

原力英语 B1 正式场景表达 3 商务场景必备口语

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- Making a cold call
- Negotiating
- Good customer relations
- Making an order
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Talking on the phone

Answer the phone by saying:

- Hello? This is Ali speaking.

When the person has introduced themselves – this is Mrs. Wang or whatever, say:

- Hello Mrs. Wang, how can I help you? （第一次接对方电话）

Or, if you know them already, you might say:

- Hello Mrs. Wang, how are you? （认识的人）

If you want to speak to Simon:

- Can/Could I speak to Simon please?

You have no idea who is calling:

- Sorry. Who's this? [informal way]
- Who's calling? [formal way]

The other person might answer:

- It's Alex. [informal way]
- My name is Alex. [formal way]

What if Mrs. Wang wants to speak to Tom but he's not there?

You say:

- I'm really sorry, he's not available right now/at the moment. Can I take the message?

Or:

- I'm afraid he's busy, shall I ask him to call you back?

If you want to leave a message:

- Can I leave him a message?
- Could you pass on a message for me?
- Can you ask him to double check the hotel reservations?
- Could you tell him that I didn't receive the letter from him?
- Just let him know that we've canceled the rehearsal.
- Please make sure he gets it as soon as possible. It's really important.
- It's urgent, so please tell him as soon as you can.

If you are busy, you say:

- Can I call you back? I'm afraid I'm a bit busy at the moment.
- Could I take your name and number? And we'll call you back as soon as we can.
- When would be a convenient time to call you?

If you can't hear clearly, you can say:

- Sorry, could you say that again, please?
- Sorry, could you repeat that?
- Sorry, what was that/what did you say?
- The sound is very quiet. Can you speak up a bit?
- The sound is low. Would you mind speaking a little more loudly?
- Sorry, I really can't hear.

If the signal is not good, you say:

- I'm in the subway, and the signal is not so good.
- I don't have much signal.
- There's not much reception here.

If your phone is dead soon, you say:

- Sorry, my battery's about to die.
- Sorry, my battery's going to die soon.

- Sorry, my phone is running out of power/battery.
- Sorry, my battery needs charging soon.

Say why you are calling:

- I'm calling concerning the event tonight.
- I would like to ask about the proposal which you sent to me.
- I wanted to discuss the new product with you.

To end a conversation, you can say:

- Thank you for calling, goodbye.
- Bye. Have a nice day!

Conversation 1 [An informal call]

-Hello?

-Ali, hi.

-Sorry. Who's this?

-It's Alex.

-Oh, hi. Sorry, I didn't have your number saved.

-No worries. Listen: Some of us are going camping this weekend. Do you want to come?

-Wow, that sounds great. Yes, sure!

-Brilliant. I'll text you the details.

-Okay, cheers for the invite, see you then I guess.

-Bye!

Conversation 2 [A formal call]

-Good afternoon, Chengla Education. Ali speaking. How can I help?

-Hello, could I speak to Tom please?

-Who's calling, please?

-My name is Nick. I'm calling concerning a proposal which Tom sent to me.

-One moment, please... I am afraid he's not available right now. Would it be alright for him to call you back in about 30 minutes?

-Yes, that would be fine.

-And does he have your number?

-Yes, he called me last week, so he must have it.

-That's fine. Is there anything else I can do for you?

-No, that's all. Thanks for your help.

-You're welcome. Thanks for calling and have a nice day!

-And to you. Goodbye !

Making a cold call

- Cold calling is when you call prospective clients when they're not expecting you to, to ask them something or to tell them something.

- Find someone to call, then be pleasant and polite. When you call, ask to speak to the person who deals with buying or purchasing.
- 第一次主动给从未谋面的人打电话。之所以叫 cold call, 是因为双方并不熟悉, 潜在客户的反应可能比较冷淡, 甚至会直接粗暴地拒绝, 气氛比较尴尬。

Conversation 3

--Hello. Is it possible to speak English?

--Yes?

--Great! Are you the person who purchases fruit for your company?

--I am. How can I help you?

--Yes, can you spare a few minutes of your time? My name is Anna.

How are you today?

--Good, thank you.

--That's good. I'd like to tell you about our great organic blueberries.

--Oh yes?

--Our company is called Ali Trading and we are the No. 1 blueberry seller in China. We're so proud of our product that we've decided to let the European market enjoy it too... So thank you for your time. I hope you may consider us when you next purchase it.

--Ok. We will certainly consider your company.

--Well, **we hope to hear from you soon.** Goodbye.

Negotiating

Negotiating:

- I will need to take more time to consider your offer.
- I can accept your terms on these conditions...
- I see your point, but I think we are better off by.

Compromising:

- I understand, and I am willing to compromise on these points.
- What do you think if we were to do this instead?
- This is what I am willing to offer in order to move this deal forward.

Negotiating a deal

- 询问对方想要的价格:

What kind of price are you willing to pay?

- 价格协商:

I don't think we can go that low.

If you buy more stock, I can offer you a bigger discount.

I'll meet you halfway.

- 价格战:

We've got to compete on price.

We need to price the rivals out of the market.

Conversation 4

--This is Ali. I'm sorry to receive your message.

--Yes, well. I thought we were doing good business and then another company called me and offered me a much better deal.

--Yes, I understand. I'm sorry to hear you're not happy with our price.

But hopefully we can sort something out?

--Oh yes?

--You are a valued customer, and your business is very important to us.

--So?

--So, I've done some calculations and we can offer you a better price.

--But the other company can offer us a good price.

--I'm sure they can, but at Ali Trading we pride ourselves on quality products and good value for money and I think we can match the price. In fact, I know we can beat it.

--I see. That's good to hear but..

--We'll give you an extra 10% discount – but obviously we would like you to make a bigger order.

--Oh, a bigger order. I will have to think about this.

--Yes, of course, but please let me know as soon as you can before someone else snaps up this offer.

Good customer relations

Using the right customer service phrases can transform a good customer experience into a great one:

- Happy to help!
- As much as I'd love to help, your request is beyond what we're able to do for customers.
- Great question! I'll find that out for you!
- May I ask why that is?
- I apologize for the inconvenience.
- Thanks for bringing this to our attention!
- I completely understand why you'd want that.
- I've passed this on to our team.
- Thank you for being our customer!

Using the Complimentary Words for Customer Service

- Thanks for being so honest with me about how this is impacting you.
- I can see that you've been a loyal customer, that's really great...
- It's nice to speak to a customer who has been so proactive.
- I think that was a very wise decision to make.
- Yes, that's a funny observation.
- It's good that you've shared that with me.
- Wow, you live in... That's a lovely place. I've got family who live there.

- I can tell that you've done some excellent research.
- That's an interesting idea, I can see why you did that.
- I think that you have made a wonderful choice.
- I appreciate you being so enthusiastic about following this up.
- I think you're just being humble.
- I'm always happy to have a conversation with such a friendly person.
- It is great that you have been so thorough in your research.
- It is very responsible of you to have made that decision.
- Thank you for being so observant and spotting our mistake.
- Thank you for being so patient with me on this.
- You are very generous to say that.
- You have been very cooperative, which makes my job a lot easier.
- Your feedback has been very helpful; I will share it with X department.

Conversation 5

--I hope you have received our blueberries and that **you are happy with the order/purchase.**

--Yes, the blueberries are fantastic.

--Oh, that's good. **We do hope you are pleased with our service and that you may use us again. Do you have any questions you may want to ask?**

--No.

Making an order

常用句式:

- I'd like to place an order for...
- We're going to need...
- Could you send...
- Could we also have...
- When can we expect to receive them?
- I'd like to place an order for some luxury boxes for the blueberries, please.
- We're going to need quite a few.
- Could you send 2,000 please?
- Could we also have the name of our company on the sides please?
- When can we expect to receive them?

Writing a Professional Email

1. Subject line

2. Salutation

3. Body

4. Closing

5. Signature

Subject line

This is a short phrase that summarizes the reason for your message or the goal of your communication. It is important to include a subject line when sending a professional email, so your audience knows exactly what to expect and is able to locate the message easily if needed.

For example: “Follow Up: Request for luxury boxes”

Salutation

This is the first line of your email and generally acts as the greeting.

For example: “Hi Mr. Ali,”

Body

Just like the body of a letter, this is where you’ll share your full message.

For example: “I hope you are well. I am writing regarding your request for luxury boxes. We will indeed be able to supply them. Please confirm that you want 2,000.”

Closing

This is the last line of your email before your signature and should wrap up your message. This is also where you may reiterate any requests you’ve made in the body of your message.

For example: “Looking forward to hearing from you soon.”

Signature

The signature is where you identify yourself by name, title and any other information relevant to your communications. Most email programs

allow you to set a fixed signature that's automatically added to the end of every email you send.

“Sincerely,

Simon Parson

Sales Representative

EFF Company, Inc.”

Subject line: Follow Up: Request for Luxury Boxes

Dear Mr. Ali,

I hope you are well. I am writing regarding your request for luxury boxes. We will indeed be able to supply them. Please confirm that you want 2,000.

Looking forward to hearing from you soon.

Sincerely,

Simon Parson

Sales Representative

EFF Company, Inc.

Example 1: Email to a new contact

Subject Line: UX Research Contract Opportunity

Hello Anan,

I hope this message finds you well. I'm reaching out today because I'm managing an application redesign project here at ABC Company and

seeking a skilled UX research contractor to help analyze several sets of usability testing data.

This is a three-month project beginning February 1st, and we estimate it will take roughly 15 hours per week. All work can be completed remotely, but you're welcome to use our workspace.

Please let me know if you're interested in this project and we can set up some time to discuss the details further. I look forward to hearing from you.

Sincerely,

Alan Green

User Experience Director

ABC Company, Inc.

Example 2: Email to a group

Subject Line: Marketing Meeting Canceled

Hi team,

The marketing strategy meeting scheduled for this afternoon has been canceled.

I apologize for the late notice, but I know everyone will welcome the extra time back in their day. We will reconvene at our regularly scheduled time next Wednesday.

Thanks,

Nick Bruce

Senior Marketing Manager

Example 3: Follow-up email

Subject Line: Re: Availability for Introductory Meeting

Hi Elizabeth,

I just wanted to check back in regarding the date for your meeting with Mr. Ali. Just let me know whether January 20 or 21 works better for your schedule.

Thank you!

Adam Moore

Executive Assistant

EFG Company

Summary



Talking on the phone



Making a cold call



Negotiating



Good customer relations



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