

Project 1 Basic Knowledge of Business Letter Writing

项目一 商务信函写作的基础知识

● Outline

- I. Form and Structure of Business Letter 商务书信的格式及构成
- II. The Ways of Writing Parts 各部分的写作要领
- III. Addressing Envelopes 信封的写法
- IV. Writing Principles of the Business Letter 写信的原则
- V. Supplements 补充

● Course

I Form and Structure of Business Letter 商务书信的格式及构成

Form 格式:

- (1) Full Block Form 齐头式
- (2) Modified Block Form with Indented Style 混合式
- (3) Modified Block Form 改良式
- (4) Simplified Form 简化式

齐头式 (Full Block Form): 凡是用打字机打上去的每一行字, 包括日期、封内地址、事由和结尾敬语都是从左边边线开始打起。

混合式 (Modified Block Form with Indented Style): 封内地址及其他需要分行的部分, 采用齐头式, 而第一段开始行采用缩行式。因两种格式混合采用, 故称为混合式。

改良式 (Modified Block Form): 这种格式, 除日期、结尾敬语和签名部分外, 其他部分每行开头都从左边边线开始。

简化式 (Simplified Form): 类似齐头式, 但省略了称呼、结尾敬语等部分。

缩行式 (Indented Form): 封内地址和其需要分行的地方的后一行, 都比前一行缩进两格或三格; 信的正文每一段的开始一行都缩进若干格(一般与称呼末一字母对齐)。

Structure 构成:

- a. Letterhead 信头
- b. Reference and Date 编号和日期
- c. Inside Name and Address 信内名称和地址
- d. Attention Line 注意事项
- e. Salutation 称呼
- f. Subject Line 事由(标题)
- g. Body 信文
- h. Complimentary Close 结尾敬语
- i. Signature 签署
- j. Enclosure 附件
- k. Carbon Copy Notation 抄送
- l. Postscripts 附言

Letterhead
Reference Number
Date
Inside Name and Address

Attention Line
Salutation
Subject Line or Caption
Body of a Letter

Complimentary Close
Signature
Enclosure
Postscript

E-mail 的格式和结构

电子邮件(E-mail)的格式因网站的不同而不同,但其组成部分基本是一致的。发送电子邮件需要使用电子邮箱。电子邮箱的格式通常为:×××@××.com。@前面的×

××是邮箱账户名,@后面的××是域名。常用的电子邮箱的格式有用户名@163.com、用户名@sina.com等。公司通常使用规范、统一的企业邮箱。以下邮件展示了商务电子邮件的邮件头和正文的基本要素。

From: cornelltrading@share.trading.com
To: peterqianmarketing@ml-leather.com
Copy: shirlyassistant@share.trading.com
Date: Friday, May 18, 2018, 10:35 AM
Subject: Inquiry

Dear Mr. Qian,

I am glad to see your products at China Import and Export Fair in April this year and am particularly interested in your high-fashion handbags in a variety of leathers. Would you please send me a copy of your handbag catalogue with details of your prices?

As we said, we are a large chain of retailers in line of fashion consumables and looking for a manufacturer who could supply us with the subject products for this market.

As we usually place very large orders, we would expect a quantity discount in addition to a 10% trade discount off net list prices, and our terms of payment are normally 30 days draft, documents against payment.

It shall be appreciated very much if you may copy your reply to my assistant Shirly. I look forward to hearing from you soon.

Yours sincerely,
Cornell Jones

II The Ways of Writing Parts 各部分的写作要领

1. Letterhead (信头)

As the first and most obvious part of a business letter, the letterhead expresses a company's personality. It helps to form one's impression of the writer's firm. Styles vary considerably, but they all give similar information and include the essential particu-

lars about the writer—name, address, zip—code, telephone number, telegram/telex/fax number and E-mail address of the company. It is usually designed and printed in the center or on the left margin at the top of the page.

2. Reference Number (参考号/发文编号)

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

3. Inside Name and Address (信内名称和地址)

It consists of the name and address of the receiver. It appears exactly the same way as on the envelope. Inside name and address are always put at the left margin at least two lines below the date. When the receiver is a company, type the name of the company directly. When the appropriate head of department is known, address the letter to them by their official title. e. g.

The Sales Manager
The Space Engineering Co. , Ltd.
830 W. Lauridsen Boulevard
Port Angeles, WA 98363
USA

Ms. Sarah Davis
Sales Manager
369 Lincoln Street
Seattle, WA 98362
USA

Messrs. Richard Thomas & Baldwins
Ltd. ,
150 Gower Street
London W. 1.
England
Attn: Mr. John Smith, Sales Manager
(由销售经理约翰·史密斯先生亲阅)

4. The Subject Line (事由/标题)

The subject line is often inserted between the salutation and the body of the letter, either beginning at the left margin or the centre, depending on which style you are using. The subject line helps to invite attention to the topic of the letter. It is especially useful if two companies have a lot of correspondence with each other on a variety of subjects, as it immediately tells what the letter is about. It is also useful as a guide for fil-

ing. It can begin with or without “Re:” or “Subject:”. Sometimes, you can see the subject line is underlined. No matter what the form is, it should always denote what the letter is about.

5. The Complimentary Close(结尾敬语/套语)

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

III Addressing Envelopes 信封的写法

Guangzhou Foreign Trading Corp. 599 Dongfeng Road Guangzhou, Guangdong, China	Overseas Trading Co. 24 Park Street London EC4 England	Stamp
Urgent		

IV Writing Principles of the Business Letter 写信的原则

Some Criteria for Business Letter Writing:

A. Courtesy 礼貌

In our letters, we should always keep in mind the person we are writing to, see things from his angle, visualize him in his surroundings, see his problems and difficulties and express ideas in terms of his experience.

B. Correctness 正确

Correct grammar, punctuation and spelling are basic requirements for business letter writing. Also, we should choose the correct level of language and use accurate information and data in our letters.

C. Clearness 清晰

We should first identify what we want to express and then express the idea in plain, simple words and formats.

D. Completeness 完整

Our letters should include all the necessary information and data.

E. Conciseness 简洁

We should write in the fewest possible words without sacrificing completeness and courtesy.

F. Concreteness 具体

Our writing should be vivid, specific and definite.

上海财经大学出版社

Notes

1. Good, straightforward, simple English is what is needed for business letters.
业务信函所需的是直接、简明而正确的英语。
2. It should hardly be necessary to stress the importance of courtesy in your correspondence.
通信中礼貌的重要性实在毋庸赘述。
3. There are letters with no other purpose than to remind the recipient of the sender's existence.
有些信的目的仅仅是提醒收信人知道写信人的存在。
no other than 除……外没有,只有;正是,就是
He has no other friends than you.

V Supplements 补充

常见问题 1

书写日期要注意下列各点:

- (1)年份应完全写出,不能用 00 来代表 2000。
- (2)月份要写英文名称,不能用数字来代替。如(3/9/99)等不能在正式函件中使用。
- (3)月份名称可用缩写,如用 Aug. 代替 August、Oct. 代替 October,但 May、June、July 本身很短,不再减缩了。
- (4)日期有时用 1, 2, 3, 4, 5, ..., 11, 12, ..., 21, 22, 23, 24, ..., 31 等,有时用 1st, 2nd, 3rd, 4th, 5th, ..., 11th, 12th, ..., 21st, 22nd, 23rd, 24th..., 31st。日期最好用基数词,不用序数词。月份和日期之间不要用标点点开,年份之前,必须用逗号点开。

常见问题 2

在公司名称的前面加 C/O(care of),意思是由其转交,说明本信是一封私人信,要由本人拆封,总收发不要拆。有时候外国商人来我国访问未到达以前,无一定通信地址,信件常由邀请公司转交,千万不要误拆,以免误会。

常见问题 3

如果函件要抄送其他有关单位,同时使对方也知道已抄送其他单位,可在信件最后的左下角注明“CC to ×××”或“CC ×××”,意即抄送×××。现在使用 E-mail 邮箱,在写信时“收件人”下面一般都有“抄送”或“CC”字样,可点击直接输入抄送地址。有些信件根据需要也可以单独使用或同时使用“密件抄送”(BCC)。

常见问题 4

英美书信在某些表达或运用方面具有不同的做法,操作时需要适当注意:

- (1)英式的书信格式是缩行式或混合式,而美式则是绝对平头式或改良平头式。
- (2)称呼用法,英式一般用 Dear Sirs,后用逗号。美式则用 Gentlemen,后用冒号。
- (3)结尾语的用法,英式和美式的习惯各不相同,在美式中 Sincerely yours,只限于于

商业书信。英式则不然,商业书信或亲友间来往书信中都可用。

(4)日期写法也不相同,英式是按日一月一年的顺序。美式则按月一日一年的顺序。

(5)信封写法的不同点:收信人的姓名、地址,英式多用缩行式,美式则用平头式。另外,发信人的姓名、地址,英式写在左下角,美式写在左上角。航空信的空邮字样“AIR-MAIL”“VIA AIR MAIL”“BY AIR MAIL”,英式写在信封的左上角,美式则写在贴邮票的下方。

Practical Training

1. Arrange the following contents in proper form as they should be set out in a letter:

- (1)Sender's Name: HUAXIN International Trade Corp.
- (2)Sender's Address: 198 Zhongshan Road, Shanghai, China.
- (3)Sender's Telephone: 86—21—12345678.
- (4)Sender's Cable Address: 400330.
- (5)Sender's Telex Address: 2216 sh CN.
- (6)Date: September 15, 2015.
- (7)Receiver's Name: Standard M&N Company.
- (8)Receiver's Address: 26 Fifth Avenue, London, U. K.
- (9)Subject: Refrigerators.

Message:

We thank you for your letter of September 3, 2015, inquiring for the captioned goods.

The enclosed booklet contains details of all our refrigerators and will enable you to make a suitable selection.

We look forward to receiving your specific inquiry with keen interest.

2. Address an Envelopes for the Above Letter.

3. Write A Letter to Your Teacher:

From: ×××@qq. com

To: ××× @qq. com

Subject: ××× ×××

正文: Tell the teacher whatever you want to say, so she/he could know you more.

Famous Dictum

—*Business demands faith, compels earnestness, requires courage, is honestly selfish, is penalized for mistakes, and is the essence of life.* (William Feather)

商业要求有信誉、有热情、有勇气,诚实为己,有错必罚,它与生活息息相通。(威廉·费瑟)

—*Property may be destroyed and money may lose its purchasing power; but,*

character, health, knowledge and good judgement will always be in good demand under all conditions. (Roger W. Babson)

财产可能被毁掉,货币可能变得一文不值,但是,品格、健康、知识和良好的判断力在任何情况下都是不可或缺的。(罗杰·W. 巴布森)

上海财经大学出版社

Project 2 Establishing Business Relations

项目二 建立贸易关系

项目背景

同潜在的客户建立业务联系,无论是对刚成立的新公司还是对希望拓展业务的老公司,都是一个重要的交易步骤。获取客户信息的渠道有多种,比如国内外的展会、B2B网站、搜索引擎、第三方介绍等。无论这些信息是如何获取的,目的都是与客户取得联系并成功地与他们做成交易。要达成这一目的,要求我们十分重视第一次与客户的联系。通过本项目的学习,使学生掌握通过寻找潜在的客户,撰写函电,向客户展示自己公司的实力和优势,以建立贸易关系。

具体任务

为了完成本项目,将需要完成如下任务:

任务一:寻找潜在的客户。

任务二:自我介绍。

任务三:撰写建立贸易关系的函电。

Task 1 Searching Potential Customers

任务一 寻找潜在的客户

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

- ① Internet;
- ② trade fair or exhibition;

- ③ advertisements in newspapers, magazines or on TV;
- ④ the chambers of commerce both at home and abroad;
- ⑤ the introduction from your business connections;
- ⑥ the commercial counselor's offices;
- ⑦ the market investigations;
- ⑧ banks.

Notes

1. Commercial Counselor 商务参赞

2. Just as a factory requires a complete set of machinery to proceed with production, so does a foreign firm need extensive business connection to maintain or expand its business activities.

恰如工厂从事生产需要一整套机器,外贸公司要保持或扩大业务就需要广泛的业务关系。

3. Traders must not only do everything possible to consolidate their established relations with firms having precious business but also develop and revitalize their trade by searching for new connections from time to time.

商人不仅应尽一切可能去巩固过去已建立业务来往的商行之间的关系,而且还应经常寻找新的贸易伙伴来发展和振兴贸易。

Students Activity 1

将学生分成若干组(Group),每组成员在8人左右,教师也可根据班级实际情况确定组人数。每组分两个小组/团队(Team),分别作为出口商和进口商。

以小组/团队(Team)为一个经营单位,各自成立×××贸易公司,团队成员共同商讨确定本公司经营的产品、业务范围、经营战略。教师引导各小组学生通过各种渠道调查研究本公司的货源和客源情况,并调整进出口商的交易意向,确定交易商品。

以小组/团队(Team)为单位,汇报本公司的初步经营规划。

Task 2 Self Introduction

任务二 自我介绍

简洁、清晰的公司和产品介绍可以让客户在短时间内熟悉自己所在的公司和产品。自我介绍包括对公司的概述(公司性质、业务范围、宗旨等)、公司的优势(外贸经验丰富、供货渠道稳定、广泛的销售网、品牌悠久、较大的市场占有率等)。根据客户所在国家目前销售产品的情况,还可向客户推荐适当的产品。

提醒您

查阅著名公司的中英文介绍,了解公司自我介绍的形式和内容。

Letter 1

Dear Sirs,

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.

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 items suppliable at present.

Should any of the items be of interest to you, please let me 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 look forward to receiving your enquiries soon.

Yours faithfully,

Richard

Notes

第一次联系客户,无论是通过何种方式获取客户的信息,撰写信函的时候都应注意适当地对客户关注的问题做一个简明扼要的介绍,内容包括企业的基本情况、供货能力、产品质量控制、产品服务、企业研发、创新能力等,附上公司产品目录或宣传册。

开展业务的同时也要注意个人素质能力的训练,如:熟知行业内的产品信息,对市场走向保持敏感性,了解竞争对手的情况;同时,始终保持一颗斗志昂扬的心,随着一个人阅历的增加,竞争中更多的是心态的较量。

Letter 2

Dear Sirs,

This is Water from SHV Company. I've been working in DVD field for more than five years. Hope that I can serve you with my professional experience from now on. Please feel free to study our offer as below.

First of all, I would like to introduce you some information about our factory. SHV Company is a professional manufacturer in producing Portable DVD Player, covering 7', 8.5', 9', 10.2'. And SHV got the supports as below.

Staff Number: over 300

Production lines: four lines

Monthly capacity: 60 000 pcs

Quality control: FCC, CE, EMC, CCC, RoHS

Factory management: ISO9001 International Quality Management System and ISO14000 International Environment Management System.

Markets: ××× from Spain, ×××, ××× from Italy, ××× from Germany, ××× from Ukraine, ××× from Bulgaria, ××× from Russia, ××× from Israel, ××× from Iran, ×××, ××× from India, ××× from Middle East, ××× from Paraguay, ××× from Panama, etc.

Now I would like to offer you the fast sale item with best price for your reference first.

Model: Item A701, 7' swivel screen with TV tuner, USB&Card Reader

Offer: FOB Shenzhen US\$ 50

MOQ: 1 000 pcs

Samples and more information are available for your study anytime. We appreciate your kind reply soon.

We are looking forward to our cooperation in near future.

Best regards,

Water

Notes

此封信件中既包含公司介绍,也有报价,在第一次联系客户时运用较为灵活,可谓一信多用。但首次接触就告知对方价格,也会存在潜在的风险。

1. Good wine needs no bush. 酒香不怕巷子深。
2. Deeply buried gold cannot shine. 酒香也怕巷子深。
3. line of business: 营业范围,业务范围

What line of business are you in? 你做哪一行?

4. 不同性质的公司:

state-operated corporation	国有企业
state-designated second grade enterprise	国家指定二级企业
collective-owned enterprise	集体企业
individual-owned enterprise	民营企业
merchandising enterprise	商业企业
township/rural enterprise	乡镇企业

三资企业:

sino-foreign joint ventures	中外合资企业
sino-foreign cooperative enterprise	中外合作企业
foreign-funded enterprise	外商独资企业

5. 各种质量体系认证:

FCC(Federal Communications Commission): 美国联邦通信委员会。

CE(Conformite Europeenne): 欧洲统一。

EMC(Electro Magnetic Compatibility): 电磁兼容性。

CCC(China Compulsory Certification): 中国强制认证,俗称 3C。

RoHS(Restriction of Hazardous Substances):《关于限制在电子电器设备中使用某些有害成分的指令》,由欧盟立法制定的一项强制性标准。

6. MOQ(Minimum Order Quantity): 最小订购量,最低起订量

7. illustrated catalogue: 有插图的目录

8. for your examination: 供你方参考,供你方查阅

9. financial position: 财务状况

10. in your district: 在你地区,在你处

11. We are trading company involved in import and export business. 我们是一家经营进出口业务的贸易公司。

Students Activity 2

每个小组拟写本公司的中英文介绍,包括公司经营的产品、业务范围、市场竞争情况、优劣势等。教师可引导学生自己动手制作本公司的产品目录/Catalogue,准备产品样品,以小组/团队(Team)为单位进行汇报演示。

Task 3 Writing to Establish Business Relations
任务三 撰写建立业务关系的函电

建立业务关系函电的目的是介绍自己、期望和对方建立商务关系,又称“建交函”“业务开发信”。

The Main Contents of a Letter for Establishing Business Relations:

- ① The source of his information;
- ② His intention;
- ③ The business scope of his firm;
- ④ The reference as to his firm’s financial position and integrity;
- ⑤ Expectation.

While for letters in reply to the letters requesting for business relations, the contents may include expressing your thanks for the incoming letter, expressing your agreement / desire/wish to establish business relations with the addressor and indicating the action you are going to take.

建交函的文体结构和典型语句	
Contents	Typical Expressions
1. 说明己方获取对方情况的渠道来源 (此部分有时不出现)	Your company has been kindly introduced to us by... 贵公司由……介绍给我们
	We have learned from... that... 我们通过……得知……
	On the recommendation of... , we have learned that... 通过……的推荐,我们得知……
	We got your name and address from... 我们从……得知贵公司的名称和地址
	We were very pleased to obtain your name from... 很高兴从……处获得贵公司的名称
	Through the courtesy of... , we are given to understand that... 承蒙……我们得知……
2. 自我介绍	We write to introduce ourselves to you as a... 作为……,特来函自我介绍:
	We are mainly dealing in... 我们主要从事……
	Our corporation is specialized in... 本公司专营……
	We handle various kinds of... 本公司经营各种……
	We would like to take this opportunity to introduce ourselves as... 我们借此机会自我介绍,我们是……

续表

建交函的文体结构和典型语句	
Contents	Typical Expressions
	We have been engaged for many years in the line of. . . 我们已经从事……多年
3. 表述己方去函目的和要求	We express our desire to. . . 我们想表达……的意愿
	We are now writing you for. . . 我们特致函……
	We are interested in. . . 我方有兴趣……
	We need a regular supply of. . . 我方定期需要……
	We are in a position to supply. . . 我方可供应……
	Should you require. . . please don't hesitate to contact us. 如果你们需要……,请毫不犹豫地和我们联系。
4. 期盼或致谢	Look forward to your early reply. 期待尽快回复。
	We look forward to receiving. . . /hearing from you soon/in the near future. 希望尽快收到……
	Your early reply is appreciated. /Any early reply would be highly appreciated. 非常感谢你们的早日答复。
	We would appreciate it/be grateful if you would. . . 如果贵公司……我们将不胜感激。
	We hope this will be a good start for. . . 希望这是……的良好开端。
	Any further information you can provide will be appreciated. 对你们提供的进一步信息,我们将非常感谢。

Letter 3

CHINA NATIONAL IMPORT & EXPORT CORPORATION SHANGHAI—CHINA

Telegram Address: CNIEC SHANGHAI

Telephone No. (021)87654321

Telex No. 33198 CNIEC CN

Fax: (021)87654321

November 15, 2009

Messrs Wallace Kimber & Co.

上海财经大学出版社

40 Nsukka Road
P. O. Box 57183
ACCRA
Ghana

Dear Sir,

We have your name and address from the Commercial Counselor's Office of the Chinese Embassy in Ghana. We wish to inform you that we specialize in both industrial and pharmaceutical chemicals, and shall be pleased to enter into trade relations with you.

To give you a general idea of our products, we enclose a complete set of leaflets showing various products being handled by this corporation with detailed specifications and means of packing. Quotations and samples will be sent upon receipt of your specific enquiries.

Business between us will be concluded on the basis of shipping quality and weight while testing and inspection will be made by the Shanghai Commodity inspection Bureau prior to shipment.

Necessary certificates in regard to the quality and quantity of the shipment will, of course, be provided.

We look forward to your early reply with much interest.

Yours sincerely,
Sally Xu

China National Import & Export Corp.

Notes

1. leaflets 传单、宣传页/册
2. shipping quality and weight 离岸品质和重量

Letter 4

Dear Sirs,

I got your business information online. We would like to cooperate with you on CARDS, and become your good partner in near future.

With more than 12 years experience in manufacturing all kinds of PVC cards, paper cards, metal cards and smart cards in China, we've grown up into a main supplier in Italy, Germany, Sweden, France, Denmark and New Zealand etc. The daily output can reach millions of cards. Including PVC blank and printed cards, paper cards, scratch cards, magnetic cards, IC cards, game cards, gift cards, member cards, pokers, playing cards, metallic cards, phone cards, irregular-shaped cards, ATM cards, IC cards, ID cards, RFID tags etc. We welcome your ODM projects. All sizes and thickness can be done here.

We welcome your enquiries. Please visit our official website at <http://www.ucard.biz>. It will be appreciated that if someone from your company could contact me freely. My e-mail is: water@ucard.biz.

Please let us become partners and start the initial cooperation soon.

Looking forward to hearing from you.

Best regards,

Water

Notes

通过介绍或利用搜索引擎获取客户信息是最常见的开拓市场的渠道。首先,说明信息来源和目的,要直截了当,为客户节省时间,使客户一看便知道自己是做什么产品的,如果客户感兴趣便会继续看,或者作为考虑的合作对象,而不是视为垃圾邮件。其次,公司产品种类和市场情况的简短介绍,表示可以满足客户的需求。最后,提出合作的愿望。另外,第一次联系的人也许不是直接的对口人,希望相关人士能够联系自己,也是一种很好的表达方式。

Students Activity 3

根据每个小组/团队的公司介绍和联系方式,教师组织和引导出口方小组撰写本公司与对方公司建立贸易关系的信函。

本次信函撰写要求:

From: Exporter×××@qq.com(从出口方小组某成员邮箱发出)

To: Importer×××@qq.com(发送到进口方小组各成员的邮箱)

CC: 任教老师和本小组其他成员

Subject: Establish business relations

Attachment: Product Catalogue

Practical Training**1. Put the following English into Chinese.**

- (1) Chambers of Commerce
- (2) Commercial Counselor's Office
- (3) business line
- (4) business contacts
- (5) Please (don't hesitate to) let us know/inform us.
- (6) We look forward to your favorable and prompt reply.
- (7) We are a state-operated corporation, handling the export of animal by products and we are willing to enter into business relations with your firm.

2. Put the following Chinese into English.

- (1) 建立业务关系
- (2) 专营……; 经营……
- (3) 如蒙……我们将不胜感激
- (4) (仅)供参考

(5)随函附寄……

(6)我们愿与贵公司建立业务关系。

(7)来函收悉,得知贵方愿与我方建立业务关系,谨表谢意。

3. 业务实战

Compose a letter on behalf of Mr. Liu Ming, sales manager of Export Department, according to the given information and message in proper form.

Information:

- (1)Exporter's Name: HUAXIN International Trade Corp.
- (2)Exporter's Address: 198 Zhongshan Road, Shanghai, China.
- (3)Exporter's Telephone: 86—21—12345678.
- (4)Date: September 18, 2014.
- (5)Importer's Name: Standard M&N Company.
- (6)Importer's Address: 26 Fifth Avenue, London, U. K.

Message:

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

Famous Dictum

—*Do not, for one repulse, give up the purpose that you resolved to effect.* (William Shakespeare, British dramatist)

不要只因一次失败,就放弃你原来决心想达到的目的。(英国剧作家莎士比亚)

—*If you would go up high, then use your own legs! Do not let yourselves carried aloft; do not seat yourselves on other people's backs and heads.* (F. W. Nietzsche, German Philosopher)

如果你想走到高处,就要使用自己的双腿! 不要让别人把你抬到高处;不要坐在别人的背上和头上。(德国哲学家 F. W. 尼采)

Project 3 Inquiry and Reply

项目三 询盘及回复

项目背景

询盘是贸易磋商的开始。询盘有买方询盘和卖方询盘。有些情况下,买方将询盘函与建交函融为一体,即在去信中表达希望建立贸易关系的愿望后,接着就向对方索要有关商品的目录单、价格单、样品等。同样,卖方有时在去信表达希望建立贸易关系的愿望后,也随附上自己的产品目录或价格单,以邀请对方发盘。当然,除了书面询盘,交易磋商中还有大量的口头询盘。通过本项目的学习,使学生掌握询盘函的基本格式和内容,通过询盘,与客户开始交易磋商。

具体任务

为了完成本项目,将需要完成如下任务:

任务一:撰写询盘函。

任务二:针对收到的询盘,进行回复。

任务三:口头询盘。

Task 1 Inquiry

任务一 询盘

根据询盘的内容,可将询盘分为一般询盘(general inquiries)和具体询盘(specific inquiries)。一般询盘和具体询盘的区别主要在于具体询盘应指出所要购买的产品名称/型号。

买方询盘的目的是询问(目标)产品的价格及相关条件,因此也常常被称为询价。

此外,还需要注意的是,目前有些网络平台会提供询价和报价的工具,比如阿里巴巴

的 RFQ(Request for Quotation),操作更便捷。

A general inquiry usually includes the following contents:

- (1)Telling addressees the source of information and making a brief self-introduction.
- (2)Indicating the intention of writing the letter, i. e. to ask for a catalogue, samples or a price list.
- (3)Stating the possibility of placing an order and expectation of an offer.

A specific inquiry usually includes the following contents:

- (1)Indicating the names and descriptions of the goods inquired for , including specifications, quantity, etc.
- (2)Asking whether there is a possibility of giving a special discount and what terms of payment and time of delivery you would expect.
- (3)Stating the possibility of placing an order and expectation of an offer.

询盘函的文体结构和典型语句	
Contents	Typical Expressions
1. 说明获取对方信息的渠道来源	(典型语句参见项目二)(此部分有时不出现)
2. 简要的自我介绍	(典型语句参见项目二)
3. 说明感兴趣的产品(目标产品)	We want to purchase/buy... 我方欲购买.....
	We are in the market for men’s leather gloves. 我们想购买男士皮手套。
	We are regular buyers of men’s shirts. 我们是购买男士衬衫的老客户。
	We are interested in importing dinner tables but we need to have further details before making a final decision... 我方有兴趣进口餐桌,但在决定前需要对此做进一步了解.....
4. 要求报价或发盘(询问目标产品的价格及相关条件)	We would be pleased to receive your latest price list for stainless steel tableware. 我们非常希望能收到贵方不锈钢餐具的最新价目单。
	Please send us samples and quote us your lowest prices for the captioned goods. 请就标题商品给我们寄样品和报最低价。
	We would like to know if you allow discounts. 我们想知道贵方是否给我们折扣。
	Would you let us know what a discount you can give for an order exceeding 1,000 metric tons? 能否告知超过 1 000 吨后的订单折扣是多少?
	We hope that your price will be workable and that our business will result to our mutual advantage. 希望贵方的价格能做得开,交易可以在互利的条件达成。

续表

询盘函的文体结构和典型语句	
Contents	Typical Expressions
5. 强调报价或发盘要合理并具竞争力 (此部分有时不出现)	You must take into consideration when quoting a price that we may place regular orders for large quantities. 你们在报价时要考虑到我们会经常性地大量订购。
	If your prices prove reasonable and satisfactory, we will soon place a large order with you. 若贵方价格合理,我方当即大批订货。
	If your quality is good and the price is suitable for our market, we would consider signing a long term contract with you. 若贵方质优价适,我们愿与贵公司签署一项长期合同。
6. 期盼或致谢	(典型语句参见项目二)

Letter 1

Gentlemen:

We learn from ABC & Co. Ltd, New York that you are a leading exporter in your country.

We are, at present, very much interested in importing your goods and would appreciate your sending us catalogues, sample books or even samples if possible.

Please give us detailed information of CIF Guangzhou prices, discounts, and terms of payment.

We hope this will be a good start for a long and profitable business relationship.

Truly yours,

Notes

询盘内容各异。比如,有些客户只是很简单地询问:请把你们的产品目录、价格单发给我,比如样信 1。针对类似的询价,对信息需要筛选,不能只是应付式地回复产品的价格是什么。要主动建立沟通的桥梁,可立即回复信函,表示已经收到对方的来信,想了解他需求的产品的款式、数量和具体要求。有来有往,形成互动沟通之后,后面的业务操作就简便得多,也更容易成功。样信 2 则是询问具体的产品,目标相对明确。

Letter 2

Dear Sirs,

We are glad to note from your letter of March 9 that, as exporters of Chinese Cotton Piece Goods, you are desirous of entering into direct business relations with us. This happens to coincide with our desire.

At present, we are interested in Printed Shirting and shall be pleased to receive from you by airmail catalogues, samples and all necessary information regarding these goods so as to acquaint us with the quality and workmanship of your supplies. Meanwhile please quote us your lowest price, C. I. F. Vancouver, inclusive of our 5% commission, stating the earliest date of shipment.

Should your price be found competitive and delivery date acceptable, we intend to place a large order with you.

We trust you will give us an early reply.

Yours faithfully,

Letter 3

Dear Julia,

I hope you are doing well.

My name is Marcelo. I represent R&S Corp. , from Buenos Aires, Argentina. We met each other at the Las Vegas'CES, last January. At that time we talked about your products. Actually we are WalMart's Argentina traders, relating to DVD, DivX, DVD Recorder, Portable DVD and LCD TV. I remembered that during our meeting you informed me about some prices that were suitable for us. So, as this moment, I'd like to know your quotation of prices—FOB China—of the following articles, for WalMart's Argentina.

DVD 5.1 full size

DVD 5.1 1/2 size with display

DivX 5.1 full size

DivX 5.1 full size with USB

This request is for WalMart's order, which will be around 20,000pcs of each article. Please, I'll appreciate you will send me your products pictures and price. If those are different from the catalogue you gave me at the CES, or just let me know which catalogue's

articles you are quoting. Please answer me as soon as possible. Thanks a lot.

Hope to hear from you soon.

Best regards,
Marcelo

Notes

1. 展会之后或者是从互联网推广联系得到的客户,在一段时间内没有订单,一方面说明由于市场销售和客户的推广计划等原因,在当时确实没有订单需求;另一方面说明客户当时已经有较为稳定的合作伙伴。但往往客户也会将同等的供应商列为参考对象,当有合适的产品或者新项目的时候,客户将会主动联系。所以需要不间断地跟进,比如价格更新、产品更新或者是信息交流。

2. 分析客户的邮件。邮件中客户说明如何相识,有时还陈述客户公司和产品介绍以及销售的场所,甚至关于产品的规格等较为详细的要求。这类有实质性内容的邮件,说明合作的可能性往往较大,对此类邮件的回复也应高度重视。

3. CES:国际消费电子产品展

提醒您

对于样信 1 的回复参见样信 4,对于样信 3 的回复参见样信 5。

Task 2 Reply to Inquiry 任务二 回复询盘

对于询盘的回复是必要而有用的。询盘的回复,可能是积极的(满足询盘人的需要),也可能是消极的(不能满足询盘人的需要,比如货源有限、订单繁忙、产品停产、订货量太小等)。无论哪种情况,礼貌、周到、恰当的回复会为将来争取更多的贸易机会。不过,由于电子邮件的便捷和网上信息的繁杂,有时也要学会辨别询盘的真假和有效性,以判断是否回复。

对于具体询盘的回复,往往意味着发盘,尤其注意谨慎报价。

询盘函之回复的文体结构和典型语句	
Contents	Typical Expressions
1. 感谢来函	Thanks for your e-mail of Sep. 12. 感谢贵方 9 月 12 日来函。
	Thanks for your inquiry of Sep. 12. 感谢贵方 9 月 12 日的询盘。
	We are very glad/ pleased to receive your inquiry of... 我们很高兴收到贵方……的询盘。
2. 回应询盘人的要求(满足或不能满足询盘人的需要)	We have much pleasure in enclosing a quotation sheet for our products and trust that their high quality will convince you to place a trial order. 很高兴附上我们产品的报价单,相信我们产品的高质量能使贵方试订。
	We are enclosing our latest catalogue and price list giving the details you asked for. 现附上有你们所需详细情况的最新目录与价目单。
	We very much regret that we are unable to supply you the small quantity you require. 很遗憾由于贵方所订数量太少,我们无法供货。
	We regret to inform you that we are not in a position to cover your need for the said goods. Once our supplies are replenished, we shall be pleased to revert to this matter. 很遗憾我们不能满足你们对该商品的需求,一旦有新货供应,我们将再和你们接洽。
	Owing to heavy orders, we regret being unable to meet your requirement for the time being. 由于订单甚多,目前暂不能满足您的需要,很抱歉。
3. 说明产品优势及竞争力	We are confident that you will find our products the finest on the market and considerably better than those of our competitors. 我们坚信,贵公司会认为我方的产品是市场上最好的,大大优于竞争对手的产品。
	The samples we sent will convince you of the excellent quality of our products. 寄去的样品会使贵方相信我方的产品质量上乘。
	This is the best offer we can make and we believe that none of our competitors can equal these terms. 这是我们能做到的最低报盘,我们相信竞争者中没有一家能提供同样的条件。
4. 说明相关交易条件	The price is... 我们的价格是……
	Our terms of payment are... 我们的付款条件是……
	We can usually deliver within three weeks of receiving an order. 我们通常在收到订单后三个星期内交货。
	* A reply to inquiries usually means an offer, so please refer to OFFER for other expressions.
5. 期盼或致谢	We hope you will find our quotation satisfactory and look forward to receiving your order. 希望您对我们的报价满意并期盼您的订货。
	We look forward to doing business with you. 期待着能与贵方做生意。

Letter 4

Gentlemen:

We welcome you for your enquiry of March 21 and thank you for your interest in our export commodities. We are enclosing some copies of our illustrated catalogues and a price list giving the details you ask for. Also under separate cover, we are sending you some samples which will show you clearly the quality and craftsmanship. We trust that when you see them you will agree that our products appeal to the most selective buyer.

We allow a proper discount according to the quantity ordered. As to the terms of payment we usually require I/C payable by sight draft.

Thank you again for your interest in our products. We are looking forward to your order and you may be assured that it will receive our prompt and careful attention.

Truly yours,

Letter 5

Dear Marcelo,

Thank you very much for your kind enquiry to us. Your detailed company and market information impressed us deeply. Glad to see that there is a chance for both R&S and Mizida in entering into some projects cooperation in near future.

Further to the enquiry, we would like to make you the offer as below. Photos are as attached.

DVD 5.1 full size, DVD—592, US\$ 21, if with DivX, US\$ 21.5 DVD 5.1 1/2 size with display, DVD—558B, US\$ 20

DVD 5.1 full size with USB, DVD—602/561, US\$ 23

The whole offer is upon FOB Shenzhen price.

And base on your potential quantity 20,000pcs per item.

Wish they could meet your request.

We are ready to provide more information and samples as requested. We appreciate your comments and are looking forward to working together with you soon.

Best regards,
Julia

Notes

1. 样信 4 属于概括性的回复,适用于各种询盘。样信 5 是具体性的回复,适用于具体询盘。对于询盘的回复,要根据客户的市场特征、订单数量、价格要求等,推荐最合适的产品,报最有竞争力的价格。客户也喜欢和实力相当的公司合作,但需要产品质量过关以及有竞争力的价格。

2. 回复询盘时,如若报价,内容要尽可能明确、清晰,比如价格条款、起订量和相关的单价、产品的主要规格或者功能说明等。这些内容一定要清晰,不能模糊,以免引起误解。如可能,应附上精美的图片,让客户可以更直观地选择。

Letter 6

Dear Sirs,

I am the purchase manager of Sound Master Company in South Africa. We are planning to import mattress. The quantity may be around 200 sets at the first time. And our boss Mike and I will visit China next month. We would like to talk to you in your factory. In order to get the visa from Chinese Embassy, can you send an invitation letter to us?

We are looking forward to hearing from you soon.

Best regards,

Anson

Reply to Letter 6

Dear Anson,

Thank you very much for your kind enquiry to us. My name is John. From now on, I will follow up your orders and offer best sales service with my professional experience.

Because we don't have your ideas about target item, I would like to offer you some fast sale items in South Africa for your easy reference first. The details are as attached. We are also inviting you to visit our website at www.shvfurniture.com to know more details about us.

Regarding the invitation letter, we would like to share some information with you. Normally we have to submit application form and relative necessary information to our government for approval first. As we didn't start cooperation before, the application period may be longer. In order not to affect your schedule, I would like to advise that if you have other business partners here, you'd better ask them to help you. So you may get the visa within one week. Please take our suggestion as reference. Surely we are pleased to apply for you if you need our help. But please send us the details about the people who will come.

To catch the visit schedule and run the business soon, shall we exchange some important ideas first? We may conclude some agreements before you visit in China.

We welcome your coming and visiting. And looking forward to our cooperation soon.

Best regards,
John

Notes

1. 有些国家的客户如果到中国来访,申请签证时,需要工厂提供邀请函。邀请函的申请需要向相关政府部门提供详细的资料,比如到访人的个人资料,双方之间生意往来的资料,包括发票、报关单以及工厂的营业执照等重要文件。申请的程序比较复杂,申请的时间也比较漫长,通常一个月左右。

2. 对类似的询盘,回复时要抓住重点词语,比如“import mattress, visit China, invitation letter”,突出分析客户的需求,以加快合作为目的,有针对性地回复和建议。同时,避免遭遇非交易目的索要邀请函。

Students Activity

在项目二中,出口方小组向进口方小组发出了一封建立贸易关系的信函。本项目中,进口方小组将对己方收到的建交函进行介绍和评述,并回函询问价格及其他交易条件。教师对于出口方的建交函予以讲评和记录,并引导进口方进行恰当回复。各小组整理好己方的洽谈思路,以备贸易磋商顺利进行。

本次信函撰写要求:

From: Importer×××@qq.com(从进口方小组某成员邮箱发出)

To: Exporter×××@qq.com(发送到出口方小组各成员的邮箱)

CC: 任教老师和本小组其他成员

Subject: Inquiry

Task 3 A Dialogue about Making Inquiry

任务三 口头询盘

信函中的用语也会被用在口头磋商中。在口头磋商(如参加商品交易会、外国客户来访和电话谈判等)中,询盘、发盘、还盘这些环节经常融合在一起,因此,要求语言更为灵活、丰富、便利和有效,相应地对业务员的素质也有更高的要求。

【At Canton Fair, a Spanish Buyer is Inquiring Prices at a Handbag Stand.】

Buyer: Morning, I'm Henry from Spain. I'm interested in your handbag. We need to import large quantity of this product. Your exhibits and catalogues are attractive. Would you please give your lowest quotation CIF Barcelona, Spain?

Seller: Welcome and thanks for your inquiry. Would you please give us your expected quantity? Large order will get a lower price.

Buyer: Ok, could you give me an indication of the price first?

Seller: Here are our latest FOB price sheets. All the prices in the sheets are subject to our final confirmation.

Buyer: I wonder whether you can quote us on CIF basis.

Seller: Yes. We can give you prices both FOB and CIF. You can compare them and see for yourself which price is better for you.

Buyer: Very good. Now, I have another point. Do you allow me a discount?

Seller: Yes. We may offer 2% trade discount only for the order in this week.

Buyer: How long does your quotation price remain open?

Seller: It's open for three days. When can you decide the size of your order?

Buyer: That will depend on your price. If your price is reasonable and I can get the

commission I want, we can place an order immediately.

Seller: In principle, we don't allow any commission. But if our order is large, we will take it into consideration. From the price sheets, you will find our prices are very competitive. You know, the prices of materials have gone up sharply. But the prices of our products haven't changed much.

Buyer: I'm very pleased to hear that. How long will it take you to deliver the goods?

Seller: Usually we deliver the goods within 3 months after the receipt of the covering letters of credit.

Buyer: Could you accept a payment of D/A?

Seller: Sorry. We only accept payment by confirmed irrevocable letter of credit payable by draft at sight.

Buyer: Ok. I can't make the decision by myself. I will call my head office in Spain and consider the price carefully. I will come back to you tomorrow. All right?

Seller: No problem. See you tomorrow.

Practical Training

1. Put the following English into Chinese.

(1) illustrated catalogue

(2) date of delivery

(3) special discount

(4) up-to-date/latest price list

(5) bulk buying

(6) available from stock

(7) I'm interested in your Green Tea. I think some of the items will find a ready market at our end. I'd like to have your lowest quotation CIF Victoria.

2. Put the following Chinese into English.

(1) 询价单

(2) 另封邮寄

(3)想购买……,想要……

(4)最低价/最优惠价/底价/竞争价/合理价

(5)兹答复某人……的询盘

(6)我们拟购男式皮手套,请报最优惠价格为荷。

(7)如贵方可供所需型号及质量的货物,我们将定期向贵方大量订购。

3. 业务实战

According to the given information and message, compose a letter on behalf of the manager of importer in proper form.

Information:

- (1)Exporter's Name: HUAXIN International Trade Corp.
- (2)Exporter's Address: 198 Zhongshan Road, Shanghai, China.
- (3)Exporter's Telephone: 86—21—12345678.
- (4)Date: September 26, 2014.
- (5)Importer's Name: Standard M&N Company.
- (6)Importer's Address: 26 Fifth Avenue, London, U. K.

Message:

- (1)告诉对方你得到一家酒店订购餐桌布(table-cloth)的订单;
- (2)去函目的是希望对方报餐桌布的最低价,并请求对方在报价时说明包装情况及最早装运期,同时表示希望得到对方的商品说明书和样品;
- (3)强调如对方所报价格合理,你们将定期向对方大量订购;
- (4)表示希望能在双方互利的情况下达成交易。

4. 考证训练

请根据如下背景材料撰写英文函电。

我们对贵公司绣花亚麻织品的目录和价格单很感兴趣,尤其是对各种类型的亚麻织品,如桌布、餐布和餐巾感兴趣。

作为一家多元化经营的国际贸易公司,我们即将在美国对绣花亚麻织品进行市场开拓,特别希望能按客户要求生产产品。为了拓展业务,我们需要掌握以下信息:

- (1)可否使用客户的商标?
- (2)订单的最低起订量是多少?
- (3)可否寄送一些不同款式的实样以查验产品质量?

非常感谢贵公司对我方询盘的答复。

Famous Dictum

—*Never judge people by their appearance.*

永远不要以貌取人。

—*Living without an aim is like sailing without a compass.* (Alexander Dumas,
French Writer)

生活没有目标,就像航海没有指南针。(法国作家大仲马)

上海财经大学出版社