

Project 3 Visiting Factories(参观工厂)



Task 1 Meeting and Receiving Foreign Guests(接待工厂访客)

Teaching Objectives

Know the background information of reception.

Learn the useful terms and sentence patterns about reception in the factory.

Practice the expressions through reception simulation.

Know the cultural information and proper manner of reception.

Part One Preparing yourself



1. Exchanging Amenities

Hello, Mr. Black. Welcome to our corporation.

Our manager is waiting for you in the meeting room, on the third floor, the second room on the right.

What is your general impression for our factory, Mr. Black?

2. Introduction about the Factory

We are planning to build a new workshop to make better working conditions for the workers.

We have got a R&D (research and development) department.

This is our production line.

Sample:

(A = Mr. Li; B = Mr. Black)

A: Good morning, Mr. Black. It's nice to see you again.

B: It's nice to see you too, Mr. Li.

(They shake hands.)

A: How do you feel our Export Commodities Fair, Mr. Black?

B: I feel that you've made great progress in your light industry.

A: Yes. We have achieved a total turnover of \$60 million a year.

B: You will make more profits if you cooperate with us in the future.

A: I hope so.

3. More Expressions

Please let us know when you will be free so that we can arrange a tour for you.

It's my pleasure to meet you.

Welcome to visit our production line. This way, please.

I'm responsible for line function.

I will show you around and explain the operations as we go along.

I will guide you through the workshop.

Our factory is in three shifts.

Part Two Acting out

Background: In order to get more information about the partner's company such as the

business line, quality of the goods, the procedure of production, etc. , companies often visit each other to start any relations in business.

Directions: There are some questions we may meet while meeting and receiving foreign guests in the factory. Please give your answers of the questions listed below for further cooperation in the future and act out the questions and answers with your partner.

Questions:

- (1) Welcome to our company. I have been expecting you.
- (2) Your factory is much smaller than I expected.
- (3) Do you have a big team of engineers?
- (4) What is your general impression for our factory?

Sample:

- (1) Thank you. I have heard of your company. You are one of the leading companies in Zhejiang in the business line.
Thank you. We are considering expanding into Eastern China market.
Thank you. I come here today to see if we can establish business relationship with your company.
- (2) We are making efforts to improve the working conditions.
We are planning to build a new workshop.
- (3) Yes, our engineers account for about one-fifth of the total employees.
Of course, the staff of engineers is capable of working out advanced technology and new products.
Yes, the staff of engineers is one of the biggest departments in our company.
- (4) I have been very impressed by what I have seen today.
We are interested in your products very much.
We are very satisfied with your quality control methods.
I think that your procedure needs to be improved.
I hope you can improve your quality control before we can cooperate.

More Related Situations

Work in pairs and make a dialogue according to the following situations.

Situation 1: You are assistant Manager of Great Wall Computer Corp. Ltd. You are responsible for meeting an important customer of your company, Mr. Darwin Muller from the Silicon Valley, California, the United States. Since you have never met each other before, you have to identify yourself when you meet, say hello to him and start an informal talk about his journey, and give a brief introduction to your company.

Situation 2: You are Product Department Manager of Great Wall Computer Corp. Ltd. After being introduced to the customer, you greet him, introduce your products briefly and try to find out what your customer is interested in about your products.

Part Three Improving yourself

Cultural Zoom-in

Greeting

Greeting should be friendly and warm, which is the beginning of building up good relations between each other. There are formal and informal ways of greeting. When we greet our good friend, we can say: "Hi, there!" But when we greet somebody we meet for the first time, we say: "How do you do?"

Introduction

In western countries, we usually introduce men to women, or younger to old people first. However, if the woman is very young and the man is elderly or in senior position, we introduce the young woman to the old man, or the junior to the senior. On formal occasion we introduce people by their titles like Mr., Miss, Doctor etc. Sometimes, we introduce people by their first name.

Handshaking

The handshake is the most common physical contact we will have with a business partner or a potential business partner. When we shake hands with the partner, we should grip firmly but not too firmly. At the same time, we should have eye contact with the partner to show our honesty and sincerity.

Business Card

It is necessary to exchange business cards when we meet a new business partner. The business cards should be passed with two hands politely. If your partner forgets to give the card to you, you can say: "How can I contact you?" to remind your partner that you need the name card.

Knowledge Zoom-in

Useful expressions for meeting and receiving clients.

1. I'm..., the Manufacturing Manager.
2. Welcome to our factory. Here's my business card.
3. Nice to meet you Mr. ... I'm..., the Purchasing Manager from... Company.
4. It's really nice here. I have watched your production system on video. Could I see the factory?

5. I am pleased to give you a tour. Come this way.
6. This is..., our Product Manager. He is mainly responsible for the product design.
7. Thank you for your guide. The tour of your factory has really impressed me.
8. Nice meeting you. (接待结束,说“再见”时的用语,不同于刚见面时所说的“Nice to meet you”。)

Think and Talk

How do you use your body language to give your costumer a good impression for your first meeting?

Part Four Do it yourself

Background: Some Manufacturing Managers in different factories are going to receive Mr. Brown, the foreign buyer and Mr. Wu, his agent. They are going to talk about the foreign trade policy and the new practices in the foreign trade, and most of all, they will have a factory tour.

Suggestions:

Step 1

Scheduling: Organize a small group with 4 — 6 students in your class. One of the group acts as the foreign buyer and agent, preparing questions they would like to know during the factory tour. Other groups act as the manufacturers, preparing a reception proposal, including schedule arrangement and reception staff. Factory groups should make calls to the buyer group to check and confirm the schedule arrangement, and the buyer group should make a list of visiting schedule.

Step 2

Visiting and reception: The buyer group visits the manufacturer groups in turn. The manufacturer groups receive the buyer group according to their reception proposal which should include the following activities: greeting, self-introduction, changing business card, asking about the customer, talking about foreign trade and expressing wishes to establish business relations.

Step 3

Commenting and evaluating: The buyer group decides the list of potential partners and gives reasons in terms of the performance of each manufacturer group. The

manufacturer groups also show their opinions about the buyer group concerning their performance.

Useful Expressions

<p style="text-align: center;">The Buyer</p> <p>Good morning. My name is I'm from Here is my business card. The purpose of my coming here is to We're very glad that you have such a friendly attitude.</p>		<p style="text-align: center;">The Manufacturer</p> <p>Glad to meet you. May I ask which line you are in? Let's hope for good cooperation. It'll benefit us both. Have you gone over these catalogues and price lists?</p>
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Part Five Self-practice

1. Complete the following dialogues.

- (1) A: Good morning. My name is James Smith. I'm from Canada. Here is my business card.
 B: _____. (史密斯先生, 久仰大名, 见到您很高兴。)
- (2) A: What's your line of business, Mr. Brown?
 B: _____. (我专营中国纺织品和刺绣工艺品。)
- (3) A: How would you like to proceed with the factory tour?
 B: _____. (我们草拟一个参观的日程, 行吗? 我正想听听您的意见呢。)
- (4) A: Would it be possible for me to have a closer look at your samples?
 B: _____. (怎么不可以呢? 刘小姐会领您到样品间去的。)
- (5) A: We'd like to discuss the possibility of establishing a long-term agreement between our two corporations.
 B: _____. (您说出了我的心里话, 只要对双方有益, 让我们谈谈这个问题吧。)

2. Work in groups.

One new customer will visit your company, and you will deliver a welcome speech to the customer at the reception meeting. Each student will make a welcome speech and present the speech in a group. The welcome speech will contain three parts:

- Show your warm welcome.

- Make a brief introduction for your company.
- Express the expectation for future cooperation.

3. Make visiting and reception conversations according to the itinerary below.

Internal Memorandum	
To	DM, LH, KO, MB
From	Jessica Wood
Date	15, Feb.
Re.	Visit of John Brown Feb. ,22nd

Please check these arrangements and let me know ASAP if there are any problems.
Thanks.

Thursday 22nd

10: 00 Arrival. Preliminary talk.

11: 30 Presentation of products.

12: 00 Lunch.

14: 30 Workshop tour.

16: 30 Discussion.

17: 00 Car to Holiday Inn.

19: 00 Supper and Theatre visit.

Task 2 Visiting the Assembly Line(生产线参观)

Teaching Objectives

- Learn some background information on the process of production.
- Pick up some useful expressions in receiving visitors to the factory.
- Learn to describe the process of production.
- Learn the cultural information of foreign countries.
- Learn the demand of the customers.

Part One Preparing yourself



1. In the Showroom

Here is our showroom.

Will you show me your catalogue first?

What about other types?

What would you say to my taking some sample home before I make a decision?

That's all right.

2. In the Workshop

What's your capacity(产量)?

We have only a limited stock of the goods on hand at the moment.

I think there is nothing quite like seeing things in actual operation.

We have imported advanced technology.

Sample:

A: Would you like to have a look at our showroom, Mr. Brown?

B: I'd love to.

A: This way, please.

B: Thank you. How beautiful!

A: Where shall we start?

B: It would take hours if I really look at everything.

A: You may be interested in only some of the items. Let's look at those.

B: Good idea! I can just have a glance at the rest.

3. More Expressions

I wonder if your canned meat tastes better.

Our factories are able to cater to(满足,迎合) varied demands.

We have applied newly developed technology to our production.

What are the outstanding properties of your products?

If your country is really a potential market for our products, we can make some change in design at your request.

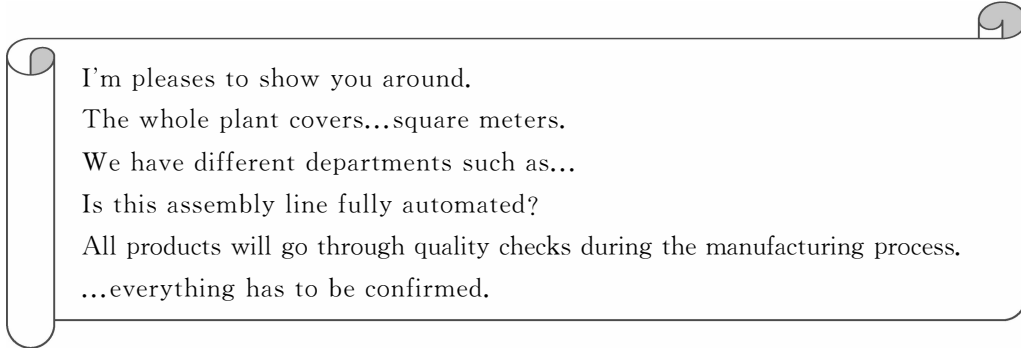
You have to guarantee continuous production, and adequate supply of spare parts(零部件).

Part Two Acting out

Background: Derek, the purchasing Manager of Sunrise Company, is guided by Jack Chen, manufacturing Manager in the factory to visit the assembly line of the factory. They are

talking about the manufacturing process.

Directions: Practice acting out a conversation with a partner. The following useful expressions are provided in the box for your reference.



Sample:

(A=Jack Chen ;B=Derek)

A: Good morning. Welcome to our factory. I'm Jack Chen, the Manufacturing Manager.

B: Glad to meet you, Jack. I'm Derek, the purchasing Manager from Sunrise Company.

A: How was your day?

B: Very well. It's really nice here. Mr. Li has already introduced the company and showed me your production system on video. Could I see the factory?

A: Sure, I am pleased to show you around. Come this way.

B: Thank you.

A: The whole plant covers 2 000 square meters. Well, this is our workshop.

B: It's really busy here. What is your monthly output?

A: Usually 18 000 pieces per month.

B: It's great.

A: We have different departments such as assembly line, R&D office, quality control office etc. We also have logistics departments to guarantee the prompt delivery.

B: Is this assembly line fully automated?

A: No, it is half-automated.

B: How do you control the quality?

A: All products will go through quality checks during the manufacturing process. We have quality control department to test the quality of the semi-finished and of the final products as well. Each product is signed with the workers' numbers for check.

B: You have made strict regulations for each worker?

A: Right, everything has to be confirmed. They are informed of the tasks by the team leader in the workshop.

| Notes |

show around 陪同……参观

Before you start to work, I'll show you around the factory. 开始工作前,我先领你参观工厂。

assembly line 装配线,流水线

R&D office(research and development office) 研发部

quality control office 质检部

logistic department 物流部

go through 经历,通过

He is going through a difficult phase. 他正在经历困难的阶段。

be informed of 通知,告知

You will be informed of the details at the appropriate time. 在适当的时候将把详情告诉你。

More Related Situations

Work in pairs and make a dialogue according to the following situations.

Situation 1: You act as a director of a foodstuffs factory. You are accompanying an importer from Britain to visit the sample room of your factory.

Situation 2: After visiting your sample room, the importer shows his interest in your assembly line, and you are glad to show him around.

Part Three Improving yourself

Cultural Zoom-in

Product Description

It is important to give a good and accurate description of your products to impress the customers and convince them to buy the products without using exaggerating words to deceive them.

When you are describing a product to your customers, you should try to describe the advantages of your products in terms of your customers' benefit. Successful sales men know or at least have an idea of what their customers want or what their expectation is. When describing your products, emphasize any special features that you think will appeal to customers and explain how and why these features are appealing.

The following factors are usually included in product description:

- (1) Material;
- (2) Size and measurements;
- (3) Color and pattern;
- (4) Possible uses;
- (5) Quality;
- (6) Durability;

- (7) Design;
- (8) Ingenuity.

Knowledge Zoom-in

Useful expressions for product description:

1. You can rest assured. 您大可放心。Our foodstuffs are guaranteed to conform to the WHO standards. 我们的食品质量保证符合世界卫生组织的标准。
2. We are always improving our design and patterns to conform to the world market.
3. Shall we talk the details over tomorrow?
4. Lack of commercial integrity often leads to ruin of business. 缺乏商业信誉往往会导致生意失败。
5. We provide quality analysis training as part of the training for all new workers, plus a week of further training every year. 我们所有新进人员的培训课程中都包括品质分析培训,之后每年还有一周深度培训。
6. That's the warehouse. We keep a stock of the faster moving items so that urgent orders can be met quickly. 那边是仓库。我们保持畅销货的库存量,以满足客户的紧急需求。
7. I think I've already seen some items. We'd like to order although I'd still like to study them a bit further.
8. How long has this machine been in use?
9. Where do your raw materials(原材料)come from?
10. This plain pattern is very popular this year. I think it will sell well(畅销)in your country, too. Do you like it?

Think and Talk

You sell fat-reducing tea on line. Think about your product description and make it attractive, persuasive as well as objective.

Part Four Do it yourself

Background: Mr. Brown, the foreign buyer and Mr. Wu, his agent are going to visit the assembly line of some different factories as planned. The Manufacturing Managers of those factories will receive them and accompany them.

Suggestions:

Step 1

Preparation and presentation: Organize a small group with 4 — 6 students in your

class. One of the group acts as the foreign buyer and agent, preparing questions they would like to know in the tour of the assembly line. Other groups act as the manufacturer, preparing a tour schedule from the assembly line to the product design office. The buyer group should give a presentation on their requirements or expectation of the goods they want to buy. Factory groups should make a presentation on product description in front of the whole class.

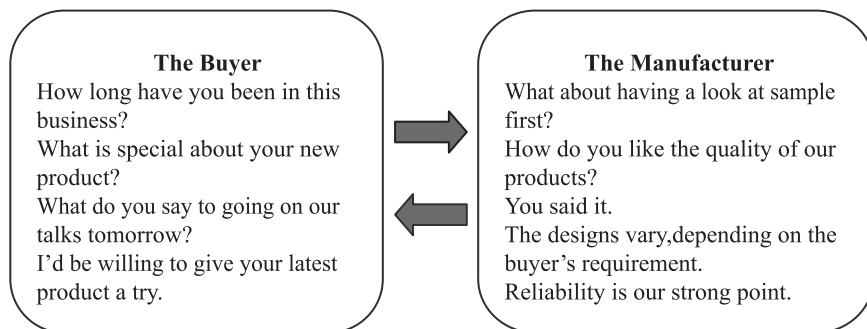
Step 2

Role play: The buyer group visits the manufacturer groups in turn. The manufacturer groups receive the buyer group and guide the tour from the showroom to the workshop.

Step 3

Commenting and evaluating: The buyer group decides the manufacturer group that they will give order and gives reasons in terms of the performance of each manufacturer group. The manufacturer groups also give comments on the performance of the buyer group.

Useful Expressions



Part Five Self-practice

- Translate the following sentences into English, using the words or phrases given in brackets.
- (1) 请这边走, 这是我们的生产线(product line)。
- (2) 这种产品现在需求量很大, 我们手头上有来自其他国家的许多询盘。(in great demand, have on hand)
- (3) 贵方样品正在制造, 很快就可完成。(in the process of)
- (4) 我们工厂有 2 000 名工人和员工。(staff member)

(5) 我们工厂从事纺织制造已经有 40 年了。我们生产的产品在海外很畅销。(textile business)

2. Translate the expressions in the brackets into English, and then use them to replace the italicized parts in the sentences.

(1) It is just in this way that *we have achieved a total turnover of 2 million US dollars per month*. (①我们已将我们的业务活动扩展到其他国家去了; ②我们的产品成为国际市场的畅销货; ③我们和欧洲许多国家建立了业务联系; ④我们的出口贸易额不断增加。)

(2) I wonder *whether you are interested in the new product*. (①贵公司是否继续进口这种设备; ②贵公司是否同我们合资经营; ③我们是否可以看一下你们最新的商品目录; ④你们是否乐意投资新产品。)

3. Prepare a plan for a factory tour. Complete the diary page below and then act it out.

Time	Activities	Responsible persons	Remarks

Task 3 Talking about Developing New Products(谈论新产品开发)



Teaching Objectives

Know the background information of developing new product.

Learn some useful terms and sentence patterns about developing new products.

Practice expressions through the conversation simulation.

Know the cultural information and proper manner of business talking.

Learn the market demand and customers' expectation.

Part One Preparing yourself



"Of course I'm responsible for that marketing plan, but you're responsible for how it turned out!"

1. Talking about the Market

Your product has been going really well here.
 We are coming to the end of a particular product line(产品线).
 It's a result of shortages in raw material.
 The situation is likely to improve.

2. Describing New Products

It is designed to withstand(承受,经得起)high temperatures.
 It consists of two main parts.
 It is aimed at the youth market.
 It complies with(服从,遵守)industry standards.

Practice: Look at the pictures below. Describe them, using the words in the box.



Word Tips

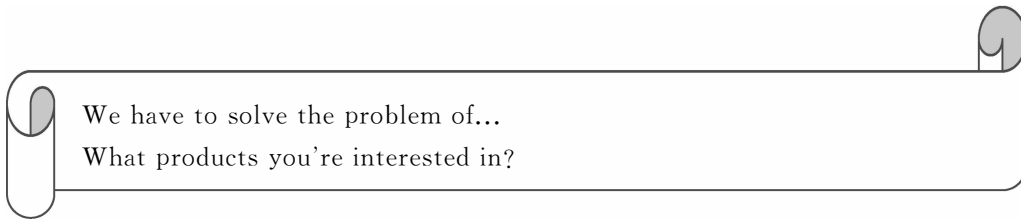
bulky	fast	state-of-the-art	poor	old-fashioned
basic	unwieldy	efficient	dependable	inexpensive
small	time-consuming	practical	innovative	up-market
clever	unoriginal	erratic	over-priced	impractical

Part Two Acting out

Background: Mr. Brian, an importer working with ABC Trading Co., Ltd. in Boston, wants to find some new products for his customers. Mr. Hu, a director of Xinxin Electronic Factory, is receiving him and introducing to him the new products of the factory.

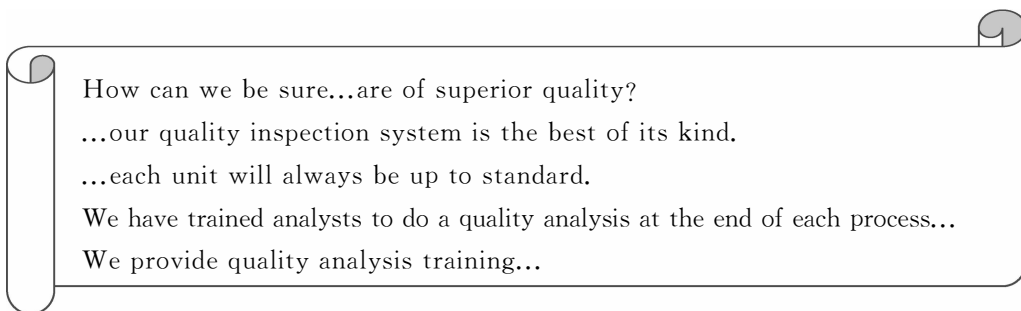
Directions: Practice acting out a conversation with your partner, and the following useful expressions are provided in the box for your reference.

Your development of...products has been remarkable.
 Our research has had good results.
 It's still experimental.



Sample 1 (about research):

- A: Good morning. I'm Brian from ABC Trading Co. Ltd. We import electronics and transistors.
- B: Please have a look at our samples.
- A: Your development of electronic products has been remarkable.
- B: Yes, our research has had good results.
- A: Do you produce digital recorders?
- B: Yes.
- A: What's that? Is it television set?
- B: No. That's television phone. It's still experimental.
- A: What's the problem?
- B: We have to solve the problem of using ultrahigh frequency waves at around one thousand hertz.
- A: I see.
- B: I've forgotten to ask you what products you're interested in.
- A: I think I've already seen some items. We'd like to order although I'd still like to study them a bit further.
- B: OK, go ahead.
- A: I'll probably be able to let you know tomorrow.
- B: I'll be expecting you tomorrow morning, say, at ten.
- A: Tomorrow at ten, perfect.



Sample 2 (about quality):

- A: How can we be sure your products are of superior quality, as you promised?
- B: One of the reasons for our good quality products is that our quality inspection system is the best of its kind.

- A: But a quality inspection system does not mean that each unit will always be up to standard.
 B: We have trained analysts to do a quality analysis at the end of each process when we make the product.
 A: Your salesman also told me that each worker is trained to do quality analysis. Can you tell me a little about that?
 B: Certainly. We provide quality analysis training as part of the training for all new workers, plus a week of further training every year.
 A: I see.

| Notes |

experimental 实验的, 实验性的

The technique is still at the experimental stage. 这项技术正处于实验阶段。

superior 上好的, 出众的

His opinion is that the intellect of modern man isn't superior. 他的看法是: 现代人的智力并不高超。

quality inspection system 质检系统

be up to 达到

I feel a bit out of form today; I'm afraid my tennis won't be up to your standard. 我今天略感不适, 恐怕我的网球水平达不到你的标准。

quality analysis 质量分析

More Related Situations

Work in pairs and make a dialogue according to the following situations.

Situation 1: Multiple Speed Racing Bicycle is a new product of your company. Your company wants to open up a new market abroad for them. As the business manager from the export department, you are now trying to push the sale with Mr. Miller, a representative from an Australian Firm.

Situation 2: Mr. Miller is obviously interested in your new product, but he hesitates considering your continuous production, supply of spare parts and your delivery dates. You have to dispel his misgivings.

Part Three Improving yourself

Cultural Zoom-in

Marketing Research

Marketing research is the systematic design, collection, interpretation and reporting of information to help marketers solve specific marketing problems or take advantage of

marketing opportunities. There are five steps of the marketing research process:



Questionnaire is often used in marketing research process. Questionnaire introduction should:

- Allow interviewers to introduce themselves by name.
- State the name of the research company.
- Indicate this is a marketing research project.
- Explain there will be no sales involved.
- Note the general topic of discussion (if this is a problem in a “blind” study, a statement such as “consumer opinion” is acceptable).
- State the likely duration of the interview.
- Assure the anonymity of the respondent and confidentiality of all answers.
- Reassure the respondent with a statement such as “there are no right or wrong answers, so please give thoughtful and honest answer to each question”.

Knowledge Zoom-in

对对方看法表示意见时的常用语如下:

1. So it is. 确实如此。

认可对方意见时,还可以用下列说法。

You said it. 您说得对。

Yes, I quite agree with you. 是的,我同意您的意见。

I also think so. 我也这么想。

That's just what I was going to say. 那正是我想说的。

You're quite right. 您是对的。

2. Oh, no, I don't think so. 不,我不这么想。

在表示与对方有不同意见时,还可以说:

No, I don't agree with you. 我不同意您的意见。

That's where we differ. 那正是我们有分歧的地方。

I can't say I agree with you. 恐怕我不能同意。

I don't think you are right there. 我认为在那一点上您不对。

3. “What about...”表示征求对方意见。

What about the price? 对价格有何看法?

What do you think of the payment terms? 您对支付条件有何看法?

How do you feel the quality of our products? 您觉得我们产品的质量怎么样?

“What about...”还可用来表达自己的建议,引出一个尚未讨论的话题。

What about having a look at samples first? 先看一看样品吧?

What about placing a trial order? 何不先试订货?

Think and Talk

You want to open a shop on line with high school students as target customers and you are considering about what kind of goods to sell. Design a questionnaire, distribute it to your classmates and do a primary market research.

Part Four Do it yourself

Background: You sell fat-reducing tea on behalf of China Health Products Imp. & Exp. Corp. Your tea is very popular among girls in China, because it is effective in keeping slim and slender. Now some business persons from European countries have heard about your product and want to cooperate with your company to develop the similar products to adapt to the market in their countries.

Suggestions:

Step 1

Preparation and presentation: Organize a small group with 3 — 5 students in your class. One of the group acts as the manufacturer. Other groups act as the foreign buyers and agents, preparing questions they would like to know about the product mentioned above. The manufacturer group prepares a presentation to introduce their products and analyze the potential market. The buyer groups should give a presentation on the situation of their target market and the expectation of their target customers.

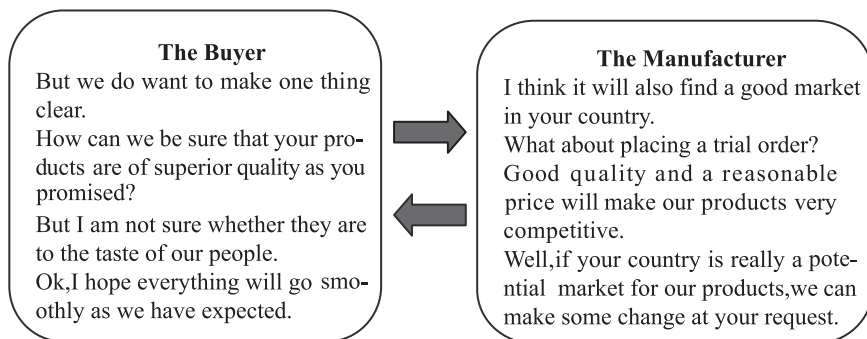
Step 2

Discussion and negotiation: The buyer groups and the manufacturer group discuss the feasibility of their cooperation and then conclude on the following points: ① Whether the products can adapt to the target markets; ② Need the products be altered for the target markets; ③ Which aspects of the products should be altered or improved; ④ Are the facilities as well as the staff of the factory adequate for the new business.

Step 3

Commenting and evaluating: The manufacturer group decides the buyer group that they would like to cooperate with and gives reasons in terms of the performance of each buyer group. The buyer groups also give comments on the performance of the manufacturer group.

Useful Expressions



Part Five Self-practice

1. Match the expressions with the definitions.

- | | |
|-----------------|---|
| (1) particular | A. high standard,excellent |
| (2) sacrifice | B. to refuse to accept |
| (3) salable | C. careful to choose |
| (4) explanation | D. an item or a detail of information or news |
| (5) quality | E. to sell or give away at a loss |
| (6) selective | F. suitable for sale;marketable |
| (7) reject | G. the act of explaining |

2. Translate the following sentences into English using the words or phrases given in brackets.

- (1) 我们投入大量资金,就是要保证我们的品质胜人一筹。我们不会为了赚钱而降低品质的。(to make sure that our quality is much better,sacrifice for)
- (2) 我们现在还不能发检验证明书。两个月后,我们会再做一次检验,看看情况是否好转。(inspection certificate,do another inspection)
- (3) 希望一切如期顺利进行。(go smoothly)
- (4) 我会把市场反应告诉你们,以便你们做些改动,满足我们的特殊需求。(the market reactions,to meet our special need)
- (5) 如果我们想在贵国开展活动,我们应做些什么呢?(to get a foot in)

3. Discuss the following talking points.

Which of the following components of a business relation do you think are the most important for successful cooperation? Please explain your reasons. Besides those listed below,can you add other components you believe are important?

sincerity(真诚)	mutual benefit(互利)
good project	huge financial resources
equal partners	good negotiation skills
cross-cultural knowledge	close relationship
favorable conditions	stable social and political environment