

<<商贸英语会话>>

图书基本信息

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内容概要

本书是一本中级口语教材，适合高职高专商务英语专业(国贸方向)和经贸类专业英语会话学习和实际操作。

本教材围绕国际贸易活动的主要环节，以工作过程为导向，密切结合语言和实务，提供与典型任务相关的知识和会话材料以及实用多样的训练。

通过对本教材的学习和训练，学生将系统地掌握在对外贸易和商务交流工作过程中各主要环节的英语会话基本策略和技巧，达到较为熟练和规范地使用英语进行一般商务接待和贸易接洽的能力。

书籍目录

Unit One Establishing Relationship 1.1 Trade Fair 1.2 Making Contact on the Phone
Unit Two Receiving the Foreign Guest 2.1 Meeting at the Airport 2.2 Accommodation and Dinners
Unit Three Introducing Company and Products 3.1 Company Introduction 3.2 A Factory Tour
Unit Four Negotiating(I) 4.1 On Inquiry and Offer 4.2 On Quality and Quantity
Unit Five Negotiating (II) 5.1 On Price 5.2 On Terms of Payment
Unit Six Negotiating (III) 6.1 On Packing and Marking 6.2 On Shipment and Delivery 6.3 On Insurance and Claim
Unit Seven Concluding the Business 7.1 Signing the Contract 7.2 Saying Farewell and Seeing Off
Unit Eight Performing the Contract 8.1 Letter of Credit 8.2 Shipment and Delivery 8.3 Claims and Settlement
Keys to the Exercises
References

章节摘录

Tips for Telephone Etiquette : 1. A warm , friendly , professional greeter includes company names , dept. name (if appropriate) and the persons name who answers the call. It is suggested that the greeting end with a helpful statement that assures the caller you are willing to help. 2. One of the most important techniques in telephone etiquette is to actively listen to the customer. Listen for both the content as well as the intent. Usually the customer tells you both in his/her opening statement. By listening actively to the customers opening comments , you can then respond with a statement that assures the customer you heard. 3. Ask permission to place a caller on hold and get the callers attention when you return. Most of us can remember all too clearly a time when we were placed on eternal hold and wondered if we had been forgotten. A simple rule to remember : call the customer by name when you return to the line and wait for her to respond , then continue. 4. All companies have their own set of rules and terminology. These can sometimes be perceived as hot buttons for some customers as most of us do not want to hear quotes about what you can and cannot do from the company manual. 5. If you know you cant do what the customer is asking , just tell him/her what you can do. There are usually alternatives that a customer will be willing to accept , if you just take time to offer !

6. Since you are not face-to-face , the most important measure of good communication in this case is voice quality and tone. Keep it positive and enthusiastic. Remember , the image the customer has of the person who is answering your companys phone is the image the customer has of your. 7. Before the caller hangs up , make sure your customer service associate has expressed sincere gratitude for the customers patronage. 8. Run an extra mile for every customer —— every time !

Take time to extend yourself in some way to make a positive , lasting impression on the customer.

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