.

Deb: What other preparations do we need to make?

Claudia: For one thing, we're almost out of corporate brochures. Last year we handed out about 1,500 brochures, but this

year I think we should print 2,000 just to be on the safe side.

Deb: Okay, I'll make sure our brochure is up-to-date and make copies at the print shop. Is there anything else?

Claudia: Let me think... Oh yes, we should order some promotional gifts, like key chains, bookmarks and magnets printed with our logo.

Deb: Won't that be expensive?

Claudia: I know a store that has good prices on those kinds of things. And it's good marketing for our business.

Deb: Okay, I guess you're right.

## 对话2

克劳迪娅：德布，这个月末，在苏黎世即将举行贸易展。我们已经预订了展位，订了广告牌，不过还有很多工作要做。

德布：我们还需要做哪些准备工作？

克劳迪娅：一是我们公司的宣传册基本用完了。去年，我们发放了1500本宣传册，但是为了保险起见，我想我们今年应该印2000本。

德布：好的。我会确保我们的宣传册是最新版的，然后在打印店复印。还有什么事？

克劳迪娅：我想想.....哦，对了，我们还得订一些促销礼品，比如带有我们公司标识的钥匙链、书签和磁贴。

德布：那些东西是不是要花不少钱呀？

克劳迪娅：我知道一家商店，那里面的东西都不贵。促销礼品能够带来很好的营销效果。

德布：好，我想你说得有理。

## 80 展台接待 Receiving booth visitors

### Useful Expressions

#### 打招呼

1. Welcome to our booth.
2. It was a pleasure meeting you.
3. Are you interested in anything in particular?

#### 介绍产品

4. These are the latest generation of LED bulbs. They've been very popular recently.
5. They use very little electricity, create virtually no heat, and last a long time.
6. We manufacture them at our company headquarters in Calcutta.
7. And please accept this miniature LED flashlight as a complimentary gift from us.
8. As you can see, we offer a variety of cookware, glassware and stemware.
9. Our company is one of the largest wine glass producers in China.
10. We have a wide selection of red wine glasses and white wine glasses, which come in various sizes and styles.
11. I'm afraid we don't have anything matching that exactly.

12. But would you consider these ones with twisted black stems?

问询

13. How long do they last?

14. Where are the bulbs produced?

15. Could you tell me a bit about your wine glasses?

16. I'm looking for white wine glasses with twisted crystal stems.

发放资料

17. Here's a copy of our product catalog for your perusal.

18. And this is my business card, which has my contact info as well as our website address.

19. Feel free to call or email me anytime if you have any questions about our company or products.

常用表达法

打招呼

1. 欢迎来到我们的展台。

2. 很高兴和您见面。

3. 有什么是您特别感兴趣的吗？

介绍产品

4. 这些是最新一代的LED灯。这种产品最近很受欢迎。

5. 它们很省电，散热量很低，经久耐用。

- 6.我们在加尔各答的公司总部生产这种灯泡。
- 7.这个微型LED手电筒是我们送给您的一份小礼物，请您笑纳。
- 8.您看到了，我们供应各种炊具、玻璃器皿和高脚杯。
- 9.我们公司是最大的酒杯生产商之一。
- 10.我们有多款红酒杯和白酒杯，而且各种大小和风格的杯子都有。
- 11.恐怕我们没有什么产品完全符合您的要求。
- 12.不过您看看这些带黑色螺纹杯挺的酒杯行不行？

询问

- 13.它们能用多久？
- 14.这些灯泡是哪里产的？
- 15.能给我介绍一下你们的酒杯吗？
- 16.我想要带螺纹水晶杯挺的白葡萄酒杯。

发放资料

- 17.这是我们的产品目录，请您过目。
- 18.这是我的名片，上面有我的联系方式和我们公司的网址。
- 19.如果您对我们的产品或公司有任何问题，您尽管和我联系。

单词

cookware 炊具

different 与众不同的

display 展示

flashlight 手电筒

glassware 玻璃器皿

incandescent 白炽的

last 持续

manufacture 生产

miniature 微型

perusal 细读

selection 选择

stemware 高脚杯

typically 一般地

virtually 事实上

短语

a variety of 各种的

complimentary gift 赠品

crystal stem 高脚酒杯，葡萄酒杯

in comparison 相比之下

latest generation 最新一代

latest line 最新系列产品

sherry glass 高脚酒杯

## Dialogue 1

Dennis: Hi, that's a nice display of light bulbs. They look different somehow...

Natasha: Thank you. Yes, these are the latest generation of LED bulbs. They use very little electricity, create virtually no heat, and last a long time.

Dennis: How long do they last?

Natasha: Typically between 40,000 and 50,000 hours, and they only use 3 to 5 watts of energy. In comparison, most incandescent bulbs last only 750 to 1,000 hours, and use anywhere from 40 to 100 watts.

Dennis: Where are the bulbs produced?

Natasha: We manufacture them at our company headquarters in Calcutta. Here's a brochure for you, which includes our address, contact details, and more information about our latest line of LED bulbs. And here's my business card.

Dennis: Thanks! Here's mine.

Natasha: It was a pleasure meeting you. Feel free to call or email me anytime if you have any questions about our company or products. And please accept this miniature LED flashlight as a complimentary gift from us.

## 对话1

丹尼斯：你好，这些灯真好看。它们看上去有点与众不同.....

娜塔莎：谢谢。是的，这些是最新一代的LED灯。它们很省电，散热量很低，经久耐用。

丹尼斯：它们能用多久？

娜塔莎：一般能用4万到5万小时，而且只消耗3到5瓦电能。相比之下，大部分白炽灯泡只能用750至1000小时，消耗40到100瓦电能。

丹尼斯：这些灯泡是哪里产的？

娜塔莎：我们在加尔各答的公司总部生产这种灯泡。给您一份简介，上面有我们的地址、详细的联系方式以及更多关于我们最新的LED灯泡系列的简介。这是我的名片。

丹尼斯：谢谢。这是我的名片。

娜塔莎：很高兴和您见面。如果您对我们的产品或公司有任何问题，您尽管和我联系。这个微型LED手电筒是我们送给您的一份小礼物，请您笑纳。

Dialogue 2

Malcolm: Good afternoon, sir.

Ross: Good afternoon.

Malcolm: Welcome to our booth. As you can see, we offer a variety of cookware, glassware and stemware. Are you interested in anything in particular?

Ross: Could you tell me a bit about your wine glasses?

Malcolm: Of course. Our company is one of the largest wine glass producers in China. We have a wide selection of red wine glasses and white wine glasses, which come in various sizes and styles. We also make sherry glasses.



Ross: I'm looking for white wine glasses with twisted crystal stems.

Malcolm: I'm afraid we don't have anything matching that exactly. But would you consider these ones with twisted black stems? They've been very popular recently.

Ross: Actually, those are quite nice indeed.

Malcolm: Thank you. Here's a copy of our product catalog for your perusal. And this is my business card, which has my contact info as well as our website address.

## 对话2

马尔科姆：下午好，先生。

罗斯：下午好。

马尔科姆：欢迎来到我们展台。您看到了，我们供应各种炊具、玻璃器皿和高脚杯。有什么是您特别感兴趣的吗？

罗斯：能给我介绍一下你们的酒杯吗？

马尔科姆：当然可以。我们公司是最大的酒杯生产商之一。我们有多种红酒杯和白酒杯，而且各种大小和风格的杯子都有，我们还生产高脚酒杯。

罗斯：我想要带螺纹水晶杯挺的白葡萄酒杯。

马尔科姆：恐怕我们没有什么产品完全符合您的要求。不过您看看这些带黑色螺纹杯挺的酒杯行不行？这种产品最近很受欢迎。

罗斯：这种杯子真的很漂亮。

马尔科姆：谢谢。这是我们的产品目录，请您过目。这是我的名片，上面有我的联系方式和我们公司的网址。

## 81 参加公关活动 Taking part in PR activities

### Useful Expressions

#### 主持人讲话

1. Welcome to the groundbreaking ceremony for the new headquarters of Vertex Technology Foundation.

2. I have the honor and privilege of introducing our special guest speaker, Baltimore mayor Eugene Hughes.

3. And now I would like to introduce our PR Director, Julie Nelson.

#### 嘉宾讲话

4. Thank you for your kind words, Mr. Mayor.

5. Today, as we celebrate the grand opening of this 55,000-square-foot facility.

6. We never dreamed we'd grow so large and so quickly.

7. We'd like to thank all our employees for their commitment and dedication.

8. Let me start by saying that Vertex Technology has invested millions of dollars across Baltimore.

9. On behalf of all Baltimoreans, thank you for the support you've provided to our wonderful city and its residents.

#### 会后寒暄

10. It's great to see you here. I'm glad you could come.

11. It's been great getting to know you at this conference.

12. Is this the first conference you've been to?

13. It's better than I expected it would be. The presenters have been first rate.

14. I'm here to observe and take notes on several of the key speeches.

15. I'll see you around the conference hall later, I guess!

16. It's great that your company is hosting this awards ceremony.

17. I'm sure your company has a few potential award-winners!

18. I heard your company is one of the sponsors again, is that right?

19. It's our third consecutive year co-sponsoring the conference.

## 常用表达法

### 主持人讲话

1. 欢迎各位来参加极点技术基金会新总部的奠基仪式。

2. 我很荣幸地邀请我们的特别嘉宾来致辞，他就是巴尔的摩市市长尤金·休斯。

3. 现在，我来介绍我们的公关经理朱莉·尼尔森。

### 嘉宾讲话

4. 感谢市长先生的致辞。

- 5.今天，我们在这里庆祝这座5.5万平方英尺的大楼破土动工。
- 6.我们从没想过我们发展得这么快，发展成这么大的规模。
- 7.我想感谢所有的员工，感谢他们的付出和贡献。
- 8.首先，我想告诉大家，极点技术基金会已经在巴尔的摩市投资了数百万美元。
- 9.我代表巴尔的摩市的全体市民，感谢你们对我们这座美丽的城市和我们的市民所给予的支持。

### 会后寒暄

- 10.能在这里见到你真是太好了。真高兴你能来。
- 11.在这次会议上有幸认识您真是好极了。
- 12.这是你第一次参加这样的会议吧？
- 13.会议开得比我预想的要好。主持会议的都是一流人物。
- 14.我来这儿看看，并顺便记录几个重要的演讲。
- 15.一会儿我还能在会议大厅看见你，对吧！
- 16.你们公司能主办这个颁奖典礼真是太好了。
- 17.我相信你们公司一定有几位能得奖！
- 18.我听说你们公司又赞助这个会议了，是吗？
- 19.这是我们连续第三次做这个会议的赞助商。

### 单

### 单词

boost 发展

conference 会议

consecutive 连续的

co-sponsor 联合赞助商

dedication 贡献

double 翻倍

enthusiastically 热情地

foundation 基金会

nanotechnology 纳米技术

platform 平台

privilege 特权

recruitment 招聘

resident 市民

unveil 揭幕

短语

groundbreaking ceremony 奠基仪式

media interview 媒体采访

news conference 新闻发布会

niche industry 新兴产业

on behalf of 代表

plan on 计划做.....

press release 新闻通讯

sole sponsor 独家赞助商

special guest speaker 特别嘉宾

tell me about it 可不是嘛 ( 我有同感 )

## Dialogue 1

Benjamin: Hello everyone, and welcome to the groundbreaking ceremony for the new headquarters of Vertex Technology Foundation. I'm the president of VTF, Benjamin Olson. First, I have the honor and privilege of introducing our special guest speaker, Baltimore mayor Eugene Hughes.

Eugene: Thanks, Ben. Let me start by saying that Vertex Technology has invested millions of dollars across Baltimore, creating thousands of jobs and giving the city a much needed economic boost. With the unveiling of this new building, Vertex will be adding 300 employees by the end of the month, doubling its local workforce. On behalf of all Baltimoreans, thank you for the support you've provided to our wonderful city and its residents.

Benjamin: Thank you for your kind words, Mr. Mayor. And now I would like to introduce our PR Director, Julie Nelson.

Julie: Thank you. When Vertex opened its first Baltimore office seven years ago, we always planned on expanding, but we never dreamed we'd grow so large and so quickly. Today, as we celebrate the grand opening of this 55,000-square-foot facility, we'd like to

thank all our employees for their commitment and dedication,as well as the citizens of this city who have welcomed us so enthusiastically.

## 对话1

本杰明：大家好。欢迎各位来参加极点技术基金会新总部的奠基仪式。我是基金会的主席本杰明·奥尔森。首先，我很荣幸地邀请我们的特别嘉宾来致辞，他就是巴尔的摩市市长尤金·休斯。

尤金：谢谢本。首先，我想告诉大家，极点技术基金会已经在巴尔的摩市投资了数百万美元，创造了数千个就业机会，大大地推动了这座城市的经济发展。随着这座新大楼的修建，极点基金会将会在月底增加300个员工，将员工总数扩大到原来的两倍。我代表巴尔的摩市的全体市民，感谢你们对我们这座美丽的城市和我们的市民所给予的支持。

本杰明：感谢市长先生的致辞。现在，我来介绍我们的公关经理朱莉·尼尔森。

朱莉：谢谢。七年前，极点技术基金会在巴尔的摩设立了第一个办事处。我们一直在计划扩大规模，不过我们从没想过基金会会发展得这么快，发展成这么大的规模。今天，我们在这里庆祝这座5.5万平方英尺的大楼破土动工，我想感谢所有的员工，感谢他们的付出和贡献，同时也感谢这座城市的市民，感谢他们对我们如此热情的欢迎。

## Dialogue 2

Stanley: It's great to see you here, Michelle. I'm glad you could come.

Michelle: Thanks, it's nice to see you, too. I missed last year's Nanotechnology Innovation Conference, so I wanted to make sure I came this year. I heard your company is one of the sponsors again, is that right?

Stanley: Yes, it's our third consecutive year co-sponsoring the

conference. To be honest, we'd prefer to be the sole sponsor, but that would cost too much.

Michelle: Well, co-sponsorship is still pretty good. It's a great platform for public relations and recruitment.

Stanley: That's true. We're always looking for ways to get our company's name out there. Nanotech is still a niche industry, so marketing and PR isn't easy.

Michelle: I know, tell me about it! Our company relies mostly on news conferences, media interviews and press releases, but I always feel like we need to do more.

Stanley: I feel the exact same way.

## 对话2

斯坦利：米歇尔，能在这里见到你真是太好了。真高兴你能来。

米歇尔：谢谢，我也很高兴见到你。去年的纳米技术创新研讨会，我没能参加，所以今年我想我一定要来参加。我听说你们公司又赞助这个会议了，是吗？

斯坦利：是呀。这是我们连续第三次做这个会议的赞助商。坦白地说，我们更愿意做独家赞助商，可是那样开销太大了。

米歇尔：嗯，联合赞助也挺好。这是建立公共关系和进行招聘的一个非常好的平台。

斯坦利：是的。我们一直在想办法让我们公司的名字脱颖而出。纳米技术仍然是一个新兴产业，所以营销工作和公关工作都不好做。

米歇尔：我理解，可不是嘛！我们公司的宣传主要依靠新闻发布会、媒体采访和新闻通讯，不过我总觉得我们需要做得更多。

斯坦利：我也有同感。



## 82 吸引外资 Attracting foreign investment

### Useful Expressions

#### 寻找投资人

1. We designed and developed a new solar-powered water purification system.

2. My company specializes in commercial and corporate consulting.

3. Currently we're looking for an angel investor to help start up our business.

4. I 'm interested in learning more about your plans to expand your company's operations in China.

5. Have you considered forming a joint venture partnership with a Chinese firm?

6. I would be glad to help you find a suitable Chinese company that you could collaborate with.

7. Do you have a plan to visit China soon? If so, please let us know, we can help make arrangements for you.

8. I think there are quite a few things that we can work on together.

9. I f you give me your card where I can reach you, I'll send along all the information as soon as I return to Beijing.

#### 外商

10. I'm quite impressed with your invention. But I haven't seen

the actual patent yet.

11. I would like to see some market research to assess the potential demand for your product.

12. I also need more information detailing the projected manufacturing cost and product price.

13. After that, I would be happy to discuss and negotiate the specific terms of investment.

14. I've thought about it, but I don't even know where to begin looking.

15. How do you charge for your consulting services?

16. If there are some products in your catalogue that we are interested in, I'll let you know.

### 常用表达法

#### 寻找投资人

1. 我们设计研发了一种新型太阳能净水系统。

2. 我们公司专门提供商业咨询和企业咨询。

3. 现在，我们正在寻找一名天使投资人来帮助我们创业。

4. 我想进一步了解贵公司在中国扩大业务的计划。

5. 您是否考虑过要和一家中国公司组成一家合资公司呢？

6. 我很愿意帮助您找到一家合适的中国公司与您合作。

7. 您最近有访问中国的计划吗？如果有的话，请一定要告诉我，我们可以帮您安排。

- 8.我觉得有很多东西我们都可以共同来做。
  - 9.如果您能给我一张您的名片，我一到北京就把所有的信息发给您。
- 外商
- 10.你们的发明令我印象深刻。不过我还没有看到实际的专利权呢。
  - 11.我想看看评估产品潜在需求的市场调研报告。
  - 12.我还需要更多关于生产成本和产品价格预期的详细信息。
  - 13.看过这些材料之后，我才能讨论协商投资的具体事宜。
  - 14.我考虑过这件事，不过还没想好要从哪里入手。
  - 15.你们的咨询服务怎么收费？
  - 16.如果您的目录里有我们感兴趣的产品，我会告诉您的。

## 单词

assess 评估

charge 收费

commercial 商业的

complexity 复杂程度

consulting 咨询

corporate 企业

fantastic 极好的

grant 授予

invention 发明

option 选择

partnership 合伙

solar-powered 太阳能

term 事项

短语

angel investor 天使投资人

as a matter of fact 事实上

collaborate with 与.....合作

customized quote 具体的报价

joint venture 合资公司

manufacturing cost 生产成本

patent application 专利申请

potential demand 潜在需求

specialize in 专门从事.....

start up one's business 创业

strategic alliance 战略合作

Dialogue 1

Ms. Zhou: Mr. Roberts, I'm interested in learning more about your plans to expand your company's operations in China. Have you

considered forming a joint venture partnership with a Chinese firm?

Mr. Roberts: I've thought about it, but I don't even know where to begin looking.

Ms. Zhou: As a matter of fact, my company specializes in commercial and corporate consulting, which includes matters related to foreign investment, joint ventures and strategic alliances. I would be glad to help you find a suitable Chinese company that you could collaborate with.

Mr. Roberts: That would be fantastic. How do you charge for your consulting services?

Ms. Zhou: We have several different options. In general, our fees depend on the scale and complexity of the work. Once I learn more about your business and your joint venture goals, I can provide you a customized quote.

Mr. Roberts: Great. Can we meet again tomorrow to discuss this further?

Ms. Zhou: Certainly. In the meantime, here's my business card. It includes my cell number, email address and my company's website.

## 对话1

周女士：罗伯茨先生，我想进一步了解贵公司在中国扩大业务的计划。您是否考虑过要和一家中国公司组成一家合资公司呢？

罗伯茨先生：我考虑过这件事，不过还没想好要从哪里入手。

周女士：事实上，我们公司专门提供商业咨询和企业咨询，包括对外投资、合资企业和战略合作等领域。我很愿意帮助您找到一家合适的中国公司与您合作。

罗伯茨先生：那太好了！你们的咨询服务怎么收费？

周女士：我们有几种收费方式。总的来说，我们的收费取决于工作的规模和复杂程度。一旦我了解了你们公司的业务和合资公司的目标，我就能给您提供具体的报价。

罗伯茨先生：太好了。我们明天再见一下，进一步谈谈，好吗？

周女士：那当然好。对了，这是我的名片，上面有我的手机号、邮箱地址和我们公司的网址。

## Dialogue 2

Wei Jun: Thank you very much for meeting with us, Mr. Johnson.

Douglas: It's my pleasure. Please call me Douglas.

Wei Jun: Thank you, Douglas. Well, as Yuan-Na and I mentioned in our email, while completing our Ph.D. studies at Tsinghua University, we designed and developed a new solar-powered water purification system. Currently we're looking for an angel investor to help start up our business.

Douglas: Yes, I've looked over the translation of your patent application and I'm quite impressed with your invention. But I still haven't seen the actual patent yet.

Yuan Na: We expect it to be granted very soon. No later than the end of the month, I think.

Douglas: In addition, I would like to see some market research to assess the potential demand for your product. And I also need more information detailing the projected manufacturing cost and product price. After that, I would be happy to discuss and negotiate the specific terms of investment.

## 对话2

魏军：詹森先生，非常感谢你会见我们。

道格拉斯：这是我的荣幸。请叫我道格拉斯。

魏军：谢谢你，道格拉斯。是这样的，我和袁娜在邮件中说过，在清华大学研修博士学位期间，我们设计研发了一种新型太阳能净水系统。现在，我们正在寻找一名天使投资人来帮助我们创业。

道格拉斯：是的，我们已经看了你们专利申请的译文，你们的发明令我印象深刻。不过我还没有看到实际的专利权呢。

袁娜：我们估计专利权很快就可以获批了。我想，最迟月底就批下来了。

道格拉斯：另外，我想看看评估产品潜在需求的市场调研报告。我还需要更多关于生产成本和产品价格预期的详细信息。看过这些材料之后，我才能讨论协商投资的具体事宜。

## 83 寻求代理业务 Seeking agency agreement

### Useful Expressions

#### 代理方自我介绍

1. I just wanted to say I enjoyed your presentation on this morning.

2. You mentioned in your presentation that your company specializes in 3D printers.

3. I represent a technology distribution company in Shanghai.

4. We would be very interested in distributing your products in China.

5. I understand your company is looking for an agent to represent your products in China?

6. We've imported timber from several Vancouver-based lumber companies with excellent results.

7. As you probably know, there's a large market in China for Canadian wood products.

### 被代理方自我介绍

8. That's something we may be interested in.

9. We're a start-up firm engaged in 3D printing technologies and robotics.

10. We specialize in high-grade pine, cedar and fir from British Columbia's coastal forests.

11. We operate mainly in the European market, but we're hoping to expand soon.

12. Have you represented other European companies in the past?

### 合作条件

13. If I may ask, what kind of contract did you have in mind?

14. Do you have information on your specific products for me to take a look at?

15. In general, we pay our agents a base salary plus commission.

16. Would you be interested in working for us?

17. I 've brought along an illustrated catalog, which lists all our products and commission rates.

18. I also have some samples if you'd like to take a look.



## 常用表达法

### 代理方自我介绍

1. 我想告诉你，我很欣赏你今天早上在会上的介绍。
2. 你在介绍中提到，你们公司专门生产3D打印机。
3. 我是上海的一家技术产品分销商派来的代表。
4. 我们很有兴趣在中国分销你们的产品。
5. 我知道你们公司正在寻找代理人在中国代理你们的产品。
6. 温哥华有几家木材公司信誉很好，我从他们那里进口过木材。
7. 您可能知道，加拿大的木质产品在中国有很大的市场。

### 被代理方自我介绍

8. 我们也对此事感兴趣。
9. 我们是一家初创公司，经营3D打印技术和机器人技术业务。
10. 我们专门经营产自不列颠哥伦比亚沿海森林的优质松木、雪松和杉木。
11. 我们的业务主要是在欧洲开展，不过我们希望尽快扩大业务。
12. 你们以前给欧洲其他公司做过代理吗？

### 合作条件

13. 我想问问，你们想怎么合作呢？
14. 您有没有带详细的产品介绍，我好看一看？
15. 总的来说，我们给代理人付底薪和提成。

16. 你有兴趣给我们做代理人吗？

17. 我带了一份有图片的产品目录，里面列出了我们的所有产品和提成比例。

18. 我还有一些样品可以给你看看。

## 单词

additive 添加剂

agent 代理商

commission 提成

distribution 分销

high-grade 优质的

illustrated 有图片的

presentation 介绍

represent 代理

robotics 机器人技术

timber 木材

turnout 出席者

## 短语

base salary 底薪

company profile 公司简介

lumber company 木材公司

specialize in 专门生产

start-up firm 初创公司

## Dialogue 1

Albert: Hi, it's Julian Watts, right? My name is Albert Huang. I just wanted to say I enjoyed your presentation on Additive Manufacturing this morning.

Julian: Thank you. It's nice to meet you, Albert. Isn't it great to see how many people are here at this year's Printing Technology Conference?

Albert: Yes, I didn't expect the turnout to be so high... If I remember correctly, you mentioned in your presentation that your company specializes in 3D printers?

Julian: That's right. We're a start-up firm engaged in 3D printing technologies and robotics. We operate mainly in the European market, but we're hoping to expand soon.

Albert: I represent a technology distribution company in Shanghai. We would be very interested in distributing your products in China.

Julian: Thank you, that's something we may be interested in. Have you represented other European companies in the past?

Albert: Yes, several in fact. Let me give you my business card and a copy of our company profile. It introduces our services and some of our major clients.

Julian: Thank you.

## 对话1

艾伯特：你好，你是朱利安·瓦特吗？我是艾伯特·黄。我想告诉你，我很欣赏你今天早上对添加剂制造业的介绍。

朱利安：谢谢。很高兴见到你，艾伯特。在今年的印刷技术大会上见到这么多人，这不是太好了吗？

艾伯特：是呀，我也没想到会有这么多人来.....如果我没记错的话，你在介绍中提到，你们公司专门生产3D打印机，对吧？

朱利安：对呀。我们是一家初创公司，经营3D打印技术和机器人技术业务。我们的业务主要在欧洲开展，不过我们希望尽快扩大业务。

艾伯特：我是上海的一家技术产品分销商派来的代表。我们很有兴趣在中国分销你们的产品。

朱利安：谢谢你，我们也对此事感兴趣。你们以前给欧洲其他公司做过代理吗？

艾伯特：代理过，实际上我们代理过好几家呢。我给你一张名片，上面有我们公司的简介，介绍了我们所提供的服务以及主要客户。

朱利安：谢谢。

## Dialogue 2

Mr. Lin: Thanks for meeting with me, Mr. Cooper. I understand your company is looking for an agent to represent your products in China?

Mr. Cooper: Yes, we are. As I mentioned over the phone, we specialize in highgrade pine, cedar and fir from British Columbia's coastal forests.

Mr. Lin: As you probably know, there's a large market in China for Canadian wood products. We've imported timber from several Vancouver-based lumber companies with excellent results. If I may

ask, what kind of contract did you have in mind?

Mr. Cooper: In general, we pay our agents a base salary plus commission. Would you be interested in working for us?

Mr. Lin: Certainly. Do you have information on your specific products for me to take a look at?

Mr. Cooper: Yes, I've brought along an illustrated catalog, which lists all our products and commission rates. I also have some samples if you'd like to take a look.

Mr. Lin: Thank you.

## 对话2

林先生：谢谢您会见我，库珀先生。我知道你们公司正在寻找代理人在中国代理你们的产品。

库珀先生：是的，我们是在找。我在电话中说了，我们专门经营产自不列颠哥伦比亚沿海森林的优质松木、雪松和杉木。

林先生：您可能知道，加拿大的木质产品在中国有很大的市场。温哥华有几家木材公司信誉很好，我从他们那里进口过木材。我想问问，你们想怎么合作呢？

库珀先生：总的来说，我们给代理人付底薪和提成。你有兴趣给我们做代理人吗？

林先生：当然有。您有没有带详细的产品介绍，我好看一看？

库珀先生：带了。我带了一份有图片的产品目录，里面列出了我们的所有产品和提成比例。我还有一些样品可以给你看看。

林先生：谢谢您。

## Useful Expressions

### 出口方自我介绍

1. Our company offers an extensive line of electric and gas-powered lawnmowers.
2. My company is one of the largest sportswear manufacturers in China.
3. We manufacture a variety of T-shirts, sweatshirts, shorts, tracksuits and swimsuits.
4. Here's a copy of our product catalog, which lists our full line of sportswear and accessories.
5. Here's the English-language catalog. The measurements are listed in Chinese sizes, but we have sizing conversion charts on our website for North American sizes.
6. We recently introduced a new Champion D4000 electric lawnmower, which is similar to the Optima C3000 in many respects.
7. We offer customized production and full export support.

### 询问合作意向

8. You said in your ad that you're looking for a business partner to help export your goods to the United States?
9. Is there a particular model you're interested in?
10. I would like to know if you are interested in being our agent in Europe.
11. We should be able to fabricate according to your needs, if

the order is large enough.

12. We pay our agents on a commission basis. There are details in the catalogue.

13. If you'd like, I could e-mail you documentation and specifications for it.

## 进口方

14. I'm calling to inquire about your electric lawnmowers.

15. I may be interested in importing them to Canada.

16. I'm interested in learning more about the Optima C3000.

17. Is there a possibility for you to custom produce something to our specifications?

## 常用表达法

### 出口方自我介绍

1.我们公司经销多种电动剪草机和气动剪草机。

2.我们公司是中国最大的运动服饰制造商之一。

3.我们生产各类T恤衫、运动衫、短裤、运动服和泳装。

4.这是我们的产品目录，上面列出了我们的全部运动服饰和配饰产品。

5.这份是英文目录。里面的尺码都是中国的尺码，不过在我们的网站上有一个针对北美市场的尺码转换图表。

6.我们最近推出了新型电动剪草机Champion D4000，它的很多功能都与Optima C3000相似。

7.我们提供定制生产和全套出口服务。

询问合作意向

8.你在广告中说，你在找一个生意伙伴帮助你把产品出口到美国，是吗？

9.有没有哪种产品是您特别感兴趣的？

10.我想知道你们是否有兴趣成为我们的欧洲代理商。

11.订单够大的话，我们应该能按照你们的需求生产。

12.我们根据这份目录上的细则，按照抽佣方式给代理商付酬。

13.如果您有兴趣的话，我可以把这款产品的介绍和说明文件发邮件给您。

进口方

14.我想了解一下你们的电动剪草机。

15.我有可能会考虑把这种产品进口到加拿大。

16.我很想进一步了解Optima C3000这一款产品。

17.有没有可能按照我们的特殊规格定制生产呢？

单词

accessory 配饰

discontinue 停产

documentation 介绍

exclusively 唯一地

gas-powered 气动的



manufacturer 制造商

measurement 尺码

model 型号

shorts 短裤

specification 说明书

sportswear 运动服饰

sweatshirts 运动衫

tracksuits 运动服

短语

export ...to... 把.....出口到.....

import ...to... 把.....进口到.....

in many respects 在很多方面

inquire about 了解一下

North American size 北美尺码

sizing conversion chart 尺码转换图表

take a look 看一看

Dialogue 1

Great Wall Industries: Hi, Great Wall Industries, may I help you?

Mr. Williams: Yes, I'm calling to inquire about your electric

lawnmowers. I may be interested in importing them to Canada.

Great Wall Industries: Thank you for calling, Mr...

Mr. Williams: Mr. Williams, Rob Williams.

Great Wall Industries: Thank you, Mr. Williams. Our company offers an extensive line of electric and gas-powered lawnmowers, manufactured exclusively at our factories in southern China. Is there a particular model you're interested in?

Mr. Williams: I visited your website and I'm interested in learning more about the Optima C3000.

Great Wall Industries: Unfortunately, our Optima series has been discontinued. But we recently introduced a new Champion D4000 electric lawnmower, which is similar to the Optima C3000 in many respects. It isn't listed on our website yet, but if you'd like, I could e-mail you documentation and specifications for it.

Mr. Williams: Thank you, I would appreciate that.

对话1

长城工业公司：您好，这里是长城工业公司，您想办理什么业务？

威廉斯先生：我想了解一下你们的电动剪草机。我有可能会考虑把这种产品进口到加拿大。

长城工业公司：感谢您的致电，怎么称呼您呢？

威廉斯先生：威廉斯，罗布·威廉斯。

长城工业公司：谢谢您，威廉斯先生。我们公司经销多种电动剪草机和气动剪草机，这些产品都是我们在中国南方的工厂生产的。有没有哪种型号是您特别感兴趣的？

威廉斯先生：我浏览了你们的网站，很想进一步了解Optima C3000这一款产品。

长城工业公司：不巧的是，这款产品现在已经停产了。不过我们最近推出了新型电动剪草机Champion D4000，它的很多功能都与Optima C3000相似。我们还没有把它列在网站上，不过如果您有兴趣的话，我可以把这款产品的介绍和说明书发邮件给您。

威廉斯先生：谢谢你，请发给我吧。

## Dialogue 2

Mr. Guo: Hi, you must be Mr. Tucker? I'm Patrick Guo. It's nice to meet you.

Mr. Tucker: Nice to meet you, too. You said in your ad that you're looking for a business partner to help export your goods to the United States?

Mr. Guo: That's right. My company, Jade Apparel & Accessories, is one of the largest sportswear manufacturers in China. Allow me to give you my business card.

Mr. Tucker: Thanks, here's mine.

Mr. Guo: Thank you. Here's a copy of our product catalog, which lists our full line of sportswear and accessories. We manufacture a variety of T-shirts, sweatshirts, shorts, tracksuits and swimsuits.

Mr. Tucker: Uh... this catalog is in Chinese.

Mr. Guo: Oh, my apologies, here's the English-language catalog. The measurements are listed in Chinese sizes, but we have sizing conversion charts on our website for North American sizes.

Mr. Tucker: Great, I'll take a look.

## 对话2

郭先生：您好，您一定是塔克先生吧？我是帕特里克·郭。很高兴见到您。

塔克先生：我也很高兴见到你。你在广告中说，你在找一个生意伙伴帮助你把产品出口到美国，是吗？

郭先生：对。我们美玉服饰配饰公司是中国最大的运动服饰制造商之一。给您一张我的名片。

塔克先生：谢谢。这是我的名片。

郭先生：谢谢您。这是我们的产品目录，上面列出了我们的全部运动服饰和配饰产品。我们生产各类T恤衫、运动衫、短裤、运动服和泳装。

塔克先生：呃.....这份目录是中文版的。

郭先生：哦，对不起，这份是英文目录。里面的尺码都是中国的尺码，不过在我们的网站上有一个针对北美市场的尺码转换图表。

塔克先生：太好了，我会去看看。

## Unit 15

### 商务谈判

### Negotiations

#### 85 协商价格 Agreement on price

#### Useful Expressions

#### 买方

1. Your price is a bit high.

2. Would you consider dropping the price a little?

3. Can you offer anything a little more competitive?
4. Our supplier now is giving us \$19.50 per gross.
5. We're still a small company and can't afford such a large sum of money.
6. Our sales are still low, so we would only need 800 boxes for our initial order.
7. We're planning on an order of 3000 gross for a start, with more to follow.
8. If we order 1,000 boxes, would you consider dropping the unit price to \$3.25?
9. Our initial order might be small, but future orders will far exceed our first amount.

卖方

10. Which product were you interested in?
11. What size order are you thinking about?
12. What kinds of materials and quantities do you have in mind?
13. The price list is only a guideline.
14. I can do the translation for \$900 instead of \$1,000.
15. Normally, we only accept orders of 1,000 boxes or more.
16. The numbers we discussed earlier were based on the quantity of your order.
17. I hate to break it to you, but 200 dozen is not exactly a

substantial order for us.

18. I might be able to give you a 3% discount based on your order size.

19. For those materials and dimensions, the unit price would be about \$3.50, plus shipping.

20. With an order that size, I would only be able to offer you a 2% discount off the price listed in our catalogue.

21. If you were able to increase your order by an additional couple thousand gross or so, we might be able to give you a better discount.

### 常用表达法

#### 买方

1. 你的报价有点高。
2. 你能考虑降降价吗？
3. 您还能再优惠点吗？
4. 我们现在的供货商给我们的是19.50美元每罗。
5. 我们还是一家小公司，付不起这么大一笔费用。
6. 我们的销售量还不小，所以我首次订量只能是800个。
7. 我们计划订3000罗作为第一次量，以后会要更多。
8. 如果我们订1000个，你能考虑把单价降到3.25美元吗？
9. 刚开始我们的订单量是很小，但是未来的订量会远超过第一次的量。

## 卖方

10. 您对什么产品比较有兴趣？
11. 您考虑订单的大小是多少？
12. 您想要什么样的？要多少？
13. 价格清单不过是个参考。
14. 我可以把价格由1000美元降至900美元。
15. 通常我们都只接受1000个以上的订单。
16. 价格取决于您的订量。
17. 我真不愿意让您失望，但是200打对我来说根本算不上可观的量。
18. 按您的订量我可以给您3%的折扣。
19. 这样的材质和大小，单价应该是3.5美元，外加运费。
20. 根据您的订单大小，我只能在目录价格的基础上给您2%的折扣。
21. 如果您能够再增加2000罗左右的话，我就可以给您更大的折扣。

## 单词

accessory 配件

cardboard 硬纸板盒

competitive 有竞争力的

dimension 大小

discount 折扣

former 以前的

Francophone 讲法语的

gross 罗 (=12打)

guideline 指南

material 材质

plus 外加

quote 报价

recently 最近

reference 客户评价

rough 艰难的

smartphone 智能手机

短语

credit my name on 在.....上给我署名

draft up 草拟

drop the price 降价

Fortune 500 companies 世界500强公司

I'll tell you what. 这样吧

initial order 首次订量

meet you in person 见到您本人



shut down my business 停业

## Dialogue 1

Don: Hello, Ms. Galois. It's a pleasure to meet you in person.

Camille: The pleasure's mine, Mr. Murphy. Did you receive the quote and references I sent yesterday?

Don: Yes, thank you. I got your fax this morning. I'm impressed with the excellent references from your former customers, but your price is a bit high. We want to have our website translated into French to attract more Francophone clients, but we're still a small company and can't afford such a large sum of money.

Camille: Well, my price may be somewhat higher than other translators, but I also have more experience. I hold a Master's in French literature and have performed translations for several Fortune 500 companies.

Don: Would you consider dropping the price a little?

Camille: I'll tell you what. If you're willing to credit my name on your website, I can do the translation for \$900 instead of \$1,000.

Don: I guess that would be okay. Do you mind if we draft up a short contract?

## 对话1

唐：您好，伽罗瓦女士，很荣幸见到您。

卡米尔：我也很荣幸，墨菲先生。您收到我昨天发的报价和客户评价了吗？

唐：今天早上，我收到了您发来的传真，谢谢您！您以前的客户给您写的评价

很好，令我印象深刻，但是您的报价有点高。我们想把我们的网站的内容翻译成法语，这样可以吸引更多的法语客户，可是我们还是一家小公司，付不起这么大一笔费用。

卡米尔：哦，我的价格可能是比其他翻译的价格高一点，可是我的经验更丰富呀。我是法语文学硕士，为好几家世界500强公司做过翻译。

唐：您能考虑降降价吗？

卡米尔：这样吧，如果你们愿意在你们的网站上给我署翻译的名字，我可以把价格由1000美元降至900美元。

唐：我想，这问题不大。我们草拟一份简短的协议好吗？

## Dialogue 2

Felix: Hi, may I speak with Ivan please?

Ivan: Speaking. Is that Felix? I haven't heard from you in a long time. How are things going?

Felix: The last few years were a bit rough. I had to shut down my business, but recently I set up a small store selling smartphone accessories. I was hoping to use your company to supply custom-printed retail boxes.

Ivan: We would be glad to do business with you again. What kinds of materials and quantities do you have in mind?

Felix: Durable cardboard boxes measuring 5 by 3 by 2 inches would be fine. Our sales are still low, so we would only need 800 boxes for our initial order.

Ivan: I have to be honest with you: Normally, we only accept orders of 1,000 boxes or more. And our prices have gone up since last year. For those materials and dimensions, the unit price would

be about \$3.50, plus shipping.

Felix: If we order 1,000 boxes, would you consider dropping the unit price to\$3.25?

Ivan: I'll see what we can do. I'll give you a detailed quote this afternoon.

## 对话2

菲利克斯：你好，请问伊万在吗？

伊万：我就是。你是菲利克斯吗？好久没有你的消息了。你过得好吗？

菲利克斯：过去的几年过得挺艰难。我以前的事业失败了。不过最近我开了一家小店，卖智能手机配件。我想让你们公司来给我供应自定义图案零售盒。

伊万：能再次和你合作，我们很高兴。你想要什么样的，要多少？

菲利克斯：要耐用的硬纸板盒，尺寸为5×3×2英寸的就行。我们的销售量还不小，所以我首次订量只能是800个。

伊万：坦白地说，通常，我们都只接受1000个以上的订单，而且从去年开始，我们的产品价格也涨了。这样的材质和大小，单价应该是3.5美元，外加运费。

菲利克斯：如果我们订1000个，你能考虑把单价降到3.25美元吗？

伊万：我们研究一下吧。我今天下午给你一个详细的报价。

## 86 讨论货运 Discussing transportation

### Useful Expressions

#### 询问货运方式

1. What shipping methods are available?

2. What is the cost for each shipping method?
3. Does that include insurance?
4. How much does insurance cost for ocean transport?
5. What would be the earliest possible date of shipment?
6. Do you think we could get our order by mid-May?

### 介绍货运方式

7. We offer both ground and air shipping.
8. We also offer next-day air shipping, which costs 10 percent of the order price.
9. Ocean transport would cost only 20 percent of that amount, roughly \$6,000.
10. Insurance against loss and damage is included in our shipping rates.
11. Based on your location, regular ground shipping would take four to five days to arrive, at a cost of 5 percent of the total order.
12. We're in a bit of a rush for these parts, so I guess we'll have to take the air shipping.
13. The \$6,000 shipping cost already includes full insurance against loss or damage in transit.
14. May I suggest a multimodal combined transport? We could send your shipment first by sea, and then by rail.
15. The railway companies often offer shipping insurance that

will cover any loss or damage due to rough handling.

## 送货时间

16. For our timeline, the best option would be to go by air.

17. For air transport, total transport time would be one to two days.

18. For sea transport, the goods would arrive at your local port within 30 days.

## 常用表达法

### 询问货运方式

1. 你们都提供什么运送服务呢？
2. 这两种货运方式分别要花多少钱呢？
3. 这个价格也包括保险费用吗？
4. 海运的保险费用是多少？
5. 最早什么时候可以装船？
6. 您觉得在五月中旬的时候我们能收到货吗？

### 介绍货运方式

7. 我们既提供地面运送，也提供航空运送。
8. 我们也提供一日到货的航空运送服务，运费是订单总价的10%。
9. 海运只需要这个价格的20%，大概6000美元。
10. 我们的运费中包含货品丢失和损毁的保险费用。

11.根据您的地点，常规的地面运送需要四至五天，运费是订单总价的5%。

12.我们急着要这批货，所以我想我们得选航空运送了。

13.6000美元的费用已经包含了货品丢失或损坏保险的全部费用。

14.我是否可以向您推荐联合运输方式？我们可以先用海运发货，然后改用铁路运输。

15.铁路公司会提供货运保险，可以对那些由于操作不慎而造成的损伤或遗失进行赔付。

### 送货时间

16.由于我们时间有限，最好的选择是空运。

17.空运的话，一两天就能到货。

18.海运的话，30天之内可以到达本地港口。

### 单词

amount 数额，金额

go with 采用

indicate 注明

insurance 保险费用

location 地点

next-day 一日到货的

physical 物质的，物理的

port 港口

roughly 大概地

shipment 运货

significant 显著的, 大量的

transit 运输

transportation 运输

warehouse 库房

短语

air shipping 航空运送

be in a bit of a rush for 急着要.....

ground shipping 地面运送

in contrast 相比之下

insurance against loss or

damage 丢失或损坏保险

ocean shipping 海运

ocean transport 海运

online order form 网上订单表格

place an order 订购, 下订单

shipping method 运送方式

Dialogue 1

Arthur: Hi, is that Ms. Foster?

Stacy: Yes, may I ask who's speaking?

Arthur: This is Arthur Walsh from Gibson Gasket Company. I want to thank you for placing an order yesterday for 500 molded silicone gaskets. However, it seems you didn't indicate your preferred method of shipment on the online order form.

Stacy: Sorry, I must have missed that. What shipping methods are available?

Arthur: We offer both ground and air shipping. Based on your location, regular ground shipping would take four to five days to arrive, at a cost of 5 percent of the total order. We also offer next-day air shipping, which costs 10 percent of the order price.

Stacy: We're in a bit of a rush for these parts, so I guess we'll have to take the air shipping. Does that include insurance?

Arthur: Yes, insurance against loss and damage is included in our shipping rates.

Stacy: Great, thanks very much.

Arthur: It's our pleasure.

对话1

亚瑟：您好，福斯特女士在吗？

斯泰西：我就是，请问你是哪位？

亚瑟：我是吉布森衬垫公司的亚瑟·沃尔什。感谢您昨天订购了500个模塑硅橡胶衬垫。不过您好像没有在网上订单表格中注明您所希望的运送方式。



斯泰西：对不起，我一定是没看到。你们都提供什么运送服务呢？

亚瑟：我们既提供地面运送，也提供航空运送。根据您的地点，常规的地面运送需要四至五天，运费是订单总价的5%。我们也提供一日到货的航空运送服务，运费是订单总价的10%。

斯泰西：我们急着要这批货，所以我想我们得选航空运送了。你说的价格也包括保险费用吗？

亚瑟：是的。我们的运费中包含运输中货品丢失和损毁的保险费用。

斯泰西：太好了。非常感谢你！

亚瑟：这是我们的荣幸！

## Dialogue 2

Vivian: Mr. Zhang, before we sign off on this contract, we still need to discuss transportation for the goods.

Mr. Zhang: Yes, Ms. Fletcher. Since the toaster ovens will be shipping from Tianjin to your warehouse in L.A., you'll have the choice between air and ocean shipping. First, I must remind you that production for your order will take 10 to 14 days to complete before it can be shipped. For air transport, total transport time would be one to two days. For sea transport, the goods would arrive at your local port within 30 days.

Vivian: What is the cost for each shipping method?

Mr. Zhang: Due to the significant weight and physical size of your order, air transport would be quite expensive, about \$30,000. In contrast, ocean transport would cost only 20 percent of that amount, roughly \$6,000.

Vivian: How much does insurance cost for ocean transport?

Mr. Zhang: The \$6,000 shipping cost already includes full insurance against loss or damage in transit.

Vivian: Okay, we'll go with ocean shipping then.

## 对话2

薇薇安：张先生，在我们签合同之前，我们还需要讨论一下货物运输的事。

张先生：好啊，弗莱彻女士。既然这批烤箱要从天津运到你们在洛杉矶的库房，那么你们可以选择用空运或者海运。首先，我得提醒您，在运货之前，生产产品需要10到14天。空运的话，一两天就能到货。海运的话，30天之内可以到达本地港口。

薇薇安：这两种货运方式分别要花多少钱呢？

张先生：由于您订购的产品很重也很大，空运的话，价格会很贵，大概3万美元。相比之下，海运只需要这个价格的20%，大概6000美元。

薇薇安：海运的保险费用是多少？

张先生：6000美元的费用已经包含了货品丢失或损坏保险的全部费用。

薇薇安：好的，那我们就用海运吧。

## 87 讨论支付方式 Discussing payment method

### Useful Expressions

#### 支付方式

1. What payment methods do you accept?
2. I think we'll pay by bank transfer.
3. Are you willing to accept payment in euros?

4. We are willing to accept euros, but in that case, you must pay by bank transfer.

5. We accept payment by money order and certified cheque, as well as all major credit cards.

6. We also accept payments via PayPal, which allows you to pay securely online.

7. We accept payment by certified cheque, but we have a policy of not accepting personal cheques.

8. Aside from certified cheque, you can also pay by PayPal, bank transfer, or any major credit card.

### 付款金额

9. Do you require a deposit?

10. We ask that you pay a deposit of 50 percent upfront. You can pay the remaining 50 percent upon receipt of the shipment.

11. The actual amount you'll be charged will depend on the exchange rate on the day of payment.

### 付款时间

12. Is it possible to pay in installments?

13. You'll receive a discount of 5 percent if you pay in full.

14. Given the size of your order, we could arrange payment in three installments.

15. The first installment of 40 percent of the total value would be due upon signing of the contract.

16. The second and third installment of 30 percent each would be payable within 45 and 90 days, respectively.

## 常用表达法

### 支付方式

1. 你们接受哪种支付方式？
2. 我想我们会通过银行汇款来支付。
3. 用欧元付款，你们接受吗？
4. 我们愿意接受欧元，但那样的话，你们就得通过银行汇款来支付。
5. 我们接受汇票和支票，也接受所有的主流信用卡。
6. 我们也接受通过贝宝支付，这样你们可以安全地进行网上支付。
7. 我们接受支票付款，但是我们的政策不允许接受个人支票。
8. 除了保付支票，您还可以通过贝宝、银行汇款或者主流信用卡支付。

### 付款金额

9. 你们要求交定金吗？
10. 我们要求您预付50%作为定金。其余的50%，您可以在收到货物之后再付清。
11. 你们支付的金额取决于汇款当日的汇率。

### 付款时间

12. 我们能分期付款吗？
13. 你们如果付全款，可以享受5%的折扣。

14.根据您的订单金额，我们可以安排您分三期付款。

15.第一次付总额的40%，付款期为签合同之日。

16.第二次和第三次分别为30%，付款期分别为45日之内和90日之内。

单词

American Express 美国运通卡

credit card 信用卡

deposit 订金

due 到期的，应付的

exchange rate 汇率

given 考虑到

MasterCard 万事达卡

payable 可付的

PayPal 贝宝

remaining 其余的，剩下的

respectively 分别地

upfront 预付

VISA 维萨卡

短语

bank transfer 银行汇款

certified cheque 保付支票

in that case 那样的话

money order 邮政汇票

pay in full 付全款

pay in installments 分期付款

pay in US dollars 用美元支付

pay online 网上支付

that depends 看情况而定

upon receipt of the shipment 收到货物之后

upon signing of the contract 签约之时

## Dialogue 1

Lloyd: Do you accept payment by cheque?

Gloria: We accept payment by certified cheque, but we have a policy of not accepting personal cheques.

Lloyd: What other methods of payment do you offer?

Gloria: There are several choices. Aside from certified cheque, you can also pay by PayPal, bank transfer, or any major credit card.

Lloyd: Okay, I think we'll pay by bank transfer. Is it possible to pay in installments?

Gloria: Yes, given the size of your order, we could arrange

payment in three installments. The first installment of 40 percent of the total value would be due upon signing of the contract; the second and third installment of 30 percent each would be payable within 45 and 90 days, respectively.

Lloyd: If we pay the full amount right away, can you offer any discount?

Gloria: Certainly. You'll receive a discount of 5 percent if you pay in full.

Lloyd: Only 5 percent? In the past, other companies have given us 10 percent off.

Gloria: Let me speak with my manager and see what I can do.

对话1

劳埃德：你们接受支票付款吗？

格洛里亚：我们接受保付支票，但是我们的政策要求拒收个人支票。

劳埃德：你们还有什么付款方式？

格洛里亚：有几种选择。除了保付支票，您还可以通过贝宝、银行汇款或者主流信用卡支付。

劳埃德：好的。我想，我们会通过银行汇款来支付。我们能分期付款吗？

格洛里亚：可以，根据您的订单金额，我们可以安排您分三期付款。第一次付总额的40%，付款期为签合同之日；第二次和第三次分别为30%，付款期分别为45日之内和90日之内。

劳埃德：如果我们立刻付全款，你们能不能给我们打点折扣呢？

格洛里亚：当然。你们如果付全款，可以享受5%的折扣。

劳埃德：只有5%呀？过去其他公司都给我们10%的折扣呢。

格洛里亚：我和我们经理说说，看看行不行。

## Dialogue 2

Bob: How would you like to pay for your order?

Juanita: That depends. What payment methods do you accept?

Bob: We accept payment by money order and certified cheque, as well as all major credit cards, including VISA, MasterCard, and American Express. We also accept payments via PayPal, which allows you to pay securely online.

Juanita: Are you willing to accept payment in euros?

Bob: Well, we prefer our customers to pay in US dollars. We are willing to accept euros, but in that case, you must pay by bank transfer, and the actual amount you'll be charged will depend on the exchange rate on the day of payment.

Juanita: Do you require a deposit?

Bob: Yes. Since this is your initial order, we ask that you pay a deposit of 50 percent upfront. You can pay the remaining 50 percent upon receipt of the shipment.

Juanita: Okay, I'll discuss these payment terms with my boss and call you back later in the day.

## 对话2

鲍勃：您要怎样支付订单？

胡安妮塔：看情况吧。你们接受什么支付方式？



鲍勃：我们接受邮政汇票和保付支票，也接受所有的主流信用卡，包括维萨卡、万事达卡和美国运通卡。我们也接受通过贝宝支付，这样你们可以安全地进行网上支付。

胡安妮塔：用欧元付款，你们接受吗？

鲍勃：呃，我们更希望客户用美元支付。我们愿意接受欧元，但那样的话，你们就得通过银行汇款来支付，而且你们支付的金额取决于汇款当日的汇率。

胡安妮塔：你们要求交订金吗？

鲍勃：是的。因为这是您的第一个订单，我们要求您预付50%作为订金。其余的50%，您可以在收到货物之后再付清。

胡安妮塔：好的。这些付款方式，我和我的老板商量一下，待会儿再给你答复。

## 88 达成交易 Making a deal

### Useful Expressions

#### 表达希望

1. It sounds like we're ready to make a deal.
2. I really do hope to reach agreement today so we can get this deal off the table.
3. I hope we can find an arrangement that is suitable and beneficial for us both.
4. We've already come to an agreement on price, payment terms, shipping method, and delivery schedule.
5. I was hoping we could try to resolve any differences that are still hanging over our heads.

## 最后的磋商

6. Is there anything else we haven't discussed?

7. We've reached consensus on most of the issues, but we still haven't talked about insurance yet.

8. Can I assume that the price you quoted is CIP (Carriage and Insurance Paid To)?

9. We'll make an exception this time and cover insurance against loss and damages.

10. We'll also be able to give you a break on the price, meaning a total discount of 6%.

11. My boss's agreed that if your company can cover the insurance, we'll take care of shipping and handling costs.

## 成交

12. Done.

13. Great, it sounds like we have a deal.

14. Shall we draw up a contract now?

15. We shouldn't have any problem with that.

16. So, if all these terms are acceptable to you, I'll get it all into a contract and fax it to you tomorrow morning.

17. I should be able to get the contract back to you before next Monday.

## 常用表达法

## 表达希望

- 1.听上去，我们差不多成交了。
- 2.我确实希望今天能够达成共识。
- 3.我希望能够找到一个对你我都适用并且有利的解决方案。
- 4.对于价格、付款方式、货运方式和送货日期，我们已经达成了共识。
- 5.我希望我们能够把我们悬而未决的分歧全部消除。

## 最后的磋商

- 6.还有什么需要商量的吗？
- 7.我们已经在大部分问题上达成了一致，不过我们还没有讨论过保险问题。
- 8.你们的报价是否包含了运输和保险费用呢？
- 9.我们这次破例给您一个优惠，包含丢失和损坏保险的费用。
- 10.我们将在价格上给您优惠，也就是说有6%的折扣。
- 11.我的老板同意，如果你们公司承担保险费用，那么我们将承担货运费和装卸费。

## 成交

- 12.成交。
- 13.好，成交！
- 14.现在，我们是不是该签一个协议了？
- 15.我们对此没有任何异议。
- 16.那么，如果您接受了这些条件，我会尽快写入合同并在明早传真给您。

17. 我应该可以在下周一之前把合同退回给您。

单词

buyer 买家

CIP (Carriage and Insurance

Paid To) 运费和保险费付至

cover 包含

CPT (Carriage Paid To) 运费付至

delay 延迟

guarantee 保证

penalty 处罚方式

room 空间

短语

apply to 适用于

as long as 只要

change the math considerably 数目大大增加

come to an agreement 达成共识

delivery schedule 送货日期

draw up a contract 签一个协议

in other words 也就是说

late delivery 延迟交货

make a deal 成交

make a profit 赢利

make an exception 破例

no later than 不晚于

payment term 付款方式

purchase price 货品价格

reach consensus on 在.....上达成一致

resale margins 转售利润

## Dialogue 1

Henry: Hi, I just got off the phone with my boss. She's agreed that if your company can cover the insurance, we'll take care of shipping and handling costs.

Arnold: That's good to hear. And what about the discount?

Henry: As I mentioned last time, we can give you a discount of five percent if you pay the full amount upfront.

Arnold: Excellent. Is there anything else we haven't discussed?

Henry: Well, we initially said we could finish production by August 1. But this morning I found out that three of our factory workers are on sick leave, so there might be some delay.

Arnold: How much of a delay are you talking about?

Henry: No more than a few days. We can guarantee delivery no later than August 5.

Arnold: That's fine, as long as we include a contractual penalty for late delivery. We would ask for 0.1 percent of the purchase price per day of delay.

Henry: That's no problem. I'm confident your order will arrive on time or even early.

Arnold: Great, it sounds like we have a deal.

### 对话1

亨利：你好，我刚刚和我的老板通完电话。她同意，如果你们公司承担保险费用，那么我们将承担货运费和装卸费。

阿诺德：好啊。那么有什么折扣吗？

亨利：上一次我说过，如果你们预付全款，我们可以给你们5%的折扣。

阿诺德：太好了。还有什么需要商量的吗？

亨利：我们一开始说，我们可以在8月1日之前完成生产。不过今天早上，我发现，我们工厂有三个员工请病假了，所以可能会晚些时候才能完成生产。

阿诺德：会晚多久呢？

亨利：也就是几天吧。我们保证在8月5日之前发货。

阿诺德：行，只要我们在合同里写明了延期交货的赔偿方式就行。因此我们要求，每延迟一天交货，就要减免货品价格的0.1%。

亨利：没问题。我相信，你们的货会按时甚至提早到达。

阿诺德：好，成交！

## Dialogue 2

Gordon: It sounds like we're ready to make a deal. We've already come to an agreement on price, payment terms, shipping method, and delivery schedule. Shall we draw up a contract now?

Becky: We've reached consensus on most of the issues, but we still haven't talked about insurance yet. Can I assume that the price you quoted is CIP?

Gordon: Actually, I thought I said that shipment will be CPT, not CIP. In other words, the cost of insurance is carried by the buyer.

Becky: That changes the math considerably. Our resale margins are low enough as is; if we have to pay for insurance, there won't be any room for us to make a profit.

Gordon: I'll tell you what. We'll make an exception this time and cover insurance against loss and damages. However, this won't apply to any loss or damages caused by civil unrest, riots, strikes or natural disasters.

Becky: Alright, you've got a deal.

## 对话2

戈登：听上去，我们差不多成交了。对于价格、付款方式、货运方式和送货日期，我们已经达成了共识。现在，我们是不是该签一个协议呢？

贝姬：我们已经在大部分问题上达成了一致，不过我们还没有讨论过保险问题。你们的报价是否是CIP呢？

戈登：实际上，我想，我说过运费是CPT，而不是CIP。也就是说，保险费用要由买家承担。

贝姬：那这费用可就大大增加了。我们的转售利润已经很低了，如果我们还要支付保险费用，那么我们就没有利润空间了。

戈登：跟您说吧，我们这次破例给您一个优惠，包含丢失和损坏保险的费用。不过，由于当地的动乱、暴动、罢工或自然灾害而引起的丢失或损坏不在保险的范围之内。

贝姬：好吧。成交了。

## Unit 16

### 客户服务

### Customer Service

#### 89 确认订单 Confirming orders

#### Useful Expressions

##### 确认订单

1. I'm calling to confirm my order.
2. I'm calling to confirm your order for a medium chocolate-and-vanilla birthday cake.
3. Do you have your order number handy?
4. Let me check in our system...
5. Yes, I see you've placed an order for 12 green lawn chairs.
6. As I mentioned, I'd like it to say "Happy Birthday, Darryl."

##### 修改订单



7. I was wondering if it's possible to make a small modification to my order.

8. Since they haven't shipped yet, you can still make changes to your order.

9. I'm terribly sorry, it looks like our black lawn chairs are sold out for the time being.

10. But we do have dark blue available.

确认送货

11. Can you have it ready by tomorrow afternoon?

12. I need it by the 15th, so I want to get the order processed as soon as possible.

13. They should be shipping out to you later this week.

14. Your order will be shipped by ground service no later than Wednesday.

15. We'll ship your order within 48 hours. Does that work for you?

16. We usually ship items through Standard Air Mail. It usually arrives within 10 days.

付款方式

17. Now that your order is confirmed, we'll require a 50-percent deposit on the cake.

18. Would you like to pay using a credit card?

19. I'll pay by MasterCard please.

## 常用表达法

### 确认订单

- 1.我打电话是要确认我的订单。
- 2.我打电话是想向您确认您订购的一个中号巧克力香草生日蛋糕。
- 3.您有订单号码吗？
- 4.我查一下系统.....
- 5.是的，我看到您订购了12把绿色的草坪椅。
- 6.我说过，我想在蛋糕上写上“生日快乐，达里尔”。

### 修改订单

- 7.我想问问，能不能稍微修改一下订单。
- 8.货品还没有发出呢，您仍然可以修改订单。
- 9.非常抱歉，系统显示我们的黑色草坪椅现在已经卖完了。
- 10.不过我们还有深蓝色的。

### 确认送货

- 11.你们明天下午能做好吗？
- 12.我15日之前需要它，所以希望尽快处理我的订单。
- 13.我们将在本周之内发货给您。
- 14.您订购的椅子将会通过地面运输送货，发货时间最迟是星期三。
- 15.我们会在48小时内发货的，这样可以吗？

16.我们通常采用普通航空邮寄。这样通常十天之内就可以到货。

付款方式

17.既然您已经确认订单，我们要求您交付50%的定金。

18.您可以用信用卡支付吗？

19.我就用万事达卡付款。

单词

available 还有货的

bakery 面包店

confirm 确认

icing 糖霜

medium 中号

omit 省略

order 订单

ship 发出

sprinkle 碎屑

vanilla 香草

短语

for the time being 暂时

ground service 地面运输

lawn chair 草坪椅

make a modification 进行修改

make changes 做出改变

place an order for 订购.....

## Dialogue 1

Joe: Peterson Patio Furniture Store. This is Joe speaking.

Heather: Hi, my name is Heather Swanson. I'm calling to confirm my order.

Joe: Do you have your order number handy?

Heather: Yes, it's A6025-XY.

Joe: Let me check in our system... Yes, I see you've placed an order for 12 green lawn chairs. They should be shipping out to you later this week.

Heather: Actually, I was wondering if it's possible to make a small modification to my order.

Joe: Sure. Since they haven't shipped yet, you can still make changes to your order.

Heather: Okay, instead of green, I would like to have the black ones instead.

Joe: Let me see... I'm terribly sorry, Ms. Swanson. It looks like our black lawn chairs are sold out for the time being. But we do have dark blue available.

Heather: I guess that would be okay.

Joe: Great. Your order will be shipped by ground service no later than Wednesday.

Heather: Thanks very much.

Joe: It's our pleasure. Have a great day.

## 对话1

乔：彼得森庭院家具店。我是乔。

希瑟：你好，我叫希瑟·斯旺森。我打电话是要确认我的订单。

乔：您有订单号码吗？

希瑟：有，是A6025-XY。

乔：我查一下系统.....是的，我看到您订购了12把绿色的草坪椅。我们将在本周之内发货给您。

希瑟：实际上，我想问问，能不能稍微修改一下订单。

乔：当然可以。货品还没有发出呢，您仍然可以修改订单。

希瑟：好的，我不想要绿色的了，我想要黑色的。

乔：我看一下.....非常抱歉，斯旺森女士，系统显示，我们的黑色草坪椅暂时卖完了，不过我们还有深蓝色的。

希瑟：我想，深蓝色的也行。

乔：太好了。您订购的椅子将会通过地面运输送货，发货时间最迟是星期三。

希瑟：非常感谢你。

乔：很荣幸为您效劳。祝您度过愉快的一天！

## Dialogue 2

Abigail: Hello?

Lisa: Hi, this is Bridget's Bakery. I'm calling to confirm your order for a medium chocolate-and-vanilla birthday cake.

Abigail: Yes, that's right. Can you have it ready by tomorrow afternoon?

Lisa: No problem.

Abigail: As I mentioned, I'd like it to say "Happy Birthday, Darryl."

Lisa: And what color of icing would you like the writing to be?

Abigail: I think green would be nice for the writing. Could you put colored sprinkles on it, too?

Lisa: Sure. Would you like to put his age on it, as well?

Abigail: I think we'll omit that.

Lisa: Okay. Now that your order is confirmed, we'll require a 50-percent deposit on the cake. Would you like to pay using a credit card?

Abigail: Yes, I'll pay by MasterCard please.

对话2

阿比盖尔：你好。

莉萨：您好，这里是圣布里奇特面包店。我打电话是想向您确认您订购的一个中号巧克力香草生日蛋糕。

阿比盖尔：是的。你们明天下午能做好吗？

莉萨：没问题。

阿比盖尔：我说过，我想在蛋糕上写上“生日快乐，达里尔”。

莉萨：这几个字，您想用什么颜色的糖霜来写呢？

阿比盖尔：我想，用绿色写应该挺好看。你们还能在蛋糕上添加碎屑状的彩色装饰吗？

莉萨：当然可以。您是否也想把他的年龄写上去呢？

阿比盖尔：我想还是别写了。

莉萨：好的。既然您已经确认订单，我们要求您交付50%的订金。您可以用信用卡支付吗？

阿比盖尔：可以，我就用万事达卡付款。

## 90 核实货运 Checking on shipment status

### Useful Expressions

#### 客户询问

1. I'm calling to check the status of my order.

2. I'm calling about my order for 1,000 sheets of 6-millimeter plywood.

3. In April we placed an order for 200 pairs of computer speakers.

4. That was two months ago and we still haven't received them.

5. Could you check to see whether they've been shipped?

#### 查询中

6. I would be happy to check that for you.
7. I can check the status of your shipment on our computer.
8. I've pulled up your order on our computer.
9. Do you have the order number?
10. It should be in the confirmation email we sent you.
11. Would you mind holding for a moment?
12. They should arrive in Vancouver no later than the end of the month.
13. According to our records, the computer speakers were shipped out yesterday from a port in Incheon.
14. It looks like the plywood sheets were just shipped from the manufacturer last week.

### 确认时间

15. So when will I receive them?
16. They are scheduled to arrive at your warehouse later today.
17. Your order will definitely ship out by the end of the day tomorrow.
18. You should receive them sometime early next week, no later than Wednesday.
19. The plywood needs to go through a quality assurance and approval process, which usually takes about half a day to complete.

### 常用表达法



## 客户询问

- 1.我打电话是想确认我的订单状态。
- 2.我打电话来是想问问，我订购的那1000张六毫米厚的胶合板发货了没有。
- 3.4月份，我们订购了200对电脑音箱。
- 4.这已经是两个月以前的事了，我至今还没有收到货。
- 5.你能不能查一下你们发货了没有？

## 查询中

- 6.我很乐意帮您查查。
- 7.我可以在计算机上查一下您这个订单的发货情况。
- 8.我在电脑里查一下。
- 9.您有订单号吗？
- 10.在我们发给您的订单确认邮件里应该有订单号。
- 11.您稍等一下，好吗？
- 12.最迟应该在月底到达温哥华。
- 13.根据我们的记录，您订购的音箱昨天已经从仁川市的一个港口发货了。
- 14.电脑显示，这批胶合板上星期刚刚从制造厂里发货。

## 确认时间

- 15.那我什么时候才能收到货呢？
- 16.这批货应该今天早些时候就会到达你们的库房。

17.您的货在明天下班前肯定能发出了。

18.预计您在下星期的头一两天就可以收到了，最迟下星期三。

19.胶合板需要经过质检，一般要花半天时间完成。

单词

approval 认证

complete 完成

confirmation 确认

manufacturer 制造厂

millimeter 毫米

plywood 胶合板

port 港口

schedule 计划

shipment 装载的货物

speaker 音箱

status 状态

warehouse 库房

短语

go through 经过

hold for a moment 稍等一下

one second 稍等一下

order number 订单号

pull up 找出

quality assurance 质检

## Dialogue 1

Ms. Lewis: Hi, is that Samuel Kim? This is Tina Lewis from Gallegos Computer Store. I'm calling to check the status of my order.

Mr. Park: I'm sorry, Mr. Kim is no longer with our company. I'm the new sales manager, Edwin Park.

Ms. Lewis: Well, Mr. Park, in April we placed an order for 200 pairs of computer speakers. That was two months ago and we still haven't received them. Could you check to see whether they've been shipped? The order number is AB-78125-X.

Mr. Park: No problem, I can check the status of your shipment on our computer. Would you mind holding for a moment?

Ms. Lewis: Not at all.

Mr. Park: Okay, Ms. Lewis, I've pulled up your order on the computer. According to our records, the computer speakers were shipped out yesterday from a port in Incheon. They should arrive in Vancouver no later than the end of the month.

Ms. Lewis: Great, thank you very much.

Mr. Park: You're welcome. Have a good day.

## 对话1

刘易斯女士：你好，请问塞缪尔·金在吗？我是加莱戈斯电脑店的蒂娜·刘易斯。我打电话是想确认我的订单状态。

帕克先生：不好意思，金先生已经不在我们公司了。我是这里的新销售经理埃德温·帕克。

刘易斯女士：哦，帕克先生，4月份，我们订购了200对电脑音箱。这已经是两个月以前的事了，我至今还没有收到货。你能不能查一下你们发货了没有？订单号是AB-78125-X。

帕克先生：没问题。我可以在电脑上查一下您这个订单的发货情况。您稍等一下，好吗？

刘易斯女士：没问题。

帕克先生：好了，刘易斯女士，我已经从电脑上查到了您的订单。根据我们的记录，您订购的音箱昨天已经从仁川市的一个港口发货了，最迟应该在月底到达温哥华。

刘易斯女士：太好了，非常感谢你。

帕克先生：您别客气。祝您度过愉快的一天！

## Dialogue 2

Aaron: Good afternoon, Willis Wood Industries. This is Aaron speaking.

Fred: Hi, this is Fred Mullen from Flynn Furnishings. I'm calling about my order for 1,000 sheets of 6-millimeter plywood.

Aaron: I would be happy to check that for you. Do you have the order number? It should be in the confirmation email we sent you.

Fred: One second, let me just look for it... here it is. The order number is XY16384.

Aaron: Okay, I've pulled up your order on our computer. It looks like the plywood sheets were just shipped from the manufacturer last week and are scheduled to arrive at your warehouse later today.

Fred: So when will I receive them?

Aaron: The plywood needs to go through a quality assurance and approval process, which usually takes about half a day to complete. Your order will definitely ship out by the end of the day tomorrow. You should receive them sometime early next week, no later than Wednesday.

## 对话2

阿伦：下午好，这里是威利斯木材公司。我是阿伦。

弗雷德：你好，我是弗林家具公司的弗雷德·马伦。我打电话来是想问问，我订购的那1000张六毫米厚的胶合板发货了没有。

阿伦：我很乐意帮您查查。您有订单号吗？在我们发给您的订单确认邮件里应该有订单号。

弗雷德：稍等一下，我找找.....找到了。订单号是XY16384。

阿伦：好，我在电脑里查一下。电脑显示，这批胶合板上星期刚刚从制造厂里发货，按计划今天早些时候就会到达你们库房。

弗雷德：那我什么时候才能收到货呢？

阿伦：胶合板需要经过质检，一般要花半天时间完成。您的货在明天下班前肯定能发出了。预计您在下星期的头一两天就可以收到了，最迟下星期三。

## 91 催款 Requesting a payment

### Useful Expressions

#### 催款人

1. I'm calling about the last invoice we sent you.
2. Actually, we've sent three payment requests already.
3. We've sent you three invoices and still haven't received your payment.
4. It was raised more than three months ago. And we still haven't received payment.
5. We have your billing address listed as... That's the right address, isn't it?
6. Oh, someone must have entered the wrong number by mistake.
7. Sorry about that. I'll sent out another invoice to 808 Northeast Avenue.
8. At the time of purchase, you agreed to make payment within 30 days.
9. Even if you didn't receive our invoice, you still should have honored your commitment.
10. But you had enough money to go on vacation?
11. When can we expect to receive payment from you?
12. I hope you'll be more prompt with payment in the future.

#### 欠款人

13. I'll check and get back to you.

14. That's odd... I never got an invoice from you guys.

15. I have the invoice here. Can we just check?

16. The street name is correct, but the number is wrong. It should be...

17. They said that the information about your bank account was incorrect.

18. No problem. As soon as I receive it, I'll send the payment in full.

19. I 'll ask our bank to transfer the amount to you as soon as they open tomorrow morning.

20. I'll wire the full amount to you by the end of the week. Is that okay?

21. There's still some mail I haven't opened yet. I do apologize.

22. I'm very sorry indeed. Money has been tight lately, and...

### 常用表达法

#### 催款人

1. 我给您打电话是关于上次我们给您寄发票的事。

2. 实际上，付款请求我们已经发了三次。

3. 我们已经发给您三张发票了，可是还没有收到您的付款。

4. 已经开给你三个月了。可我们至今没有收到付款。

5.我们这边记录您的账单地址为.....这个地址对吗？

6.哦，可能是谁把门牌号记录错了。

7.很抱歉。我再往东北大街808号寄一份发票。

8.在购买时，您同意在30日之内付款。

9.您即使没有收到发票，也应该兑现承诺。

10.可是您还有足够的钱去度假呀，对吧？

11.我们什么时候才能收到您的付款呢？

12.我希望今后您能更快地付款。

欠款人

13.我去查一下再回复你。

14.真奇怪.....我从来没有收到你们寄来的发票呀。

15.发票就在我这里。我们可以核对一下。

16.街道名对了，不过门牌号错了，应该是.....

17.他们说你们银行账号的信息不准确。

18.没问题。我一收到，就给你们全额付款。

19.我会通知银行，明早一营业便将货款转过去。

20.我会在本周末把钱转账给你们。这样行吗？

21.有些邮件我还没打开看呢。非常抱歉。

22.我真的感到很抱歉。最近，我的手头挺紧，所以.....



## 单词

amount 款项

invoice 发票

odd 奇怪的

payment 付款

prompt 快的

purchase 购买

tight 不宽裕的

transfer 转账, 汇出

## 短语

billing address 账单地址

go on vacation 度假

honor one's commitment 兑现承诺

organic fertilizer 有机肥料

payment request 付款请求

send the payment in full 全额付款

wire the full amount 汇全款

## Dialogue 1

Mr. Davis: Ms. Pollard? It's Gerald Davis from Hayden Hardware Store. I'm calling about the last invoice we sent you.

Ms. Pollard: Oh yes, I received it a few days ago.

Mr. Davis: Actually, we've sent three payment requests already.

Ms. Pollard: Oh, I was away on vacation until the day before yesterday and there's still some mail I haven't opened yet. I do apologize.

Mr. Davis: I understand. But at the time of purchase, you agreed to make payment within 30 days. Even if you didn't receive our invoice, you still should have honored your commitment.

Ms. Pollard: Yes, I'm very sorry indeed. Money has been tight lately, and...

Mr. Davis: But you had enough money to go on vacation?

Ms. Pollard: Oh, it wasn't really a vacation... it was more like a business trip.

Mr. Davis: Ms. Pollard, when can we expect to receive payment from you?

Ms. Pollard: I'll wire the full amount to you by the end of the week. Is that okay?

Mr. Davis: That would be fine, but I hope you'll be more prompt with payment in the future.

## 对话1

戴维斯先生：是波拉德女士吗？我是海登硬件店的杰拉尔德·戴维斯。我给您打电话是关于上次我们给您寄发票的事。

波拉德女士：哦，对了，我几天前收到了。

戴维斯先生：实际上，付款请求我们已经发了三次。

波拉德女士：哦，我出去度假了，前天才回来。有些邮件我还没打开看呢。非常抱歉。

戴维斯先生：我理解。不过在购买时，您同意在30日之内付款。您即使没有收到发票，也应该兑现承诺。

波拉德女士：你说得对，我真的感到很抱歉。最近，我的手头挺紧，所以.....

戴维斯先生：可是您还有足够的钱去度假呀，对吧？

波拉德女士：哦，那其实也不是什么度假.....那应该算出差。

戴维斯先生：波拉德女士，我们什么时候才能收到您的付款呢？

波拉德女士：我会在本周末把钱转账给你们。这样行吗？

戴维斯先生：行。不过我希望今后您能更快地付款。

## Dialogue 2

Ms. Simpson: Hi, may I speak to Norman Glover please?

Mr. Glover: This is Norman Glover speaking.

Ms. Simpson: Hi, Mr. Glover. This is Rudy Simpson from Epsilon Supplies. I'm calling about your last purchase of organic fertilizer. We've sent you three invoices and still haven't received your payment.

Mr. Glover: That's odd... I never got an invoice from you guys.

Ms. Simpson: We have your billing address listed as 303 Northeast Avenue. That's the right address, isn't it?

Mr. Glover: Well, the street name is correct, but the number is

wrong. It should be 808 Northeast Avenue, not 303.

Ms. Simpson: Oh, someone must have entered the wrong number by mistake. Sorry about that. I'll send out another invoice to 808 Northeast Avenue.

Mr. Glover: No problem. As soon as I receive it, I'll send the payment in full.

## 对话2

辛普森女士：您好，请问诺曼·格洛弗在吗？

格洛弗先生：我就是。

辛普森女士：您好，格洛弗先生。我是艾普希伦供应公司的鲁迪·辛普森。我打电话来是关于您上次购买有机肥料的事。我们已经发给您三张发票了，可是还没有收到您的付款。

格洛弗先生：真奇怪.....我从来没有收到你们寄来的发票呀。

辛普森女士：我们这边记录您的账单地址为东北大街303号。这个地址对吗？

格洛弗先生：呃，街道名对了，不过门牌号错了，应该是东北大街808号，不是303号。

辛普森女士：哦，可能是谁把门牌号记录错了。很抱歉。我再往东北大街808号寄一份发票。

格洛弗先生：没问题。我一收到，就给你们全额付款。

## 92 处理投诉 Handling complaints

### Useful Expressions

#### 顾客投诉

1. I'm calling to make a complaint.
2. Today I received a package from your company, but it's not what I ordered.
3. We need to get the right parts as soon as possible.
4. I was shopping at one of your stores yesterday, and the cashier was very rude to me.
5. I felt really embarrassed. I've never been treated that way before.
6. I would like to return this item.... Are refunds allowed?
7. I would rather just return it.

### 卖方处理投诉

8. I'm sorry to hear that you had a bad experience at our store.
9. I would be glad to help you. Do you have your order number?
10. I've brought up your order. Is this Chuck Fischer?
11. Could you briefly describe what happened?
12. I will certainly look into this matter.
13. I can see that the numbers don't match.
14. I do apologize. There must have been some kind of mistake.
15. Is there a reason that you would like to return it? Did you have any problems with our product or services?

## 补偿办法

16. I'll make sure the proper item is shipped to you right away.

17. Because of the inconvenience you've been through, we can offer you a 10 percent discount on your next order.

18. We would be glad to send you a 10-dollar gift card, which can be used at any of our locations.

19. The customer is always right, we are here to serve you.

## 常用表达法

### 顾客投诉

1.我打电话来是要投诉。

2.我今天收到了贵公司寄来的包裹，不过这不是我订购的东西。

3.我们想尽快更换这批货。

4.昨天，我去了你们的一家实体店购物，那个收银员对我态度非常粗暴。

5.我感到很尴尬。我从没被这样对待过。

6.我想把这东西退掉.....可以退款吗？

7.我还是想退掉。

### 卖方处理投诉

8.很抱歉您在我们店里遇到不愉快的事。

9.我很高兴帮助您。您有订单号吗？

10.我把您的订单调出来了。是查克·费希尔吗？

11. 您能简单地讲讲事情的经过吗？

12. 我肯定会调查此事。

13. 我也发现这些数字不匹配。

14. 非常抱歉，我想肯定是搞错了。

15. 为什么要退掉？您对我们的产品和服务有什么问题吗？

补偿办法

16. 我马上就安排人把您要的产品发货给您。

17. 由于此次失误给您造成的不便，我们可以给您的下一份订单打九折。

18. 我们会为您寄一份十美元的礼品卡，您可以在我们的任何一家实体店使用这张卡。

19. 顾客总是对的，我们随时为您服务。

单词

briefly 简单地

cashier 收银员

courteous 礼貌的

exceptional 出色的

flavor 口味

impatient 不耐烦的

inconvenience 不便

item 商品

package 包裹

purse 钱包

rude 粗暴的

valued 尊贵的

短语

bad experience 不愉快的事

bring up 调出来

cat food 猫粮

customer service 客户服务部

customer support 客户支持部

dog food 狗粮

feel embarrassed 感到尴尬

look into 调查

make a complaint 投诉

pay by cash 付现金

pride oneself in 以.....为骄傲

wait in line 排队

Dialogue 1

Alyssa: Hi, you've reached Customer Support, this is Alyssa speaking. How may I help you today?



Kathleen: Hi, I'm calling to make a complaint. I was shopping at one of your stores yesterday, and the cashier was very rude to me.

Alyssa: I'm sorry to hear that you had a bad experience at our store. We pride ourselves in our exceptional employees and our valued customers. Could you briefly describe what happened?

Kathleen: I wanted to buy a pair of shoes, but I couldn't find my credit card in my purse. I said to the cashier: "I know it's in here somewhere." But she got impatient and said: "There are other people waiting in line. Would you like to pay by cash instead?" I felt really embarrassed. I've never been treated that way before.

Alyssa: I understand. Normally, our staff receive training in how to be courteous and polite to customers. Maybe she's a new employee. I will certainly look into this matter. In the meantime, if you want to give me your address, we would be glad to send you a 10-dollar gift card, which can be used at any of our locations.

Kathleen: That would be very nice. Thank you.

## 对话1

阿莉莎：您好，这里是客户支持部，我是阿莉莎。有什么可以帮助您？

凯瑟琳：您好，我打电话来是要投诉。昨天，我去了你们的一家实体店购物，那个收银员对我态度非常粗暴。

阿莉莎：很抱歉您在我们店里遇到不愉快的事。我们一向因优秀的员工团体和尊贵的顾客群为骄傲。您能简单地讲讲事情的经过吗？

凯瑟琳：我想买一双鞋，可是我在钱包里找不到信用卡了。我对收银员说：“卡肯定在钱包里，就是不知道在哪儿。”可是她却不耐烦起来，说：“后面还有人排队等着呢。您能付现金吗？”我感到很尴尬。我从没被这样对待过。

阿莉莎：我明白了。通常情况下，我们的员工都会接受礼仪培训。可能她是个新员工吧。我肯定会调查此事。另外，请您留下您的地址，我们会为您寄一份十美元的礼品卡，您可以在我们的任何一家实体店使用这张卡。

凯瑟琳：你们想得真周到。谢谢。

## Dialogue 2

Rosanne: Hello, customer service. This is Rosanne speaking.

Chuck: Hi, today I received a package from your company, but it's not what I ordered.

Rosanne: I'm sorry to hear that. I would be glad to help you. Do you have your order number?

Chuck: Yes, my order number is 531441.

Rosanne: Okay, I've brought up your order. Is this Chuck Fischer?

Chuck: Yes.

Rosanne: I see here that you ordered a bag of salmon-flavored cat food. Is that right?

Chuck: Yes, that's what I ordered. But I received a bag of turkey-flavored dog food!

Rosanne: I do apologize. There must have been some kind of mistake. I'll make sure the proper item is shipped to you right away. And because of the inconvenience you've been through, we can offer you a 10 percent discount on your next order.

Chuck: Thank you, I appreciate that.

Rosanne: Not at all. Thank you for calling us, and have a great day.

## 对话2

罗赞：您好，这里是客户服务部。我是罗赞。

查克：你好，我今天收到了贵公司寄来的包裹，不过这不是我订购的东西。

罗赞：很抱歉。我很高兴帮助您。您有订单号吗？

查克：有，我的订单号是531441。

罗赞：好的，我把您的订单调出来了。是查克·费希尔吗？

查克：是的。

罗赞：我看到您订购了一袋三文鱼味的猫粮，对吗？

查克：对，是这个。不过我收到的是一袋火鸡味的狗粮！

罗赞：非常抱歉，我想肯定是搞错了。我马上就安排人把您要的产品发货给您。由于此次失误给您造成的不便，我们可以给您的下一份订单打九折。

查克：谢谢。

罗赞：您别客气。感谢您给我们致电，祝您度过愉快的一天。

## 93 维修服务 Maintenance service

### Useful Expressions

#### 客户咨询

1. Does it come with a warranty?

2. What does the warranty cover?

3. I guess I'll buy the in-store warranty.

4. I 'm calling about the laser printer I purchased from your store last week. I think it's broken.

5. What happens if it does break down? Do you replace it or send someone out to repair it?

6. I 'm calling about the computer you sold us last week. There's some kind of problem with the Internet connection.

7. Everything was fine until this morning, when it stopped working all of the sudden.

8. We've spoken with our Internet service provider, and there are no problems on that end.

### 卖方解答

9. This device does come with a one-year manufacturer's warranty.

10. You just have to remember to register it online to activate the warranty, and keep your receipt of purchase.

11. The manufacturer's warranty only covers failures due to manufacturing defects.

12. It doesn't cover general "wear and tear" or misuse of the product.

13. for an extra 100 dollars, you can get a three-year in-store warranty, which covers all defects and/or damage arising from intended use.

14. I 'll transfer you to our IT Help Desk and they should be

able to assist you with that.

15. That usually means you need to insert more paper into the feed tray.

16. Try putting in at least 20 or 30 sheets, and see if it works.

17. We can send someone over this afternoon to take a look if you'd like.

## 常用表达法

### 客户咨询

1. 这款电脑有保修服务吗？

2. 保修服务都包括什么呀？

3. 我想我买店内保修服务吧。

4. 我打电话，是关于我上星期在你们店里买的一款激光打印机的事。我想，那台打印机坏了。

5. 产品真出了故障怎么办？可以退换吗？或者你们派人来修理？

6. 我想咨询一下，上星期你卖给我们的电脑，连接网络的时候有点儿问题。

7. 今天早上之前都是正常的，但是突然就不能用了。

8. 我们已经联系了我们的网络服务商，他们那边没问题。

### 卖方解答

9. 这款电脑有制造商提供的为期一年的期保修服务。

10. 您只需记得在网上注册一下，激活保修服务，然后保存好购买收据就可以

了。

11. 制造商提供的保修服务只包括由于制造过程中产生的瑕疵而导致的电脑故障。

12. 不包括正常使用导致的磨损以及使用方法错误所导致的问题。

13. 如果您多花100美元，就可以获得为期三年的店内保修，包括使用过程中产生的所有问题及损坏。

14. 我把电话转给信息技术服务部，他们能够帮您解决这类问题。

15. 那是提示您，应该往纸盘里添纸了。

16. 您试试添加20张或30张以上的纸，看看行不行。

17. 如果您需要，今天下午我们可以派一个人过去看看。

单词

activate 激活

broken 损坏的

cover 包括

defect 故障

detect 感应

device 机器

failure 瑕疵

fantastic 很棒的

flash 闪亮

insert 添

misuse 错误使用

purchase 购买

receipt 收据

register 注册

sensor 感应器

sheet 张

transfer 转接

短语

assist sb. with 帮某人做

come with a warranty 有保修服务

feed tray 纸盘

in-store warranty 店内保修

put sb. on hold 请某人稍等

tablet computer 平板电脑

wear and tear 磨损

Dialogue 1

Salesperson: Good morning, Carlson Computer Store, may I help you?

Customer: Hi, I'm calling about the laser printer I purchased

from your store last week. I think it's broken.

Salesperson: I'll transfer you to our IT Help Desk and they should be able to assist you with that. Is it okay if I put you on hold for a moment?

Customer: Sure.

Help Desk: Hi, you've reached the IT Help Desk.

Customer: Hi, I'm calling about the Model XM-2250 laser printer I purchased last week. When I try to print something, the light goes on.

Help Desk: Do you mean the red light or the yellow one?

Customer: The red light on the left. It flashes whenever I try to print something.

Help Desk: That usually means you need to insert more paper into the feed tray.

Customer: But I already put in a few sheets of paper.

Help Desk: If you have less than 10 or 20 sheets, the sensor may not detect them. Try putting in at least 20 or 30 sheets, and see if it works.

Customer: Thanks! I'll try that.

对话1

售货员：早上好，这里是卡尔森电脑商店，有什么我可以帮您？

顾客：你好。我打电话，是关于我上星期在你们店里买的一款激光打印机的事。我想，那台打印机坏了。



售货员：我把电话转给信息技术服务部，他们能够帮您解决这类问题。请您稍等一下，可以吗？

顾客：没问题。

服务部：您好。这里是信息技术服务部。

顾客：你好，我打电话，是关于我上星期购买的XM-2250型激光打印机的事。我一要打印东西，指示灯就亮了。

服务部：您说的是红色的灯还是黄色的灯？

顾客：左面那个红色的灯。我一要打印东西，它就闪。

服务部：那是提示您，应该往纸盘里添纸了。

顾客：可是我已经放了几张纸了呀。

服务部：如果纸盘里的纸少于10张或20张，感应器可能就感应不到了。您试试添加20张或30张以上的纸，看看行不行。

顾客：谢谢！我试试看。

## Dialogue 2

Customer: Hi, I'd like to purchase this tablet computer.

Salesperson: Certainly. I must say, you've made a fantastic choice. I have the same one myself.

Customer: Does it come with a warranty?

Salesperson: This device does come with a one-year manufacturer's warranty. You just have to remember to register it online to activate the warranty, and keep your receipt of purchase.

Customer: What does the warranty cover?

Salesperson: The manufacturer's warranty only covers failures due to manufacturing defects. It doesn't cover general "wear and tear" or misuse of the product. But for an extra 100 dollars, you can get a three-year in-store warranty, which covers all defects and/or damage arising from intended use.

Customer: Okay, I guess I'll buy the in-store warranty.

## 对话2

顾客：你好，我想购买这款平板电脑。

售货员：当然可以。我告诉您，您很有眼光。我自己也买了这一款。

顾客：这款电脑有保修服务吗？

售货员：这款电脑有制造商提供的为期一年的期保修服务。您只需记得在网上注册一下，激活保修服务，然后保存好购买收据就可以了。

顾客：保修服务都包括什么呀？

售货员：制造商提供的保修只包括由于制造过程中产生的瑕疵而导致的电脑故障，不包括正常使用导致的磨损以及使用方法错误所导致的问题。不过，如果您多花100美元，就可以获得为期三年的店内保修，包括使用过程中产生的所有问题及损坏。

顾客：好的，我想我买店内保修服务吧。

## Unit 17

### 公共演讲

### Public Speaking

#### 94 活动开场 Introducing an event

## Useful Expressions

### 介绍主题

1. Thank you all for coming out to attend today's charity golf tournament.

2. I would like to take this opportunity to express my gratitude to everyone for making such generous donations.

3. We'll all be going to participate in a full week of intensive leadership training.

4. The topic of my presentation today is a brief introduction to our company.

5. My talk will only take about ten minutes, and after my talk there'll be time for a discussion and any questions you may have.

6. You can refer to this handout while I am presenting.

### 说明过程

7. Our original goal was to raise \$20,000 to support the relief efforts.

8. We had a great turnout and raised thousands of dollars to improve our city's education.

9. Today I want to introduce the itinerary and accommodations for the trip.

10. For accommodations, we'll be staying at the Peach Tree Inn.

11. Training sessions will be held Monday to Thursday morning from 8:30 to 11:30, and afternoons from 12:30 to 17:00.

12. On Friday morning, there will be training and wrap-up from 9:00 to 11:00.

13. Our return flight departs at 3:00 from Charlotte Douglas International Airport.

14. Of course, we'll be having some fun on this trip, too.

15. There will be a variety of activities held in the evenings, including movies, concerts, and sports.

16. Finally, I'd like to remind everyone to bring a set of formal business attire.

### 说明意义

17. It's a nice way for us to add value to the community and give back to society.

18. These summer events have become a tradition for us.

### 常用表达法

#### 介绍主题

1. 感谢大家来参加今天的慈善高尔夫球比赛。

2. 我想借此机会，向各位表达我的谢意，感谢大家慷慨解囊。

3. 我们都要去参加为期一个星期的领导力集中培训。

4. 我今天陈述的主题是简要介绍一下我们公司。

5. 我的讲话只需十分钟左右，我讲完之后是讨论和提问的时间。

6. 在我陈述时，你们可以参考这份材料。

## 说明过程

7. 我们原本计划募集两万美元来支持救灾工作。
8. 我们募集了数千美元的善款来提高我们这座城市的教育水平。
9. 今天，我想向大家介绍一下此次培训的日程和食宿安排。
10. 关于食宿，我们会住在桃树酒店。
11. 培训课程安排在星期一至星期四，上午8:30至11:30，下午12:30至17:00。
12. 星期五上午9:00至11:00进行培训总结。
13. 3:00，我们在夏洛特道格拉斯国际机场乘坐回程航班。
14. 当然，在此期间，我们也会安排一些娱乐活动。
15. 每天晚上都会有各种活动，包括电影、音乐会和体育运动。
16. 最后，我想提醒大家带一套正装。

## 说明意义

17. 这是我们建设社区、回报社会的良好方式。
18. 这些夏季活动已经成为我们的一项传统。

## 单词

accommodation 食宿

assuming 假设

charity 慈善

community 社区

compassion 善良

fundraising 募捐

generosity 慷慨

generous 慷慨的

intensive 集中的

itinerary 日程

raise 募集

session 课程

straightforward 简单的，坦率的

tournament 比赛

turnout 产量

wrap-up 总结会

短语

add value to 为.....增值

express my gratitude to向.....表达谢意

give back to society 回报社会

make a good impression on给.....留下好印象

make donations 捐款

participate in 参加

relief efforts 救灾工作

take this opportunity to 借此机会.....

## Introduction 1

Thanks, everyone, for coming to this meeting. As you know, on Sunday, we'll all be going to Charlotte, North Carolina to participate in a full week of intensive leadership training at our company's headquarters.

Today I want to introduce the itinerary and accommodations for the trip so everyone is prepared.

For accommodations, we'll be staying at the Peach Tree Inn, which is just two blocks away from the headquarters office. Assuming our flight is on time, we'll be checking in sometime around 7 o'clock on Sunday evening.

The training schedule will be fairly straightforward. Training sessions will be held Monday to Thursday mornings from 8:30 to 11:30, and afternoons from 12:30 to 17:00. On Friday morning, there will be training and wrap-up from 9:00 to 11:00, and our return flight departs at 3:00 from Charlotte Douglas International Airport.

Of course, we'll be having some fun on this trip, too. There will be a variety of activities held in the evenings, including movies, concerts, and sports.

Finally, I'd like to remind everyone to bring a set of formal business attire, so we can make a good impression on our colleagues in Charlotte.

介绍1

感谢各位来参加此次会议。大家都知道，星期天，我们都要去北卡罗来纳州夏洛特的公司总部参加为期一个星期的领导力集中培训。

今天，我想向大家介绍一下此次培训的日程和食宿安排，这样大家也好有个准备。

我们会住在桃树酒店，这家酒店离我们公司的总部只有两个街区远。假设我们的航班按时抵达，我们大约在星期天晚上7点就可以入住。

培训日程很简单。培训课程安排在星期一至星期四，上午8:30至11:30，下午12:30至17:00。星期五上午9:00至11:00进行培训总结。下午3:00，我们在夏洛特道格拉斯国际机场乘坐回程航班。

当然，在此期间，我们也会安排一些娱乐活动。每天晚上都会有各种活动，包括电影、音乐会和体育运动。

最后，我想提醒大家带一套商务正装，这样也好给在夏洛特的同事们留下个好印象。

## Introduction 2

Thank you all for coming out to attend today's charity golf tournament. As the host of this event, I would like to take this opportunity to express my gratitude to everyone for making such generous donations to support victims of the recent flood disaster.

Our original goal was to raise \$20,000 to support the relief efforts. But because of your compassion and generosity, we were able to raise almost \$30,000. Last year, we held a fundraising swimming event to raise money for our local schools. Even though the weather wasn't great, we had a great turnout and raised thousands of dollars to improve our city's education. These summer events have become a tradition for us, and it's a nice way for us to add value to the community and give back to society.



If anyone wants to make additional donations, we have a donation booth set up next to the refreshments table.

Well, thanks again for coming out on this beautiful day. Let the golfing begin!

## 介绍2

感谢大家来参加今天的慈善高尔夫球比赛。作为此次比赛的主办方，我想借此机会，向各位表达我的谢意，感谢大家慷慨解囊，帮助最近遭受洪水灾害的那些受害者。

我们原本计划募集两万美元来支持救灾工作。不过由于各位的善良和慷慨，我们募集了将近三万美元。去年，我们以游泳比赛的形式举办了一次募捐活动，为当地的学校募捐。虽然当时的天气不太好，但结果非常好，我们募集了数千美元的善款来提高我们这座城市的教育水平。这些夏季活动已经成为我们的一项传统，这是我们建设社区、回报社会的良好方式。

如果还有人想捐款，我们在茶点桌旁边设有捐赠处。

再次感谢各位在这风和日丽的日子来到这里。让我们开始进行高尔夫球比赛吧！

## 95 介绍演讲嘉宾 Introducing a guest speaker

### Useful Expressions

#### 引出嘉宾

1. This year we're privileged to have several guest speakers.
2. Today's keynote speaker is Mr. Gregory Sanders, professor of... and author of...
3. We're delighted to welcome a very special guest, Mr. Marcus Jennings, who has kindly agreed to come and speak to us.

4. I 'm very pleased to welcome Mr. Jimmy Dong, the chief designer of Your Look and a true master in the field of book design.

### 介绍嘉宾

5. Mr. Jennings began his career as a research psychologist studying...

6. Over the past 20 years, Mr. Sanders has done marketing consulting work for over a dozen Fortune 500 companies.

7. I n his latest book, Mr. Jennings discusses the importance of persuasion in areas like sales, marketing, social media, and business management.

8. He presents five essential steps to achieve effective persuasion.

9. Many of you will know her best, of course, from her tenure as a well-known teacher at New Star Language School.

10. The title of Ms. Anna Ye's presentation today is Communicative Language Teaching Innovation in China.

### 欢迎嘉宾

11. Please join me in welcoming Gregory Sanders to our Conference!

12. So now, to impart us with some understanding of these, it's my pleasure to welcome Marcus Jennings.

13. Please give him your full and undivided attention.

14. Now, we'd like to welcome Ms. Anna Ye.

15. Thank you for giving us this great opportunity, Dr. Dawkins. OK everyone, let's give him our full attention.

## 常用表达法

### 引出嘉宾

1. 今年，我们有幸请到了几位嘉宾来会上发言。
2. 今天的主讲人是格雷戈里·桑德斯先生。他是.....专业的教授，著有.....
3. 我们热烈地欢迎一位特别嘉宾——马库斯·詹宁斯先生来到这里发表讲话。
4. 很高兴我们能邀请到《你的形象》的总设计师吉米·董先生，他是书籍设计领域真正的大师。

### 介绍嘉宾

5. 詹宁斯先生最初是一位心理学家，研究.....
6. 在过去20年里，桑德斯先生已经为十几家财富500强公司提供过营销咨询服务。
7. 在他的最新著作中，他讨论了在销售、营销、社交媒体和商务管理领域说服他人的重要性。
8. 他提出了有效说服他人的五个步骤。
9. 她最为人所熟知的身份便是新星语言学校的王牌讲师。
10. 安娜·叶女士今天演讲的题目是：中国交际语言教学的改革。

### 欢迎嘉宾

11. 请和我一起欢迎格雷戈里·桑德斯先生的到来！
12. 所以现在，为了加深我们对这一问题的理解，我很荣幸地欢迎马库斯·詹宁

斯先生。

13. 请大家专心聆听他的讲话。

14. 现在，让我们欢迎安娜·叶女士。

15. 道金斯博士，感谢您给我们这次宝贵的机会。各位，让我们热烈欢迎道金斯博士。

单词

academic 学者

behavior 行为

bestseller 畅销书

countless 无数的

credibility 信誉

effective 有效的

identify 说明

mechanism 机制

persuade 劝说

persuasion 说服

professional 专业人士

psychologist 心理学家

publication 出版物

seminar 研讨会

stream 溪流；潮流

subscription 订阅费

verbal 口头的

短语

be privileged to 有幸.....

body language 肢体语言

common interests 共同利益

compelling evidence 有力论据

decision-making process 决策过程

emotional connection 情感联系

keynote speaker 主讲人

Introduction 1

Before we begin our sales and marketing seminar, we're delighted to welcome a very special guest, Mr. Marcus Jennings, who has kindly agreed to come and speak to us.

Mr. Jennings began his career as a research psychologist studying the role of influence and persuasion in the decision-making process. In his research and publications, he has developed effective strategies that can be used to persuade others to accept one's ideas or behaviors.

In his latest book, Mr. Jennings discusses the importance of persuasion in areas like sales, marketing, social media, and business management. He presents five essential steps to achieve

effective persuasion: establish credibility, identify common interests, use positive verbal and body language, present compelling evidence, and make an emotional connection with the listener.

Today, everyone recognizes the important relationship between persuasion and marketing, yet few of us really understand the process and mechanisms of persuasion. So now, to impart us with some understanding of these, it's my pleasure to welcome Marcus Jennings. Please give him your full and undivided attention.

## 介绍1

在我们的销售与营销研讨会开始之前，我们热烈地欢迎一位特别嘉宾——马库斯·詹宁斯先生来到这里发表讲话。

詹宁斯先生最初是一位心理学家，研究决策过程中如何影响和说服他人。在他的研究过程中及书中，他提出了一些劝说他人接受自己观点或行为的有效策略。

在他的最新著作中，他讨论了在销售、营销、社交媒体和商务管理领域说服他人的重要性。他提出了有效说服他人的五个步骤：建立信誉、说明共同利益、使用正面的口头语言和肢体语言、提出有力的论据、与听者建立情感联系。

今天，大家都认识到了说服力与营销之间的重要关系，但很少有人真正理解说服他人的过程和机制。所以现在，为了加深我们对这一问题的理解，我很荣幸地欢迎马库斯·詹宁斯先生。请大家专心聆听他的讲话。

## Introduction 2

Hello and welcome to our company's annual Marketing Leadership Conference. This year we're privileged to have several guest speakers, including authors, academics and industry professionals.

Today's keynote speaker is Mr. Gregory Sanders, professor of strategic marketing at the University of Delaware and author of

three books, including The New York Times bestseller, The Seven Secrets of Marketing.

Mr. Sanders began his career as a teenager working at a small fast food restaurant, where he had a summer job serving hamburgers and hotdogs. By the time he graduated from college, he had already started his own success business, selling subscriptions to an educational website that he created.

Over the past 20 years, Mr. Sanders has done marketing consulting work for over a dozen Fortune 500 companies, and has helped countless businesses transform huge losses into multimillion-dollar revenue streams.

Please join me in welcoming Gregory Sanders to our Conference!

## 介绍2

大家好，欢迎各位来参加我们公司举办的年度营销领导力大会。今年，我们有幸请到了几位嘉宾来会上发言，包括几位作者、学者和业内专业人士。

今天的主讲人是格雷戈里·桑德斯先生。他是特拉华大学战略营销学教授，著有三部著作，包括《纽约时报》畅销书《营销的七个秘密》。

桑德斯先生十几岁的时候开始做第一份工作，在一家小型快餐店里打工，夏季时卖汉堡和热狗。等到他大学毕业时，他已经成功地开拓了自己的事业，他建立了一个教育性网站，通过收订阅费来赢利。

在过去20年里，桑德斯先生已经为十几家财富500强公司提供过营销咨询服务，帮助了无数企业扭转巨大的亏损为数百万的盈利。

请和我一起欢迎格雷戈里·桑德斯先生的到来！

## Useful Expressions

### 开场白

1. Thank you for giving me the opportunity to speak at today's conference.

2. I would like to express my sincere gratitude to all of you for coming today to attend the company's Annual General Meeting.

3. It's a great honor to be able to celebrate this occasion with you.

4. There could be not better place to discuss the new paradigms of tourism growth than Hong Kong, a destination blending tradition and modernity; heritage and innovation.

5. This is a great opportunity to talk about the current state and future direction of the publishing industry.

6. The next one-and-a-half-day will bring us different perspectives from different world regions on key issues affecting our sector today.

### 现状和未来

7. As you know, this is a special year for Stewart Engineering Corporation.

8. Like many other industries today, we find ours at a crossroads.

9. Some may feel threatened by this change, but it is actually an opportunity in disguise.

10. Not only did we achieve record profits and have two



successful acquisitions, but we also celebrated the 50th anniversary of our company's founding.

11. Over the years, these core values have served as the foundation of our company.

## 结束语

12. I look forward to sharing our knowledge, thoughts and ideas with each other.

13. I look forward to a meaningful discussion of our company's performance and outlook.

14. In order to create a better world, we need your patronage and cooperation. Thank you for listening.

## 常用表达法

### 开场白

1. 感谢大家给我这次机会在今天的会议上发表讲话。

2. 我想向各位表示诚挚的谢意，感谢大家今天来参加我们公司的年度大会。

3. 今天能够和大家一起参加此次庆典，我感到非常荣幸。

4. 没有哪个地方比香港这个综合了传统和现代、遗产和创新的城市更适合讨论旅游业的新范例了。

5. 此次会议是讨论出版行业的当前形势和未来发展方向的绝好机会。

6. 在接下来的一天半当中，我们将接触到来自世界不同地方的关于影响我们这个行业的关键要素的不同观点。

### 现状和未来

7.大家都知道，对于斯图尔特工程公司来说，今年是特别的一年。

8.现在，和其他很多行业一样，我们行业也处在一个十字路口。

9.有些人可能觉得这种变化带来一种威胁，但这其实暗含着机遇。

10.我们不仅取得了有史以来的最高利润，成功地完成了两个收购案，还迎来了我们公司成立50周年大庆。

11.多年来，这些核心价值观成为我们公司发展的基石。

结束语

12.我期待着与各位分享知识、想法和理念。

13.期待大家能够实质性地讨论我们公司的现有成果和未来发展。

14.为了建设一个更加美好的世界，我们需要大家的支持和帮助。谢谢大家。

单词

acquisition 收购

considerably 相当地

conventional 传统的

crossroad 十字路口

curiosity 好奇心

determination 信念

disguise 伪装

embrace 拥抱；接受

foundation 基石

inquisitiveness 求知欲

outlook 展望

paradigm 范例

perseverance 坚持不懈

scope 范围

thrive 繁荣

utilize 利用

短语

adapt to 适应

core value 核心价值观

current state 当前形势

fundamental definition 基本定义

future direction 未来方向

rapid rise 快速兴起

rare gift 天赋

sincere gratitude 诚挚的谢意

Speech 1

Dear friends and colleagues, thank you for giving me the opportunity to speak at today's conference. This is a great opportunity to talk about the current state and future direction of the publishing industry.

Like many other industries today, we find ours at a crossroads. A few decades ago, publishing meant conventional, paper-based publishing. However, in recent years, the term has broadened considerably in scope.

If you look up the verb "publish" in a dictionary, you might find a definition similar to the following: "to issue something for sale or distribution to the public." Indeed, that fundamental definition hasn't changed. The difference is that, today, we're seeing the rapid rise of e-books, e-journals, and other electronic publications.

Some may feel threatened by this change, but it is actually an opportunity in disguise. By embracing, utilizing and adapting to modern technology, I believe the publishing industry will continue to grow and thrive.

I welcome you all to this conference, and I look forward to sharing our knowledge, thoughts and ideas with each other.

## 讲话1

亲爱的朋友们、同事们，感谢大家给我这次机会在今天的会议上发表讲话。此次会议是讨论出版行业的当前形势和未来发展方向的绝好机会。

现在，和其他很多行业一样，我们行业也处在一个十字路口。几十年前，出版物都是传统的纸质出版物。然而近些年来，出版物的范围已经大大地扩展了。

如果你在字典里查“出版”这个动词，你得到的大概就是“面向公众公布和发售”这样的定义。事实上，这个基本定义没有改变。变化在于：今天，我们看到了电子书、电子杂志和其他电子出版物快速兴起。

有些人可能觉得这种变化带来一种威胁，但这其实暗含着机遇。如果我们积极接受、充分利用和适应现代技术，我相信，出版行业将会继续繁荣发展。

欢迎各位来参加此次会议。期待与各位分享知识、想法和理念。

## Speech 2

Welcome everyone! I would like to express my sincere gratitude to all of you for coming today to attend the company's Annual General Meeting.

As you know, this is a special year for Stewart Engineering Corporation. Not only did we achieve record profits and have two successful acquisitions, but we also celebrated the 50th anniversary of our company's founding.

Stewart Engineering was founded half a century ago by Bryce Stewart, a self-taught mechanic, who had a rare gift; he could figure out the inner workings of almost any mechanical device. Bryce believed strongly in the values of hard work, perseverance and determination. He also had a natural curiosity and inquisitiveness. Over the years, these core values have served as the foundation of our company, and are reflected in our innovative products and services.

I thank you all for coming today, and I look forward to a meaningful discussion of our company's performance and outlook.

## 讲话2

欢迎各位！我想向各位表示诚挚的谢意，感谢大家今天来参加我们公司的年度大会。

大家都知道，对于斯图尔特工程公司来说，今年是特别的一年。我们不仅取得了有史以来的最高利润，成功地完成了两个收购案，还迎来了我们公司成立50周年大庆。

半个世纪前，布莱斯·斯图尔特创立了斯图尔特工程公司。他是一位自学成才的

技工，天赋异禀。几乎所有机械设备的内部构造和运转方式，他都能看懂。布莱斯坚信要努力工作、坚持不懈、坚定信念。他天生就有好奇心和求知欲。多年来，这些核心价值观成为我们公司发展的基石，也体现在我们的创新型产品和服务中。

感谢各位今天来到这里，期待大家能够实质性地讨论我们公司的现有成果和未来发展。

## 97 新闻发布会 Press conference

### Useful Expressions

#### 开场白

1. Thank you for joining us at today's press conference.

2. My name is Blake Hayden and it's been my honor to serve as Acting President of Deluxe Industries for the past two months.

3. I would like to thank Advanced Battery Corporation for this opportunity.

4. On behalf of Air Technologies, I would like to thank Cooling, Inc. for this opportunity.

#### 宣布消息

5. After an lengthy search process, the Board of Directors has chosen Mariana Barnes to serve as the new president and CEO of Deluxe Industries.

6. We're excited to announce the opening of a joint research facility to develop the next generation of lithium-ion batteries.

7. We are pleased to announce our joint venture with Air Technologies to develop state-of-the-art cooling equipment.

8. And now, it's my pleasure to introduce the new chairman and CEO of Deluxe Industries, Mariana Barnes.

## 说明意义

9. We believe this partnership is a great step forward for our company.

10. With Mariana's technical background and leadership experience, Deluxe Industries will be in very good hands.

11. We believe that the establishment of this facility will lead to new and exciting innovations in lithium-ion battery technology.

12. The primary goal of this facility will be to develop mechanically robust and bendable batteries.

13. With the combined expertise and experience of both of our companies, we're confident that we will be able to achieve great things together.

## 常用表达法

### 开场白

- 1.感谢大家来参加今天的新闻发布会。
- 2.我叫布莱克·海登，很荣幸在过去的两个月里担任华丽公司的代理总裁。
- 3.我要感谢高级电池公司给我这次机会。
- 4.我代表空气技术公司，感谢冷却公司给我们这次机会。

### 宣布消息

- 5.经过漫长的筛选过程，董事会决定任命玛丽安娜·巴尼斯为华丽公司的新总裁

兼首席执行官。

6.我很高兴地宣布，我们将合作开发一个项目，共同研发下一代锂电池。

7.我们很高兴地宣布我们与空气技术公司一起创办了一家合资企业，目的是开发目前最先进的冷却设备。

8.现在，我很荣幸地介绍华丽公司的新任总裁兼首席执行官玛丽安娜·巴尼斯。

说明意义

9.我们相信这个合作关系，让我们公司向前迈了一大步。

10.有了玛丽安娜的技术背景和领导经验，华丽公司的未来充满希望。

11.我相信，这个项目将会给锂电池技术带来崭新的、令人兴奋的创新成果。

12.这个项目的的主要目标是开发能量大、韧性好的电池。

13.有了我们两家公司的专业技术和经验，我们相信，我们能够共同成就伟大的事业。

单词

announce 宣布

bendable 可弯曲的

bent 弯曲

expertise 专业技术

flexible 可伸缩的

former 前任的

leading 领先的



lengthy 漫长的

multinational 跨国的

outset 开始

replacement 替代

robust 耐用的

Shanghai-based 位于上海的

短语

be in good hands 得到很好的管理

joint research facility 合作开发项目

medical gadget 小型医疗设备

potential use 潜在用途

primary goal 主要目标

roll up 卷起

Speech 1

Mr Holmes: Good afternoon and thank you all for coming to today's press conference. I'm Bernie Holmes, president and CEO of Advanced Battery Corporation. Together with Shanghai-based Sigma Technologies, we're excited to announce the opening of a joint research facility to develop the next generation of lithium-ion batteries. Standing beside me is the president and CEO of Sigma Technologies, Calvin Tang.

Mr. Tang: Thank you, Bernie. On behalf of Sigma Technologies, I

would like to thank Advanced Battery Corporation for this opportunity. We believe that the establishment of this facility will lead to new and exciting innovations in lithium-ion battery technology.

Mr. Holmes: The primary goal of this facility will be to develop mechanically robust and bendable batteries. This technology has many potential uses, from mobile devices to medical gadgets. For example, such batteries could be used to power a flexible smartphone that can be bent or rolled up without damaging the device.

Mr. Tang: With the combined expertise and experience of both of our companies, we're confident that we will be able to achieve great things together.

Mr. Holmes: And with that, we would be glad to take any questions.

## 讲话1

霍姆斯先生：下午好。感谢大家来参加今天的新闻发布会。我是高级电池公司的总裁兼首席执行官伯尼·霍姆斯。我很高兴地宣布，我们和上海西格玛技术公司合作开发一个项目，共同研发下一代锂电池。站在我身边的这位是西格玛技术公司的总裁兼首席执行官卡尔文·唐。

唐先生：谢谢伯尼。我代表西格玛技术公司感谢高级电池公司给我这次机会。我相信，这个项目将会给锂电池技术带来崭新的、令人兴奋的创新成果。

霍姆斯先生：这个项目的目标是开发耐用的、可弯曲的电池。这项技术有很多潜在的用途，从移动设备到小型医疗设备都可应用。比如，这种电池可以用于可伸缩的智能手机，在机身弯曲或卷起的同时不会损坏机器。

唐先生：有了我们两家公司的专业技术和经验，我们相信，我们能够共同成就伟大的事业。

霍姆斯先生：现在，我们愿意回答各位的问题。

## Speech 2

Mr. Hayden: Good morning, everyone. Thank you for joining us at today's press conference. My name is Blake Hayden and it's been my honor to serve as Acting President of Deluxe Industries for the past two months.

We knew from the outset that finding a replacement for former CEO Ted Gallagher would be no easy task. Ted has been with Deluxe Industries for almost 50 years, during which time he took the company from a regional business to a multinational organization with annual revenues in the billions of dollars.

After an lengthy search process, the Board of Directors has chosen Mariana Barnes to serve as the new president and CEO of Deluxe Industries. For the past five years, Mariana served as senior vice-president for Dallas-based Kappa Manufacturing, a leading producer of high-quality solar panels. With Mariana's technical background and leadership experience, Deluxe Industries will be in very good hands.

And now, it's my pleasure to introduce the new chairman and CEO of Deluxe Industries, Mariana Barnes.

## 讲话2

海登先生：各位，早上好。感谢大家来参加今天的新闻发布会。我叫布莱克·海登，很荣幸在过去的两个月里担任华丽公司的代理总裁。

从一开始，我们就知道，找人来接替前任首席执行官特德·加拉格尔绝非易事。特德在华丽公司任职将近50年了。他带领这家公司从一家地区性的公司发展成年收益数十亿美元的跨国公司。

经过漫长的筛选过程，董事会决定任命玛丽安娜·巴尼斯为公司的新总裁兼首席执行官。在过去五年里，玛丽安娜一直担任达拉斯的卡帕制造公司的资深副总裁。卡帕制造公司是生产高品质太阳能电池板的领先制造商。有了玛丽安娜的技术背景和领导经验，华丽公司将得到很好的管理。

现在，我很荣幸地介绍华丽公司的新任总裁兼首席执行官玛丽安娜·巴尼斯。

## 98 提问阶段 Q&A period

### Useful Expressions

#### 宣布开始

1. I'll now be glad to answer any of your questions.
2. We have time for about two or three questions, I think.
3. Thank you for listening to our remarks. Now we will be happy to answer any questions that you may have.

#### 记者提问

4. Thank you for your excellent presentation. I have one question I would like to ask.
5. When will you announce the release date for the new smartwatch?
6. When are you planning to reveal full specifications for the watch?
7. When did PGC first approach you about acquiring your company?
8. Will the smartwatch be sold overseas, or only in the United States?

9. How long will it take for the acquisition to be completed?

10. What will happen to Lambda Technologies' employees?

11. What about our future direction in Chinese market? Can you talk a little about what plans we have?

## 回答

12. As I said a few moments ago, today is just a preliminary announcement that we will be launching a new smartwatch sometime early next year.

13. Our company has enjoyed a positive and cooperative relationship with Psi Genetics for the past two years.

14. Regarding the acquisition, that is something that our management teams have been discussing for several months.

15. I 'm afraid that's outside the scope of my talk, I can talk to you more individually afterwards.

16. I don't think I'm the right person to answer this question, perhaps our General Manager, Mr. Hayden, can help to answer....

## 常用表达法

### 宣布开始

1.现在，我愿意回答大家的任何问题。

2.我想，我们有时间回答两三个问题。

3.感谢各位的倾听。现在我愿意回答各位的问题。

### 记者提问

4. 谢谢你的精彩陈述。我想问你一个问题。
5. 您什么时候宣布新款智能手表的发布日期？
6. 您计划什么时候公布这款手表的详细规格？
7. PGC公司什么时候开始提出要收购你们公司？
8. 这款智能手表会销售到国外，还是只在美国出售？
9. 这次收购要多长时间才能完成？
10. 收购完成后，拉姆达技术公司的员工将何去何从？
11. 我们未来在中国发展的方向是怎么样的？你能讲一下我们现有的计划吗？

回答

12. 我刚刚说过，今天，我们只是做预热宣传，告诉大家我们明年年初将会推出一款新的智能手表。
13. 在过去的两年里，我们公司一直和Psi基因技术公司有着良好的合作关系。
14. 这个收购案，我们的管理层已经商讨好几个月了。
15. 恐怕这不在我的讲话范围之内，以后我可以单独跟你细谈。
16. 我认为我不适合回答这个问题，也许我们的总经理海登先生能帮助回答这个问题.....

单词

acquire 收购

approach 提出

approval 批准

collaborate 合作

display 显示屏

geographical 区域的

gigabyte 十亿字节

multiple 多样的

pixel 像素

positive 良好的

preliminary 预热, 准备

regarding 至于

regulatory 监管部门

remark 议论, 评论

reveal 公布

run 运行

specification 规格

statement 演讲词

短语

cooperative relationship 合作关系

flash memory 闪存

latest version 最新版本

precise details 详细信息

release date 发布日期

severance package 遣散费, 补偿金

## Dialogue 1

CEO: So that's the end of our prepared statements. I'll now be glad to answer any of your questions. We have time for about two or three questions, I think.

Reporter #1: When will you announce the release date for the new smartwatch?

CEO: As I said a few moments ago, today is just a preliminary announcement that we will be launching a new smartwatch sometime early next year. We expect to have more precise details on the release date in the coming months.

Reporter #2: When are you planning to reveal full specifications for the watch?

CEO: Well, we've already announced most of the specifications today. As I mentioned, the new smartwatch will have a 960-by-640 pixel AMOLED display, 16 gigabytes of DRAM, 256 gigabytes of flash memory, and will run on the latest version of Linux. We'll release more detailed specifications in the next couple of months.

Reporter #3: Will the smartwatch be sold overseas, or only in the United States?

CEO: We will begin by launching in the U.S. and Canadian markets, but eventually we will make it available in other geographical markets, including Europe and Asia.



## 对话1

首席执行官：我们的演讲词就说到这里。现在，我愿意回答大家的任何问题。我想，我们有时间回答两三个问题。

记者甲：您什么时候宣布新款智能手表的发布日期？

首席执行官：我刚刚说过，今天，我们只是做预热宣传，告诉大家我们明年年初将会推出一款新的智能手表。我们计划在接下来的几个月里能够更加详细地确定这款产品的发布日期。

记者乙：您计划什么时候公布这款手表的详细规格？

首席执行官：是这样的，今天我们已经介绍了它的大部分规格。我说过，新款智能手表将具备960×640像素的AMOLED显示屏，16GB的动态随机存储器，256GB的闪存，可以在最新版的Linux系统上运行。我们将会在未来的几个月里发布关于这款产品的更详细的信息。

记者丙：这款智能手表会销售到国外，还是只在美国出售？

首席执行官：我们会先在美国和加拿大的市场出售，但最终我们会在其他区域市场出售，包括欧洲和亚洲。

## Dialogue 2

President: Thank you for listening to our remarks. Now we will be happy to answer any questions that you may have.

Reporter #1: When did Psi Genetics Corporation first approach you about acquiring your company?

President: Our company, Lambda Technologies Corporation, has enjoyed a positive and cooperative relationship with Psi Genetics for the past two years, and we have collaborated on multiple projects together. Regarding the acquisition, that is something that our management teams have been discussing for several months.

Reporter #2: How long will it take for the acquisition to be completed?

President: The acquisition has already been approved by the boards of directors of both companies, and we expect it to receive U.S. regulatory approval in the third quarter of this year.

Reporter #3: What will happen to Lambda Technologies' employees?

President: All of our staff will be offered positions at Psi Genetics, or they can accept a voluntary severance package if they choose.

## 对话2

总裁：感谢各位的倾听。现在我愿意回答各位的问题。

记者甲：Psi基因技术公司什么时候开始提出要收购你们公司？

总裁：在过去的两年里，我们拉姆达技术公司一直和Psi基因技术公司有着良好的合作关系，我们也一起合作了好几种项目。至于这个收购案，我们的管理层已经商讨好几个月了。

记者乙：这次收购要多长时间才能完成？

总裁：这次收购已经分别得到了两家公司董事会的批准。我们正等着今年第三季度美国的监管部门对这个并购案进行审批。

记者丙：收购完成后，拉姆达技术公司的员工将何去何从？

总裁：我们的所有员工都可以到Psi基因技术公司就职，也可以选择拿着遣散费另谋高就，他们可以自愿地做出选择。

## Useful Expressions

### 记者提问

1. Today, I have the privilege of interviewing...
2. First, I'd like to ask you: How did you first come up with the idea for your company?
3. What were some of the challenges you faced when you first launched Soft?
4. There are still many people who say they don't want to know their genome. What are your thoughts about that?
5. Nowadays, there are several private companies offering personal DNA testing services. How is your company different?
6. Can you clarify what you said about the standard design options?
7. What advice would you give to other people who might be thinking about leaving their corporate job and starting their own business?
8. What do you think about the copyright issues that have come up with our recent designs?

### 回答

9. Well, I've always been interested in unlocking the mysteries of the human body.
10. The biggest obstacle we faced early on was that we didn't have a deep-pocketed investor.

11. I fully respect people's individual beliefs and choices. We're not forcing anyone to undergo genetic testing, we're just giving them the option.

12. We're the first company that's able to give customers their test results within 24 hours of submitting a saliva or blood sample.

13. Everyone knows that you need a viable business plan and a marketable product if you're going to start your own business.

14. I 'm sorry, I'm not sure I'm familiar with the issues you're talking about....I'll have to do a little research and get back to you....

### 常用表达法

#### 记者提问

- 1.今天，我有幸采访.....
- 2.首先，我想问：您怎么想到要创立这样一家公司呢？
- 3.您首次推出软件时遇到哪些挑战？
- 4.仍然有很多人说他们不想了解自己的基因组是怎样的。您怎么看待这个问题？
- 5.现在，有几家私营公司提供个人DNA测定服务。贵公司有什么不同之处？
- 6.你能解释一下你刚才说到的标准设计选择吗？
- 7.您对那些正在考虑离开大公司自己创业的人有什么建议？
- 8.你怎么看待我们最近设计方面出现的版权问题？

#### 回答

9.是这样的，我一直想揭开人体的奥秘。

10.初期我们遇到的最大挑战是没有一位资金充足的投资人。

11.我十分尊重个人的想法和选择。我们并不是勉强谁去做DNA测定，我们只是给出这样一种选择。

12.我们是第一家在客户提供唾液或血液样本后24小时内给出测定结果的公司。

13.所有人都知道，想要创业必须有一份可行的商业计划和有市场的产品。

14.很抱歉，我不敢说我对你提到的这个问题很熟悉.....我会做些调查再给你答复.....

单词

atrophy 萎缩症

biotechnology 生物技术

confidential 机密的

curable 可治愈的

diagnosis 诊断

fatal 致命的

founder 创始人

genetically 从基因方面

genome 基因组

inherited 遗传的

mystery 奥秘

pinnacle 高峰

saliva 唾液

sophisticated 成熟的

unlock 揭开

短语

at a high risk 面临高风险

blood sample 血液样本

clinical trial 临床实验

come up with the idea for 想到.....主意

defective gene 缺陷性基因

genetic science 遗传学

in many cases 许多时候

pass away 去世

undergo genetic testing 做基因测试

Dialogue

Journalist: Today, I have the privilege of interviewing Dr. Bradley Griffith, founder and CEO of Pinnacle Biotechnology Corporation, an Indianapolis-based start-up specializing in life sciences and personal DNA testing. First, I'd like to ask you: How did you first come up with the idea for your company?

Dr. Griffith: Well, I've always been interested in unlocking

the mysteries of the human body. When I was in high school, my sister passed away from a genetically inherited disease called spinal muscular atrophy, or SMA. Today, genetic testing is available to determine whether someone is carrying the defective gene, and there are several treatments being investigated in clinical trials.

Journalist: There are still many people who say they don't want to know their genome; or they don't want to know if they're at a high risk for developing a certain genetic condition. What are your thoughts about that?

Dr. Griffith: I fully respect people's individual beliefs and choices. We're not forcing anyone to undergo genetic testing, we're just giving them the option. I believe that knowledge equals power. Many diseases, which were once fatal, are now curable due to the advancement of genetic science, and many more illnesses will become curable in the future as medical science progresses. For most people, if they had the choice to live 10 or 20 years longer and maintain a healthy body, they would choose to do so. In many cases, genetic testing enables them to do exactly that.

Journalist: What about people who are concerned about the privacy of their genetic information?

Dr. Griffith: We're well aware of our responsibility to protect the confidential genetic information of our clients. Like banks and hospitals, we use sophisticated physical and data security technologies to ensure the protection of clients' genetic and medical information.

Journalist: Nowadays, there are several private companies offering personal DNA testing services. How is your company different?

Dr. Griffith: We're the first company that's able to give customers their test results within 24 hours of submitting a saliva or blood sample. We also provide free online resources to help current and potential clients understand the science of genetics, and its role in facilitating the diagnosis and treatment of diseases and disorders.

Journalist: Thank you very much for your time, Dr. Griffith.

Dr. Griffith: My pleasure.

## 对话

记者：今天，我有幸采访尖峰生物技术公司的创始人兼首席执行官布拉德利·格里菲斯博士。尖峰生物技术公司是位于印第安纳波利斯的一家初创公司，专门从事生命科学和个人基因测试技术的研究。首先，我想问：您怎么想到要创立这样一家公司呢？

格里菲斯博士：是这样的，我一直想揭开人体的奥秘。我上高中的时候，我姐姐因一种叫作脊髓性肌萎缩的遗传性疾病而去世了。今天，有了基因测试技术，我们就可以确定一个人是不是携带缺陷性基因，而且临床实验也在研究几种基因疗法。

记者：仍然有很多人都说，他们不想了解自己的基因组是怎样的；或者说，他们不想知道自己是否面临着患某种遗传性疾病的风险。您怎么看待这个问题？

格里菲斯博士：我十分尊重个人的想法和选择。我们并不是勉强谁去做基因测试，我们只是给出这样一种选择。我相信，知识就是力量。由于遗传学的发展，许多原来致命的疾病现在都可治愈了。随着医学的进步，将来更多的疾病都可以医治了。对于大多数人来说，如果有机会多活10年或20年，保持身体健康，那么他们都会选择这样的生活。许多时候，基因测试技术能够帮他们圆这个梦。

记者：有些人担心自己的基因信息是否会泄露出去，这些人怎么办？

格里菲斯博士：我们意识到，我们有责任保护客户机密的基因信息不被泄露。



和银行、医院类似，我们使用成熟的物理和数据安全技术来确保客户的基因信息和医疗信息的安全。

记者：现在，有几家私营公司提供个人DNA测试服务。贵公司有什么不同之处？

格里菲斯博士：我们是第一家在客户提供唾液或血液样本后24小时内给出测试结果的公司。我们也提供免费的网上信息，帮助现有的或潜在的客户了解遗传学，了解遗传学对疾病和失调的诊断和治疗所起到的作用。

记者：格里菲斯博士，感谢您抽出时间接受我们的采访。

格里菲斯博士：这是我的荣幸。

## 100 事故后的声明 Post-accident statement

### Useful Expressions

#### 开场白

1. I 'm going to make a brief statement, and then I will take any questions that you may have.

2. I will be reading a prepared statement, and we will not be taking questions at this time.

#### 处理方式

3. The factory will be closed until a full assessment can be carried out.

4. All affected employees will be put on paid administrative leave until the facility is reopened.

5. The municipal government will be investigating the cause of today's accident.

6. We will cooperate fully with the authorities to ensure a thorough inquiry.

7. Our company will also carry out its own internal investigation.

8. The source of the leak was located and plugged within 45 minutes of the explosion.

9. Thankfully, no one was injured during the accident.

10. We are currently working vigorously to contain the spill.

11. We are fully committed to ensuring a complete environmental recovery for the Azure River area.

12. A follow-up press conference will be held tomorrow afternoon, at which time we will have additional details to release.

### 表达慰问

13. We are profoundly saddened about the loss of life and the injuries sustained in this tragic accident.

14. Our thoughts and prayers are with them and their families at this difficult time.

15. Our company is in a state of shock over today's accident and subsequent chemical leakage.

### 常用表达法

#### 开场白

1. 我先做一个简短的声明，然后再回答大家的问题。

2.我先来宣读一份预先准备好的声明，一会儿再回答大家的问题。

## 处理方式

3.工厂将暂时关闭，等到完整的评估报告出来以后再复工。

4.在此期间，所有受影响的员工都将带薪休假，等待工厂复工。

5.市政府将对此次事故的原因进行调查。

6.我们将全力配合当局，确保对这次事故进行彻底调查。

7.我们公司也会进行内部调查。

8.在爆炸事故发生后45分钟之内，我们就找到并堵住了泄漏点。

9.幸运的是，此次事故中无人受伤。

10.目前，我们正在积极地处理泄漏物。

11.我们全力以赴地确保阿左尔河流域的环境能够恢复原样。

12.明天下午，我们将召开第二次新闻发布会，公布更多详情。

## 表达慰问

13.在这次悲惨的事故中，我们为那些失去生命和受伤的员工感到深切的悲痛。

14.在这个艰难的时期，我们非常惦念他们和他们的家人，也为他们而祈祷。

15.我们公司对今天发生的事故以及随后发生的化学物质泄漏事件感到极大的震惊。

## 单词

alternative 替代的

assessment 评估报告

automotive 汽车的

component 零件

facility 工厂

leakage 泄露, 泄漏

leak 泄露, 泄漏

plug 堵住

prayer 祈祷

profoundly 深切地

release 排放

spill 泄漏物

subsequent 随后的

vigorously 积极地

短语

be committed to 有义务做.....

follow-up 后续的

internal investigation 内部调查

lead to 导致

out of respect for 出于对.....的尊重

paid administrative leave 带薪休假

relevant authorities 有关部门

result in 导致

thorough inquiry 彻底调查

toxic chemicals 有毒化学物质

## Statement 1

Thank you all for coming. I'm going to make a brief statement, and then I will take any questions that you may have.

Early this morning, a fire broke out at our automotive components production facility in Albuquerque, New Mexico, leading to several injuries and the deaths of two workers. I can confirm that this incident occurred at approximately 8:15am.

The factory will be closed until a full assessment can be carried out. All affected employees will be put on paid administrative leave until the facility is reopened or alternative work sites are arranged.

We are profoundly saddened about the loss of life and the injuries sustained in this tragic accident. Out of respect for the privacy of those involved, we will not yet be releasing the names of the deceased and injured victims. Our thoughts and prayers are with them and their families at this difficult time.

The municipal government will be investigating the cause of today's accident, and we will cooperate fully with the authorities to ensure a thorough inquiry. Our company will also carry out its own internal investigation.

I will now take questions from the press.

## 声明1

感谢大家的到来。我先做一个简短的声明，然后再回答大家的问题。

今天清晨，我们的一家位于新墨西哥州阿尔伯克基的汽车零件生产厂发生了火灾，导致两人死亡，几人受伤。我可以确定，这次事故大约发生在早上8:15。

工厂将暂时关闭，等到完整的评估报告出来以后再复工。在此期间，所有受影响的员工都将带薪休假，直到工厂复工或者公司安排其他厂址。

在这次悲惨的事故中，我们为那些失去生命和受伤的员工感到深切的悲痛。出于对他们隐私的尊重，现在不公布他们的名字。在这个艰难的时期，我们非常惦念他们和他们的家人，也为他们而祈祷。

市政府将对此次事故的原因进行调查，我们将全力配合当局，确保对这次事故进行彻底调查。我们公司也会进行内部调查。

现在，我来回答各位记者的问题。

## Statement 2

Good morning and thank you for coming. I will be reading a prepared statement, and we will not be taking questions at this time.

This afternoon at approximately 4:45pm local time, an explosion occurred at our chemical fertilizer factory in Louisville, Kentucky, resulting in the release of toxic chemicals into the Azure River, which runs alongside the factory.

The source of the leak was located and plugged within 45 minutes of the explosion and, thankfully, no one was injured during the accident. We are currently working vigorously to contain the spill.

Our company will work with the relevant authorities, including

the Department of Environmental Protection, to investigate the cause of the explosion.

Our company is in a state of shock over today's accident and subsequent chemical leakage. We are fully committed to ensuring a complete environmental recovery for the Azure River area. A follow-up press conference will be held tomorrow afternoon, at which time we will have additional details to release. Thank you.

## 声明2

早上好，感谢大家的到来。我先来宣读一份预先准备好的声明，这次将不回答问题。

今天下午，在肯塔基州路易斯维尔市，我们的一家化肥厂大约在当地时间4:45发生爆炸事故，导致有毒化学物质泄漏，流入工厂附近的阿左尔河。

在爆炸事故发生后45分钟之内，我们就找到并堵住了泄漏点。幸运的是，此次事故中无人受伤。目前，我们正在积极地处理泄漏物。

我们公司将会与环保部等有关部门协作调查这次爆炸事故的原因。

我们公司对于今天发生的事故以及随后发生的化学物质泄漏事件感到极大的震惊。我们有义务确保阿左尔河流域的环境能够恢复原样。明天下午，我们将召开后续的新闻发布会，公布更多详情。感谢大家。

全文完