



“十二五”职业教育国家规划教材
新世纪高职高专商务英语专业系列规划教材

Century Business English

世纪商务英语—函电与单证

(第六版)

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Background

When new firms or old ones want to start or enlarge business, they may want to establish business relations with prospective dealers. The following channels are usually available to obtain necessary information about a new market and a new customer.

Internet;

advertisements in newspapers;

banks;

chambers of commerce both at home and abroad;

electronic commerce platform;

commercial counselor's office;

market investigations;

attendance at export commodities fairs;

enquiries received from merchants abroad.

Main Points of Such Letters

After securing the necessary information, the writer usually writes a letter expressing his wishes to establish business relations. The letter includes:

Opening: purposes or reasons of writing, which are:

- a. the source of information;
- b. his intention (establishment of business relations).

Body: details of requirements, which are:

- a. self-introduction and the business scope of his firm;
- b. reference as to his firm's financial position and integrity;
- c. requirement for further information.

Closing: expectation of cooperation or an early reply.

Main Points of Replies

Replies to these letters generally include two kinds:

1. Agree to establish business relations

Opening: a. thanks for the incoming letter;

b. willingness to establish business relations.

Body: a. reply to the requirements in the incoming letter;

b. self-introduction.

Closing: hope for doing business.

2. Disagree to establish business relations for some reasons

Opening: thanks for the incoming letter.

Body: a. regret for inability to establish business relations;
b. stating the reasons.

Closing: expectation of future cooperation.

The above serves as the guidance only. The writer may select the points he wants to include according to the real situation.

Lesson 1 An Importer's Self-introduction 进口商自我介绍

1 An Importer's Self-introduction 进口商自我介绍

Michael Evans, Manager of Macdonald & Evans Co., Ltd., is writing to Wu Gang, Manager of China Win-Way Trading Co., Ltd., to ask for the establishment of business relations.

An Importer's Self-introduction 进口商自我介绍

Specimen 1 An Importer's Self-introduction

Macdonald & Evans Co., Ltd.
58 Lawton Street, New York, U.S.A.

April 20, 2021

China Win-Way Trading Co., Ltd.
No.40 , Qianjin Street , Baiyun District,
Guangzhou, Guangdong,
China, 510000

Attention: Mr. Wu Gang, Sales Department

Dear Mr. Wu Gang,

We have obtained your name and address from Fort & William Co., Ltd.. Now we are writing in the hope of establishing business relations with you.

An Importer's Self-introduction 进口商自我介绍

Our company has been the leading importer of casual shoes for many years. At present, we are interested in extending our range. We also would appreciate your catalogues and quotations.

If your prices are competitive, we would like to place a trial order with you.

Our banker is Citibank China, Shanghai Branch. It can provide you with the information about our business and finances.

We look forward to your early reply.

Yours faithfully,

Macdonald & Evans Co., Ltd.

(Signature) Michael Evans

Michael Evans

Manager

An Importer's Self-introduction 进口商自我介绍

Specimen 2 A Reply to the Above

China Win-Way Trading Co., Ltd.
No.40 , Qianjin Street , Baiyun District,
Guangzhou, Guangdong, China, 510000

April 25, 2021

Macdonald & Evans Co., Ltd.,
58 Lawton Street, New York, U.S.A.

Dear Mr. Evans,

Thank you for your letter of the 20 April. We are desirous to enter into business relations with your company.

Our shoe industry concentrates on designing and producing various traditional and vogue men and women's shoes. We have developed and marketed a series of products such as indoor slippers, cotton slippers, embroidered slippers of new styles, children's shoes and cotton shoes. We can satisfy different market needs both at home and abroad.

An Importer's Self-introduction 进口商自我介绍

In compliance with your request, we are sending you, under separate cover, our latest catalogue and price list covering our export range available at present.

Should you be interested in any items, please let us know. We are looking forward to your specific enquiry.

Yours sincerely,
China Win-Way Trading Co., Ltd.
(Signature) Wu Gang
Wu Gang of Business Department I
Manager

An Importer's Self-introduction 进口商自我介绍

Tags

quotation	报价	order	订单, 订购的货物
finances	资金状况	latest catalogue	最新目录
export range	出口产品范围	item	商品
specific enquiry	具体询盘		

Arm Yourself

- 1 in the hope of 希望
- 2 establish business relations with 建立业务关系

Arm Yourself

- 3 extend v. 扩大, 给予, 提供, 延期
- 4 appreciate v. 感谢, 欣赏
- 5 competitive adj. 有竞争力的, 竞争的
- 6 place an order with sb. for sth. 向某人订购
- 7 look forward to 盼望

- 8 be desirous to 热切盼望，渴望

- 9 satisfy different market needs 满足市场的不同需求

10 in compliance with 与.....一致，符合；按照，根据

11 under separate cover 另邮, 另寄

12 cover v. 包括，包含

covering n. 遮盖物

13 enquiry n. 询问，打听，询盘

如何寻找客户

① SEM (Search Engine Marketing)搜索引擎营销

通过搜索引擎寻找客户，例如在 GOOGLE 上输入你的产品进行搜索。比如: buy chairs, we are looking for chairs, chair importer, chair distributor 等。此外，还可以先输入你的产品，再在后面加上邮箱后缀，比如: CHAIR + @aol.com, yahoo.com, gmail.com 等。幸运的话有时候能找到一些大的批发商。

② 海关数据

这是最真实的客户信息，包括客户的进口量，客户联系方式等。

③ 大使馆资料

各国大使馆都有为本国企业搜集商业信息的义务。可通过使馆网站进行查询。

④ 行业论坛

每个行业都有自己的一些论坛，比如国内家具行业，机械行业等等。国外也一样。在 GOOGLE 里搜你的产品加FORUM，BBS，BULLETIN BOARD 就可以搜到。

⑤ 国际招标投标信息

中国政府采购：<http://www.ccgp.gov.cn/>

澳大利亚政府招标系统：<https://www.tenders.gov.au/>

来自各国政府发布的招标采购机会：<http://www.dgmarket.com/>

联合国中国最新采购和招标信息：<http://www.un-china.com/>

阿拉伯市场招标数据库：<http://www.sell2arabia.com>

⑥ 第三方机构提供的数据、名录

专业的信息公司、经贸咨询机构、国际性的行业信息情报机构、市场研究机构等提供的行业公司目录、区域公司目录、进口商数据库等以光盘、书籍、在线购买使用等形式出售。如国贸资讯（www.intertrade.com.cn）上提供驻华采购商数据库、外商驻华代表机构数据。

⑦ 本行业各专业展会、进出口协会或商会、各国行业协会。

⑧ 国内的网站资源

世界买家网<http://win.mofcom.gov.cn/index.asp>

阿里巴巴<http://www.alibaba.com>

龙媒<http://www.globalmarket.com>

环球资源<http://www.globalsources.com>

⑨ 企业黄页

如欧洲企业黄页<http://www.europages.com/>

Make Yourself Skilled

I. Basic Training

Match the Chinese versions with the English expressions.

quotation

leading importer

competitive price

order

specific enquiry latest

catalogue

订单

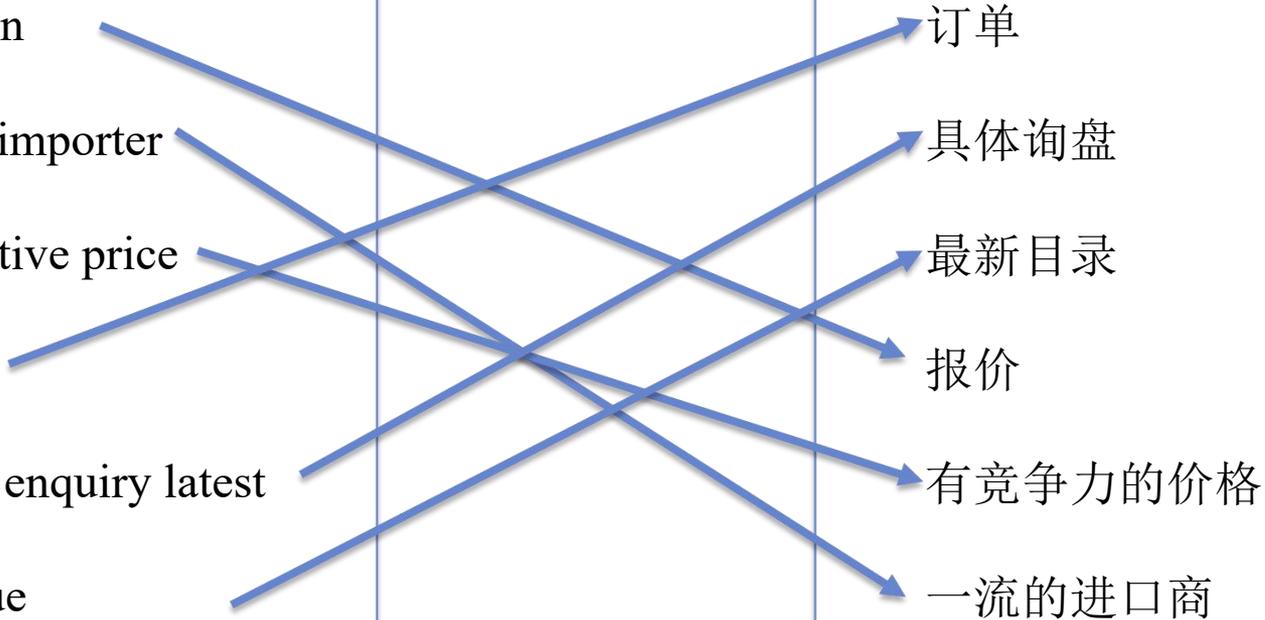
具体询盘

最新目录

报价

有竞争力的价格

一流的进口商



Make Yourself Skilled

I. Basic Training

2. Choose the best answer for each sentence.

(1) We would like to receive your enquiries _____ our hardware.

- A. about B. to C. for D. into

(2) We wish to establish direct business relations _____ you.

- A. with B. for C. from D. to

(3) We are _____ your detailed requirements.

- A. forwarding B. looking to C. looking forward D. looking forward to

(4) We are writing to you _____ establishing business relations with you.

- A. hope B. hoping to C. in the hope that D. in the hope of

(5) We _____ make business contact with you.

- A. desirous to B. desire C. are desirous to D. are desirous of

Make Yourself Skilled

II. Improving Training

Fill in the blanks with the following words or expressions.

business relations

competitive

enquiry

desire

compliance with

- (1) Upon receipt of your specific enquiry, we'll airmail the quotation and sample books to you.
- (2) Your price is competitive and acceptable to us.
- (3) We're writing to you for the establishment of business relations with your company.
- (4) In compliance with your request, a price list covering the various bicycles available for export has been airmailed to you.
- (5) We have a desire to buy this product from you.

Make Yourself Skilled

II. Improving Training

Translate the following Chinese parts into English.

(1) We would like to 介绍一下我们的业务范围。(business range)

We would like to introduce our business range.

(2) 我们从史密斯先生处得知你方的名称与地址, who has done business with us for many years。(obtain...name and address from...)

We obtained your name and address from Mr. Smith, who has done business with us for many years.

Make Yourself Skilled

II. Improving Training

Translate the following Chinese parts into English.

(3)我们将不胜感激 if you could tell us the products you are interested in. (appreciate)

We shall appreciate it if you could tell us the products you are interested.

(4) We have received 从国外寄来的许多询价单。 (enquiry)

We have received many enquiries from abroad.

Make Yourself Skilled

II. Improving Training

Translate the following Chinese parts into English.

(5) If your price is competitive, 我们愿向你方订购 500 辆电动自行车。(place an order with...)

If your price is competitive, we would like to place an order with you for 500 electric bicycles.

III. Comprehensive Training

An Importer's Self-introduction 进口商自我介绍

Objectives of Training 实训目的

Through training, students learn how to write a letter asking for the establishment of business relations with the exporter as an importer.

通过实训，学生们学习作为进口商应如何写信给出口商，要求建立业务关系。

Training Background 实训背景

You are an importer of electronic goods in the United States. Recently you got a piece of information about the Rainbow Electronic Products Co., Ltd. in China on the Internet as follows:

“Rainbow brand electric fan is of low noise and gentle wind, which is produced with military technology. According to the international standard ISO9002 , Rainbow Electronic Products Co., Ltd. established the quality assurance system and obtained the logo of “Great Wall”, which is the product qualified certificate of China electrical products. There are two categories: stand fan and desk fan, with more than 10 varieties in Rainbow brand series.”

III. Comprehensive Training

You are interested in their products. Now please write a letter to them, hoping to establish business relations with them.

你是美国一家电子产品进口商，最近在网上看到了关于中国彩虹电子产品有限公司的信息如下：

“彩虹牌电风扇是使用军工技术生产的，噪声小，风力柔和。彩虹电子产品有限公司按照国际ISO9002 标准生产，建立了质量保证体系，获得了中国电子产品认证合格证书，取得了长城标志。彩虹牌系列电风扇有落地扇、台扇两大类，共十多个不同品种。”

你对他们的产品感兴趣，现在请给他们写信，表明希望与他们建立业务关系。

III. Comprehensive Training

Training Requirement 实训要求

Write the letter according to the training background:

Name, title, company's name and address of the writer — at your option

Name of the receiver — at your option

Name of the receiver's company — Rainbow Electronic Products Co., Ltd.

Address of the receiver's company — at your option

Date of writing — at your option

根据实训背景写信：

写信人的姓名、头衔、公司名称和地址——自拟

收信人名称——自拟

收信人公司名称——彩虹电子产品有限公司

收信人公司地址——自拟

写信日期——自拟

III. Comprehensive Training

Training Guidelines 实训指南

1. Writing Steps 写作步骤

Opening: purposes or reasons of writing, which are:

- a. the source of information;
- b. his intention (establishment of business relations).

Body: details of requirements, which are:

- a. self-introduction and the business scope of his firm;
- b. reference as to his firm's financial position and integrity;
- c. requirement for further information.

Closing: expectation of cooperation or an early reply.

III. Comprehensive Training

开头：说明写作目的或原因，包括——

1. 消息来源；
2. 目的（表达建立业务关系的希望）。

正文：说明需求的具体细节，包括——

1. 自我介绍和自己公司的经营范围；
2. 介绍公司资信情况和完整性；
3. 对更多信息的需求。

结尾：表达对合作的期盼或表示希望对方早日回信。

Make Yourself Skilled

III. Comprehensive Training

2. Reference Words and Sentence Patterns 参考词汇及句式

(1) obtain your information from... 从.....中获得了你的信息

(2) in the hope that 希望

(3) establish business relations with... 与.....建立业务关系

(4) Our company has been the importer of ...for many years.

多年来，本公司经营.....进口生意。

(5) We are interested in sth./ doing sth. 我方对.....感兴趣/对做某事感兴趣。

(6) We shall appreciate it if... 如能.....，我们将不胜感激。

(7) financial status 资信状况

(8) look forward to sth./doing sth. 盼望某事/盼望做某事

Make Yourself Skilled

Reference 参考答案

California MT Electric Appliance Co., Ltd.

Moor Building 35274, State ST Fremont, California , U.S.A, 94538

July 21,2021

Rainbow Electronic Products Co., Ltd.

8th Floor, Kunlong, No. 216, Dongfang New Village,

Pingchu Road, Qingkou, Yiwu, Zhejiang, China, 322023

Dear Mr. Li,

We are one of the leading importers of electric goods in this city and shall be pleased to establish business relations with your firm.

At present, we are interested in your electric fans, details according to our Enquiry Note No.1345 enclosed, and shall be glad to receive your lowest quotation as soon as possible.

We would like to mention that if your price is attractive and delivery date acceptable, we shall place an order with you immediately.

Our banker is Citibank China, Shanghai Branch, it can provide you with the information about our business and finances.

Your early reply will be highly appreciated.

Reference 参考答案

Yours faithfully,

California MT Electric Appliance Co., Ltd.

Supplementary Reading

1. Enquiring About the Supply

Dear Sir,

We learn about you at the International Specialized Exhibition for Textile, Fashion, Accessories — TEXTILE 2021 AUTUMN held during September 30 — October 4, 2021 in the Central Building of the National Palace of Culture — Sofia, 4th floor.

At present we are in need of women's sweaters for a quantity of 120,000, detailed specifications as per the attached illustration. We can make 20% down payment (预付定金) and grant you 3% commission. Would you like to have a look at it and inform us if you can supply?

Looking forward to your favorable reply.

Yours faithfully,

xxx

Supplementary Reading

2. Asking for the Supply

Dear Sirs,

We know you from the website, and are interested in your novel design. We sincerely hope we can have a chance to establish business relationship with each other.

Our firm is Taiwan based, and we are mainly handling dressing including windows, furniture, bath, etc. We have good experience and stable customers. Products are mainly shipped to Europe and Australia. Now in order to meet the requirement of a customer who is from France, we want to prepare some patterns of tiebacks and curtain clips.

Attached please find the information. They are all handmade with materials of wires, fabrics and beads. They are used as tiebacks. Could you please check if they are suppliable by you? If yes, please get back to me soon. Thank you!

If you have any questions, please contact us soon.

Truly yours,

xxx

Lesson 2 An Exporter's Self-introduction 出口商自我介绍

Specimen 1 An Exporter's Request for the Establishment of Business Relations

China Win-Way Trading Co., Ltd.
No.40 , Qianjin Street , Baiyun District ,
Guangzhou, Guangdong, China, 510000

May 6, 2021

East-West Trading GmbH,
Otto-Hahn-Ring 20, München,
Germany , D-81739

Dear Sir or Madam,

Through the courtesy of the German Chamber of Commerce in China, we are given to understand that you are one of the leading importers of woven articles in your country. As this item falls within the scope of our business activities, we are writing to you with a keen desire to enter into business connections with you.

An Exporter's Self-introduction 出口商自我介绍

Specimen 1 An Exporter's Request for the Establishment of Business Relations

We specialize in the exportation of Chinese woven products, such as vases, cushions, baskets all handmade with materials of wires, fabrics, straw and rattan, etc. Our products are excellent in quality and reasonable in price.

To give you a general idea of our business lines, we enclose a copy of our export list, showing the main items now in supply and we hope that you would contact us if any item is of interest to you.

We look forward to receiving your early reply, We also assure you that your requirements will have our best and prompt attention.

Yours faithfully,

Huang Kai

Huang Kai

Manager Business Department III

An Exporter's Self-introduction 出口商自我介绍

Specimen 2 A Favorable Reply

East-West Trading GmbH,
Otto-Hahn-Ring 20, München,
Germany , D-81739

May 15, 2021

China Win-Way Trading Co., Ltd
No.40 , Qianjin Street , Baiyun District ,
Guangzhou, Guangdong,
China, 510000

Dear Mr. Huang,

We acknowledge with thanks the receipt of your letter of May 6, 2021, and take the pleasure of establishing business relations with your corporation.

Lesson 3 About Foreign Trade Policy and Financial Position

强调外贸政策、询问财务状况

Specimen 1 Stressing a Foreign Trade Policy

China Win-Way Trading Co., Ltd
No.40, Qianjin Street, Baiyun District,
Guangzhou, Guangdong,
China, 510000

April 30, 2021

PT Jakarta International Spices Tbk
Raya Kelapa Gading No. 16, Jakarta Utara,
DKI Jakarta, Indonesia

Dear Sirs,

We are indebted for your address to the **Commercial Counselor's Office** of the **Indonesian Embassy in Beijing**. They informed us that you are in the market for various spices. It's on this subject that we approach you today in the hope of establishing mutually beneficial trading relations.

Specimen 1 Stressing a Foreign Trade Policy

We are a state-operated corporation handling exclusively the export and import of spices. In order to acquaint you with our line, we enclose herewith a copy of our export list, showing the main items now sup pliable. Should you need anything not mentioned on the list, we shall do everything necessary, upon receipt of your detailed requirements, to secure the said items for you.

In our trade with customers in ASEAN countries, we always adhere to the principle of equality, mutual benefit and the exchange of needed goods. It is our hope, by joint efforts, to promote both business and friendship to our mutual advantage.

We look forward to receiving your enquiries soon.

Yours faithfully,

Li Wen

Li Wen

Manager of Business Department IV

Encl. As Stated.

About Foreign Trade Policy and Financial Position

强调外贸政策、询问财务状况

Specimen 2 Asking the Bank About the Credit of a Customer

Dear Sir or Madam,

We have received a letter from Macdonald & Evans Co., Ltd, expressing their desire to enter into business relations with us. They have given us your bank as a reference. We wish to know if they are in every way trustworthy and reliable. We shall be most grateful for any information concerning **the financial and credit standing of** the above mentioned company.

Needless to say, any information that you kindly give us will be treated as strictly confidential.

Thank you in advance for your kind attention to this matter.

Yours faithfully,

China Win-Way Trading Co., Ltd.

Wu Gang of Busing Department I

Manager

About Foreign Trade Policy and Financial Position

强调外贸政策、询问财务状况

Tags

Commercial Counselor's Office

商务参赞处

Indonesian Embassy in Beijing

印度尼西亚驻北京大使馆

ASEAN (Association of Southeast Asian Nations)

东南亚国家联盟,简称东盟

the principle of equality, mutual benefit and the exchange of needed goods

平等、互利、互通有无的原则

financial and credit standing / financial position

财务及信用状况/资信状况

Arm Yourself

1 be indebted for one's address to sb.

obtain one's address from 承蒙.....告知你方的地址

消息来源的同义表达:

owe one's name and address to

on the recommendation of...

learn from...that...

your name and address have been passed on to us by...

embassy in ... 驻.....的大使馆

e.g.承蒙澳大利亚驻北京大使馆商务参赞处介绍，我们得知了你公司的名称和地址。

We are indebted for your name and address to the Commercial Counselor's Office of Australia Embassy in Beijing.

Arm Yourself

2 inform

v. tell, give information, advise 通知, 告知

inform sb. of sth.

inform sb. that...

Please be informed 兹通知你方

e.g.我们会通知你方装运日期的。

We will inform you of the date of shipment.

3 be in the market for

want to buy or sell sth. 想买或想卖

e.g. 我们听说你方想购买纺织品。

We heard that you were in the market for textiles.

4 approach

v. touch, contact 接触, 联系

approach sb. for sth. 与.....接洽.....

e.g. 你可以跟他们接洽你方的新产品。

You can approach them for your new products.

5 beneficial

adj.advantageous 有利的

beneficial trading relations 有利的贸易关系

n. benefit 利益

mutual benefit 互利

vt. 使.....受益

e.g.用信用证付款对我们双方都有利。

Payment by L/C benefits both of us.

beneficiary 受益人

Arm Yourself

6 handle

v. deal in, trade in, be in line of 经营

handle with sb 与.....做生意

e.g.你主要经营什么商品?

What items do you mainly handle?

Arm Yourself

7 acquaint

v. make familiar, inform 使熟悉, 通知

acquaint sb. with sth.

be acquainted with sth.

e.g. 我们对进出口业务很熟悉。

We acquaint ourselves with import and export.

8 upon receipt of 一收到.....就.....

同义: on /after receipt of

e.g.我们收到信用证后即装运货物。

We will ship the goods upon receipt of the L/C.

e.g.请立即开立信用证, 我方一收到就马上安排装运。

Please open the L/C immediately, upon receipt of which we'll arrange the shipment.

一收到具体询盘就给你方寄出报价和样品。

Quotations and samples will be sent upon receipt of your specific enquiries.

9 detailed requirements 详细要求

details 详细, 细节

adj.detailed 详细的

e.g.得知你方的详细要求, 我们就做一切必要的准备。

We shall do everything necessary, upon receipt of your detailed requirements.

n. detail 细节, 详情

e.g.如需进一步了解情况, 请告知。

If you need more details, please let us know.

随函附上我们的商品目录和价目表, 介绍你方想了解的详细情况。

We're enclosing some copies of our catalogues and a pricelist, giving the details you ask for.

10 said

named or mentioned before 上述的, 该 (货物等)

Arm Yourself

11 trade n. business 业务，贸易，生意

v. deal with, handle 做生意，经营，从事贸易

trade in 经营.....

trade with 与.....做生意

trading corporation 贸易公司

trading relations 贸易关系

trading area 商业区

fair trading 公平交易

v. 做生意，经营，从事贸易

e.g. 我们与其他国家在平等、互利的基础上做生意。

We trade with other countries on the basis of equality and mutual benefit.

他们经营棉布。

They trade in cotton piece goods.

12 adhere to insist on 坚持

adhere to the principle of equality and mutual benefit 坚持平等互利原则

e.g.我们要坚持公平、公开、公正的原则。

We should adhere to the principle of fairness, openness and justice.

13 by joint efforts

through the efforts on both sides 通过双方努力

e.g. 我们盼望，通过我们共同的努力，能与你方做成生意。

We look forward to, by joint efforts, doing business with you.

joint venture 合资企业

14 promote

v. contribute to the progress or growth of; further 促进，推进，有助于.....的进步或成长；更进一步；推销

promote business and friendship 既促进贸易又促进友谊

promote sales 推销

n. promotion 促销，提升

15 to our mutual advantage 使双方都获利

to one's advantage 使.....获利, 对.....有利

take the advantage of 利用

e.g.我们希望你方价格行得通, 业务得以成交, 使双方都有利。

We hope your prices will be workable and that business will materialize to our mutual advantage.

16 reference

n. (person willing to make a)statement about a person's character or abilities

(有关某人品格或能力的) 证明文书, 介绍信, 证明人

quote sb./ sb.'s name as a reference 提出某人/某人的名字作可咨询的证明人

同义: for your information, for your consideration, for your perusal

with reference to 就.....而言, 关于, 兹提及

make reference (to) 提及

without reference to 不论, 与.....无关

reference world market price 世界市场参考价格

17 be most grateful

be very thankful 非常感激的

e.g.我方非常感谢贵方的帮助。

We are most grateful for your help.

18 needless to say

as you already know or would expect 不用说

e.g.不用说，你们产品质优价廉的话，肯定会畅销的。

Needless to say, if your products are of high quality and low price, they will sell well in the market.

19 confidential

adj.to be kept secret 恪守秘密的，机密的

Arm Yourself

20 in advance

adv.ahead of time 预先

in advance of sth. 提前

2months in advance 提前两个月

e.g.我们要事先声明，如你方所交货物质量与合同不符，我们有权拒收。

We would like to claim in advance that if the quality of the goods dispatched by you is not in accordance with the contract, we have a right to refuse the goods.

如何开发客户

开发客户最便捷的方法莫过于拿到客户的E-MAIL地址，然后给他们发广告信。一般而言，星期一到星期四的下午至晚上是发广告信的黄金时段。

我们发广告信应设置收条，这样做的目的在于知道你的广告信被客人看到的概率有多高，以及初步判断你的客人是否是目标客人。

发广告信的格式也是非常重要的。专业的广告信格式不仅能够增加广告信被浏览和回复的概率，还可以让客户对公司实力和专业性产生初步的信任，从而增加得到订单的概率；反之，则会让客户对公司产生反感，甚至被拉进黑名单。一般来说，一封广告信由标题、子标题、正文和签名组成。标题前面要加上“Re:”这个字眼，比如我们的产品是 hardware tools，那对应的标题就是“Re: hardware tools”。另外，正文的字体格式要漂亮，大小要适中，千万不要写成宋体等中文格式。一般使用Verdana 的10号字体。最后是签名，签名也要漂亮，而且包括的信息一定要全，比如你的名字，头衔，公司地址，电话，传真，网站等都要包括。

发广告信需要坚持，要广撒网才有效果。比如你每天给自己规定要发50至100封广告信，有一些客户肯定不会回复你，有些可能给你回复收条，有些可能就会回复你的邮件，让你报价之类。根据客人对你的不同态度，需要对客人进行初步的细分，需要对客户资料进行整理。那些回复你邮件的客户要重点跟进；回复收条的客户也可以跟一跟；而那些没有回你邮件，但是其公司网站上有我们可以生产的产品的客户也是重点跟进对象，可以直接发一些相似款式的产品报价给他们，或者直接打电话去问。对于重点跟进对象一定要做好标记，一有机会就要联系联系，比如节假日的问候，新产品的介绍，参展通知等。

Make Yourself Skilled

I. Basic Training

1. Match the Chinese versions with the English expressions.

the principle of equality and mutual benefit

joint venture

Commercial Counselor's Office

import and export

financial position

trading corporation

合资企业

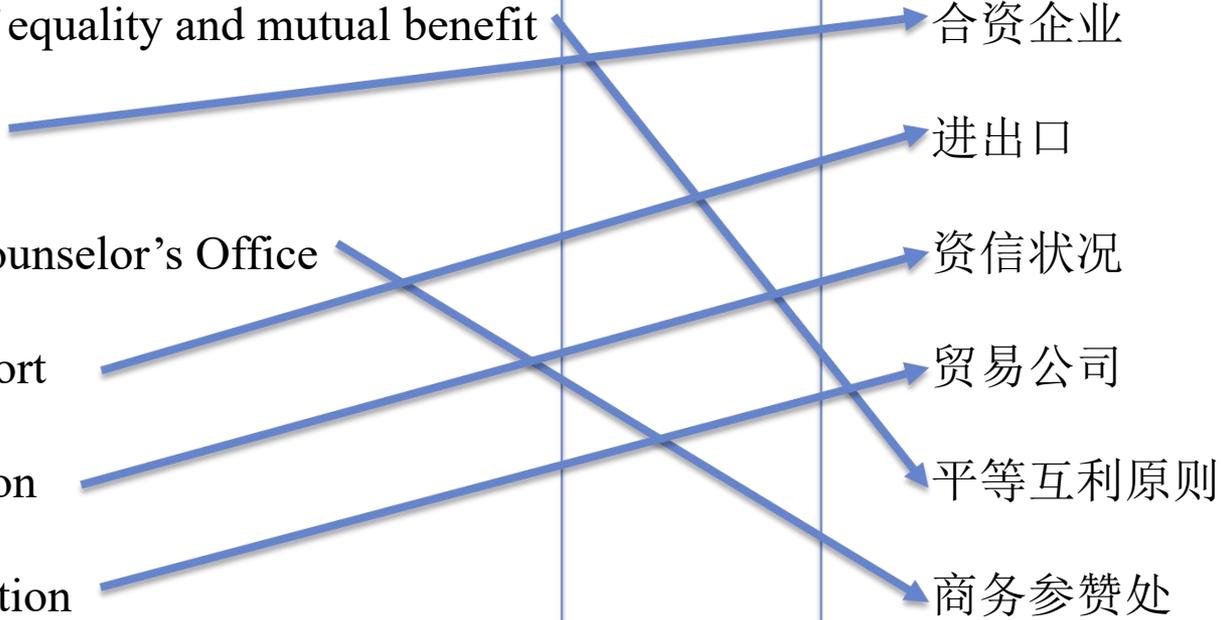
进出口

资信状况

贸易公司

平等互利原则

商务参赞处



Make Yourself Skilled

I. Basic Training

2. Choose the best answer for each sentence.

(1) We shall be most grateful _____ any information you give us.

A. to

B. for

C. of

D. with

(2) We would like to _____ you _____ a number of our clients are interested in Chinese walnut meat.

A. inform...of

B. advise...of

C. inform... that

D. advise...that

(3) We desire to establish _____ beneficial business relations.

A. mutual

B. mutually

C. each other

D. both

(4) Thank you _____ for your kind cooperation.

A. of advance

B. as advance

C. in advance

D. on advance

(5) We are a state-operated corporation _____ both import and export of textiles.

A. handling in

B. trading

C. dealing with

D. dealing in

Make Yourself Skilled

II. Improving Training

1. Fill in the blanks with the following words or expressions.

trade acquaint ... with adhere to promote upon receipt of

(1) We would like you to send us a market report so as to acquaint us with the demand at your end.

(2) As you know, we have been in the trade of paper and stationery for many years.

(3) Quotations and samples will be airmailed to you upon receipt of your specific enquiry.

(4) We always adhere to our commitments.

(5) We hope you will try your best to promote the sale of this new product.

Make Yourself Skilled

II. Improving Training

Translate the following Chinese parts into English.

(1)我们公司有意购买your cotton piece goods。 (be in the market for)

We are in the market for your cotton piece goods.

(2)我们主要经营 electronic products 进口业务。 (handle/trade in)

We mainly handle the trade in import of electronic products.

Make Yourself Skilled

II. Improving Training

Translate the following Chinese parts into English.

(3) By joint efforts, 我们终于使贸易与友谊得到进一步促进。(promote)

By joint efforts, We have further promoted both trade and friendship.

(4) 请与他们联系购买 what you need。(approach...for)

Please approach them for what you need.

Make Yourself Skilled

II. Improving Training

Translate the following Chinese parts into English.

(5) Please inform us 你们目前对什么商品感兴趣。(be interested in)

Please inform us what products you are interested in.

Make Yourself Skilled

III. Comprehensive Training

Emphasize Foreign Trade Policy and Ask for Financial Position

强调外贸政策、询问资信状况

Objectives of Training 实训目的

Through training, students learn how to write a letter asking for financial positions of the new customers to the bank.

通过实训，学生们学习应如何写信给银行，询问新客户的资信状况。

Training Background 实训背景

You are the manager of Rainbow Electronic Products Co., Ltd., you write a letter to Citibank Shanghai Branch asking for financial positions of Shante Trading Co., Ltd., who asked for the establishment of business relations with you a couple of days ago.

你是彩虹电子产品有限公司的经理，前几天收到了山特贸易有限公司的建交函。请写信给花旗银行上海分行，咨询山特贸易有限公司的资信状况。

Make Yourself Skilled

III. Comprehensive Training

Training Requirement 实训要求

Write the letter according to the training background. The format requirement: from the salutation to the complimentary closing.

根据实训背景写信。格式要求：从称呼语开始写，至结束敬语。

Training Guidelines 实训指南

1. Writing Steps 写作步骤

Opening: purposes or reasons of writing, which are:

- a. the source of information;
- b. his intention.

Body: details of requirements, which are:

- a. requirement for financial position and integrity of the new customer;
- b. promise to treat any information as strictly confidential.

Closing: expectation of cooperation or an early reply.

III. Comprehensive Training

开头：说明写作目的或原因，包括——

1. 消息来源；
2. 咨询意图。

正文：说明需求的具体细节，包括——

1. 对财务状况的需求以及查询新客户的资信状况；
2. 承诺为客户的所有信息保密。

结尾：表达对合作的期盼或表示希望对方早日回信。

Make Yourself Skilled

III. Comprehensive Training

2. Reference Words and Sentence Patterns 参考词汇及句式

- (1) enter into business relations with... 与.....建立业务关系
- (2) we want to know... 我们希望了解.....
- (3) We shall be most grateful for... 如能.....我们不胜感激。
- (4) information concerning... 有关.....的信息
- (5) treat sth. as strictly confidential 对某事严格保密
- (6) thank you in advance 事先致谢

Make Yourself Skilled

Reference 参考答案

Dear Sirs,

Shante Trading Co., Ltd from America wishes to enter into business relations with us. As having little information on them, we would be grateful if you could supply us with some information about the company' s general financial standing according to your experience.

It is doubtless that any information you supply will be treated in the strictest confidence and for which you needn' t take any responsibilities.

Thank you in advance for your kind attention to this matter.

Yours faithfully,

Supplementary Reading

1. Inquiring About the Company Profile and the Service Information

Gentlemen,

Referring to your letter of June 9, 2021 and our reply of June 16, 2021, we have instructed our Mailing Department to send you a complete set of catalogues covering our equipment.

In order to evaluate your company along with the others, we would like you to give us the following information:

History of your firm's organization.

Name, and age of partners or board of directors.

What is the present capital of your organization?

What are your bank references in the United States and in Japan?

List all of the American companies whom you represent, also any other companies for handling heavy machinery, including facilities and personnel for servicing equipment in the field.

What is your capacity?

Do you purchase for your own account or for resale?

What are the prospects for our type of equipment in your country?

If possible, please send photographs of your office. We are looking forward to your early reply.

Very truly yours,

xxx

Supplementary Reading

2. Informing the Credit Standing (A Reply to Lesson 3 Specimen 2).

In reply to your message of April 29 about the credit standing of Macdonald & Evans Co., Ltd., we give you the following information you asked for.

The company you mentioned is an old-established one who has been enjoying a high reputation. They have now a sound business standing with an excellent business turnover.

Our opinion is that they can be trusted to do business together. However, this is just our personal view and given without any responsibility, howsoever arising, on the part of the Bank.

Yours faithfully,
Citibank China, Shanghai Branch

Sum-up 小结

When the firms want to establish business relations with prospective customers in other countries, they will write letters to express their wishes. They may include some or all of the following main points and use the following sentences:

1. Source of information, typical expressions such as:

- We owe your name and address to the Commercial Counselor's Office of xxx Embassy in...
承蒙驻.....的.....大使馆商务参赞处告知你方的名称和地址。
- On the recommendation of Mr. ×××, we know that...
由.....推荐, 我们得知.....
- Through the courtesy of..., we come to know that...
承蒙.....告知....., 我们得知.....
- We are indebted for your name to..., who informed us that...
承蒙.....告知你方姓名, 他告诉我们.....
- Your name and address have been passed on to us by...
由.....告知你方名称和地址。
- We take the liberty of writing to you...
我们写信给你方.....

2. Intention of establishing business relations, typical expressions such as:

- We're writing in the hope of establishing business relations with you.

我们写信希望与你方建立业务关系。

- We write to you in the hope that we can establish business relations with you.

我们写信希望与你方建立业务关系。

- We hope you can establish business relations with us.

我们希望你方能与我方建立业务关系。

3. Self-introduction, typical expressions such as:

● We're a state-owned corporation, handling both import and export of...

我们是国营公司，经营.....的进出口业务。

● We're well experienced in the import of...

在.....的进口方面我们很有经验。

● Our business line is xxx.

我们经营.....

● ...falls within our business scope.

.....属于我方经营范围。

● We wish to introduce ourselves as one of the leading exporters of...

我们自我介绍一下，我们是一流的.....出口商之一。

● Being specialized in the import of..., we wish to...

我们主要经营.....的进口，我们想.....

4. Detailed requirements, typical expressions such as:

- We will appreciate it if you could send us samples of...

如你方能寄.....的样品给我们的话，我们将不胜感激。

- If you're interested in any type of these items, please don't hesitate to tell us...

如你方对这些产品中任何一种感兴趣的话，请立即告诉我们。

- We'll be glad if you could give us...

如你方能提供.....，我们将非常感激。

- We shall be obliged if you could...

如你方能.....，我们将非常感激。

- We shall be grateful if you would...

如你方能.....，我们将非常感激。

5. Expectation, which is complimentary, to express the hope for an early reply, good news, etc., typical expressions such as:
- We're looking forward to your early reply.
期盼你方早日回信。
 - We're awaiting your favorable news.
等待你方的好消息。
 - We trust that you will reply to us.
我们相信你们会给我方回信的。
 - Your early reply will be highly appreciated.
如你方能早日回信，我们将非常感激。

An Exporter's Self-introduction 出口商自我介绍

Specimen 2 A Favorable Reply

Your woven products are so attractive that we are confident of securing large orders for you. We shall be obliged if you could send us catalogues and quotations.

We look forward to your favorable reply.

Yours faithfully,

Michael Rigoni

Michael Rigoni

Manager

Tags

Chamber of Commerce

商会

scope of business activities

业务范围, 经营范围

export list

出口商品清单

favorable reply

佳音

Arm Yourself

- 1 through the courtesy of
obtain...from... 承蒙.....介绍

- 2 be given to understand
get to know 获悉

3 fall within

belong to 属于

fall within the scope of one's business activities 属于某人的经营范围（业务范围）

同义：lie within

e.g. 从你处10月3日来信获悉这项业务属于你方经营范围。

We learn from your letter of 3rd October that the goods fall within the scope of your business activities.

4 give you a general idea of 为使你方大致了解

同义: give a rough idea of 为使.....大致了解

give a detailed idea of 为使.....详细了解

give an idea of 为使.....了解

e.g.为让你方了解现在可供出口的各种棉布的大致情况, 我们给你方寄去价格表。

In order to give you a general idea of the cotton piece goods available for export, we send you a pricelist.

have an idea of 对.....有了解

e.g.我们想了解一下你方现在可出口的电动自行车。

We would like to have an idea of your electronic bicycles exportable now.

5 line

n. range 范围，经营业务

business line 业务范围，经营产品

be in line of 经营.....

be in line with 与.....一致，符合

be out of line with 脱离，与.....不一致，不符合

Arm Yourself

6 enclose

v. send with 随函附上

enclose sth.

Enclosed please find...

Enclosed are/is...

7 showing 显示, 说明

-ing 形式用以说明前面的来信来电, 去信去电, 报盘, 订单, 合同等的内容。在函电中很多类似的用法, 如: asking ,offering, advising等。

8 in supply

that can be provided 可供应的

n. supply 供应, 供应的产品 (常用复数)

be in short supply 供应短缺

v. supply 供应

supply sb. with sth.

n. supplier 供应商

adj. suppliable 可供应的

9 contact

v. approach 与.....联系

n. contact (with) 与.....联系

10 be of interest to 使.....感兴趣

be interested in sth./doing sth./to do sth.

be interesting to sb.

11 assure

v. tell (sb.) positively or confidently 向.....保证, 担保, 使.....放心

assure sb. of sth.

assure sb. that...

Please be assured that...

You may be assured that...

12 have our best and prompt attention 得到我们最认真和及时的关注

同义: receive our attention 得到我们的关注

give our attention to对.....及时关注/处理

bring sth. to sb.'s attention 使某人注意某事

call (draw, invite, attract, bring)sb.'s attention to sth.

促使某人注意某事, 使某人着眼于

e.g.你方的要求会得到我方最认真和及时的处理。

Your requirements will receive our best and prompt attention.

我们会对你方以后的询盘予以及时处理。

We will give our prompt attention to your future enquiries.

13 acknowledge with thanks the receipt of 收到....., 谢谢

函电中表示收到对方信函的句式有很多, 如:

acknowledge receipt of your letter of March20

be in receipt of your letter of March20

acknowledge your letter of April5

thank you for your letter of June14

In reply to your letter of June10...

We have received your letter...

We learn (note) from your letter...that...

14 take/have/the pleasure

be delighted, be pleased 很高兴, 很荣幸

take the pleasure of doing sth.

take pleasure in doing sth.

Arm Yourself

15 corporation

n. company, firm, house 公司

state-operated corporation 国营公司

16 attractive

adj. having the power to attract sb. 吸引人的

attractive price 吸引人的价格

v. attract 吸引

17 be confident 对.....有信心

句式: be confident of sth.

be confident that

n. confidence 信心

句式: have confidence in sth. ...

have confidence that

be in confidence

e.g. 我们对中国的产品质量有信心。

We have confidence in / are confident of the quality of Chinese products.

18 shall be obliged if you could 如蒙.....不胜感激

同义: shall appreciate it if...

shall be grateful if you would...

shall be thankful

e.g.如蒙你方立即寄给我方样品, 我们将不胜感激。

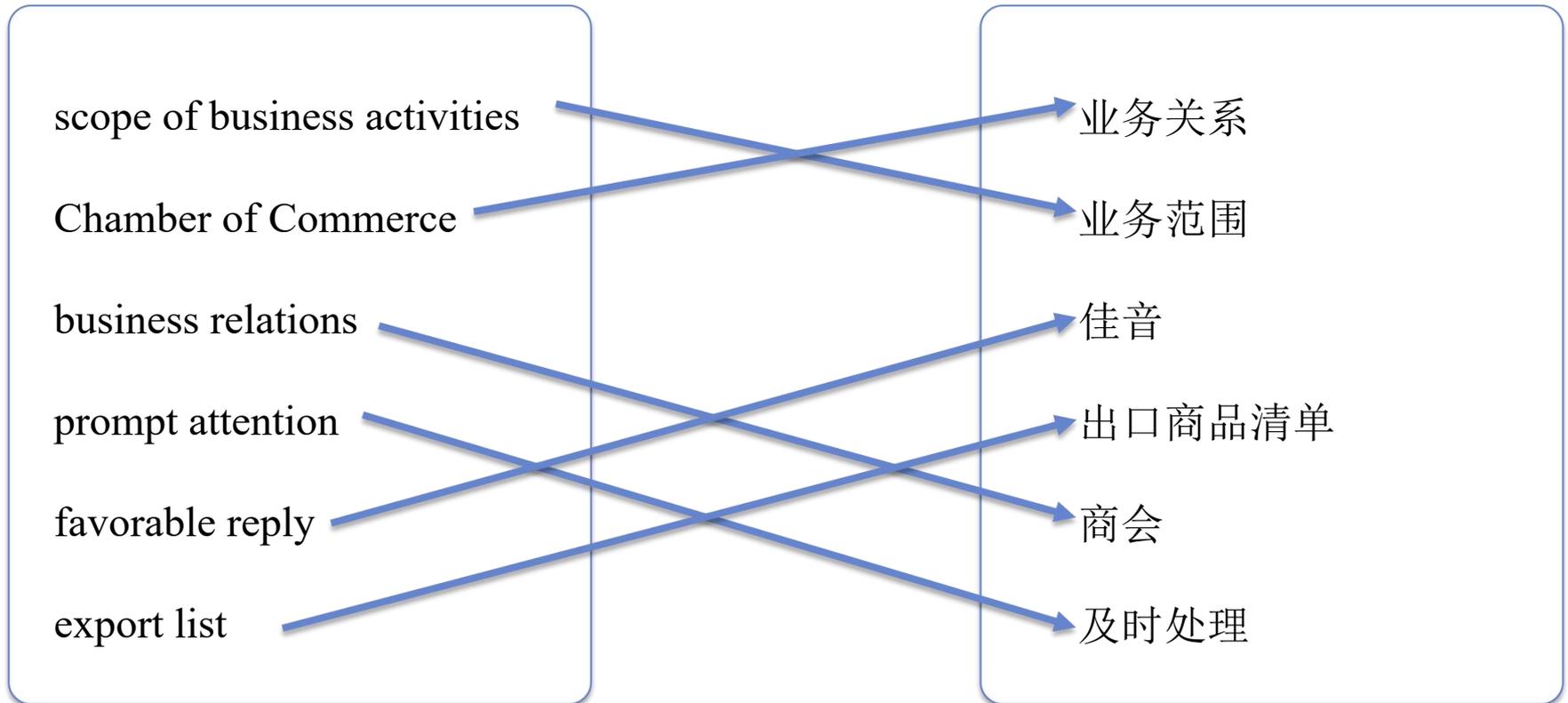
We shall be obliged if you would send us samples immediately.

业务处理技巧——回复建交函

- ❶ 无论是否能满足对方需要，均要及时回信表示感谢。这是培养潜在客户的关键。
- ❷ 尽可能答复对方的要求，并抓住机会推销己方产品。
- ❸ 最好使用企业邮箱，即使用以自己公司名称为后缀的邮箱。另外，如果要使用免费邮箱，优先选用国外通用的hotmail.com这类免费邮箱，不容易被分析为垃圾邮件。
- ❹ 了解客人当地的时差及上班时间，按照客人的上班时间发送，只需要使用简单的邮件定时发送就可以办到。另外一点，就是按照客人的上班时间，在线和客人联系。

Make Yourself Skilled

I. Basic Training



Make Yourself Skilled

I. Basic Training

2. Choose the best answer for each sentence.

(1) We are sure that these products could _____ you.

A. interesting

B. be interested in

C. interests

D. be of interest to

(2) The enclosed catalogue will show you our main items _____.

A. supplied

B. supply

C. in supply

D. for supply

(3) We _____ the quality of Chinese products.

A. are interested in

B. are of interest of

C. are confident of

D. have confidence with

(4) Please quote us your lowest price, _____ the earliest date of shipment.

A. showing

B. asking

C. enclosing

D. covering

(5) We _____ receiving your enquiry.

A. have the pleasure in

B. take the pleasure of

C. are pleased to

D. take the pleasure to

Make Yourself Skilled

II. Improving Training

1. Fill in the blanks with the following words or expressions.

confident

interested in

business contact

supply with

enclose

(1) We are anxious to make business contact with your corporation.

(2) We enclose our Enquiry Note No. 367 and wish to receive your favorable reply.

(3) One of our clients is interested in Chinese electronic products.

(4) We can supply you with all kinds of men's leather shoes.

(5) Although the price we give you is slightly higher, we are confident that the quality of our products is better.

Make Yourself Skilled

II. Improving Training

Translate the following Chinese parts into English.

(1) 你可以跟他们接洽your new products。 (contact...for)

You can contact them for your new products.

(2) We would like to take this opportunity to 介绍一下我们的业务范围。 (business line)

We would like to take this opportunity to introduce our business line.

Make Yourself Skilled

II. Improving Training

Translate the following Chinese parts into English.

(3)能否让我方大致了解一下 the market price of textiles at your end? (give...a general idea of)

Could you give us a general idea of the market price of textiles at your end?

(4)随函附上我方现可供应的 price list for various cellphones。 (enclose, suppliable)

We enclose herewith our price list for various cell phones suppliable at present.

Make Yourself Skilled

II. Improving Training

Translate the following Chinese parts into English.

(5) Electronic products 属于我方经营范围。 (fall within the scope of)

Electronic products fall within the scope of our business activities.

III. Comprehensive Training

An Exporter's Self-introduction 出口商自我介绍

Objectives of Training 实训目的

Through training, students learn how to write a letter asking for the establishment of business relations with the importer as an exporter.

通过实训，学生们学习作为出口商应如何写信给进口商，要求建立业务关系。

Make Yourself Skilled

III. Comprehensive Training

Training Background 实训背景

You are an exporter of the Dongguan Xusheng Paper Co., Ltd.. You found a piece of information on the website of The Economic and Commercial Counselor's Office of the Embassy of the People's Republic of China in Canada as follows:

你是东莞市旭升纸业有限公司的出口商，在中华人民共和国驻加拿大大使馆经济商务参赞处的网站上看到一则信息如下：

加拿大商人求购彩色新闻纸

文章来源:加拿大公司 文章类型:编译 内容分类:供求

加拿大 Inter-World Paper Overseas Limited 公司想寻求生产彩色新闻纸 (colored newsprint) 的中国厂家, 计划每月进口 250 吨的粉色和黄色新闻纸到北美。

公司地址: 10825 Yonge Street, Suite 205, Richmond Hill, Ontario, Canada L4C 3E3

Make Yourself Skilled

III. Comprehensive Training

联系人: David Zeidenberg

电话: 1-905-5088108

传真: 1-905-5088110

Email: sales@interworldpaper.com

You write a letter asking for the establishment of business relations with Inter- World Paper Overseas Limited. The brief introduction of Dongguan Xusheng Paper Co., Ltd. is as follows:

你写信给加拿大Inter-World Paper Overseas Limited 公司，要求建立业务关系。东莞市旭升纸业有限公司的简介如下：

III. Comprehensive Training

东莞市旭升纸业有限公司为造纸生产自销厂家,集批发、零售为一体,主要生产经营包装用纸:单/双拷贝纸、有光纸、新闻纸、蜡光纸、无尘纸、土报纸、白板纸、灰板纸、环保纸、牛皮纸、玻璃纸、黑色拷贝纸、铜版纸,产品销售遍布各地,公司总部设在东莞。

东莞市旭升纸业有限公司拥有完整、科学的质量管理体系以及一支专业的团队,以诚信、实力和产品质量获得业界的普遍认可。

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Make Yourself Skilled

III. Comprehensive Training

Training Requirement 实训要求

Write the letter according to the training background:

Name, company's name and address of the writer — as indicated above

Title of the writer — at your option

Name, company's name and address of the receiver — as indicated above

Date of writing — at your option

根据实训背景写信：

写信人的姓名、公司名称和地址——如上所示

写信人的头衔——自拟

收信人的姓名、公司名称和地址——如上所示

写信日期——自拟

III. Comprehensive Training

Training Guidelines 实训指南

1. Writing Steps 写作步骤

Opening: purposes or reasons of writing, which are:

- a. the source of information;
- b. his intention (establishment of business relations).

Body: details of requirements, which are:

- a. self-introduction and the business scope of his firm, the company's ability to meet the customer's needs for products;
- b. sending the catalogue or samples;
- c. reference as to his firm's financial position and integrity.

Closing: expectation of cooperation or an early reply.

Make Yourself Skilled

III. Comprehensive Training

开头：说明写作目的或原因，包括——

1. 消息来源；
2. 目的（表达建立业务关系的希望）。

正文：说明需求的具体细节，包括——

1. 自我介绍和自己公司的经营范围、强调公司能满足客户的产品需求；
2. 寄送目录或样品；
3. 介绍公司资信情况和完整性。

结尾：表达对合作的期盼或表示希望对方早日回信。

III. Comprehensive Training

2. Reference Words and Sentence Patterns 参考词汇及句式

- (1) through the courtesy of... 承蒙.....介绍
- (2) be given to understand that 获悉
- (3) fall within the scope of our business activities 属于我们的业务范围
- (4) We are writing to you with a keen desire to do... 我方写信给你, 渴望.....
- (5) We specialize in the exportation of... 我们专注于.....的出口。
- (6) enclose a copy of export list 随函附上出口清单一份
- (7) the main items now in supply 目前可供应的主要产品
- (8) sth. is of interest to sb. 某物令某人感兴趣

Reference 参考答案

Dongguan Xusheng Paper Co., Ltd.
186 Expo Avenue, Houjie Town, Dongguan City,
Guangdong, P.R.C,523960

May 6, 2021

Inter-World Paper Overseas Limited
10825 Yonge Street, Suite 205, Richmond Hill,
Ontario, Canada L4C 3E3

Dear Mr. Zeidenberg,

Through the courtesy of The Economic and Commercial Counsellor's Office of the Embassy of the People's Republic of China in Canada, we are given to understand that you are in the market for colored newsprint.

As this item falls within the scope of our business activities, we are writing to you with a keen desire to enter into business connections with you.

We specialize in manufacture and exportation of paper products, such as newsprint, flint papers, air-laid paper, white cardboard, kraft paper, etc. Our products are excellent in quality and reasonable in price.

We have a steady supply capacity and assure good quality and timely delivery, which can meet your needs very well.

Reference 参考答案

In order to give you a better understanding of our company and product, we enclose a copy of our export list and sample of pink and yellow newsprint, and we hope that you would contact us if the sample is to your satisfactory, or if any item is of interest to you.

We look forward to receiving your early reply, and assure you that your requirements will have our best and prompt attention.

**Yours faithfully,
Deng Wei
Sales Manager
Dongguan Xusheng Paper Co., Ltd**

Supplementary Reading

1. The Reply to an Enquiry

Dear Miss Sanny,

Thanks for your Email. Please note our comments as below:

As you know, we are a confectionery factory and our products include chocolate, toffees, candies, wafers, biscuits, and various kinds of Arabic sweets. And in order to package these items in beautiful gifts, we use various kinds of promotional items which include bamboo baskets, wooden boxes, paper cloth products, toys with baskets, fern items, rattan items, leather boxes, jute bags and many others which fall in similar categories of arts and handicrafts.

We shall be pleased if you can send us a CD of photos of your wide range of products which can be used for the above purpose for our selection.

Yours sincerely,

xxx

Supplementary Reading

2. A Manufacturer Writes to an Importer

Dear Sirs,

The Chamber of Commerce of China has conveyed to us your desire to establish business relations with foreign trade corporations. A copy of your letter to that effect has been passed on to us.

We are pleased to inform you that the commodities you are interested in fall within the scope of our business activities. The enclosed catalogue will give you the general idea of our lines.

For your information, our company is the leading manufacturer and exporter of Electronic Toys and Stationery in this country. So we have advantage over other export corporations in price and regular supplies.

We look forward to your detailed requirements.

Yours faithfully,

xxx

Encl.