

尚德机构

SUNLAND



外贸函电

嘉嘉老师

Lesson 8 Orders and Acknowledgements

订单和确认

Order 订单

订单与条款、条件一起构成一份完整的合同

老客户之间，订单布局开门见山

布局采用_____法？

老客户之间，订单布局开门见山

布局采用平铺直叙法

例1： 老客户下订单

Dear David:

We order the following carpets and rugs:

Catalog No.	Unit Price US\$	Quantity	Amount
16-750AA	35.79	350 pcs	12 625.50
60-851DD	29.90	360 pcs	10 764.00
680EE	5.69	1 000 pcs	5 690.00

Total: SAY US DOLLARS FORTY ONE THOUSAND SIX HUNDRED AND FORTY FOUR 50/100 ONLY.

Please ship our order in 4 weeks. As usual, we will open our irrevocable letter of credit upon your confirmation of our order.

Thank you for your prompt service.

Sincerely,

Acknowledgement

收到订单后，要及时回复确认

一封好的确认函是培养客户感情的有效手段。

例2：确认订单，部分货物推迟

Dear Mr. Megan:

We are pleased to receive your order of September 15 and glad that you are making great progress in selling our carpets.

...Since the stock is now very low and it will take 5 weeks to get them ready. Please indicate whether you would like to ship separately or wait for 5 weeks until all the items are ready.

We are sure you will appreciate the excellent craftsmanship of our carpets and rugs.

Cordially,

例3： 确认订单， 询问具体规格要求

Dear Mr. Hassan:

Thank you for your order of October 22 for 6 rolls of black anti-slip matt. We are ready to deliver your order.

Can you please let us know whether you'd like the matt in 40, 49 or 59 inch widths.....

Our upholstery products are among the finest, and we're sure you'd like to receive your purchase without further delay.

Sincerely yours,

Word Bank

1. **prompt** adj. 立即的，即刻的
2. **include** v. 包含，包括
3. **carpet** n. 地毯
4. **rug** n. 小地毯，垫子
5. **process** v. 处理，办理
6. **width** n. 宽度
7. **preference** n. 喜好
8. **upholstery** n. 布艺

必备短语&句型

1. irrevocable adj. 不可撤销的

（信用证分两种：可以撤销和不可撤销。不可撤销的信用证在有效期内如没有得到受益人的同意，开证银行不得随意撤销。如信用证没有明确是否可以撤销，当视作不可撤销。）

2. confirmation n. 确认、证实、认可。

必备短语&句型

Confirmation（确认、证实）和
acknowledgement(确认有区别。)

to acknowledge a letter 确认收到一封信=
告知信已收到

to confirm the terms and conditions in
the letter 确认信中的条款和条件= 同意其
中的条款和条件

★ **confirm = make valid**

必备短语&句型

3. **beginning of next month** 下个月上旬

★ 一个月的上/中/下旬用: beginning/ middle/ end 来表示

上旬: 1st -10th

中旬: 11th -20th

下旬: 21st to the last day of the month
(30th or 31st)

练一练

22nd

上旬

21st

5th

下旬

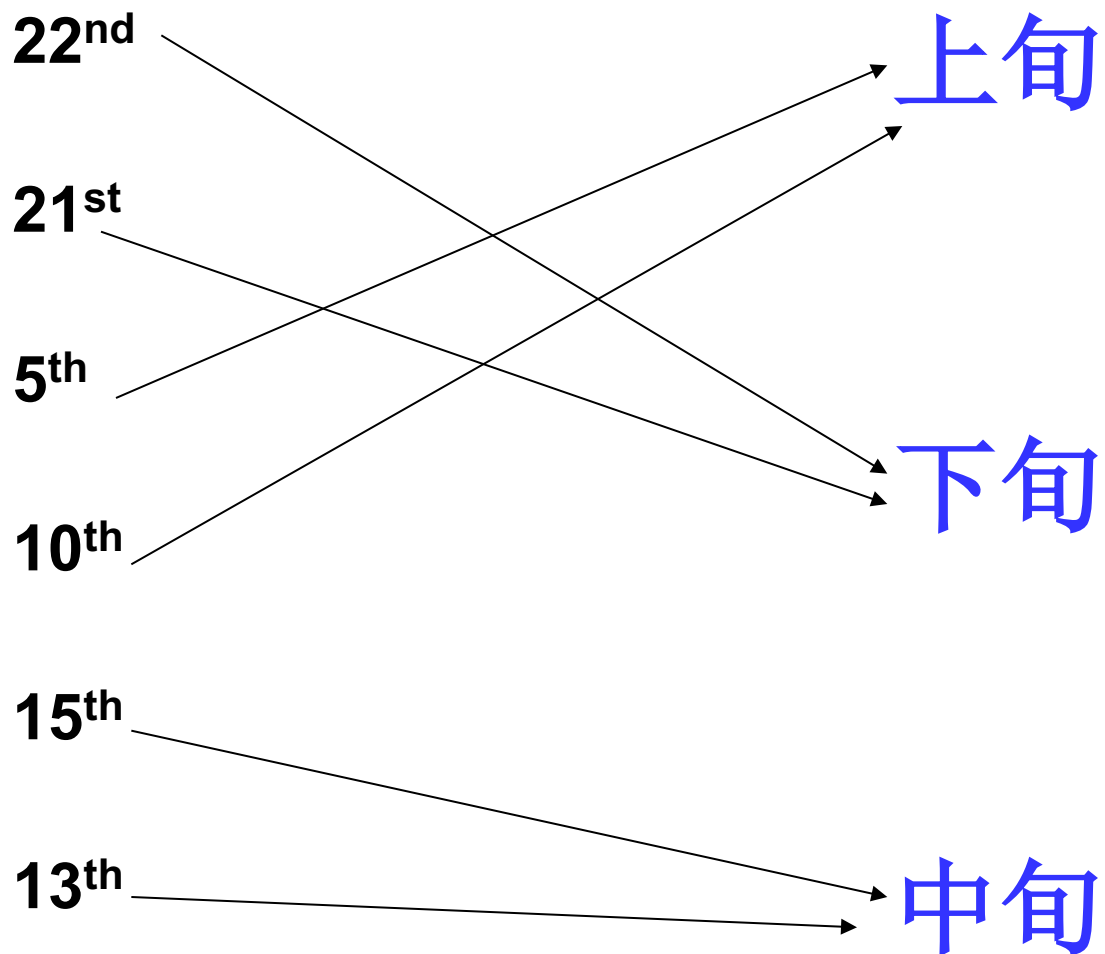
10th

15th

13th

中旬

练一练



必备短语&句型

4. 金额要大写： 英文中金额的大写

**SAY+货币+大写数字 (amount in words)
+ONLY (“整”)**

※ 数字中有零不用写出来，而是把数字的读法写出来即可。

**例: 1 146 725.00 (SAY US DOLLAR ONE
MILLION ONE HUNDRED AND FORTY SIX
THOUSAND SEVEN HUNDRED AND TWENTY
FIVE ONLY)**

练一练

HKD 12 176:

练一练

HKD 12 176:

**SAY HONG KONG DOLLARS TWELVE
THOUSAND ONE HUNDRED AND SEVENTY
SIX ONLY**

★ 金额一定要大写哦!!!

如果金额有小数，主要有三种表达方法：

**1. ... AND CENTS... (cents in word)
ONLY**

活学活用：

USD 100.25

活学活用：

USD 100.25

SAY US DOLLARS ONE HUNDRED
AND CENTS TWENTY FIVE ONLY

如果金额有小数，主要有三种表达方法：

2. ...AND POINT... (cents in word) ONLY,

活学活用：

JPY 1, 1000.55

活学活用：

JPY 1, 1000.55

JAPANESE YEN ONE THOUSAND ONE
HUNDRED AND POINT FIFTY FIVE
ONLY

Avoid Inflated words

避免夸大不实之词

什么是 “inflated words”?

inflated: 膨胀的, 充了气的

例如: sensational, amazing,
fantastic, revolutionary等词汇

例 1:

The work offers extraordinary challenges and a **very** large salary.

Already thousands of new customers are beating paths to the doors of Martin dealers.

练习题：请找出夸大不实的词

We are extremely proud to offer you a position on our staff of highly trained and exceptionally valuable men. The position provides extraordinary benefits which would be very eager to have you take full advantage of,

练习题：请找出夸大不实的词

We are extremely proud to offer you a position on our staff of highly trained and *exceptionally* valuable men. The position provides extraordinary benefits which would be very eager to have you take full advantage of,

正确的写作姿势：

We are glad to offer you a position on our expert staff.

练一练： 中译英

1. 按照你们的要求，我们报**5 000**公吨大豆的实盘，以自本日期一周之内你方复到为准。
2. 感谢你方**3月11日**来函和报价单，我们对价格和质量都表示满意，现高兴地向你方发出订单。
3. 为了开展双方向具体的业务，我们很高兴向你方报特盘，以我方最后确认为有效。

练一练： 中译英

1. 按照你们的要求，我们报**5 000**公吨大豆的实盘，以自本日期一周之内你方复到为准。

As requested, we are offering 5 000 metric tons of soybean subject to your reply reaching here within one week starting from today.

练一练： 中译英

2. 感谢你方3月11日来函和报价单，我们对价格和质量都表示满意，现高兴地向你方发出订单。

Thank you for your letter and quotation of March 11. We are satisfied with the price and quality and are sending the following order.

练一练： 中译英

3. 为了开展双方向具体的业务，我们很高兴向你方报特盘，以我方最后确认为有效。

In order to start some concrete businesses, we are glad to make you the following special offers subject to our final confirmation.

练一练： 英译中

- 1. We make you the following offer, subject to your reply reaching us not later than noon time, November 23.**
- 2. We offer firm for reply before 11 a.m. tomorrow.**
- 3. We regret that your counter-offer is not acceptable to us as the price we quoted is quite realistic.**

练一练： 英译中

- 1. We make you the following offer, subject to your reply reaching us not later than noon time, November 23.**

我们报盘如下，以你方答复在**11月23日**中午前到达我方为准。

练一练： 英译中

2. We offer firm for reply before 11 a.m. tomorrow.

我们报实盘，以明天上午11点钱答复为有效。

练一练： 英译中

3. We regret that your counter-offer is not acceptable to us as the price we quoted is quite realistic.

很抱歉，我方不能接受你方的还盘，因为我方报给你方的价格是很实际的。

Lesson 9 Trial and Repeat Orders

试订单和翻单

Trial Order

试订单： 先小批量试探一下市场的反应

目的： 引起供货商的兴趣， 采用说服函的布局

例1： 下试订单

Dear Mr. Zhang,

When I returned from the last Guangzhou Fair, I showed your catalog to several of customers and they recently expressed their interest I your rugs and carpets, and inquired about the quality.

.....But before placing a firm order we should glad if you would send us, on thirty days' approval, a selection of rugs and carpets. Any of the items unsold at the end of the period, and which we decide not to keep as stock, would be returned at our expense.

Yours truly,

例2： 对试订货的肯定答复

Dear Madam Lee,

You ten cases of rug and carpets should arrive within six weeks. We sincerely appreciate your confidence in our products and hope this is the first of many orders for years to come.

You have made an excellent selection of our items. They are made from quality wool and you will find that they are greatly valued.

.....We have included in the shipment several sample materials used for making other rugs and carpets.

Sincerely yours,

Repeat Order

如果市场反应积极，后续订单
（翻单）就可望陆续而来

例1: Rugs & Carpets

Dear Sirs,

We have received the consignment ex S.S. “Tianhe” and are very pleased to inform you that we find the goods quite satisfactory. As we believe we can sell more in this market, we wish to place with you a repeat order as per our order sheet attached. Please arrange immediate shipment of this repeat order.

Yours faithfully,

Word Bank

1. **trial order** 试订单
2. **repeat order** 翻单
3. **rug n.** 小地毯, 垫子
4. **carpet n.** 地毯
5. **satisfactory adj.** 令人满意的
6. **prospect n.** 前景
7. **at our expense** 费用由我们承担
8. **confidence n.** 信心

Word Bank

9. waterproof adj. 防水的

10. on board (a ship) prep. 已装 (船)

11. hard-wearing adj. 耐穿的, 耐磨的

12. indicate your preference 表明你的喜好, 告知你的选择

13. on approval 试销、试用

14. repeat v, 重复 (续订)

Avoid cliché

避免陈词滥调

什么是陈词滥调？

语言不简练，也没有什么创新

练一练： 中译英

1. 如果这批货达到我们用户的期望值， 我共公司将再行订购。
2. 该订单以我们获得进口许可证为条件。
3. 贵方拟订购的产品已告售罄， 股推荐 **DTP-54**号货物作为理想的替代品。

练一练： 中译英

1. 如果这批货达到我们用户的期望值， 我共公司将再行订购。

If the goods are up to our customers' expectations, we shall place further orders with you.

练一练： 中译英

2. 该订单以我们获得进口许可证为条件。

The order is subject to our obtaining the import license.

练一练： 中译英

3. 贵方拟订购的产品已告售罄， 股推荐
DTP-54号货物作为理想的替代品。

The goods you intend to order are out of stock, but we recommend Art. DTP-54 as an excellent substitute.

练一练： 英译中

- 1. I appreciate your counter-offer but find it too low.**
- 2. If you make us an offer at competitive prices we can sell a large quantity of chemical product in our district.**
- 3. Now we look forward to replying to our offer in the form of counter-offer.**

练一练： 英译中

1. I appreciate your counter-offer but find it too low.

谢谢您的还价，可是我觉得太低了。

练一练： 英译中

2. If you make us an offer at competitive prices we can sell a large quantity of chemical product in our district.

如你方以竞争性价格报盘，我们能在我地区大量销售化工产品。

练一练： 英译中

3. Now we look forward to replying to our offer in the form of counter-offer.

现在我们希望你们能以还盘的形式对我方报盘予以答复。

Put the following letter into English

执事先生：

请报你们各种中规格的肉制品罐头和水果罐头的价格。

我们是从最近一期《食品》杂志的广告中获悉你们经营各种罐头食品。这儿的市场对这些产品有稳定的需求。如果你们的产品符合当地消费者的口味，我们能长期购买。

如能寄来最新目录本并对所附询价单上列出的商品报价，价格十分感谢，并告知有关交货和数量折扣的详细情况。

谨上

译文：

Dear Sirs,

Please quote us your canned meat and canned fruit of various sizes.

We learned from your advertisement on the latest issue of the magazine Food that you deal with a great variety of canned food. If your products meet the taste of our local consumers here, we can place regular orders with you.

译文：

We shall appreciate your sending us latest catalog and quote us for the articles listed on the enclosed inquiry sheet. Please reply immediately and let us know full information concerning delivery and quantity discount.

Yours faithfully,

Lesson 10 Order Delays and Cancellation

订单延误和取消

订单延误、取消订单是

好消息还是坏消息？

坏消息

采用：_____法？

坏消息

采用：迂回曲折法

例1： 交货延误

Dear Mr. Raigon,

Thank you for your continuous support.

Your repeat order is a confirmation that you are doing well in your market.

As the Chinese sales season is drawing near, many of our domestic retailers are anticipating a big sale. We shall be able to accept new orders at the beginning of the next month. We will keep you updated of the supply position.

..... should find any items interesting.

Sincerely,

例2：部分可供现货

Dear Mr. Corum,

Thank you for your Order #622. We are always delighted to serve an old friend.

Your 100 grandfather clocks are packed and ready for shipment. The cloisonne are now **out of stock owing to brisk market.**

.....

Please let us know if you would like to ship grandfather clocks first.

Truly yours,

如果客户购买厂家已经不再生产的产品，卖方一般会建议客户购买替代品。

例3：向客户推荐替代品

Dear Mrs. Phillips,

Thank you for ordering more of our computer peripherals.

As you know, our policy is to continuously improve the quality and performance of our products. So the modern and requested, Model T873, is no longer in production.

... but costs only half a dollar more.

... We will deliver your order immediately you send us your confirmation,

Sincerely,

Word Bank

1. **continuous** adj. 连续不断的
2. **sales season** 销售季节
3. **retailer** n. 零售商
4. **double our effort** 加倍努力
5. **keep up with** 赶上，跟上
6. **grandfather clock** 老式大座钟
7. **version** n. 版本；型号
8. **cloisonne** n. 景泰蓝

Word Bank

update v. 更新

keep sb. Updated 随时通告进展情况

keep sb. Informed (of sth.)

Avoid Verbose Phrases

用更为简明的短语替代而不改变表达的意思

简明的短语

**Now\ lack\ can\ be able \ after\
before\ about\ enough\ like \
when \ because \ fewer \ if \
usually\ how \ although \ near \
more than**

练一练： 中译英

1. 订货时我们已经强调任何延误将无疑增加货物的成本，故此我们不能同意信用证展期。
2. 由于急需这批货物，我们有必要强调准时送货的重要性，如有任何装运方面的延误我们将撤销订货。
3. 你们拒绝修改信用证就等于取消订单。

练一练： 中译英

1. 订货时我们已经强调任何延误将无疑增加货物的成本，故此我们不能同意信用证展期。

While placing our order we emphasized that delay in delivery would definitely add to the cost of the goods. That is why we can not extend the L/C.

练一练： 中译英

2. 由于急需这批货物，我们有必要强调准时送货的重要性，如有任何装运方面的延误我们将撤销订货。

As the goods are badly needed, we find it necessary to stress the importance of making punctual delivery; any delay in shipment would result in our withdrawal of this order.

练一练： 中译英

3. 你们拒绝修改信用证就等于取消订单。

**Your refusal to amend the L/C is
equivalent to cancellation of the order.**

Rewrite it to make it more effective:

- 1. As per our telephone conversation...**
- 2. We have decided to adopt the new quality-control procedure, notwithstanding the fact that some people have expressed reservations about it.**
- 3. Please forward your order at your earliest convenience.**

Rewrite it to make it more effective:

1. As per our telephone conversation...

**According to our telephone
conversation....**

Rewrite it to make it more effective:

- 2. We have decided to adopt the new quality-control procedure, not withstanding the fact that some people have expressed reservations about it.**

We have decided to adopt the new quality-control procedure, though some people have reservation about it.

Rewrite it to make it more effective:

3. Please forward your order at your earliest convenience.

Please send us your order immediately.

学习是
一种信仰



THANK YOU

IN LEARNING WE
TRUST