

揭阳职业技术学院



教案

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专业：商务英语 班级：商英（3+证书）241 班

Unit 9 Product Advertising Copies

产品广告文案

1. **Teaching purpose:** get the students know the basic concepts, types and language styles of Product Advertising Copies.
2. **Teaching Methods:** teaching and practicing
3. **Teaching Credit:** 4
4. **Key Points and Important points:** types and language styles of Product Advertising Copies.
5. **Teaching Process**

I. Learning Objectives

Knowledge, skills, ideological and political goals 知识、技能、思政目标:

- to understand the connotation of an advertising copy
- to know the form and structure of an advertising copy ;
- to apply some useful expressions in practice;
- to write an advertising copy with complete content and effective language



the workplace requirements and ethics for writing product advertising copies.

II. Leading-in

About Product Advertising Copy

Product advertising copy (产品广告文案) : Part of an overall promotional strategy, it mainly refers to the paid promotion of goods, services, companies and ideas by an identified sponsor in newspaper, or on radio, television, or the internet. When advertising is effective, it can help draw new business to an existing company. Information in advertisement runs out with a variety of typefaces and sizes, and may be illustrated with artwork or color. In this chapter, we pay more emphasis on composing the advert copy (the message) than on artwork or color.

Types of product advertising copy (广告的种类) : There are generally four types of written-form advertisements.

Coupon advertisement (优惠券广告) : It is great for sales promotions, for it brings new customers to store. By offering a certain amount of money or percent off your merchandise, it may be attractive to them.

Sales advertisement (折扣广告) : This advertisement invites the general public into your store to receive a discount on products.

Spotlight advertisement (关注型广告) : it focuses the attention onto a particular product, product line, staff member or customer of your business. This looks good a few times each year as a large display ad run.

Information advertisement (信息型广告) : it could be written in a journalistic style making it look like an article instead of an advertisement. It could also be written as a Question and Answer ad offering your professional advice on a topic your company covers.

Content of a Product Advertising Copy (广告内容) : the content of a print advertising copy usually involves four parts: headline, subheads, body and supplementary item. Firstly, the headline is crucial for an advertisement copy, which is supposed to be of clarity and force. Direct headline, indirect headline and combined headline are common types of headline. Secondly, the subheads can be the name of the target product or some interesting words and phrases about the product. Thirdly, the text is the main part of an advertisement and its purpose is to give a general description of the target product, often including the advantages of the product. Generally speaking, the text may involve (1) lead-in paragraph – to arise customers' interest, (2) interior paragraph – details about the product, highlighting the profits, (3) trial close – about order information and (4) close – to ask for the sale. The last part of an advertisement is the supplementary items, including trademark, logotype, seals, contact information, etc.

Task 1

Directions: Reading and Comprehension.

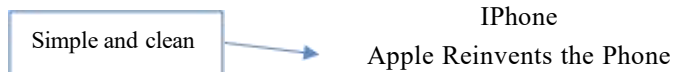
1. When product advertising copy is _____, it can help draw new business to an existing company.
A. effective B. done C. spread
2. There are generally _____ types of written-form advertisements.
A. two B. three C. four

3. Coupon advertisement is great for sales promotions, for it brings _____ to store.
 A. new customers B. all the customers C. mainly old customers
4. _____ is not included in advertising copy.
 A. headline B. text C. instruction
5. Which is crucial for an advertisement copy and supposed to be of clarity and force?
 A. headline B. subheads C. contact information

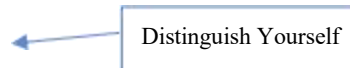


III. **Formatting**

Case 1:



iPhone is more than just a fancy cell phone. With their range of features – from phone to web browser, from iPod to mobile game tool – iPhone is more like a computer that fits in your pocket and your hand than any other cell phone.



Distinguish Yourself

iPhone Features

Phone – iPhone’s phone features are reliable, with innovative features like WeChat and standard features like text messaging.



Web Browsing – iPhone offers the best, most complete mobile browsing experience.

Email – Like all good smart phones, iPhone has strong email functions.

WeChat – It supports voice, photo, video and text messages.

iSight Camera – The iSight camera on iPhone is the world’s most popular camera. It’s easy for anyone to take impressive photos in various lighting conditions as iPhone’s hardware and software work together to make behind-the-scenes image and color adjustments

FaceTime – This is a video calling function. With just a touch, you can wave hello to your family, share a smile from across the globe, or watch your best friend laugh at your stories.

Please visit us at:

<http://www.apple.com/cn>



Task 2

Directions: Read the sample and answer the following questions.

- 1 What’s iPhone more like?
- 2 How is iPhone’s phone features?
- 3 What’s iPhone’s camera called?
- 4 How many features of iPhone are listed in the ad?

Notes 注释

fancy adj. 奢华的	feature n. 功能
web browser n. 网页浏览器	innovative adj. 创新的
WeChat n. 微信	message n. 发送(信息)
browse v. 浏览	iSight Camera adj. 智能摄像头
behind-the-scenes adj. 在幕后的	FaceTime n. 实时视频

Case 2:

Toys on Sale

Title: attractive and clear

This autumn, do you want to experience a surprising moment at New Orange Supermarket?
40% - 50% off

For all kinds of toys.

Rare opportunities like this can never be found again!

Apply to customers who hold a golden card.

General description, highlight advantage

Contact

New Orange Supermarket

Rongjiang Road

Rongjiang District

Jieyang

Information about the developer

Tel:16688888888 Fax:666688888 Website:http://www.neworangetoy.com

Task 3

Directions: Read the sample and summarize the content of an advertising copy.

Step 1: _____

Step 2: _____

Step 3: _____

Notes 注释

surprising adj. 令人吃惊的	rare adj. 罕见的
apply to v. 适用于	golden card n. 金卡
on sale adv. 打折	40% - 50% off adv. 40% 到 50%的折扣

IV. Useful Expressions

1. Words and Phrases

Words

brand n. 品牌

discount n. 折扣

illustration n. 插图

concept n. 理念, 概念

distinctive adj. 鲜明的

profit n. 利润

reasonable adj. 价格实惠
superlative adj. 极好的
viable adj. 可行的

sparkling adj. 闪耀的
trademark n. 商标

Phrases

a complete range of specifications

规格齐全

a wide selection of colors and styles

花色繁多

attractive and durable 美观耐用

be on sale 甩卖

comfortable feel 手感舒适

convenient in use 使用方便

easy to maintain and repair 维修简易

go overboard 超越

quality guaranteed 保证质量

to have a long history and reliable reputation 久负盛名

a great variety of styles

款式多样

adopt advanced technology

采用先进工艺

be dedicated to 致力于

be specialized in 专业于

complete in specifications

规格齐全

easy to use 操作简单

mouth-watering 令人垂涎的

target product 目标产品

2.Sentence Structures

(1) Wouldn't it be magic to have it? 拥有它岂不很美好?

be magic to... ..神奇

e.g. Wouldn't it be magic to have a car which runs on neither conventional gas nor electric power? 拥有一辆不需要用常规天然气或电能的车岂不很神奇?

(2) Just imagine convenience this transit offers. 想象一下这种改变带来的便利。

just imagine... 想象一下.....

e.g. Just imagine the romance & personal creativity potential this transit offers.

想象一下这种改变带来的浪漫和个人的创造潜力吧。

(3) Compared with other products, our products has the following advantages.

跟其他产品相比, 我们的产品具有以下优势。

compared with other products 跟其他产品相比,

e.g. Compared with other products, our products has the advantage of quality and price.

跟其他产品相比, 我们的产品在价格和质量上有优势。

(4) A discount of 2 percent on the total value will be granted.

贵方将享受货物总值百分二的折扣。

A discount of折扣

e.g. A discount of 3 percent on the total value will be granted if you could make payment within 5 days of delivery.

如果贵方能够在交货后 5 天内付款, 将可以享受货物总价值百分之三的折扣。

(5) It will offer you most convenience and efficiency in your work. 本产品将为你带来便利, 提高你工作效率。

offer convenience and efficiency 提供便利, 提高效率

e.g. We are confident that the product will offer you most convenience and efficiency in your work. 我们相信, 该产品将为你带来便利, 提高你工作效率。

- (6) Remember this offer is only open for one day. 此次报价有效期仅为一天。
only open for ... 仅为期……
e.g. Remember this offer is only open for one week. 此次报价有效期仅为一周。
- (7) You can try our product free of charge. 你可以免费试用本产品。
free of charge 免费试用
e.g. You can try our product for one week free of charge. 你可以免费试用本产品一周。
- (8) It is awarded super-quality certificate. 本品荣获优质产品证书。
be awarded... 荣获……
e.g. The product has been awarded super-quality certificate. 该产品荣获优质产品证书。
- (9) They are highly praised by customers. 它们深受消费者好评。
be highly praised 深受好评
e.g. The product is highly praised and appreciated by consuming public.
该产品深受广大消费者好评。
- (10) Its dimensions are 6 x 5 x 3cm, with a weight of around 1 kg.
其尺寸为 6 x 5 x 3 厘米，重 1 公斤。
dimensions 尺寸
e.g. Its dimensions are 102 x 50 x 17.9 mm with a weight of around 140g.
其尺寸为 102 x 50 x 17.9 毫米，重 140 克。



Tips for Writing Effective Product Advertising Copy

Attractive headline
有吸引力的标题

Since people only buy two kinds of things: solutions to problems and good feelings. The headline should promise a benefit or provoke curiosity.

Simple and clean
headline 简洁标题

Use certain words in headlines because they work, such as Free, New, Wanted, Now, Announcing, Win, Guarantee, Easy, Save, Breakthrough and Last.

Aiming at AIDA
正文紧扣 AIDA

As a specific or more exact explanation of the headline, the text should aim to draw customer's attention, arouse their interest and then grow desire, finally make them take action.

Highlight Benefits
突出好处

Prospective customers need to know how your product or service will enrich their lives. Motivate them to buy from you by addressing their needs, wants and the challenges they face. Provide a solution to their problems.

Distinguish Yourself
突出自己

To win over customers, you must explain how you outshine the competition and what you can offer that they can't. Identify your unique selling proposition, which is what sets you apart.

Ask for the Sale
呼吁购买

Even the most sparkling copy won't result in a sale unless you ask for it. End your ad with a call to action, a statement that explains to the audience what you'd like them to do next.

6. Exercises and homework:

V. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. A discount of 2 percent on the total value will be granted if you could make payment within 15 days of delivery. (折扣)
2. Its dimensions are 100 x 50 x 20 mm with a weight of around 140g. (尺寸)
3. We are one of the leading companies specializing in footwear making in Guangzhou. (专门)
4. Remember this offer is only open for one week. (为期)
5. Our products are very popular with customers in both domestic market and overseas market. (受欢迎, 国内外)
6. 你可以免费试用本产品五天。(free of charge)
7. 荣耀 8 将为你带来便利, 提高你工作效率。(offer, convenience)
8. 我们公司明星产品深受广大消费者好评。(be highly praised)
9. 百雀羚产品久负盛名。(have a long history and reliable reputation)
10. 我们店产品款式多样, 规格齐全。(complete in specifications)

Task 5

Directions: Read the following advertisement and fill in the blanks with the right expressions according to the Chinese.

__1__ (高质量) Leather Boots

__2__ (随着经济发展和生活水平的提高), you might be interested in high-quality boots. As __3__ (我们重点抓质量), we use fine leather and make every pair of boots using experienced workers. Our products, therefore, are fine looking, wrinkle-free and lined with cow-hide.

22 models, __4__ (价格从 99 美元到 999 美元每双)

__5__ (我们期待您的订购)

Hotline for order and enquiry: 88665533

Come to our shop at: No. 23, Boot Street

Task 6 Directions: Write a product advertisement according to the given situation.

Best Baker offers cakes, bread, fresh milk and arrangement for children birthday party. Orders within one month of opening will enjoy an extra 25% off.

Tips: Use an attractive headline 有吸引力的标题

Simple and clean language to distinguish yourself 简洁的语言突出自己

Ask for the Sale at the end 呼吁购买 (直接或暗示)

VI. Read for Reference

Sample 1:

Special Offer!

The Tissot Men's T-Touch Titanium Watch is the latest fashion of the Tissot Company. It has an elegance that exists in its exceptional, functional features. The polished, solid, Titanium (钛合金的) case and bracelet complement the bold, black dial which features a dotted pattern. The watch's digital Touch-screen technology gives easy access to five distinctive functions: chronometer(计时器), compass(罗盘), alarm, thermometer(温度计), and barometer(气压计). This watch features a scratch-resistant sapphire (蓝宝石的) crystal and is water resistant to 99 feet. The list price is \$ 895, but you'll get 10% off if you purchase online. A one-year guarantee and a two-year parts guarantee are included. Ready for delivery within three to five days.



Tel: (852) 2261 0008 Hong Kong

Sample 2:

Gucci Women's Sunglasses

Gucci 3035/S Women's Sunglasses are the most fashionable and glamorous (独特的, 有魅力的) sunglasses ever! Made of fine Italian materials and craftsmanship (工艺), our glasses are extremely stunning (极好的) and fashionable. Our sunglasses will take good care of your vision, protecting your eyes from harmful sun rays. These sunglasses feature UV400 Lens Technology, absorbing over 99% of harmful UVA and UVB spectrums. The smart design is to fit your face curve. Absolute comfort for everyday wear. The market price is \$ 75. 99.

Services offered:

- A one-year warranty;
- Free clean during warranty period.



Delivery: Place your order, and enjoy the free shipping.

https://www.gucci.com/uk/en_gb/

Unit 10 Product Descriptions

产品说明书

1. **Teaching purpose:** get the students know the basic concepts, language style and writing skills of product descriptions.
2. **Teaching Methods:** teaching and practicing
3. **Teaching Credit:** 4
4. **Key Points and Important points:** language style and writing skills of product descriptions. .
5. **Teaching Process**



I. Learning Objectives

Knowledge, skills, ideological and political goals 知识、技能、思政目标:

- to understand the connotation of a product description ;
- to know the typical types of a product description
- to know the typical contents of a product description;
- to apply some useful expressions in practice;
- to write a satisfactory product description with complete content and effective language
- the workplace requirements and ethics for writing product descriptions.

II. Leading-in

About Product Descriptions

Product descriptions (产品说明书) sometimes called instructions or directions, are information descriptions about the use, standard, and operation of commodities , whose basic function is to promote product, to publicize the company as well as to spread knowledge. It is an effective way to help the public know more about the product and the company, more importantly, to appeal buyers to the product. When writing a product description, it is of great significance to keep in mind what our readers want to know, answering questions like “What is the product? How to use it? What are the features of the product?” Generally, it is essential to highlight features and functions of a product.

Types of product descriptions (产品说明书的种类) the product description can be classified into 3 types according to their spread modes. The first kind is those that can be seen on the containers or the packages of such product as medicine, food, or cosmetics, using brief and concise language. The second kind is a small piece of paper or a brochure attached along with the product in the package, which is used for complex and expensive industrial machinery or consumer electronics such as air-conditioners, micro-wave ovens and so on. The third is in the form of pictures, PDF format or flash, which can be downloaded from the internet.

Content of a product description (产品说明书的内容) A product description usually involves the following three parts: firstly, it's the subject line. This part contains the name of the product, and sometimes its ingredient or structure. Secondly, it's the body, which varies a lot according to different types of products. For example, Specific instruction of Medical supplies may include main ingredients, major indications, usage and dosage, caution, warnings, and side effect. Specific instruction of electronics mainly contains features, specifications, technical parameters, operating procedures, precautions. Sometimes the body also describes the packing, net weight and volume.

Last, it's the closing. With the purpose to provide consumers the convenient contact, it may include the producer, the distribution unit, address, telephone, zip code, Email, etc.

Task 1

Directions: Reading and Comprehension.

1. A product description is a kind of _____.
A. narration B. argument C. exposition
2. What should we keep in mind when writing a product description?
A. The price B. what the readers want to know C. sales
3. We should use _____ language when write a product description that can be seen on the containers or the packages of such product as medicine, food, or cosmetics.
A. brief and concise B. long and detailed C. detailed and concise
4. A product description usually involves _____ parts.
A. three B. four C. two
6. Which is not included in the closing of a product description?
A. the producer B. address C. ingredient

III. Formatting

Case 1:



Name of the product & structure

Metal Garden Model Decor

Item No.: 6101413-H

Size: 60*2.5*12 INCH

Packaging: 103*13*36 CM /10 PCS

Loading Capacity:

20'GP=1749 PCS 40'GP=3624 PCS 40'HQ=4251 PCS

Great quality item for your home decor.

- Professional design for wall art.
- Knockdown structure instruction and hardware accompany. Easy for movement and assembly.
- High quality powder coat, and hand painted finish
- In order to extend the age of rack, Please don't set it under the water directly.

Features

Advantage

1. We have our own manufactory.
2. 100% high-class material.
3. Experience and professional in producing field of arts & crafts.
4. Supply the high quality goods with best price.
5. Design team creates various new fashion creative designs.

About our factory

1. Factory History

To publicize the company

Brightrade Handicrafts Manufacturing Co., Ltd. has been one of the most reliable manufacturers and exporters specialized in handicrafts, which are made of metal, rattan, wood, glass, cast-iron and others. We now have an area covering 10,000 square meters as well as 15 subsidiary metal workshops and 10 sub-contracted factories under our management. Every year, we introduce over 5,000 new items of indoor and outdoor furniture, giftware, and home decorations.

2. Contact us:

Brightrade Handicrafts Manufacturing Co., Ltd.

Add: Ayuan Industrial Area Xixi, Anhui Province

Mike Chen

Tel: 88-888888

Fax: 88- 888886

E-mail: Mike@ Brightrade.com

Web: www. Brightrade.com.cn



Task 2

Directions: Read the sample and answer the following questions.

1. What's the title of this product description?
2. Is it advisable to set it under the water directly?
3. What is the name of the producer?
4. How many ways offered to contact the company?

Notes 注释

decor n. 装饰

hardware n. 五金工具

hand painted adj. 手绘的

handicrafts adj. 手工艺品

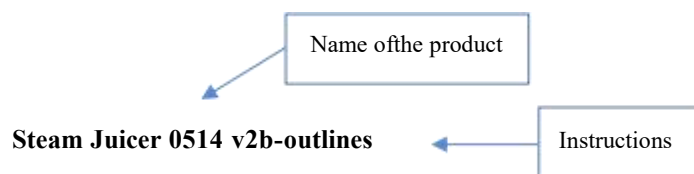
packaging n. 包装

assembly n. 组装

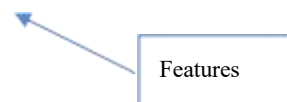
crafts n. 工艺品

subsidiary adj. 附属的

Case 2:



Extract pure natural juice from all your favorite fruits and vegetables with this stainless steel steam juicer by Euro Cuisine. Just fill the base with water, add fruit or vegetables to the top basket and bring to a boil on your stove top. The hot steam extracts the juice and it is collected at the middle of the steam juicer for you to enjoy. Perfect for use with a variety of soft fruits and vegetables such as tomatoes, cherries, strawberries, raspberries, apples and more. The large capacity stainless steel juicer works on any stove top and features side loop handles for easy transportation and cleaning. The steam juicer is a great way to enjoy delicious homemade juice free from added store bought sugars and sweeteners. A convenient built-in spigot allows for easy dispensing into a cup, pitcher or glass jar for canning.



Instructions

Step 1

Fill the bottom water reservoir with water then place onto stove top to prepare for use.

step 2

Add desired food to steamer tray then place the collection pot and tray onto the base.

Step 3

Allow food to cook until juice has been extracted then dispense from built-in spout.

Operating Instruction

Task 3

Directions: Read the sample and summarize the main writing content.

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Notes 注释

juicer n. 榨汁器

stainless adj. 未被玷污的

raspberry n. 山竹

loop handle 环形手把

spigot n. 内接口

extract v. 提取

stove n. 火炉

large capacity 大容量

sweetener n. 增甜剂

IV. Useful Expressions



1. Words and Phrases

Words

brand n. 品牌

coordinate v. 协调

delivery n. 送货

guarantee v. 担保, 保证

packing n. 包装

specification n. 规格

warehouse n. 仓库

charge n./v. 费用; 收费

corporate adj. 公司的

electronics n. 电子产品

maintenance n. 维修

precaution n./v. 预防措施; 警惕

volume n. 体积

Phrases

a string of 一系列

code number 货号, 商品号

complete in specifications 规格齐全

competitively-priced quality products

物美价廉的产品

be engaged in 从事于

commodity barcode 商品条形码

Co., Ltd. 责任有限公司

excellent quality/high quality

品质优良

guarantee period 保修期
main image and other image URL
商品图片
search Terms 搜索关键词

key Product Features 商品特性
net weight 净重
operating procedures 操作程序
technical parameters 技术参数

2. Sentence Structures

- (1) This machine is widely applied to electron toys. 此机器广泛应用于电动玩具。
... be widely applied to广泛应用于……
e.g. Our products are widely applied to various equipments, electron toys, electrical tools, electrical appliance, electrical massager etc.
我们的产品广泛应用于仪器、电动玩具、电动工具、家用电器、按摩器等领域产品。
- (2) The toy is suitable for children aged 6. 此玩具适合 6 岁的儿童
be suitable for children aged适合……岁的儿童。
e.g. This toy is suitable for children aged three and above.
这个玩具适合 3 岁以上的儿童。
- (3) The washing machine is ideal for us. 此洗衣机是我们理想的用品
be ideal for是理想的……用品
e.g. This car would be ideal for you, sir; why don't you try it out?
先生，这辆汽车会使您称心如意的，您为什么不试用一下呢？
- (4) It is very useful for reading. 在阅读方面很实用。
very useful for在……很实用
e.g. Sports and games are very useful for character training.
体育运动和游戏对于品格训练非常有用。
- (5) It can fully satisfy the needs of customers. 它完全满足客户需求。
fully satisfy ... 完全满足……
e.g. It can fully satisfy the specific requirements of the customer.
完全满足每一个用户的具体要求。
- (6) Please keep out of the reach of pets. 请置于宠物够不着的地方。
Keep out of the reach of ... 置于……够不着的地方
e.g. Keep out of the reach of children. 置于儿童够不着的地方。
- (7) Avoid alcohol during the use of this product. 服用本品过程中禁饮啤酒。
Avoid ... during the use of ... 使用……期间禁止……
e.g. Avoid alcohol and having pepper, chives, fried food and unripe or cool fruits during the use of this product.
服用本品过程中请禁饮啤酒，禁食辣椒、韭菜以及油炸、煎、炒类食物，忌食生、冷瓜果。
- (8) Disconnect the AC cord. 拔掉电源。
Disconnect ... 拔掉……
e.g. Disconnect the AC cord when you are not going to use the product for a long period of time. 长时间不用本产品时，要拔掉电源
- (9) Place the it on a flat, even surface. 将其安放在平坦的地方。
Place the ... on ... surface 将……安放……的地方
e.g. Place the machine on a flat, even surface. 将本机安放在平坦的地方。
- (10) It is advisable to replace the batteries. 我们建议你更换电池。

replace... 更换……

e.g. If you use the appliance twice a week or more, it is advisable to replace the batteries every two or three years.

如果一星期使用本产品两次或以上，我们建议你每两年或三年更换电池一次。



V. Strategy

Tips for Writing Effective Product Description

Research the product and its uses. 了解产品

You should know and understand every feature and advantage the product may have.

Determine your audience. 确定客户

Writing styles should always vary depending on the desired audience. You should research who uses and purchases the product to establish the tone and style of your audience and create a unique voice for your product.

Linking features and benefits. 突出特点好处

Use descriptive language to convey how any one feature will benefit the buyer and how purchasing the item will make the consumer's life easier.

Use clear and decisive language. 语言清晰明确

It's important when writing product descriptions to be concise. Use common language and terms that are easy to understand. Clearly describe the product without getting too technical or boring so the reader stays engaged.

Include a call-to-action 行动呼吁

Not all product descriptions always ask for a sale, but it is advisable to be creative and encourage the potential buyer to purchase your product by telling them exactly how to do it.

6. Exercises and homework:

V. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. Competitively-priced quality products are the most desirable. (物美价廉的产品)
2. This mountain bike is suitable for children aged 10-16. (适合年龄 10-16 岁小孩)
3. Avoid alcohol and having pepper, chives, fried food and unripe or cool fruits during the use of this product. (禁止)
4. Please keep this instruction for further reference. (将来查询)
5. Come and see our wide range of computers and printers. (多系列)
6. 我们的产品完全满足每一个用户的具体要求. (fully satisfy)
7. 我们的产品广泛应用于药品食品. (be widely applied to)
8. 将冰箱安放在平坦的地方 (place)
9. 表面未干燥前, 防止雨淋和水浸.(avoid, soak with water)
10. 如果你需要信息或服务, 请浏览飞利浦公司的互联网网站 www.Philipson.com. (visit, the Philipson Website)

Task 5

Directions: Read the following product description and fill in the blanks with the right expressions according to the Chinese.

HIGH SPEED CHAOS FOR THE GAMECHANGER

1 _____ (规则是用来打破的。) Play fast and shatter expectations as you become an ultimate game changer in these women's soccer cleats. The ultra-light cleats
2 _____ (提供所需的爆炸性的速度) to seize the spotlight and be first on the attack. A one-piece lightweight compression upper delivers a sock-like fit with zero wear-in time. Premium K-leather 3 _____ (提供最高的舒适) . Designed to cause chaos on firm ground and artificial grass.

Experience zero wear-in time with a Techfit compression upper that molds perfectly to your foot the instant you slip it on

- . One-piece upper provides a snug fit for ultra-fast moves
- . Provides rock-solid stability at high speeds with its extremely lightweight SPRINTFRAME outsole
- . Premium K-leather 4 _____ (提供最高舒适度和感觉)
- . Move with explosive speed and traction on firm ground (dry natural grass) with the FG Chaos stud alignment
- . 5 _____ (进口的)

Task 6

Directions: Some parts of the following description are not proper. Please rewrite them.

Please follow these procedures in order to make a machine withdrawal from your City Bank checking or savings accounts:

1. You should take out your card and insert your card face up into the card slot on the machine teller.
2. Enter your six-digit identification number on the numbered buttons.
3. Then you need to press the withdrawal button for checking on the button for savings.
4. Enter the amount of withdrawal, either fifty or one hundred on the numbered buttons, and wait for your receipt to be printed.
5. Don't forget to remove your card from the slot, in case you may lose it. You will see the drawer open with receipt and your cash withdrawal in fifty-dollar packets.

All customers are limited to withdrawals of five thousand RMB in one twenty-four-hour period.

Tips: Determine your audience, and create a unique voice for your product description.

确定客户和说明书用语

Use clear and decisive language.

语言清晰明确

VI. Read for Reference can be downloaded from the internet.



1. Product description that

Sample 1:

Apple MacBook Pro

Apple Mac Laptop Computers

Display: highest resolution notebook with over 5 megapixel

All-Flash Storage: everything is fast

Fastest Processors: dual-core (双核) or quad-core (四核)

Long Lasting Battery: 7-hour charge, 30-day standby time (待机时间)

Hard Drive: 320GB or 128GB

Thin, light, powerful: only 1 kg, easy to carry

Price: 13-inch: US\$1,199; 15-inch: US\$1,799

<http://www.apple.com>



2. Product description attached along with the product in the package.

Sample 2:

Instructions for an HP 640 Fax Machine

A fax machine is a piece of office equipment that scans documents, digitalizes the information and transfers the data through telephone lines. Hewlett Packard (HP) offers a wide selection of fax machines, including the HP 640 series, a fax machine that is professional-quality and yet simple enough for everyday faxing and copying. This machine is compact and features one-touch control, a 50-page memory and easy-to-follow menus. It can copy up to four pages in one minute and fax a document in as little as six seconds.

Sending Faxes

1. Load up to 10 documents you wish to fax into the document feeder (文档传送器). Make sure the document is face down, with the printed side toward the machine. Adjust the paper guides to properly fit the width of the documents.
2. Dial the number you are sending the fax to. Enter the number you wish to fax to and press the "Start/Enter" button, with or without lifting the handset. You can also press the "Loudspeaker" button, then enter the number and press the "Start/Enter" button.
3. Press and hold the "One Touch" button you wish to fax the document to. This will automatically dial the number for you and can be used once you have set up your speed dial.
4. Press the "Speed Dial" button. "Search and Dial" will appear on the display screen. Press "OK" to search for a stored number. Once you find the number you wish to fax to, simply press the "Start/Enter" button.

Receiving Faxes

1. Pull the paper tray cover away from the paper support to load paper. Slide the paper guide to the correct width for the paper you will use, either letter or A4.
2. Gather up to 50 sheets of paper and neatly stack them. Insert the stack into the machine. Push the paper tray cover back into place.
3. Set up the fax machine to manually receive faxes, or the "TEL" answer mode. Answer the telephone when it rings. Press the "Start/Enter" button once you hear the fax tones. Hang up the phone when you have heard fax tones from both machines.
4. Set up the fax machine for the "Auto" answer mode. The machine will ring a predetermined number of times, detect fax tones and receive faxes automatically.

Copying Documents

1. Insert up to 10 documents that you wish to copy; turn the documents face-down and insert them into the document feeder. Press the "Copy" button twice to make a single copy of these documents.
2. Press the "Copy" button once to make multiple copies. Using the phone pad, enter the number of copies you wish to make, from one to 50. Press the "Copy" button again to start copying or press "OK" to go to the next option.
3. Press the arrow buttons next to the "OK" key to change the default zoom rate, choose from 50 to 150. Press the "Start/Enter" button if you are satisfied or press "OK" to go the next setting.
4. Press the arrow buttons if you wish to print the last page first. Printing in reverse will cause the first page to be on top when the printing is finished. Press either "Copy" or "OK" to start printing.

Unit 11 Sales Letters

销售函

1. **Teaching purpose:** get the students know the basic concepts, types, format, language style and writing skills of sales letters.
2. **Teaching Methods:** teaching and practicing
3. **Teaching Credit:** 4
4. **Key Points and Important points:** format, language style and writing skills of sales letters.
5. **Teaching Process**



I . Learning Objectives

Knowledge, skills, ideological and political goals 知识、技能、思政目标:

- to understand the connotation of a sales letter;
- to know the typical types of sales letters;
- to know the format and the content of a sales letter;
- to apply some useful expressions in practice;
- to write a satisfactory sales letter with correct layout, complete content and key selling points.
- the workplace requirements and ethics for writing sales letters.

II .Leading-in

About Sales Letter

A **sales letter** (销售函) is a piece of direct mail which is designed to persuade the reader to purchase a particular product or service in the absence of a salesman. It has been defined as “a form of direct mail in which an advertiser sends a letter to a potential customer.” It is distinct from other direct mail techniques, such as the distribution of leaflets and catalogues, as the sales letter typically sells a single product or product line, and further tends to be mainly textual as opposed to graphics-based. It is typically used for products or services which, due to their price, are a considered purchase at medium or high value (typically tens to thousands of dollars).

Types of Sales Letters (销售函的种类) Sales letters are the most common persuasive writing for commercial purposes. They fall into three general, and sometimes overlapping categories: unsolicited, solicited, and soft-sell.

Unsolicited sales letters (自发销售函) are also known as direct-mail advertising. They are sent by mail directly to the prospective buyer. They are usually not welcome on the part of the recipients who did not ask for them, which explains why their paper version is often called “junk mail” while the electronic form is called “spam”.

Solicited sales letters (请求性销售函) are replies to requests about products or services. They are often luckier than unsolicited sales letters in the sense that they won't end up in a dustbin without being read. However, to succeed, they still have to provide satisfying answers to questions already asked by the reader.

Soft-sell letters (软式推销函), also known as cordial contact letters, are special goodwill letters designed to maintain good relations with important customers. Unlike the hard-sell junk mail, they don't bombard the reader with something undesirable. They are soft-sell because they keep a company's name familiar to customers without directly promoting a particular product or service. They are usually enjoyable to the reader with a lot of useful information or entertaining

2. 1/4 MOQ than normal MOQ



Normally our MOQ is 2000doz for cutlery and 2000sets for cookware. Now is 500doz for cutlery and 500sets for cookware.

3. Full payment refunded if case of bad quality problem.

It is a very good chance to get the most competitive price, small MOQ trial order and with very nice quality guarantee.

Please be kindly to check the price list and back your comments. Anything referring price, quantity, service, please feel free to tell me for prompt solution. The promotion is special and only for this March.

It is our pleasure to serve you and welcome to become one of our VIP customers from this March.

Look forward to your reply.



Polite ending and expectation

Yours,
Andy Wong

Task 2

Directions: Read the sample and answer the following questions.

1. Who is the recipient ?
2. What is the competitive background of the company ?
3. What favorable terms are offered by the company ?
4. How does the company try to motivate action ?

Notes 注释

mover n. 先行者

stainless steel cutlery 不锈钢餐具

cookware n. 烹饪用具

internal sales competition 内部销售竞赛

discount promotion 折扣促销

MOQ 最小订单量, 起订量

doz n. 打, 十二个

sets n. 套

competitive price 具竞争力的价格

trial order 试订单

quality guarantee 质量保证

price list 价格表

comments n. 意见, 评论

VIP customer VIP 贵宾

Case 2:

Dear Julie,

You already trust Eagle Brokerage to provide your insurance solutions. Now I want to introduce Eagle's sister company Net-Thing and its family of products designed to keep you connected to your network of customers and employees.



Getting attention, with a question or a statement to create suspense.

Here's an introduction to what Net-Thing can do for your business.

Web design	Put the best face on your business, and create practical tools for your staff: with Flash animation, interactive databases, e-commerce, or elegant brochure-style sites. Then choose Net-Thing's marketing tools to attract customers to your site.
Web hosting	Store your web site on Net-Thing's servers, and ensure that your site is working even when your staff goes home. Net-Thing provides high speed Internet connections—T1s and ISDN. Need email? Net-Thing can provide as many unique email accounts as you can use.
Cell phones	Cell phones are used today for email and other digital, wireless tasks. Your staff can even access data online from one wireless device. Net-Thing incorporates the new technologies our clients want.

Arousing interest, with the advantages of your product or service.

With a long history of solid growth and great service, you can rely on Net-Thing to be here as your business grows. Best of all you can feel secure knowing that you are using one trusted team for your integrated business solution.

Proving benefits, with emphasis on your special points.

Please call today to find out how we can help. Don't forget to ask how Net-Thing can enhance your web-design package, with our marketing and search engine registration services.

Motivating action, with encouragement for further contacts.

Sincerely

Harry Wagner
President, Net-Thing

P.S. Use the enclosed valuable Net-Thing coupons to cut your costs and start saving today!

Task 3

Directions: Read the sample and summarize the writing process.

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Notes 注释

sister company 姐妹（兄弟）公司

network n. 网，网络

flash animation flash 动画

interactive databases 交互数据库

e-commerce 电子商务

elegant brochure-style 精美的宣传册风格

marketing tools 营销工具

Net-Thing 网事（专营店）

server n. 服务器

Internet connections 网络连接

access data online 在线数据访问

wireless device 无线设备

incorporate v. 包含，拥有

solid growth 稳定增长

great service 高效服务

registration services 注册服务

IV. Useful Expressions

1. Words and Phrases

Words

import v./n. 进口

export v./n. 出口

manufacture v. 生产; 制造

importer n. 进口商

exporter n. 出口商

manufacturer n. 生产商; 制造商

supply v./n. 供应; 提供

invoice n. 发票

catalogue n. 目录

supplier n. 供应商

contract n. 合同

Phrases

attractive design 吸引人的设计

be highly praised and appreciated
受高度肯定与赞赏

for one's reference 供某人参考

give/grant/offer someone a ... discount
给打折

high degree of reliability 高信赖度

latest model 最新的型号

new design 新颖设计

profit-making opportunity 盈利机会

reasonable price 合理价格

take an opportunity 利用机会

various kinds of 各种各样的

be well-known for ... 以..... 闻名

excellent service 优质服务

great demand for... 对..... 需求很大

good after-sale service 良好的售后服务

high quality 高质量

in the market for 想要购买

modest investment 适度投资

newly-developed 新开发的

reasonably priced 合理定价

superior/high performance 高性能

trial order 试购/订单

2. Sentence Structures

(1) We are taking the liberty of sending you ... 我们冒昧地给您发送……

take the liberty of doing ... 擅自做某事, 冒昧做某事;

e.g. We take the liberty of introducing ourselves.

现冒昧地作自我介绍。

(2) May we stop by and offer you ...? 我们能否登门拜访并向您提供……?

(3) We are writing to introduce ourselves to you as a company specializing in ...

我们写此信向您介绍我们公司, 我们公司专营……。

be specializing in... 专业从事……

e.g. We are specializing in the exports of Chinese foodstuff and wish to express our desire to trade with you in this line.

我们专业从事中国食品出口, 希望能与贵公司在这个行业建立贸易关系。

(4) What we are offering is an opportunity to ... 我们向您提供……的机会。

an opportunity to ... 机会

e.g. It would give us an opportunity to redeploy our resources.

这将给我们一个重新配置资源的机会。

- (5) The enclosed brochure will give a detailed description of it.
 随寄小册子有详细的产品介绍。
 a detailed description of... 关于……的详细描述。
 e.g. Their review should be consulted for a more detailed description of the work.
 他们的评论可作为这项工作详细记述的参考。
- (6) We are able to offer you very favorable prices on...
 我们可以给你提供……的优惠价。
 favorable price 优惠价
 e.g. Favorable prices are offered before 26th, Oct. Only!
 优惠价仅限 10 月 8 号前。
- (7) The demand for...is skyrocketing in our country. 对……的需求猛涨。
 the demand for... 对的需求。
 e.g. Surging imports will add to the demand for hard currency.
 进口激增将增加对硬通货的需求。
- (8) If you want to know more information, you can visit our website ...
 想要了解更多的信息, 请登录我们的网站……。
- (9) We'd like to establish direct business with... on the basis of equality and mutual benefit.
 我方愿意与……在平等互利的基础上建立贸易关系。
 equality and mutual benefit 平等互利
 e.g. We trade on the principle of equality and mutual benefit.
 我们按平等互利的原则进行贸易。
- (10) We are looking forward to your reply soon. 我们期待您早日答复。

V. Strategy



Tips for Writing Successful Sales L

Analyze the reader.

分析读者

Know the product or service. 了解产品

Emphasize benefits.

突出优势

Understate the price, unless it is an obvious bargain. 明确价格

Enclose more details. 提供细节

This means a study of the reader's need. Human beings have many needs in life. Some are social, e.g. friendship; some are personal, e.g. self-respect; some are about our body, e.g. food; some are about our mind, e.g. a sense of security.

This refers to a thorough understanding of what is being sold. It is devastating for a sales letter to give wrong specifications of the product or service. The mistake may even ruin the selling once and for all.

Though features are what make the product or service different from others, its benefits, especially those that could be counted in money, that usually win the readers' heart. That's why many sales letter writers still prefer to use the word "free".

Price means money to be paid for instead of benefits to be gained from the product or service. To reduce the negative effect of a price, put it after benefits.

Supplements will shed more light on the product or service. But it is unwise to refer to such enclosures early in the letter, as this will interrupt the reader from reading on.

6. Exercises and homework:

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. We are taking the liberty of sending you our company introduction and product catalogue. (产品目录)
2. We have pleasure in sending you a copy of our catalogue, which includes details and prices of our complete range of telephones. (系列)
3. We are one of the leading companies specializing in footwear making in Guangzhou. (专门从事)
4. This product is highly praised and appreciated by the customers at home and abroad. (赞誉与青睐)
5. Our products are very popular with customers in both domestic market and overseas market. (国内外市场)
6. 这项产品是我们的最新技术成果。(latest technology)
7. 特别希望您能关注一下我们新推出系列产品。(new set of products)
8. 让我们优质的服务为您带走旅途中的烦恼吧。(excellent service)
9. 我们的快递服务可以使您获得宝贵的额外时间。(express service)
10. 还有其他信息来帮助你更多地了解这家公司。(know more about)

Task 5

Directions: Read the following sales letter and fill in the blanks with the right expressions according to the Chinese.

Dear Sirs,

1 _____ (你想知道) what has happened recently in the world business? Or what makes large corporations a big success? And how to maintain and enlarge your market share?

Get all these information and expertise with a special introductory subscription to *World Business Review*. For just \$5, you can get 6 full pages of information and experience-packed issues.

2 _____ (价格比以前降低了).

3 _____ (如若不满意), we are glad to terminate your subscription.

4 _____ (别错过了机会)! Get the facts and information. Get *World Business Review*.

To take the advantage of our special offer, simply call us at 010-60804008 or 5 _____ (填个回执).

Sincerely yours.

Task 6

Directions: Write a sales letter according to the given situation.

Keqiang Company has established a program for prompting their new serials of modern office appliances such as printers, photocopiers and fax machines to the office buildings in their district. Ms Zhang is required to write a sales letter to introduce their products to the customers.

Tips: modern office appliances 现代办公用品 favorable prices 优惠价格
printers 打印机 high degree of reliability 高度可靠性
photocopiers 复印机 a long period of use 使用寿命长
fax machines 传真机 take care of fixing, repairing 负责安装、维修
high efficiency 高效率 one year warranty 保修一年
profit the greatest 高盈利



VII. Read for Reference

1. Sales letter for product promotion

Sample 1:

Dear John,

Nice Monday. I'm May from NEW ORANGE TOY, the biggest doll manufacturer in Jieyang since 1987, and now the honest supplier of JUMBO S.A, Perfect Toy, Max Stores (Greece). Our brand ABBIE & BONNIE doll now are very popular in EU.

Quality is our culture. All our items (1000+ designs) pass EN71, 7P, AZO test. Good quality, good price.

Innovation is our soul. We have a professional team to support OEM and design service.

Service is our aim. Strict QC (质量控制) make sure every shipping is safe and 7*24h ASS make customers are satisfied with us.

We know Toys-Shop is also doing big toy business. We wish to serve you if any chances. If you need any toys, just freely to let me know.

Tks & B.R

Guangdong New Orange Toy Co., Ltd

2. Sales letter for service promotion

Sample 2:

5Second Avenue

New York USA

Telephone 84765

Fax 35467
Telex 46738 MATOY

Matrix Toys Inc.
12 September 2008

Mr. Martin Crown
Managing Director
Crown Toys plc
33 Regent Street
London, UK

Dear Mr. Crown

At the beginning of this month, I attended the Harrogate Toy Fair. While there, I had an interesting conversation with Mr. Douglas Gage of Edu Toys plc about selecting an agency for our teaching aids.

Douglas described your dynamic sales force (富有活力的销售队伍) and innovative approach to marketing. He attributed his own company's success to your excellent distribution network which has served him for several years.

We need an organization like yours to launch our products in the UK.

Our teaching aids cover the whole field of primary education in all subjects. Our patented 'Matrix' math apparatus is particularly successful.

You may have reservations about American teaching aids suiting your market. This is not a problem since we have a complete range of British English versions.

I enclose an illustrated catalogue of our British English editions for your information. Please let me have your reactions to the material.

I shall be in London during the first two weeks of October. Perhaps we could arrange a meeting to discuss our proposal.

Yours sincerely,
Howard Bink
Marketing Manager

Enc.

- A. Sales contract B. Contract for leasing affairs C. Contract of employment
3. A contract usually deals with _____ parties.
- A. one B. two C. two or more.
4. The contract must be of _____ , conciseness and impersonal tone.
- A. practice B. price C. precision
5. A written contract is _____ .
- A. informal B. formal C. informal or formal

III. Formatting



Case 1:

SALES CONTRACT (ORIGINAL)

Title

Contract No.: DE45 Date: Sep. 25, 2015 Signed at: Shenzhen

Seller: FW Import & Export Group Corporation, 17th Road, Futian District, Shenzhen, China

Buyer: Earth Trading Co., Ltd, Green Road, 23High Road, London, U.K.

This Sales Contract is made by and between the Seller and the Buyer whereby the Seller agrees to sell and the Buyer agrees to buy the under-mentioned goods according to the terms and conditions stipulated below:

Preamble

Name of Commodity	Specifications	Quantity	Unit Price	Total Amount
SN-5390 bed sheet	110cm,red	18,000	\$5.0	US \$ 90,000

(The Sellers are allowed to load 5% more or less and the price shall be calculated according to the unit price.)

- Shipping Marks: BM London No. 1-32000
- Insurance: To be covered by the Seller for 110% of the invoice value against All Risks and War Risk as per the relevant Ocean Marine Cargo Clauses of the People's Insurance Company of China. If other coverage or an additional insurance amount is required, the Buyer must have the consent of the Seller before shipment, and the additional premium is to be borne by the buyer.
- Port of Shipment: Shenzhen, China.
- Port of Destination: London, U.K.
- Time of Shipment: During December, 2015, allowing partial shipments and transshipment.
- Terms of Payment: The Buyer shall open with a bank acceptable to the Seller an Irrevocable Letter of Credit at sight to reach the Seller 30 days before the time of shipment specified, valid for negotiation in China until the 15th day after the aforesaid time of shipment.
- Commodity Inspection: It is mutually agreed that the Certificate of Quality and Weight issued by the State General Administration for Quality Supervision and Inspection and Quarantine of P. R. China at the port of shipment shall be taken as the basis of delivery.
- Discrepancy and Claim: Any claim by the Buyer on the goods shipped shall be filed within 30 days after the arrival of the goods at the port of destination and supported by a survey report


Body

issued by a surveyor approved by the Seller. Claims in respect to matters within the responsibility of the insurance company or of the shipping company will not be considered or entertained by the Seller.

9. Force Majeure: If shipment of the contracted goods is prevented or delayed in whole or in part due to Force Majeure, the Seller shall not be liable for non-shipment or late shipment of the goods under this Contract. However, the Seller shall notify the Buyer by fax or E-mail and furnish the latter within 15 days by registered airmail with a certificate issued by the China Council for the Promotion of International Trade attesting such event or events.
10. Arbitration: All disputes arising out of the performance of or relating to this Contract shall be settled amicably through negotiation. In case no settlement can be reached through negotiation, the case shall then be submitted to the Foreign Economic and Trade Arbitration Commission of the China Council for the Promotion of International Trade, Beijing, China, for arbitration in accordance with its Rules of Procedure. The award of the arbitration is final and binding upon both parties.
11. Governing Law: This Contract shall be governed by the United Nations Convention on Contracts for the International Sale of Goods.

Other Terms:

This contract shall be made out in two originals in both English and Chinese. Both versions are equally valid. Each party keeps one originals of the two after the signing of the contract.

THE SELLER (Signature)	THE BUYER (Signature)
FW Import & Export Group Corporation	Tool Trading Co., Ltd
	

Task 2

Directions: Read the sample and answer the following questions.

1. What elements are included in the preamble?
2. What elements are included in the body?
3. What elements are included in the closing?
4. How many parts are included in a sales contract ?

Notes 注释

title n. 标题

specifications n. 规格

preamble n. 约首

shipping marks n. 唛头

Case 2:

Title

Sales Contract

Name of company: Liangliang Lighting Electrical Appliances Limited Company

S/C NO: SH0112

DATE: Oct.1, 2012

THE SELLER: SHANGHAI LIANGLIANG LIGHTING ELECTRICAL APPLIANCES
LIMITED COMPANY
18 LANE, 315 LONGHUA WEST ROAD, SHNAGHAI
P.R.CHINA

THE BUYER: NEXT CORPORATION
33 HIGH STREET, LONDON
U.K.

This contract is made by and between the Buyer and Seller, whereby the Buyer agrees to buy and the Seller agrees to sell the under-mentioned commodity according to the terms and conditions stipulated below:

Preamble

Commodity& specification	Quantity	Unit price	Amount
MT-2038 AC 220V 50HZ 11W	5000PCS	CIF SHANGHAI USD 9.0/PC	USD45,000
TOTAL	5000PCS		USD45,000

TOTAL CONTRACT VALUE: SAY U.S.DOLLARS FORTY FIVE THOUSAND ONLY.

TIME OF SHIPMENT: Within 60 days upon receipt of the L/C which accord with relevant clause of this contract.

TERM OF PAYMENT: T/T

Body

This contract is made in two original copies and becomes valid after signature, one copy to be held by each party.

Signed by:

THE SELLER:

THE BUYER:

SHANGHAI LIANGLIANG LIGHTING
ELECTRICAL APPLIANCES LIMITED
COMPANY

NEXT CORPORATION



Closing

Task 3

Directions: Read the sample and summarize the writing process.

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Notes 注释

CIF abbr. (Cost Insurance and Freight) 到岸价

SAY n. 大写

ONLY n. 整

T/T abbr. (Telegraphic Transfer) 电汇

IV. Useful Expressions



1. Words and Phrases

Words

hereafter = after this time adv. 今后

hereby = by means/reason of this adv. 特此

herein = in this adv. 此中, 于此

hereinafter = later in this contract adv. 在下文

thereafter = afterwards adv. 此后, 后来

thereby = by that means adv. 因此; 由此; 在那方面

therein = from that adv. 在那里; 在那点上

thereinafter = later in the same contract adv. 以下; 在下文

whereby = by what; by which adv. 由是; 凭那个

wherein = in what; in which adv. 在哪里; 在哪点上

Whereas: considering that adv. 鉴于, 就...而论

Phrases

applicable laws 适用法律

arbitration clause 仲裁条款

breach clause 违约条款

delivery place 交货地点

delivery time 发货期

Force Majeure Clause 不可抗力条款

guarantee clause 保证条款

inspection clause 验收条款

insurance clause 保险条款

payment conditions/ payment terms 付款条件

shipment & delivery 交货

miscellaneous clause 其他条款

2. Sentence Structures

(1) This contract is made by and between the buyers and sellers, whereby the buyers agree to buy and the sellers agree to sell the under-mentioned commodities according to the terms and conditions stipulated below.

本合同由买卖双方签订, 根据本合同条款, 买方同意购买, 卖方同意出售以下产品。

(2) We hereby establish this irrevocable letter of credit in your favor for account of ABC

Company in the amount of... U. S. \$ (amount in words), available against your draft(s) drawn at sight on Credit Bank, N.A., Letter of Credit Department, Los Angeles, California, accompanied by your signed and dated statement as follows.

我行特此开立在 ABC 公司帐上以贵方为受益人总额为……美元（大写金额），凭交加州洛杉矶北美信贷银行信用卡部开出的即期汇票付款，附有贵方签字和具名日期声明如下。

- (3) B shall not be entitled to claim for itself in respect of any Force Majeure in Clause
乙方无权根据……条，为其自身提出有关不可抗力的索赔。
- (4) Buyer shall have the right to inspect the goods on arrival and, within ... business days after delivery, buyer must give notice to seller of any claim for damages on account of condition, quality or grade of the goods, and buyer must specify the basis of the claim of buyer in detail.
买方应有权在货物运抵及交付后个……营业日内进行检验，买方须通知卖方任何基于货物条件、品质、等级而产生的索赔，并详细说明索赔事由。
- (5) The Buyer shall nevertheless have the right to cancel... of the contract without prejudice to the Buyer's right to claim compensations.
不妨害买方索赔权，买方仍有权取消合同的……
- (6) Party B shall ship the goods within... month of the date of signing this Contract, i.e. not later than... (date) .
本合同签字之日……个月内，即不迟于……月……日，你方须将货物装船。
- (7) Party A shall be unauthorized to accept any order sort to collect any account on and after... (date) .
自……月……日起，甲方已无权接受任何定单或收据。
- (8) The contract shall be written in Chinese and in...
本合同用英语和……书写。
- (9) Covering...Risks for... 110%of Invoice Value to be effected by the ...
按发票金额的……%投保……险，由……负责投保。
- (10) This contract is made in ... original copies.
本合同一式……份。

V. Strategy



Tips for Writing Effective Sales Contracts

Use capital letter.
大写首字母

Use term "shall".
使用术语"shall"

Capital letter is used to identify the different parts of the contract, for example the Seller, the Buyer, the Goods, A lot of possibilities are involving in the contract, and conditional clauses can express them accurately. obligation. "Will", "would" and "should" should be avoided.

Use conditional clauses
使用条件句

Use some words.
使用特定单词

The words are hereby, whereas, thereof, hereunder and etc., the old usages often used in contracting writing. And expressions are also used such as by and between, and/or, terms and conditions, and etc.

6. Exercise and homework :

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. This Agreement is made and concluded on May 12, 1998, by and between Liangtai company (hereinafter called Party A) on the one hand and Fuyi company (hereinafter called Party B) on the other hand. (以下简称甲方)
2. The Contract for the contractual joint venture shall continue from a period of two years thereafter.(合作营业企业)
3. In Testimony Whereof we have hereto signed this Document on sep.20,2010. (特此为证)
4. Should the Buyer be unable to arrange insurance in time owing to the Seller's failure to give the above-mentioned advice of shipment by cable or telex, the Seller shall be held responsible for any and all damages and/or losses attributable to such failure. (上述装运通知)
5. Both parties agree to attempt to resolve all disputes between the parties with respect to the application or interpretation of any term hereof of transaction hereunder, through amicable negotiation. (争端)
6. 中国签发的质量和重量证书应当作为在装运港交货的依据。(at the port of shipment)
7. 允许卖方 5%溢装, 货值按单价计算。(the unit price)
8. 关于保险公司或航运公司责任的索赔将不被卖方考虑在内。(the insurance company)
9. 信用证在装运期后 15 天之内在中国议付有效。(negotiation)
10. 买方开立不可撤销的即期信用证。(irrevocable letter of credit)

Task 5

Directions: Read the following clauses and fill in the blanks with the right expressions according to the Chinese.

- 1.This Agreement is made and concluded by and between A Corporation (hereinafter referred to as Party A) and B Company (hereinafter referred to as Party B) whereby the Parties hereto agree to enter into the _____ (补偿贸易) under _____ (条款) set forth below.
- 2.This contract shall be made out in two _____ (原件) in both English and Chinese. Both versions are equally valid. Each party keeps one original of the two after the _____ (签署) of the contract.
- 3.If shipment of the contracted goods is prevented or delayed in whole or in part due to _____ (不可抗力), the Sellers shall not be liable for non-shipment or late shipment of the goods under this Contract.

4. The award of the _____ (仲裁) is final and binding upon both parties.
5. Any _____ (索赔) by the Buyers on the goods shipped shall be filed within 30 days after the arrival of the goods at the port of destination.

Task 6

Directions: Read the passage and correct the mistakes when necessary. The following passage contains FIVE errors. Each line contains ONE error, and only ONE word is involved. For a wrong word, underline the wrong word and write the correct one in the blank provided below.

All dispute arising out of the performance of or relating with this Contract shall be settled amicably through negotiation. By case no settlement can be reached through negotiation, the case shall then be submitted to the Foreign Economic and Trade Arbitration Organization of the China

MODEL	ITEM NO.	DESCRIPTION	THICKNES S (MM)	MATERIA L	QTY	PER	UNIT PRICE (USD)	AMOUN T
HOTEL CR	050600223 0	TABLE FORK	2.0	18/0-430	24000	PC	0.21	5040.00
HOTEL CR	050600723 0	TABLE KNIFE	6.5	18/0-410	24000	PC	0.39	9360.00
HOTEL CR	050602123 0	CAKE FORK	2.0	18/0-430	24000	PC	0.14	3360.00
HOTEL CR	050603723 0	COFFEE SPOON	2.0	18/0-430	24000	PC	0.14	3360.00

Council for the Promotion of International Trade, Beijing, China, for arbitration at accordance with its Rule of Procedure.

1. _____ 2. _____ 3. _____ 4. _____ 5. _____

VII. Read for Reference



1. Sample 1:

JIEYANG JIQING RUSTLESS STEEL CO.,LTD
HECUO INDUSTRY AREA,MEIYUN JIEYANG CITY,GUANGDONG,CHINA
TEL:0086-663-8885089 FAX:0086-663-8882739

PROFORMA INVOICE (形式发票)

TO: BERNDORF

DATE :Sep 6th, 2016

INVOICE NO.: QZBD1627701P

TRADE TERMS: FOB SHENZHEN

PO NUMBER: 16T000461

TOTAL: USD 21,120.00
TOTAL SAY: U.S.DOLLARS TWENTY ONE THOUSAND ONE HUNDRED AND TWENTY ONLY.

DELIVERY : END-DEC. 2016 AFTER RECEIPT OF 30% DEPOSIT AND CONFIRMING EVERYTHING.

COMPANY NAME:
MEGA SUCCESS GROUP LTD
COMPANY ADDRESS:
UNIT 1421 FOURSEAS BLG.,711-031 NATHAN ROAD,KOWLOON H.K
BANK NAME:HSBC
BANK ADDRESS:
1010-1011,CHEUNG SHAWAN PLAZA TOWER 2,883 CHEUNG SHAWAN
ROAD,KOWLOON,HONGKONG
ACCOUNT NO. 614 2310550 721
SWIFT:HSBCHKHHHKH

For and on behalf of
JIYANG JIQING RUSTLESS STEEL CO.,LTD

2. Sample 2:

SALES CONTRACT

Contract No.: EE54
Date: May. 12, 2010
Signed at: Shanghai
Seller: Fan Hang Company
Address: Xinhua Road, Jing'an District, Shanghai, China
Buyer: Mary& March Co., Ltd,
Address: 12 Sandilands Road, Singapore.

The Seller and the Buyer agree to conclude this Contract subject to the terms and conditions stated below:

- a) Name, Speciation and Quality of Commodity: No.46 Printed Shirting
- b) Quantity:20,00 dozen (5 %more or less allowed)
- c) Unit Price: US \$ 80 per dozen
- d) Total Amount: US \$ 160,000 (Say: US DOLLARS ONE HUNDRED AND SIXTY THOUSAND ONLY)
- e) Terms of Delivery: FOB
- f) Country of Origin and Manufacturers: China
- g) Packing: The packing of goods shall be preventive from moisture and shock, and shall be suitable for ocean transportation.

- h) Shipping Marks: At Seller's Option
- i) Time of Shipment: During July, 2010, allowing partial shipments and transshipment.
- j) Insurance: To be covered by the Sellers for 110% of the invoice value against All Risks and War Risk as per the relevant Ocean Marine Cargo Clauses of the People's Insurance Company of China. If other coverage or an additional insurance amount is required, the Buyers must have the consent of the Sellers before shipment, and the additional premium is to be borne by the buyers.
- k) Port of Shipment: Shanghai, China.
- l) Port of Destination: Singapore
- m) Terms of Payment: Letter of Credit: The Buyer shall 30 days prior to the time of shipment, open with a bank acceptable to the Sellers an Irrevocable Letter of Credit at sight to reach the Sellers 30 days before the time of shipment specified, valid for negotiation in China until the 15th day after the aforesaid time of shipment.
- n) Commodity Inspection: It is mutually agreed that the Certificate of Quality and Weight issued by the State General Administration for Quality Supervision and Inspection and Quarantine of P. R. China at the port of shipment shall be taken as the basis of delivery.
- o) Discrepancy and Claim: Any claim by the Buyers on the goods shipped shall be filed within 30 days after the arrival of the goods at the port of destination and supported by a survey report issued by a surveyor approved by the Sellers. Claims in respect to matters within the responsibility of the insurance company or of the shipping company will not be considered or entertained by the Sellers.
- p) Force Majeure: If shipment of the contracted goods is prevented or delayed in whole or in part due to Force Majeure, the Sellers shall not be liable for non-shipment or late shipment of the goods under this Contract. However, the Sellers shall notify the Buyers by fax or E-mail and furnish the latter within 15 days by registered airmail with a certificate issued by the China Council for the Promotion of International Trade attesting such event or events.
- q) Arbitration: All disputes arising out of the performance of or relating to this Contract shall be settled amicably through negotiation. In case no settlement can be reached through negotiation, the case shall then be submitted to the Foreign Economic and Trade Arbitration Commission of the China Council for the Promotion of International Trade, Beijing, China, for arbitration in accordance with its Rules of Procedure. The award of the arbitration is final and binding upon both parties.
- r) Governing Law: This Contract shall be governed by the United Nations Convention on Contracts for the International Sale of Goods.
- s) This contract is executed in two counterparts each in Chinese and English, each of which shall be deemed equally authentic. This contract is in 5 copies, effective since being signed/sealed by both parties.

Representative of the Buyer

(Authorized signature): _____

Representative of the Seller

(Authorized signature): _____

