

尚德机构

SUNLAND



外贸函电

嘉嘉老师

Lesson 18 Complaints

投诉

Complaints

投诉一般是抱怨卖方（出口商）产品的质量不佳，但还不一定是索赔。客户提出索赔，必须附有检验证书。

如果客户得到补偿，他就不再进一步办理索赔手续，因此，卖方必须对申诉与索赔给予同样的重视和慎重处理。

Complaints

投诉信虽然也是负面信息，但如果事实清楚，证据确凿，供货商一般不会有反感。

有的公司甚至欢迎客户提意见，以此来达到提高产品质量和服务。因此，投诉信也可以用平铺直叙的布局。

例1：投诉包装不善导致损失

Dear Robert:

Your consignment of 40 cartons of ten sets were delivered yesterday, 10 of them heavily dented and the contents had broken into pieces, leading to some losses.

We accept that the damage was not entirely your fault but feel that we must modify our packing requirements to avoid future losses.

We require that future packing be wooden boxes or crates of no more than 30 kilos gross, each wooden box containing about 10 sets. Or, as an alternative, the cartons will be palletized.

例2： 投诉票据出错

Dear Sirs,

When you sales representative, Helen Xu, called on me in late December, she told me that you were offering a special price of \$97 on the ovens during the month of January, I ordered 60 on January 17, figuring the total amount of the order at \$5 820. However, the invoice that accompanied the shipment showed the amount due as \$9 180. It is apparent that I was charged the regular price of \$153 instead of the promotional price I was promised.

I'm enclosing a check for \$5 820 in payment of the order. Unless I hear from you to the contrary, I will assume that this is the correct amount and that my account is clear. If this is not the case, I would like to return the 60 ovens to you at your expense.

Sincerely yours,

Word Bank

1. complaint n. 申诉, 抱怨
2. dent v. n. 使形成凹坑
3. fault n. 过错
4. crate n. 木条箱
5. palletize v. 装在托盘上, 用托盘装
6. regular price 正常价格
7. special price 特价
8. promotional price 促销价
9. contrary n. adj. 相反

Word Bank

- 10. complain n. v. 抱怨，不满，投诉
- 11. faulty material 有毛病的原料
- 12. negotiation with faulty documents 不符点
(交单) 结汇
- 13. palletize v. 从名词pallet(托盘)转化而来，
表示货物需码放在托盘上

Active Voice VS Passive Voice

与被动语态相比，主动语态简短、生动、有力，因此在函电中要多用主动语态。

比较下列两组语言：

1. It is believed that the bill was padded.

1. I believe they padded the bill.

2. Your report was read by the president.

2. The president read your report.

3. The profit and loss statement is prepared by the treasurer each month.

3. The treasurer prepares the profit and loss statement each month.

被动语态

比较下列两组语言：

主动语态

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1. I believe they padded the bill.

2. Your report was read by the president.

2. The president read your report.

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Active Voice VS Passive Voice

我们要多用主动语态，但是被动语态也是有其用武之地的。

当我们要低调处理行为动作人，或者不知道是谁干的，就应该选用被动语态。

被动语态

例：

The damage was caused by exposing the material to sunlight.

The color desired was not specified in your order.

由于用了被动语态，撰写书信这就不必指出谁做错了事。

被动语态

例：

During the past year, the equipment has been sabotaged seven times.

The interviews were conducted on weekdays between noon and 6 PM.

因为我们不知道行为动作人究竟是谁，所以，上面的例句中用被动语态比主动语态好。

练习题： 中译英

1. 商检局将出局动物检疫证明书以证明货物符合出口标准。
2. 检验证明书将由中国进出口商品检验局或其任何一家分支机构出具。
3. 进口商在向船运公司托运前有权检验商品。

练习题： 中译英

1. 商检局将出局动物检疫证明书以证明货物符合出口标准。

Our Inspection Bureau will issue a Veterinary Inspection Certificate to show that the shipment is in conformity with export standards.

练习题： 中译英

2. 检验证明书将由中国进出口商品检验局或其任何一家分支机构出具。

The certificate will be issued by China Import and Export Commodity Inspection Bureau or by any of its branches.

练习题： 中译英

3.进口商在向船运公司托运前有权检验商品。

The importers have the right to inspect the export goods before delivery to the shipping line.

判断下列句子是被动语态还是主动语态。如果是被动语态请改为主动语态。

- 1. The results were reported in our July 9 letter.**
- 2. This policy has been supported by our union.**
- 3. The new process is believed to be superior by the investigators.**
- 4. The policy was enforced by the committee.**

判断下列句子是被动语态还是主动语态。如果是被动语态请改为主动语态。

1. The results were reported in our July 9 letter.

Passive: The door is not known.

判断下列句子是被动语态还是主动语态。如果是被动语态请改为主动语态。

2. This policy has been supported by our union.

Active: Our union supported this policy.

判断下列句子是被动语态还是主动语态。如果是被动语态请改为主动语态。

3. The new process is believed to be superior by the investigators.

Active: The investigators believe that the new processes is superior.

判断下列句子是被动语态还是主动语态。
如果是被动语态请改为主动语态。

4. The policy was enforced by the committee.

Active: The committee enforced the policy.

根据下列信息完成一封信函。

1. 缝纫机到达客户时发现包装破损，机器有部分损坏。
2. 经调查发现包装存在缺陷。
3. 同意免费发送一些零件，修复这些机器，并对这批商品打九折。
4. 将改进包装，避免类似事件再次发生。

根据下列信息完成一封信函。

Dear _____,

We have received your letter of 18th July, informing us that the sewing machines we shipped to you arrived in a damaged condition on account of imperfect packing.

Upon receipt of your letter, we have given this matter our intermediate attention. We have studied your surveyor's report very carefully.

We are convinced that the present damage was due to extraordinary circumstances which no one could have possibly foresaw. We agree to dispatch to your some additional spare parts for the repair of the machine. A 10% is offered to you to compensate your losses.

Through the chance of similar damage is very slim, we shall take all possible precaution and improve our packing for future orders. We want to assure you that we will spare no effort in order to ensure customers' satisfaction.

Lesson 19 Claims

索赔

Claims

索赔包括要求换货，以产品不合格或货物受损，或服务不满意而要求退款，或要求修理等。毫无疑问，索赔属于负面信息。

索赔的写作应采用_____式？

Claims

索赔包括要求换货，以产品不合格或货物受损，或服务不满意而要求退款，或要求修理等。毫无疑问，索赔属于负面信息。

索赔的写作应采用曲折迂回式？

Claims

索赔应该用客观的态度，而不是责备或者发泄不满态度。索赔的开头立即交代损失情况，损失可以是物质方面的，也可包括由于问题产品或服务带来的不便等。

索赔信的第二部分应该对损失情况作必要的具体描述，其中包括相关的证据，可能的原因，也可描述一下为了减少损失已经采用的行动。当然，要求解决问题的方案也应该包括在内。

索赔信的最后是友善的结尾。

例1： 短重索赔

Dear Sirs,

Contract CF6543 for 1 000 M/T Urea

The final loss of Urea comes to 25.3 metric tons.

We have just received the Survey Report from the Shanghai Commodity Inspection Bureau evidencing the short weight for this consignment. The cause of this short weight was already explained to you in our last email. A thorough examination confirmed our previous report: improper packing is the cause of the damage for which the supplier is responsible.

Our claim for short delivered

Quantity	\$6 325.00
Plus survey charges	\$250.00
Total amount of claim	\$6 575.00

Yours faithfully,

Word Bank

1. urea n. 尿素
2. short weight n. 短重
3. evidence v. n. 证明
4. inspection bureau 检验局
5. examination n. 检验, 化验
6. improper packing 包装不妥
7. register v. 登记 (提出索赔)
8. settlement n. 解决, 结算, 清账

Word Bank

- 9. broken bags 破包，相反的是sound bags(原包)
- 10. register our claim 提出索赔
- 11. pack v. packing n. 包装
- 12. claim v. n. 索赔
- 13. short adj. 短的

Anger is only a letter away from danger

当我们收到次品时，当我们购买的商品收到损害时，当我们对服务不满意时，难免不愉快。但是，我们这种情绪不能带到索赔的过程中去。过激的情绪不但无助于事情的解决，反而会激化矛盾，把未来容易解决的问题复杂化。

如果你的索赔信中耍态度，你就很难有机会赢得人心，一切世情都要以理服人。

如果遇到订货迟迟不来固然令人不爽，但发脾气显然不是解决问题的办法。最好还是摆事实，讲道理。

例： You failed to specify the color in your order.

出现问题供货商可以自我检讨一下，看看是否自己有服务不到位的地方。

练习题： 中译英

1. 至于短重，我建议你们今后发货时补上。
2. 如合同所示，颜色方面的轻微从差异是允许的，故此，你提出的问题依然属于正常现象。
3. 但如果短重或是质量不合格怎么办？

练习题： 中译英

1. 至于短重，我建议你们今后发货时补上。

As for shortage, I suggest your making it up in your next shipment.

练习题： 中译英

2. 如合同所示，颜色方面的轻微从差异是允许的，故此，你提出的问题依然属于正常现象。

As stipulated in the contract, a minor discrepancy in colors is permissible. That is why the case you brought up is still a normal phenomenon.

练习题： 中译英

3. 但如果短重或是质量不合格怎么办？

But what if there is short weight or disqualification?

练习题： 英译中

1. On going into the matter you mentioned we find that the poor performance of the engine is due to your use of a wrong motor oil by mistake.
2. One of our repair centers has been newly opened in your city. Will you kindly contact them for the service? The charges are not for your account.
3. Our investigation reveals that the articles we packed were identical with what were listed on our invoice. We are afraid that the cases you mentioned must have been unpacked during the transit. We are enclosing a copy of the invoice for your reference and suggest you make further inquiries at your end.

练习题： 英译中

- 1. On going into the matter you mentioned we find that the poor performance of the engine is due to your use of a wrong motor oil by mistake.**

我们对你方提及的事情作了调查：发动机发生故障时因为你们误用了不同的机油。

练习题： 英译中

2. One of our repair centers has been newly opened in your city. Will you kindly contact them for the service? The charges are not for your account.

我们在你的城市新设了一个修理点，劳您和他们商议有关服务，费用由我方负责。

练习题： 英译中

3. Our investigation reveals that the articles we packed were identical with what were listed on our invoice. We are afraid that the cases you mentioned must have been unpacked during the transit. We are enclosing a copy of the invoice for your reference and suggest you make further inquiries at your end.

我方调查结果表明： 我们打包的东西和发票列举的一致。恐怕你说的那些箱子在运输过程中被人打开过。随函寄去一份发票复印件，建议在你的那一方面进行咨询。

Lesson 20 Settlement of Claims

理赔

Settlement of Claims

客户投诉或索赔，有卖方的原因，如质量有瑕疵、交货脱期，甚至发错了货等；有客户方面的原因，如货物处理不当，选错了型号；也有第三方的原因，如运输过程中发生野蛮装卸、货物遭偷盗等。

只要客户索赔合理，卖家一般都会同意赔偿。但是有时候卖家即使自己没有过错，也有可能给买方补偿损失，此时的赔偿往往是为了拉住客户。

Settlement of Claims

同意索赔对于客户来说当然是一个好消息，所以这类函电要采用平铺直叙的布局，但重点是你已经做了什么。以防止今后类似情况的发生。

如果拒绝索赔，对客户来说肯定是个坏消息，这类函电要采用曲折迂回的布局，拒绝理由一定要充分，合情合理。

例1：卖方搞错规格， 决定赔偿。

Dear Ms. Brown,

Your leather computer case monogrammed with an Old English B should reach you in a day or two. It is our evidence to you that **our century-old record for satisfactory is as genuine as the leather itself.**

Because we value your satisfaction so much, we carefully looked into the handling of your order. We found it was just one of those situations that even the most careful human beings occasionally get into. Two people read and checked the order, and two people overlooked the “Old English monogram” specification. You will agree, I feel sure, that such things happen even in the best run business. Even so, we are redoubling our efforts to continue to give the fast dependable service our customers have to come to expect over the years.

例2： 过错不在卖方， 不同意索赔

Dear Mr. Dorsaneo,

... we carefully inspected the photo you sent us. It is apparent that each sample has been subjected to long periods in extreme sunlight. Since we have warned from the beginning that the type of carpets you selected can not withstand exposure to sunlight, we have clearly noted this in all our advertising, in the catalog and in a stamped reminder on the back of every yard of the carpets. Under the circumstances, all we can do concerning your request is to suggest that you change to one of our outdoor carpets. As you can see, we have quite a variety for that purpose.

You probably also will be interested in the new carpet we have recently launched. These plastic backed synthetic fiber carpets are most economical, and they resist sun and rain remarkably well. If we can help you further in your selection, please contact us.

Yours sincerely,

Word Bank

1. look into 调查
2. handle v. 执行
3. overlook v. 忽略
4. upcoming adj. 即将到来的
5. credit v. 贷记
6. bring into attention 提请注意
7. the goods have been subject to rough handling. 货物遭到野蛮装卸。

Word Bank

- 8. prevent the repeat of such accident 防止类似事件再次发生
- 9. adjustment n. 理赔
- 10. subject v. 使遭受
- 11. expose v. 暴露在...之下
- 12. reminder n. 用于提示的标签
- 13. resist v. 抵御

Camouflaged Verbs

隐蔽动词

Camouflaged Verbs

隐蔽动词指的是将一个动词先转化成名词形式，然后加上另外一个动词，结果是将真正的描绘动作的动词隐藏起来。

例：把**to ship the goods**，说成**to effect the shipment of the goods**就是典型的隐蔽动词。

隐蔽动词

1. acquire

1. make an acquisition

2. appear

2. make an appearance

3. cancel

3. make a cancellation

4. pay

4. effect payment

含隐蔽动词结构句子不够简洁，
也没有直接用行为动词的句子有力，
没有特殊原因，一般应该避免使用
这种结构。

隐蔽动词

隐蔽动词VS直接动词

直接动词

1. An arrangement was made to meet for breakfast.
2. The new policy involved the standardization of the procedures.
3. We must bring about a reconciliation of our differences.

1. We arranged to meet for breakfast.
2. The new policy standardized the procedure.
3. We must reconcile our differences.

练习题： 中译英

1. 他们完全有资格对这种产品的质量发表意见。
2. 对你们产品的质量我们总是很信任。
3. 我们认为产品质量不适合我们的市场。

练习题： 中译英

1. 他们完全有资格对这种产品的质量发表意见。

They are fully qualified to air opinions on the quality of this merchandise.

练习题： 中译英

2. 对你们产品的质量我们总是很信任。

We always have faith in the quality of your products.

练习题： 中译英

3. 我们认为产品质量不适合我们的市场。

We find the quality unsuitable for our market.

改写： 去掉句中的隐蔽动词

- 1. The audit was performed by a local company.**
- 2. A committee performs the function of determining the award.**
- 3. Adaption to the new conditions was performed easily by all new personnel.**

改写： 去掉句中的隐蔽动词

1. The audit was performed by a local company.

A local company performed the audit./ A local audited.

改写： 去掉句中的隐蔽动词

2. A committee performs the function of determining the award.

A committee determines the award.

改写： 去掉句中的隐蔽动词

3. Adaption to the new conditions was performed easily by all new personnel.

All new personnel adapted easily to the new conditions.

学习是
一种信仰



THANK YOU

IN LEARNING WE TRUST