

<<经贸英语会话>>

图书基本信息

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内容概要

《全方位商务英语系列教材：经贸英语会话》以商贸活动为主线，讲述了整个国际贸易活动的主要环节，由商业、外贸等商贸工作中的常用英语所组成，按照有关业务内容，配置情景展开对话，各课内容包括背景业务简述、会话材料、词汇、练习、相关阅读材料等部分，涵盖经贸英语口语的基础知识，密切结合语言和实务，提供与典型业务任务相关的知识和会话素材以及实用多样的训练，学生将系统地掌握在外贸和商务交流过程中各主要环节的英语会话基本策略和技巧，以达到较为熟练和规范地使用英语进行一般商务和贸易接洽的能力。

《全方位商务英语系列教材：经贸英语会话》是编者常年对该课程和专业知识的梳理总结，融合最新学科知识，结合实际外贸、外企、跨国工商业工作流程知识和常见问题，而编撰成的有针对性、实用性的切实教材。

《全方位商务英语系列教材：经贸英语会话》定位以国际贸易、经济专业和商务英语专业的学生为主，同时，也适合外贸企业、中外合资企业等涉外工作人员以及经贸英语爱好者。本书应用面广，无论是专业人员，还是经贸类英语学习和爱好者都可选购本书。

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章节摘录

Dealing with Complaints If someone is making a complaint , try to show your willingness to help and your intention to reach a fair solution. Very often a complainant will be satisfied with the chance to "let off steam" by having their say and being listened to sympathetically. So how to properly deal with complaints ?

Are there any golden rules to follow ?

Here are some suggestions : 1) Keep calm and listen to the problem attentively and with genuine interest.

Write down the key facts and confirm with the complainant that each fact fairly represents what happened. 2

) Don't judge who is right or wrong. Your intention is to find a solution , not to decide who is right or wrong.

Ask the complainant what solution they suggest. 3) Think carefully about how your company deals with complaints at every level. *Do you treat written ones different to verbal ?

*Do you react faster when the customer has smoke coming out their ears (or drag your feet when it's a softly spoken old woman complaining) ?

*Is your whole team up with how to handle any complaint ?

*Who has authority to compensate the customer ?

*How will you deal with future complaints ?

What actions are you going to take/policies will you change ?

4) Lastly , follow your organization's complaints procedure. Don't make promises you cannot keep.

Explain your decision to the complainant with the reasons that you based your decision on. Show the complainant you took the complaint seriously. If you are in the wrong , admit it , apologize , and find a way to put things

right. **Unit 18 Claims Background Information** In business transaction , failure for the buyer or seller to perform any of his contractual obligations happens from time to time , and thus causes breach of contract. In such situation , the injured party usually notify the company of the problem and sometimes asks the other party for compensation. This is called a claim. Both sellers and buyers can make claims. Sellers may file

claims against buyers for non-establishment of L/C or the refusal of acceptance of goods for no justified reason , etc. Buyers make claims because of inferior quality , difference in quality , deficient packing , insufficient quantity or delayed delivery , etc. Generally speaking , the injured party won't make a claim unless the loss is great. Sometimes , however , for various reasons , one party intentionally finds fault with the other party in

order to escape from his contractual obligations. Such claims are commonly known as market claims. Once the breach of the contract is found , the injured party should lodge a claim within a certain period of time which is usually fixed in the contract. Besides , a survey report by a qualified surveyor or an investigation report by a certain

public commercial organization is needed to provide evidences. If the injured party fails to follow these practices , his claim may be rejected. As for the other party , he should start an investigation without delay to find out

whether he is really liable for the claim after he is notified of the claim. Claims should be adjusted fairly and amicably between the parties concerned. It is better not to submit/render a claim for arbitration or to a court of law , so long as the claim is likely to be settled through friendly negotiation.

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