

# Chapter One

## Entering a Foreign Trade Company

### Training Scheme 1

### Knowing Company Policies and Practice

#### Part I Language Notes

##### 1. Vocabulary

interview

major

superiority

diploma

training

recruitment

reimbursement

qualification certificate

business trip

employee manual

promotion channel

borrowing form

n. & v. 面试

n. 专业

n. 优势

n. 毕业证书

n. & v. 培训

n. 人才招聘

n. 赔偿

资格证书

出差

员工手册

晋升渠道

借款单



## 2. Sentence Patterns

Do you have an appointment with him?	你和他有预约吗?
Could you introduce yourself at first?	你能先介绍一下自己吗?
Tell me your superiority of applying for the position.	告诉我你应聘这个职位的优势。
Could you tell me what materials I need prepare for my interview?	请告诉我面试时应准备哪些资料?
Please fill in the interview form.	请填写面试表格。
I will tell you something about our company to let you adapt here as soon as possible.	为了让你尽早适应这里,我将向你介绍关于本公司的一些情况。
Do you major in secretary?	你是文秘专业吗?
What are your career plans?	你的职业规划是怎样的?
Our company reward and punishment is clear.	公司奖惩分明。

### Part II Workshops

#### Scene 1 Having an Interview

**Directions:** Mr. Liu Ming, a graduate from Chongqing Institute of Engineering, arrives at Foreign Trade Department of East Import and Export Company for the interview.



#### Scene 1 Having an Interview

A: Liu Ming, interviewee  
B: Clerk  
C: Manager, interviewer

#### Sample Dialogue

A: Excuse me. May I talk to your manager?

B: Do you have an appointment with him?

A: Yes, We made an appointment about interview last weekend and the time is set at 10 a. m. this morning.

B: Let me check. Yes. Our manager is waiting for you. Please go ahead and turn left, then you will find his office.

A: Excuse me. I'm Liu Ming. I am here for the position of foreign trade salesman.

C: Please sit down. Could you introduce yourself at first?

A: I graduated from Chongqing Institute of Engineering just now and my major is Business English.

C: And tell me your superiority for the position.

A: I meet all your requirements like CET 6 certificate and the professional qualification certificate of foreign trade.

C: Eh, that sounds good. By the way, do you mind going on business trips occasionally?

A: Not at all. It's the best learning chance for me.

C: OK. We will inform you within three days.

A: Thank you. I'm looking forward to your reply.

### Task

The receptionist is telling Ms. Yang something about interview at the gate of company.

Interviewee	Receptionist
询问面试时应准备哪些资料	告知需带上一张身份证复印件和一张毕业证复印件
提供相应资料	检查资料并询问应聘哪个职位
告知应聘业务助理	告知填写面试表格
询问面试具体地点及时间	告知面试具体地点及时间

## Scene 2 Working in the Company

**Directions:** Mr. Liu Ming, a new foreign trade salesman of Foreign Trade Department of East Import and Export Company, will attend the training for new employees to know the company policies and practice.

### Scene 2 Working in the Company

A: Liu Ming, trainee

B: Mr. Brown, trainer



### Sample Dialogue

A: Good morning, Mr. Brown. Nice to meet you.

B: Nice to meet you too, Mr. Liu. Welcome to us. The company policies and practice will be introduced to you today, which will help you adapt to your new life here as soon as possible.

A: Thank you.

B: First of all, the working time is from 9 a. m. to 6 p. m. But one hour break is allowed at noon.

A: Is there any overtime work?

B: Sometimes. It depends on different occasions.

A: I see.

B: There are three departments in our company: Foreign Trade Department, Logistics Department and Finance Department. Are you in Foreign Trade Department?

A: Yes, I'm new.

B: It is our best important department. Everyone is busy all the time.

A: It is wise of me to join it because I want to be promoted quickly by this way.

B: Logistics Department is mainly responsible for arranging domestic and oversea transportation of all commodities.

A: I get it.

B: Finance Department controls capital flow while providing services for another two departments.

A: Oh, I see.

B: Furthermore, every staff must make a plan for next week on Sunday morning and present a summary on Friday afternoon.

A: I take it.

B: Finally, don't hesitate to ask me if you have any problem. See you.

A: OK, many thanks. See you.

### Task

The personnel department director Mr. Smith from Chongqing Tools Import and Export Co. Ltd. is introducing the company rules and regulations to a new staff, Ms. Xie.

Mr. Smith	Ms. Xie
问候并自我介绍	问候并自我介绍
通过播放视频简短介绍公司历史	认真观看并表示有幸加入贵公司
介绍公司员工手册	仔细阅读
提醒对方着重注意员工手册第一和第三条款	聆听并提问
询问对方职业生涯规划	告知对方规划并咨询是否有相关晋升渠道
告知对方晋升渠道并表示赞许及鼓励	表达感谢

## Part III Activities

### Activity One

Title: Having a phone interview

Scene: A Language Training Institution needs an executive secretary. Ms. Li wants to get it. She is having a phone interview with Ms. Miller who is in charge of the recruitment.

#### Procedures:

1. Having an interview for executive secretary position by phone
2. Inquiring the interviewee's major, experience and expected working time
3. Replying to the interviewer
4. Ending

**Key Sentences:**

1. We have an interview for the executive secretary position by telephone at this time.

我们约好这个时间在电话上进行行政秘书岗位的面试。

2. Do you major in secretary?

你是文秘专业吗?

3. I have been a business assistant in a foreign trade company for three years.

我在一家外贸公司做业务助理三年了。

4. I can work anytime once you hire me.

一旦你聘用我,我可以随时到岗。

**Activity Two**

Title: Having a training meeting among the new employees

Scene: Mr. Johnson, the finance department minister, is holding an introduction training meeting to the new employees in the meeting room.

**Procedures:**

1. Greeting
2. Introducing the chief procedures of business trip
3. Replying the new employees' questions
4. Expressing gratitude

**Key Sentences:**

1. Considering the complexity of financial processes, I will let you know the chief procedures of business trip.

考虑到财务流程的复杂性,我向大家介绍下出差的主要财务流程。

2. Firstly, you should fill out the borrowing form three days ahead of the decided business trip.

首先,你应该在确定好出差前三天填写借款单。

3. Secondly, you may borrow the money from our department with the signed and stamped borrowing form.

其次,你可以凭借手续齐备的借款单从财务部借款。

4. Thirdly, it's the most important for you to collect all the bills in the business trip, or you can't be reimbursed.

第三,也是最重要的,你必须把出差过程中的发票收好,否则无法报销。

5. Finally, after coming back, you can be reimbursed for all the trip fees with your leader's checking and taking his signature and stamp.

最后,出差回来后,经过你的领导核查及盖章签字后,你就可以报销所有出差费用了。

## Part IV Consolidation

### 1. Translate the following sentences from Chinese into English.

- (1) 请出示您的学历证明。
- (2) 请问贵公司在哪里?
- (3) 请问贵公司能接受应届毕业生吗?
- (4) 你是从哪里得知我们的招聘信息呢?
- (5) 你的职业规划是怎样的?
- (6) 我们在这里能充分发挥你的专业优势。
- (7) 我们公司重视团队精神。
- (8) 守时是第一要务。
- (9) 如果要离职必须提前三个月提出申请。
- (10) 如果你在工作中有任何困难可与我沟通。

### 2. Translate the following sentences from English into Chinese.

- (1) Are there any troubles if I lose my CET 4 certificate?
- (2) Does your company have a high request for English?
- (3) Please translate the paragraph briefly.
- (4) Please tell us your salary request.
- (5) Please tell us your understanding of the position simply.
- (6) Our company is a foreign trade enterprise.
- (7) We have the export right.
- (8) Our main customers are in Europe and South America.
- (9) There is a paid holiday in our company.
- (10) Our company reward and punishment is clear.

### 3. Complete the sentences based on what you have learned.

#### Conversation 1

A: Good morning, madam. \_\_\_\_\_ (1) \_\_\_\_\_?

早上好,女士。请问人事处在哪里?

B: Good morning, \_\_\_\_\_ (2) \_\_\_\_\_, then it's on the opposite side.

早上好,直走乘电梯上三楼,电梯门对面的办公室就是人事处。

A: Thank you.

非常感谢。

B: \_\_\_\_\_ (3) \_\_\_\_\_.

不客气。

A: Good morning. \_\_\_\_\_ (4) \_\_\_\_\_. \_\_\_\_\_ (5) \_\_\_\_\_?

早上好。我是昨天打电话预约应聘的小李。请问王处长在吗?

C: Yes, I am. \_\_\_\_\_ (6) \_\_\_\_\_.

是的,我就是。请坐。

A: Thanks. Here is my resume.

好的,谢谢。这是我的简历。

C: \_\_\_\_\_ (7) \_\_\_\_\_. I wonder if you have any special requests.

从你的简历来看,基本符合我公司的要求。不知你有何特殊要求?

A: \_\_\_\_\_ (8) \_\_\_\_\_?

不知贵公司是否能为员工购买保险和提供住宿?

C: \_\_\_\_\_ (9) \_\_\_\_\_, but we don't afford accommodation.

我公司按国家规定为员工购买五险,但不提供住宿。

A: OK, \_\_\_\_\_ (10) \_\_\_\_\_!

好的,期待我能为贵公司服务!

C: You will be welcomed to join us.

欢迎你的加入。

### Conversation 2

A: Good afternoon, Mr. Huang. \_\_\_\_\_ (1) \_\_\_\_\_.

下午好,黄先生。我是你的工作导师怀特。

B: Good afternoon, Mr. White.

下午好,怀特先生。

A: First of all, congratulations on your passing the strict examination and physical fitness test,

\_\_\_\_\_ (2) \_\_\_\_\_.

首先恭喜你通过严格的文化和体能测试,现在由我带领你先熟悉公司环境和规章制度。

B: OK, many thanks.

好的,谢谢。

A: \_\_\_\_\_ (3) \_\_\_\_\_.

公司总共三层楼,我们采购部在二楼,这里就是你以后工作的地方。

B: Hello, everybody. I'm Huang Xin.

大家好。我是新来的黄新。

A: The company offers a desk and a computer to every purchaser. \_\_\_\_\_ (4) \_\_\_\_\_.

公司给每位采购员配备了办公桌和电脑。这是你的座位,就在我的旁边。

B: Great!

真的是太好了!

A: The company adopts the punch system, \_\_\_\_\_ (5) \_\_\_\_\_.

公司采用打卡制度,工作时间从早上9点到下午6点。

B: I must be on time.

我一定准时。

A: \_\_\_\_\_ (6) \_\_\_\_\_ . \_\_\_\_\_ (7) \_\_\_\_\_ .

我们必须穿工作服,佩戴工作证。请告诉我你的尺码,工作证稍后发给你。

B: My size is M.

我的尺码是 M 码。

A: OK, I write it down. \_\_\_\_\_ (8) \_\_\_\_\_ .

好的,我记下了。公司为员工提供午餐和下午茶。

B: That sounds good.

听起来真不错。

A: \_\_\_\_\_ (9) \_\_\_\_\_ . Here are the specific rules. \_\_\_\_\_ (10) \_\_\_\_\_ .

公司实行严格的奖惩制度。这里是具体的实施规则。请有空详细阅读。

B: Thanks. \_\_\_\_\_ (11) \_\_\_\_\_ .

谢谢。我一定仔细学习。

A: The company \_\_\_\_\_ (12) \_\_\_\_\_ .

公司每天早上会有半小时的晨会,借此让大家了解自己每天的任务。

B: \_\_\_\_\_ (13) \_\_\_\_\_ .

我记下来了。

A: Well. By the way, \_\_\_\_\_ (14) \_\_\_\_\_ .

好的。以后有任何问题随时问我。

B: Thank you so much, Mr. White. \_\_\_\_\_ (15) \_\_\_\_\_ .

太感谢你了,怀特先生。我会好好努力的。

## Part V Extended Reading

### Introduction to Organizational Structure

Organizational structure refers to both the formal and informal frameworks that shape how a business is operated. An organization's structure determines how employees are grouped together and plays a large role in a firm's success. Choosing a structure is not a one-size-fits-all decision, and business owners must select the model that best suits the needs of their organization.



#### Functional Structure

In a functional structure, employees that perform similar tasks and hold similar positions are grouped together into departments. Examples of functional departments include marketing, sales, human resources and production. Functional organizations have many advantages in the areas of coordination and motivation, with Lamar University reporting that “people grouped together according to similarities in their positions can easily communicate and share information with each



other.” Functional organizations may suffer from interdepartmental conflict, and achieving effective communication between departments that each perform independent functions can be proved difficult.

### **Divisional Structure**

The most common divisional structures group employees together by product, market served or geographic location. Within this type of organization, each division is self-contained and has its own set of departments grouped by function. For example, instead of one central human resources department for the entire organization, each division instead has access to a human resources department that serves only that group. Divisional organizations benefit from the focus on individual environments but suffer from the duplication of some tasks and activities.

### **Matrix Structure**

A matrix organization has features of both the functional and divisional structures and is perhaps the most complex. A matrix structure groups employees into project teams containing people from different functional areas of the business; they generally have to report to more than one supervisor. Matrix organizations choose team members basing on the needs of the project, with the teams benefiting from the different viewpoints and skill levels. Matrix organizations may struggle with role and authority conflicts.

### **Newer Forms**

As the world around us changes, so must the business environment. Many organizations now utilize relatively new structures to keep up with ever-changing needs. The flat organization, also referred to as a horizontal structure, exists when there are few or no hierarchical levels between employees and supervisors. Staff and management work together to make the decisions in this type of organization. Virtual organizations operate primarily via electronic communications. They require minimum face-to-face contact, if any, and benefit from lower overhead costs than comparable brick-and-mortar firms.

### **Effect on Organizational Culture**

An organization’s structure and its culture are very much intertwined. An organization’s culture can best be described as a collective personality represented by a shared set of experiences and values. Structure shapes are not only how groups are formed, but also the behavior, attitudes and relationships of those groups.

### **Questions:**

1. What’s the meaning of organizational structure?
2. What do functional departments include?
3. What are the strengths and weaknesses of divisional organizations?
4. How do matrix organizations choose team members?
5. How do virtual organizations operate mainly?

## Training Scheme 2

## Knowing Product Knowledge

### Part I Language Notes

#### 1. Vocabulary

hydraulic	adj. 液压的
performance	n. 性能
voltage	n. 电压
power	n. 功率
mandatory	adj. 强制的
legislation	n. 立法
polybag	n. 塑料袋
exhaust volume	排气量
Chinese Ministry of Commerce	中国商务部
Foreign Economic and Trade Committee	对外经济贸易委员会
QC (Quality Control)	质量控制
CCIQ (China Inspection and Quarantine Bureau)	中国检验检疫局



#### 2. Sentence Patterns

I've got an inquiry about motorcycle.	我收到一个关于摩托车产品的询盘。
I suggest you should select the proper product name firstly according to different markets next time.	我建议你下次首先应该根据不同市场选择适当的产品名称。
Can I start my own business now?	我能开始独立处理业务了吗?
How about its performance?	它的性能是怎样的呢?
ROHS is a mandatory standard developed by EU legislation.	ROHS 是由欧盟立法制定的强制性标准。
I'm here to learn from you.	我到这里来向你学习。
Could you tell me where I apply for it?	你能告诉我到哪里去申请吗?
He has confirmed the sample and is waiting for my quotation now.	他已经确认样品, 现在正在等待我的报价。
I'd like to know classification of packaging at first.	我首先想知道包装的分类。

## Part II Workshops

## Scene 1 Knowing Basic Knowledge about the Product

**Directions:** After being trained in East Import and Export Company, Mr. Liu Ming starts to learn basic knowledge of all products in order that he can start his own business. The sales manager Tom is guiding him in Sales Department.



## Scene 1 Knowing Basic Knowledge about the Product

A: Liu Ming

B: Secretary

C: Tom

## Sample Dialogue

A: Excuse me, sir! Could you tell me where the Sales Department is?

B: It is over there. Can you see the black door?

A: Yes, thank you very much.

B: You're welcome.

A: Hello, I'm Liu Ming. It's my first day to work here.

C: Welcome. I'm Tom, the manager of Sales Department. To start with, you have to learn the basic knowledge of all the products.

A: Okay, but how can I learn them?

C: Well, first of all, you must study the commodity name because there are different names for the same product probably in different countries.

A: Really?

C: For example, Door Closer, a device installed on a door, is called "Door Closer" in European market, but "Door Stopper" in American market and "Automatic Hydraulic Device" in Southeast Asian market.

A: Wow, it's amazing.

C: Here is a list of products that you are in charge of. I suggest you check their names for different markets online with taking notes.

A: I see. Thanks for your help.

C: It's my pleasure.

## Task

The sales manager Mr. John is telling Ms. Wei, his sales assistant, about the knowledge of some products in his office.

Ms. Wei	Mr. John
表达收到一个关于摩托车产品的询盘	询问询盘的具体内容
告知询盘的具体内容	要求对方查询摩托车不同名称并配上相应图片
告知对方查询结果	要求对方将查询结果发送给客户供选择
告知对方客户的选择结果	告知对方相应价格并提醒对方今后类似情况如何处理

## Scene 2 Knowing Difficult Knowledge about the Product

**Directions:** After Mr. Liu has learnt much basic knowledge, Tom is ready to continue to give him some instructions to difficult product knowledge.

### Scene 2 Knowing Difficult Knowledge about the Product

A: Liu Ming

B: Tom



### Sample Dialogue

A: Good afternoon, Mr. Tom. Nice to meet you again.

B: Nice to meet you too, Mr. Liu.

A: I learnt basic knowledge about our products last week. Can I start my own business now?

B: I am afraid that you should learn more, like performance and packing.

A: Okay, which product do you turn to today?

B: Electric hair dryer, one of common household electrical appliances.

A: How about its performance?

B: You should notice its “voltage” and “power”, which are the most important parts.

A: I guess they will affect the price.

B: You’re right. In addition, it has CE & ROHS certificates.

A: I know CE certificate, but I have no idea about ROHS.

B: ROHS is a mandatory standard developed by EU legislation.

A: So we can’t export to European markets without ROHS.

B: Yes, and you should also care about the valid period of it.

A: If the certificate is invalid, what should we do?

B: Don’t worry, just renew it.

A: Oh, I see.

B: Sorry, I must leave for some emergencies now. See you.

A: See you. Thanks for your help.

### Task

The export manager Mr. Thomas is introducing some important knowledge about motorcycle to Mr. Zeng in the Motorcycle Exhibition Hall.

Mr. Thomas	Mr. Zeng
问候并自我介绍	问候并自我介绍
先了解对方对摩托车产品的认知程度	答复对方自己的了解程度
告知对方出口摩托车所需的证书	询问证书如何办理
告知办理程序及注意事项	询问除了证书以外品质条款还需什么重要单据
告知还需要商检证明	询问商检证如何办理
提供了解摩托车知识的途径	表达感谢并期待下次再见

### Part III Activities

#### Activity One

Title: Knowing price knowledge of the product

Scene: The sales manager Mr. Jack is discussing some price knowledge with Mr. Wu in the warehouse.

##### Procedures:

1. Consulting how to quote
2. Explaining the important factors affecting the price
3. Instructing how to solve the difficulties
4. Ending

##### Key Sentences:

1. What can I do for you?

请问有什么需要为您效劳吗?

2. I come here to consult something with you.

我特意到这来向你请教一些问题。

3. He has confirmed the sample and is waiting for my quotation now.

他已经确认样品,现在就等我的报价。

4. Pay attention to three factors: material, diameter and quantity of the order.

注意材料、直径和订购数量这三个方面。

5. You can check the price of raw materials on [www.smm.cn](http://www.smm.cn) and add a validity period in the end.

你可以在“上海有色网”查看原材料价格,并在报价最后添加一个有效期限。

#### Activity Two

Title: Knowing packing knowledge of the product

Scene: Mr. Cui, a packing factory manager from Chongqing, is talking packing knowledge with an inexperienced foreign trade salesman in the factory.

### Procedures:

1. Greeting each other
2. Consulting classification of packaging
3. Introducing transport packaging and sales packaging separately
4. Telling the packing of salesman's company goods
5. Appreciating and expecting

### Key Sentences:

1. I'd like to know classification of packaging at first.

我首先想知道包装的分类。

2. There are transport packaging and sales packaging in common.

常见的包装分为运输包装和销售包装。

3. The former mainly prevents goods from breaking and losing; the latter mainly beautifies goods to increase sales volume.

前者主要起到防止货物破损和货物丢失的作用;后者主要起到美化货物以提高销售量的作用。

4. The most of your goods use carton, wooden case and polybag.

贵公司大部分产品使用纸箱、木箱和塑料袋包装。

5. Wooden case is the strongest one, carton is the most popular one and polybag is the cheapest one.

木箱最坚固,纸箱最受欢迎,塑料袋最便宜。

## Part IV Consolidation

### 1. Translate the following sentences from Chinese into English.

- (1) 因为文化差异,同一商品在不同国家会有不同称谓。
- (2) 品名条款是国际贸易合同的第一条款。
- (3) 价格是商品的核心属性。
- (4) 出口商品的价格构成相当复杂。
- (5) 商品的价格与订购数量紧密相连。
- (6) 品质是商品的生命力。
- (7) 请问品质公差是什么?
- (8) 标准出口包装主要适用于海运。
- (9) 特殊商品必须使用特殊包装。
- (10) 商品的争议条款需要签约前仔细商量。

### 2. Translate the following sentences from English into Chinese.

- (1) Quality tolerances are not suitable for all products.
- (2) The inspection fee for the goods shall be settled by negotiation between the buyer and the

seller.

(3) If there is a dispute over the quality of the goods, the seller and the buyer may settle the dispute by arbitration.

(4) How to solve the force majeure in the goods transportation?

(5) Glass products need special packaging.

(6) I want to know how to use the vacuum cleaner.

(7) Does this product apply for a trademark registration?

(8) Excuse me, what is the brand of this car?

(9) Fuel consumption is an important performance index of the car.

(10) People always like cheap and fine products.

### 3. Complete the sentences based on what you have learned.

#### Conversation 1

A: Good morning, Mike. \_\_\_\_\_ (1) \_\_\_\_\_ ?

早上好, 迈克。我今天的学习内容是什么?

B: Good morning, Jones. \_\_\_\_\_ (2) \_\_\_\_\_. \_\_\_\_\_ (3) \_\_\_\_\_.

早上好, 琼斯。你今天学习的主要内容是了解工具类产品的价格构成。请随我到工具样品间参观学习。

A: Thank you.

好的, 有劳。

B: \_\_\_\_\_ (4) \_\_\_\_\_.

工具类产品的价格主要由生产成本、运费和保险费构成。

A: \_\_\_\_\_ (5) \_\_\_\_\_ ?

我们在书本中所学的 FOB 就是生产成本和运费的总和吗?

B: No, \_\_\_\_\_ (6) \_\_\_\_\_.

不是, FOB 指的是生产成本和国内段运输费用的总和。

A: \_\_\_\_\_ (7) \_\_\_\_\_ ?

那 CIF 指的就是国内费用加上国际段运输和保险费用的总和吗?

B: Yes. \_\_\_\_\_ (8) \_\_\_\_\_.

是的。工具类产品的生产成本比较固定, 运输和保险费用波动性比较大。

A: How can I quote to the customer?

那怎样给客户报价呢?

B: Before quotation, you must confirm the price with the shipping company and insurance company, \_\_\_\_\_ (9) \_\_\_\_\_.

在报价前, 必须和运输公司及保险公司做价格确认, 并要求一个最长有效期限。

A: I see. \_\_\_\_\_ (10) \_\_\_\_\_ ?

明白了。那我们给客人的佣金是多少?

B: It's 10% ~ 20% commission in common.

一般情况是 10% ~ 20% 的佣金。

### Conversation 2

A: Good morning, \_\_\_\_\_ (1) \_\_\_\_\_. Welcome!

早上好。我是 Joe, 是这里的生产车间主任。欢迎您的到来!

B: Thank you. My name is Wang Ping and this is my card. Nice to meet you.

谢谢。我是王平, 这是我的名片。很高兴见到您。

A: Nice to meet you too.

见到您我也很高兴。

B: \_\_\_\_\_ (2) \_\_\_\_\_.

我想先参观生产车间, 以了解锯子的整个生产流水线。

A: \_\_\_\_\_ (3) \_\_\_\_\_.

生产车间共分为三个区域, 原材料堆放区、生产加工区和包装区。

B: \_\_\_\_\_ (4) \_\_\_\_\_.

看上去非常专业。

A: Yes. \_\_\_\_\_ (5) \_\_\_\_\_.

是的。我们专业生产锯子已经有 20 多年了, 主要出口到欧美。

B: \_\_\_\_\_ (6) \_\_\_\_\_. \_\_\_\_\_ (7) \_\_\_\_\_.

我们马上会给贵厂下一个美国客户的订单, 这个客户对包装要求相当高。请您具体介绍下锯子的包装情况。

A: \_\_\_\_\_ (8) \_\_\_\_\_, there is one saw in a polybag, three saws in a inner box, and 5 inner boxes in a carton.

根据美洲市场惯例, 每把锯子外有一塑料袋, 3 把装在一个内盒里, 5 个内盒装在一个纸箱里。

B: \_\_\_\_\_ (9) \_\_\_\_\_?

难道锯齿不会把塑袋弄破吗?

A: Don't worry. We add sawtooth sleeve to the outside of the saw, \_\_\_\_\_ (10) \_\_\_\_\_.

不用担心。我们在锯齿外面加了锯齿套, 既保护锯齿又防止损伤包装。

B: \_\_\_\_\_ (11) \_\_\_\_\_.

这样的包装很合理。

A: Meanwhile, \_\_\_\_\_ (12) \_\_\_\_\_.

同时我们还在塑料袋、内盒和纸箱上都印上了循环标志。

B: \_\_\_\_\_ (13) \_\_\_\_\_. By the way, how do you inspect the saw?

太好了, 这正是我们客户所要求的。顺便问下, 锯子的检测是怎样的呢?

A: \_\_\_\_\_ (14) \_\_\_\_\_. We'll issue an inspection report after self-check.

我们分自检和第三方机构检测。自检后我们会出具自检报告。

B: Does the third party testing mean official designated inspection agency?



第三方机构指的是官方指定检测机构吗?

A: Yes, so our product quality is guaranteed.

是的,所以我们的产品质量有保障。

B: All right. \_\_\_\_\_ (15) \_\_\_\_\_.

很好。听了您的讲解,让我们对你们的产品更有信心。

A: Thanks, I hope we can have a cooperation together for a long time.

谢谢,希望我们能长期合作下去。

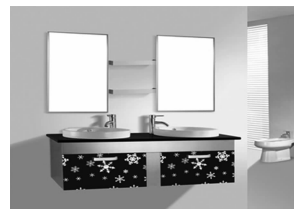
## Part V Extended Reading

### Sanitary Ware Introduction

Product Name: sanitary ware/toilet/ceramic toilet/one-piece toilet/two-piece toilet/bathroom/bathroom cabinet/bathroom vanity/pedestal basin/art basin/urinal/stall urinal/wall-hung urinal/squat pan

#### Features:

1. Good quality and pretty competitive price
2. Unique design style makes a feeling of nobleness
3. The cabinet is easily cleaned
4. Strong flush of water
5. Color: adjustable
6. Management certification: ISO9001: 2000, CE
7. Ceramic absorption rate < 0.2%
8. Water tank: 3/6L water save dual flush
9. Smooth surface, easy to clean
10. Drainage Pattern: adjustable ( P-trap, S-trap)
11. Toilet with showdown cover
12. Installation: fixing with back wall
13. Flushing method: gravity flushing



<b>Item No.</b>	8009
<b>Place of origin</b>	Chaozhou City, Guangdong Province, China
<b>Brand name</b>	YIDA
<b>Material</b>	Ceramic, vitreous china
<b>Glazed</b>	Uniform glazed, thickness >0.6 mm, Ra < 0.2 um
<b>Water-absorptivity</b>	< 0.2% , can keep clean for a long time
<b>Color</b>	White and adjustable

续表

<b>Size</b>	<p><b>Washdown Two-piece Toilet</b>                  Size: 685 × 370 × 850 mm                  P-trap: 180 mm                  S-trap: 200/300/400 mm roughing-in External diameter: 105 mm  <b>Pedestal basin:</b> size: 680 × 590 × 880 mm  <b>Bidet:</b> size: 610 × 375 × 445 mm</p>
<b>Temperature</b>	> 1280 °C
<b>Packing</b>	Carton, foam( standard export packing), customer LOGO is available and various manners of packing are available upon requests
<b>Productivity</b>	2000 pcs per month
<b>MOQ</b>	100 sets
<b>Management certification</b>	ISO9001: 2000, CE
<b>Payment</b>	30% deposit by T/T, the balance should be paid before loaded
<b>Transportation</b>	Sea shipment
<b>Loading port</b>	Shenzhen port
<b>Delivery time</b>	30 days after receiving the deposit
<b>Installation</b>	Fixing with back wall/ceramic toilet basic, acrylic cover, water fitting
<b>Water tank</b>	3/6L water saving dual flush

Any question please feel free to let me know. You are welcome at any time. We believe our honesty and diligence would bring you much help.

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<b>Item No.</b>	8005
<b>Size</b>	645 × 350 × 720 mm
<b>Packing</b>	Carton, foam ( standard export packing) Customer LOGO is available Various manners of packing are available upon requests

续表

<b>Specifications</b>	1. Material: ceramic, acrylic, vitreous china 2. Installation: ceramic toilet basic, acrylic cover, water fitting 3. Color: adjustable 4. Water tank: 3/6L water saving dual flush 5. Drainage is adjustable
<b>Picture</b>	Good quality and pretty competitive price Unique design style makes a feeling of nobleness

### Art Basin and Wash Basin

<b>Item No.</b>	
<b>Place of origin</b>	Chaozhou City, Guangdong Province, China
<b>Brand name</b>	YIDA
<b>Material</b>	Ceramic, vitreous china
<b>Color</b>	White and adjustable
<b>Size</b>	
<b>Temperature</b>	> 1280 °C
<b>Glazed</b>	Uniform glazed, thickness >0.3 mm, Ra <0.2 um
<b>Water-absorptivity</b>	< 0.2% , can keep clean for a long time
<b>Packing</b>	Carton, foam (standard export packing), customer LOGO is available and various manners of packing are available upon requests
<b>Productivity</b>	5000 pcs per month
<b>MOQ</b>	Each model 100 sets ( at least one 20-foot container)
<b>Management certification</b>	ISO9001: 2000, CE
<b>Payment</b>	30% deposit by T/T, the balance should be paid before loaded
<b>Transportation</b>	Sea shipment
<b>Loading port</b>	Shenzhen port
<b>Delivery time</b>	35 days after receiving the deposit

Any question please feel free to let me know, you are welcome at any time. We believe our honesty and diligence would bring you much help.

### Wall Hung Basin

<b>Item No.</b>	
<b>Place of origin</b>	Chaozhou City, Guangdong Province, China
<b>Brand name</b>	YIDA
<b>Material</b>	Ceramic, vitreous china

续表

<b>Color</b>	White and adjustable
<b>Size</b>	
<b>Temperature</b>	> 1280 °C
<b>Glazed</b>	Uniform glazed, thickness > 0.3 mm, Ra < 0.2 um
<b>Water-absorptivity</b>	< 0.2% , can keep clean for a long time
<b>Packing</b>	Carton, foam ( standard export packing), customer LOGO is available and various manners of packing are available upon requests
<b>Productivity</b>	5000 pcs per month
<b>MOQ</b>	Each model 100 sets ( at least one 20-foot container)
<b>Management certification</b>	ISO9001: 2000, CE
<b>Payment</b>	30% deposit by T/T, the balance should be paid before loaded
<b>Transportation</b>	Sea shipment
<b>Loading port</b>	Shenzhen port
<b>Delivery time</b>	35 days after receiving the deposit

Any question please feel free to let me know, you are welcome at any time. We believe our honesty and diligence would bring you much help.

### Wall Hung Toilet

<b>Item No.</b>	
<b>Place of origin</b>	Chaozhou City, Guangdong Province, China
<b>Brand name</b>	YIDA
<b>Material</b>	Ceramic, vitreous china
<b>Color</b>	White and adjustable
<b>Size</b>	
<b>Diameter of drainage</b>	100 mm
<b>Packing</b>	Carton, foam( standard export packing), customer LOGO is available and various manners of packing are available upon requests
<b>Productivity</b>	2000 pcs per month
<b>MOQ/pcs</b>	100 sets
<b>20'PG/pcs</b>	220 pcs
<b>40'HQ/pcs</b>	530 pcs
<b>GN</b>	
<b>Management certification</b>	ISO9001: 2000
<b>Payment</b>	30% deposit by T/T, the balance should be paid before loaded

续表

<b>Transportation</b>	Sea shipment
<b>Loading port</b>	Shenzhen port
<b>Delivery time</b>	30 days after receiving the deposit

Any question please feel free to let me know, you are welcome at any time. We believe our honesty and diligence would bring you much help.

### Squatting Pan and WC Pan

<b>Item No.</b>	2001
<b>Place of origin</b>	Chaozhou City, Guangdong Province, China
<b>Brand name</b>	YIDA
<b>Material</b>	Ceramic, high temperature vitreous
<b>Color</b>	White and adjustable
<b>Size</b>	
<b>Diameter of drainage</b>	100 mm
<b>Packing</b>	Carton, foam( standard export packing) , customer LOGO is available and various manners of packing are available upon requests
<b>Productivity</b>	10000 pcs per month
<b>MOQ/ pcs</b>	200 sets
<b>20'FT/ pcs</b>	1300 pcs
<b>40'HQ/ pcs</b>	3150 pcs
<b>GN</b>	12.5 kg
<b>Management certification</b>	ISO9001: 2000
<b>Payment</b>	30% deposit, the balance should be paid before loaded by T/T
<b>Transportation</b>	Sea shipment
<b>Loading port</b>	Shenzhen port
<b>Delivery time</b>	30 days after receiving the deposit

Any question please feel free to let me know, you are welcome at any time. We believe our honesty and diligence would bring you much help.

### Basin Faucet

<b>Item No.</b>	
<b>Place of origin</b>	Jiangmen City, Guangdong Province, China
<b>Brand name</b>	YIDA
<b>Material</b>	

续表

<b>Color</b>	White and adjustable
<b>Size</b>	
<b>Diameter of drainage</b>	100 mm
<b>Packing</b>	Carton, foam( standard export packing) , customer LOGO is available and various manners of packing are available upon requests
<b>Productivity</b>	10000 pcs per month
<b>MOQ/ pcs</b>	200 sets
<b>20'FT/ pcs</b>	1300 pcs
<b>40'HQ/ pcs</b>	3150 pcs
<b>GN</b>	12.5 kg
<b>Management certification</b>	ISO9001: 2000
<b>Payment</b>	30% deposit, the balance should be paid before loaded by T/T
<b>Transportation</b>	Sea shipment
<b>Loading port</b>	Shenzhen port
<b>Delivery time</b>	30 days after receiving the deposit

Any question please feel free to let me know, you are welcome at any time. We believe our honesty and diligence would bring you much help.

### Above Counter Basin

<b>Item No.</b>	F-0001
<b>Place of origin</b>	Chaozhou City, Guangdong Province, China
<b>Brand name</b>	YIDA
<b>Material</b>	Ceramic, vitreous china
<b>Color</b>	White and ivory
<b>Size</b>	
<b>Temperature</b>	> 1280 °C
<b>Glazed</b>	Uniform glazed, thickness > 0.3 mm, Ra < 0.2 um
<b>Water-absorptivity</b>	< 0.2% , can keep clean for a long time
<b>Packing</b>	Carton, foam( standard export packing) , customer LOGO is available and various manners of packing are available upon requests
<b>Productivity</b>	5000 pcs per month
<b>MOQ</b>	Each model 100 sets ( at least one 20-foot container)
<b>Management certification</b>	ISO9001: 2000
<b>Payment</b>	30% deposit by T/T, the balance should be paid before loaded

续表

<b>Transportation</b>	Sea shipment
<b>Loading port</b>	Shenzhen port
<b>Delivery time</b>	35 days after receiving the deposit

Any question please feel free to let me know, you are welcome at any time. We believe our honesty and diligence would bring you much help.

### Bathroom Cabinet Basin

<b>Item No.</b>	CB-011 a b c d e				
<b>Place of origin</b>	Chaozhou City, Guangdong Province, China				
<b>Brand name</b>	YIDA				
<b>Material</b>	Ceramic, vitreous china				
<b>Color</b>	White and ivory				
<b>Size</b>	CB-011 a	Size: 600 × 480 × 200 mm			
	CB-011 b	Size: 700 × 480 × 200 mm			
	CB-011 c	Size: 800 × 480 × 200 mm			
	CB-011 d	Size: 900 × 480 × 200 mm			
	CB-011 e	Size: 1000 × 480 × 200 mm			
<b>Temperature</b>	> 1280 °C				
<b>Glazed</b>	Uniform glazed, thickness > 0.3 mm, Ra < 0.2 um				
<b>Water-absorptivity</b>	< 0.2%, can keep clean for a long time				
<b>NW GW CBM 20'GP 40'HQ</b>	<b>NW</b>	<b>GW</b>	<b>CBM</b>	<b>20'GP</b>	<b>40'HQ</b>
	<b>kg</b>	<b>kg</b>	<b>m<sup>3</sup></b>	<b>pcs</b>	<b>pcs</b>
	20	21	0.07	400	970
	23	24	0.83	340	820
	25	26	0.93	300	730
	27	28	0.1	280	680
29	30	0.12	240	570	
<b>Packing</b>	Carton, foam(standard export packing), customer LOGO is available and various manners of packing are available upon requests				
<b>Productivity</b>	5000 pcs per month				
<b>MOQ</b>	Each model 100 sets( at least one 20'GP container)				
<b>Management certification</b>	ISO9001: 2000				
<b>Payment</b>	30% deposit by T/T, the balance should be paid before loaded				
<b>Transportation</b>	Sea shipment				

续表

<b>Loading port</b>	Shenzhen port
<b>Delivery time</b>	35 days after receiving the deposit

Any question please feel free to let me know, you are welcome at any time. We believe our honesty and diligence would bring you much help.

### Bathroom Cabimet Basin

<b>Item No.</b>	CB-011 a b c d e				
<b>Place of origin</b>	Chaozhou City, Guangdong Province, China				
<b>Brand name</b>	YIDA				
<b>Material</b>	Ceramic, vitreous china				
<b>Color</b>	White and Iovry				
<b>Size</b>	CB-011 a	Size: 600 × 480 × 200 mm			
	CB-011 b	Size: 700 × 480 × 200 mm			
	CB-011 c	Size: 800 × 480 × 200 mm			
	CB-011 d	Size: 900 × 480 × 200 mm			
	CB-011 e	Size: 1000 × 480 × 200 mm			
<b>Temperature</b>	> 1280 °C				
<b>Glazed</b>	Uniform glazed, thickness > 0.3 mm, Ra < 0.2 um				
<b>Water-absorptivity</b>	< 0.2% , can keep clean for a long time				
<b>NW GW CBM 20'GP 40'HQ</b>	<b>NW</b>	<b>GW</b>	<b>CBM</b>	<b>20'GP</b>	<b>40'HQ</b>
	<b>kg</b>	<b>kg</b>	<b>m<sup>3</sup></b>	<b>pcs</b>	<b>pcs</b>
	20	21	0.07	400	970
	23	24	0.83	340	820
	25	26	0.93	300	730
	27	28	0.1	280	680
	29	30	0.12	240	570
<b>Packing</b>	Carton, foam( standard export packing) , customer LOGO is available and various manners of packing are available upon requests				
<b>Productivity</b>	5000 pcs per month				
<b>MOQ</b>	Each model 100 sets( at least one 20'GP container)				
<b>Management certification</b>	ISO9001: 2000				
<b>Payment</b>	30% deposit by T/T, the balance should be paid before loaded				
<b>Transportation</b>	Sea shipment				
<b>Loading port</b>	Shenzhen port				
<b>Delivery time</b>	35 days after receiving the deposit				



Any question please feel free to let me know, you are welcome at any time. We believe our honesty and diligence would bring you much help.

### Ceramic Urinal

<b>Item No.</b>	
<b>Place of origin</b>	Chaozhou City, Guangdong Province, China
<b>Brand name</b>	YIDA
<b>Material</b>	Ceramic, vitreous china
<b>Color</b>	White and adjustable
<b>Size</b>	
<b>Temperature</b>	> 1280 °C
<b>Glazed</b>	Uniform glazed, thickness > 0.3 mm, Ra < 0.2 um
<b>Water-absorptivity</b>	< 0.2% , can keep clean for a long time
<b>Packing</b>	Carton, foam( standard export packing) , customer LOGO is available and various manners of packing are available upon requests
<b>Productivity</b>	5000 pcs per month
<b>MOQ</b>	Each model 100 sets ( at least one 20-foot container)
<b>Management certification</b>	ISO9001:2000, CE
<b>Payment</b>	30% deposit by T/T, the balance should be paid before loaded
<b>Transportation</b>	Sea shipment
<b>Loading port</b>	Shenzhen port
<b>Delivery time</b>	35 days after receiving the deposit

Any question please feel free to let me know, you are welcome at any time. We believe our honesty and diligence would bring you much help.

### Questions:

1. How many names does Sanitary Ware have?
2. What's the size of Washdown Two-piece Toilet?
3. What's the MOQ of Art Basin and Wash Basin?
4. What's the payment term for Squatting Pan and WC Pan?
5. What's the delivery time for Bathroom Cabinet Basin?

## Training Scheme 3

## Knowing Customer Needs

### Part I Language Notes

#### 1. Vocabulary

attribute	n. 属性
previous	adj. 以前的
latitude	n. 范围
validity	n. 有效
feedback	n. 反馈
defect	n. 瑕疵, 缺点
pre-production sample	产前样
shipping sample	船样
the progress of work book	进度作业书
door closer	闭门器
URC522	《托收统一规则》
financial documents	金融单据
commercial documents	商业单据



#### 2. Sentence Patterns

According to URC522, all documents are divided into financial documents and commercial documents.	根据《托收统一规则》,所有单据分为金融单据和商业单据。
Financial document has the attribute of currency. Commercial documents have the attributes of goods.	金融单据具有货币的属性,商业单据具有商品的属性。
After we fill out all documents, how to deliver them to our customers?	我们制作完成所有单据后,如何递送给客户呢?
International air express is the best choice for the customers. Different express companies in different markets have their own strengths.	国际航空快递公司是客户的最佳选择。不同市场的不同快递公司各有各的优势。
As for our first cooperation, I'm here to get feedbacks about our products in your markets.	考虑到我们首次合作,我专程来此了解我方产品在贵方的市场反馈情况。
Besides this, the sawtooth is not sharp enough.	除此之外,锯齿也不够锋利。
I will inform our engineer of these defects as soon as possible.	我会尽快将我方产品缺陷告知我方工程师。

## Part II Workshops

## Scene 1 Knowing Customer Needs from Training

**Directions:** After learning product knowledge in East Import and Export Company, Mr. Liu Ming starts to learn customer needs. The sales manager Tom is instructing him in Sales Department.



## Scene 1 Knowing Customer Needs from Training

A: Liu Ming

B: Tom

## Sample Dialogue

A: Mr. Tom, are you free now?

B: What's the matter?

A: Besides product knowledge, what else should I know before starting business?

B: I think you should know our customer needs.

A: How can I get it?

B: You can start it by reading and understanding the previous sales contracts.

A: Where can I get those sales contracts?

B: I'm afraid our secretary will offer them.

A: Thanks for your suggestions.

B: You are welcome.

A: (Three days later) Excuse me, Mr. Tom. Would you like to explain some confusing clauses in the sales contracts to me?

B: Can you show me the specifics?

A: What does "more or less clause" refer to?

B: It means the seller may deliver the goods with a certain percentage more or less in quantity according to the agreed quantity latitude. It is often used in Southeast Asia market.

A: What does "a certain percentage" mean?

B: It refers to 5%.

A: I see. Then how about the proforma invoice?

B: Sometimes making a proforma invoice is required by some customers before signing a contract. It is used by customer to pay a deposit.

A: Thanks for your help.

## Task

The sales manager Mr. John is telling his sales assistant Ms. Wei about their customer Mr. Whites' needs in the office while the notes should be taken by Ms. Wei.

Mr. John	Ms. Wei
客户习惯在签约前要求我司提供产前样和船样	询问样品个数
产前样和船样各一个	已经做好记录
客户习惯要求在货物出运前将进度作业书通过电邮发送给他们以备安排验货	询问具体在出运前几天
出运前 7 天	已经做好记录
客户要求每批货物需提供 CE 和 ROHS 认证	询问证书的有效期限
两种证书的有效期限均不能超过 2 年	已了解客户需求

## Scene 2 Making a Visit to Know Customer Needs

**Directions:** Mr. Sun Ning is visiting a regular customer Mr. Johnson who is in his customer list. He is collecting feedbacks from Mr. Johnson to improve their products.



### Scene 2 Making a Visit to Know Customer Needs

A: Sun Ning  
B: Mr. Johnson

### Sample Dialogue

A: Good morning, Mr. Johnson. I am Sun Ning from Door Accessories Manufacturing Company.

B: Good morning, Mr. Sun. What can I do for you?

A: I know you from our customer list. This is my first time to visit you for the feedback of our products in your markets.

B: We have had successful cooperation for more than ten years. Your door accessories have been well received among our customers, but door closers in recent orders have brought some troubles to our customers, which I will inform you.

A: Really? Can you tell us the details?

B: Firstly, the installment of recent door closers is less convenient than before.

A: Perhaps the screws are offered less.

B: Secondly, there is also flaking paint on the surface of door closers.

A: Oh, I see. I will report it to our engineer.

B: The worst is oil leak.

A: It has never happened to us before. We feel terribly sorry for the inconvenience we have brought to you. I will give feedbacks to our engineer as soon as possible and try our best to make our products improved.

### Task

Mr. Liu Ming is visiting his customer Mr. Alex and getting the new requirements about shipping from Mr. Alex.

Mr. Liu	Mr. Alex
登门拜访老客户	欢迎
询问产品闭门器的近期销售情况	销售状况良好并告知对方对运输方面的新要求
询问理由以及具体新要求	告知更换船公司并解释
同意	告知海船路线的要求并解释
同意	希望装卸费用分摊并告知其原因
知道具体费用后会考虑分摊事宜	感谢来访

### Part III Activities

#### Activity One

Title: Knowing customer documents needs

Scene: The operation department manager Mr. Tian is invited to the Sales Department to introduce the documents needs of the customers to the new salesmen. One of the salesmen Liu Jun is learning from him.

##### Procedures:

1. Explaining why to know customer documents needs
2. Introducing the types of documents
3. Introducing the copies of documents
4. Introducing how to deliver documents

##### Key Sentences:

1. We start with the types of the documents.

我们从单据种类开始学习。

2. According to URC522, all documents are divided into financial documents and commercial documents.

根据《托收统一规则》，所有单据分为金融单据和商业单据。

3. Financial document has the attribute of currency. Commercial documents have the attributes of goods.

金融单据具有货币的属性，商业单据具有商品的属性。

4. After we fill out all documents, how to deliver them to our customers?

我们制作完成所有单据后，如何递送给客户呢？

5. International air express is the best choice among the customers. Different express companies in different markets have their own strengths.

国际航空快递公司是客户们的最佳选择。不同市场的不同快递公司有各自的优势。

#### Activity Two

Title: Making a visit to the new customer for feedbacks

Scene: Ms. Xia Xue is visiting a new customer Ms. Shawn who is in her customer list. She wants to know her market and collect feedbacks to improve their product quality.

**Procedures:**

1. Telling the purpose of the visit
2. Offering the feedbacks about products
3. Expressing how to solve the problems

**Key Sentences:**

1. I have known that you have ordered a stock of saws last month.  
据我所知上个月贵方订购了一批锯子。
2. As for our first cooperation, I'm here to get feedbacks about our products in your markets.  
考虑到我们首次合作,我专程来此了解我方产品在贵方的市场反馈情况。
3. The handle of the saw seems to be rough.  
锯子的手柄似乎有点粗糙。
4. Besides this, the sawtooth is not sharp enough.  
除此之外,锯齿也不够锋利。
5. I will inform our engineer of these defects as soon as possible.  
我会尽快将我方产品缺陷告知我方工程师。

**Part IV Consolidation**

**1. Translate the following sentences from Chinese into English.**

- (1) 每种样品的作用不同。
- (2) 客户都会要求卖方提供金融单据和商业单据。
- (3) 金融单据具有货币的属性。
- (4) 商业单据中最重要的是商业发票,海运提单和保险单。
- (5) 许多欧洲客户要求卖方提供普惠制原产地证书。
- (6) 信用证修改的费用由双方承担吗?
- (7) 客户不同意到付单据的快递费用。
- (8) 客户要求卖方在开船前发送装运通知。
- (9) 我们要多了解客户当地的风俗习惯。
- (10) 客户的需求是我们的动力。

**2. Translate the following sentences from English into Chinese.**

- (1) It's very important to distinguish Approval Sample from Reference Sample.
- (2) Financial documents are mainly divided into the draft, promissory note and cheque.
- (3) Commercial documents have the attributes of goods.
- (4) According to local customs, the guests will require the seller to provide customs invoice.
- (5) Guests accept multimodal transport bill of lading.

- (6) Please let us know your DHL express account number.  
 (7) Hong Kong China customer demands for a commission of 5% .  
 (8) We are going to be good friends with our clients.  
 (9) We need to know more about the customer's interests.  
 (10) We need to maintain communication with customers.

### 3. Complete the sentences based on what you have learned.

#### Conversation 1

A: Welcome to our company, guys. I am Tian Feng from the Operation Department.

(1) \_\_\_\_\_ in order to make you know how to become a successful salesman.

欢迎加入我们公司。我是来自操作部的田峰。现在由我给大家介绍客户对单据的要求,以便让大家成为一名优秀的销售员。

B: Where shall we start it?

我们从哪儿开始学习呢?

A: Firstly, we start with \_\_\_\_\_ (2) \_\_\_\_\_.

首先我们学习单据的种类。

B: How many types?

有多少种单据?

A: According to URC522, all documents are divided into \_\_\_\_\_ (3) \_\_\_\_\_ and \_\_\_\_\_ (4) \_\_\_\_\_.

根据《托收统一规则》,所有的单据分为金融单据和商业单据。

B: \_\_\_\_\_ (5) \_\_\_\_\_?

它们之间的区别是什么呢?

A: Financial document has \_\_\_\_\_ (6) \_\_\_\_\_. Commercial documents have the attributes of goods.

金融单据具有货币的属性。商业单据具有商品的属性。

B: Oh, I see. Then \_\_\_\_\_ (7) \_\_\_\_\_?

好的,明白了。那每种单据的份数是多少呢?

A: A good question. Usually, \_\_\_\_\_ (8) \_\_\_\_\_.

嗯,这个问题问得好。通常来说,每种单据一式三份。

B: After we fill out all documents, \_\_\_\_\_ (9) \_\_\_\_\_?

在完成单据制作后,怎么将单据递送给客户呢?

A: \_\_\_\_\_ (10) \_\_\_\_\_. Different express companies in different markets have their own strengths.

国际航空快递公司是客户的最佳选择。不同市场的不同快递公司有各自的优势。

B: I have learned a lot from your introduction. Thanks for your help, Mr. Tian.

从您的介绍中我收获颇多。田先生,感谢您提供的帮助。

## Conversation 2

A: Good morning. \_\_\_\_\_ (1) \_\_\_\_\_. Here is my name card.

早上好。我是来自中国的李明。这是我的名片。

B: Thank you. Nice to meet you, Mr. Li. My name is Alex and this is my name card.

谢谢,很高兴见到您,李先生。我是亚历克斯,这是我的名片。

A: \_\_\_\_\_ (2) \_\_\_\_\_, I take the opportunity to call on you.

因为公务出差到伦敦,顺道来拜访您。

B: Thank you for your concern.

谢谢您的关心。

A: \_\_\_\_\_ (3) \_\_\_\_\_?

上批订单货物销售情况怎么样?

B: Everything is OK. \_\_\_\_\_ (4) \_\_\_\_\_.

其他都没有问题,只是上批货物的付款方面出了一点小问题。

A: \_\_\_\_\_ (5) \_\_\_\_\_?

付款方面出什么问题了?

B: 100% payment in advance was used in the last order, which largely increased our bank charges. \_\_\_\_\_ (6) \_\_\_\_\_.

上批货物采用的是款到发货,这大大增加了我方的银行手续费。我方现在有三种支付方式供贵方选择。

A: \_\_\_\_\_ (7) \_\_\_\_\_?

能具体介绍下吗?

B: If by T/T, \_\_\_\_\_ (8) \_\_\_\_\_, 70% balance will be paid after goods arrive.

如果是电汇方式,我方接受提前支付 30% 定金,70% 尾款货到付款。

A: \_\_\_\_\_ (9) \_\_\_\_\_?

第二种呢?

B: If by collection, \_\_\_\_\_ (10) \_\_\_\_\_, and it must be operated by Bank of China.

如果是托收方式,我方只接受付款交单,必须通过中国银行办理托收。

A: I see. What about the last?

我明白了。那最后一种呢?

B: \_\_\_\_\_ (11) \_\_\_\_\_. We only accept documentary L/C, \_\_\_\_\_ (12) \_\_\_\_\_.

最后一种就是信用证,我方只接受全额跟单信用证,指定中国银行为付款行。

A: \_\_\_\_\_ (13) \_\_\_\_\_?

对于信用证,贵公司一般何时开出?

B: \_\_\_\_\_ (14) \_\_\_\_\_.

我方会在合同签订后 3 天内向银行申请开立 SWIFT 信用证。

A: We choose the third.



我方选择第三种支付方式。

B: OK. Thanks for your visiting again.

好的。再次感谢您的到来。

## Part V Extended Reading

### How to Anticipate Customer Needs

Anticipating a customer's needs is an important part of most retail and wholesale businesses, especially in a more challenging retail environment, so they choose to come back. Anticipating needs also provides opportunities for personal and professional growth. A business that takes the extra step of anticipating and providing for an obvious corollary need can generate loyal, repeat customers; and even a humble clerk who is alert to the needs of the customer standing in front of him/her is sure to advance. While much of this may involve remembering or noting the desires of the individual customer, it also largely means putting yourself in a customer's place, which takes a little practice. The needs of a truck driver versus a pregnant mother with children may differ, even for the purchase of a cup of coffee. Below are some steps to help you improve your anticipation of a customer's needs.



#### Anticipating Future and Recurring Customers

*Apply Customer Relationship Management (CRM) tools.* These tools can be purchased as software, or can be put together through a marketing team. CRM tools will help you gather information about your customers involving:

Tracking marketing success

Tracking customer relationships

Tracking customer demographic

Tracking customers who have responded to promotional materials

Tracking the success of your marketing activities

*Employ "next best action" (NBA) approach.* This active approach can anticipate what your customer may need in the future. By employing this, you may exceed your customer's expectation and gain a loyal following. For example, consider if you own a baking company, a woman comes to order a wedding cake for her daughter's wedding. As a baker, you could suggest an appropriate wedding topper or serving knives to go with her order. By anticipating the woman's future actions, you may be able to promote additional sales.

*Have a clear vision for the future.* You want to have clear answers to important questions that will define the future of your business. This will be both financially and customer centered. This will help you anticipate the needs of not only your customers, but also your business and staff. Ask

yourself: “What do I want for my customers?” “What sort of customers do I want to attract?” “Why does my business exist?” “How can I present this vision to my employees, stakeholders, customers?”

*Be accountable.* While the old adage “the customer is always right” may be a bit cliché, it still holds truth in the business world. To garner repeat and loyal customers, it is important for you to be accountable for your company’s actions. Accountability happens as soon as the customer walks through your door. Greet your customers at the door to show that you have a personal interest in their well-being.

*Be accountable for any mistake.* Whether it is a damaged product, or a mislabeled price, it is your responsibility to work with the customer. Offer a free replacement or reduced price. Offer the customer to purchase the product at the advertised price. This will show integrity as well as accountability.

*Be honest with your customers, employees, and/or employers.* Honesty is the best practice. If a customer asks about a mistake in a project, be honest with them. They will be more likely to respond positively.

*Do not lie to a customer about a product or project in hope of a better sale.* This will not cultivate a good relationship for the future. When you are anticipating future business, think about what would happen if the offended party would find out the truth.

*Be humble.* Humility keeps the mind open. To grow as an individual and a company, you must maintain an open mind for change and evolution. Pay attention to whom you are speaking. *Be aware of their body language and what is appropriate given the situation.* Whether you don’t overextend yourself of what you are capable of doing or promising, they could be your clients or employees, this will help you maintain respect and make future difficult decisions easier to manage.

### Actively Listening to Your Customers

*Learn to actively listen.* Active listening is an important skill to learn to be an effective communicator. Effective communication is an important tool to anticipate customer’s needs. To actively listen, try some of these tips: Face your audience and maintain eye contact. Stay alert, but not overbearingly so. You do not want to intimidate your audience. Relax your body language, but stay alert by maintaining eye contact and nodding your head when appropriate.

*Keep an open mind.* If you already have decided on an answer or a solution, you will be more likely to not actively listen to your audience. Try and listen to all solutions presented before drawing conclusions.

*Do not interrupt the speaker.* This may confuse the speaker or distract her. Even if you are feeling a strong emotional response to what is being said, wait until the speaker is finished before responding.

*Ask questions.* Asking questions by repeating what the speaker said is an excellent way to make sure you have fully understood what he/she has said. Say something like: “I hear you talking about; what do you mean by that?” Or, try using what he/she has said as a way to establish your own point: “I hear you are concerned about the price of this item; let me tell you how this special, handcrafted item is made.” This will help your audience know that you really have listened to them.

*Employ audience analysis.* Audience analysis is the process of understanding, or gathering information about the traits of your consumers. This is beneficial in many ways; it will allow you to anticipate your customer’s buying habits based on past actions or behaviors.

*Listen to your past customer’s views.* A part of actively listening to your customers, is actively engaging in improvement. Getting your clients to voice their opinions will help build trust for future customers, and allow you to anticipate what those needs may be.

### Applying What You Already Know

Put yourself in your customer’s shoes. Listening to your customer’s concerns is one way to help anticipate future needs, but putting yourself in their shoes is entirely different. Try using your own products or practicing being your own customer to identify what future problems and frustrations may be. For example, if you are a photographer, practice a shoot on a friend, your friend will most likely be more honest with you on your actions. Or, have a fellow photographer perform a shoot on you. Identify how you feel about certain aspects of this practice. Would you change any of the experience for a customer?

*Hire customer-centered employees.* Customers value good customer service. A friendly smile and a cheerful disposition go a long way to ensure business loyalty. Further, a customer-centered employee is more in tune with the future frustrations that may arise.

*Apply data that you already have.* Anticipating a customer’s reactions does not necessarily require new research or data. Apply what you already know about your customers to make an educated guess on what may happen in the future. For example, if you know your market is a small town in the Midwestern, United States, you can already predict what their beliefs may be toward a local sports team. You can use this knowledge to anticipate how well an item may sell.

*Be prepared when conversing with customers.* Chances are, if you have been in business for any length of time, you already have a mental list of “frequently asked questions” (FAQS). Before sitting down with a client or a customer, remember the common frustrations, problems, and solutions to better prepare yourself for what may be asked.

### Questions:

1. What does this article mainly tell us?
2. What will help gather information about our customers?
3. What approach is introduced to anticipate what customers may need in the future?

4. What is an excellent way to make sure you have fully understood what your customer has said?
5. How to put yourself in your customer's shoes?

