

# 项目一 国际商务联系函电

国际贸易中首要的一步是与客户建立业务联系 (establishing business relations), 没有客户 (clients), 就意味着没有生意, 没有利润 (profit)。一切交易都依赖于信息的交换, 只有拥有广泛的业务联系, 才能建立并扩大业务范围 (business scope), 提高销售业绩。

与客户建立联系可以用电话等口头方式, 也可以用信函、传真或 E-mail 等书面方式。现在, 与素未谋面的客户建立业务联系时采用最多的联系方式是 E-mail。

## 1.1 教学活动 撰写建立业务联系函

### 项目背景

广交会是“中国进出口商品交易会”的别称, 创办于 1957 年, 每年春秋两季在广州举办, 迄今已有半个世纪的历史, 是中国目前历史最长、层次最高、规模最大、商品种类最全、到会客商最多、成交效果最好的综合性国际贸易盛会。

广交会实行“省市组团、商会组馆、馆团结合、行业布展”的组展方式, 主要组织资信良好、实力雄厚的拥有自有商标品牌、自有技术专利的外贸公司、生产企业、外商投资/独资企业、私营企业以及科研院所等参展。

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。

上海亚特兰蒂斯公司(Shanghai Atlantis Industry Co., Ltd)是专业出口各种文具以及各种工艺品的一家文具礼品公司。该公司的李经理刚参加完广交会,带回来很多国外客户的信息。他将一叠名片给了业务员小王,让小王分别给这些公司的相关人员写书面信函或 E-mail 以期建立业务联系。以下是其中两张名片提供的信息。

## Business Card 1

### **Tech-Stationery Company**

**Nancy R. Morin**

Sales Manager

---

Address: Point Arena, CA 95468, USA

P. O. Box 716

Tel: 707/ 882-2528

Fax: 707/ 882-2528

E-mail: nancy.morin@nau.edu

## Business Card 2

### **Sewing Arts & Crafts Company**

**John Smith**

Sales Representative

---

Address: 200th Street, NY 10458-5126, USA

Tel: 718/ 817-8169

Fax: 718/ 817-8101

E-mail: jmiller@nybg.org

## 项目任务

撰写建立业务联系函。依据名片提供的信息,分别以书面信函和 E-mail 的方式联系客户,完成建立业务联系的任务。

## 项目分析

在国际贸易中,建立业务联系是第一步,也是非常重要的一步。通常得到与客户建立联系的有效信息的渠道有:外国商会、贸易促进协会或行业协会,驻外领馆商务参赞处,国内外举办的交易会、展览会或博览会,国内外出版的企业名录、行业黄页、报纸杂志广告,国内外专业咨询机构和组织,互联网等。

取得与客户建立联系的有效信息后,就可用函电的方式与客户建立业务联系。

写一封有效的建立业务的联系信函,应在信函中包括以下内容:

① 获取对方商务信息的渠道,如贸易展览会、商会组织、使领馆商务部门、黄页、搜索引擎、采购洽谈会等。

② 介绍自己公司的主营业务,希望与对方建立业务联系的意向。

③ 自己公司所能提供的产品或服务,其与客户期望的匹配程度等。

写好建立业务的信函,应掌握“3C”原则,即清楚(Clearness)、简洁(Conciseness)和礼貌(Courtesy)。

## 项目实施

### 步骤1 认识商务建交信函格式

#### 1. 书面商务信函的标准格式

信封的格式如图 1-1 所示。

Shanghai Atlantis Industry Co., Ltd Room 502, No. 38, Lane 448 Baochun Road, Changning District Shanghai, China (发信者公司名称及地址)	(邮票)
Tech-Engine Technology Co., Ltd 37 Lincoln Street, Las Vegas, CA × × × × × USA (收信者公司名称及地址)	

图 1-1 信封的格式

信函的格式如图 1-2 所示。

Shanghai Atlantis Industry Co., Ltd  
Room 502, No. 38, Lane 448  
Baochun Road, Changning District  
Shanghai, China  
(发信者公司名称及地址)  
April 30, 2007(日期)

Tech-Engine Technology Co., Ltd  
37 Lincoln Street, Las Vegas, CA ×××××  
USA  
(收信者公司名称及地址)

Dear Sir or Madam, (称呼)

Frankly, We are ××××××××××××××××××××  
××××××××××××××××××××. (正文)

(表示敬意的结束语) Yours sincerely  
(发信者签名) Wang Cici  
(发信者姓名) Wang Cici  
(发信者职位) Sales manager

Enc1/Encs: (附件)

图 1-2 信函的格式



步骤2 撰写商务建交信函

## Module Letter 1: a letter

Shanghai Atlantis Industry Co., Ltd  
Room 502, No. 38, Lane 448  
Baochun Road, Changning District  
Shanghai, China  
30 April 2007

Tech-Stationery Technology Company  
Point Arena, CA 95468, USA  
P. O. Box 716

Dear Nancy R. Morin,

Having had your name and address from the Canton Fair, knowing that you are a potential buyer of stationery products, we avail ourselves this opportunity to write to you in hope of establishing business relationships with you in the near future.

To understand our company more and clearly, we would like to simply introduce our company to you. We are a corporation specializing in the export of stationery, including pens, ball pens, pencils, school bags, pencil boxes, notebooks and so on. We have our own design and styles, and are in a position to accept orders against customers' samples specifying design, specifications and packaging requirements. We are also prepared to accept orders for goods with customers' own trade marks or brand names.

We are airmailing you under separate cover a copy of our latest catalogue for your reference. If you find any of the items interesting, please let us know as soon as possible. We shall be glad to send you

quotations and samples upon receipt of your concrete enquires.

We are looking forward to your early reply.

Yours sincerely,

(signature)

Wang Cici

Sales manager

## Module Letter 2: an E-mail

Dear Mr. Smith,

Having had your name and address from The American Chamber of Commerce, knowing that you are a big prospective buyer of arts and crafts, especially for various willow basket products, it's just falling into our business scope, therefore we avail ourselves the opportunity to write to you to establish business relationships in the near future.

To give you a rough idea about our company, I would like to introduce our company to you simply as follows:

We are Shanghai Atlantis Industry Co., Ltd, a leading manufacturer of various arts and crafts products in China, and we are well connected with all the major wholesalers and retailers not only in local market, but also all over the world. We can provide you many types of crafts, and we can product against your samples or specific requirements with high quality, therefore, we are sure that we can supply large quantities of your goods with competitive prices.

Samples are available upon the receipt of your inquiry. If you need any further information, please visit our website at [www.atlantisindustry.com](http://www.atlantisindustry.com).

We are looking forward to your reply. if any questions or unclear, please kindly let us know as soon as possible.

Yours sincerely,

Wang Cici

以下是撰写商务建交信函的要点。

① 首先应礼貌地向对方说明自己是如何知悉对方有关信息的,以免唐突。例如:

- We have seen your advertisement in the Textile Journal, we are writing to enter into business relation with you.

我们在纺织品杂志上看到贵公司的广告,我们想与贵公司建立业务联系。

- The Commercial Counselor of your Embassy in Shanghai has recommended your firm. . .

贵国在上海大使馆商务参赞向我们推荐贵公司……

- We learned from Branford corporation that. . .

Branford 公司将贵公司介绍给我们……

- We learned from Internet that. . . We write this letter with a view to getting into business with you.

我们从因特网上获知……我们想与您建立业务联系。

- Specializing in the export of Chinese Leather Shoes, we wish to express our desire to trade with you in this line.

作为专业出口中国皮鞋的企业,我们很想与贵公司建立业务联系。

② 介绍己方公司的经营背景、经营范围、经营规模、经营方式、业绩优势等,以获得客户对己方公司信誉和实力的认可,必要时可告知对方己方公司的往来银行以便对方通过银行查询了解。例如:

- We are the leading manufacturers of machine in China.

我们是中国机器制造业的领头企业。

- As a state-owned foreign trade organization, our corporation deals in the import and export of. . .

作为一家国有外贸企业,我们公司主营……进出口业务。

- With years of effort we have expanded our business scope



impressively. . .

经过几年的努力,我们将业务扩展到……

- We have established close business relationship with more than a dozen of manufacturers.

我们已和数十家生产企业建立了紧密的业务联系。

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

对于我公司的信誉,请查询如下银行……

③ 介绍己方公司所经营的产品特色,在必要时寄出产品样品及价格目录,供对方参考。例如:

- The goods' functions have been proved by a scrupulous test and their designs and colors have been clearly explained in our illustrated catalog enclosed.

产品的功能得到了权威部门的测试,其设计和色彩清楚地显示在附件中。

- This kind of toy is of supreme quality and fine workmanship. Its exceptional material and unique style have evoked a good reaction in Japan. Enclosed please find our latest catalogue. 这类玩具的质量和做工极其精良,其特殊的材质和独特的款式在日本深受欢迎,敬请查阅附件。

④ 表明目前产品市场状况良好,需求增加,以说服客户尽快采取行动。例如:

- With high popularity in the United States, Europe and Asia. 在美国、欧洲、亚洲享有盛誉。
- . . . products are rapidly becoming popular because they are strong, warm and light. . . . . 产品由于结实、温暖、轻便,很快流行起来。
- There is a steady demand for the above-mentioned commodity of high quality.

对于上述高质量产品的需求有稳定的增长。

⑤ 在信的结尾部分向对方表示敬意,并诚恳地期望对方能够尽快询价或回复相关信息。例如:

- Your immediate reply would be highly appreciated.  
我们将很感激贵公司的快速回复。
- We are looking forward to your early reply.  
我们期待着您的早日回复。
- It will be a great pleasure to receive your inquiries.  
能收到您的询价我们将不胜感激。
- If there doesn't meet with your demand, please let us know your specific requirements.  
如果不能达到您的要求,请让我们知道贵公司的特殊要求。

## NOTES

10

- |                |  |
|----------------|--|
| 1. prospective | prospective buyers 潜在的买家<br>prospective outlet 潜在的销路   |
| 2. fall        | The price of raw material falls.<br>原材料的价格下降了。<br>These articles fall within our business line.<br>这些产品正是我们经营范围内的。                               |
| 3. business    | business relations 业务关系<br>business scope 业务范围   |
| 4. enclose     | We are enclosing our sales contract in two copies.<br>随信附上我公司两份销售合同。<br>Enclosed please find two copies of our sales contract.<br>随信附上我公司两份销售合同。 |



- |  |   |
|--|---|
| 5. look forward to                         | We look forward to your early reply.<br>我们期待您的早日回复。 |
| 6. specialize                              | We specialize in chemicals.<br>我们专业生产化学制品。          |
| 7. to seek friends                         | 寻找新的贸易伙伴  |
| 8. to enter into business<br>relation      | 建立贸易关系  |
| 9. to recommend                            | 推荐  |
| 10. import and export                      | 进口和出口   |
| 11. leading manufacturers<br>of stationery | 文具业的龙头企业  |
| 12. specific                               | 具体的   |
| 13. competitive price                      | 有竞争力的价格   |
| 14. credit standing                        | 信用  |
| 15. to expand our business<br>scope        | 扩展业务范围  |
| 16. We should be grateful<br>if...         | 如果能……我们将不胜感激  |

## 项目小结

建立业务联系是任何生意的开始,好的开始意味着成功了一半。要撰写好建立业务联系的商务信函应注意结合企业的专业和业务特点,积累并掌握典型的句型和词汇。

## 1.2 体验活动 撰写外贸业务联系函

### 项目背景

是一家专业出口各种棉纺织品 (cotton products) 的公司,他们想要与美国 Wallace Cotton Company 建立业务联系。上海运飞进出口公司地址:上海市新灵路 118 号 710 室;E-mail: shyunfei@ yahoo.com。美国 Wallace Cotton Company 的相关信息参照 Business Card 3。

### Business Card 3

#### Wallace Cotton Company

Debra Rock

Sales Representative

Address: H. W. Wallace Co., 194 Stylus Street, Corydon, U. S. A.

P. O. Box 716

Tel: 307/ 766-2236

Fax: 307/ 766-2851

E-mail: h. w. wallace@ yahoo. com

12

### 项目任务

要求学生代表上海运飞进出口公司分别以信函和 E-mail 的形式给美国 Wallace Cotton Company 写信,要求与其建立业务联系。

### 项目要求

- ① 要求学生掌握信函和 E-mail 的正确格式。
- ② 要求学生使用专业的句型和词汇。

项目评价

评价项目	评 价 描 述	评 定 结 果		
		达到	基本达到	未达到
基本要求	能撰写商务建交联系信函			
	会正确使用信函称呼、表示敬意的结束语			
	能正确发送 E-mail			
综合要求	合作交流,小结自己撰写建交联系信函的质量;用建立业务联系的成功率,评价完成任务的能力			

## 项目二 国际商务电话磋商

国际贸易中重要的过程之一是磋商,磋商包括口头磋商和书面磋商,其中口头磋商包括面对面地洽谈和电话联系等方式。国际贸易磋商离不开电话这一便捷的通信工具。

### 2.1 教学活动 电话磋商出口业务

#### 项目背景

南京朝阳机械制造有限公司(Nanjing Chaoyang Machine Manufacturer Co., Ltd,以下简称朝阳公司)成立于1972年,是经国家外经贸部批准的具有进出口经营权的贸易公司,从事机械制造产品进出口业务。公司拥有多家下属工厂,产品主要销往加拿大、欧洲、东南亚等国家和地区。

加拿大客户F. F.公司与朝阳公司是合作多年的业务伙伴。2007年8月2日,朝阳公司接到F. F.公司电话,要求与朝阳公司建立业务联系。

#### 项目任务

代表朝阳公司以电话方式完成与F. F.公司的出口业务磋商。

#### 项目分析

为了顺利完成电话磋商任务,首先,要熟悉接听电话的礼貌用

语;其次,要了解电话磋商的流程;最后,确认面洽或签约的时间、地点等事宜。

## 项目实施

### 步骤1 熟悉接听电话的礼貌用语

① 在接听电话时,一般要先告诉对方己方公司的名称。例如:

- Good morning. This is Chaoyang company. May I help you?  
早上好,这里是朝阳公司,可以为您效劳吗?
- ABC Trading Company. Can I help you?  
ABC 贸易公司,我能为您做些什么吗?

② 如果处在具体部门,还要告诉对方部门的名称。例如:

- Chaoyang Company, Overseas Sales Department. Can I help you?  
朝阳公司海外销售部。我能为您做些什么吗?

③ 此时对方会告知他(她)的名字和公司名称,以及想找谁等。例如:

- My name is George Turner. I'm with the F. F. company. I would like to speak to Mr. Liu.  
我叫乔治·特纳,我是 F. F 公司的,我想找刘先生。
- This is George Turner speaking. I'm from the F. F. company. Is Mr. Liu in?  
我叫乔治·特纳,我是 F. F. 公司的,刘先生在吗?

④ 如果接听者即是打电话者要找的人,可以简单地回答。  
例如:

Speaking.

我就是,请讲。

⑤ 如果是公司行政助理接听电话需要转至他人时,可以说:

- Just a moment, please, while I put you through.  
稍等,我帮您接通。

- Hold on, please. I'll see if he is available.

请不要挂断,我看一下他在不在。

⑥ 如果想了解对方打来电话的目的,千万不要说一些不礼貌的用语。例如:

Why are you calling?

为什么给我们打这个电话?

比较恰当的说法是:

What is this call regarding?

您打这个电话是关于什么事情呢?

以上这些实际上是电话交谈的开场语,接下去就可以开始进入正题了。

## 步骤2 电话磋商出口业务

① 询盘(enquiry): 询盘又称询价,是指交易的一方欲出售或购买某种商品,向对方询问买卖该种商品的各项交易条件(如商品的品质、规格、价格、装运等)。例如:

- Will you please let us have an idea of your price?

请把你们的价格告诉我们行吗?

- Our buyers asked for your price list or catalogue.

我们的买主想索取你方价格单或目录。

- Will you please inform us of the prices at which you can supply?

请告知我们贵方能供货的价格。

- Would you please quote me your prices for the goods?

你能报给我这些商品的价格吗?

- How many do you intend to order?

你们要订多少?

② 发盘(offer): 发盘也称报盘、发价、报价,可以是应对方询盘的要求发出。例如:

- Here's our offer, 310 Francs per ton, FOB Marseilles.



这是我们的报盘:每吨 310 法郎,马赛船上交货价。

- Four hundred cases of black tea, 30 pounds per kilogram, CIF London. Shipment will be in May.

400 箱红茶,成本加运费和保险费伦敦到岸价,每公斤 30 英镑,五月装船。

③ 还盘(counter-offer): 受盘人在接到发盘后,不能完全同意发盘的内容,为了进一步磋商交易,对发盘提出修改意见,这就构成还盘。还盘是对发盘的拒绝。例如:

- I'm sorry. The difference between our price and your counter-offer is too Large.

很遗憾,我们的价格与你方还盘之间的差距太大。

- This is our rock-bottom price, we can't make any further reduction.

这是我方的最低价格,我们不能再让了。

- The price you offer is not in line with the prevailing market.

你方报价与现行市场价不合。

- How about meeting each other halfway?

能不能互相做出让步?

- It's impossible for us to entertain your counter-offer.

我们不能接受你方的还价。

- As a rule, the larger the order, the lower the price.

买得越多,价格越便宜,这是惯例。

- We ask for indulgence for 6 days to make a counter-offer.

我们要求宽限六天以便做出还价。

④ 接受(acceptance): 就是交易的一方在接到对方的还盘后表示同意。例如:

- All right. In order to get the business, I accept.

好吧,为了达成交易,我接受了。

- I'm glad we've come to an agreement on price.

双方在价格上达成了协议,我感到很高兴。

- All right. We'll take the 500 cases this time. But I do hope you can supply more next time.

好吧,这次我们就接受 500 箱,但希望下次你方能多供应些。

- All right, Mrs. Wang. As a token of friendship, we accept your counter-offer for ammonium sulphate for 50,000 tons, at 270 French Francs per metric ton FOB. Marseilles.

好吧,王小姐,作为友谊的表示,我们接受你方对五万吨硫酸铵的还盘,即每公吨马赛船上交货价 270 法郎。

### 步骤3 确认面洽的时间、地点等事宜

在电话磋商结束后,一方的发盘为另一方所接受,交易即告成立,买卖双方就构成了合同关系。双方即可商议面洽的时间、地点,准备签订书面合同。例如:

- When do we meet again?  
我们下一次什么时候见面?
- How about tomorrow morning at 9 in our company?  
明天上午九点钟在我们公司怎么样?
- What about tomorrow afternoon at three? I'll come over to your hotel.  
明天下午三点如何? 我将去您住的酒店。

### 项目小结

以电话方式完成出口业务磋商,除了要熟悉和掌握电话磋商的流程和礼仪,还要注意:接听商务电话时,准备好纸笔,把电话要点认真清楚地记录下来。在记录时,要学会使用“5W1H”技巧。所谓“5W1H”是指 When(何时)、Who(何人)、Where(何地)、What(何事)、Why(为什么)、How(如何进行)。在工作中记录这些资料是

十分重要的。电话记录既要简洁又要完备。电话磋商过程如图 2-1 所示。

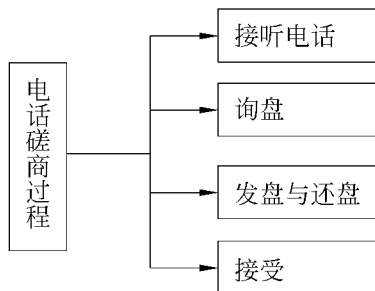


图 2-1 电话磋商过程

## 电话磋商纪要

**L:** Good morning. This is Chaoyang company. May I help you?

**T:** Good morning. My name is George Turner. I'm with the F. F. Company. I would like to speak to Mr. Liu.

**L:** Speaking. What is this call regarding?

**T:** I'm interested in your tractors.

**L:** What type do you want to order?

**T:** We are thinking of placing an order for D6C. Will you please let us have an idea of your price?

**L:** Certainly. Twenty thousand dollars each one.

**T:** I'm sorry to say that your price has soared. It's almost 20% higher than last year's.

**L:** That's because the price of raw materials has gone up.

**T:** It would be very difficult for us to push any sales if we buy it at this price.

**L:** Well, if you take quality into consideration, you won't think our price is too high. Would you please give us an approximate idea of the quantity you require.

**T:** The size of our order depends greatly on your price.

**L:** As a rule, the larger the order, the lower the price.

**T:** What about sixteen thousand dollars if we order five hundred tractors?

**L:** It's impossible for us to entertain your counter-offer. What we have given is a fair price.

**T:** If that's the case, there's not much point in further discussion.

**L:** What I mean is that we'll never be able to come down to your price. The gap is too great.

**T:** I think it unwise for either of us to insist on our own price. How about meeting each other halfway so that business can be concluded?

**L:** What is your proposal?

**T:** Your unit price is four thousand dollars higher than we can accept. When I suggested we meet each other halfway, I meant it literally.

**L:** Do you mean to suggest that we have to make a further reduction of two thousand dollars in our price? That's impossible.

**T:** What would you suggest?

**L:** The best we can do will be a reduction of one thousand dollars. That'll definitely be rock-bottom.

**T:** That still leaves a gap of one thousand dollars to be covered. Let's meet each other halfway once more, then the gap will be closed and our business completed.

**L:** You certainly have a way of talking me into it. All right, let's meet halfway again.

**T:** I'm glad we've come to an agreement on price.

**L:** We'll go on to the other terms and conditions at our meeting. There are more details to be attended to. We cannot settle it in