



“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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Unit 2 Enquiry, Offer and Counter-offer 询盘、报盘和还盘

Background

In international business, a good deal will be made after many negotiations. The processes include enquiries, offers, counter-offers, etc.

An enquiry is made to inquire about the business terms and conditions regarding the goods. Nowadays, an enquiry is, in fact, an invitation to offer. A reply to an enquiry should be prompt and courteous and cover all the information asked for.

An offer is a proposal made to conclude business. A firm offer or an offer with engagement is a definite expression that the seller is ready to close business within the stipulated time with the buyer on the terms and conditions put forward. It is irrevocable and unchangeable once it is accepted. A non-firm offer is an offer without engagement. The main difference between a firm offer and a non-firm offer is that the former has validity while the latter does not.

A counter-offer can be made to reject part or total of the terms and conditions of the offer. It is written to thank the offerer for his trouble and explain the reason for the rejection. A counter-offer is a new offer, which can be made by both the seller and the buyer.

Unit 2 Enquiry, Offer and Counter-offer 询盘、报盘和还盘

Main Points of Such Letters

Main points of an enquiry:

An effective enquiry may include:

Opening: purposes or reasons of writing, which are:

- a. the source of information;
- b. the intention (interest in the goods);

Body: details of requirements, which are:

- c. stating the requirements;
- d. introduction of market and price that will be obtained;

Closing: e. expectation of an offer.

Unit 2 Enquiry, Offer and Counter-offer 询盘、报盘和还盘

Writing Points of Such Letters

Main points of an enquiry:

An effective enquiry may include:

Opening: purposes or reasons of writing, which are:

- a. the source of information;
- b. the intention (interest in the goods).

Body: details of requirements, which are:

- a. stating the requirements;
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Closing: expectation of an offer.

Unit 2 Enquiry, Offer and Counter-offer 询盘、报盘和还盘

Main points of an offer:

A satisfactory offer will include:

Opening: an expression of thanks for the enquiry, if any.

Body: stating the details, which are:

- a. names of commodities, quality, quantity and specifications;
- b. details of prices, discounts and terms of payment;
- c. a statement or clear indication of what the prices cover (such as packing, freight and insurance);
- d. packing and the date of delivery;
- e. the period for which the offer is valid (a non-firm offer excludes it).

Closing: hope of acceptance.

Unit 2 Enquiry, Offer and Counter-offer 询盘、报盘和还盘

Main points of a counter-offer:

The offeree may send a counter-offer to state his disagreement to certain terms and express his own idea:

Opening: thanks for the offer.

Body:

- a. rejection and reasons;
- b. the counter proposal (price reduction, etc.).

Closing: expectation of acceptance.

Lesson 4 General Enquiry 一般询盘

Specimen 1 A General Enquiry from an Importer

Paolo Text iles Trading Co., Ltd.
90 High Street, Arbroath,
Scotland, DD11 1DP

August 10, 2021

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

Dear Sirs,

Re: 100% Cotton T-shirts

We learn from your advertisement in China Trade Directory that you are producing 100% cotton T-shirts for export. We are quite interested in your products.

General Enquiry 一般询盘

Specimen 1 A General Enquiry from an Importer

Would you please send us as soon as possible your *illustrated* catalogue and the latest price list, together with any samples that you can let us have?

For your information, there is *a steady demand* here for 100% cotton T-shirts *of high quality*. Sales are not particularly high, but good prices can be obtained for fashionable designs.

We are looking forward to receiving your immediate reply.

Yours truly,

(Signature)

G.P. Johnson

Manager

Specimen 2 A Reply to the Above

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

August 15, 2021

Paolo Textiles Trading Co., Ltd .
90 High Street, Arbroath,
Scotland, DD11 1DP

Dear G.P. Johnson,

Re: 100% Cotton T-shirts

Thanks for your enquiry dated August 10, and your interest in our products as well.

Specimen 2 A Reply to the Above

We are enclosing some copies of our illustrated catalogue and a price list giving the details you asked for. Also under separate cover, we are sending you samples of various fashions which show you clearly the quality and craftsmanship. We trust that when you see them you will agree that our products appeal to the most selective buyer.

We are willing to allow a 5% discount for all orders over 1,000 pieces. You can rely on us to give your order immediate attention.

Yours truly,

(Signature)

Wang Lin

Manager of Business Department II

Encl.

Tags

China Trade Directory

中国贸易目录

illustrated catalogue

附有图片(说明)的商品目录,有插图的目录

fashionable design

款式新颖的设计

craftsmanship

精湛的技艺

selective buyer

挑剔的买主

Arm Yourself

1 learn from...that

be given to understand that 从.....得知, 获悉

e.g.从贵方6月21日的信中得悉, 贵方对我们的MP4感兴趣。

We learn from your letter of June 21 that you are interested in our MP4.

2 for export 供出口的

e.g.获悉你方有一批待出口的纺织产品。

We are informed that you have a stock of textile products for export.

similar expressions: for sale（待售的）， for shipment（待装运的）

e.g.我们有许多货物待售。

We have a lot of goods for sale.

我们已经准备好了待装运的货物。

We have already got the goods ready for shipment.

3 illustrated adj. with explanatory or decorative features 有插图的，有说明的
e.g. 随附的商品插图目录里，有我公司的最新几类产品。

At present, we are interested in Chinese arts and crafts, and we would appreciate your illustrated catalogues and quotations about these products .

n. illustration 插图，说明，说明书

e.g. 产品的包装里都有说明书。

There are illustrations in the package of the products.

4 for your information 供你方参考

similar expressions: for your reference; for your consideration.

e.g. 现寄一些样品供你方参考，并期待你方的试订。

We are now sending some samples for your reference and looking forward to your trial order.

Arm Yourself

5 a steady demand 稳定需求

n. Demand 需求

“.....商品需求量大”可表达为: sth. has a great demand
Or sth. is in great demand

e.g. 对中国茶叶的需求很大.

Chinese tea is in great demand.

Or: There is a great demand for Chinese tea.

Demand for Chinese tea is great.

句式: The demand for...is

rising/going up/growing/increasing/brisk/active/steady/strong/great/large/big/high/
heavy/important.

对.....的需求上升/增加/活跃

The demand for...is going down/low/lessening/soft/declining/down/weak/small...etc.

对.....需求下降/减少

v. demand 要求

句式: demand for

demand that

demand of sb. to do sth.

Arm Yourself

6 of high quality 优质的
high 可以由good, fine, superior, better取代

e.g. 我们可供应优质的羊毛。

We can supply wools of high quality.

我们供应的羊毛质量很好。

Wools we supplied are of high quality.

反义词: of bad/low/inferior/worse quality 劣质的

** sale n. 销售

trial sale 试销

push sales 推销

expand sales with sb. 与.....扩大业务

enjoy fast sale 畅销

enjoy good sale 销路好

e.g. 感谢你方在推销我方产品方面所做的努力。

Thank you for your efforts in pushing the sale of our products.

由于价格合理，质地优良，我们的棉布销售很好。

Our cotton enjoys fast sale for reasonable price and fine quality.

我们的商品在你方市场上很畅销。

Our goods are enjoying fast sale in your market.

7 appeal to 吸引，有吸引力，引起兴趣

e.g. 相信我们的新产品对贵方市场具有吸引力。

We trust our new products will appeal to your market.

这种产品的靓丽色彩吸引了我。

The bright color of the goods appeals to me.

8 discount n. 折扣

句式: sell at a discount 折价出售

get/offer a discount 得到/给予折扣

cash discount 现金折扣

value discount 价值折扣

e.g. 如你方订购超过5,000 美元, 我们愿意给你方3%的特殊折扣。

We would like to allow you a special discount of 3% if your order exceeds USD\$5,000.

现金付款, 我们给予九折优惠。

We give 10% discount for cash payment.

9 rely on sth. 放心

rely on sb. 信赖

e.g. 你尽可放心，我们有能力供货给你方。

You can rely on our ability to supply you.

你尽可放心，我们会及时装船。

You can rely on the fact that we will ship the goods in time.

如何处理询盘(1)

收到询盘后该如何处理呢？主要从以下几个方面进行分类应对：

- ① **垃圾型**：对于外贸新手，可以借此锻炼英文写作水平，毕竟外国人的英文写作更加规范。但不要抱什么希望。
- ② **无明确目标型**：可以建立一个回复的模板，发送时稍稍改动一下称呼就可以了，不要占用你过多的时间。
- ③ **潜在客户型**：多进行引导式提问与沟通，了解客户信息，可以借助MSN, skype 等。这样的客户也许两三个月内会有订单，有可能半年后才有订单，做好打持久战的准备。
- ④ **目标明确型**：可根据不同国家的时差，分时间来处理。最好在24小时内回复客户。针对客户提出的问题，要做出准确的回答，给客户留下专业高效的印象。在回复时要体现出公司的实力与诚意，让客户感觉与这家公司合作可靠、踏实。

Make Yourself Skilled

I. Basic Training

1. Match the Chinese versions with the English expressions.

illustrated catalogue

a steady demand

general enquiry

for your reference

high quality

fashionable design

一般询盘

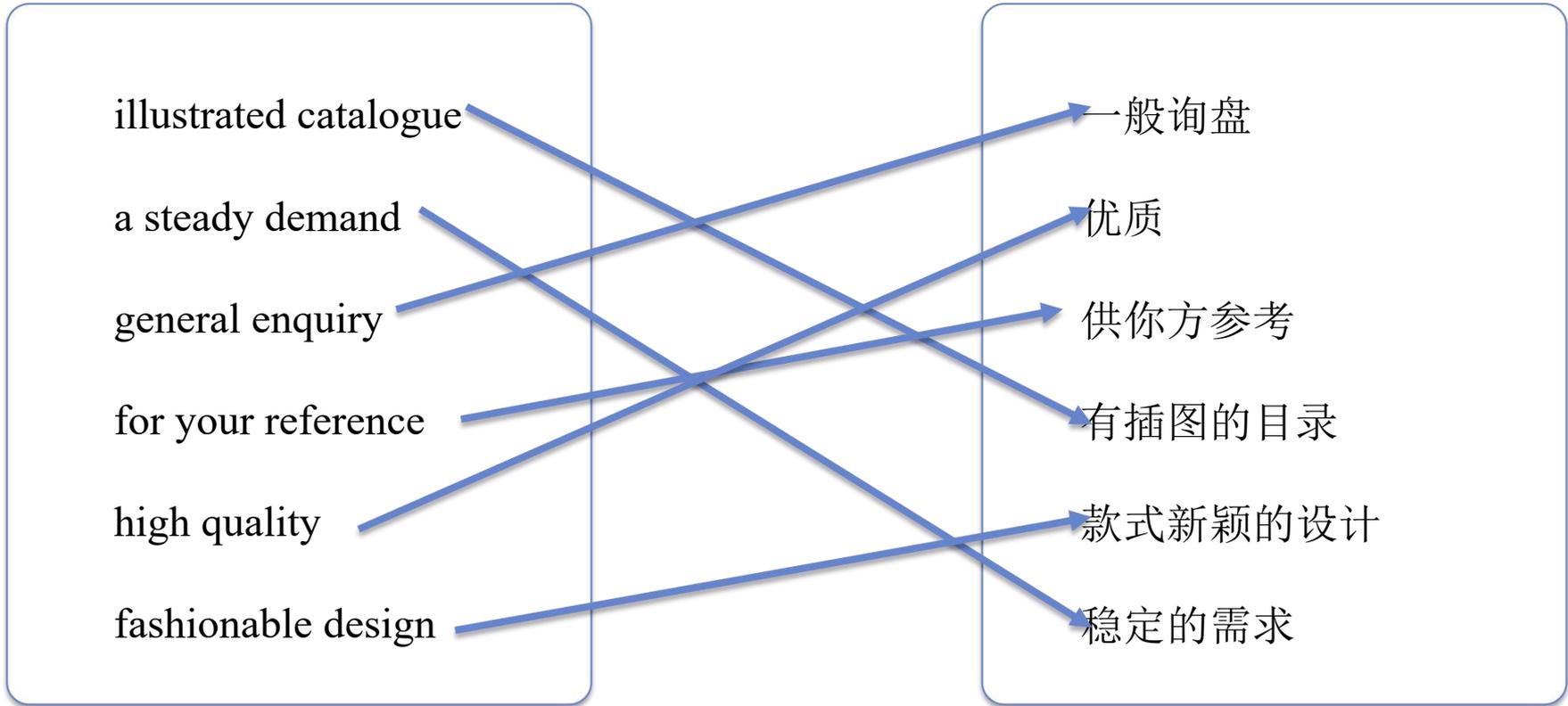
优质

供你方参考

有插图的目录

款式新颖的设计

稳定的需求



Make Yourself Skilled

I. Basic Training

2. Choose the best answer for each sentence.

- (1) We would like to _____ you a discount _____ 5% if your order exceeds USD 1,000.
A. give, to B. give, of C. allow, to D. allow, of
- (2) Our products will appeal _____ your market.
A. for B. to C. on D. in
- (3) We are offering you goods _____ very high quality.
A. at B. of C. with D. for
- (4) You can _____ our best attention to your specific requirements.
A. rely B. replay on C. rely on D. lie on
- (5) _____, we are interested in building suitable and lasting trade relations throughout the world.
A. As you informed B. For your confirmation
C. You informed D. For your information

Make Yourself Skilled

II. Improving Training

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

appeal to

steady demand

discount

illustrated

for export

- (1) There is a steady demand for this kind of product in our market.
- (2) We are informed that you have a stock of textile products for export.
- (3) The exhibition will appeal to the audience across the country.
- (4) Your quotation is too high and out of line with the prevailing market level, we ask you for a 5% discount.
- (5) We are enclosing you our illustrated catalogue under separate cover.

Make Yourself Skilled

II. Improving Training

2. Translate the following Chinese parts into English.

(1) 从你方8月30日的信中得悉you are interested in our new products。 (learn from...that)

We learn from your letter of August 30 that you are interested in our new products.

(2) 我们愿意给你方 3%的特殊折扣 if your order is over USD 5,000。 (allow a special discount of)

We would like to allow you a special discount of 3% if your order is over USD\$5,000.

Make Yourself Skilled

II. Improving Training

2. Translate the following Chinese parts into English.

(3) 现随函寄去我方最新的商品插图目录， together with some samples you ask for.
(illustrated catalogue)

We are enclosing our latest illustrated catalogue, together with some samples you ask for.

(4) We have 一批优质的待售羊毛衫。 (a stock of, of high quality, for sale)

We have a stock of woolen sweaters of high quality for sale.

Make Yourself Skilled

II. Improving Training

2. Translate the following Chinese parts into English.

(5) As requested, we are now sending under separate cover 我方冬季价目表一份以供参考。(for your information)

As requested, we are now sending under separate cover our winter price list for your information.

III. Comprehensive Training

General Enquiry 一般询价

Objectives of Training 实训目的

Through training, students learn how to write a general enquiry letter to the exporter as an importer.

通过实训，学生们学习作为进口商应如何写一般询价函给出口商。

Training Background 实训背景

You are the manager of Sunrise Imp. & Exp. Co., Ltd. in the United States. Now you are looking for a stock of Christmas articles. You learned the following information from Alibaba:

“Kaixin Toys Firm is a professional and experienced enterprise in the famous international small commodity city — Yiwu, China. We have been engaged in manufacturing export-oriented stuffed and plush toys, handicrafts and decorative gifts for festival. We sincerely welcome all clients from all over the world to visit our company for business negotiations.”

Make Yourself Skilled

III. Comprehensive Training

You are required to write a letter:

- ◆ state the source of information
- ◆ show the interest in the articles
- ◆ make a request for the latest illustrated catalogue and samples of decorative gifts for Christmas
- ◆ show the expectation of long-term business relationships

你是美国 Sunrise Imp. & Exp. Co., Ltd.的经理，现在正在找一些圣诞用品。你从阿里巴巴了解到以下信息：

“凯信玩具商行是国际小商品名城——中国义乌的一家专业、经验丰富的企业。我们从事生产出口填充毛绒玩具、手工艺品和节日装饰礼品。我们真诚欢迎世界各地的客户来我公司参观洽谈业务。”

请你写一封信：

- ◆ 说明信息来源
- ◆ 表现出对产品的兴趣
- ◆ 表明需要最新的圣诞装饰礼品插图目录和样品
- ◆ 表明建立长期业务关系的期望

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. the intention (interest in the goods).

Body: details of requirements, which are:

- a. stating the requirements;
- b. introduction of market and price that will be obtained.

Closing: expectation of an offer.

III. Comprehensive Training

开头：说明写作目的或原因，包括——

1. 消息来源；
2. 目的（表达对商品感兴趣）。

正文：说明需求的具体细节，包括——

1. 说明各类需求；
2. 介绍市场情况及价格要求。

结尾：表达想要收到报盘的期望。

Make Yourself Skilled

III. Comprehensive Training

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

(1) We learn from...that... 我们从.....中了解到

(2) Would you please...? 你方可否.....?

(3) illustrated catalogue 有插图的目录

(4) latest price list 最新价格表

(5) sample 样品

(6) for your information 信息供你方参考

(7) There is a steady demand here for... of high quality.

本地对高品质的.....有稳定需求。

(8) good prices can be obtained for... 因为.....会获得好价格

Dear Sirs,

We learn from Alibaba that you are specializing in manufacturing export-oriented decorative gifts for festival. We are interested in your products.

We would appreciate it if you could send us your latest illustrated catalogue and samples of decorative gifts for Christmas. For your information, there is a steady demand here for decorative gifts of high quality. If your price is competitive, we would place a large order with you. Since Christmas season is coming soon, please send them as soon as possible.

We are looking forward to the long-term business relationships with you.

Yours faithfully,

Supplementary Reading

1. A General Enquiry for Arts and Crafts

Dear Sirs,

We understand from your information posted on B2B net that you are manufacturing and exporting a variety of arts and crafts. We will appreciate your sending us a copy of your catalogue, with details of your prices and terms of payment. It would be helpful if you could also supply further information concerning the culture of the commodities.

There is a steady demand here for arts and crafts made in your country. They would enjoy fast sale if the high-quality arts and crafts appeal to the customers.

Looking forward to your early reply.

Yours sincerely,

xxx

Supplementary Reading

2. A Reply to the Above

Dear Sirs,

With reference to your letter of July 18, we are very glad to learn that you are interested in our arts and crafts.

In compliance with your request, we are sending you by air a catalogue together with a range of pamphlets for your reference.

If any of the items listed in the catalogue meets your interest, please let us have your specific enquiry, and our quotation will be forwarded without any delay.

Looking forward to your early reply.

Yours faithfully,

xxx

Lesson 5 Specific Enquiry 具体询盘

Specimen 1 A Specific Enquiry

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

May 4, 2021

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

Dear Mr.Wu Gang,

Thank you for your letter dated April 25. We are pleased to know that you are producing different kinds of shoes.

Specific Enquiry 具体询盘

Specimen 1 A Specific Enquiry

We found that Ladies' embroidered slippers recommended in your letter are to our satisfaction. Will you kindly send us details of various ranges, including sizes, colors, and also samples of material used? We shall be obliged if you could also quote your lowest prices CIF New York, term of payment, minimum quantity and earliest shipment.

Ladies' embroidered slippers of high quality are popular. We believe there is a promising market in our area for moderately priced goods of the types mentioned. If your price is competitive, we will consider placing regular orders with you.

We are looking forward to your urgent reply.

Yours faithfully,

Michael Evans
Manager

Specific Enquiry 具体询盘

Specimen 2 A Reply to the Above

May 9, 2021

Dear Mr. Michael Evans,

Re: Ladies' embroidered slippers

We are glad to receive your enquiry for our ladies' embroidered slippers.

The illustrated catalogue and samples delivered by EMS will give you details of ladies' embroidered slippers. As to **our terms and conditions**, please see Page 8 of the catalogue.

Under cover, we are sending you our offer on CIF New York, for shipment in August.

Usually we require **an irrevocable L/C by draft at sight**.

Specific Enquiry 具体询盘

Specimen 2 A Reply to the Above

The ladies' embroidered slippers are our products of the latest style. Because of their excellent quality and low prices, you can be sure that our products will help you expand your market.

We are looking forward to your trial order.

Yours sincerely,

Wu Gang

Manager of Business DepartmentI

Tags

a promising market

销路良好

moderately priced goods

价格适中的产品

our terms and conditions

我方的贸易条件

an irrevocable L/C by draft at sight

不可撤销的即期信用证

Arm Yourself

1 recommend v. 推荐，建议

句式：recommend sth. to sb. 向某人推荐某事（或某物）

recommend sb. to do sth. 建议某人做某事

recommend doing sth. 建议做某事

recommend that 建议（接句子）

recommendation n. 推荐，建议

e.g. 史密斯先生建议我们就轻工业产品建立业务关系。

Mr. Smith recommended that we enter into business relations for the supply of light industrial products.

由于我们不再生产这种型号，我们向你们推荐101型。

As we do not produce this type anymore, we recommend Type No. 101 to you.

2 quote v. 报价

句式: quote sb. a price for sth. 向某人报某商品的价格

quote sth.

quote a price for sth.

quotation sheet 报价单

make a quotation for sth.

make a quotation of a price

e.g. 请立即报我拉各斯到岸价。

Please give me the lowest quotation CIF Lagos.

Or: Please quote me the most favorable price CIF Lagos.

报价的写法: currency +unit price +unit +price terms

e.g. USD\$1,000 per ton CIF London

3 CIF Cost, Insurance and Freight 成本、保险费加运费（俗称“到岸价”）

指在装运港当货物越过船舷时卖方即完成交货。卖方必须支付将货物运至指定的目的港所需的运费和费用，但交货后货物灭失或损坏的风险及由于各种事件造成的任何额外费用即由卖方转移到买方。但是，在CIF条件下，卖方还必须办理买方货物在运输途中灭失或损坏风险的海运保险。该术语仅适用于海运和内河运输。

FOB Free on board 装运港船上交货（俗称“离岸价”）

指当货物在指定的装运港越过船舷，卖方即完成交货。这意味着买方必须从该点起承担货物灭失或损坏的一切风险。该术语仅适用于海运或内河运输。

CFR Cost and Freight 成本加运费

指在装运港货物越过船舷卖方即完成交货，卖方必须支付将货物运至指定的目的港所需的运费和费用。但交货后货物灭失或损坏的风险，以及由于各种事件造成的任何额外费用，即由卖方转移到买方。

Arm Yourself

4 shipment n. 装运, 装船, 装运的货物, 装运期

shipment date 装运期

有关搭配: make shipment 装运

effect shipment 装运

expedite shipment 加快装运

v. ship 装运, 装船

e.g. 由于船期延误, 我们只能在下月初装运。

Owing to the delay in shipment, we have to ship the goods at the beginning of next month.

n. shipper 托运人, 发货人

n. shipping 装运

shipping company 船运公司

shipping container 集装箱船

shipping order 下货纸

shipping instruction 装船指示

5 urgent reply 急复

adj. urgent 紧急的

an urgent cable 加急电报

urgent dispatch 急件

adv. urgently 紧急地

be urgently in need of/be needed urgently/be urgently required 急需

e.g. 我们急需此货，请你们尽力将我们所订货物于十月底前按期出运。

We're urgently in need of the goods, so please do your utmost to ship the goods we ordered duly before the end of October.

6 give sb. information about 详细说明, 提供信息, 让.....详细了解

similar expression: give sb. details of

e.g. 能否让我方详细了解一下你方国家的这类计算机的市场价格。

Will you kindly give us information about the market price of computers of this type in your country?

7 as to

similar expressions: regarding, with regard to, concerning, etc.

e.g. 关于你方在5月5日来函提到的付款条件，我们会照办的。

As to the terms of payment mentioned in your letter of May 5, we will do it as you required.

8 be sure

句式: be sure that

be sure to do sth.

be sure of sth.

e.g. 请相信，我们会调查事实，澄清你方所抱怨的事由。

You may be sure that we will look into the matter to make clear your complaints.

9 expand v. 扩大

expand business with sb. 扩大与某人的贸易

expansion of business 扩大贸易

adj. expanding 扩大的

e.g. 你不知道我们有多么渴望与你方扩大贸易。

You don't know how desirous we are to expand business with you.

我们愿意与你方建立合作以便扩大贸易。

We'd like to cooperate with you to expand the business.

Arm Yourself

10 trial adj. 尝试的, 试验的; 临时的

for trial 试一试

e.g. 你们这批试订将于下月中旬运出。

Your trial order is scheduled to be shipped in the middle of next month.

如何处理询盘(2)

在收到一封询盘后，我们需要判断客户有没有实单、订单大小和需求缓急。这些内容可以通过询盘的内容或一两次的沟通看出来：

- ❶ **邮件标题：**可以看客户是群发的询盘，还是单独发给你一家的。
- ❷ **产品名称：**如果提到具体产品型号、功能、技术参数、颜色、包装等细节，说明客人是很有诚意的。
- ❸ **订单数量：**如果问起价格和MOQ是多少，一般来说，这个客户的开始订单量不大，但已经有明确需求了。
- ❹ **产品认证：**客户对产品认证关心，问有没有通过他提出的认证，说明客户可能走超市或其他渠道，订单量应该不小。
- ❺ **关键部件或功能：**说明客户有明确的需要，只是在物色一个好的供应商。
- ❻ **交货时间：**如果客户明确问到交货时间、付款方式，也可以看出是有实单在手的，而且可能比较紧急。

Make Yourself Skilled

I. Basic Training

1. Match the Chinese versions with the English expressions.

date of shipment

expand sales

shipping advice

terms of payment

minimum quantity

regular orders

装船通知

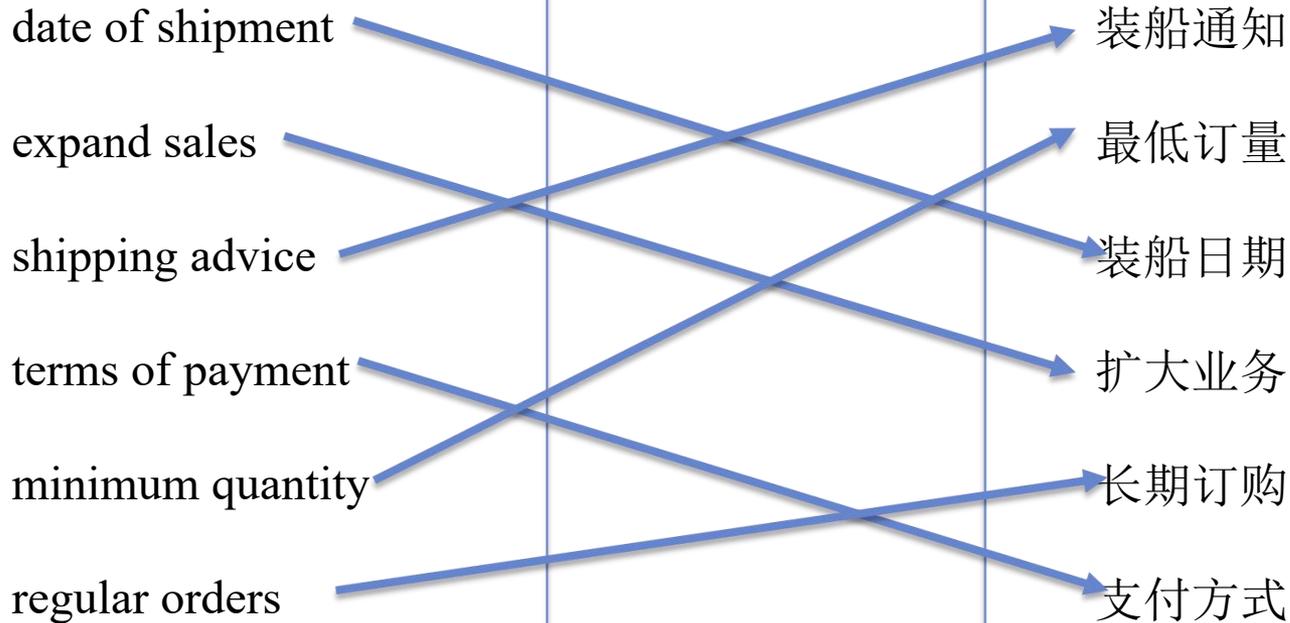
最低订量

装船日期

扩大业务

长期订购

支付方式



Make Yourself Skilled

I. Basic Training

2. Choose the best answer for each sentence.

(1) _____ your order of August 10, we are working on it.

- A. As to B. So as to C. As D. To

(2) In our quotation dated June 15, we _____ the favorable prices of our products.

- A. gave you information on B. gave you information about
C. informed you for D. informed you with

(3) We will appreciate it very much, if you will _____ shipment before June 25.

- A. expedite B. provide C. to effect D. bring

(4) Excellent quality and low prices will no doubt help you _____ your market.

- A. expand B. expanding C. extended D. extending

(5) As the matter is _____, we should like to have the information by the end of this week.

- A. urgently B. urgent C. promptly D. prompt

Make Yourself Skilled

II. Improving Training

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

quotation detailed information trial order recommended to date of shipment

- (1) Your firm has been recommended to us by the Italian Commercial Counselor's Office in Beijing.
- (2) We trust you will find our quotation satisfactory and look forward to receiving your initial order.
- (3) Your trial order has been handled with great care.
- (4) It would be very much appreciated if you could confirm the date of shipment as soon as possible.
- (5) We wish to get from you more detailed information about the item.

Make Yourself Skilled

II. Improving Training

2. Translate the following Chinese parts into English.

(1) We'd like to cooperate with you 以便扩大市场。 (expand)

We'd like to cooperate with you to expand the market.

(2) The illustrated catalogue 将提供给你方我们正在出口的其他产品的情况。 (give... information about)

The illustrated catalogue will give you information about other items we are exporting

Make Yourself Skilled

II. Improving Training

2. Translate the following Chinese parts into English.

(3) 关于我方的贸易条件, please see Page 5 of the catalogue. (as to)

As to our terms and conditions, please see Page 5 of the catalogue.

(4) 请报给我方the most favorable price FOB London. (quote)

Please quote me the most favorable price FOB London.

Make Yourself Skilled

II. Improving Training

2. Translate the following Chinese parts into English.

(5) 请相信我们一定会send you the price list and samples as soon as possible。 (be sure)

You may be sure that we will send you the pricelist and samples as soon as possible.

III. Comprehensive Training

Specific Enquiry 具体询盘

Objectives of Training 实训目的

Through training, students learn how to write a reply to importer's specific enquiry letter as an exporter.

通过实训，学生们学习作为出口商应如何回复进口商的具体询盘函。

Training Background 实训背景

You are the manager of P&F Imp. & Exp. Co., Ltd. in China. You received an email as follows, please write a reply.

你是中国P&F 进出口有限公司经理，收到了如下邮件，请写一封回信。

“Thank you for your letter dated August 25. We are very pleased to know that you are producing various bluetooth earphones.

III. Comprehensive Training

We are interested in your goods recommended in your letter. Will you kindly send us a copy of illustrated catalogue and samples with further information? We shall be obliged if you could also quote us the most favorable price CIF New York, stating the earliest delivery date.

We are looking forward to your urgent reply.”

“谢谢您8月25日的来信。我们很高兴得知你们正在生产各种蓝牙耳机。

我们对您信中所推荐的商品感兴趣。您可否寄给我们一份有附图的目录和样品以及进一步的资料?如还能报给我们最优惠的纽约到岸价，并告知最早交货日期，我们将不胜感激。

我们期待您的及时回复。”

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 complementary 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。

III. Comprehensive Training

Training Guidelines 实训指南

1. Writing Steps 写作步骤

Reply to a Specific Enquiry 回复具体询盘

Opening: reply to the received letter, which are:

- a. receipt of the enquiry;
- b. thanks for the customer's interest to the goods.

Body: meeting requirements of the enquiry, which are:

- a. sending catalogues, samples, price list or giving the quotation, etc.;
- b. promotion of the goods.

Closing: expectation of a trial order.

Make Yourself Skilled

III. Comprehensive Training

开头： 回复来信， 包括——

1. 收到询盘；
2. 感谢客户对产品的兴趣。

正文： 回复询盘要求， 包括——

1. 寄送商品目录、样品、价目表或提供报价；
2. 进一步推销产品。

结尾： 表达想要尽快收到订单的期望。

Make Yourself Skilled

III. Comprehensive Training

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

- (1) We are glad to receive... 我们很高兴收到.....
- (2) enquiry for... 对.....询盘
- (3) illustrated catalogue 有插图的目录
- (4) give you information about 让你方了解
- (5) terms and conditions 条款与条件
- (6) send you our offer on CIF New York 报给你方纽约离岸价
- (7) You can be sure that... 请相信.....
- (8) help you expand your market 帮助你方扩大市场
- (9) look forward to 期待
- (10) trial order 试订单

Make Yourself Skilled

Reference 参考答案

Dear Sirs,

We have received your email of August 26 and are glad to learn that you are interested in our bluetooth earphones.

With reference to your requirement, we have made and enclosed for you a copy of specific illustrated catalogue, which includes such information for our latest hot items at unit prices on basis of CIF Shanghai, product descriptions, latest shipment and delivery date, etc.. As for the samples you required, we are glad to send you if we are informed of the specific items that you are really interested in.

Looking forward to your reply.

Yours faithfully,

Supplementary Reading

1. A Specific Enquiry for Garlic(A Relative letter to Lesson 3 Specimen 1)

May 16, 2021

Dear Mr. Li,

Thanks for your letter of April 30. We have had an enquiry from our customers in Indonesia for garlic. As we think your products are most suitable for the market, we shall be glad if you will send us your latest price list.

We must point out, however, that it is essential to quote moderate prices. Some slight concessions in price would, we feel sure, bring you sufficient profits to make this business worth your while.

Early shipment is necessary and we should therefore welcome an immediate firm offer on CIF Jakarta for 50MT fresh white garlic of 5 cm.

Yours sincerely,

Naniek Utami Handayani

Manager

Supplementary Reading

2. A specific Enquiry for Rattan Baskets (A Relative letter to Lesson 2 Specimen 2)

June 2, 2021

Dear Mr. Huang,

At present, we are interested in heart rattan baskets and shall be pleased to receive samples and all necessary information regarding these goods by airmail from you so as to acquaint us with the quality and workmanship of your supplies. Meanwhile, please quote us your lowest price CIF Munich, stating the earliest date of shipment.

Should your price be found competitive and the delivery date acceptable, we intend to place bulk orders with you.

We trust you will give us an early reply.

Yours faithfully,
Michael Rigoni

Lesson 6 Firm Offer 具有约束力的发盘

Specimen 1 A Firm Offer (A Reply to Lesson 5 Supplementary Reading 1)

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

May 20, 2021

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

Dear Mr. Handayani,

This is to confirm your mail of April 10, 2021, asking us to make you a firm offer for garlic CIF Jakarta.

In reply, we offer you 50 metric tons of fresh white garlic of 5 cm at US \$ 1,963.8 per metric ton, CIF Jakarta, for shipment during July- August and payment by L/C at sight. This offer is valid, subject to the receipt of your reply before April 27, 2021.

Supplementary Reading

2. An Offer of Women's 100% Cotton T-shirts (A Relative letter to Lesson 4 Specimen 2)

August 25, 2021

Dear Mr. G. P. Johnson,

We thank you for your letter dated August 20 showing your interest in our Maple Women's 100% cotton T-shirts and extending the wish to place the orders with us. In reply, we are now offering you as follows, subject to our final confirmation:

Maple Women's 100% Cotton T-shirts: sizes 8-14 in white

Price: GBP 600.00/100 pcs

Delivery: CFR Arbroath

Transport: By sea

Payment: irrevocable L/C by draft at sight

All other models can be supplied by the end of November 2021.

As the price of the raw material has gone up steadily since July, we hope you will let us have your initial order before further rise in costs.

Yours truly,

Wang Lin

Lesson 7 Counter-offer 还盘

Specimen 1 Asking for a Price Reduction (A Reply to Lesson 6 Specimen 1)

Dear Mr. Li,

Thank you for your letter of April 13 quoting for the garlic.

We appreciate the good quality of your products, but unfortunately your prices appear to be on the high side even for goods of this quality. You quoted would leave us with only a small profit on our sales since this is an area in which **the principal demand** is for articles in the medium price range.

We like the way in which you have handled our enquiry and would welcome the opportunity to do business with you. Information indicates that the Indian goods are being sold at a price approximately 10% lower than what you quoted. We wonder if you could reduce your prices to that level.

We shall appreciate your favorable reply.

Yours sincerely,
Naniek Utami Handayani

Counter-offer 还盘

Specimen 2 A Reply to the Above

Dear Mr. Handayani,

While we thank you for your letter of 20 April, 2021, we are disappointed to hear that our price for garlic is too high for you to work on, because Indian goods are being offered at a price approximately 10% lower than ours.

We do not deny what you say, but we would like to invite your attention to the superior quality of our products. We have to point out that our quotation is quite realistic and have been accepted by buyers of other sources.

Although we are keen to do business with you, we regret that we cannot accept your counter offer or even meet you half way. The best we can do is to reduce our **previous quotation** by 2%. Meanwhile, we can advance our shipment date to early July, which can help you to enter the market earlier. For you reference, the price of garlic increase every month.

We trust that this will meet with your approval and look forward to your early reply.

Yours faithfully,

Li Wen

Tags

the principal demand

主要的需求

the superior quality

优质

previous quotation

先前的报价

Arm Yourself

1 on the high side 偏高

too high to work on太高，无法进行下去(接受)

be slightly higher 稍高

be 20% higher 高20%

e.g.很遗憾，你方所报价格太高，与现行的行市水平不一致。

We regret to say that the price you quoted is too high and out of line with the prevailing market level.

虽然我们很感谢你方对我方询盘的立即关注，但很抱歉地通知你方报盘太高。

Though we thank you for your prompt attention to our enquiry, we are sorry to say that your offer is on the high side.

2 leave...with only a small profit 无利可图，获利很低

n. profit 利益；收入

e.g.接受你方当前的报价意味着亏损，更别说获利了。

Acceptance of your current price means lose, not to say profit.

3 information indicates that 消息表明, 迹象表明

similar expressions: sources indicate that

information states that

indication shows that

there is indication that

v. indicate 指出, 显示, 说明, 指示

e.g. 迹象表明, 其他竞争者正以比你方价格低10%的价格出售同类产品。

Information indicates that other competitors are selling similar goods at a price 10% lower than yours.

请尽快传真我方说明所有条件。

Please fax us soon indicating all the terms.

4 at a price 10% lower than... 比.....低10%的价格

e.g.我们希望能按比你们现在所报价格低10%的价格成交。

We sincerely hope to conclude the business at a price 10% lower than your quotation.

Arm Yourself

5 reduce v. 降低, 减少

句式: reduce by 降低了..... (幅度)

reduce to 降至.....

reduce from ...to... 从.....降至.....

make a reduction of 降价幅度

make a reduction to 降价至

make a reduction in 在.....方面降价

e.g. 如你方能在报价上减少2%, 我们将立即接受。

If you can reduce your offer by 2%, we'll accept it immediately.

Or: If you can make a reduction of 2% in price, we'll accept it.

6 level n. 水平, 情况

to...level 达到.....水平(情况)

market level 市场行情

e.g. 我们遗憾地说, 你方报来的铁钉价格完全与我地市场行情不一致。

We regret to say that the price of iron nails you offer is completely out of line with our market level.

7 while 虽然，但，而

e.g. 虽然我方很想和你方交易，但还是不能接受你们的提议。

While we would like to do business with you, we cannot agree to your proposal.

虽然我们很感谢你方在推销我方产品方面所做的努力，但是我们仍不能接受还盘。

While we thank you for your efforts in pushing the sale of our goods, we cannot accept your counter-offer.

8 work on 开展，进行下去

e.g. 我们正在处理你方的报盘并尽快给予答复。

We are working on your offer and will reply as soon as possible.

区别：work out 解决，做出，算出

e.g. 请尽快写一封还盘信。

Please work out a counter-offer letter as soon as possible.

9 We do not deny 我们不否认

e.g. 不否认我方的报价偏高，但是请注意我们的产品比同类的其他产品要好得多。

We do not deny that our price is on the high side, but please note that our products are much better than other products of this type.

我们不否认你们的建议，但是要我们在8月5日之前安排装运确实是不可能的了。

We do not deny what you suggested, but in fact, it is impossible for us to arrange shipment before August 5.

10 invite your attention to sth. 请注意

e.g.我们请你方注意合同上规定的条款。

We'd like to invite your attention to the stipulated terms in the contract.

相似表达： pay/ give/ draw/ bring/ direct/ attract one's attention to sth.

e.g.请贵方注意我们产品的质量，比贵方地区市场上的同类产品要好。

We invite your attention to the quality of our products. They are superior to other products of this kind in your district.

11 point out 指出

e.g. 如在合同中指出的，在信用证中不能加入任何未经双方同意的条款。

As pointed out in the contract, you can't insert in the L/C any terms not agreed upon by the two parties.

12 keen adj. 敏捷的, 热心的, 激烈的

be keen to do sth. 热切地想做.....

with keen interest 殷切地

keen competition 激烈竞争

Arm Yourself

13 regret v. 遗憾，惋惜

句式：regret that 很遗憾

regret to do sth. 遗憾地去做某事

regret being unable to 遗憾无法（不能）

sb. be regretful that 很遗憾.....

sth. be regrettable that 遗憾的是.....

对比regretful 和regrettable

We are regretful that you can't accept our offer.

Or: It is regrettable that you can't accept our offer.

with regret 遗憾地

e.g. 目前，我们不能接受新的订单，为此表示遗憾。

At present, we cannot accept new orders, for which we express our regret.

使我们遗憾的是，我们认为你方价格不实际。

Much to our regret, we found your price to be unrealistic.

14 meet sb. halfway 各让一半，折中处理

e.g. 鉴于双方的友好关系，我们折中处理作为让步。

In view of our friendly relations, we would meet you halfway as an accommodation.

15 approval n. 批准, 同意

obtain one's approval of sth.

approve v. 批准, 同意

approve of sth. 批准

approve sth. 同意

e.g. 你的要求已被批准。

Your request has been approved of.

我们同意你方建议。

We approved your suggestion.

真诚地希望我方的要求得到你方的同意。

We sincerely hope that our request will meet with your approval.

① 中印两国是大蒜的主要产地。

② 还盘 (counter offer)

价格是进出口双方都密切关注的交易条件。在出口方发盘后，进口方往往会就价格进行还盘。这时，出口方通常面临三种选择：一是完全接受对方的还价，合同即告成立；二是坚持原价，即拒绝对方的还价；三是针对对方的还价进行再还价，或是有条件地接受对方的还价。

(1) 确认对方来函。还价函总是一封回信，因此在信的开头，要礼节性地感谢对方的来函。而且，通常还会先简洁地表明我方对来函的总体态度。

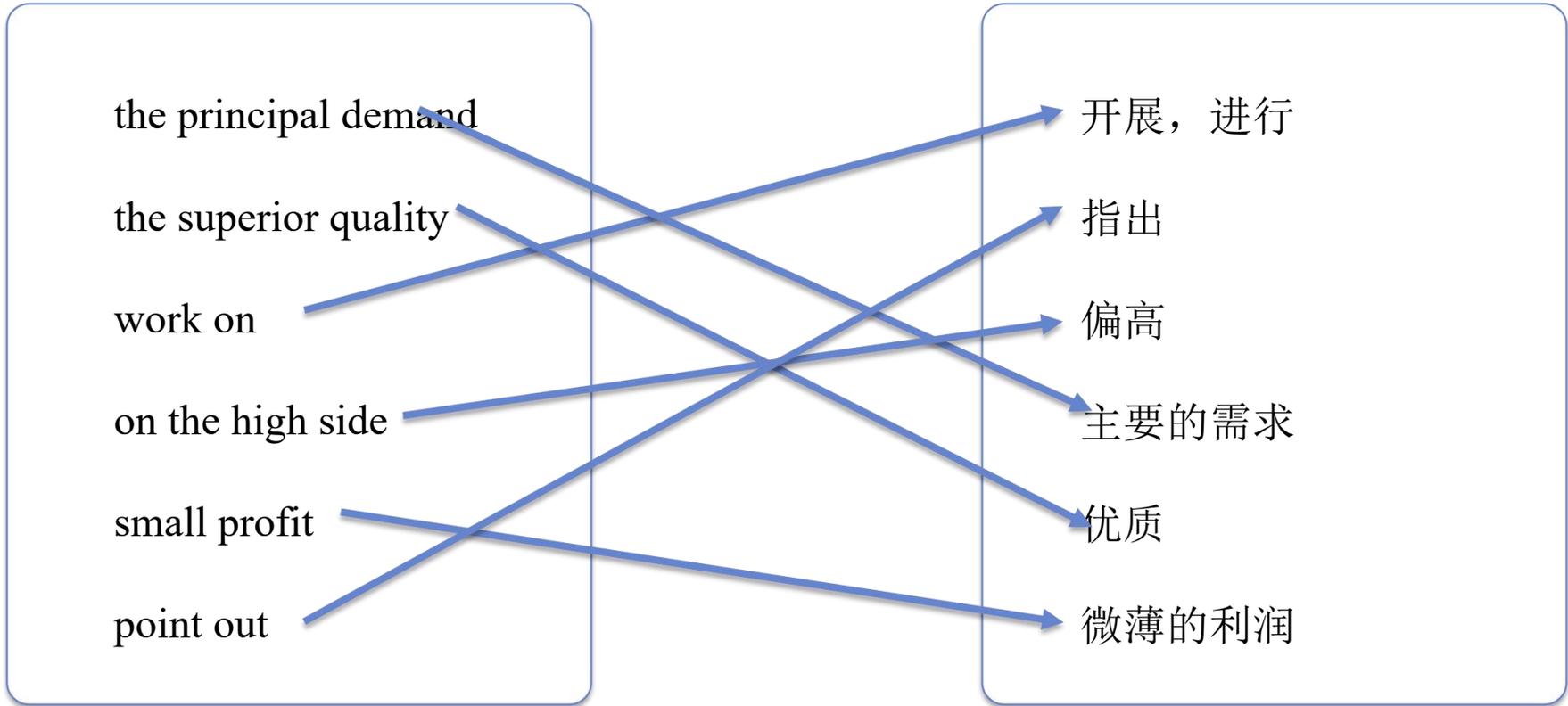
(2) 强调原价的合理性，并说明理由。无论最后是否接受对方的还价，我们一般都会坚持原报价的合理性，同时给出各种适当的理由，或认为报价符合市价，或强调产品品质超群，或言明利润已降至极限，或指出目前原料价格上涨、人工成本提升等等。

(3) 提出我方条件，并催促对方行动。这部分的写法非常灵活，并没有什么定式可言，关键是要具有说服力，而且常常带有促销的性质，如以数量折扣吸引对方大批订购，以库存紧张激励对方早下订单等。即便是在拒绝还价、不做任何让步的情况下，我们一般也会推荐一些价格低廉的替代品，以寻求新的商机。

Make Yourself Skilled

I. Basic Training

1. Match the Chinese versions with the English expressions.



Make Yourself Skilled

II. Improving Training

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

while

regret to

work on

invite your attention to

deny

- (1) The price you quoted is too high to work on.
- (2) while we would like to do business with you, we cannot accept your offer.
- (3) We regret to say that we cannot reduce our price to that level.
- (4) You could not deny the fact that our products are of high quality.
- (5) We'd like to invite your attention to the quality of our products.

Make Yourself Skilled

II. Improving Training

2. Translate the following Chinese parts into English.

(1) We note that your price is not reasonable, 我们各让一半好吗? (meet sb. halfway)

We note that your price is not reasonable. Shall we meet each other halfway?

(2) While we would like to conclude business with you, 但把价格降到你方所说的水平是不可能的, 因为我们将无利可图。 (reduce price to, leave sb. with no profit)

While we would like to conclude business with you, it is impossible to reduce the price to the level you suggested because it will leave us with no profit.

Make Yourself Skilled

II. Improving Training

2. Translate the following Chinese parts into English.

(3) We sincerely hope to 按比美国同类产品低 10%的价格成交。 (conclude business, at a price...lower than)

We sincerely hope to conclude the business at a price 10% lower than similar products in America.

(4) While we thank you for your offer of March 14, 我们十分遗憾地指出你们的报价偏高。 (point out, on the high side)

While we thank you for your offer of March 14, we point out with regret that your price is on the high side.

Make Yourself Skilled

II. Improving Training

2. Translate the following Chinese parts into English.

(5) 有消息表明 some kinds of the said articles made in other countries have been sold here at a level about 3% lower than yours. (information indicates that...)

Information indicates that some kinds of the said articles made in other countries have been sold here at a level about 3% lower than that yours.

III. Comprehensive Training

Objectives of Training 实训目的

Through training, students learn how to make a counter-offer as an exporter.

通过实训，学生们学习作为出口商应如何做出还盘。

Training Background 实训背景

You are the salesman of Guangdong Mingjie Electrical Appliances Co., Ltd. You has received a counter-offer from the Russian customer for electric kettles, asking for a 10% discount. Please refuse the customer's counter-offer on the grounds of the rising raw material price and labor cost, and offer a special discount of 5% if the customer's order amount increases to USD 50,000.

你是广东明杰电器有限公司的售货员，收到了俄罗斯客户关于电热水壶的还盘函，要求降价10%。请以原材料价格及人工成本上涨为由，拒绝客人的还盘，并提出如果客人的订货金额增加到5万美金，则可以给予5%的特别折扣。

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 complementary 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

Writing Points of a Counter-offer: 还盘写作要点

Opening: thanks for the offer.

Body: a. rejection and reasons;

b. the counter proposal (price reduction, etc.).

Closing: expectation of acceptance.

III. Comprehensive Training

开头：感谢对方的报盘。

正文：

1. 表明拒绝对方报盘，说明原因；
2. 还盘，包含优惠条件等。

结尾：表明希望还盘能得到接受。

III. Comprehensive Training

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

- (1) We would like to invite your attention to... 我们希望提醒你方注意.....
- (2) We have to point out that... 我方不得不指出.....
- (3) We regret that we cannot accept your counter-offer. 我们很遗憾无法接受你方还盘。
- (4) the rising raw material price and labor cost 上涨的原材料和人工成本
- (5) The best we can do is to... 我们顶多能够.....
- (6) reduce our previous quotation by $\times \times \%$ 降低我们先前的报价 $\times \times$ 百分点
- (7) meet with your approval 得到你方的认同

Make Yourself Skilled

Reference 参考答案

Dear Sirs,

While we thank you for your letter of 20 April, 2021, we are disappointed to hear that you ask for a 10% price reduction.

We would like to invite your attention to the superior quality of our products. We have to point out that our quotation is quite favorable, especially since both labor and raw materials are on the rise.

Although we are keen to do business with you, we regret that we cannot accept your counter offer. The best we can do is to reduce our previous quotation by 5% if the your order amount increases to USD 50,000.

We trust that this will meet with your approval and look forward to your early reply.

Yours faithfully,

Supplementary Reading

1. A Counter-offer for Women's 100% Cotton T-shirts(A Reply to Lesson 6 Reading 2)

August 30, 2021

Dear Mr. Wang,

RE: Counter Offer for Women's 100% Cotton T-shirts

Thank you for your letter about the offer for the captioned women's 100% cotton T-shirts.

Although we appreciate the quality of your women's 100% cotton T-shirts, the price is too high to be acceptable. We intend to order 40,000 pieces of women's 100% cotton T-shirts with the same brand as per the terms and conditions stipulated in your offer, but the price is 10% lower than your present price. The retailing price for such kind of products here has also been reduced by 5% . Accepting your present price will mean great loss to us, let alone profit.

We would like to place repeat orders with you if you could reduce your price at least by 10%. Otherwise, we have to shift to the other suppliers for our similar request. We hope that you will take our suggestion into serious consideration and give us your reply as soon as possible.

Yours truly,
G.P.Johnson

Supplementary Reading

2. A Reply to the Above

September 3, 2021

Dear Mr. G. P . Johnson,

Thank you for your letter dated August 30. Much as we would like to do business with you, we very much regret to say that there is no possibility of our cutting the price to the extent you indicated, i.e. 10%.

The price we have quoted is quite reasonable, and we have received substantial orders from other sources at our level. In view of our friendly business relations, we would like to make a concession on the price and adjust to GBP 570.00/100 pcs. As this is the bottom price we could offer, we suggest in your interest that you accept our offer without delay.

If you could improve your offer, please let us know. Supplies of this product are limited at this moment, and we would ask you to act quickly.

Yours truly,

Wang Lin

Sum-up 小结

Enquiries, offers and counter-offers are made between a buyer and a seller. People are writing to give their ideas of business and to express their agreements or disagreements of business as follows:

1. Making an enquiry, typical expressions such as:

● You are recommended by...and we are interested in...

承蒙.....推荐你方给我们，我们对.....感兴趣。

● We're interested in..., and we will be glad if you give us the terms of this item.

我们对.....感兴趣，如你方能给我方关于这项商品的条件，我们将不胜感激。

● We're interested in..., and we hope you could send us the latest price list and catalogue.

我们对.....感兴趣，希望你方能给我们寄最新的价目表和目录。

● We are glad to establish business relations with you and hope you can give us a firm offer for...

很高兴与你方建立业务关系，希望你方能给我方报.....的实盘。

2. Receiving an enquiry and making an offer, typical expressions such as:

- In reply to your letter of..., we're making an offer as follows...

兹复你方.....信件，我方报盘如下.....

- We thank you for your enquiry of...and are pleased to quote as follows...

感谢你方对于.....的询盘，很高兴报盘如下.....

- With reference to your enquiry, we make you a firm-offer...

兹提及你方询盘，我方报有约束力的盘如下（报实盘如下）.....

- Our firm offer stands valid before...

我方实盘有效期至.....

3. Receiving an offer, typical expressions such as:

- We have received your offer of..., offering us ...

我们收到你方.....报盘，报给我方.....

- Your letter of ... has been duly received, in which you offer us...

你方.....信件已准时到达，报给我方.....

- Thank you for your letter of..., offering us for...

感谢你方.....的信函，报给我方.....

4. Accepting an offer, typical expressions such as:

- We are glad to tell you that we can accept your terms.

很高兴通知你方，我们能接受你方条款。

- We find that your terms are acceptable to us.

我们认为可以接受你方条款。

- We would like to conclude business on the terms in your letter.

愿与你方按你方信中所提条款成交。

- If the above is acceptable to you, we can place a large order.

如上述条款你方可以接受，我们将大量订购。

5. Making a counter offer, typical expressions such as:

- We regret to tell you that your price is 10% higher than...

很遗憾地告知，你方价格比.....高10%。

- As we know, the market is firm with an upward tendency.

如你所知，市场坚挺，有上升趋势。

- If you can reduce the price by 10%, we can do the business.

如你方能降价10%，我们可以成交。

- If you can ship the goods in time, we can conclude the business.

如能及时装运，我们可以成交。

6. Declination to the counter-offer and expectation, typical expressions such as:

- We learn from your letter of... that you find our price too high to work on...

从你方.....信中得知，你方认为我方价格太高，交易无法进行。

- We have received your offer of...and regret to say that you cannot accept our offer.

我们收到你方.....的报盘，很遗憾，你们不能接受我方报盘。

- As you're well aware that the market is firm, we cannot reduce our price to that level.

如你方非常清楚的，市场坚挺，我们无法将价格降到那么低。

- Our goods are of high quality, so please draw the attention of your customers to the quality, not the price only.

我方货物质量优良，提请你方客户注意质量，而不仅是价格。