

项目一

交易磋商

● 项目介绍

业务磋商是外贸交易中的重要环节,包含了建立业务关系、发盘、还盘等内容。在本项目中,我们通过我国一家外贸公司与国外公司在业务磋商方面的信件往来,来掌握该项目的基本知识;会用学到的相关格式和内容表达,独立完成该环节的信件书写,并学会相关的词组句子、重要表达、实践知识等。

任务一

建立业务关系

● 任务描述

在该任务中,练习者要从一名外贸公司出口部门业务员的身份出发,以“建立业务关系”为主题,运用下文中所学到的相关格式和内容表达,独立完成一份写给对方公司的信件。

● 任务目标

- * 了解外贸函电的目的及作用。
- * 熟悉函电写作的 7C 原则。
- * 分析信例总结并掌握函电格式的构成。
- * 了解“建立业务关系”相关的基本商务知识、写作要求和内容要点。
- * 理解“建立业务关系”函电书写的内容、格式、步骤以及典型的表达。
- * 掌握“建立业务关系”的信件书写,结合格式、步骤、内容等方面,完成信件书写。

● 任务实施

知识储备

I. The Purpose and Functions of Business Letters

The purposes of communication are to obtain complete understanding between the parties involved, and elicit the responses required. Generally speaking, the functions of

a business letter are to ask for or to convey business information, to make or to accept an offer, to deal with matters concerning various businesses.

Usually, there are certain essential requirements for a good business letter, which can be summed up in the Seven Cs, i. e. Completeness, Concreteness, Clearness/Clarity, Conciseness, Courtesy, Consideration, Correctness. These Cs often go hand-in-hand.

II. The Basic Parts of Business Letters

See the letter first and find out how many parts are included in this letter:

Guangdong Foreign Trade Development Corp.
779 East Dongfeng Road,
Guangzhou, China
Cable Address: 5527 GFTDC Telex: 44388 GFTDC CN

September 15, 2010

H. J. Wilkinson & Co. Ltd.
245 Lombart Street,
Lagos, Nigeria

Dear Sirs,

We learned the name of your company from the Bank of China, Guangzhou / Guangzhou Branch of Bank of China.

We are specialized in exporting the Chinese light industrial products, which enjoy good reputation in the world market for a long time.

Enclosed please find a catalogue for your reference, and we look forward to entering into business relationship with you.

Anticipate your early reply.

Yours Sincerely,

Liu Ming

Liu Ming

Sales Manager of Export Department

In sequential order of completion, a business letter basically consists of the following 13 parts. (7 of the 13 parts are basic and necessary.)



(1) Letterhead (信头)

As the first and most obvious part of a business letter, the letterhead expresses a company's personality. It helps to form one's impression of the writer's firm. Styles vary considerably, but they all give similar information and include the essential particulars about the writer — name, address, zip-code, telephone number, telegram fax number and e-mail address of the company. It is usually designed and printed in the center or on the left margin at the top of the page.

(2) Reference Number (参考号/发文编号)

The reference number is generally used as a useful indication for filing and consulting for both sides, so it must be easily seen. It may include a file number, a contract number, an L/C number or the initials of the signer and the typist's initials. If you find the reference number in the incoming letter you need to take the form as “your ref.” and “our ref.” in your reply. The position of the reference number is often one or two lines below the letterhead.

(3) Date (日期)

Every letter should be dated. Never send out a letter without a date. If you are giving information, such as shipping or delivery or appointment dates, it is vital that the date should be correct. The position of the date is often one or two lines below the reference number or letterhead (if there is no reference number).

September 8, 2007 — American form

8th September, 2007 — British form

(4) Inside Name and Address (信内地址)

It consists of the name and address of the receiver. It appears exactly the same way as on the envelope. Inside name and address are always put at the left margin at least two lines below the date.

Ms. Sarah Davis 姓名

The Sales Manager 职务

The Space Engineering Co., Ltd. 公司名

830 W. Lauridsen Boulevard 小地址

Port Angeles, WA 98363 大地址

USA 国家名

(5) Salutation (称呼)

The salutation is the polite greeting with which a letter begins. It should be placed two lines below the inside address. There are many forms of salutation in a business letter. The customary greeting in a business letter is “Dear Mr./Mrs./Ms./Miss ... (姓)”, “Dear Sirs” or “Dear Madam or Sir”.

(6) Subject Line (事由标题)

The subject line is often inserted between the salutation and the body of the letter. The subject line helps to attract attention to the topic of the letter. It is especially useful if two companies have a lot of correspondence with each other on a variety of subjects, as it immediately tells what the letter is about. It is also useful as a guide for filing. It can begin with or without “Re: ” or “Subject: ”. Sometimes, you can see the subject line is underlined. e. g.

Re: Sewing Machines
 Subject: Sewing Machines
Sewing Machines

(7) Body of the Letter (正文)

This part contains the actual message of the letter. It should begin two lines below the subject line or two lines below the salutation if there is no subject line. Usually, it is divided into three parts: opening, actual message and closing. The body of the letter should be carefully planned and paragraphed. The opening is to give the reason of writing and often refers to previous correspondence. The actual message is to specify the writer’s concrete purposes, requirements and wishes. The closing is to express thanks and anticipations for future actions or plans. Sometimes the closing may be used to sum up the message and to suggest the writer’s requirements to the receiver.

(8) Complimentary Close (结尾敬语/套语)

The complimentary close is merely a polite way of bringing a letter to a close. It is usually placed two or four lines below the last line of the body of the letter. There are many different complimentary closes that show respect, but it should match the salutation. The most common sets of salutation and the complimentary close are as follows:

Yours faithfully,
 Yours sincerely,

(9) Signature (落款签字)

The signature is the signed name or mark of the person writing the letter or that of the firm he or she represents. All letters must be signed and a letter should be signed by hand, and in ink. Unsigned letters have no authority and a letter “signed” with a rubber stamp is a form of discourtesy. Usually, the name of the signer is typed below the signature because many handwritten signatures are illegible, and then followed by his or her job title or position. If the writer represents a certain institute, the name of the institute will be printed above the signature. e. g.

The Overseas Co. , Ltd.	institute
(Signature)	signature
John Bell	name of the signer
General Manager, Sales Department	position



(10) Reference Notation (经办人代号)

Sometimes, the reference notation, which is also understood as identification mark, can also be placed two lines below the typed signature. The reference notation usually shows only the initials of the typist, but it can also be made up of the initials of the person who dictated the letter. The initials of the dictator are usually in capital letters. The two sets are separated by a colon or a slant, such as for Bill Clinton (manager) and Nancy Brown (secretary). The following examples are acceptable forms of the reference notation:

BC: nb

BC/nb

(11) Enclosure Notation (附件)

If any documents such as catalogues, price lists, order, copies of fax are sent with a letter, it is necessary to add enclosure notation to remind the receiver. The enclosure notation is usually placed two lines below the signature at the left margin. The marking may be in any of the following ways:

Enclosure; 3 copies of ...

Encl. 3 catalogues

Enc. 1 invoice

Encls: as stated

(12) Carbon Copy Notation (抄送)

When copies of the letter are sent to others, you need to use the carbon copy notation below any enclosure notation at the left margin. It is used to show that the letter has been sent to someone relevant. The marking may be in any of the following ways, c. /cc/bcc—blind carbon copy. e. g.

c. c. Mr. J. Cooper

(13) Postscript (附言/注)

A postscript is used to emphasize a point to which the writer wants to draw the reader's attention. Sometimes, the postscript can be added by some executives in pen and ink for the purpose of adding a personal touch to their typewritten letter. The marking word of postscript is P. S. and should be placed at least two lines below any other notation and flushed with the left margin.

Of all the 13 parts, seven are standard, principal and necessary. The seven parts include the letterhead, the inside name and address, the date, the salutation, the body of the letter, the complimentary close and the signature. The others are optional parts which may be unnecessary for some letters and chosen as the writer wishes. Some letters may contain one or more of the optional parts, depending on the different situation of each writing requirement.

注: The Basic Layout of Business Letters

1. Letterhead(信头)*

2. Reference Number(参考号/发文编号)
 3. Date(日期)*
 4. Inside Name and Address(信内地址)*
 5. Salutation(称呼)*
 6. Subject Line(事由标题)
 7. Body of the Letter(正文)*
 8. Complimentary Close(结尾敬语/套语)*
 9. Signature(落款签字)*
 10. Reference Notation(经办人代号)
 11. Enclosure Notation(附件)
 12. Carbon Copy Notation(抄送)
 13. Postscript(附言/注)
- 注：带“*”号为信件必备部分。

III. The Significance of Establishing Business Relations

It is fairly true to say no customer, no business. To establish business relations with prospective dealers is one of the important undertakings either for a newly established firm or an old one that wishes to enlarge its business scope and turnover.

Establishing business relations is the first step in transaction in foreign trade. If a new firm, or rather a certain corporation of ours, wishes to open up a market to sell something to or buy something from firms in foreign countries, the persons in charge must first of all find out whom they are going to deal with. We should not only do everything possible to consolidate old customers but also seek new ones to enlarge our business.

IV. The Main Channels and Methods for Establishing Business Relations

Usually, you can secure all the necessary information about a new customer with the help of the following channels:

- banks;
- advertisements in newspapers, magazines or on TV;
- the B2B websites;
- the introduction from your business connections;
- the market investigations;
- the chambers of commerce both at home and abroad;
- inquiries received from the merchants abroad;

Having obtained the desired names and addresses of the firms from any of the above sources, you may start contacting the prospective customers.



The main methods include;
communication in writing;
attendance at the export commodities fairs;
contact at the exhibitions held at home or abroad;
mutual visits by trade delegations and groups.

Question and Answering

1. What would a firm do if it wished to enlarge its business scope and turnover?

2. What's the meanings of the underlined words and phrases?

(1) the B2B websites

(2) the market investigations

(3) the chambers of commerce

(4) at home and abroad

(5) inquiries received from the merchants abroad

(6) the prospective customers

(7) the export commodities fairs

(8) mutual visits

(9) trade delegations

实例示范

Dear Sirs,

We have found our link at ebay.co.uk.

We are a modern furniture manufacturer from Shenzhen China.

We produce the item same as your displayed on EBAY. We have been in this line for 5 years and about 1000 sets are exported per month to NYC USA. We also offer aniline

dyed leather for this kind chair.

Delivery time including shipping approx 40 – 45 days.

Price for each with UK FR.

USD chair

USD ottoman

The 5% discount will be given if your quantity will meet 100 sets each month.

Material description: we are doing all full leather, pipe, back, sides.

And foam is all east Asian grey grade foam. Stainless steel is all # 304 with 4% nickel never rusts material. And we have the new material imported from Korea. We also have other modern furniture items in our website www.modernclassic.cn that you may also find some hot sales items that you can start business on EBAY. We hope that we can do business shortly.

Many thanks and kind regards!

Respectfully,

Joe Lau

Joe Lau

Manager of Exporting Department

Notes:

aniline dyed leather: 苯胺染色皮革

ottoman: 搁脚凳

1. Question and Answering

(1) What are the writing steps of this letter?

(2) How many pieces of key information are provided by the seller in this letter?
What are they?

2. The writing steps and typical expressions of the letter concerned

Writing Steps (写作步骤)	Typical Expressions (常用表达句型)
1. Telling the prospective customers how and where their names and addresses are known 告诉对方获得信息的来源	1. We were very pleased to obtain your name from ... (我们很高兴从……处获得贵公司的名称。)
	2. Through the courtesy of ..., we are given to understand that ... (承蒙……我们得知……)
	3. On the recommendation of ..., we have learned that ... (通过……推荐,我们得知……)
2. Self-introducing 自我介绍	1. We would like to take this opportunity to introduce ourselves as ... (我们借此机会自我介绍,我们是……)
	2. Our corporation is specialized in ... (本公司专营……)
	3. We have been engaged in ... for many years. (我们已经从事……多年)
3. Indicating your purpose and desire 表明写信目的	1. We are contacting you with an interest to ... (特致函联系,有意……)
	2. We are willing to ... / We would be glad to ... (我方将乐意……)
	3. Should you require ... please don't hesitate to contact us. (如果您需要……,请毫不犹豫地和我们联系。)
4. Expressing your expectation 表达期望	1. We look forward to receiving .../hearing from you soon/in the near future. (希望尽快收到……)
	2. Your early reply is appreciated. (非常感谢你们的早日答复。)

3. The other commonly used expressions and sentences 其他常用表达和例句

Expressions

- (1) avail ourselves of this opportunity 我们借此机会
- (2) take the liberty of ... 冒昧,失礼
- (3) with a view to doing sth 希望做某事
- (4) a regular supply of ... 定期提供
- (5) be in a position to 有能力做某事
- (6) any further information 任何进一步的信息
- (7) upon sb's request 依照某人的要求
- (8) mutual understanding and cooperation 互相理解与合作

- (9) in the market for 销售某物
- (10) be supplied from the stock 有库存
- (11) fall within the scope of 属于……的范围
- (12) anticipate your reply 盼复
- (13) enter into business relations 建立业务关系
- (14) engage in ...; handle ...; deal in ...; specialize in ... 从事……经营(专营)……
- (15) business line 业务范围
- (16) for one's reference only 仅供参考
- (17) conclude the transaction 达成交易
- (18) have years' experience in this particular line of business 在该领域有多年经验
- (19) sell well in various countries 畅销各国……
- (20) enclosed please find ... 随函附上,请查收

Typical Sentences

(1) Through the courtesy of Mr. Freeman, we are given to understand that you are one of the leading importers of electric goods in your area and wish to enter into business relations with us.

(2) We are a state-operated corporation, handling the export of animal by-products and we are willing to enter into business relations with your firm.

(3) Our lines are mainly various kinds of electrical products, and we have offices or representatives in all major cities and towns in Japan.

(4) We are active in commercial intercourse with various countries and districts in the trade and financial circles.

(5) We foresee a bright prospect for your products in our market. We express our desire to establish business relations with your firm.

(6) As the items falls within the scope of our business activities, we shall be pleased to enter into direct business relations with you.

(7) We hope this will be good start for a long and profitable business relation.

(8) We are convinced that our joint business efforts can be developed to our mutual benefit.

(9) On the recommendation of Chambers of Commerce in Tokyo, we have learned with pleasure the name of your firm.

(10) The corporation is specialized in the export business of electronic products, which sell well in various countries.

● 实战任务

Situation 情景介绍:

写信方名称: 广州现代经典家具外贸有限公司

(Guangzhou Modern Classic Furniture Foreign Trade Company Limited)



写信方地址：779 East Dongfeng Road,
Guangzhou, China

写信方联系方式：Tel 86 - 20 - 83328154 Fax 86 - 20 - 83328156
E-mail: modernclassic@hotmail.com

写信日期：September 9th, 2012

收信方名称：Messrs. Tomita & Company Limited

收信方地址：38 - 29, Lime Street
Birmingham, E. C. 5.

去信中所涉及的内容：

- (1) 我方从 www.arcor.de 网站上得知贵方的名称。
- (2) 我方是一家位于中国广州的现代家具生产商。
- (3) 请对方看一下我方的网站 www.MODERNCLASSIC.cn，首页上有许多产品与你方所展示产品相同。
- (4) 我公司还有一些相关产品，贵方也可以在你们的市场尝试销售。
- (5) 如果你方愿意与我方联系，并在英国销售我方产品，我方将十分感激。
- (6) 如果你方能给我方提供在我方网站上的你方感兴趣的产品编号，以及离你方最近的港口名称，我方同样感激不尽。
- (7) 我方可以给你方报含到你方城市运费的价格。
- (8) 希望尽快收到你方来信。

● 任务评价

报告人：	指导教师：	完成日期：
任务实施过程汇报：		
工作创新点：		
小组交互评价：		
指导教师评价：		

● 练习实践

1. Translate the following terms 翻译下列词组

A. From English to Chinese 英翻中

(1) Chambers of Commerce

(2) Guangzhou Commodity Trade Fair

(3) business line

(4) with a view to (doing) sth.

(5) study the sales possibility in our market

(6) enclose here with one of our price lists for your examination

(7) arrange a pick up at your destination

(8) owe your name to the commercial bank

(9) forward samples and other helpful literature

(10) take advantage of the offerings on the list

B. From Chinese to English 中翻英

(1) 建立业务关系

(2) 专营……;经营……

(3) 达成交易

(4) 按要求;应……要求做某事

(5) 交易条件

(6) 市场调查



(7) 承蒙……我们得知

(8) 通过……推荐,我们得知……

(9) 希望尽快收到……

(10) 如果你们需要……,请毫不犹豫地和我们联系

2. Translate the following sentences 翻译下列句子

A. From English to Chinese 英翻中

(1) We look forward to your favorable and prompt reply.

(2) Through the courtesy of Mr. Bush, we are given to understand that you are one of the leading importers of electric goods in your area and wish to enter into business relations with us.

(3) We learn through our commercial bank that you are interested in electric shavers of British manufacture and enclose here our illustrated catalogue and price-list.

(4) We hope you will send us a trial order so that you can test our claims against the facts.

(5) They are the product of the finest materials and workmanship and we offer a world-wide after-sales service.

B. From Chinese to English 中翻英

(1) 我们是国有公司,专门经营桌布出口业务。

(2) 随函附上公司概况、业务范围和其他方面的小册子一本,供参考。

(3) 特来函自我介绍,作为淡水珍珠的出口商,我们在这一业务方面有着多年的经验。

(4) 承蒙日本商会,我们得知贵公司的名字,并且希望与我们做生意。

(5) 我们多年来一直进出口各类商品,而且我们可以说我们有许多令人满意的客户和朋友。

3. Write a letter according to the following contents 根据以下内容写一封信

Compose a letter on behalf of Mr. Liu Ming, sales manager of Export Department,

according to the given information and message. Then arrange the necessary parts in proper form as they should be set out in a business letter.

- (1) Sender's Name: Guangdong Foreign Trade Development Corp. (exporter)
- (2) Sender's Address: 779 East Dongfeng Road, Guangzhou, China
- (3) Sender's Cable Address: 5527 GFTDC
- (4) Sender's Telex: 44388 GFTDC CN
- (5) Sender's Fax Number: 86 - 20 - 83328156
- (6) Date: September 15, 2010
- (7) Receiver's Name: H. J. Wilkinson & Co. Ltd. (importer)
- (8) Receiver's Address: 245 Lombart Street, Lagos, Nigeria

Message:

- (1) 告诉对方你是从中国银行广州分行(Bank of China, Guangzhou /Guangzhou Branch of Bank of China)处得悉其公司名称的。
- (2) 去函目的是希望与对方建立业务关系。
- (3) 告诉对方你公司专门出口中国轻工业产品,这些产品在世界市场上久享盛誉。
- (4) 信中说明随函附上目录单一份供其参考。
- (5) 提醒对方如对产品有兴趣,请立即与你公司联系。

● 知识拓展

建立业务关系的技巧

第一,第一封开发信你必须审查客人是否是真正的买家。无论客人是看中你的 B2B 网站,还是网站上的产品,首先查看他信箱的后缀名,是否是企业信箱,在网站上搜寻一下客人的产品信息和企业性质。

第二,想办法让客人的回信有你网站上产品的款号,这样会让成交概率增大。

第三,要运用海运、成本、交货期等资料牵着客人进口和下订单。

第四,开发信要突出:

- (1) 价格便宜,生产能力强,库存货(零交货期),交货期短的产品;
- (2) 以附件方式形成货物描述,附件除描述外也有产品的一些很细节的图片;
- (3) 如果对方不需要这些产品,也应表现出主动合作的意向。