

日常商务词汇

| 词汇、短语 | 例句 |
|--------------------------------|---|
| ASAP 尽快 | I need to submit the report ASAP so we can review it before the meeting tomorrow. - 我需要尽快提交报告，以便我们能在明天开会前把它过一遍。 |
| Backburner 搁置 | We' ve put this project on the backburner for now. - 我们暂时将这个项目搁置了 |
| Ball in the air 同时处理多个任务或问题 | With the upcoming deadline and client meetings, I have a lot of balls in the air right now. - 面对即将到来的截止日期和客户会议，我现在有很多事情要处理。 |
| Too much on my plate 任务太多 | I can't take on any more projects at the moment; I already have too much on my plate. - 我现在不能接更多的项目，我已经有太多任务了。 |
| Bandwidth 能力和时间 | I' d love to help, but I don't have the bandwidth right now. - 我很想帮忙，但是我现在没有足够的能力和時間 |
| Boil the ocean 好高骛远 | Let's focus on smaller goals instead of trying to boil the ocean with this project. - 让我们专注于小目标，而不是在这个项目上好高骛远。 |
| Brain dump 清空大脑 | I did a quick brain dump and came up with an awesome idea. - 我迅速整理了下思路，想出了一个很棒的主意。 |
| Deliverables 交付成果 | What are our deliverables for this month? - 我们本月的交付成果是什么？ |
| Game changer 改变游戏规则的事物 | This new organization tool I' m using is a game changer for me! - 我正在使用的这个新的组织工具给我带来了巨大的转变！ |

日常商务词汇

| 词汇、短语 | 例句 |
|---------------------------------|---|
| Herding cats 难管的人或难办的事 | Coordinating the different departments' schedules for this project feels like herding cats. - 协调不同部门的项目进度感觉就像是在赶猫一样。 |
| Run up the flagpole 提出观点征求意见 | I haven' t finished the project yet, because I still need to run it up the flagpole. - 我还没有完成这个项目，因为我还需要把它公开以收集反馈。 |
| Throw under the bus 甩锅 | John tried to throw me under the bus by blaming me for the mistake during the presentation. - 约翰试图甩锅，把演示中的错误怪罪到我头上。 |
| Micromanage 过度控制 | I' m so annoyed with Susan! She micromanages everything I do. - 我很烦苏珊！我做什么她都要管。 |
| Let go 解雇 | Have you heard? Jack was let go yesterday! - 你听说了吗？杰克昨天被解雇了！ |
| Keep me in the loop 让我知情 | Keep me in the loop! I want to know what' s going on between John and Susan! - 随时和我沟通，我想知道约翰和苏珊之间发生了什么！ ” |
| Workflow 工作流程 | The workflow for this project is insane... I don' t know how I' ll finish it on time! - 这个项目的工作流程太疯狂了.....我不知道怎么才能按时完成！ |
| Good to go 准备就绪 | The proposal I' ve been working on is good to go for today' s presentation. - 我一直在努力准备的提案已经做好了，可以用于今天的演示。 |

营销词汇

| 词汇、短语 | 例句 |
|-------------------------------|--|
| B2B 企业对企业 | We' re a B2B brand. We sell software to marketing companies. - 我们是一个B2B品牌，我们把软件卖给营销公司。 |
| Brand awareness 品牌知名度 | Increasing brand awareness is the primary goal of our social media strategy. - 提高品牌知名度是我们社交媒体战略的主要目标。 |
| Branding 品牌营销 | This company's branding is unique. - 这家公司的品牌营销非常独特。 |
| Call to action – CTA 行动号召 | The CTA on our landing page says, "Sign up for free." - 我们网页上的行动号召按钮写着：“免费注册。” |
| Case study 案例研究 | You need solid case studies if you want your customers to trust you more. - 如果你想要顾客更信任你，就需要有可靠的案例研究。 |
| Clickbait 标题党 | The title of this blog article was clickbait! It was a waste of time. - 这篇博客文章的标题是标题党，简直是浪费时间。 |
| Content marketing 内容营销 | Our content marketing strategy includes publishing informative blog posts to build brand credibility. - 我们的内容营销战略包括发布信息丰富的博客文章，以建立品牌可信度。 |
| Conversion rate 转化率 | We implemented a new checkout process that increased our conversion rate by 10%. - 我们实施了新的结账流程，将我们的转化率提高了10%。 |
| Customer journey 客户旅程 | The customer journey typically has a few stages. - 客户旅程通常有几个阶段。 |
| Customer segmentation 客户细分 | We implement customer segmentation to personalize our email campaigns. - 我们实施客户细分以个性化我们的电子邮件营销活动。 |

营销词汇

| 词汇、短语 | 例句 |
|--|--|
| Going viral 走红、疯传 | One of my Instagram reels went viral, and I became a travel influencer. - 我的一个Instagram视频在网上疯传，我成为了一名旅游网红。 |
| Influencer marketing 网红营销 | We've got a fashion influencer promoting our clothing line on Instagram! - 我们有一位时尚网红，在Instagram上推广我们的服装系列。 |
| Market research 市场调研 | We conducted market research to know what customers want. - 我们进行了市场调研，以了解客户想要什么。 |
| Onboarding 入职培训 | Let's get our new employees onboarded quickly. - 让我们迅速进行新员工的入职培训。 |
| ROI 投资回报率 | Let's calculate our ROI to know if we made a profit from our investment. - 让我们计算一下投资回报率，看看我们是否从投资中获利。 |
| SEO 搜索引擎优化 | We need to hire an SEO expert to help us appear on the first page of Google. - 我们需要雇佣一名SEO专家，帮助我们在谷歌的首页上显示。 |
| Social media engagement 社交媒体互动 | Our social media engagement is too low. We need to post better content! - 我们的社交媒体互动太低了，我们需要发布更好的内容！ |
| Target audience 目标受众 | Our target audience is young moms who want to get in shape with quick home workouts. - 我们的目标受众是想通过快速的居家锻炼恢复身材的年轻妈妈。 |
| Testimonials 客户评价 | How many testimonials should we put on our website? - 我们应该在网站上发布多少客户推荐信息？ |
| Unique selling proposition – USP 独特卖点 | Our USP is our eco-friendly packaging, which appeals to environmentally conscious consumers. - 我们的独特卖点是我们的环保包装，吸引着环保意识消费者。 |

销售词汇

| 词汇、短语 | 例句 |
|---------------------------------|---|
| Bargain 减价品 | This new dress was a total bargain! - 这件新裙子真是物美价廉! |
| Buy in bulk 批量购买 | When I go shopping for office supplies, I buy them in bulk. - 当我购买办公用品时，我会批量购买。 |
| Buyer 买家 | The buyer didn't agree to the proposed fee for the service. - 买方不同意提议的服务费。 |
| Client 客户 | Our clients are happy with our web design service. - 我们的客户对我们的网页设计服务感到满意。 |
| Close the sale 完成销售 | After overcoming the customer's objections, I managed to close the sale. - 克服了客户的异议后，我成功地完成了销售。 |
| Customer 顾客 | Our customers are satisfied with our beauty products. - 我们的顾客对我们的美容产品感到满意。 |
| Good value for money 物超所值 | This hotel was good value for money. I'll stay there again. - 这家酒店物有所值，我会再次入住。 |
| Invoice 发票 | I sent the customer an invoice for my copywriting services. - 我给客户发送了文案服务的发票。 |
| Negotiate 谈判 | We negotiated with the supplier to get a better price for the materials. - 我们与供应商进行了谈判，以获取更好的原材料价格。 |
| Out of stock 缺货 | I'm sorry, but our T-shirts are currently out of stock. - 对不起，我们的T恤目前缺货。 |
| Pay in full 全额付款 | The customer decided to pay in full, so we gave him a discount. - 客户决定付全款，所以我们给了他折扣。 |
| Payment by installments 分期付款 | You can buy the car with a convenient payment plan in monthly installments. - 您可以选择方便的月供分期付款计划购买汽车。 |
| Payment plan 付款计划 | We offer a flexible payment plan on our consulting packages. - 我们的咨询套餐提供灵活的付款计划。 |

销售词汇

| 词汇、短语 | 例句 |
|-------------------|--|
| Prospect 潜在客户 | We have a long list of prospects we need to call. - 我们有一长串需要致电的潜在客户名单。 |
| Purchase 购买 | I recently purchased a new car. - 我最近购买了一辆新车。 |
| Quote 报价 | I sent the customer a quote for our web design service this morning. - 我今天早上给客户发送了我们网页设计服务的报价。 |
| Refund 退款 | We issued a refund to the customer who wasn't happy with our service. - 我们向不满意我们服务的客户退款。 |
| Retailer 零售商 | Our retailer partners are selling our merchandise. - 我们的零售合作伙伴正在销售我们的商品。 |
| Sales pitch 推销 | I delivered an epic sales pitch that left the customer speechless. He immediately bought our service! - 我进行了一次很好的推销，让客户目瞪口呆。他立刻购买了我们的服务！ |
| Seller 卖家 | The seller is asking for a high price for their product. - 卖家要求高价出售他们的产品。 |
| Sold out 售罄 | The tickets to the Beyoncé concert are already sold out. - 碧昂丝音乐会的门票已经售罄。 |
| Supplier 供应商 | Our clothing supplier didn't deliver the T-shirts we ordered on time. - 我们的服装供应商没有按时交付我们订购的T恤。 |
| Trial 试用 | I signed up for a free trial to see what this app offers. - 我注册了免费试用，看看这个应用提供了什么。 |
| Wholesaler 批发商 | Please call the wholesaler and order the usual amount of Coca-Cola cans. - 请致电批发商，订购惯常数量的可口可乐罐。 |

财务与会计词汇

| 词汇、短语 | 例句 |
|---------------------------|--|
| Assets 资产 | Our assets include property, equipment, and inventory. - 我们的资产包括房产、设备和存货。 |
| Balance sheet 资产负债表 | We need to update the balance sheet for the year-end report. - 我们需要更新年终报告的资产负债表。 |
| Break-even point 盈亏平衡点 | We need to sell 500 units to reach the break-even point. - 我们需要销售500件产品才能达到盈亏平衡点。 |
| Budget 预算 | Let's create a budget for our marketing campaign. - 让我们为市场营销活动制定一个预算。 |
| Capital 资本 | We raised capital from investors to expand our operations. - 我们从投资者那里筹集了资金，以扩大我们的业务。 |
| Cash flow 现金流 | Good cash flow means we can pay our bills on time. - 良好的现金流意味着我们可以按时支付账单。 |
| Depreciation 折旧 | We need to account for depreciation when calculating the asset's value. - 在计算资产价值时，我们需要考虑折旧。 |
| Equity 资产净值 | Our equity increased as our business grew. - 随着业务的发展，我们的资产净值增加了。 |
| Expenses 费用 | Our expenses include rent, salaries, and office supplies. - 我们的费用包括租金、工资和办公用品。 |

财务与会计词汇

| 词汇、短语 | 例句 |
|-------------------------|---|
| Gross profit 毛利润 | Our gross profit margin increased due to cost-saving measures. - 由于成本节约措施, 我们的毛利润率增加了。 |
| Income statement 损益表 | The income statement revealed our strong sales growth. - 损益表显示了我们强劲的销售增长。 |
| Inventory 库存 | We need to manage our inventory to avoid overstocking or shortages. - 我们需要管理库存, 以避免库存过多或短缺。 |
| Liabilities 负债 | The loan from the bank is a liability we need to pay back. - 银行的贷款是我们需要偿还的负债。 |
| Loss 亏损 | We had a loss last quarter due to unexpected expenses. - 上个季度由于出现意外的费用, 我们有了亏损。 |
| Net profit 净利润 | We had a net profit of \$100,000 this quarter. - 本季度我们的净利润为10万美元。 |
| Revenue 营业收入 | Our revenue skyrocketed after launching the new product. - 我们推出新产品后, 收入飙升。 |

法律术语词汇

| 词汇、短语 | 例句 |
|-------------------------------|--|
| Agreement 协议 | A satisfactory agreement between the two parties was finally reached. - 最终双方达成了令人满意的协议。 |
| Appendix 附录 | The project proposal includes an appendix detailing the project deliverables. - 项目提案包括一个详细说明项目交付成果的附录。 |
| Breach of contract 违约 | The supplier's failure to deliver goods constituted a breach of contract. - 供应商未能交付货物构成了违约。 |
| Clause 条款 | The non-compete clause prohibits our employees from working for our competitors. - 竞业条款禁止我们的员工为竞争对手工作。 |
| Contract 合同 | The client finally signed the contract. - 客户终于签署了合同。 |
| Copyright 版权 | The author obtained copyright protection for their novel. - 作者为他们的小说获得了版权保护。 |
| Fail to comply 未遵守 | The contractor failed to comply with safety regulations. - 承包商未能遵守安全法规。 |
| Fine print 细则 | Carefully reading the fine print can help you avoid unpleasant surprises. - 仔细阅读细则可以帮助您避免不愉快的意外。 |
| Intellectual property 知识产权 | The company filed a patent application to protect its intellectual property. - 公司提交了专利申请，以保护其知识产权。 |

法律术语词汇

| 词汇、短语 | 例句 |
|------------------------------|---|
| Legal dispute 法律纠纷 | The company entered into a legal dispute with a former employee. - 公司与一名前员工发生了法律争议。 |
| Legal expert 法律专家 | The company contacted a legal expert to review the contract. - 公司联系了一名法律专家来审查合同。 |
| Legally binding 具有法律约束力 | The contract you signed is legally binding. - 您签署的合同具有法律约束力。 |
| Null and void 无效 | The court declared the contract null and void due to misrepresentation by one of the parties. - 法院因一方的虚假陈述宣布合同无效。 |
| Party 当事方 | Both parties agreed to the terms of the employment contract. - 双方同意了就业合同的条款。 |
| Terminate a contract 终止合同 | The parties mutually agreed to terminate the contract. - 双方一致同意终止合同。 |
| Terms 条款 | The terms of the contract are clear: you cannot end it without a reason. - 合同的条款很清楚：您不能无故终止合同。 |
| Trademark 商标 | The company registered its logo as a trademark. - 公司将其标志注册为商标。 |

人力资源词汇

| 词汇、短语 | 例句 |
|--|--|
| Behavioral competency 行为能力 | Some of the behavioral competencies we evaluate as leadership and decision-making skills. - 我们评估的一些行为能力包括领导力和决策能力。 |
| Benchmarking 标杆管理 | We're benchmarking our customer service response time against our main competitor's. - 我们正在将客户服务响应时间与主要竞争对手进行基准对照。 |
| Broad banding 减级增距制度 | Our broad banding approach allows us to cut employee costs. - 我们的减级增距制度使我们能够削减员工成本。 |
| Confidentiality agreement 保密协议 | The company made me sign a confidentiality agreement to be approved for the position. - 公司要我签署保密协议才能获得职位批准。 |
| Exit interview 离职面谈 | During the exit interview, we asked departing employees to rate their overall experience with us on a scale of 1 to 10. - 在离职面谈中，我们要求离职员工在1到10的评分中，评价他们在我们公司的整体体验。 |
| Gross misconduct 严重不端行为 | Did you hear that John committed gross misconduct? He got immediately fired! - 你听说约翰犯了严重不端行为吗？他立刻被解雇了。 |
| Applicant tracking system – ATS 申请人跟踪系统 | Our ATS saves recruiters a lot of time on manually tracking job applications. - 我们的申请人跟踪系统为招聘人员节省了大量手动追踪求职申请的时间。 |

人力资源词汇

| 词汇、短语 | 例句 |
|---|--|
| Job description 职位描述 | My job description says I'm responsible for handling customer queries 24/7. - 我的职位描述说我要负责全天候处理客户问询。 |
| Key performance indicators – KPIs 关键绩效指标 | The average interviewing cost is one of our main KPIs to measure HR's success. - 平均面试成本是衡量人力资源绩效的主要指标之一。 |
| Onboarding 入职培训 | Our onboarding process involves a 3-week training under the team leader's supervision. - 我们的入职过程涵盖了一个由团队领导监督的为期3周的培训。 |
| Orientation 岗前培训 | During orientation, we gave new hires a crash course on office culture. - 在岗前培训期间，我们为新员工上了一堂办公室文化速成课。 |
| Recruitment 招聘 | We're recruiting a team of expert web developers for our new project. - 我们正在为我们的新项目招聘一组专业的网络开发人员。 |
| Succession planning 继任计划 | We're training our interns to become future employees as part of our succession planning. - 作为继任计划的一部分，我们正在将实习生培养成未来的员工。 |
| Talent management 人才管理 | Thanks to our talent management efforts, our employees stay at our company longer. - 由于我们在人才管理方面的努力，我们的员工在公司从业的时间更长。 |