

<<外贸英语口语>>

图书基本信息

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## 前言

进入21世纪以来,我国的高等职业教育领域发生了深刻的变革,确立了“以服务为宗旨,以就业为导向,走产学研结合的发展道路”,明确提出了以培养高技能人才为主要任务的办学目标。

为推进高等职业教育专业课程体系改革,并与教材改革相对滞后现象,21世纪高等职业教育通用教材编委会和上海交通大学出版社携手合作,组织了“高职‘双证课程、加强实训’专业课程体系改革与教材改革”的课题研究,其中,国际商务类专业由上海思博职业技术学院主持完成了双证课程体系改革与教材改革解决方案,并启动该专业的双证教材的编写工作。

我们组织了全国60余所高等职业院校及有关单位共90多位专家学者编写了这套“21世纪高等职业教育规划教材双证系列(国际商务类)”。

本系列丛书是为了适应高等职业教育教学的需要而编写的,全面系统地讲授了国际货物贸易的规则、惯例与实务操作。

在高职院校推行“双证书制度”,就要将学校的教学计划和职业资格标准有机地结合起来,用职业标准推动学校培养模式和教学内容的改革,在课程系统中嵌入职业标准和职业资格证书的要求——这既是院校实施双证书制度的初衷,也是贯彻落实“双证书制度”的关键。

本系列丛书具有如下特点:(1)定位准确:本系列教材明确为高等职业教育服务。在编写教材时,围绕高等职业教育是培养具有一定理论水平、有较强实际技能的职业性人才这个培养目标,改变过于重视知识的传授和过于强调学科体系的严密、完整的做法,精选适应企业工作的基本技能和学生终身发展的基础知识,将学校的教学计划和职业资格标准有机地结合起来,充分体现社会需要、专业特点和学生身心发展三者有机的统一。

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### 内容概要

本书为“21世纪高等职业教育规划教材双证系列（国际商务类）”之一。

本书根据“就业导向、工学结合、任务中心”的原则，结合外贸环节中业务流程的口头交际内容进行编写，全书分为17个单元，内容涉及建立业务联系、展销会、公司介绍、工厂接待、产品介绍、询盘和报盘、还盘、订货、包装、装运、保险、支付、签约、商检、索赔、仲裁、代理等。

每个单元由商务知识、情景对话、语言扩展、职业拓展和辅助课文5个部分组成。

本书针对外销员的国际商务英语口语考试，提供更为贴近时代而有针对性的学习辅导。

本书可作为国际贸易、国际商务等经济类专业以及商务英语专业专业课的教材，也可作为从事国际贸易工作的在职人员业务培训教材。

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(2)Sweat the Small Stuff A trade show is the perfect opportunity to audit and assess your collateral materials . That should include everything from business cards to leave behinds and rate cards or price lists . While the temptation may exist to make due with what you already have , ensure that material is the most appropriate to the show and your audience . Bear in mind however that things are likely to change from one year to another such as new consumer trends and / or new industry trends and that may require new materials .

(3)Have a Booth Dress Rehearsal If time and space are available and your booth is more or less of a manageable size consider setting your booth up in advance of the trade show to ensure everything is in working order and assist you in discovering what your needs or requirements may be . Make sure that they understand proper etiquette as well as what kind of attire to dress in . There is nothing worse than wearing a killer suit with uncomfortable shoes! Setting up at the Trade Show is a frantic time and not when you want to discover tears , rips , forgotten extension cords , missing computer parts , burned out light bulbs or worse .

(4)Educate Your Staff Ensure your staff is aware of the goals and objectives of your marketing effort and educate everyone on how best to achieve them . Have a process in place for lead capture and follow up . Fully 80 %of Trade Show leads are never followed up for one of two reasons : a lack of complete prospect information with which to follow up or they are simply forgotten . They do , however, represent some of your best revenue opportunities . Coach yourself and other staff members on proper sales language . Make sure that they are able to articulate your product as well as build relationships based on value . (5)Create a Checklist

Manage your exhibit as a project and the task will be easier both in its execution and in reaching goals and objectives . Your Trade Show list should be built SO as to account for pre . show activities(booking space and ensuring materials are in place) ; actual show requirements(staffing , objectives) ; and post show requirements(tear down , prospect follow up) .

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