

# 揭阳职业技术学院



## 教案

课程： 外贸函电 任课教师： 高健萍

专业： 小学英语教育 班级： 241、242（协同）

学期授课计划时数 36 课时

<b>Chapter1</b>	<b>Business Letter Writing</b>
<b>Teaching Objective</b>	1. Command the components and layout of a business letter. 2. Identify the format of the business letter. 3. Master the principles of the business letter writing. 4. Ideological and political education objective: Guiding students to develop an international perspective.
<b>Teaching Focus</b>	1. Components and layout of the business letter. 2. 4Cs principle of the business letter writing.
<b>Teaching Difficulty</b>	Grasp the useful special terms used in the writing of business envelopes.
<b>Teaching Duration</b>	Four Periods
<b>Teaching Method</b>	Lecture Group discussion Tutorial
<b>Assignment</b>	Exercise: P14-15.

## Chapter One

### Teaching procedures and contents

#### Step 1:

#### 1. CASE study

China National Light Industrial Products  
Import & Export Corp.  
82 Tung An Men Street  
Beijing, China

Your ref: 148 GW/xm

Our ref: 153 TBL/gp

July24, 2006

Oversea Trading Co.  
24 Park Street  
London E.C.4, England

Attention: Marketing Department

Dear Sirs,

Re: Chinese Cotton Piece Goods

We welcome you for your enquiry of July 18 and thank you for your interest in our Cotton Piece Goods.

We are enclosing our illustrated catalogue and pricelist giving the details you ask for. As for the payment terms we usually require confirmed irrevocable L/C payable by draft at sight.

We feel confident that you will find the goods are both excellent in quality and very reasonable. China National Light Industrial Products Import & Export Corp. 3 July 24, 2006 in price.

We are looking forward to your order.

Yours faithfully,  
China National Light Industrial Products Import & Export Corp.  
Encl.  
P.S.

## 2. Writing Principles of Business Letters:

- 7 “Cs” --- completeness, concreteness, **clearness**, **conciseness**, **courtesy**,  
consideration and correctness.

## 3. The Specific Structure

### 1)、 Letterhead:

- ① position: in the center or on the left margin at the top of the paper
- ② content: the writers' name & address
- ③ details:
  - A. 82 Tung An Men Street: 门牌与街名间不用逗号
  - B. London E.C.4: E.C.4 指邮区号, 便于邮局分信, 保证准时投递。  
E.C.= Eastern Central District  
N.W= Northern-Western District

### 2)、 Reference number

- ① function: for file(写信时指明原信号码, 以便查阅、归档)
- ② Your ref./our ref
- ③ Structure: a file number, the initials of the signer and then the typist, departmental code

### 3)、 Date

- ① 2 forms of expression commonly used:  
24<sup>th</sup> July, 2006,        24 July, 2006
- ② Don't use the abbreviation form—7/4/ 2006 or 4/7/2006, for A.E and B.E have different order—A.E: month/day/year; B.E: day/month/year

### 4)、 Inside name and address

- ① position: at the left-hand margin
- ② details:
  - A. the name of the city: in capitals

B. Attention: International trade Dept./ATTN: Mr. John Smith, the Sales Manager: 表信件指明直接交由某部门或某人处理, 以便收信公司内部迅速分发, 从而提高工作效率。

5)、 The salutation

- ① Dear Sir/Madam, 用于对方是个体或独资商号
- ② Dear Sirs./Gentlemen: 用于对方是团体或非独资商号
- ③ Dear John Smith, 用于有业务往来并知道收信人姓名的情况

6)、 The subject line

- ① position: at the left margin or in the center
- ② meaning: tells what the letter is about
- ③ 3 basic expression: Re:/Subject:/··

7)、 The body of the letter

The opening sentence

Message

The closing sentence

① The opening sentence

A. When replying, we should express our appreciation or thanks  
e.g.: Thank you for your letter of May 2.

B. When writing, we should express in a clear and straight way:

② Message

e.g.: We are writing to you for the establishment of business relations.

③ The closing sentence

A. if you wish to receive the early reply of your recipient:

e.g.: Your early reply would be highly appreciated.

B. if you offer information about the products which you wish your partner to buy:

e.g.: If you need further details, please let us know.

8)、 The complimentary close

- ① A basic rule: match the salutation
- ② Dear Sirs,: Yours faithfully, Faithfully yours, Yours truly, Truly yours
- ③ Gentlemen: Yours truly, Truly yours,

9)、 The signature:

Official: (to the right margin of the paper)

The name of the company in capitals

Type the name of the signer

The position of the signer

10)、 Enclosure notation

- ① to the left margin
- ② enclosure (specific number)
- ③ Enclose: as stated: 附件如上所述

11)、 Carbon Copy (c.c.)

- ① at the left margin
- ② c.c. Mr. Cooper (Mr. Cooper will receive the copies of the letter)

12)、 Postscript (p.s.)

to emphasize the point calling the recipient's attention

### Step 2: Layout

letter styles:    Indented style  
                    Full-block style  
                    Modified block style  
                    Semi-block style

- 1、 Indented style: The "Inside name and Address" should be indented and the first line of each paragraph indented.
- 2、 Full-block style: the Inside Name and Address & the first line of each paragraph should not be indented.---no punctuation in Tel, Telex or Cable number, Salutation, Subject line, Complementary close, etc.
- 3、 Modified block style: Based on the full-block style, modifying its letterhead, date, complementary close with punctuation.
- 4、 Semi-block style: the Inside Name and Address should not be indented but the first line of each paragraph should be indented.

### Step 3 Summary

In this lesson, we have learnt the seven principle parts and six optional parts in business letters. We should at least remember the seven principle parts and some useful and common optional parts. What's more, we should also recite at least only one style of the layout of business letter and one style of envelope. These rules and principles are crucial in the business letters, because it shows your attitude and ability to do business carefully and successfully.

### Ideological and Political teaching

Correct the many mistake in the following letter and separate the message into two paragraphs.

Electrical Appliances Co.  
P. O. Box3259  
\*\*\*\*,\*\*\*\*

22th

January, 19....

The mangage  
Messers Clarker&smith  
68 High Street  
London Ec4  
England  
Dear Sir

We thank you letter of 17<sup>th</sup> January,asking us details and prices of our electric beaters.We are pleasure in enclosing our latest price list and catalogue,together with model X-4's details.Please do not reluctant to write when you require further information. We remain,

Yours faithfully

Electrical Appliance Co.  
Manager

**Reference: the content of “7Cs”**

**Completeness:**

i. Meaning: see to it that all the matters are discussed and all the questions are answered.

ii. Requirement: 5”WS” (who, what, where, when and why)& 1”h” (how)

iii. Examples:

1 A good example:

1> Language points:

- ① with reference to: about(句首使用 with reference to, 句中则使用 about)
- ② as per: according to
- ③ Quotation sheet 报价单
- ④ Export License (出口许可证): 国家对外经贸行政管理部门代表国家统一签发的, 批准某项商品出口的具有法律效力的证明事件。
- ⑤ By fax: 电开 (电传、传真、电邮等形式)

2> A bad example:

The goods can be delivered.

→The goods can be delivered by June 14.

Analysis:运输条款是一重要的贸易条款, 必须说明交货时间, 否则会引起不必要的贸易纠纷。

**Concreteness:**

i. Meaning: Be specific, definite for those business letters calling for specific reply as offer, enquiring trade terms.

ii. Examples:

1、 We wish to confirm our telex of July 2<sup>nd</sup>, 2000.

Analysis: like today, the day before yesterday, yesterday, tomorrow, the day after tomorrow, tonight, this morning, last week, this weekend, this month, etc. These words have a vague and general concept. Therefore, we should change them into specific date.

2、 The Universal trading Company is one of our big buyers.

→ The Universal Trading Company placed over US. \$ 2,000,000 worth of business with US each year.

Analysis: “big” adj. Can’t express the degree in specific figures.

① Place business with sb.

② worth adj. be worth doing

n. 值某金额（的产品） worth of+ the name of the item

3、 We have received with thanks your check, the amount has been placed to your credit.

→ We have received with thanks your check No. 248 for US. \$ 200,000. in payment of our commission, which has been placed to your credit.

Analysis: we should point out the number and the amount of the check and the use of the money.

4、 These brakes stop a car’s within a short distance.

→ These type SMOZ power brakes can stop a 4-ton car traveling 65 miles an hour within 300 feet.

Analysis: ① what type of the brakes?

② what car will be stopped?

③ How long does “a short distance” mean?

### **Clearness:**

1. Meaning: Make sure that what you write is so clear that it can’t be misunderstood.

2. Requirements:

(1) Avoid using the words and sentences equivocal in meaning

(2) Notice the position of the modifier, for different position if the same word has different implication.

(3) Pay attention to the object of the pronoun and the relations between the relative pronoun and the antecedent.

(4) Pay attention to the rationality in logic, the variety in sentence structure, the compact in plot and coherence in meanings.

(5) Note the logicity of the full text.

3. Examples;

(1) Requirement 1

A. As to the steamer sailing from Shanghai to Los Angeles, we have  
bimonthly direct services.

---a. We have a direct sailing from Shanghai to Los Angeles every two months.

Analysis: “bimonthly”--- An equivocal word, for it has two meanings: once  
every two months or twice every month.

B. Fluctuation in the freight after the date of sale will be for the buyers account.

---a. Any increase in freight after the date of sale will be for the buyer’s account.

Analysis: “Fluctuation”--- An equivocal word, it means decrease or increase. It  
is obvious that the buyer can’t bear the decrease and increase in the  
freight.

C. Cotton and silk blouses made in China enjoy a good market in the  
European market.

--- Cotton and silk blouses made in China sell best in the European market.

Analysis: In this sentence, the same word “market” has two meaning--- sale  
and market place; therefore we should take place “enjoy a good market”  
with “sell best/ fast.”

(2) Requirement 2

A. We can supply 50 tons of the item only. ( only this item)

---We can only supply 50 tons of the item. ( only 50 tons)

B. The L/ C must reach us not later than September 1<sup>st</sup> for arranging shipment.

---The L/ C must reach us for arranging shipment not later than September 1<sup>st</sup>.

C. Please let us know what you wish us to do about this matter as soon as possible.

---Please let us know as soon as possible what you wish us to do about this matter.

(3) Requirement 3

A. They informed Messrs Smith & Brown that they would receive a reply in a  
few days.

---They informed Messrs Smith & Brown that the latter would receive the reply in a  
few days.

B. Our check for \$2,800 was sent to you under our check Number 123 on May 12 which was the price of the article plus transportation charge.

---We sent you on May 12 our check No.123 for \$2,800 which was the price of the article plus transportation charges.

(4) Requirement 4

A. Being a registered accountant, I'm sure you can help us.

---Being a registered accountant, you can certainly help us.

---As you are a registered accountant, I'm sure you can help us.

Analysis: Obviously, the word "I" is not the logical subject of the participle "Being a registered accountant."

B. We have received your letter of April 4. We are sorry for the wrong dispatch.

We will do something about it.

---Thank you for your letter of April 4. We regret that we have dispatched the wrong goods.

Analysis: The three simple sentences are correct in sentence structure but lack of variety in sentence structure. Meanwhile, we can see the subjects of the three simple sentences are same, so we should change them into one or two sentences.

C. We wrote a letter. It was addressed to Mr. Henry. He is the sales manager.

---We wrote a letter to Mr. Henry, the sales manager.

Analysis: The above simple sentences are not coherent in meaning.

(5) Requirement 5

A. General rule---a paragraph for each point or topic.

B. Outline: para1: promise of supplier

Para2: not keeping one's words

Para3: damage for breaking one's promise

Para4: claim and adjustment

C. Claim & Adjustment: 受害方的索赔与违约方的理陪.

Claim: 受害方在争议发生后根据合同或法律向违约方提出赔偿的要求.

Adjustment: 违约方对受害方所提出的赔偿要求给予的受理与处理.

**Conciseness:**

- 1、 Meaning: Express what you said in a short and concise way
- 2、 Requirements:
  - (1) Make a long story short and try to avoid wordiness
  - (2) Avoid using the general and out-of-date commercial jargon and try to express your idea in modern English
    - A. Avoid the unusual words and try to use everyday expressions
    - B. Avoid the out-of-date commercial jargons and try to use modern English
  - (3) Avoid unnecessary repeat
  - (4) Control the number of the words, and build effective sentences and paragraphs
- 3、 Examples
  - (1) Requirement 1
    - A. enclosed herewith----- here enclosed
    - B. in accordance with your request/ in compliance with your request---- as you request
    - C. in/with regard to---- regarding
    - D. in the amount of ---- for
    - E. with respect to---- on, about
    - F. endorse on the back of this check---- endorse this check
    - G. It should be pointed out that---- please notice that
    - H. I want to take this opportunity to tell you that we are grateful to you--- Thank you
  - (2) Requirement 2
    - A. favor----letter  
ult.---- last month  
prox.---- next month  
inst.---- this month
    - B. acknowledge receipt of---- have received  
attached hereto---- attached, here, enclosed  
enclosed please find---- please find something enclosed

at your earliest convenience---- as soon as you can/as soon as possible

(3) Requirement 3

A. We have begun to export our machines to the foreign countries.

--- We have begun to export our machines.

Analysis: the word “export” means “selling the machines to foreign countries”.

However, we can say, we have begun to export our machines to Japan/  
USA/ Germany (some specific country)

B. Samples will be sent and offers will be made upon receipt of your specific enquiries.

---Samples will be sent and offers made upon receipt of your specific enquiries.

Analysis: to organize effectively, we should omit some same part

C. shortcoming: repeat shipment time for three times and sending ways twice

--- by the end of June/ by express

(4) Requirement 4

The number of words in a sentence should be controlled in 20 words and a paragraph consists of no more than 10 lines.

**Courtesy:**

1、 Meaning: Polite while not humble

2、 Requirements:

(1) Change the commanding tone into requesting tone----change the imperative sentence into general question with the word “will” or “would” at the beginning

(2) Use the past subjunctive form---- should, could, would, might

(3) Use mitigation and avoid overemphasizing your own opinion or irritating your partner

(4) Passive voice should be used accordingly

(5) Try to avoid using the words with forcing tone or arousing unpleasantness

(6) Use the words or expressions with the meaning of joy, thanks and regret

(7) Don't use the humble words

3、 Examples

(1) Requirement 1

Tell us more detailed information on your requirements

--- Will you tell us more detailed information on your requirements?

--- Will / would you please tell us more detailed information on your requirements?

(2) Requirement 2

- A. Would you send us your latest catalogues and price lists on cotton piece good?
- B. We should be grateful if you advance delivery to the middle of June and ship the goods in one lot.
- C. We wish you could effect insurance on the goods with PICC
- D. You might make shipment a little later, that is, by June 10

(3) Requirement 3

- A. We cannot deliver the goods all at one time
- I'm afraid we cannot deliver the goods all at once
- B. It was unwise of you not to accept this favorable. We would say that it was unwise of you not to accept this favorable offer
- C. Our goods are the very best on the current market

--- We might say that our goods are the very best goods on the current market

(4) Requirement 4

You made a very careless mistake during the course of shipment

--- A very careless mistake was made during the course of shipment

(5) Requirement 5

A. We demand prompt shipment from you.

--- We request prompt shipment from you

B. We must refuse your offer.

--- We regret that we are unable to accept your offer./ We are sorry that we are not in a position to accept your offer.

(6) Requirement 6

A. Expressions of joy

We are glad / pleased / delighted / happy to do sth.

B. Expressions of thanks

thank you

be appreciative / grateful thankful

be obliged

appreciate sth.

appreciate it if---

C. Expressions about regret

We regret to say ---

We regret that ---

Much to regret

We are sorry to do ---

We are sorry that ---

(7) Requirement 7

Don't use the humble words: beg, permit, allow

**Consideration:**

1. Meaning: you-attitude, put you in the position of others

2. Requirements:

(1) Take the recipient's attitude—"you" attitude and avoid taking the writer's attitude—"we" attitude

(2) Try to discuss problem in a positive way and avoid discussing problem in a negative way.

3. Examples:

(1) Requirement 1

A. We allow a 5% discount for cash payments. ("we"—attitude )

You earn a 5% discount when you pay cash. ("you"—attitude)

B. "We"—attitude

open an account, savings account / deposit account

furnish=offer=provide=supply=avail

a wide variety of=various

"you"—attitude

Home furnishings=furniture

Merchandise: Products, commodity, goods, merchandise, item, article, cargo, shipment, consignment, freight, stock

(2) Requirement 2

We do not believe that you will have cause for dissatisfaction.

--- We feel sure that you will entirely satisfied

We close at 5 p.m.

--- We are open till 5 p.m.

**Correctness:**

1、 Meaning: correct understanding and using the commercial jargons

2、 Requirements

(1) Choose the only accurate facts, words and figures

(2) Take a matter-of-fact attitude to state what you will say. Don't over state or understate.

(3) Pay attention to the correct understanding and using the commercial terms

(4) Besides, the structure of the sentences, the spelling of the word, the use of the punctuation and the use of capital letters should be all correct.

3、 Examples

(1) Requirement 1

A. You ask very short delivery for your order

--- You require prompt delivery of your order.

short delivery: short-weight, the quantity of shipment is less than that of order

prompt delivery: quick delivery

B. The goods supplied are exactly equal to the sample.

--- a. The goods supplied are similar in quality to the sample.

b. The sample is the nearest in size to the goods you need.

(2) Requirement 2

It is the lowest price available to you.

--- It is the lowest price we can offer now.

(3) Requirement 3

A. Terms for prices

EXW---- Ex works

FOB----Free on Board

CIF----Cost, Insurance & Freight

CFR----Cost & Freight

B. Terms for shipments

Partial shipment to be prohibited

一次性装船

June shipment subject to receipt of L /C by May 20

六月份的装船以收到贵方 5 月 20 日的信用证为条件

Minimum of each for to be 500 cases

每批最小数量为 500 箱

C. Terms of offer

Subject to our final confirmation

以我方最后的确认为条件

This offer is open within 15 days.

该盘 15 日内有效

D. Terms for quantity and quality

Subject to a variation plus or minus of 5 percent

以变化幅度 5%为条件

E. Other Terms

L / C to be opened within 15 days

15 日内开立信用证

<b>Chapter2</b>	<b>Establishment of Business Relations</b>
<b>Teaching Objective</b>	1. making the students familiar with strategies of writing to establish business relations. 2. make the students familiar with useful expressions and structures in the kind writing. 3. ideological and political education objective:Cultivating in students the spirit of craftsmanship, professionalism, and perseverance.
<b>Teaching Focus</b>	1.courteous expressions 2. attractive / friendly impressions 3. special terms
<b>Teaching Difficulty</b>	Students can remember the useful expressions and structures in the kind writing.
<b>Teaching Duration</b>	Four Periods
<b>Teaching Method</b>	Lecture Group discussion Tutorial
<b>Assignment</b>	<b>Exercise: P31-33.</b>

### Teaching procedures and contents

#### Step 1. Lead-in :

We all know that it is important to have a wide business connections . If you are working for a well-established business (company ), you may find it is not necessary to do so , because you've already had lots of customers. However , you may approach companies that wish to do business with you. In this situation , do you know how to write an answer. On other hand , if you're working for a newly-established corporation , you may find it necessary to look for your own customers . do you know where and how to find them ? this is what we'll learn in this unit .

#### Step 2. Where to find customers ?

You may find them through the following Channels :

- 1.Overseas Chamber of Commerce . 海外商会。
- 2.The Economic and Commercial Counselor's Office of the Embassy of People's Republic of China in Foreign Countries . 中国驻外商务处。
- 3.Your branch offices abroad .
- 4.Directories 贸易行的行名录。
- 5.Publication 出版物。 e.g : Public Commerce Information Service , published by the Ministry of Commerce ,P . R . China 中国商务部出版的公共商务信息导报。
- 6.Business Houses of the same trade 同业商行
- 7.Advertisements 广告
- 8.Internet : [www.mofcom.gov.cn](http://www.mofcom.gov.cn) ;  
[www.ibdaily.com.cn](http://www.ibdaily.com.cn)

#### Step3. How to write to the company you wish to contact for the first time?

- 1.Begin your letter by telling the recipient how his name is known to you.

2. provide necessary information about yourself such as line of business , provide a brochure samples and catalogue of your product.

3. State your wish .

**Step 4. How to reply the letter that wants to establish relations with you .**

If you receive a letter in which the sender express the intention to do business with you what should you do ?

You should answer as soon as possible. This shows your efficiency, which is a good way to impress your potential customer . If you can't do as requested , you have to tell him tactfully to pave the way for future business .

Language summary:

When you first contact a company ,you need to tell the company how you get their name and address.

You may say:

1. We have your name and address from somebody .
2. We got/obtained your name and address through...( certain channels).
3. Your name and address have been recommended/ introduced to us by...(sb)

When you want to introduce yourself you may say :

1. We would like to introduce ourselves to you as a state-owned corporation dealing in...(certain kinds of commodities)
2. We wish to introduce ourselves to you as...

Other useful expressions:

1. We are one of the leading importers/exporters in Beijing. 我们是北京主要进口/出口商.
2. We have excellent connections in the trade and are fully experienced with the import business for this type of product. 在这个行业里我们有极好的贸易关系, 对这种产品的进口业务有丰富的经验。

**Step 5. Practice:**

Specimen letter 1: (omitted)

Chapter 2. Establishing Business Relations Replice,  
Review what learned during the last class.

1. format of a business letter (3 formats)
2. writing the envelops.(2ways.)
3. 4Cs for writing of a business letter.
4. Establishing business relations.

① Write to a company for the first time to establish business relations.

- a. tell the recipient how his name is known to you .
- b. tell the recipient the purpose of your letter.

expressions:

We're writing you for for the establishment of business relations.

We'd like to/wish enter into business relations with you.

- c. introduce yourself.
- d. state your wish : we look forward to your(early) reply.

② receive a letter and answer promptly:

1. express your gratitude.

- 2.introduce your products ; including enclosing a catalogue or a brochure.
- 3.show your desire to receive the order.

## VI. Summary

In this lesson, we have learnt how to establish and promote business relations. And this step is a very important one in business activities of foreign trade. We should understand how to introduce ourselves and state our requirements and demands clearly to our clients.

### Ideological and political education

#### 一、建立业务信函的内容

进出口业务英语函电，包括信函、电报、电传、传真及电子邮件，是当今国际间货物买卖磋商的主要载体。无论采取何种形式，目的都是为了有效传递商务信息。因此，合格的英语函电必须是以简洁的语言、明晰的结构来表述完整的内容，同时，还要体现出成熟的业务气息。

一笔具体的交易往往始于出口商主动向潜在客户发函建立业务关系。就标准规范的层次而言，建立业务关系的信函一般应包括如下内容：

##### 一、说明信息来源，即如何取得对方资料

作为贸易商，可以有各种途径了解客户资料，如通过驻外商务参赞处、商会、商务办事处、银第三家公司的介绍；或在企业名录、各种传媒广告、互联网上寻得；或在某交易会、展览会上结识；甚至是在进行市场调查时获悉。因此，我们有各种表达方式来说明信息来源，例如：

- ◆ We have learned from the Commercial Counselor's Office of our Embassy in your country that you are interested in Chinese handcraft.
- ◆ We obtained your name and address from the internet.
- ◆ Our market survey showed that you are the largest importer of cases and bags in Egypt.

##### 二、表明去函目的

一般来说，出口商主动联系进口商，总是以扩大交易地区及对象、建立长期业务关系、拓宽产品销路为目的，例如：

- ◆ In order to expand our products into South America, we are writing to you to seek cooperate possibility.
- ◆ We are writing to you to establish long-term trade relations with you.
- ◆ We wish to express our desire to enter into business relationship with you.

##### 三、本公司概述

这里所说的公司概述，包括对公司性质、业务范围、宗旨等基本情况的介绍以及对公司某些相对优势的介绍，例如：经验丰富，供货渠道稳定，有广泛的销售网络等，例如：

- ◆ We are a leading company with many years' experience in machinery export business.
- ◆ We enjoy a good reputation internationally in the circle of textile.
- ◆ A credible sales network has been set up and we have our regular clients from over 100 countries and regions worldwide.

##### 四、产品介绍

在这部分，可能会出现两种不同的产品介绍：在较明确对方需求时，要选取某类特定产品，进行具体的推荐性介绍；否则，通常就只对公司经营产品的整体情况，如质量标准、价格水平、目前销路等，做较为笼统的介绍。当然，附上目录、报价单或另寄样品供对方参考也是公司经常采取的做法。举例如下：

- ◆ Our products are enjoying popularity in Asian market.
- ◆ To give you a general idea of our products, we are enclosing our catalogue for your reference.
- ◆ Art. No. 76 is our newly launched one with superb quality, fashionable design, and competitive price.

#### 五、激励性结尾

与其他商业促销一样，在结尾部分，通常都会写上一两句希望对方给予回应或劝服对方立即采取行动的话语，例如：

- ◆ Your comments on our products or any information on your market demand will be really appreciated.
- ◆ We are looking forward to your specific inquiries.

建立业务关系的样信如下：

ABC Trading Co., Ltd.

18<sup>th</sup> Floor Kingstar Mansion, 676 Dongfang Road, Cfg, China

Tel: 0575-1234567 Fax: 0575-1234568

Zip Code: 312000

Purchasing Division

A V & G

#888 Jalan Street, Toronto Canada

Tel: +01 88888888

Fax: +01 88888889

August 14, 2003

E-mail: [yougli@jbs.com.cn](mailto:yougli@jbs.com.cn)

Dear Sir or Madam,

From the March 8 issue of *the International Business Daily* we have learned that you are in the market for chinaware which just falls within our business scope. We are now writing to you to establish long-term trade relations.

As a leading trading company in Shaoxing and backed nearly 20 years of export experience, we have good connections with some reputable ceramics factories and, sufficient supplies and on-time delivery are guaranteed.

Enclosed please find our latest catalogue. You'll see that we can offer a wide selection of quality dinner and tea sets ranging from the elegant Chinese traditional styles, to the popular European modern designs.

In particular, we would like to inform you that we have a new line that may be most suitable for your requirements—AB series. They are all made of first—class porcelain, decorated with hand-painted patterns, and packed in eye-catching gift cases. Most of articles are available from stock.

We are sure you will find a ready sale for our products in Canada as have other retailers through Europe and USA.

Please let us know if we may be of further assistance, and we are looking forward to your specific inquiry.

Yours sincerely,  
ABC Trading Co., Ltd.  
Alice (Miss)  
Daily Articles Division

### 公司企业常见部门名称英文

总公司 Head Office  
分公司 Branch Office  
营业部 Business Office  
人事部 Personnel Department  
人力资源部 Human Resources Department  
总务部 General Affairs Department  
财务部 General Accounting Department  
销售部 Sales Department  
促销部 Sales Promotion Department  
国际部 International Department  
出口部 Export Department  
进口部 Import Department  
公共关系 Public Relations Department  
广告部 Advertising Department  
企划部 Planning Department  
产品开发部 Product Development Department  
研发部 Research and Development Department(R&D)  
秘书室 Secretarial Pool

Chapter3	Enquiry
<b>Teaching Objective</b>	1. Master the characteristics of Credit and Status Inquiry letters. 2. Grasp the useful expressions used in the letters. 3. Accomplish a simulated business writing in practice. 4. Ideological and political education objective: Cultivate in students the excellent qualities of courage and skill in overcoming difficulties.
<b>Teaching Focus</b>	1. special structures and expressions. 2. writing devices and tips 3. writing practice
<b>Teaching Difficulty</b>	Comprehend how the writing strategies achieve the goals.
<b>Teaching Duration</b>	Four Periods
<b>Teaching Method</b>	1. lecture 2. media demonstration 3. Group discussion 4. tutorial
<b>Assignment</b>	Exercise: P46-48

### Teaching procedures and contents.

#### Step 1 Study of the letter

1. The main idea of this letter:

Ask students to go through this letter in certain minutes and tell us the main idea of this letter.

◆ Credit enquiry from the bank-----the title of this letter.

2. Study of the notes:

◆ Confidential: means should be kept as a secret. Its noun form is confidence. And we should use its noun form like this: in strict confidence.

◆ Due to: because of; owing to. To here is a preposition, so it should be followed by noun, pronoun, or the noun form of the verbs.

#### Ideological and political education objective:

#### Step 2 Useful sentences

1. We shall appreciate it if you could let us have your opinion on the reputation and financial standing of the firm.

如蒙告知贵方对该公司声誉和财务状况的意见，我方将不胜感激。

2. The firm you enquired about in your letter of May 2, 2003 enjoys good reputation in the business world.

贵方在 2003 年 5 月 2 日来信中所询问的公司，在商界拥有良好的声誉。

3. As far as we know, they are sound enough, but we have no certain knowledge of their true financial position. 前景良好，健康发展。

4. The above information is given on the understanding that it is to be treated as strictly confidential.

以上信息是基于应绝对保密的理解而给出的。

5. It seems to us that the firm's difficulties were due to bad management and in particular to overtrading.

在我们看来，这家商行的困境是由于管理不善和超量交易造成的。

### Step 3 Exercises-----practical step

1. Complete the sentences by translating the part in Chinese into English.

➤ KEY WORDS AND PHRASES:

- (1) Be willing to do sth. 乐意做-----  
(2) Let us have your opinion on sth. 如蒙告知贵方对-----的意见。  
(3) The company you enquired 您所询问的公司  
(4) Advise sb not to do sth. 建议某人不要做某事。  
(5) Have no certain knowledge of: have no certain information about.

➤ Ask students to finish these sentences according to the above phrases and sentence patterns.

2. Fill in the blanks.

➤ Difficulties:

Express surprise: 表达惊奇                      as a reference 以做参考  
Reputable: 有声誉的                              place orders 下定单  
The amounts involved 所涉及金额      compare with 与---比较

3. Translation

➤ From Chinese to English

- (1) The firm you inquire about is one of the most reliable importers in our district and has for many years enjoyed good reputation among the traders.  
    您所询问的公司              最可靠的进口商  
(2) They are in a difficult financial condition and unable to meet the obligation.  
    财务状况困难              无法承担债务  
(3) We know nothing about that firm and shall be obliged if you could let us have your opinion on their reputation and their financial standing.  
(4) Any information you may give us will be treated in strict confidence.

➤ From English to Chinese

- (1) files in question : files you enquired about  
(2) proceed : trade              every possible caution: as careful as possible  
(3) large financial reserves: big saves in reservation.  
(4) Said firm: the firm mentioned

Without any responsibilities on your bank: our bank will not take any responsibilities on our part.

### 4. Writing

Dear Sirs,

In reply to your letter of October 6, we give you the following information.

The company you mentioned is an old-established one who has long enjoyed the highest reputation. We have done business with them for many years and have found them really reliable.

This information is given in our personal opinion. We must ask you to treat it in strict confidence and without any responsibility on our part.

Yours faithfully

#### **Step 4 Practice-----The Example of Bank's Credit Inquiry**

敬启者：

惠请将有关加纳阿克拉西非进口公司的资信情况、商业经营情况告诉我们。该公司地址是：加纳阿克拉 520 号邮政信箱。请确信，我们对你们提供的所有资料都严加保密，你们不负有任何责任。

谢谢。

#### **SPECIMEN: CREDIT INVESTIGATION**

Dear Sirs,

You are kindly requested to provide us with the information on credit and business operation of ×××Import Company. The company address is ×××.Please be convinced that all the materials you supply to us will be kept absolutely secret, for which you will not take any responsibilities.

Best Regards.

Yours truly

#### **Step 5: Summary**

This lesson is an important part when you want to do business with the firm at first time. It tells us how to get the information of the company we want to deal with from the bank. So we should make it clear how to make a credit enquiry.

#### **VI. Assignment**

- Review the useful sentences and expressions;
- Rewrite the letter according to the indication given in the class.
- Preview Lesson 4

#### **Supplement:**

## 常见国际商务组织

The Chinese Export Commodities Fair

中国出口商品交易会

World Intellectual Property Organization (WIPO)

世界知识产权组织

The Foreign Trade Arbitration Commission of the China Council for the Promotion of International Trade

中国国际贸易促进会对外贸易仲裁委员会

Maritime Arbitration Commission

海事仲裁委员会

International Chamber of Commerce

国际商会

International Monetary Fund (IMF)

国际货币基金组织

U.N Conference on Trade and Development (UNCTD)

联合国贸易和发展组织

Organization for Economic Cooperation and Development (OECD)

经济合作与发展组织

European Economic Community (EEC)

欧洲经济共同体

World Trade Organization (WTO)

世界贸易组织

Economic and Social Commission for Asia and the Pacific (ESCAP)

联合国亚洲及太平洋经济社会委员会

Economic Commission for Western Asia (ECWA)

联合国西亚经济委员会

Economic Commission for Latin America (ECLA)

联合国拉丁美洲经济委员会

Economic Commission for Europe (ECE)

联合国欧洲经济委员会

Food and Agriculture Organization (FAO)

联合国粮食与农业组织

United Nations Development Program (UNDP)

联合国开发计划署

United Nations Industrial Development Organization (UNIDO)

联合国工业发展组织

United Nations Capital Development Fund (UNCDF)

联合国资本开发基金会

Customs Cooperation Council (CCC)

关税合作理事会

European Common Market (ECM)

欧洲共同市场

European Free Trade Association (EFTA)

欧洲自由贸易联盟  
European Payments Union (EPU)  
欧洲支付同盟  
European Free Trade Area (EFTA)  
欧洲自由贸易区  
European Monetary Agreement (EMA)  
欧洲货币协定  
European Monetary Co-operation Funds  
欧洲货币合作基金会  
Council for Mutual Economic Aid (CMEA)  
经济互助委员会(经互会)  
Association of South East Asian Nation (ASEAN)  
东南亚国家联盟  
Regional-Cooperation for Development (RCD)  
地区发展合作组织  
Council of Arab Economic Unity  
阿拉伯经济联盟理事会  
Latin-American Free Trade Association (LAFTA)  
拉丁美洲自由贸易协会  
Caribbean Community (CARICOM)  
加勒比共同体  
Central American Common Market (CACM)  
中美洲共同市场  
Organization of Petroleum Exporting Countries (OPEC)  
石油输出国组织  
Organization of Arab Petroleum Exporting Countries (OAPEC)  
阿拉伯石油输出国组织  
Mutual Assistance of the Latin-American Government of Companies  
拉丁美洲国家石油互助协会  
International bank for Reconstruction and Development (IBRD)  
国际复兴开发银行  
International Finance Corporation (IFC)  
国际金融组织  
International Investment Bank  
国际投资银行  
International bank for Economic Co-operation (IBEC)  
国际经济合作银行  
Asian Development Bank (ADB)  
亚洲开发银行  
Inter-American Development Bank (IDB)  
泛美开发银行  
Bank for International Settlements (BIS)  
国际清算银行  
Arab Commercial Banks

阿拉伯商业银行  
Reserve Bank of Australia  
澳大利亚储备银行  
Coordinating Committee for Export Controls  
巴黎统筹委员会  
International Bureau of Weights and Measures (IBWM)  
国际度量衡局  
International Iron and Steel Institute (IISI)  
国际钢铁公司  
International Chamber of Shipping (ICS)  
国际海运商会  
Joint Ministerial Committee of the Boards of Governors of the Bank and the Fund on  
the transfer Resources to Developing Countries  
国际复兴和开发银行理事会及国际货币基金理事会关于向发展中国家转让资金  
的部长联合委员会  
Independent Committee for International Development Problems  
国际发展问题独立委员会  
Arrangement Regarding International Trade in Textiles  
国际纺织品贸易协定  
Committee of the Board of Governors of the Fund on Reform of the International  
Monetary System and Related Issues  
国际货币基金理事会国际货币制度改革及有关问题委员会  
National Committee on International Trade Documentation (NCITD)  
国际贸易制单工作委员会  
International Trade Organization (ITO)  
国际贸易组织  
International Civil Aviation Organization (ICAO)  
国际民用航空组织  
Commission of Asian and Far Eastern Affairs of the International Chamber of  
Commerce (CAFÉ-ICC)  
国际商会亚洲及远东事物委员会  
Federal Reserve Banks (FRB)  
联邦储备银行  
American Arbitration Association  
美国仲裁委员会  
Inter-American Development Bank (IDB)  
美洲发展银行  
Inter-American Commercial Arbitration Commission  
美洲国家商务仲裁委员会  
National Council for U.S.-China Trade  
美中贸易全国委员会  
International Ship-owner's Association (INSA)  
国际船主协会  
International Road Transport Union (IUMI)

国际公路运输协会

International Union of Marine Insurance (IUMI)

国际海上保险联盟

United Nation Commission on International Trade Law (UNCITL)

联合国国际贸易法委员会

Asia-Pacific Economic Cooperation (APEC)

亚洲太平洋经济合作组织

Chapter4	Offers
Teaching Objective	1. master the writing ways of a firm offer. 2. identify a firm offer from a non-firm offer. 3. Ideological and political education objective: Guiding students to develop an international perspective.
Teaching Focus	1. Summarize the outline of a firm offer. 2. Identify a firm offer from a non-firm offer.
Teaching Difficulty	Grasp the definition of firm offer and useful expressions in it.
Teaching Duration	Four Periods
Teaching Method	Lecture 、 Group discussion、 Tutorial
Assignment	Exercise: P76-77

### Teaching procedures and contents

#### Step 1 Introduction of offers

##### 1. Words& Expressions

1). Make an offer 报盘，发盘，

向某人发盘：make an offer to sb./make sb. an offer

2). Conclude a transaction

=come to/ close/ finalize a transaction/ a deal/ business/ trade

=get business done

3). to the effect that...= stating 大意是说...

介词短语相当定语

We received your letter to the effect that you are interested in our Electric Fans.

##### 2. Brief Introduction

1). what is an offer?

A promise to supply goods on the terms stated. It's always made by the seller and the reply to the enquiry.

2). what's the difference between a firm offer and non-firm offer?

A firm offer is the offer with a certain time limit while a non-firm offer is the offer without engagement.

实盘：卖方在提出成交的各种条件后还规定了该盘的有效期，若买方在的效期内全部接受卖方条件，则可达成交易，若有效期限一过，则该盘自动失去效力。

虚盘：卖方提出的各项贸易条件，经过买方承诺后，并不能达成交易，需经卖方确认后该盘才有效。

① firm offer

a. This offer (will remain) effective/ open/ valid/ firm for a week from...

该报盘从某月某日起一周内有效

b. This offer expires on August 8.

c. This offer must be withdrawn if not accepted within 3 days.

d. This offer is firm subject to your reply reaching here before .../ reaching us by .../ which will reach us by ....

② Non-firm offers:

a. This offer is subject to the seller's final confirmation.

b. This offer is made without engagement.

③ What's a bid?

a. A kind of an offer, which is made by the seller.

3. out of line with 与 ... 不一致

eg.: out of line with the prevailing market level

与现行的行市水平不一致，意味着 your price is rather on the high side. 你方价格有点偏高了。

Cf. in line with 与 ... 一致. Your price is quite in line with the prevailing market.

你方的价格与行市一致。

4. be prepared to do reduce your limit by, say, 8%,

be prepared to ... 准备做 ... 事，包含着“同意”去做，还包含“打算”之意：

eg. We are prepared to allow you a 2% quantity discount if your order exceeds 500 dozen.

如果你方订单超过 500 打，我方同意按数量打折 2%。

say, 8% 这儿是 let us say 8% 的简化。意思是：比方说 8%。增多，减少一定数量或百分比，通常用介词 by，表示相当。

eg. a. to reduce your limit by say 8%.

减低你方的价格，比方说百分之 8。

b. May we suggest that you make some allowance say 8% you're your quoted prices that would help to introduce your goods to our customers?

我们建议你做出折扣，比方说，在你方报价的基础上折让 8%，这样有助于向顾客介绍你方产品。

C. To have this business concluded, you need to lower your price at least by 3%.

为达成这笔交易，你方应至少减价 3%。

5. In view of ... 有鉴于，着重说这个客观事实。而 owing to, due to, because of 着重于原因。这些词组意义很相近。

eg. a. It is in view of our long-standing business relationship that we make you such a counter-offer.

只是鉴于双方长期的业务关系，我们才给予上述还盘。

倘若要用从句，则需加上 the fact that，例如：

b. In view of the fact that we have done a lot of business with buyers at this price, we cannot reduce our price any further.

鉴于我们已按这个价格做了许多业务，我们也就不可能再减价了

c. We always try our best to meet your requirements in view of our long relations.

鉴于我们长期的贸易关系,我们总是尽力满足你们的要求。

6. the subject article: 标题(所指的)商品,也可以说: The captioned article  
article 货物。“货物”一词在外贸英语中可用不同的词来表达: goods 是常用词,不能以单数出现; consignment 是发运的货; article 是具体的货,是可数名词; item 是一项一项的货; order 是所定的货; commodity 是从有物件的角度讲的货; shipment 是运出的船货; cargo 是用运载工具装运的货物等

eg. As the production of the subject /captioned goods is going up much faster than before, we believe we can complete your order earlier.

关于标题项下货物,由于其生产较以前大大加快,我们相信能提前完成运交你方

## Step 2 The typical letter

### 1. Words & expressions

a. cable sb. 给某人发电报

b. at the attractive price 价格低廉

= at the competitive/ favorable / low price

c. effect v. 完成, 实现

effect insurance

effect payment = make payment

effect shipment = make shipment

d. in sb's favor = in favor of sb.

以某人为抬头人(受益人), 在外贸术语中尤其把信用证开给某人名下。

### 2. 报盘有效期的表达方式为:

① The offer is firm (open ; valid; good) until (for) ... 此报盘有效期至(为) .....

② to offer firm subject to your reply by 6 p.m., our time, Wednesday, March 2

此报盘有效期以 3 月 2 日星期三我方时间下午 6 点以前回复为准。

同样的表达方式还有 to offer firm subject to your reply reaching here by 6 p.m., Wednesday, March 2, our time.

③ to offer firm subject to your reply here within one week from today

此报盘有效期以一周内回复为准

此外, 报盘中常使用保留条件, 以表示谦虚, 例如:

to offer subject to seller's confirmation 以卖方确认为准

to offer subject to our approval 以我方确认为准

to offer subject to prior sale; to offer subject to being unsold

有权先售, 以未售出为准

to offer without engagement (obligation)

发盘无约束性, 发虚盘, 与 to offer firm 反义

## Ideological and political education

Your price has been found too high to be acceptable (accept, be accepted).

In international business negotiation, the seller, on one hand, wants to sell at a high price and a safe term of payment; the buyer, on the other hand, wants to buy at a low price and an earlier delivery date. So the seller's quotation is often much higher than what the buyer has expected. In this case, if the seller and the buyer want to conclude a transaction, they must drive a hard bargain. (拼命地讨价还价)

Other expressions:

- 1) Your price is too high / a bit high / rather high / excessive (过高).
- 2) Your price is so high that our profits would either be little or nil. (我方的利润微乎其微甚至为零)
- 3) Our clients find your price too high.
- 4) Your price is much higher than we expected.
- 5) The price of your products is 10%-15% higher than that of the similar goods.
- 6) Your price is too much on the high side (过高), i.e., 10% higher than the average.

#### 4. Outline

Para1: appreciation of the incoming letter/ trade terms (price, quantity, delivery, payment)

Para2: firm offer

#### Step 3 Commonly used sentences

1. Thank you for your recent enquiry, we have a large quantity of ... in stock, and are pleased to offer them as follows

\* have sth. In stock = have stock of sth

have sth. Out of stock = have no stock of sth.

感谢贵方最近的询盘，我们有大量.....产品的存贷并报盘如下：

#### 2. Identify firm offers and non-firm offers

1). This offer is subject to the goods being unsold on receipt of your reply.

本盘以收到贵方复信时尚未出售为条件。

2) Our best offer is given below subject to our final confirmation.

现报最优惠的报盘如下，须经我方最后的确认为有效。

3). We must stress that this offer is for two days only because of the heavy demand for the limited supplier of this... in stock.

我们必须强调此报盘仅在两天内有效，因为。。。产品供不应求。

4) This offer must be withdrawn if not accepted within three days.

该盘三天内若不接受将撤消。

5) this offer is open for three days only

6) This offer expires on August 20; your immediate reply by cable will be appreciated.

该盘 8 月 20 日失效，请即电复。

7) We wish to state that our quotations are subject to alternation without notice and to our confirmation at the time of placing your order.

我方报价可随时变动而不先通知，你方定货时需以我方确认为有效。

3. As the price for walnut meat is workable, we have cabled you our acceptable.

4. We regret to say that we cannot accept your offer as your price is on the high side. 我们遗憾的说我们不能接受你们的报盘,因为你方的价格偏高.

5. There is no demand for your products at present. 目前对你们的产品尚无需求.

6. I think it is unwise for either of us to insist on his own price. 我认为哪一方坚持自己的价格都是不明智的.

7. We believe we'll have a hard time convincing our clients at your price. 我们认为很难说我们的客户们接受你方的价格

#### Step 4: Exercises

1. 根据下面所示条件写一封报盘函：
  - a. 买方询盘收悉时间为 2003 年 9 月 28 日，所询问的产品为：货号为 63-12 的棉质床单 2400 打。
  - b. 价格：成本加运费加保险费到纽约价为每打 136 美元其中包括我方 3% 的佣金。
  - c. 包装：每纸箱 12 打
  - d. 付款方式：用即期汇票支付的，保兑的，不可撤消的信用证
  - e. 装运：10 月底装运
  - f. 保险：按发票金额的 110% 投保所有险和战争险
  - g. 有效期：7 天。

Dear Sirs,

Thank you for your enquiry of September 28, 2003 and we are glad to learn that you are interested in our Cotton Bed Sheets. We are making you an offer, subject to your early reply reaching us within 7 days, as follows:

Article: ART, No.bs-12 Cotton Bed sheets

Price: VSD136 per dozen CIF New York

Packing: in cartons of 12 dozen

Shipment: to be effected not later than the end of October

Payment: by confirmed, irrevocable L/C, payable by draft at sight.

Insurance: to be effected for 11% of the total invoice value covering All Risks and War Risk.

We are looking forward to your early order.

Yours faithfully,

2. Write a letter according to the following requirements:
  - a. 收到 4 月 20 日来函，来函中提到我方价格偏高。（...the price...is found to be on the high side）
  - b. 认为还盘不符合行市，还价太低，不能接受。（...be not in keeping with the current /prevailing market...）
  - c. 为发展业务关系，希望与对方保持联系。（If later on you see any chance to do business, please let us know.）

#### Step 5: Summary

In this lesson, we are mainly discussing the definition of firm offer. And we have also paid much time in dealing with some important and common sentence patterns and expressions which are commonly used in the firm offer in the business world. Therefore, we should pay much attention the those essential words an phrases, and try to use them as your own words to increase your ability to express yourselves better when negotiating or writing some business related affairs.

Preview Lesson Six

## ◆ supplement: 常用国际贸易术语

国际贸易的价格表示方法，除了具体金额外，还要包括贸易术语，交货地点及所使用的货币。如 USD150 FOB Hong Kong, STG2000 CIF Liverpool, 其中 USD 指的是以美金作价，而 STG 为英镑；Hong Kong 香港 和 Liverpool 利物浦为交货地点；FOB 与 CIF 则为两个较为常用的贸易术语。

以下是国际商会出版的《2000 年国际贸易术语解释通则》中规定的全部贸易术语的分类。

第一组：E 组（卖方在其所在地点把货物交给买方）

Ex Works (named place) 工厂交货（指定地点）

第二组：F 组（卖方须将货物交至买方指定的承运人）

FCA: Free Carrier (named place) 货交承运人（指定地点）

FAS: Free Alongside Ship (named port of shipment)

船边交货（指定装运港）

FOB: Free On Board (named port of shipment)

船上交货（指定装运港）

第三组：C 组（卖方必须签订运输合同，但对货物灭失或损坏的风险以及装船和启运后发生事件所产生的额外费用不承担责任）

CFR: Cost & Freight (named port of destination)

成本加运费（指定目的港）

CIF: Cost, Insurance and Freight (named port of destination)

成本，保险加运费（指定目的港）

CPT: Carriage Paid To (named place of destination)

运费付至（指定目的地）

CIP: Carriage and Insurance Paid To

(named place of destination)

运费保险费付至（指定目的地）

第四组：D 组（卖方必须承担把货物交至目的地国家所需的全部费用和 risk）

DAF: Delivered at Frontier (named place) 边境交货（指定地点）

DES: Delivered ex Ship (named port of destination)

船上交货（指定目的港）

DEQ: Delivered ex Quay (named place of destination)

码头交货（指定目的地）

DDU: Delivered Duty Unpaid (named place of destination)

未完税交货（指定目的地）

DDP: Delivered Duty Paid (named place of destination)

完税后交货（指定目的地）

<b>Chapter 7</b>	<b>Sales promotion</b>
<b>Teaching Objective</b>	1. Identify the format of sales promotion letters. 2. Master the principles of sales promotion letters. 3. Command useful expressions on sales promotion. 4. Ideological and political education objective: Cultivate in students the excellent qualities of courage and skill in showcasing the vigorous and promising spirit of contemporary youth, and actively seize good business opportunities through trade negotiations.
<b>Teaching Focus</b>	1. The practical writing of sales promotion letters 2. How to make good use of those useful expressions on sales promotion
<b>Teaching Difficulty</b>	Write sales promotion letters correctly.
<b>Teaching Duration</b>	Six Periods
<b>Teaching Method</b>	1. Interactive Method 2. Group Discussion 3. Case Analysis
<b>Assignment</b>	Finish the exercises in this lesson.

### Teaching Steps

#### Step 1: Lead-in

1. The teacher may divide students into small groups of four or five persons to discuss the following questions:

- ★ Have you ever seen or taken part in any sales promotion activities?
- ★ How do you think of good sales promotion?
- ★ Do you know about something about sales promotion letters?

2. Based on students' discussion results, the teacher leads them to the topic of Lesson Seven, sales promotion letters, and introduces their main features, on P.85. If time is enough, after students' discussion, some knowledge about sales promotion and salesmanship can be explained to students.

#### *Sales Promotion & Salesmanship*

Sales promotion, advertising, and salesmanship are the major techniques used in merchandising products to the public. Salesmanship often takes the form of a face-to-face encounter between the buyer and seller; the presentation is set up to convince customers that the product on sale is essential to their satisfaction. In the 1980s, a growing promotional technique involved in-home shopping programs using cable television channels. In recent years with the help of the Internet, online shopping is becoming popular.

The traveling salesman appeared late in the 19th century both in Europe and in the U.S. The early itinerant peddler carried his goods on his back or on his horse, working his way from a port city through the hinterlands. With the coming of the railroad and the assurance given to sellers by new credit-reporting systems, salesmen with their sample cases moved across the land. Persuasive skill was less important in those days of unsatisfied demand, and orders were readily forthcoming. By 1900, however, with

the increasing supply of manufactured goods, buyers became more discriminating in their purchases.

### Step 2: Analysis of Samples

1. At first, the teacher may guide students to learn vocabulary and those useful expressions on P.88-92 so that they can understand the samples better. And let students pay attention to some key words and expressions while learning.

2. The teacher may lead students to those two samples on P.86-88, and help students to analyze their structure as well as some usual expressions, for instance, “approach sb”, “have\ has been requested by” and “as far as...(be) concerned”.

3. The teacher illumines students to summarize some principles for sales promotion letters' writing as follows:

- ★ Emphasize the benefits rather than the features of the product or service.
- ★ Use active voice in picturing the reader enjoying the use or performance of the product or service.
- ★ Focus on one of the main appeals.
- ★ Subordinate the price, unless it is an obvious bargain, by mentioning it after most of the benefits have been listed.
- ★ Use a promotion piece (eg. An enclosed brochure) to illustrate the details of the product or service.
- ★ Specify the action by providing the ways of obtaining the product.

### Step 3: Useful Sentences used in Promotion Letters

In this step, the teacher firstly may guide students to those useful sentences on P.94-95, and then help them to enlarge more such sentences.

1. Here is a chance to show how smart you are by wearing our new style.  
穿上我们的新潮服装，展示你的才干。
2. Have you ever tried getting a bilingual service from a a computerized speaker?  
你试过电脑控制的扬声器提供的双语服务吗
3. Why not escape city noises and enter the peace of outskirts with our weekend travel?  
为什么不参加我们的周末旅行，走出城市的喧闹，步入郊外的宁静呢？
4. Our newly introduced student kit is made from fine quality vinyl plastic, which is strong, washable, transparent and handy for pencils, rulers, loose papers, cards, pocket money and many other items a student carries.  
我们新投放市场的学生工具包是选用上等塑料薄膜制成的，它耐用、易洗、透明；方便学生放铅笔、钢笔、尺子、活页纸、卡片、零花钱和其他许多物品。
5. Our new brand bathrobes are made of pure cotton. Owing to the carefully selected materials used and the great attention paid to weaving and printing, they have a very attractive appearance as well as novel design.  
我们的新品浴袍是纯棉制品。选料考究，纺织和印花工艺严格，款式美观新颖。
6. Give this new kind of glazed ware the ultimate test-try scratching, cutting, burning or even putting it into acid; you will see how strong this glazed product is against any such force and how long it will resist fire and acid.  
验证一下这种新型搪瓷，在上面划痕，切割，火烧，把它放在酸液里。你会发现此种搪瓷产品是多么坚硬、多么耐火、耐酸。

7. If your stainless steel cutter becomes damaged, just return it and we will replace it free-even when the warranty is over.  
不锈钢刀出现问题即可退货。即使超过保质期，我们也免费替换。
8. Complete the form enclosed right away. This offer expires 5 p.m, June 15, 2007.  
Don't miss the wonderful opportunity to enjoy the finest canned food you'll ever taste.  
马上填单订货吧！此价格有效期至 2007 年 6 月 15 日下午 5 时。不要错过品尝最美味的罐头食品的大好机会哦

#### **Step 4 Ideological and political education**

In this step, the teacher can make students consolidate what they have learned through case analysis of one sales promotion letter. To be more specific, ask students to analyze it from any aspects that they can think. The following points are just for reference:

- ★ to attract the customers;
- ★ to create interest and desire;
- ★ to offer conviction;
- ★ to motivate actions.

The sales promotion letter is set out as follows:

Dear Customers,

When you own a computer at home or the office, how often do you say to yourself, "I wish I had an expert with me all the time" or "Oh computing work, I wish I were better instructed whenever I have problems".

The newly published handbook PROFESSOR WPS is your expert. It is your professor instructing you how to use the machine and how to obtain the perfect performance in word processing system.

The handbook is the work of three university professors of computer science and two experienced computer technicians. It is not an introductory textbook to you but a hand-on tutorial providing easy-to-read application approaches. One hundred and eighty-eight questions and answers present solutions to your daily usage problems. The technological concepts and terms are explained with more than 200 photographs and illustrations appearing in the 250-page handbook. In it, you can read about keys without calling at the technician's office whenever you get lost in processing. What is more, the bilingual explanation will make the job easier for users either speaking Chinese or English.

Throughout the handbook the authors have attempted to conform to the most word processing usage. It will keep you well informed and able to converse easily with those specially designed questions and answers, each of which costs 10 cents, about 1/100 of the consulting fees for a technician.

For a fast ownership of the handbook, please fill in the enclosed card as requested and return it as soon as possible. By sending the card before 30 August, you will obtain a special discount of 2 percent at our introductory stage.

Yours faithfully,

ABC Corporation

Chapter 8	Payment
<b>Teaching Objective</b>	1. Know about some usual terms of payment, especially L/C. 2. Command useful expressions on terms of payment. 3. Ideological and political education objective: Guiding students to develop an international perspective of payment overseas.
<b>Teaching Focus</b>	1. The practical writing of terms of payment 2. Language points and useful expressions
<b>Teaching Difficulty</b>	Express terms of payment correctly.
<b>Teaching Duration</b>	Six Periods
<b>Teaching Method</b>	1. Interactive method 2. Work in pairs
<b>Assignment</b>	1. Finish the exercises 2. Finish Reading

### Teaching procedures

#### Step 1 Lead-in

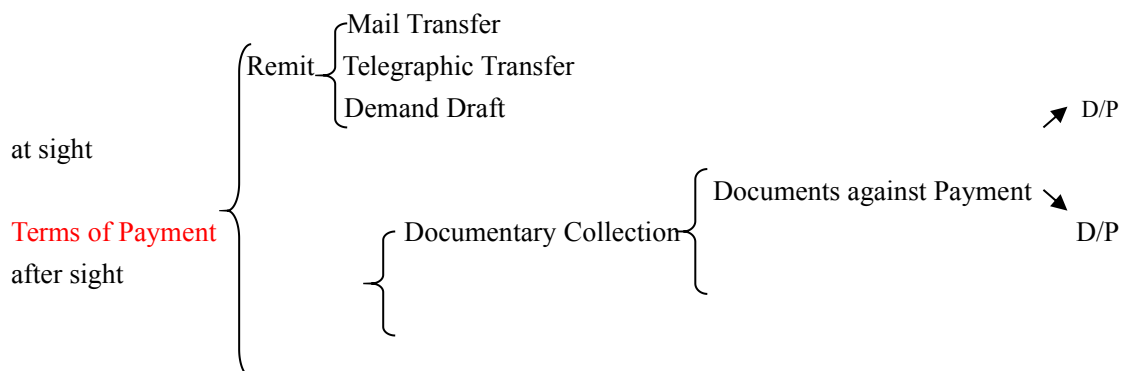
In this step, the teacher may illumine students to think about the following questions and let them work in pairs to discuss and express their ideas. And then, some volunteers are welcome to share their own ideas. After that, the teacher gives students timely responses and leads them to the topic of Lesson Nine, terms of payment.

Questions: How much do you know about terms of payment?  
And can you classify them?

#### Step 2 Introduction

Based on their ideas about terms of payment, the teacher may guide students to material on P. 111, and explain terms of payment generally as follows:

As we all know, L/C(Letter of Credit) is the safest remittance way to pay. But, it is not beneficial for the buyer, because the expense is too high, and also it will lose the interests from the bank. However, for the seller, it is favorable, so he can use such terms of payment. But before that, we still need to know some other terms of payment. They are remit and mail transfer. We can express them based on the following graph.



Collection

Documents against Acceptance

Clean Collection

L/C

### Step 3 Vocabulary and Useful Expressions

In this step, the teacher may help students to command those new vocabulary and useful expressions about terms of payment, which means a lot for students to understand the text, two samples letters. And the teacher can choose some important ones for students to practice.

**1. favour** n. 好感, 好意, 恩惠

vt. 支持, 赞成, 照顾, 赐予

→ in favour of 以...为受款人 (受益人)

e.g. \* open an L/C in our favour

\* In whose favour are the goods to be invoiced?

\* Please open your L/C in favour of our Shanghai Branch.

\* issue an invoice in your favour

**2. draft (bill of exchange/bill)** n. 汇票

e.g. \* draw (a draft) on sb. for...

\* draw on sb. at 60 days sight

\* draw on sb. against sth

\* draw at 30 days D/A

\* draw D/A (or D/P) against your purchase

\* We regret that your dishonoured our draft.

→ drawer n. 出票人, 发票人

→ drawee n. 受票人, (汇票) 付款人

**3. transhipment** n. 转船

→ tranship vt. 转船

e.g. \* Transhipment allowed / prohibited

\* Transhipment will be made at Hong Kong.

\* The goods should be transhipped at Shanghai.

### Step 4 Ideological and political education----Analysis of Sample Letters

1. At first, the teacher may ask students to skim those two letters on P.112-113, and find out those words, phrases and sentences related to terms of payment. For instance, in the first letter, you can find such a sentence, "If you have gone through the specimen contract you will see that our usual terms of payment are by confirmed, irrevocable letter of credit in our favour, available by draft at sight, reaching us one month ahead of shipment...".

2. Some volunteers are welcome to share their opinions about those required sentences, and then the teacher help them to analyze those sentences and let students learn to express terms of payment.

3. Let students read those letters again, and encourage them to translate letters into Chinese, and the teacher may give them necessary help and explain those confusing

points. After that, let students pay attention to those important expressions, for example, “(not) hesitate to come to agreement with sb on sth”.

### Step 5 Consolidation

1. The teacher leads students to those useful sentences on P.119 -120 and let them pay attention to those important expressions in each sentence.

2. According to the above knowledge, students are encouraged to translate the following sentences into Chinese. At last, check the answer together.

- ★ We'll not pay until shipping documents for the goods have reached us.  
(见不到货物装船单据, 我们不付款。)
- ★ Of course payment might be refused if anything goes wrong with the documents.  
(如果单据有问题, 当然可以提出拒付。)
- ★ The equipment will be paid in installments with the commodities produced by our factory. (设备以我们工厂生产的产品分期偿还。)
- ★ The draft will fall due on May 20.  
(汇票于 5 月 20 日到期。)
- ★ We have arranged with our bankers to issue an L/C in your favor.  
(我们已和我方银行办妥向你方开出信用证的手续。)

Chapter 10	Payment
<b>Teaching Objective</b>	1. to understand the whole lesson; 2. to know how to express packing requirement 3. to know of some packing marks; 4. to master the useful and/or important words and expressions 5. Ideological and political education objective: enhance the practice and creative ability.
<b>Teaching Focus</b>	1. Analyse packing requirement. 2. Some packing marks 3. Useful and commonly used sentences related with this lesson
<b>Teaching Difficulty</b>	1. Writing points 2. Expressions in packing requirement 3. Language points and useful expressions;
<b>Teaching Duration</b>	Four Periods
<b>Teaching Method</b>	Interactive teaching through discussion, questions & answers
<b>Assignment</b>	Review the whole text

### Teaching steps:

#### Step 1: Review of last lesson

#### The translation work of some typical sentences

1. We have noted with regret that in your L/C No....you have asked for packing in wooden cases, whereas the goods to be shipped will be packed in cartons as stipulated in our S/C No. ... We should appreciate it if you could amend the L/C the soonest possible.

2. 收到你公司对第... ..号售货确认书开来的第... ..号信用证。经核对来证条款，发现来证单价为 US\$3.25，而合约单价是 US\$3.52。估计系书写笔误，请予修改。

### Step 2 Lead in

- 1) In your opinion, what is the importance of packing?
- 2) Introduce the concept of Packing Requirements

### Step 3: detailed analysis

1. Some commonly used terms and expressions

① **mode** mode of packing, mode of payment, multi-mode transportation

- a. In wooden cases containing 30 pieces if 40 yards each.
- b. In press – packed bales of 400 lbs, net each
- c. In iron drums of 25 kgs. Net each
- d. In gunny bags of 60 kgs. Net each
- e. In cartons, then on pallets
- f. Packed in bales of 50 kgs,net
- g. Packed in cases of 200 lbs
- h. Packed in wooden cases lined with tin plate, with iron hoops at both ends
- i. Packed in cans,12 cans to a cardboard, 10 cardboard box to a case.

② **packing** outer packing, inner packing, strong packing, packing list,  
**pack** Wen pack the goods in wooden cases.

③ **rough handling** Rough handling will result in damage.

④ **for your information** For your information, our products sell quickly on your market.

① **to the contrary** The contract shall b renewed for one year if we do not hear from you to the contrary.

We will pack the goods as usual if we are not informed to the contrary.

② **Fulfil** fulfil one’s obligation, fulfil a contract, fulfil an order

**Fulfillment** n. the fulfillment of a contract

③ **shipping advice** As soon as the shipment is made, please let us have your shipping advice.

④ **mark** You re requested to mark all the cases as per our instructions.

**mark n.** shipping mark, warning mark.

## 2. Useful sentences in expressing packing

- ① We usually have our screws packed in double gunny bags of 60 kgs. Each.
- ② The cartons are well protected against moisture by polythene sheet lining.
- ③ The goods ordered should be of good quality and in attractive packing.
- ④ All bags have an inner waterproof lining.
- ⑤ We can meet your special requirement for packing but the expenses should be borne by you.
- ⑥ As requested, we have included a packing not with your commodities, and have pleasure in enclosing a further copy of the note.
- ⑦ Our improved packing will catch the eye of the buying public, which will help push the sales.
- ⑧ Our cartons are strong enough to stand rough handling in the course of transportation.

## 3. Packing example introduction showing:

Item No. : 0111

Model No. : LR6/2B

Packing: 2PCS/BLISTER CARD

Inner box: 20PCAKS(40PCS)

Shipping carton: 200PCAKS(400PCS)

Volume: 0.0228

## **Step 4 Ideological and political education-----Exercises-----practical step**

### **I. Translation**

1. We will take every step within our reach to improve the packing so as to protect the goods from breakage.
2. Our Trip Scissors are packed in boxes of 1 dozen each, 100 boxes to a carton lined with waterproof paper.
3. We have now adopted carton packing instead of wooden cases as the former is just as seaworthy as the latter while the cost is less and the weight lighter.
4. Our Soya Beans are supplied in bulk or in gunny bags.
5. 请对包装特别注意，否则，货物将会在运输途中损坏。
6. 我们已把你方对包装的意见转告厂方，他们同意在下次装运时才拿你方的意见。

## II Collect more warning marks in English:

小心搬运 Handle with care

此面朝上 This side up

请勿抛掷 Don't throw down

易腐物品 Perishable goods

请勿平放 Not to be laid flat

请勿用钩 No hooks

保持冷藏 Keep cool, Keep in cool place

避免日光直射 Keep out of the direct sun

有毒物品 Poison

危险 Dangerous

危险品 Dangerous goods

易碎品 Fragile

请勿倒立 Keep Top Side Up

防潮 Guard against Damp

### Step 5 Practice : A discussion

From the study of the text, we should know that generally speaking , the writing of packing requirements often include the following items, some fixed or often-used phrases or sentences ,we are required to remember the following in correspondences and negotiation:

- giving a reply and explain the problems in the packing
- express the reasons of the damages and give the requirements and expectation for the future packing of the future business;
- ask for agreement from the partners,
- express thanks or greetings

### Step 6 Summary

Together with the class to review of what have learned in this lesson. Proper packing and packaging are essential to increase customers' satisfaction. Poor packaging can ruin the chance of success while poor packing may result in the damage to goods. Understanding the importance and the usual expressions related to packing would be helpful in international business.

Chapter 11	Shipment
<b>Teaching Objective</b>	1. Help students to learn and master key words, phrases and sentence patterns 2. Help student to learn some additional sentence patterns about shipment 3. Help students to learn how to write a business letter about shipment 4. Ideological and political education objective: Cultivating in students the spirit of professionalism.
<b>Teaching Focus</b>	1. Sentences translation 2. Analyze the whole text 3. Practice writing
<b>Teaching Difficulty</b>	Writing points, Language points and useful expressions
<b>Teaching Duration</b>	Four Periods
<b>Teaching Method</b>	Interactive teaching through discussion, questions & answers
<b>Assignment</b>	1. Review the whole text. 2. Exercise

**Teaching steps:****Step 1: Review of lesson 12****the translation work of some sentences of lesson 12**

- 我们客户要求你方报 CIF 纽约价，因为他们认为有你方保险比较简单。但他们希望知道你们将投保什么险别，保险金额以及向谁投保等情况。
- 中国人民保险公司差不多在全世界各主要港口都有验货人及代理人。万一货物灭失或损坏，保险赔款可在你地支付。
- 若货物发生灭失或损坏，你们可在货到后 60 天内连同公正报告、保险单、索赔清单等单据，向我方保险公司在你地的代理提出索赔。

**Step 2 Presentation(引入新课)**

- the concept of the explanation of shipment
- the emphasis that the writing and reading of the Shipping Instructions will concern if the contract can be implemented successfully , so we should pay much attention to it. when the goods are shipped on board the vessel, the seller should give the buyer

prompt notice of the name, the date of sailing and sending the buyer copies of shipping documents to enable the seller to get ready to take the delivery

### Step 3: detailed analysis

#### (1) Additional Notes (疑难浅析)

- forward: vt. (同)send ,dispatch 运送,寄送

The goods will be *forwarded* to you within the 2<sup>nd</sup> quarter of the year.

I *forwarded* his letter to his new address.

He looks forward to receiving my letters.

- endeavor: vi. N.(同) exert 努力

He *endeavored* to swim across the channel.(vi)

He made a desperate *endeavor*.

- respectively: adv.分别地 , 各自地

Betty and Mary selected roses and tulips *respectively*.

The two friends said goodbye and went to their homes *respectively*.

- due to :① because of

I am late for today's class due to the delay of the bus.

② be expected to

The class meeting due to be held in the conference room on the early morning of Tuesday.

- .shipping advice 装船通知

Shipping advice is a note usually sent by the seller to inform the buyer that the goods he has ordered have been dispatched on ship .

- extension n [UC] 展期

As the bank here will not consider any extension of the L/C. Please make sure that the shipment is made without delay. 由于我地银行不愿意给信用证展期, 请一定要迅速装船。

- extend vt , delay, postpone 延期 (期限)

We hope you will extend your offer by e-mail (for) two weeks.我们希望贵方能用电子邮件将报盘延长两个星期。

注: delay 和 postpone 指将某事的处理时间“延迟”, 如将今日的会议延至明日开等。严格地说, 它们与 extend 不是同义词。

●negotiable adj 可谈判的, 可商议的, (票据等)可议付的, 可转让的, 可疏通的

① non- negotiable adj 不可商议的, 不可转让的。

Send us one non-negotiable copy of B/L please. 请寄上一份不可转让的货运提单。

negotiation n. (U ,C) 谈判, 商议, 议付 in negotiation with, under negotiation 在谈判中

②negotiate vt. 句式: negotiate with sb/over/for sth 与某人商议, 谈判某事, 议付

We will send a representative to negotiate the business with you in person. 我们将派代表与你方谈此事。

●manufacture vt. make 制造, 生产

manufacture n: product, 产品, 制造品

manufacturer n: maker, producer 制造厂, 制造商

●delay vt postpone, put off 延迟, 耽搁

eg. Otherwise, the L/C will have to be amended and shipment will possibly be delayed. 否则, 信任证要修改, 装船可能要延迟。

●fill vt & vi

①vt 执行 (订单等)

We can fill your order for 200 computers as soon as possible. 我们能尽快执行 200 台电脑的订单。

We always do our best to fill our contracts to the full. 我们总是尽一切可能全面执行合同。

②vt 满足需要等

We'd rather fill our needs elsewhere than keep our enquiry open indefinitely. 我们宁愿向其它方面购货满足需要, 而不愿我们的询价无限拖延下去。

③fill in/out/up 填写

Fill up the form according to the instructions. 按照说明把表格填好。

## (2) Writing Skills (写作技巧)

●语言表达简洁明了, 用词恰当

●熟悉常用的包装方法表达方式 (如下)

### 1. ship

① ship v. 装运, 装船, 运送

shipment n. 装运, 装船

shipping n. 装运, 航运。多用作定语

We have shipped your order today.

②shipping documents : export document 货运单据

2. In the beginning of the text, “Re” means subject that is the main idea of the text, sometimes we only use “subject:”.

3.① book

Please help me to book the boat ticket for London tomorrow morning from Shanghai.(reserve)

We are glad to learn that you have booked our Order No 988 for cameras of TX-315.(accept).

②some region names and country names they belong to:

Beano (Italy)

Marseilles (France)

Hamburg (Germany)

Antwerp (Belgium)

Copenhagen (Denmark)

#### ●Words and Phrases

forward shipment 远期装运

near shipment 近期装运

prompt shipment 即期装运

shipment as soon as possible 尽速装运

late shipment 迟交

prompt delivery 即期交货

time of shipment 装运期, 装运时间

time of delivery 交货期

load time 装货时间

to speed up 加速

to effect shipment 交货, 装运

initial shipment 第一批货

#### Step 4 Ideological and political education-----Explanation(课文解析)

**way: self –study by students , questioning , the explanation from the teachers and the whole translation of the text.**

#### **Ideological and political education**

From the study of the text, we should know that generally speaking, the writing of shipping instructions often include the following items; actually we can have four paragraphs:

- giving a reply as an answer to the last letter
- express the requirement on the specific shipping terms and give some suggestions
- express expectations or greetings.

**Example Showing on Shipping Instruction:**

I accept cash, check, and international money order. But if you pay by check or money order, please enclose \$4.00 additional fee.

And If you want to pay by international money order. I highly recommend Bid Pay.

Multiply items winner will pay the actual shipping charge like below:

Package Weight	Shipping fee
0 - 800 g	5 - 15\$
800g - 1kg	20\$
1kg - 2kg	32\$

We promise we will never over charge in shipping.

**Step6 Supplemented Materials (Useful sentences)**

Now Huangpu is fine as the loading port.

现在可以把黄埔定为装运港。

We are always willing to choose the big ports as the loading ports.

我们总希望用较大的港口作为装运港

It makes no difference to us to change the loading port from Shantou to Zhuhai.

将装运港由汕头改为珠海对我们来说问题不大。

Shall we have a talk on the port of discharge this afternoon?

咱们今天下午是不是谈谈卸货港的问题？

He exchanged views on the choice of the unloading port with Mr. Smith.

他和史密斯先生就选择卸货港问题交换了意见。

What's your unloading port please?

你们的卸货港定在哪里？

It's not reasonable to have the goods unloaded at Hamburg.

把货卸在汉堡不太合适。

We don't think it's proper to unload the Chinese tea at London.

我们认为把伦敦作为中国茶叶的卸货港，很难让人接受。