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高等院校应用技能型精品规划教材
高等院校教育教学改革特色教材 · 财经商贸大类核心课程

外贸英语函电

Business English Correspondence

(第二版)

应用 · 技能 · 实务 · 实例

李 贺 王海涛 © 主 编

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前言

随着经济全球化浪潮的日益高涨和我国外贸体制的不断改革与发展,“一带一路”的实现,“关检合一、单一窗口”的融合,中国与世界各国之间的经贸往来日益密切,中国对外贸易国际化程度将进一步加深,各行各业对外贸易业务往来更加频繁,更多的企业和部门将直接参与到对外经济贸易中去,在这种环境下,娴熟掌握英语表达并有扎实商务专业知识的应用技能型人才已成为市场的主要需求。外贸英语函电作为对外经济贸易往来中经常使用的联系方式,是开展对外贸易和相关商务活动的重要工具。正确掌握外贸函电的专业英语知识、写作技能,并加以准确地运用,从而成功完成外贸业务活动中的业务沟通是国际贸易从业人员必须具备的专业技能和素质。

“外贸英语函电”作为一门融国际贸易和专业英语为一体的课程,既要讲授对外贸易业务各环节的基本核心知识,又要培养有关环节的英语表达能力。因此,培养既有磋商业务能力,又能够撰写函电的应用性复合型人才已成为企业的迫切需求。第二版教材以立德树人为指导、以人才培养方案为依托、以职业岗位为标准,依据高等院校应用技能型教育人才培养目标和培养模式的要求,提高学生应用能力、实践能力和创新能力的培养精神,我们依照“以能力为本位,以就业为导向”的思想和理念,在注重培养学生实践应用能力的同时,结合最新外贸政策,做到与时俱进,使得教材更接近实际应用操作。对此,我们组织了多年从事外贸英语函电教学和长期外贸公司工作经验的教师,根据目前世界经济发展情况,修订了这本教材。第二版教材的编写秉承转变教育观念,改革人才培养模式,注重职业岗位要求,按照应用为主、够用为宜、贴近实际的原则而编写。

第二版教材的修订结合应用技能型院校的教学特色,体现党的二十大精神,按照“必须、够用”的原则进行本次修订,注重实用性 with 知识性并重,将外贸专业英语与相关的国际贸易知识有机结合起来,结构严谨,深入浅出。每章内容包括国际贸易通行惯例及相关业务知识简介、相关信函的写作要求、信函实例、注释、常用表达方式及充足的各式练习。通过大量的实例、注释及练习,系统地展示和强化了外贸的业务流程、函电格式、基本结构、写作特点、专业术语、常用词组、相关句型、常见表达方式等,内容针对性强,注重实用与交际能力的培养,语言规范,可操作性强。学生通过本书学习,能举一反三,熟练地学以致用。

普通高等教育应用技能型财经类核心课程系列教材具有以下特色。

1. 内容全面,体系规范。教材对外贸英语函电的基本内容进行了深入细致的讲解,本书以基于工作过程为导向,对实践应用的具体做法进行了系统而全面的介绍,以便读者进行比较、分析,增强其发现问题、分析问题、解决问题的能力。

2. 结构新颖,栏目丰富。为便于读者学习,本教材力求在结构上有所突破,激发读者的学习兴趣和学习热情,每章都有 Introduction、Writing Guide、Specimen Letters、Useful Words & Expressions、Useful Sentences、Exercises 等。为更好地满足信息化条件下课堂教改创新需要,本教材提供教学所需的教学资源并附有二维码。

3. 学练结合,学以致用。鉴于本课程实践应用性较强的特点,为了便于及时复习所学的知识内容,提高学习效率,本教材主要引导学生“学中做”和“做中学”,充分体现应用型外贸人才培养目标,遵循“以应用为目的,以够用为原则”,实现实践应用一体化。

4. 校企合作,接近实际。为培养应用技能型人才,践行知行合一,教材以校、企、行合作为依托,把实践教学作为深化教学改革的关键环节,推动校、企、行共同开发课程,共建实训培训,发展创新创业教育、开展校、企、行合作育人教材对接最新职业标准、行业标准和岗位规范,课后的 Try Your Hand 由校、企、行单位提供与编写。

5. 教辅资源,配备齐全。为方便教师教学,本教材还配有免费的教学大纲、教学课件、参考答案、模拟试卷、课程标准、教师教案等,读者可登录 <http://www.sufep.com/> 下载或与邮件 jxzy666888@126.com 联系索取。

本教材由李贺、王海涛主编。赵昂、王海涛、李虹、王玉春、李洪福 5 人负责全书教学资源包的制作。中国铁路沈阳局集团有限公司职工培训基地货运教研室王海涛撰写了 Chapter Eleven Packing、Chapter Twelve Shipment、Chapter Thirteen Insurance。本教材适用于应用技能型高等教育层次的国际经济与贸易、商务英语、国际商务等专业方向的学生使用,同时,也可作为从事国际商务工作的外贸从业人员、外事人员以及广大英语爱好者的学习工具,本书与国际商务英语等级考试结合,做到了课证融合。

本教材得到了校、企、行合作单位和出版单位的大力支持,以及参考文献中作者的贡献,谨此一并表示衷心的感谢!本教材在编写过程中参阅了参考文献中的教材、著作,由于编写时间仓促,加之编者水平有限,本教材难免存在一些不足之处,恳请专家、学者批评指正,以便我们不断地更新、改进与完善。

编者

2024 年 6 月

大连

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Basic Knowledge of Business Letter Writing

Section One

Introduction of Business Letter Writing

In today's highly developed and toughly competitive society, communications between individuals and groups are becoming increasingly frequent and important. It serves to pass on information, to express ideas or to exchange feelings.

Generally speaking, the function of a business letter is to get or to convey business information, to make or to accept an offer, to deal with various businesses.

The business letter is the principal means used by a business firm to keep in touch with its customers; customers form their impression on firms from the tone and quality of the letters that sends out. Good quality paper and an attractive letterhead play their parts in this, but they are less important than the messages they carry.

When we write a letter we enter into personal relationship with our readers. Like us he has feelings and we cannot afford to disregard him. This is a necessary reminder because many people who are warm and friendly by nature become reasons of quite another sort when they sit down to write or dictate a business letter. They seem to think that business letters call for a special kind of "business English". They forget that they are "holding a conversation by post" and make us of impersonal constructions that produce a cold and aloof tone. They prefer to write, "Your letter has been received" or "We are in receipt of your letter" rather than "We have received your letter", and "Your complaint is being looked into" rather than "We are looking into your complaint ". Then how to write effective business letter?

All business letters have two main functions. One is asking for and giving a reply to an enquiry, offer, order or complaint. The other one is to keep a record of all the important facts for ready reference. An effective business letter will say what the writer wants to say clearly and simply. It should be precise, straightforward, relevant and action-centered. It should also be written in a friendly, formal style using plain language. Thus, in order to communicate effectively, you should ensure that the letters portray you as approachable, caring, effective and professional. In addition, you should be very familiar with the established layout and practice of business letters. There are three styles of business communication: the full blocked style, the indented style and the semi-blocked style. The fully-blocked style

with open punctuation is the most popular method of display for business letters, because it is considered to be businesslike, simple and professional.

The whole secret of good business letter writing is to write simply, in an easy and natural way — like one friendly man is talking to another, to make your letters then, sound as much as possible like good conversation. You wouldn't say on the phone "It is regretted that the goods cannot be delivered today". You would say "I am sorry we cannot deliver the goods today", so why not say it when you write a letter? In order to write a good and effective business letter we have to remember some important writing skills.

Requirements to writers. If a business letter wants to achieve its purpose, writers should have:

- (1) a good command of standard English.
- (2) knowledge of business theories and practice.
- (3) knowledge of technical terms.
- (4) knowledge of psychology.
- (5) skills in salesmanship.

The business letter can tell readers a lot about the writer and the writer's company. A business letter that is neat, easy to read, and presents a professional image will leave a good impression on the reader. Such a letter helps the writer and will probably mean an earlier reply. In today's global market, the reader's first impression often comes from the appearance of the documents and the quality of the paper. So you should pay more attention to the paper quality, the paper color, the paper size and margins. Firstly, never use paper that is too flimsy. Secondly, white is the standard color for business purposes, although light colors such as gray and ivory are sometimes used. Thirdly, the size of papers varies slightly from country to country. In the United States, the standard paper size for business documents is 8.5 by 11 inches. The last but not least, the document is to be centered in the page, leaving at least one-inch margins all around. We can use word-processing software to achieve the balance by defining the format.

This chapter is intended to develop skills in writing good business letters. It contains guidelines on developing personal writing style, using appropriate tone and composing effective communications in modern business language.

Section Two

Layout of a Business Letter

There are several acceptable styles for business letter writing. The most popular forms are full-block style, indented style, modified block style and semi-block style with indented paragraphs.

1. Full-block Style

Every line in the full-block style begins at the left margin, and the open style of punctuation has been adopted.

(Letter head)

(Reference Number)

(Date)

(Inside Address)

(Salutation)

(Subject Line)

(Body)

(Closing)

For example;

GUANGZHOU ELECTRONICS PRODUCTS
IMPORT & EXPORT CORPORATION
11 Beijing Road, Guangzhou
People's Republic of China
Tel: 3456182 Telex: 8371 Guelco Cable: 2284

Ref. GEC 9667

June 21, 2024

Ocean Electronics Products Import Corp.
130 Clifford Street
LONDON W 1, England

Dear Sirs,

Re. Chinese Electronics Products

We have obtained your name and address from the London Chamber of Commerce, who has told us that you wish to import electric goods manufactured in China.

We manufacture electric appliance of the kind illustrated in enclosed catalogue, which we hope will be of interest to you. Also enclosed for your reference, is our latest price list.

Should you be interested in any of our product, please let us know and we will provide you with a quotation. In the meantime, should you require any further information about either our products or our corporation, please do not hesitate to let us know.

We look forward to hearing from you soon, and to the possibility of doing business with you in the future.

Yours faithfully,

(Signature)

Liu Sheng-feng

Sales Manager

2. Indented Style

The main feature of this style is that each line of the "Inside Name and Address" should be indented 2~3 spaces, and the first line of each paragraph should be indented 3~8 spaces, i. e.

(Letterhead)

(Reference Number)

(Date)

(Inside Address)

(Salutation)

(Body)

(Closing)

For example;

Beijing Textiles Import & Export Corporation

43 Tian An Men Street

Tel: 010-6683812 Telex: 3358711 Cable: 8898

January 30, 2024

Our ref. No ...

Your ref. No ...

The Pakistan Trading Company,

15, Broad Street,

Karachi, Pakistan

Gentlemen,

We learn from a friend in San Francisco that you are exporting Nylon Bed-sheets and Pillow Cases. There is a steady demand here for the above-mentioned commodities of high quality at moderate prices.

Will you please send us a copy of your catalog, with details of your prices and terms of payment. We should find it most helpful if you could also supply samples of these goods.

Yours very truly,

BEIJING TEXTILES

IMPORT & EXPORT CORP.

(Signature)

Zhang Daihua

General Manager

3. Modified Block Style

In this style, paragraphs are not indented. The “Date” “Complementary Close” and “Signature” are aligned slightly past the center of the page.

For example:

MEMPHIS STATE UNIVERSITY

MEMPHIS, TENNESSEE 38452

December 18, 2024

Mr. Joe Claiborne

Office Manager
 Swallows Insurance Company
 5983 Maplewood Cove
 Memphis, TN 38117

Dear Mr. Claiborne,

Thank you for your interest in our products. In reply to your request, we enclose our illustrated catalogue and a pricelist showing details of our products.
 We look forward to hearing from you.

Yours sincerely,

×××

(Signature)

Binford H. Peebles
 Sales Manager

When you decide to adopt this style, I would recommend that the date and closing line begin at the centre point of the page. They can also be backspace from the right margin, but some people find this method rather time consuming.

As you may have noticed by now, there is no precise answer as to the best letter style; it is purely a case of personal preference. Each organization chooses its own style, and its employees should follow it.

4. Semi-block Style with Indented Paragraphs

This style is similar to the modified block style with one exception: the first sentence of each paragraph is indented 3~6 spaces.

For example;

*GUANGZHOU ELECTRONICS PRODUCTS
 IMPORT& EXPORT CORPORATION
 11 Beijing Road Guangzhou PR China
 Tel: 3451672 Telex: 8793 Guelco Cable: 1414*

June 26, 2024

Your ref: TBL/xm

Our ref: GEC 9556

MR. JB. Lewis,
 Superlus Electronics Ltd,
 33 Bedford Square,
 UK.

Dear Mr. Lewis,

Your letter of May 22 enquiring about the possibility of importing Chinese — made electronics goods into the United Kingdom, has been passed on to us by the Ministry of foreign Economic Relations and Trade in Beijing.

We are a state enterprise, and keen to expand our foreign trade. As yet, we have no business contacts in the United Kingdom, and would be pleased to consider any business proposals you may have, we enclosed our latest illustrated catalogue together with our latest price lists and terms and conditions of sales for your information, and shall be pleased to deal with any specific enquiries you may have concerning any of our products.

Should you require any further details about any of the above-mentioned points, please do not hesitate to contact us.

We look forward to hearing from you in the near future.

Yours Sincerely,

(Signature)

Wang Qinghe

Export Manager

Encls. as stated

Comments

The above letters are definitely good and decent examples for learners to understand the special formats of business letters. By learning the above letters, we can recognize the basic elements: letterhead, reference number, date, inside address, attention line, salutation, subject line, body, complimentary close, signature, etc. The authors of the above letters express themselves very clearly, so that the readers can understand their meaning. Other than that, the purpose of the letters can be well demonstrated by means of applying appropriate words in correct sentence structures. All in all, good, straightforward and simple languages are indispensable elements for perfect business letters.

Section Three

Structure of Business Letter

The basic structure of a business letter

- Heading/Letterhead(信头)
- Ref. NO.(发文编号)
- Date(日期)

- Inside Name and Address(信内名称和地址)
- Salutation(称呼)
- Subject Line(事由标题)
- Body of the Letter(信的正文)
- Complimentary Close(结尾敬语)
- Signature(签名)
- Enclosure Notation(附件)
- Carbon Copy(抄送)
- Postscript(附言)

1. Letterhead

Letterhead, as the first and most obvious part of a company's business letter, has two functions: to identify where the letter comes from, and to form one's impression of the writer's company. A printed letterhead usually contains the writer's company name, address, postcode, telephone number and telex number, and fax address, etc. The printed letterhead is usually artistically designed and printed in the center or on the left margin at the top of the page.

(1) *Richard Thomas Co., Ltd.*

246 Victoria Street

London E. C. 4, England

Tel. : 01-2377-252 Telex : 9776645

Cable Add. : WEAWEWELL, London

(2) *Oversea Trading Corporation*

24 Park Avenue

New York, New York 26789

Tel. : 225-2780 Cable Add. : EASTSEA Telex : 222711

When writing on blank paper, only the address should be at the right margin.

2. Date and Reference Number

(1) Date

Every letter should be dated — never sending out a letter without a date. The position of the date below the letterhead (either on the right or on the left) depends on the style you decide to use.

Now there are different ways of writing the date:

August 10, 2024 (British form)

10th August, 2024 (American form)

It is unwise to abbreviate the name of the month nor show the date in figures like 10/8/2024 or 8/10/2024 as this may cause some confusions, this is because the British and the American do not read the day and the month in the same order. If you are giving information, such as shipping or delivery or appointment date, it is vital that the date should be cor-

rect, so it is better to write it out in full.

(2) Reference Number

The reference number is generally used as a useful indication for filing, so it must be seen easily. It is often placed two lines below the letterhead. In some incoming letters you may find it at the end of the letter on left margin, two lines below the signature.

It may consist of a number and/or the initials of the person sending the letter and the initials of the person typing the letter. So, if John's initials will come first, in capital letters, then a bar, then Louise's initials in small letter. The former should be in capital form, while the latter will be in small form. If Louise Brown sends and types the letter, the reference will be LB/lb. The reference number is set out like this: 386 JS/lb or JS /lb 386. Sometime the number will be used, like 386 JS/lb or JS/lb 386.

The reference number of the letter under reply should also be included, if any, as it serves as a guideline for filing by the recipient. So, if George Williams sent a letter to John Smith, typed by the Grade Peters, the reference on John Smith's reply would like this:

A. *Our ref: 515 GW/gp (in an incoming letter)*

B. *Your ref: 386 JS/lb*

3. Inside Name & Address and Salutation

(1) The Inside Name & Address

The name and address of the receiver is typed at the left-hand margin at least two lines below the date. It appears exactly the same way as on the envelope, in single spacing, with the town in capital letters. It is important to include it in order to facilitate mechanical mail sorting.

When the receiver is a company, the inside name and address should be written as the following:

- ① *The Space Engineering Co., Ltd.*
32, Duke Street
LONDON N. W. 4
England

"Messrs." is the plural of "Mr.", and is used only when the firm is named after one or more persons, e. g. "James, Smith Co.", "Brown & White Brows", etc.

When the receiver is an individual in the company, the person's name should be preceded by the courtesy title Mr., Mrs., Miss or Ms.. If you are not sure whether or not the woman to whom you are writing is married, use Ms.. This title is now perfectly acceptable, especially in view of the fact that many career women prefer it.

Sometimes, his or her position — Director, Manager, etc. is given in addition to the company's address thus:

- ② *Ms. Brown Davis*
Sales Manager
The Davis Shoe Co., Ltd.

462 Piccadilly
LONDON, W1N 1CBE
UK

If the letter is addressed to the company but directed to the attention of an individual, the inside address is written thus:

- ③ *Richard Thomas Corporation.*
150 Gower Street
LONDON W. 1.
England
Attn: Mr. John Smith. The Sales Manager
(ATTN = ATTENTION = for the attention of)

(2) The Salutation

A business letter should always begin with "Dear...". It should be typed two lines below the address, and should match the name on the envelope and the address. Although the whole name should not be written, e. g. if the person you are writing to is William T. Holmes, his name on the envelope and address will be typed exactly in that way. However you do not write the salutation as "Dear William T. Holmes". You may write either "Dear Mr. Holmes" if you don't know him very well, or "Dear William" if you do know him. If you haven't been able to discover the name of the person to whom you are writing and you know only the person is a man or a woman, write "Dear Sir" or "Dear Madam". If you are addressing your letter to the company as a whole, write "Dear Sirs" or "Gentlemen".

4. Attention and Subject Line

This comes two lines below the salutation, either beginning at the left margin or in the centre, depending on the style you are using. The subject line helps the reader to obtain quickly the gist of the letter. It is specially 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:", but should always denote what the letter is about.

- ① *Re: Sewing Machines*
② *Subject: Our Contract No. 2345. Your L/C No. 3456*
③ *Sewing Machines*

5. The body of the letter

The body of a business letter should begin two lines below the subject line, if any, or at least two lines below the salutation if there is no subject line. Business letters should be typed by using single spacing, and two spaces should be left between each paragraph. Do not vary the spacing between paragraphs in order to make sure that your letter is nicely balanced on the pages. Instead, vary the spacing between letterhead and reference number, date and inside address, inside address and salutation, the last line of the body of the letter and com-

plimentary close, complimentary close and typewritten name.

It contains the opening sentence(开头语), the actual message of the letter, and the closing sentence(结束语). The body of the letter should be carefully planned and paragraphed, with the first paragraph referring to previous correspondence and the last paragraph to future actions or plans, and with only one topic in each paragraph.

When writing the message, it is very important to have the principles of good communication in mind and avoid stereotyped phrases and commercial jargon.

The first sentence, sometimes even the first paragraph, is called the “opening sentence”. There is no setting rules to follow in writing the opening sentence. When replying a letter, its day and reference number should be mentioned as the following:

① *Thank you for your letter 234 GW/gp of September 18 ...*

② *Many thanks for your letter about ...*

③ *I must apologize for my delay in answering your kind letter.*

④ *In reply to your letter of July 2 ...*

⑤ *So much has happened since I received your last letter ...*

When writing (not replying) a letter to a company, a clear, straightforward sentence should be used to indicate immediately what the letter is about:

① *I have the pleasure to tell you that ...*

② *We have begun a new system of manufacture which we feel may be of interest to you ...*

③ *You were recommended to our company by the Bank of China New York Branch and we wish to ...*

The closing sentence is a simple sentence, which stands as a paragraph by itself and brings the letter to a polite close, and is used to sum up the message and to suggest the writer's requirements to the receiver. If, for example, you are trying to get the receiver to do something for you or buy something from you, you may say “We look forward to hearing from you soon”. If you are giving someone information about something you hope they will buy for you, you can say “Please do not hesitate to contact us should you require any further information”, but if you are asking them to send you some information, you wouldn't say this. Instead you could say “We would be grateful if you could send us this information as possible”. Here are other possible ways of ending a letter:

① *If you need further details (particulars, information), please let us know.*

② *Any other particulars required I should be pleased to give you.*

③ *Should there be anything else we can do for you, please let us know.*

④ *We thank you for this order and hope to receive your repeat orders.*

⑤ *Any early reply would be highly appreciated.*

⑥ *Thank you for your interest in our company (products).*

⑦ *Any further information you can provide will be appreciated.*

⑧ *We would be very grateful if you would give this matter your earliest attention.*

⑨ *We look forward to hearing from you soon.*

⑩ *We look forward to your confirmation at your earliest convenience.*

⑪ *We await your good news.*

With the exception of sales letters, business letters are usually one page long, but sometimes it is impossible to write the entire letter on one sheet of paper. A second or continuation sheet must be used in this case. When using the second or continuation sheets, plain paper of the same quality, size and color as the first page must be used and typed with a second-page heading to show:

- ① the number of the sheet.
- ② the name of your correspondent.
- ③ the date of the letter.

6. Complimentary Close and Signature

(1) Complimentary Close

The complimentary close is merely a polite way of ending a letter. It is placed two or four lines below the last line of the body of the letter. It should match the salutation. If you are writing a very formal letter which begin “Dear Sirs”, you should end it with “Yours faithfully”. “Yours sincerely” is now a generally accepted ending to any business letter. “Yours truly” is also widely used. “Cordially” may be used when it is desired to show personal or business friendship. You may also end with “Best regards” or “Best wishes” if you know the person very well. The most commonly used sets of salutation and complimentary close are:

Relationship	Salutation		Closing	Comment
	Male	Female		
Not known	Dear Sir(s), Gentlemen,	Madam, Dear Madam, Dear Mesdames,	Yours faithfully, Faithfully yours, Yours truly, Truly yours,	Formal — very commonly used in Britain Very commonly used in America & Canada
Known	Mr. Smith, Dear Mr. Smith,	Mrs. Smith, Dear Mrs. Smith,	Yours sincerely, Sincerely yours, Yours truly,	Informal — used between persons known to each other
Familiar	Dear John,	Dear Alice,	Yours ever, (With) Best, Wishes,	

(2) The Signature

All letters must be signed. Unsigned letters have no authority. The letter should be signed by the person who is sending it. A business letter is signed in different ways according to the degree of responsibility assumed by the one who signs it. If the letter is signed by one who can write on his own responsibility, only the personal name and title are required. If it is signed by one who has authority to sign for the organization or department, but does not have responsibility to act on his own, the name of the organization appears first, followed by

the person's signature with or without the name of the department. A letter should be signed by hand, and in ink, and followed by the person's name typed so that the name is legible to the reader — sometimes people's handwritten signatures can be very difficult to read, then followed by his job title or position.

- ① An official signing for his company:
Yours faithfully,
THE OVERSEAS CO., LTD.
(Signature)
W. Black
General Manager
- ② A partner signing for his firm:
Yours truly,
For THAMES BANK METAL CO.
(Signature)
Jackson Brown
- ③ An employee with special authority to sign:
Yours faithfully,
Per Pro HOPKINS, WRIGHT & CO.
(Signature)
J. Bell
- ④ An employee without special authority to sign:
Yours faithfully,
For Sales Manager
(Signature)
R. Hopkins
- ⑤ Individual signing on one's own behalf:
 - A. *Sincerely yours,*
(Signature)
Harry Brown
 - B. *Sincerely yours,*
(Signature)
(Miss) Mary Green
(or Mrs.) Mary Green

7. Special Notations

(1) Enclosure Notation

If any documents, catalogues, price lists, etc., are sent with a letter, it is necessary to add "Enclosure" or its abbreviation "Enc.", at least two lines below the "Signature" at the left margin, or two lines below the reference initials to facilitate checking up on sealing and opening the envelope and for record purpose. The marking may be in any of the following ways:

- ① *Enclosures (3)*
- ② *Encl. 3 catalogues*
- ③ *Enc. 1 invoice*
- ④ *Encls: as stated*

(2) Carbon Copy

Carbon Copy is usually abbreviated to C, C or CC. Copies of letters are sometimes given to relevant people who you may have more than one person dealing with sales to a particular customer — in this case all the people dealing with sales to that customer should get a copy of any correspondence sent. Carbon Copy means the letter are sent to some other person, abbreviation as C. C. , typed two line below the enclosure. If there is no enclosure, type it two lines below the signature.

Sometimes, people distribute “blind” copies within their company — which means that they give someone a copy of the letter, but do not indicate this fact on the letter itself or this fact is specified on the copy only by the abbreviation “bcc” and the recipient’s name.

(3) Postscript

Postscript is a common feature in personal letters, but tends not to be used so much in business letters. If you wish to either draw someone’s attention or clarify a point, use “NB”. This may either be used in the body of a letter immediately after the point has been made.

Please pay attention to the fact that never use “NB” or “PS” just because you forget to include something in the body of the letter. When you realize you have forgotten to include something, the whole letter should be retyped.

In business letters, a postscript is used only as a device to draw the reader’s attention to a point that the writer wants to emphasize, which is wither deliberately left out from the body of the letter for presentation as a PS or repeated in it’s mentioned above. For example:

Yours faithfully,

The OVERSEA CO., LTD.

Jackson Brown

Sales Agent

Enc. as stated

c. c. Mr. Henry Brown-EIE Co. (Sales Manager)

P. S. I’m going to see you at the Chinese Export Corporation. J. B.

Section Four

Addressing Envelopes

The address on the envelope must be correct, legible, and placed in the appropriate location. Very often the envelopes have the return address printed in the upper left corner. The address of the receiver on the envelope should be typed about half way down the envelope. And the address of the sender’s should be placed at the left corner above the envelope. Remember to use the correspondent’s full address, including the post town followed by the county name and postcode. Don’t use “No. ” before street numbers, but include it when

using a post office Box Number, thus: “P. O. Box NO” Type words such as “Street”, “Road”, and “Avenue” in full. The postmark or stamps should be placed in the up right-hand corner, while the bottom left-hand corner is for port notations such as “Confidential”, “Street”, “Printed Matter”, etc.

1. Block style

<i>Oversea Trading Co.</i> <i>24 Park Street</i> <i>LONDON EC4</i> <i>England</i>	<div>Stamp</div>
<i>Hunan Foreign Trading Corp.</i> <i>32 Wuyi Road</i> <i>Changsha, Hunan, China</i>	
<i>Via Air Mail</i>	

2. Indented style

<i>Hunan Foreign Trading Corp.</i> <i>32 Wuyi Road</i> <i>Changsha, Hunan, China</i>	<div>Stamp</div>
<i>Oversea Trading CO.,</i> <i>24 Park Street</i> <i>LONDON EC4</i> <i>England</i>	
<i>Registered</i>	

You may sometimes have to write to someone who is only temporarily at a certain company and who will then return to his original address. While he is in his temporary position, you should write to him “care of” (c/o) the company he is staying with.

<i>Oversea Trading Co.</i> <i>24 Park Street</i> <i>London EC4</i> <i>England</i>	<div>Stamp</div>
<i>Mr. John Smith</i> <i>C/o Hunan Foreign Trading Corp.</i> <i>Changsha, Hunan, China</i>	
<i>Urgent</i>	

If a letter is to be taken from you by someone to the addressee, write his name below the addressee's name with the following words in front of it: Politeness of (or By Kindness of, Through the Courtesy of, Per Kindness of, Forwarded by, PER Favor of, By Favor of, With Favor of, Favored by).

<i>Oversea Trading Co.</i> 24 Park Street London EC4 England <i>Private</i>	<div>Stamp</div>
<i>Mr. John Smith</i> <i>Kindness of Mr. Zhang Ming</i>	

Generally speaking, the address of the envelope should agree with the inside name and address. It should be written in the following order.

Name

Title (position or department)

Company name

Street address

Town

County (or province)

Country

Post notations such as “Registered(挂号)”, “Confidential(密函)”, “Via Air Mail(航空)”, “Sample of no value(样品)”, “Private(亲启)”, “Urgent(急件)”, etc. should be placed in the bottom left-hand corner. The following is a specimen of an envelope.

<i>B/D Corp.</i> <i>145 Fifth Avenue</i> <i>New York NY10023</i> <i>U. S. A.</i>	<div>Stamp</div>
<i>Mr. Green White</i> <i>C/o China National Chartering Corp.</i> <i>P. O. Box 592</i> <i>Beijing</i> <i>China</i>	
<i>Confidential</i>	

If you ask someone to take a letter to someone else for you, you should write as follows:

Mr. J. W. Smith

By kindness of Mr. (Mrs. or Miss or Ms) ... or

Through the courtesy of Mr. (Mrs. or Miss or Ms) ...

Section Five

Good Writing Principles

In writing business letters, we should always bear in mind the essential qualities of them — the 7C's: completeness, concreteness, Clearness, conciseness, courtesy, consideration and correctness.

1. Completeness

A business letter is successful and functions well only when it contains all the necessary information. When writing, we have to see to it that all the matters are discussed, and all the questions are answered. Incompleteness is not only impolite, but also leads to the recipient's unfavorable impression toward your firm. Very often he would not like to take the trouble inquiring once again.

Example(1)

- A. (Poor) The goods can be delivered.
- B. (Better) The goods can be delivered by June 14.

Example(2)

- A. (Poor) We wish to inform that business has been done at \$10 000 per ton.
- B. (Better) We wish to inform you that business has been done at \$10 000 per ton.

2. Concreteness

Business letters should avoid being too general. In general letters, everything seems to be mentioned but actually few are fully expounded. The recipient has vague impression of what you try to achieve, so he is at a loss how to react upon reading your message. Especially for letters calling for specific reply, such as offer, inquiring trade terms and etc., concreteness is always stressed. The following guidelines can help us write concretely:

- (1) Use specific facts and figures.
- (2) Prefer active verbs to passive verbs or words in which action is hidden.
- (3) Choose vivid, image-building words.
- (4) Pay close attention to word orders, put modifiers in right place.

However, not on all occasions do the business letters try to be concrete and specific. Sometimes vagueness is preferred. Sometimes for "strategic" consideration, the writer avoids to be too definite. For example, when we want to compare the qualities, prices, and etc. of the products from different manufacturers, we may open tentative offers to several producers. The offers we deliver are without engagement, they should not be too concrete, but more flexible.

Example(1)

A. (Poor) So that settlement can be made without delay, please finish the letters in advance of December 10.

B. (Better) Please finish your letters before December 10, so that settlement can be made without delay.

Example(2)

A. (Poor) We wish to confirm our fax dispatched yesterday.

B. (Better) We confirm our fax of January 6.

3. Clearness

To make sure that your letter is so clear that it cannot be misunderstood. It is advisable to write on — not above or below — the level of the reader's understanding. To do these, we should choose plain, simple, familiar, conversational, straight-forward words; aim at unity, coherence and emphasis in your expression.

Compare the following two sentences:

Example(1)

A. (Poor) *We have your remittance of January 30 in the amount of \$300, and wish at this time to thank you for it.*

B. (Better) *Thank you for your remittance of January 30 for \$300.*

Example(2)

A. (Poor) *As to the steamers sailing from Hong Kong to San Francisco, we have bi-monthly direct services.*

B. (Better) *We have semimonthly direct sailing every month from Hong Kong to San Francisco.*

C. (Better) *We should have two direct sailing every month from Hong Kong to San Francisco.*

D. (Better) *We have direct sailing from Hong Kong to San Francisco every two months.*

Example(3)

A. (Poor) *They informed Messrs John & Sons that they would receive an answer in a few days.*

B. (Better) *They informed Messrs John & Sons that the latter would receive an answer in a few days.*

4. Conciseness

Conciseness is often considered to be the most important writing principle, it enables to save both the writer's and the recipient's time. Conciseness means to express in as few words as possible without sacrificing completeness, concreteness and courtesy. To do so, the following guidelines are to be observed:

(1) Omit trite expressions.

- (2) Avoid unnecessary expressions.
- (3) Include only relevant facts with courtesy.
- (4) Organize effectively.

Compare the following two sentences. B is conciseness and more effective than sentence

A:

Example(1)

A. (Poor) *The senator, who comes from New York, gave a speech that was long and tedious.*

B. (Better) *The senator from New York gave a long, tedious speech.*

Example(2)

A. (Poor) *We have received your letter of June 4, we are giving you the information you want.*

B. (Better) *We are sending you the information you asked for in your letter of June 4.*

5. Courtesy

Courtesy plays a considerate role in business letter writing, as in all business activities. It is a favorable introduction card, helping to strengthen your present business relations and to establish new ones. Beautiful and courteous words do not necessarily mean courteous attitude. It comes from your genuine sincerity and respect for the others. To show courtesy, one should follow closely the suggestions given:

- (1) Be sincerely tactful, thoughtful and appreciative.
- (2) Take a personable, friendly and modest tone.
- (3) Omit expressions that irritate, hurt or belittle. It is always offensive to show any sign of arrogance or prejudice.
- (4) Be prompt in reply. If your answer is delayed, give strong and understandable reasons.

Compare the following two sentences. B is courtesy and more effective than sentence A:

Example(1)

A. (Poor) *Unfortunately we cannot fill your order because you failed to send your check.*

B. (Better) *We shall be glad to fill your order as soon as we receive your check.*

Example(2)

A. (Poor) *I demand that you send me a copy of agreement.*

B. (Better) *Please send us a copy of the agreement.*

6. Consideration

Consideration emphasizes “You — attitude” rather than “We — attitude”. When writing letters we should keep the reader’s request, needs, desires as well as his feelings in mind.

Compare the following two sentences. B is consideration and more effective than sentence A:

A. (Poor) *Apparently you misunderstood our order. Anyway you shipped the wrong thing.*

B. (Better) *Apparently our instructions are not clear, with the result that the wrong article was shipped.*

Please compare:

(1) We — attitude

We allow 2 percent discount for cash payment.

We won't be able to send you the latest catalogue before this weekend.

(2) You — attitude

You can earn 2 percent discount when you pay cash.

We will send you the latest catalogue.

7. Correctness

Business letters must be correct; otherwise they may be misunderstood and run the risk of reaching nowhere or going astray. Business letters are often basis for various commercial documents such as contracts, agreements, so they are concerned with the rights, obligations, etc., of the two sides of a trade, the fact of which calls special attention from writers.

Correctness refers much more than that of grammar, punctuation, and spelling of words, which are the basic elements. A letter may be perfect mechanically speaking, but still it at times does not achieve desired effect. To guarantee correctness of a business letter, one should always bear in mind the following:

(1) Choose only accurate facts, words and figures. Be clear about the meanings of all the trade terms and jargons you use.

(2) Be honest about the things you say. Don't over-say or under-say, be matter-of-fact in attitude.

(3) Use the correct level of language. Don't overestimate or underestimate your counterpart in foreign trade activities.

(4) Observe all the writing mechanics, including the 7C's. Avoid silly spelling errors and grammatical blemishes.

Example(1)

A. (Poor) *We have obtained your name and address to Singapore Chamber of Commerce who have told us that you wish to import electric goods manufactured in China.*

B. (Better) *We have obtained your name and address from Singapore Chamber of Commerce who have told us that you wish to import electric goods manufactured in China.*

Example(2)

A. (Poor) *Once the import license is approved, we shall issue an L/C in your favor.*

B. (Better) *Once the import license is approved, we establish issue an L/C in your favor.*

Example(3)

A. (Poor) *Please amend the Letter of Credit No. 222 allowing partial shipment and*

transshipment at HongKong.

B. (Better) *Please amend the Letter of Credit No. 222 to allow partial shipment and transshipment at HongKong.*

Section Six

Some Rules of Good Writing

1. Study Your Reader's Interests

The letters you send out must create a good first impression. To achieve this, “put yourself in the reader’s site” and try to imagine how he will feel about what you write. Ask yourself constantly, “What are his needs, his wishes, his interests, his problems, and how can I meet them?” “What would be my own feelings, if I were to receive a letter of the kind I propose to write?” Try to imagine that you are receiving rather than sending the letter and emphasize the “You” attitude rather than me or us.

2. Adopt the Right Tone

If a letter is to achieve its purpose, its tone must be right. Before beginning to write think carefully about the way in which you want to influence your reader. Ask yourself, “What do I want this letter to do?” and then express yourself accordingly, being persuasive, apologetic, obliging, firm and so on, depending on the effect you want to produce.

3. Write Naturally and Sincerely

When you write or dictate a business letter, try to feel a genuine interest in person you are writing to and in his problems. Say what you have to say with sincerity and make sure that it sounds sincere. Express your thoughts in your own words and in your own way. Be yourself. Write so that what you say would sound natural if reading over the telephone.

4. Avoid Wordiness

Make it a rule to use no more words than are needed to make your meaning clear. Businessmen today have many letters to read and welcome the art of letter that is direct and to the point.

5. Avoid Commercial Jargon

Avoid using state and round about phrases that add little or nothing to the sense of what you write. Such phrases were (common) at one time, but they have no place in modern business letter.

6. Write Effectively

In business letter writing, we should use simple language, which calls for a plain style — a style that is simple, clear and easily understood. We have to remember that using

simple language doesn't mean the contents and expressions should be too simple to be meaningless. Simple languages can also bear and express underlined thoughts. Smooth and grace writing is what we want to obtain. Sometimes long and complicated words and expressions may cause understanding difficulties.

Be consistent in writing a business letter. Avoid repeating in the same sentence an important word with different meaning.

But in your efforts to avoid repetition doesn't make the opposite mistake of confusing your reader by using different words to express exactly the same thing. Don't say in the same letter that goods have been sent, forwarded, and dispatched, and if you are giving your letter to a firm, don't change it as you go along a "concern" or a "business", or an "organization". If you do, you will leave your reader wondering whether something different is intended. Avoid using vague expressions but concrete words.

7. Avoid Monotony

In a business letter, the vivid words and loose sentences will make the message vivid, which will attract the readers' attention, interest and desire. Short sentences are preferable to long ones, because short sentences are easily understood. A succession of short sentences, however, has a disagreeable jerky effect and the best letters are those that can provide a mixture of sentences of different length. Sometime you wish to emphasize some words, and then you may place them at the beginning of the sentence.

Emphasis is also achieved by using "It is...", "It was..." to introduce statements.

Example(1)

A. *I met your director yesterday.* (Normal order 正常语序)

B. *Yesterday, I met your director.* (Emphasizes yesterday 强调昨天)

Example(2)

A. *Unfortunately, the goods did not arrive in time.* (Normal order 正常语序)

B. *It was unfortunately that the goods did not arrive in time.* (Emphatic order 强调语序)

8. Plan Your Letter

Many business letters are short and routine and can be written or dictated without special preparation. Others must first be thought about and planned. First jot down all the points you wish to cover and then arrange them in logical order to provide the plan for a letter that will read naturally and fluently. If your letter is in reply to one received, underline those parts which seek information or on which comment is necessary. This will ensure that your reply is complete.

9. Pay Attention to First and Last Impressions

If your letter is one sent in reply to another, refer in the opening paragraph to the letter you are answering, but avoid the sort of old-fashioned phrases, such as "We are in receipt of

your letter...”. Although they are grammatically correct, they tend to be dull and monotonous, worm threadbare from over-use.

If you want to have a letter well-planned and followed by a logical sequence, both the first and the last impression are very important. Avoid the kind of ending introduced by a participle. “Thanking you in anticipation” and similar endings are no longer used in modern letter writing. They mean nothing and serve no useful purposes.

10. Check Your Letters

Be careful to create a good first impression with each of your letters. Before signing, check it for the accuracy of contents and test its general suitability against such questions as these.

- ① Is its appearance attractive; is it well laid out?
- ② Is it correctly spelt and properly punctuated?
- ③ Does it cover all essential points and is the information given correct?
- ④ Is what I have said clear, concise and courteous?
- ⑤ Does it sound natural and sincere?
- ⑥ Does it adopt the reader's point of view and will it be readily understood?
- ⑦ Is its general tone right and is it likely to create the impression intended?
- ⑧ Is it the kind of letter I should like to receive if I were in the reader's place?

If the answer to all questions is “yes”, then the letter will take the first step in creating good will and you may safely sign and send it.

Section Seven

Useful Words & Expressions

- | | |
|--|---|
| 1. appreciate 感谢 | 13. take the liberty of 冒昧地 |
| 2. ship 装运 | 14. wish to inform you that... 希望告知…… |
| 3. 2 percent discount 2%的折扣 | 15. in compliance with /As (you) requested 按照(你)方要求 |
| 4. latest catalogue 最新目录 | 16. to be transferred to... for attention 转交……处理 |
| 5. cash payment 现金支付 | 17. be given to understand that... 据了解…… |
| 6. fill one's order 执行订单, 完成订单 | 18. fall within the scope of ... 业务范围 |
| 7. remittance 汇付 | 19. take this opportunity to do sth. and see if we can... 借此机会做某事 |
| 8. to hear from you 收到你的回信 | 20. approach somebody for sth. 就某事与某人联系 |
| 9. have obtained your name and address from... 从……处获悉贵公司名址; 承蒙……的介绍获悉贵公司名址 | |
| 10. state-owned enterprise 国有企业 | |
| 11. business contacts 业务联系, 业务关系 | |
| 12. commercial jargon 商业术语 | |

Section Eight

Useful Sentences

1. 起始用语

(1) 初次写信给对方

① 盼望与您建立商务关系。

We are writing to you with a desire to open an account with you.

② 请允许我们自我介绍, 我们是中国台北首屈一指的贸易公司。

Let us introduce ourselves as leading trading firm in Taipei.

③ 我们希望与您建立商务关系。

Please allow us to express our hope of opening an account with you.

④ 我们的主供应商曾向我公司提及过贵公司, 认为你们是最可信赖的。

Your name has been mentioned by our chief supplier as the most reliable firm.

⑤ 我们深盼与英国公司接洽, 希望成为其销售代理商之一。

We are anxious to contact some British firm with a view to acting as their selling agents.

⑥ 我们对您的新产品电译机甚感兴趣, 希望能寄来贵公司的产品目录及价格表。

We are interested in your new product electronic translator and shall be pleased to have a catalog and price list.

⑦ 我们是此城市的最主要的服装经销商之一, 并且在八个邻近市镇有分支机构。

We are one of the leading garment dealers in this city and have branches in eight neighboring towns.

(2) 与对方有过交易记录

① 我们的新产品已经上市, 特此奉告。

We are pleased to inform you that we have just marketed our new product.

② 贵公司是否愿将下列货品(价目)赐知。

Will you please quote the following items?

③ 我们应认识到不让顾客失望是非常重要的。

We should appreciate that it is of utmost importance that we are not to let down our customers.

(3) 回复对方来函

① 感谢您 5 月 25 日的来信。

Thank you for your letter of May 25.

② 本公司的产品目录已于今天寄出, 特此通知。

We are glad/pleased to inform you that we have sent our catalog today.

③ 很高兴通知您本公司的新产品已经上市。

We are happy to advise you that we have marketed the new product.

④ 承蒙贵公司 6 月 25 日来函询问, 深表感激。

We are obliged to you for your inquiry of June 25.

⑤ 因此, 如果贵方服装质量令人满意, 价格合理, 我们将大量地进行常规订购。

If therefore the quality of your garments is satisfactory and the prices are right, we expect to place regular orders for fairly large quantities.

2. 结尾用语

① 急切等候您的回音。

Your prompt reply is eagerly awaited.

② 期盼很快能得到您的回音。

We look forward to hearing from you soon.

③ 是否能很快收到您的回信?

May we expect your prompt response?

④ 我们希望能为您展示我们的服务效率的机会。

We should appreciate the opportunity of showing you how efficiently we can serve you.

⑤ 如果您能立即处理这件事,我们将甚为感激。

Your prompt attention to this matter would be highly appreciated.

⑥ 我们希望这将引起贵公司的注意。

We hope that this will meet your immediate attention.

3. 实用表达法

(1) How to owe/have one's name and address to/from... (关于寄信人获得收信人信息的渠道的表达方式)

① We have obtained your name and address from...

② Your firm has been recommended to us by...

③ Through the courtesy of... we come to know your name and address.

④ We own/have your name and address to...

⑤ We are indebted to... for your name and address.

⑥ Your name and address has been given to us by...

⑦ We are given to understand that...

⑧ On the recommendation of... we have learned with pleasure the name address of your firm.

⑨ We come to know the name and address of your firm through...

⑩ Through the courtesy of... we got your name...

... has been kindly recommended/given/introduced to us...

by... as/that...

(2) How to introduce business ranges... (关于介绍寄信人公司业务范围的表达方式)

① Our company deals with (handles, deals in, trades in, is in the line of) the import and export of...

② We specialize in (are engaged in, are specialized in) the exportation of...

③ We are one of the largest... importers in our country and have handled with various kinds of the products for about... years.

④ We write to introduce ourselves as...

⑤ We take the liberty of doing sth. /to do sth. ...

⑥ We wish to inform you that...

⑦ To fall within the scope of...

e. g. As the lines (items) fall within the scope of our business, we should like to establish direct relations with you. (由于此货物属我们的经营范围, 我们很愿意与贵方建立直接贸易关系。)

(3) How to express your intentions... (关于目的)

① We approach you in the hope of/expect/with a view to doing sth. /of doing sth.

② We avail oneself of this opportunity to do sth. (write to you) and see if we can...

③ approach somebody for sth.

(4) How to express credit standing for letter sender... (关于寄信人资信情况的表达方式)

① Our bankers are the Bank of... They can provide you information about our business and finances.

② For our credit standing, please refer to the following bank...

③ As to our standing, we are permitted to mention the Bank of..., as a reference.

(5) To establish/enter into business relations with... (关于与某人建立业务关系的表达方式)

We are desirous of entering into business relations with you.

(6) How to express your requirements... (关于要求的表达方式)

① Will you please submit/provide/furnish us with...

② We would appreciate it if you could...

③ We would be very pleased (grateful) if...

(7) Reply(回复)

① in compliance with your request /As (you) requested

② To be transferred to...for attention

e. g. Your letter of May 1 has been transferred to our agent for immediate attention. (贵方 5 月 1 日的来信已转交我方代理及时处理)

③ We are given to understand that...

Section Nine

Exercises

I. Answer the following questions.

- (1) What is the definition of the business letter?
- (2) What are the functions of the business letter?
- (3) How many standard parts are there in a business letter? What are they?
- (4) Can you describe the main difference between the modified block style and the indented style?
- (5) What does "seven Cs" refer to?

II. Complete the following sentences by translating the part in Chinese into English.

1. We are pleased to tell you that _____ (贵方 167 号订单已于昨天发出).
2. We hope you will _____ (考虑我方建议).
3. We will _____ (寄给你小册子) next month.
4. Thank you for _____ (你方合作).
5. _____ (我方想提出的是) that our contract shall remain in force for another three months.

III. Translate the following expressions into English.

- | | |
|---------|-------------|
| 1. 商务参赞 | 11. 客户 |
| 2. 进出口 | 12. 商品交易会 |
| 3. 清单 | 13. 有竞争性的价格 |
| 4. 询价 | 14. 欧洲主要市场 |
| 5. 样品 | 15. 独家经营 |
| 6. 价目表 | 16. 厂家 |
| 7. 商品目录 | 17. 货号 |
| 8. 商会 | 18. 交货 |
| 9. 市价 | 19. 规格 |
| 10. 协议 | 20. 试购订单 |

IV. Please improve the following sentences to make them more idiomatic.

1. We have received your letter of June 4, we are giving you the information you want.
现寄给你方在 6 月 4 日来函中所要求的资料。
2. We are in receipt of your favor of the letter of May 10.
贵方 5 月 10 日来函收悉。
3. This is to tell you about our shipment problems.
请悉知我方装运问题。
4. We beg to state that your letter of May 5 has been given careful consideration.
对贵方 5 月 5 日来信我方将仔细考虑。
5. Allow us to state it is closing that we sincerely hope you will give your careful consideration to our proposals.
我们希望你能考虑我方建议。
6. Hoping to hear from you soon.
期盼回音。
7. You informed us in your letter that it was not possible to offer us Gallnuts as you had no stocks available.
你方来信告知: 由于没有存货, 不能发盘五倍子。
8. With reference to your letter of 23rd ult, we have pleasure in confirming the follow-

ing order.

兹回复你方上月 23 日来函,我方乐意确认以下订货。

9. Please take note of the Lot Number of bales lest the parcel should be mixed up on landing.

请注意货件的批号,以免货物卸岸时混淆不清。

10. Samples will be sent and offers will be made upon receipt of your specific enquiries.
一收到你方的具体询盘,我们就发盘并寄送样品。
11. In reply, we regret to inform you that we are now not in a position to offer you the quantity as required.

兹复你方来函,很遗憾我们不能提供你方所需数量。

12. Thank you for your quotation dated September 5, 2024. We intend to place a trial order with you.

你方 2024 年 9 月 5 日来的报价收悉,我们打算向你试订购。

13. We want you to open the relevant L/C at the end of May.
我们希望你方在 5 月底开立有关信用证。

14. We do not believe you will have cause for dissatisfaction.
我们相信你们会感到很满意。

15. Send your latest catalogue and price list to us.
请寄送你们的最新商品目录和价格表。

16. You ought to effect insurance on the goods with PICC.
希望贵公司能向中国人民保险公司投保该货。

17. I demand that you send me a copy of the agreement.
请寄送一份协议书。

18. Your products are not up to our standard.
你方的产品质量达不到我们的标准。

19. How I wish I could agree to your suggestions.
很遗憾,我不能同意你的建议。

20. As to the steamers sailing from Hong Kong to San Francisco, we have bimonthly direct services.

我们有从香港到旧金山的直达船,每半月一次。

V. Arrange the following parts of a letter in the correct order and form, either in block style or indented style.

- (1) Sender's name: Hunan Embroidery Export Corporation
- (2) Sender's address: 78 Huang Xing Road, Changsha 410025, China
- (3) Sender's telephone: (0731) 8746520
- (4) Sender's web site: <http://www.hneec.com>
- (5) Sender's fax: (0731) 8746521
- (6) Receiver's address: 58 Lancaster House, Manchester, UK
- (7) Receiver's name: Manchester Trading Company

- We owe your name to the Chamber of Commerce of New York, and are writing to you with the hope of establishing business relations with you.

We specialize in the exportation of Chinese Embroideries which have enjoyed great popularity in world market. We enclose a copy of our latest catalogue for your reference and hope that you would let us know if any item is of interest to you.

- (12) Date: (today's date)
- (13) Enclosure: 1 catalogue
- (14) Signature: (your own name) (your position title: Sales Manager)
- (15) Carbon copy notation: Mr. James Brown
- (16) Postscript: The latest catalogue will be sent you on ... (tomorrow's date)
- (17) Attention line: Marketing Manager
- (18) Subject line: Embroideries
- (19) Reference number: Our ref. : HNE/ 325.

VI. Address an envelope for the above letter, either in block style or indented style.

VII. Point out the mistakes in the following addresses and rewrite them.

- | | | |
|--------------------------|----------------------|------------------|
| A. | B. | C. |
| England, London, E. C. 3 | No. 12, Queen Street | Mr. John |
| Bench Street 150 | London City Bank | 16 Front Street |
| Mr. Henry Taylor | London, E. C. 5 | Liverpool L6 3FY |
| England | | |

VIII. Please write a letter according to the following particulars.

你是上海轻工产品(light industry products)公司的经理王湘。你的厂址是上海市解放路11号,电话号码:021-43715589。你收到太平洋贸易公司(Pacific Trading Inc.)的询函,其地址是美国纽约百老汇街87号,邮编:10408。

你的任务:(1)设计你公司的信头。(2)按正式格式写出对方地址。(3)将下列信文用英语写入:感谢贵方对我公司纺织品的兴趣。按照您的要求,我们寄出有插图说明的目录(illustrated catalogue)和价格表各一份。期待早日收到您的回音。(4)为此信加上日期(2024 年 10 月 28 日)和签名。(5)说明有附件。(6)格式用全平头式。

X. Choose the best answer to complete the following statements.

1. A letterhead includes_____.
- A. name of the company B. the E-mail address

- C. address of the company D. all of above
2. The inside address contains all of the following information, except _____.
A. company name B. the date of typing of the message
C. the name of the city and the country D. the name of the state
3. For a multiple-page letter, _____ should only be used on the first page?
A. letterhead B. paper of the same quantity
C. paper of the same size D. paper of the same quality
4. A mail notation should be included in which of the following cases: _____.
A. the exact address is unknown
B. the sender has something exciting mentioned in the letter
C. the letter is confidential and only readable to someone intended
D. none of the above
5. What does the subject line tell the recipients? _____.
A. What the letter is about. B. When the letter has been sent.
C. Who wrote the letter. D. Who typed the letter.
6. We can _____ that shipment will be made in due time.
A. assure B. ensure you C. sure D. ensure
7. As to terms of payment, we often require a confirmed and irrevocable L/C _____ by draft at sight.
A. available B. acceptable C. revocable D. desirable
8. As stipulated in the sales contract, you are required to _____ an irrevocable Letter of Credit in our favor.
A. draw B. make C. establish D. develop
9. We have been happy to _____ you credit based on your promise to pay according to our terms.
A. amend B. extend C. open D. expand
10. We are pleased to inform you that the item you required can be supplied _____ stock.
A. in B. on C. out D. from

X. Rewrite the following sentences according to the writing principles.

- (1) The managers will discuss your proposal in due course.
- (2) Please remit the relevant amount as soon as possible.
- (3) You can deposit checks at designated ATMs.
- (4) The check has not been received by us and if you want to stop payment of it please sign and return the enclosed form.
- (5) I acknowledge receipt of your letter which was written on 4 June.
- (6) Kindly fill in the enclosed form and forward it to us at your earliest convenience.
- (7) You should fill in the application form.
- (8) You must send the documents by Friday or we cannot prepare a Letter of Credit.

- (9) We are disgusted with your manner of doing business.
 (10) For the past two years, you did not give us any order.

XI. Fill in the blanks with proper words.

Dear Sir,

In your letter of December 3, we got your e_____ price list and catalogue. We found that one of your g_____ is to our satisfaction, so we are now post its picture back to you. Would you please i_____ us in detail its price, t_____ of payment and shipment. We hope you would q_____ us the most r_____ price. As we have a l_____ population here, if the goods are s well, we are sure to p_____ regular orders with you.

Best r_____,

Chapter One



Key to Exercises

上海财经大学出版社

Establishing Business Relations

Section One

Introduction

Establishing business relations is the first step to develop trade ties. A successful business person is able to get new opportunities for the company that he or she works for. Since business growth and expansion largely depend on the establishment of business relations, writing for establishing business relations is to know about your clients in terms of business lines and capacities, financial credit, and the intention to make contacts.

When writing a letter to start business with another company, you are supposed to tell your readers how you get this address and what your business line is, then state your purpose and request, and finally express your sincere wish to cooperate in future and your hope to get a favorable reply soon.

If you reply to a letter of this kind, you should try to answer all the questions with necessary information the other party required. Please remember to reply promptly even if you are unable to meet the needs. The reasons should be made clear so as to leave space for future cooperation.

Section Two

Writing Guide

1. Explaining how you obtain the address and the business line.

e. g. : Thank you for ... We have come to know your name and address.

Your company has been introduced to us by ...

Your name and address have been given to us by ...

We owe your name and address to ...

2. Expressing the strong desire to establish business relations.

e. g. : We are interested in ...

We shall be pleased to enter into business relations with you at an early date.

3. Stating what kind of products you plan to buy or promote.

e. g. : We should like you to send us details of your shirts, including colors and prices, and also samples of the different colors.

4. Offering references to help the reader understand the credit standing.

e. g. : As to our credit and financial standing, we refer you to the Bank of China and the Chamber of Commerce in Shanghai.

Section Three Specimen Letters

Letter 1

Dear Sirs,

We owe your name and address to the Commercial Counsellor's Office of the Swedish Embassy in Beijing who have informed us that you are in the market for textiles.

We avail ourselves of this opportunity to approach you for the establishment of trade relations with you.

We are a state-operated corporation, handling both the import and export of textiles. In order to acquaint you with our business lines, we enclose a copy of our Export List covering the main suppliable at present.

Should any of the items be of interest to you, please let us know. We shall be glad to give you our lowest quotations upon receipt of your detailed requirements.

In our trade with merchants of various countries, we always adhere to the principle of equality and mutual benefit. It is our hope to promote, by joint efforts, both trade and friendship to our mutual advantage.

We are looking forward to receiving your enquiries.

Yours faithfully,

Letter 2

Dear Sirs,

Your communication of the 28th May addressed to our sister corporation in Shanghai has been passed on to us for attention and reply as the export of enamelware falls within the scope of our business activities.

However, we feel so regret that we are not in a position to supply you with enamelware directly, as we are already represented by Messrs. freemen and Brothers Co., Ltd., 267Broad Street... for the sales of this commodity in your district. We would advise you to get in touch with them for your requirements.

In case you are interested in other items, kindly let us know and we shall be only too pleased to make you offers directly.

Yours faithfully,

J. Brody Trump

735 South Pike Road

Mr. Simon, LA23306-1229, the USA

October 12, 2024

Mr Christopher Chou, Chief Executive Officer
Oriental Trading Company
95 Mayflower Avenue, Singapore 575954

Letter 3

Dear Mr. Chou,

I am writing to resume the business partnership between the two companies. As have already known our company was engaged in the mineral ores business 5 years ago, and has been close partner in trading with your company. The switch to steel trading due to internal restructuring has called for an unfortunate and regrettable halt to this relation. However, recently our company has renewed interest in the minerals business, and is currently searching for new trading partners. Based on past friendly business relationship and good reputation established by your company, we sincerely hope to continue trading business with you in the coming year. I hope that we can start a round of business meeting to discuss further details in Singapore soon.

Your effort and reply are greatly appreciated. I look forward to a successful business relationship in the future.

Yours sincerely,
Christopher Ranci

Letter 4

Dear Sir,

I am Kelly from Yingkou Tongguang Automotive Maintenance Equipment Co., Ltd. On the recommendation of Automechanika Shanghai, we know you have great interest in our products. Hereby we want to build up long-term relationship with you.

In the past eight years, we have been exporting a large number of products to many countries and regions. We are enjoying great reputation for our good quality and after-sale service. Therefore we are looking forward with great earnest to having your inquiry. As we are the manufacture of truck tyre changer and wheel balancer, we have the ability to quote you the best price. The enclosed document is our latest booklet with picture and technical data.

If you want further information about our company and products, please do not hesitate to contact us and let us have your definite inquiries.

We have great expectation of hearing from you!
Best wishes,
Yours sincerely,
Kelly Gao

Letter 5

Dear Madam,

We had an easy conversation at the Canton Fair last week. Your zeal for automotive

maintenance tools and equipment impressed me, and the purpose of this letter is to smooth the way for the market development in this line with the interests of both our companies.

Because of the great demand for tools and equipment, we have been expanding our business scope, for example, hydraulic jack, inflator, and some other tools for fixing tyre. As we are the subsidiary of the leading factory, we can quote you bottom price and render you technical after-service. Hope to establish a mutual beneficial relationship with you.

We are looking forward to receiving your elaborate inquiry and any discussion on this.

The leaflet including our information and data of newest products is enclosed for your reference.

Yours faithfully,

Kelly Gao

Section Four

Useful Words & Expressions

1. owe one's name to 常用于初次写信给没有业务关系的公司,表示从何处获悉对方商号或地址。
2. textiles *n.* 纺织品
3. state-operated 国有企业
4. handle *vt.* 经营
5. at present 目前
6. quotation *n.* 报价单
7. equality and mutual benefit 平等互利
8. adhere to 坚持
9. joint efforts 共同努力
10. communication 通信;通讯;传达
11. enamelware *n.* 搪瓷器
12. sister corporation 姊妹公司
13. scope *n.* 范围
14. in a position to 能够做某事
15. in your district 在贵地/处
16. in touch with sb. 和……保持联系
17. in case 假使……
18. enclose *vt.* 随函附寄
19. requirement *n.* 需要;需要之物
20. As you knew 如您所知
21. be engaged in 从事于……
22. close *adj.* 亲密的
23. switch to 转向……
24. due to 由于……
26. unfortunate *adj.* 不幸的
27. regrettable *adj.* 遗憾的
28. (have) interest in 对……感兴趣
29. based on 基于……
30. reputation *n.* 名誉
31. in the coming year 新年到来之际
32. meet *vt.* 满足
33. appreciate *vt.* 感谢;感激
34. look forward to 期望……
35. on the recommendation of 承蒙……的介绍
36. Automechanika Shanghai 上海汽配展
37. hereby *adv.* 据此,特此,以此方式
38. established relationship 长久的合作关系
- established customer: 老客户,回头客
39. considerable *adj.* 大量的
40. reputation *n.* 声誉,名誉
41. inquiry *v.* 询盘,询价
42. have the ability to do 有……的资质

- | | |
|---|--|
| 43. quote <i>v.</i> 报价 | 需求量 |
| 44. best price 最低价, 同 lowest price/
bottom price | 55. developing a marketing 开拓市场 |
| 45. enclosed <i>v.</i> 随函寄附 | 56. business scope 业务范围, 商业
范围 |
| 46. latest <i>adj.</i> 最近的, 最新的 | 57. subsidiary <i>n.</i> 子公司 |
| 47. do not hesitate to 立即, 随时 | 58. leading factory 领导企业, 龙头
企业 |
| 48. definite inquiries 具体要求 | 59. render <i>v.</i> 提供 |
| 49. have greatest expectation 真切期盼 | 60. mutual beneficial relationship 双方
受益的关系 |
| 50. Canton Fair; Guangzhou Fair 广交会 | 61. elaborate <i>adj.</i> 详细的, 详尽的 |
| 51. zeal <i>n.</i> 热情 | 62. including 包括在内 |
| 52. impressed sb 给某人留下印象 | 63. for your reference 供你参考 |
| 53. smooth the way for 为……铺平
道路 | |
| 54. great demand for 对……有很大的 | |

Section Five

Useful Sentences

1. We owe your name and address to the Commercial Counselor's Office of the Swedish Embassy in Beijing who have informed us that you are in the market for textiles.

我们从驻北京的瑞士大使馆参赞处得知贵公司的商号和地址, 并获悉贵公司经营纺织品。

2. We are a state-operated corporation, handling both the import and export of textiles.

我们是一家经营进出口纺织产品的国有公司。

3. Automechanika Shanghai: 上海汽配展

该展是亚洲规模最大的汽车零部件、维修检测诊断设备及服务用品展览会。展览会吸引了来自 100 个国家及地区的 4.5 万名观众, 包括来自美洲、亚洲、大洋洲、欧洲的十余个国际买家团。其中大部分观众都掌握着采购决策权。

Automechanika Shanghai 已经成为中国汽配企业走出去和国外企业进入中国市场的最完美的展示与交流的平台。

4. Canton Fair; Guangzhou Fair 广交会

中国进出口商品交易会又称广交会, 创办于 1957 年春季, 每年春秋两季在广州举办, 迄今已有逾六十年历史, 是中国目前历史最久、层次最高、规模最大、商品种类最全、国别地区最广、到会客商最多、成交效果最好、信誉最佳的综合性国际贸易盛会。广交会由 48 个交易团组成, 有数千家资信良好、实力雄厚的外贸公司、生产企业、科研院所、外商投资/独资企业、私营企业参展。

广交会贸易方式灵活多样, 除传统的看样成交外, 还举办网上交易会。广交会以出口贸易为主, 也做进口生意, 还可以开展多种形式的经济技术合作与交流, 以及商检、保险、运输、广告、咨询等业务活动。来自世界各地的客商云集广州, 互通商情, 增进友谊。

Section Six

Exercises

I. Answer the following questions.

1. What are the principles of writing a business letter for establishing business relations?
2. What are the main sources through which you may find potential trade partners?
3. What should be included in a reply to someone's request for establishing business relations?
4. What is the significance of establishing business relations?
5. What are the steps for letters requesting for establishment of business relations?

II. Complete the following sentences by translating the part in Chinese into English.

1. We are one of the main manufacturers of industrial chemicals in our country, and are interested in _____ (与贵公司建立业务关系).
2. _____ (承蒙长沙贸易公司介绍), we know your name and address.
3. We _____ (有幸自荐) with the hope that we may have opportunity to cooperate with you.
4. _____ (根据你方要求), we are sending you under separate cover our latest catalogue and price list covering our products.
5. _____ (我方期盼) hearing from you soon.

III. Fill in the blanks with proper prepositions.

Dear Sirs:

From your letter of May 8, we are glad to learn that you wish to enter _____ trade relations with this corporation in the line of various papers.

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

If any of the items listed _____ the catalog meets your interest, please let us have your specific enquiry, and our quotation will be forwarded _____ delay.

In the meantime, we hope you will tell us the name of your bank prior _____ the conclusion of the first transaction between us.

Yours truly,

IV. Write out the word with the first letter given in each blank space.

Dear Sirs:

From the E-mail back by our Toronto Office, we k_____ that you are one of the firms with good reliability in Toronto and particularly have i_____ in the export of various papers

China.

By this letter, we are approaching you with a v_____ to entering into business relations with your company and h_____ to receive soon your catalog and other printed matters for r_____.

In recent years, we have done much business with the largest and most prominent houses in your d_____. As is well known to you, the possibilities of importing the foreign products are very great here, e_____ as we are now developing our economy very fast.

We are c_____ that we shall be able to give you big orders if you would c_____ with us on delivery, price and quality.

We look f_____ to establishing a friendly relationship with you soon.
Yours faithfully,

V. Choose the best answer.

- _____ for over 50 years, we are confident we can give our customers complete satisfaction.
A. Being in business B. Having been in business
C. In business D. We are in business
- We would be over pleased to be of service _____ you and hope to submit to you our inquiries soon.
A. to B. of C. for D. in
- We are _____ exporters of all kinds of French goods.
A. better-establish B. well-established
C. good-establishing D. best-establishment
- We would be glad to receive your _____ price list and catalog.
A. illustrated B. illustration C. illustrate D. illustrates
- We thank you for your letter of May 13 and the _____ catalogue.
A. sent B. enclosed C. given D. presented
- The attached statement will give you some more information _____ will surely be helpful to open business relations between us.
A. which B. that C. when D. while
- In the meantime, we should be obliged if you could supply us with full details regarding the scope of cover _____ by the People's Insurance Company of China for our reference.
A. handle B. handling C. handled D. has been handled
- Furthermore, we wish to _____ that for such articles as window glass, porcelains, etc.
A. point out B. find out C. point to D. find to
- This is _____ that this Company has insured on behalf of China National Light Industrial Products Import & Export Corp, Shanghai Branch.
A. to certify B. certified C. certify D. certifying
- Our market survey informs us that you are _____ audio and electronic equipment.

- | | |
|------------------------|-------------------------|
| A. in the market for | B. for the market of |
| C. on the market about | D. inside the market to |

VI. Identify the one error in each of the following sentences.

- Will you please send us a copy of your catalog that we could pass to prospect customers?
- We are enclosed a catalog which may be of some help to you in selecting items.
- Thank you for your letter of September 2. We are obliged to Jones Co. for having been recommended us to you.
- Some copies of our latest catalogs are being airmailed to you on separate cover.
- We will send you a complete range of samples upon the receipt of your reply.
- We would be most grateful whether you could provide Us with a list of reliable business connections in your area.
- We have established here for over 20 years as general exporters.
- For any informations as to our credit standing, please refer to the Bank of China.
- We look forward to receive your favorable reply at an early date.
- I wish to express my personnel appreciation for the account which you have just opened with us.

VII. Translation.

- Translate the following words and phrases into English.
 - 我们很希望你方尽最大努力促进业务发展,增进友谊。
 - 你公司是经营化工产品的国有企业。
 - 我们是一家在全世界范围内进行进出口业务的贸易公司。
 - 我们从驻伦敦的商务参赞处得知,你公司有兴趣与我们进行贸易。
 - 我们的一个客户想要购买中国的红茶。
- Translate the following words and phrases into Chinese.
 - We have been suggested by one of our business partners to have your help.
 - We are indebted to Johnson Co., Ltd as one of the leading importers of electronic products.
 - We have seen your advertisement in South China Morning Post.
 - I wish to express my personal appreciation for the account which you have just opened with us.
 - Your name has been recommended to us by the Chamber of Commerce of your city.

VIII. Translate the letter from Chinese into English.

敬启者:

本公司专营电子产品出口业务,行销世界各国。特去函联系,愿为发展双方贸易提供机会。如果贵公司有意与我们建立商品的业务往来,请提出具体要求,以便寄上样品、目录以及详细说明。对于贵公司的任何询问,我们将给以充分关注。

盼早日回复!

IX. Situational Writing.

Write a letter to a foreign company for establishing business relations, covering the following aspects: The source of your information, Your intention, Your business scope, The reference as to your firm's financial standing and Your expectation.

Chapter Two



Key to Exercises

上海财经大学出版社

Status Inquiries

Section One

Introduction

Because of the geographic distance between the two sides involved in international trade, and the differences in trade practices and customs, legal systems and so on, there are naturally more risks in foreign trade than in domestic business. It's the usual practice for both the buyer and seller to make an investigation into the credit of each other. Since the seller would suffer a loss if the buyer refuses, It is unable to make payment for the goods received, getting to know the buyer's credit is definitely more important. Then making credit inquiries is an indispensable step in international trade.

If you want to do business with a firm, you will have to know whether it is trustworthy. You will have to ask for credit information and you must make sure you get paid for the products if you are an exporter.

Therefore, making status inquiry is of the utmost importance before a firm enter into real business relations with a new customer. Before a company makes a firm offer or plans to make an acceptance, it is advisable for its executives to make a status enquiry to avoid unnecessary risks of being cheated.

Status inquiries in foreign trade refers to letters in which the firms writing the letters request information concerning the financial position, credit status, reputation, and business modes of the target companies.

The purpose of making such inquiries is to establish business relations, and ensure that a deal can be done smoothly and successfully.

Sources of obtaining the above information about a new target firm are various: banks, chambers of commerce, credit inquiry agencies, or trade references provided by the other party, usually the buyer.

Generally speaking, before conducting the first transaction, the buyer would provide his own bank and some trading partners as the credit references for the seller to make status inquiries.

Please bear it in mind that, in real business world, the reports from the references are not all the time objective and reliable. The buyer will surely provide the reference which he

believes will give report in his favor. A bank normally will only give report on the credit status of its client when it is requested by the bank of the other party in the transaction.

Section Two

Writing Guide

1. In writing credit inquiry letters, be sure that the questions raised are specific and easy to answer.

2. In credit inquiry letters, thanks for the information should be expressed clearly, with a promise of treating such information in strict confidence.

3. The letters giving credit information should be factual and fair.

4. Such words as ‘the above information is given without responsibility on our part’ are often included in the reply letter of status inquiries to avoid possible troubles.

5. The language which is used tends to be more formal than is normally found in business correspondence today.

6. Letters of status inquiries are generally headed “Confidential” or “Private and Confidential”. The words are also written on the envelope. And a requirement or a promise to keep the information given confidential is usually found in the closing part of the letters.

7. Useful Sentences

(1) The above information is given only for your reference and without responsibility on our part.

上述信息只供参考,我们对此不承担任何责任。

(2) As we have not any dealings with you before, we wish to know the names of the banks with which you have accounts.

因为以前我们没有与你贵方做过生意,所以想知道你方的开户银行的名称。

(3) The firm under inquiry is operated under a sound and experienced management and enjoys a high reputation in the business circles for their punctuality in meeting obligations.

你所咨询的公司管理得力且富有经验,以付款准时在商界享有较高的声誉。

(4) The above company has given your name as a reference. We should be obliged if you could inform us of their credit standing and ability to conduct business.

上面提到的公司向我们提供贵方作为资信证明人。如能告知他们的资信状况及业务能力,我们将不胜感激。

(5) The company which is of good reputation should be allowed credit up to that amount.

该公司声誉良好,应该给它这个信用额度。

(6) We refer you to our bank for a statement about our financial standing.

请向我行调查我们的资信状况。

(7) The bank of China of your city will give you any information you may require credit standing as well as our manner of business.

贵方所在城市的中国银行会向你方提供你们需要的任何有关我们资信状况及我们的业务方式。

(8) They are inexperienced in business and extreme caution is advised in granting credit.
他们在商业方面经验不足,我们建议在授出信贷方面要尤其谨慎。

8. Usual writing template

有关资信调查的信函通常包含以下三部分的内容:

(1) the source of the information 信息由来

(2) the purpose of writing 写信的目的

(3) the closing part 结束信函,表示保密

具体情况及每部分的常见句型见 Specimen Letters。

Section Three Specimen Letters

Letter 1

Credit inquiry written to a trade reference

Dear Sir or Madam,

Re: Babit Machine-Making Industry Co. , (Ltd.)

We have been referred to you by Babit Machine-Making Industry Co. , (Ltd.). The company has asked us to supply them on credit.

The full style of the company is as follows:

Babit Machine-Making Industry Co. , (Ltd.)

256, Maple Rd.

Richmord, Surrey TW6 1SJ

Britain

As we have not done business together with them in the past, we would appreciate it very much if you may let us have your comments from your experience with this company. Any information you supply will be kept strictly confidential.

Thank you very much for your cooperation in this matter and look forward to your early reply.

Yours faithfully,

Letter 2

Favorable reply from a trade reference to a credit inquiry

Dear Sir or Madam,

Your letter of October 12, inquiring about Babit Machine-Making Industry Co. , (Ltd.), have been noted.

The company you mentioned is an old established one who has been enjoying the highest reputation in this district. We have been dealing with them for more than nine years. From our experience, they have always settled their accounts promptly and we have never had any reason for complaint. We consider them trustworthy and reliable.

I hope this information is of help to you in your evaluation. Of course, the information

is given without responsibility.

Yours faithfully,

Bob Harvey

Letter 3

Asking for credit references

18th December, 2024

Dear sirs,

We thank you very much for your inquiry dated 17th December requesting us to make you an offer for our bamboo products. As we have not done business together, we would like you to supply one of your usual trade references, and the name of a bank to which we could refer. We would be glad if you would let us have the names and addresses at your earliest convenience so that we may write to them. Then as soon as these inquiries are satisfactorily settled, we shall be happy to send you a good selection of the items you mentioned in your letter.

We sincerely hope that this, our first transaction together, will be the beginning of a long and pleasant business cooperation in the future.

Yours faithfully,

Letter 4

A credit inquiry written to a bank

Dear Sir or Madam,

We have been referred to you by Pelican Paper Ltd. The company has recently approached us, hoping to place with us an order worth USD 80,000. It is our principle to have more connections abroad. However, as we have not done business with them before, for safety's sake, we should like to have some detailed information about their credit standing, business credit and character, especially because they have requested us for a standing credit, which we seldom grant to new customers.

We should be very obliged if you could help us in this respect, and we assure you that any information with which you may furnish us will be treated in strict confidence.

Yours faithfully,

Letter 5

Unfavorable reply from a trade reference to a credit inquiry

Private & Confidential

Dear Sirs,

We must express surprise that the firm mentioned should have given our name as a credit reference.

We regret our inability to give you enough relevant information concerning the financial position of the firm. It is true that they have placed orders with us on a number of occasions in the past three years, but they are small transactions and the amounts involved have thus

been small compared with the sum you mentioned in your letter; and even so, accounts were not always settled in due time. As far as we know, it's not because the firm is not straightforward. It seems to us that their difficulties were due to bad management and particularly to overtrading. Consequently, we, as one of their suppliers, give them only very short credit for limited sums.

This, we think, is a case which should be handled with caution. We suggest that you make additional inquiries through other channels, for example, an credit agency. We accept your assurance that the information we have given will be treated in absolute confidence. Your faithfully,

Section Four

Useful Words & Expressions

1. credit *n.* 信用;信誉;贷款;声望
2. make payment 支付;付款
3. credit inquiry 信用调查;资信调查
4. practice *n.* 实践;练习;惯例
5. status inquiry 信用状况调查
6. concerning *prep.* 关于
7. credit status 资信状况;信用等级
8. business mode 商业模式;经营方式
9. inquiry *n.* 探究,调查;询问,询价
10. deal *n.* 交易;*vi.* 做生意;处理
11. trade reference 贸易参考;备询商号
12. transaction *n.* 交易
13. objective *adj.* 客观的
14. in one's favour 对某人有利
15. client *n.* 客户
16. specimen *n.* 标本;样本;实例
17. refer to 查阅;参阅;参考
18. refer ... to ... 让找……处理;让找……查……;把……交给/介绍给某人
19. as follows 如下
20. confidential *adj.* 机密的
21. cooperation *n.* 合作; cooperate *vi.*
22. note *vt.* 注意,注意到
23. settle the accounts 清账;结清账户
24. promptly *adv.* 迅速地;立即地
25. complaint *n.* 投诉;抱怨
26. evaluate *vt.* 评估
27. at your earliest convenience 得便务请;尽早
28. item *n.* 条款;项目;商品
29. place an order for... with... 向……订购……
30. standing credit 长期信用
31. credit standing 信用状况;商业信誉
32. grant sb. sth. 给予/授予某人……
33. respect *n.* 方面
34. on credit 赊账;赊销
35. overtake *vi.* 贸易过度
36. in due time 准时;在适当的时候
37. furnish... With... 向……提供……
38. in strict confidence 绝对保密
39. supplier *n.* 供应商
40. caution *n.* 小心;谨慎
41. channel *n.* 通道;频道;渠道

Section Five

Useful Sentences

1. Chamber of Commerce

商会(略作 C of C)是指商人组织的、用以保护本阶层权益的团体。国际贸易中,各国政府

为了保护本国商人的利益,组织起自己的商会。商会具有一定的权力。除了保护本国商人的利益外,商会也承担了促进本国商业平衡,协调贸易关系,抵御国外制裁方面都起到举足轻重的作用。

2. full style

通常用来指公司的名称,地址,联系方式等各方面信息的总称。

如: ATHENIAN SHIPBROKERS S. A.

Our full style:

107-109, Vasileos Pavlou Str.

GR 166 73

Voula-Athens

Greece

TEL: +30-210-9659700

FAX: +30-210-8996040

Email: athenian@atheniansa.gr

Website: <http://www.atheniansa.gr>

iPhone Application: Athenian

3. We would appreciate it very much if you may let us have your comments from your experience with this company.

We would appreciate it very much if you may...

如果贵方……我们将不胜感激

这是外贸函电中经常使用的一个句型。也可以用: We would be much obliged if...

4. Your letter of October 12, inquiring about Babit Machine-Making Industry Co., (Ltd.), have been noted.

Your letter of October 12 也可以说 Your letter dated October 12.

外贸英语信函中经常用这两种方式显示是哪一天的信函这一信息,同时也经常使用一些现在分词形式作后置定语,显示信函的目的。

如: In response to your letter of February 24 enquiring for our ladies' dress, we have the pleasure of enclosing our Quotation Sheet No. TEX1346 for your consideration.

5. We must express surprise that the firm mentioned should have given our name as a credit reference.

句子中的 should 表示“竟然”,表示惊讶,认为某事不可理解等特殊语气。而 should have done 则表示对已经发生的事表示惊讶。

Section Six

Exercises

I. Answer the following questions.

1. What are status inquiries?
2. Why are status inquiries necessary in international trade?

3. What are the purposes for making status inquiries?
4. What are the sources for making status inquiries?
5. In writing status inquiries, what should we know?

II. Fill in the blanks with proper prepositions.

1. It's the usual practice for both the buyer and seller to make an investigation _____ the credit of each other.
2. Status inquiries in foreign trade refers to letters _____ which the firms writing the letters request information concerning the financial position, credit status, reputation, and business modes of the target companies.
3. Generally speaking before conducting the first transaction, the buyer would provide his own bank and some trading partners _____ the credit references for the seller to make status inquiries.
4. The buyer will surely provide the reference which he believes will give report _____ his favor.
5. We have been referred _____ you by Babit Machine-Making Industry Co. , (Ltd.).

III. Write out the word with the first letter given in each blank space.

1. A bank normally will only give report on the credit status of its client when it is requested by the bank of the other party in the t_____.
2. As we have not done business together with them in the past, we would be very a_____ if you may let us have your c_____ from your experience with this company.
3. The above information is given only for your r_____ and without r_____ on our part.
4. The above company has given your name as a reference. We should be o_____ if you could inform us of their credit standing and ability to conduct business.
5. Letters of status inquiries are generally headed "C_____" or "Private and C_____".

IV. Choose the best answer.

1. So far, we _____ business relations with the firms in more than one hundred countries in the world.
A. are established B. have established C. had established D. shall establish
2. We refuse to have any dealings _____ fraudulent companies.
A. in B. by C. with D. for
3. We shall appreciate _____ for us reliable information respecting the above company.
A. you to obtain B. your obtaining C. you obtained D. it to obtain
4. You may refer to our bank, Bank of China, for our financial _____.
A. understanding B. Outstanding C. upstanding D. standing
5. You are recommended to us _____ a large buyer of Textiles by one of our clients.

- A. as B. of C. for D. with
6. You can _____ your lawyer for the settlement of the dispute.
A. Approach B. get in touch C. get contact with D. touch
7. I appreciate _____ the opportunity to visit your country.
A. Giving B. to have given
C. having been given D. to have been given
8. Any information given to us will be held as confidential and will entail no responsibility _____ your part.
A. in B. for C. after D. on
9. It is necessary to make a status inquiry _____ your customer before the execution of the order.
A. into B. about C. for D. after
10. Please inform us _____ the supply and demand situation in your country.
A. to B. of C. with D. in

V. Identify the one error in each of the following sentences.

- The firm under inquiry is operated by a sound and experienced management and enjoys a high reputation in the business circles for their punctuality in meeting obligations.
- As we have not any dealings with you before, we wish to know the names of the banks from which you have accounts.
- In credit inquiry letters, thanks for the information should be expressed clearly, with a promise of treat such information with strict confidence.
- We should be very obliged if you could help us at this respect, and we assure you that any information with which you may furnish us will be treated in strict confidence.
- We thank you very much for your inquiry dating 17th December requesting us to make you an offer for our bamboo products.

VI. Translation.

- Translate the following business terms into English/Chinese.
① grant credit ② financial standing ③ settle their accounts
④ at your earliest convenience ⑤ have more connections abroad ⑥ 资信证明人
⑦ 进行第一笔交易 ⑧ 资信调查 ⑨ 供货商 ⑩ 享有很高的声誉
- Translate the following sentences into English/Chinese.
(1) We trust the above information will serve your purpose and await your further news.
(2) To trade with the people of all countries on the basis of equality and mutual benefit is our established policy.
(3) Pleased be convinced that all the materials you supply to us will be kept in absolute secret.
(4) We would like you to inquire into the financial and credit status of a firm in London

on our behalf.

(5) We should be grateful if you would let us know whether this credit is justified in view of their record.

(6) 对你们在这方面的密切合作,将十分感激。

(7) 不用说,我们一定不会泄露贵方提供的信息,您也不需承担任何责任。

(8) 据说该公司与供货商之间的合作一直令人满意。

(9) 过去的三年里,该公司发生过严重的财务困难,并曾延迟付款。

(10) 该公司声誉好,资金储备雄厚。

VII. Translate the following Chinese business letter into English.

敬启者:

我们已经收到了辽宁进出口有限公司汇来的位数 9 万美元的订单。他们指定贵行为信用照会银行。

在进行此交易之前,有蒙赐寄来有关该公司声誉和财政状况的信函,我们将不胜感激。

我们想贵行保证我们会对提供的信息严格保密。

盼早日恢复。

××× 谨上

2024 年 9 月 2 日

VIII. Situational Writing.

Write a business letter according to the business situation given below.

中国进出口公司收到来自尼日利亚 Auto Engineering 有限公司的一封信,表示要与我们建立业务关系,条件是我们准予给他们 5 000 美元的定额贷款以开展业务。他们在信中提供的证明人是伊巴丹的尼日利亚银行。向海外获得更多客户是我们的宗旨,然而为了安全起见,我们想知道上述公司的财务和信用状况,特别是因为他们要求我们给予定额贷款——这是我们不常给予新客户的。如果中国银行上海分行就此事帮助我们咨询调查,我们十分高兴。可以向你们保证,你们提供给我们的任何信息,我们一定予以绝对保密。

Chapter Three



Key to Exercises