



Unit One



Business Letters 商务信函





Chapter One

Basic Knowledge of Business Letter Writing

Introduction

Words and Phrases

1. client /'klaɪənt/ *n.* 客户, 委托人, 顾客
2. communication /kə,mju:nɪ'keɪʃən/ *n.* 通信
3. correspondence /,kɒrə'spɒndəns/ *n.* 通信; 信件, 函件
4. indispensable /,ɪndɪ'spensəbl/ *adj.* 不可缺少的, 绝对必要的
5. layout /'leɪaʊt/ *n.* 形式; 规划; 设计

Nowadays, although people use different ways of communications including telephones, cellphones, faxes and e-mails, etc., letters are indispensable for business. A business letter is a letter written in formal language, usually used when writing from one business organization to another, or for correspondence between such organizations and their customers, clients and other external parties. As a business writer, he should first have a better knowledge of the layout of a business letter and the principles of writing a business letter and how to write the envelope. Normally, a business letter consists of seven principal parts (the letter-head, the date, the inside name and address, the salutation or greeting, the body, the complimentary close and the signature) and six optional parts (the reference number, the attention line, the subject line, the enclosure notation, the carbon copy notation and the postscript). Basically, there are two styles of layout used currently: Semi-indented style and Block style. Besides, in order to obtain good communications between parties, a writer should follow seven principles of writing a business, that is consideration, courtesy, clarity, conciseness, concreteness, correctness and completeness⁽¹⁾.

1. Seven Principal Parts

1) The Letter-head(信头)

A printed letter-head of a business letter usually indicates all the necessary information of the writer's company: name, address, zip code or postcode, telephone number, fax number, e-mail, company website and the scope of business, etc.

The printed letter-head is usually centered or at the right or left margin. When writing on blank paper, only type the address at the right or left margin. The following is an



example of printed letter-head:

Westlock Controls Corporation
 280 Midland Avenue
 Saddle Brook, NJ 07663
 Phone Number: 201-794-7650
 Fax Number: 201-794-4790
 E-mail: cvogt@westlockcontrols.com
 Website: www.westlockcontrols.com

2) The Date(日期)

The date should be typed in the logical order of day, month and year or month, day and year. And the date should be typed in full and not abbreviated (e. g. *December for Dec.*) and there is a growing tendency to omit the *-th*, *-st*, *-nd* and *-rd* that follow the day (e. g. *2 June for 2nd June*).

The recommended date formats are as follows:

10 May 2010 (British English)

May 10, 2010 (American English)

Don't write the date like the following:

10/5/2010 or 100510

The date should be placed three to six spaces below the letter-head to the right.

3) The Inside Name and Address(封内姓名和地址)

The inside name and address are the name and address of the recipient of the letter. They are typed at the left-hand margin at least two lines below the date. They should be the same as the name and address on the envelope. Courtesy titles are used in business letters, such as "Mr." for a man, "Miss" or "Ms." for a woman, e. g. :

Mr. David Frank

ATI Instruments & Controls INC.

4301 E Valley Blvd #D2 Los Angeles CA 90032

Esquire, Esq. for short, is sometimes used instead of "Mr." for certain classes of persons (e. g. judges, magistrates) and should always follow the personal name, e. g. :

Mr. Mike Guerrero

Mike Guerrero Esq.

The official title of the recipient is used in correspondence, e. g. :

Mr. Paul Johnson

The Inside Sales Specialist

The Valve Shop, Applied Valves & Controls, Inc.

6070-A Corte Del Cedro, Carlsbad, CA 92011

For company names, either the full name of the company or its official abbreviation



may be used, e. g. :

International Business Machine Corporation

IBM Corporation

In European and American countries, Messrs. (the abbreviated form of the French word “Messieurs” which means Mr. in English) is used for firms or companies whose name include a personal element, e. g. :

Messrs. Bernstein & Bahr

To sum up, the inside name and address in a business letter should include the following:

- (1) name of the firm or company addressed to
- (2) number and street
- (3) name of city, state or county and its postal code (zip code in the U. S. A.)
- (4) name of country
- 4) The Salutation or Greeting(称呼)

The salutation is the polite greeting to the recipient with which a letter begins. It usually appears two line-spacings below the inside name and address. Make sure that the salutation agrees with the recipient in the inside name and address or in the attention line. Its form depends upon the writer’s relationship with the receiver.

Formal way:

Dear Sir (Madam), or Dear Sirs (Mesdames) (British English)

Gentlemen; (American English)

But nowadays the trend is towards informality, especially when the receiver is known to the writer personally. A warmer greeting, e. g. “Dear Paul Simmons” is then preferred.

5) The Body(正文)

The body of a business letter contains the main content which really matters. Since the purpose of a letter is to convey information, it should be carefully written and the writer should keep in mind the principles of good communication, which will be discussed later. Usually the first paragraph of the body will refer to the previous correspondence if there is any and the last paragraph future actions or plans. Try to make the letter attract the recipient’s attention, arouse his interest, stimulate his desire and induce him to take action.

6) The Complimentary Close(结尾礼词)

The complimentary close is a polite way of ending a business letter. It should keep in tone with the salutation. The most commonly used sets of salutation and complimentary close are the following:

Formal:

Dear Sir(s),

Yours faithfully,

Gentlemen,

Truly yours, (or Yours truly,)



Informal:

Dear Mr. Henry, (:) Yours sincerely, (or Sincerely yours,)

7) The Signature(签名)

A business letter should be signed by hand and then the name of the signed is usually typed below and followed by his job title or position. Try to avoid using a rubber stamp because it shows discourtesy to do so, e. g. :

(Signature by hand)

James Carter

Vice President

2. Six Optional Parts

1) The Reference Number(存档编号)

In a business letter, the reference number is used to facilitate the writer's numbering and filing the letters he receives and enables the writer or the recipient to link the reply with previous correspondence. It may include a file number and a departmental code, etc. It is usually near the date or above the inside name and address. If the letter-head includes a place for reference numbers, then reference numbers will be typed in the space provided. Otherwise they are typed immediately below the letter-head with "Your ref." to precede "Our ref.".

2) The Attention Line(致经办人)

The attention line is used to direct the letter to a specific individual or section of the company. It usually comes after the inside address, two line-spacings above the salutation, underlined, e. g. :

For the attention of Mr. Bush, Export Manager

Attention: Mr. Bush, Export Manager

ATTN: Mr. Bush, Export Manager

3) The Subject Line(主题,事由)

The subject line is a brief indication of the content of the letter. It is often inserted between the salutation and the body of a business letter, e. g. :

Re: Your Order of May 14, 2009

Subject: Your Order of May 14, 2009

Your Order of May 14, 2009

4) The Enclosure Notation(附件)

If there is something enclosed with the letter, type the word "Enclosure" or "Encl." at the left bottom with a figure indicating the number of enclosures. If there is more than one, e. g. :

(1) Encls: 3 Invoices

(2) Enclosures: 1 B/L



2 photos

5) The Carbon Copy Notation(抄送)

When copies of the letter are sent to others, type cc or CC two line-spacings below the signature or immediately below the enclosure at the left-hand margin, followed by the name of the recipient of the copy, e. g. :

cc: Bank of China, Beijing

CC: Victor M. Vera

6) The Postscript(再启,附言,附录)

Try to avoid a postscript (P. S.) in a business letter since it is a sign of poor planning. If there is really something forgotten, retype the letter. If it is unavoidable, write it by hand in the last line of the letter, just below the enclosure, e. g. :

P. S. If there is any problem, feel free to contact me.

3. Types of Layout

Basically, there are two main styles of layout used currently: Semi-indented style and Block style.

1) Semi-indented Style(混合式)

The beginning of each paragraph is indented four or six spaces. Each line of the inside name and address begins at the left-hand margin. The subject line is centered while the date, the complimentary close and the signature are just close to the right of the center.

2) Block Style(齐头式,平头式)

All typed lines including the date, the inside name and address, the subject line, the complimentary close, and the signature, begin at the left margin with no indentation in the letter.

The following is a specimen letter with all parts mentioned above:

(1) THE EASREN SEABOARD CORPORATION

350 Avenue

New York, New York 10017

Telephone (No.) 212-225-2780

a) Your Reference;

Telex Call (No.) 212-222-7112

Our Reference; 3456

(2) April 12, 2009

(3) Kanto Mercantile Corporation

Hadden House

Fizroy Street

London, England



b) Attention: Mr. Maki Abe, Export Manager

(4) Gentlemen,

c) Re: U. S. Product's New Price List

(5) Enclosed is a new price list of U. S. Products, Inc. indicating a full range of their products.

We can quote on all of these items, except a few items that are shipped from Europe or Australia. If you're interested in receiving CIF quotations on any of these items, please let us know and we shall be glad to send them to you.

(6) Very truly yours,

THE EASREN SEABOARD CORP.

(7) (Signature)

James Parrington

Vice President

d) Encl. Price List

e) cc: Mr. John Hayward, San Francisco

f) P. S. : If there is any problem, fell free to contact me.

Notes

- | | | | |
|---------------------------|-----------------------------|---------------------|---------------------------|
| (1) the letter-head | (2) the date | (3) inside address | (4) salutation (greeting) |
| (5) the body | (6) the complimentary close | (7) the signature | |
| a) the reference | b) the attention line | c) the subject line | |
| d) the enclosure notation | e) the carbon copy notation | f) the postscript | |

4. Envelope

The envelope of an English business letter is different from a Chinese one. The name and address of the writer are in the upper left corner of the envelope and the name and address of the receiver should be typed about half way down the envelope leaving enough space for the postmark or stamp. And they should agree with the name and address in the letter.

The following are two examples of Semi-indented style and Block style.

1) Semi-indented Style



Cindy Ann Vogt
Inside Sales Representative
Midwest and Northwest Regions
Westlock Controls Corporation
280 Midland Avenue
Saddle Brook, NJ 07663
U. S. A.

STAMP

Lori Green
International Department
Black Box Corporation
1000 Park Drive
Lawrence, PA 15055
U. S. A.

2) Block Style

Cindy Ann Vogt
Inside Sales Representative
Midwest and Northwest Regions
Westlock Controls Corporation
280 Midland Avenue
Saddle Brook, NJ 07663
U. S. A.

STAMP

Lori Green
International Department
Black Box Corporation
1000 Park Drive
Lawrence, PA 15055
U. S. A.

▷ Samples

1. Letter in Semi-indented Style

Illinois Instruments
2401 Hiller Ridge Road
Johnsburg, IL 60051,



Office: (815) 344-6212
Direct: (815) 307-2824

U. S. A.
E-mail: BFritschle@illinoisinstruments.com
FAX: (815) 344-6332

Our Reference No. I/D-01001
Your Reference No.

July 23, 2010

ATI Instruments & Controls Inc.
No. 147, Yuhua Road, Haigang District, Qinhuangdao 066000
Hebei Province, China

Attention: Mr. David Lee

Dear Sir,

Re: Our Quotation of July 10

I'm sorry to be confused earlier; I was trying to do a few things at the same time.

I have reviewed the quotation I sent you back in July 10 which included two different instruments and spare sensors. Also, a number of optional items were listed for your information.

The sensor you refer to, p/n 900021, is a replacement sensor for our Model EC900 Series. As such, it will do you no good on its own—it is designed to be installed into an analyzer. I have not been able to locate ATI as an existing customer of Illinois Instruments; therefore I cannot sell you this sensor, unless you can provide serial numbers of these instruments into which these sensors will be installed. Is that possible?

Otherwise, I believe your interest would be in one of our EC900 units, such as the EC911 quoted previously.

Sir, I can better assist you if you tell me about your application.

Hope to hear from you soon.

Yours faithfully,
(Signature)

Brad Fritschle
Western Regional Manager



2. Letter in Block Style

Illinois Instruments
2401 Hiller Ridge Road
Johnsburg, IL 60051,
U. S. A.

Office: (815) 344-6212

E-mail: BFritschle@illinoisinstruments.com

Direct: (815) 307-2824

FAX: (815) 344-6332

Our Reference No. I/D-01001

Your Reference No.

July 23, 2010

ATI Instruments & Controls Inc.

No. 147, Yuhua Road, Haigang District, Qinhuangdao 066000

Hebei Province, China

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Sir, I can better assist you if you tell me about your application.

Hope to hear from you soon.

Yours faithfully,

(Signature)

Brad Fritschle

Western Regional Manager





► Supplements

Principles of Writing a Business Letter

Since the purpose of writing a letter is to exchange information, a writer should make himself understood in order to obtain good communication. It is suggested that a business letter should be written according to seven principles as follows:

1. Consideration

Consideration means taking into consideration the need of the recipient and try to put oneself in the recipient's place. ⁽²⁾ Plan the best way to present the message for the reader to receive. Emphasize the "You" attitude rather than the "I" or "We". It is also better to focus on the positive rather than the negative approach. Compare:

We only allow 3 percent discount for quantity order.

You earn 3 percent discount when you order in large quantities.

2. Courtesy

Courtesy means to be polite and modest, to avoid order and rudeness and be prompt in replying. Compare:

We have received your letter of May 20, and we are sending you our latest catalogue.

We have received with many thanks your letter of May 20, and we take the pleasure of sending you our latest catalogue.

3. Clarity

The writer must try to express himself clearly, so that the recipient can understand. To achieve this, he should keep in mind the purpose of his letter and use appropriate words in correct sentence structures to convey his meaning. He should also avoid ambiguous sentences. Compare:

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

We have two direct sailings every month from Hong Kong to San Francisco.

We have a direct sailing every two months from Hong Kong to San Francisco.

(2) We shall be able to supply 10 cases of the item only. (仅十箱)

We shall be able to supply 10 cases only of the item. (仅一种商品)

(3) We sent you 5 samples of the goods which you requested in your letter of May 20 by air.

We sent you, by air, 5 samples of the goods which you requested in your letter of May 20.

4. Conciseness

Conciseness means saying things in the fewest possible words. A concise letter should



say things briefly but completely without losing clarity or courtesy.⁽³⁾ To achieve conciseness, try to avoid wordiness or redundancy.

(1) Avoid superfluous words. Compare:

We wish to acknowledge receipt of your letter...

We appreciate your letter...

(2) Avoid unnecessary repetition. Compare:

Kindly please be noted that...

Kindly be noted that...

(3) Use words for phrases, and phrases for clauses, as are shown below:

① In the event that you speak to Mr. Wood in regard to production, ask him to give consideration to the delivery schedule.

If you speak to Mr. Wood about production, ask him to consider the delivery schedule.

② We require furniture which is of the new type.

We require new-type furniture.

5. Concreteness

The writer should write a concrete letter when answering questions or giving offers, counter-offers, quotations, etc.⁽⁴⁾ Try to avoid ambiguity and abstract. Compare:

These paperlynen caps offer a lot of comfort.

These paperlynen caps offer a lot of comfort. They are light in weight; porous nature of crown permits free, filtered ventilation.

6. Correctness

The information in a business letter should always be correct, for it is the basis of various commercial bills of document involving the interest of two or more parties.⁽⁵⁾ Try to use grammatically correct language, factual information and accurate reliable figures and avoid grammatical mistakes. Compare:

(1) Deciding to rescind the earlier estimate, our report was updated to include \$ 40 000 for new equipment.

Deciding to rescind our earlier estimate, we have updated our report to include \$ 40 000 for new equipment.

(2) He decided not to audit the last ten contracts. Because of our previous objections about compliance.

He decided not to audit the last ten contracts because of our previous objections about compliance.

(3) The owner questioned the occupant's lease intentions and the fact that the contract had been altered with ink markings.

The owner questioned the occupant's lease intentions and ink alterations of the contract.



7. Completeness

The writer of a business letter should always make sure that all the necessary details are included in the letter to avoid consequent disputes, especially in letters containing offers, quotations, shipping advice, etc. ⁽⁶⁾ For example, once the contract is confirmed, it is legally constraint to both sides. As a result, it is crucial to check the message carefully before it is sent out.

Notes

- (1) consideration 体谅(对方); courtesy 礼貌; clarity 清楚; conciseness 简洁; concreteness 具体; correctness 正确; completeness 完整
- (2) Consideration means taking into consideration the need of the recipient and try to put oneself in the recipient's place.
体谅他人的意思是考虑收信人的需求,站在收信人的立场上。
- (3) A concise letter should say things briefly but completely without losing clarity or courtesy.
一封简洁的信函应该叙述简洁,但信息要完整,不失表达清楚和措辞礼貌。
- (4) The writer should write a concrete letter when answering questions or giving offers, counter-offers, quotations, etc.
写信人在回答问题、报盘、还盘、报价时提供的信息应该具体。
- (5) The information in a business letter should always be correct, for it is the basis of various commercial bills of document involving the interest of two or more parties.
商务信函中的信息应该正确,因为这些信息是各种各样与双方或多方利益相关的商业单证的依据。
bills of document 单据,单证
- (6) The writer of a business letter should always make sure that all the necessary details are included in the letter to avoid consequent disputes, especially in letters containing offers, quotations, shipping advice, etc.
为避免随之发生争议,商务信函的写信人应确保信函中包括所有必需的细节,尤其是在报盘信、报价信和提出装运建议等信中。
consequent /'kɒnsɪkwənt/ *adj.* 随之发生的,作为结果的, e. g. :
This rise of prices is consequent on the rise in raw materials.
这次价格上调是原材料涨价的结果。



▶ Exercises

I. Write a letter using the following information.

1. Writer's name: Wilson & Robert
2. Writer's address: 17129 Kingsview Ave, Carson, CA 90746, U. S. A.
3. Writer's telephone number: 310-327-7762
4. Writer's fax number: 310-327-7660
5. Writer's e-mail: Robert@wilsonandrobert.com
6. Date: April 16, 2009
7. Recipient's name: China National Light Industrial Products Import & Export Corporation, Shanghai Branch
8. Recipient's address: 1001 Huangpu Road, Shanghai, China
9. Salutation: Dear Sir
10. Subject line: Copper Wire
11. Attention line: Mr. Cheng Gong
12. Body:

Thank you for your letter of June 20, with an initial offer for 40 long tons of captioned goods at \$ 125 per long ton CFR San Francisco, usual terms.

Regretfully, our end-users find your price too high and out of line with prevailing levels of similar products, for example, Turkish wire being sold at \$ 120 per long ton.

Therefore, it is difficult for us to justify additional costs. Reducing your price, say 5%, would allow us the ability to come to terms. I believe you will find our counter-offer favorable, keeping in mind the current market declination.

13. Complimentary Close: Yours faithfully
14. Signature: Michael Jones, International Department Manager

II. Address an envelope for the above letter.



Unit Two



Marketing and Development

市场开发





Chapter Two

Establishing Business Relations

Introduction

Words and Phrases

1. catalogue /'kætələg/ *n.* 商品目录
2. coupon /'ku:pən/ *n.* 息票, 优惠券
3. die /daɪ/ *n.* 印模, 冲模
4. e-commerce /i:'kɔ:mə:s/ *n.* 电子商务
5. flexible /'fleksəbl/ *adj.* 灵活的; 可塑造的
6. follow...up 追踪, 用后续行动来加强效果
7. get...off the ground 使……腾飞, 使……起步
8. prospective /prə'spektɪv/ *adj.* 潜在的, 预期的
9. revaluation /,ri:vælju'eɪʃən/ *n.* 货币升值; 重新估价
10. slump /slʌmp/ *n.* 暴跌; 萧条期
11. spare no efforts 竭尽全力, 不遗余力

One foreign-trade corporation, with ambition to open up a market, should spare no efforts in seeking potential buyers or sellers on the foreign markets. Establishing business relations with prospective customers is the first step that gets business off the ground⁽¹⁾, so the person in charge must attach much importance to it.

But, how can a businessman obtain the necessary information he needs? Well, he may do so through the following channels:

- (1) The banks.
- (2) The chambers of commerce⁽²⁾ both at home and abroad.
- (3) The introduction of his business connections.
- (4) The fairs or expositions.
- (5) Advertisements.
- (6) E-commerce services.

Once having obtained the desired information such as names and addresses from any of such sources, the businessman should connect the person or department concerned by letter, e-mail or fax without delay. As a general rule, the content of the message should be formal and in full, usually including such things:



- (1) The source of the receiver's information.
- (2) His information about the business scope he handles and the reputation or status, etc.
- (3) The intention of writing such as to cooperate or establish business relations.

In order to create goodwill or leave a good impression on the reader, following it up with a telephone or sending a catalogue is also necessary.

E-commerce services, as well as trade fairs, are an essential channel for communication of export & import information. Domestic e-commerce, particularly, the B2B⁽³⁾ market is developing very fast. More and more small and mid-sized enterprises are beginning to use it to carry out product and image marketing activities. Merchants usually promote business through online services, such as finding customers with high search engine placement, advertising online with coupons, ads, newsletters & blogs, using B2B platforms to issue information about firms themselves and their business scopes, etc.

Notes

- (1) Establishing business relations with prospective customers is the first step that gets business off the ground.

与潜在的客户建立业务关系是生意开始的第一步。

在这里, business 是商业、生意、营业的意思。再如:

We are glad to do business with you.

很高兴与您做生意。

business hours 营业时间

同时, business 还有事情、事务及企业、公司的意思。

It's none of your business.

少管闲事。

Many small businesses were cut down in the Great Depression.

在经济大萧条期间, 很多小公司都倒闭了。

- (2) The Chamber of Commerce 商业协会, 商会

The Chamber of Commerce is a dynamic force that represents the business interests of its members all over the world. It plays an important role in modern society, which exists to serve and create business value for its members. It is a main channel for its members to get business information and to find new business opportunities. It also provides venues and activities that bring members together and create occasions that are enjoyable and fun, as well as useful.

- (3) B2B: Business to Business 企业间

B2B is shorthand for a long-time sales practice called business-to-business. B2B transactions primarily target companies and other wholesale buyers; while transactions targeting individuals are called B2C, or business-to-customer. Many organizations have both B2B and B2C components, but it's not unusual for a



company to specialize in B2B services or sales. In fact, the vast majority of products and services sold are considered to be B2B in nature. Now in China, there are three major players in B2B market, namely, alibaba.com, global resources.com, and made-in-china.com.

▶ Samples

1. Dialogues

Dialogue One

A: Excuse me, aren't you Mr. Thompson from New Jersey?

B: Yes. And you are ...?

A: I'm Li Feng from Zhejiang Import and Export Company.

B: How do you do, Mr. Li? Thanks a lot.

A: You're welcome. I'm very pleased to meet you.

B: Do you know where the baggage claim area⁽¹⁾ is?

A: Yes, it's over there. How many pieces of luggage do you have?

B: Only one suitcase.

A: Let's go and pick up your luggage.

B: OK.

(At the baggage claim area)

A: How was your flight?

B: Just wonderful! Good food and good service.

A: Is this your first visit to China?

B: Yes.

A: We are glad you come to meet us in person.

B: Thank you for meeting my plane.

A: It is the least we can do, since you have traveled so far to see us.

B: It makes negotiations easier if we meet each other in person.

A: How is business these days?

B: Not bad. But sales are down a bit due to revaluation.

A: Do you think it's a general trend?

B: Oh, I hope not. I think it's just a slump. Things will improve soon.

A: I hope so.

B: The blue canvas one is my suitcase.

A: Our car is in the parking lot. We'll take you to Zhijiang Hotel.

B: Very good.



Dialogue Two

(At the China Import and Export Fair⁽²⁾)

A: Welcome to our show. Please come in if you'd like to talk with us.

B: Thank you. I am a buyer for an American automation company. And I am interested in your products very much.

A: I am glad to hear that. So, what kinds of products are you most interested in?

B: The measuring instruments of course. They seem to be good and of fine quality.

A: Yeah. That is true. They are all made in Tianjin Machine Tool Plant, one of the largest state-owned manufacturers in China specializing in⁽³⁾ precision measuring instruments and all kinds of dies and moulds. We have got most of the high-quality certificates in this field.

B: That sounds good. How about the prices of them?

A: Well, we have a brochure with all products and prices listed. Here you are.

B: Thanks a lot. And I wonder if I can make a visit to your plant when I am here after the showing time.

A: Sure. We can arrange that for you at your convenience.

B: OK, that is a deal. Oh, here is my card and you can contact me the day after tomorrow.

A: Thank you. See you then.

Dialogue Three

A: We took a look at the exhibits yesterday and found that some of them are fine in quality and beautiful in design. The exhibition has successfully displayed to me what your corporation handles. I've looked through the catalogue and the brochure enclosed in your last letter and I've got some ideas of your exports. I'm interested in your silk blouses.

B: Our silks are famous for their good quality. They are one of our traditional exports. Silk blouses are brightly colored and beautifully designed⁽⁴⁾. They are met with great favor overseas and are always in great demand⁽⁵⁾.

A: Some of them are of the latest style. Now I have a feeling that we can do a lot of trade in this line⁽⁶⁾. We are to establish business relations with you.

B: We have the same idea.

A: Concerning our financial position, credit standing and trade reputation, please refer to our bank.

B: Thank you for your information. Since we are a state-owned company, we always do business with foreign companies on the basis of equality and mutual benefit. It will contribute to our mutual benefit to establish business relations between us.

A: That's interesting. I'll telephone home later. As soon as I get the definite answer from the headquarters, I will let you know.

B: Then we will make an offer as soon as possible. I hope a lot of business will be put



through between us.

A: So do I.

B: I hope everything would be smooth. And I'll give you the lowest price in the future.

A: Thank you.

Dialogue Four

A: Well, let's come to the point⁽⁷⁾. How would you like to proceed the negotiation?

B: This is for you to decide. I'm here at your disposal. You know it's my first time to visit China, so I'd like to know something about your foreign trade policy. It is said that a new policy is being put into practice in your foreign trade. Is that true?

A: Yes. Our foreign trade policy has always been based on equality and mutual benefit and exchange of needed goods. We still insist on this principle, but we have adopted more flexible methods in our dealings nowadays.

B: Would you please give us a brief account about the new practices you have adopted?

A: We have mainly adopted some usual international practices, such as payment by installments, process with client's material, compensation trade⁽⁸⁾, assembling trade, joint venture⁽⁹⁾.

B: That's very nice. You have adopted a more flexible policy in your work than before. You have made some readjustment in your import and export business, haven't you?

A: One of the principles we are keeping to is that our imports must be based on our ability to pay. That is, if we increase our imports, then we must increase our exports first.

B: By the way, we'd like to know some information about the current investment environment in your country, especially in Hangzhou.

A: China is a vast country and has a big market with a large population. The city government of Hangzhou has issued a series of regulations and adopted effective measures to favor investors. We have set up several economic development zones and warmly welcome foreign friends to invest in Hangzhou.

Notes

(1) the baggage claim area 行李认领处,取行李处

(2) China Import and Export Fair 中国进出口商品交易会(广交会)

China Import and Export Fair, also called Canton Fair, is held twice a year in spring and autumn since it was inaugurated in the spring of 1957. It is China's largest trade fair of the highest level, of the most complete varieties and of the largest attendance and business turnover. Preserving its traditions, the Fair is a comprehensive and multi-functional event of international importance.

(3) specialize in 专营,专门研究

例如:In fact, we specialize in this product with a long history.

其实我们专营这种商品已经很多年了。



We specialize in development projects as well as five-star resorts and luxury hotels.

我们专门从事项目以及五星级度假村和豪华饭店开发。

- (4) Silk blouses are brightly colored and beautifully designed.

丝绸女衫颜色明亮,图案设计漂亮。

- (5) They are met with great favor overseas and are always in great demand.

它们深受海外的欢迎,需求量一直很大。

- (6) Now I have a feeling that we can do a lot of trade in this line.

现在我感觉我们能在这方面做不少生意。

in this line 在这方面

例如: We specialize in the export of Japanese Light Industrial Products and would like to trade with you in this line.

鉴于我方专营日本轻工业产品出口业务,我方愿与贵方在这方面开展贸易。

- (7) come to the point 谈主要问题

- (8) compensation trade 补偿贸易

Compensation trade is a form of business using products or other commodities to pay for machines or products bought.

- (9) joint venture 合资企业

A joint venture (often abbreviated JV) is an entity formed between two or more parties to undertake economic activities together. The parties agree to create a new entity by both contributing equity, and they then share in the revenues, expenses, and control of the enterprise. The venture can be for one specific project only, or for a continuing business relationship such as the Fuji Xerox joint venture. This is in contrast to a strategic alliance, which involves no equity stake by the participants, and is a much less rigid arrangement.

The phrase generally refers to the purpose of an entity rather than a type of it. Therefore, a joint venture may be a corporation, limited liability company, partnership or other legal structure, depending on a number of considerations such as tax and tort liability.

2. Correspondence

Letter One

Dear Sirs,

Having had your information through Alibaba.com, we learn that you are in the market for⁽¹⁾ battery charger. So we avail ourselves of this opportunity to⁽²⁾ contact you with the hope of building up trade relations with you.

We are a large manufacturer in the south of China of all kinds of chargers⁽³⁾, such as



battery chargers, cellphone chargers, travel chargers etc. We have been in this line for almost 20 years, and export products to many countries. You may be assured that our products are of high-quality and competitive. In order to give you a general idea about our products, I have attached our latest catalogue for your reference⁽⁴⁾. Please find the enclosure.

We are looking forward with interest to your reply.

Yours faithfully,

Letter Two

Dear Sirs,

You are recommended to us by the John Virtue Corp. , New York Branch, with whom we have done business for many years. They told us that you are one of the main manufacturers specializing in the field of televisions.

As a leading importer of household appliances in United States, we are much interested in your HDTV⁽⁵⁾ to meet our customers' demand. It will be highly appreciated if you could send us your catalogues and quotations. If your prices are reasonable, we trust an important business can realize between us.

Wait for your reply in the near future.

Yours faithfully,

Letter Three

Dear Sirs,

We have learnt from the Commercial Counselor's Office of the Chinese Embassy in Singapore that you are in the market for Chinese leather products and now avail ourselves of this opportunity to approach you for entering into direct business relations with you.

As one of the leading exporters, we have been handling various kinds of Chinese leather products for about 10 years. Our products are very popular with many customers for their good quality and fine workmanship. To give you a general idea, we have sent you under separate cover⁽⁶⁾ several copies of illustrated catalogues and some sample cuttings.

Should any of the items be of interest to you, please let us know. We shall be glad to try our best to satisfy you at all times.

We are looking forward to your early reply.

Yours faithfully,

Letter Four

Dear Manager,

Our corporation is established for the purpose of importing and exporting as well as other activities in connection with foreign trade.





We are active in the trade and financial circles of various countries and districts. We are striving to expand economic cooperation and exchange of technology with foreign countries, and will utilize common and reasonable international practices in a flexible way.

A booklet including a general introduction, the scope of business and other topics is enclosed for your reference. We welcome your inquiries.

Sincerely yours,

Notes

(1) be in the market for... 有意购买;想买进(某商品)

(2) avail oneself of this opportunity to do sth. 借此机会做某事
avail oneself of... 是利用,凭借的意思。

例如:He avails himself of this interview to get his desired job.

他利用这次面试得到了他心仪的工作。

类似的表达还有:

take the advantage of...

make use of...

(3) charger 充电器

battery chargers 蓄电池充电器

cellphone chargers 手机充电器

travel chargers 旅行充电器

(4) for your reference 供您参考

例如:Here we recommend some new books for your reference.

在这里我们推荐几本新书供大家参考。

(5) HDTV: High-definition Television 高清晰度电视

(6) under separate cover 另封;另邮寄

也可以写成 by separate mail, under cover 随函

例如:We are mailing you, under separate cover, samples of our product.

另邮寄我们的产品样品。

We have received, under cover, a detailed price list of cotton textile available for export.

我们已经收到可供出口的棉纺织品的详细价格单。

Please mail your product under separate cover.

请另邮寄你们的产品。



Supplements

Useful Sentences

- We have heard from China Council for the Promotion of International Trade that you are in the market for Electric Appliances.
从中国国际贸易促进委员会获悉, 贵方有意购买电器用品。
- On the recommendation of...Co. Ltd. , we have learned with pleasure the name of your company and shall be glad to enter into business relations with you.
承蒙……有限公司的介绍得知贵公司的名称, 我们非常乐意与贵方建立贸易关系。
- We hope to expand our business with you.
我们希望扩大与你们的业务往来。
- We believe in long-term cooperation with your company because we view the future as bright.
我们相信与贵公司长期合作的前途是光明的。
- Can we do a barter trade?
我们能不能做一笔易货交易呢?
- Our trade is conducted on the basis of equality.
我们在平等的基础上进行贸易。
- Our company is one of the major food makers here.
我们公司是本地主要的食品生产商之一。
- Our bankers are Hong Kong & Shanghai Banking Corporation Limited in Hong Kong; they can provide you with the information about our business and finances.
我们的业务银行是香港上海汇丰银行有限公司, 他们可以向贵方提供有关我方业务及资金情况。
- We welcome foreign friends to invest in China and we are trying to create a more favorable environment for them.
我们欢迎外国朋友到中国来投资, 我们将努力为他们营造一个更加有利的环境。
- What is your productive capacity?
你们的生产能力如何?
- How is your quality control?
你们的质量控制情况怎么样?
- How do you think of our products?
您觉得我们的产品怎么样?
- Would you like to look at our catalogs?
您愿意看一下我们的产品目录吗?
- I'd like to know something about your foreign trade policy.
我想了解一下贵方的对外贸易政策。



- We should be pleased (or: highly appreciate it) if you would respond to our request at your earliest convenience.
如果贵方能早日回复,我们将不胜感激。

► Exercises

I. Translate the following expressions and phrases into English.

- | | | |
|----------------|------------|-------------|
| 1. 开辟市场 | 2. 不遗余力做某事 | 3. 潜在客户 |
| 4. 借此机会做某事 | 5. 建立贸易关系 | 6. 供您参考 |
| 7. 重视……,认为……重要 | 8. 商会 | 9. 毫不延迟地,立刻 |
| 10. 由某人支配,悉听尊便 | | |

II. Translate the following sentences into English.

1. 与潜在客户建立业务关系是生意开始的第一步。
2. 我们想购买 100 台笔记本电脑。
3. 我们做这一行已经有 20 年了。
4. 我们想借此机会了解贵公司的情况。
5. 请放心,我们的产品质量优良,具有竞争力。
6. 电器产品是我们的经营范围。
7. 我们公司经营纺织品进口业务。
8. 随信寄上价格单和商品小册子各一份。
9. 如果您对一些产品感兴趣,请告知我方。
10. 我方将借此机会跟贵方建立直接的贸易关系。

III. Translate the following sentences into Chinese.

1. Your company has kindly been introduced to us by Vortex Company.
2. We are the leading importer of textile in North America.
3. We are interested in buying your cotton piece goods.
4. Please let us have your lowest quotation for 150 pieces of 26-inch electric fans as soon as possible.
5. We may herewith add that we import large quantities of Chinese silk every year.
6. We look forward to your favorable reply.
7. We look forward to receiving your specific enquiry as soon as possible.
8. Samples and quotations at favorable prices will be immediately sent to you upon receipt of your specific enquiry.
9. We send you by airmail a brochure on various kinds of typewriters available for export.
10. We shall be grateful to receive an order from you.



IV. Write a letter to an exporter for establishing business relationship. Your letter should include the following points.

1. The source of your information about the exporter.
2. Your intention of writing the letter.
3. Introduction to your own company.
4. Your expectation.





Unit Three



Business Negotiation

商务谈判





Chapter Three

Enquiry

► Introduction

Words and Phrases

1. airmail samples 航空邮寄样品
2. certain terms of trade 某种贸易术语
3. distinctly /dɪ'stɪŋktli/ *adv.* 清楚地, 显然
4. emanatory /'emənətəri/ *adj.* 发出的
5. general enquiry 普遍询盘, 一般询盘
6. specific enquiry 具体询价
7. the earliest date of shipment 最早的装船日期

In foreign trade, enquiry is also called enquiring price. One side of the trade wants to buy or sell certain products, the other side enquires certain trade condition of the product by e-mail, fax or letter.

Enquiries should be written concisely and clearly to the point. A first enquiry, an emanatory e-mail, fax or letter, should begin by telling the receiver how his name and address are known. And then, write some general information about your own business, such as the kind of goods handled, quantities needed. At the same time, you should ask the receiver some information about the price, catalogue and terms of trade.

Enquiries include such contents: price, catalogue, specification, quality, quantity, delivery date and other terms. Not all enquiries contain all of items we have specialized in.

In a general enquiry, a businessman states distinctly all the information he needs—general information, a catalogue, a sample, etc.

In a specific enquiry, he indicates what product(s) he wants. He may ask for a catalogue, or price list, airmail samples, the lowest price of certain terms of trade, the earliest date of shipment, etc.

In conclusion, enquiries should be brief, specific, courteous and reasonable. In the end, you should give expression to get relation with the receiver.



▶ Samples

1. Dialogues

Dialogue One

- A: Our representative in New York faxed that you showed an interest in some of our products on display at the September Exhibition there. Now, we would like to know if you have any specific requirement in mind.
- B: I've brought with a list of the quantity of your products we'd like to import for the second half of this year. Here's a copy of it.
- A: Good. Well, most of the items listed are available this year. I hope we can come to an agreement and sign the contract soon to enable timely delivery.
- B: I hope so, too. I'd like some of your sales literature and a price list for all of your export articles.
- A: Here are our catalog and price list. The catalog lists all the commodities we export, and the price list gives indicative prices for all of our export articles.
- B: Thanks. What are your normal export terms?
- A: We normal export CFR⁽¹⁾.
- B: What commission do you usually pay for your exports? As you know we import on a commission basis.
- A: That can be discussed.
- B: All right. When can we meet again for some more specific discussion?
- A: What about tomorrow morning at nine? I'll come over to your hotel.
- B: I'll be expecting you, then.

Dialogue Two

- A: Good morning. My name is John Smith. Here is my business card.
- B: Good morning. Pleased to meet you, Mr. Smith. Here is my business card.
- A: Thanks. I am glad to have the chance to visit your company.
- B: We warmly welcome you.
- A: Thank you.
- B: Well, from your card, I can see you specialize in oil-drilling equipment.
- A: Yes. As a matter of fact, we have been in this line for about 20 years. Our oil-drilling tools and equipment are exported to many countries and warmly received among them. Thus I hope to conclude some substantial business with you.
- B: Recently we have explored a few new overland and off-shore oil fields. We could consider buying from you if the technology incorporated in your equipment is advanced and the trade terms are favorable.
- A: I brought you a series of catalogues for my latest models. And I can answer any technical



questions about commodities.

B: OK. I will study your catalogue first.

...

B: I am interested in some of the items in your catalogues. I think they will be saleable in China. Here is a list of my requirements, for which I'd like to have your best CIF Shanghai price.

A: Thank you for your inquiry. Would you tell me the quantity you require so that we can work our offers?

B: I'll do that. Meanwhile, would you tell me an indication of the price⁽²⁾?

A: OK. Here are our CIF price lists. All the prices in the lists are subject to our final confirmation⁽³⁾.

B: What about discount? I usually get a discount from other suppliers. It's the general practice⁽⁴⁾.

A: If your order is large enough, I will consider it. Shall we discuss this when you place order with me?

B: OK.

Dialogue Three

A: Our Tokyo customers want to buy China tea. I'm thinking of placing an order with you.

B: Which tea do you prefer, black or jasmine tea?

A: I like both. Could you show me some samples?

B: Of course. Here you are. These are Black Tea from Qimen, Wulong Tea from Guangdong and Fujian, Longjing Tea from Xihu, and Jasmine Tea from Hangzhou. The new products are Rolled Strips and Curls Black Tea, Crushed Black Tea and so on. They are the best sellers in many countries⁽⁵⁾.

A: Oh, such a variety. They are excellent both in color and flavor. No wonder our people like China tea better than other kinds. Could you give some ideas of the prices?

B: Here is our price list. All the prices on the list are subject to final confirmation. You can see the prices are reasonable.

A: I'd like you to quote me CIF⁽⁶⁾ Tokyo.

B: Right. Could you tell us the quantity you require so that we can work out the offer?

A: Yes. I want 500 kgs of Black Tea from Qimen, 200 kgs of Jasmine Tea from Hangzhou and 100 kgs of Crushed Black Tea, first grade.

B: Good. We'll make the offer tomorrow afternoon. Is that all right?

A: Yes. See you tomorrow afternoon.

Dialogue Four

A: Good morning, Miss Nicolle Mac Lean.

B: Good morning.



- A: I get to know your company through Mr. John Hooper, one of our friends. Because my customers want to buy some valves, I've come to make some inquiries. Do you export valves?
- B: Actually, we have been in this line for over 10 years, and have done business with many companies all over the world. Besides, our products enjoy popularity in your neighboring countries. Demand always exceeds supply. I am sure your customer will be interested in them.
- A: That sounds great. This is our list of inquiries. Please have a look.
- B: OK. (*After a while*) Could you tell me the quantity you want so that I can work out the offer?
- A: All right, but may I have an indication of your prices⁽⁷⁾?
- B: Certainly. This is our FOB quotation sheet.
- A: Are the prices on the list firm offers?
- B: Yes.
- A: Thanks. Since we plan to place a big order, we hope you can grant us the best discount.
- B: That depends on how big the order is. We usually give our customer 10% discount for the quantity of 35 pieces.
- A: I understand. As to the quantity, we will let you know tomorrow.
- B: OK. Then, see you tomorrow.
- A: See you tomorrow.

Notes

(1) CFR: Cost and Freight 成本及运费价

A trade term requiring the seller to arrange for the carriage of goods by sea to a port of destination, and provide the buyer with the documents necessary to obtain the goods from the carrier. Under CFR, the seller does not have to procure marine insurance against the risk of loss or damage to the goods during transit.

(2) an indication of the price 参考价

(3) All the prices in the lists are subject to our final confirmation.

价格单上所有价格以我方最后确认为准。

be subject to 意思是“受……的支配,从属于……”

例如: The arms trade should be subject to rigorous controls.

对军火贸易应该严加限制。

This service will be subject to your request.

这服务将根据你们的要求而定。

(4) It's the general practice.

这是惯例。

(5) The new products are Rolled Strips and Curls Black Tea, Crushed Black Tea and



so on. They are the best sellers in many countries.

条形红茶、卷红茶和红碎茶等都是新产品,在很多国家畅销。

(6) CIF: Cost, Insurance and Freight 到岸价

In a contract of sale, the cost of the goods, the insurance, and the freight to the destination are included in the contract price. Unless there is something in a CIF contract to indicate the contrary, the seller completes the contract when the merchandise is delivered to the shipper, the freight to the point of destination is paid, and the buyer has been forwarded the bill of lading, invoice, insurance policy, and receipt showing payment of freight.

(7) an indication of your prices 一份价目参考表

2. Correspondence

The Letters of Enquiry

Letter One

(Business background: The seller is an umbrella manufacturing limited corporation in Shanghai, and the buyer is a company that specializes in international business. The buyer in America gets to know the seller by some way, and in order to get into the business relations with⁽¹⁾ the seller, he introduces himself as follows by letter.)

(Enquiry)

Dear Sirs,

Through the courtesy of Commercial Counselor of your Embassy in America⁽²⁾, we come to know your name and address. Also we know you are one of the main exporters of umbrellas in your country.

We are, at present, very much interested in importing your umbrellas and would appreciate you sending us catalogues, price lists and samples if possible.

We hope this will be a good start for long and profitable business relations. We look forward to hearing from you soon.

Truly yours,



(Reply)

Dear Sirs,

We welcome you for your enquiry of October 19 and thank you for your interest in our export commodities. We, as an exporter of various umbrellas, shall be pleased to get into the business relations with you. In order to acquaint you with⁽³⁾ our business lines, we enclose a copy of our illustrated catalogue covering the main items of our company. Provided you are interested in any of the items, please tell us by fax. We will give you our best price and try our best to comply with your requirements. As to our financial standing⁽⁴⁾, we are permitted to mention the Bank of China, New York, as a reference.

Your early reply will be highly appreciated. We allow a proper discount according to the quantity ordered. As to the terms of payment we usually require a confirmed, irrevocable letter of credit payable by draft at sight⁽⁵⁾.

Yours faithfully,

Letter Two

(Business background: The seller is a woolen sweater manufacturing limited corporation in Zhejiang, and the buyer is a company that specializes in international business. The buyer in France gets to know the seller's name and address by China Import and Export Fair, and in order to get into the business relations with the seller, he introduces himself as follows by letter.)

(Enquiry)

Dear Sirs,

Through the China Import and Export Fair, we come to know your name and address. Also we know you are one of the main exporters of woolen sweaters in your country.

We are, at present, very much interested in importing your woolen sweaters and would appreciate you sending us catalogues, price lists and samples if possible.

We hope this will be a good start for long and profitable business relations. We look forward to hearing from you soon.

Truly yours,

(Reply)

Dear Sirs,

We warmly welcome your enquiry of December 15 and thank you for your interest in our woolen sweaters.

We are enclosing our illustrated catalogue and price lists as you asked, and also under



separate cover, we are sending you some samples which will show you clearly the quality of our products. We are confident that our goods are both excellent in quality and very reasonable in price.

In addition, if you order 10 000 pieces or more, you can get 10% discount. Because of their warmth and softness, this kind of sweater is becoming a very good seller in the market, and we have received plenty of orders. But if you place your order before the end of this month, we are sure that we would make the goods ready for delivery within 10 days after we receive your order. As the terms of payment, we usually require L/C payable at sight.

Please pay attention to our other products about which you will find the information in the catalogue. If you have an interest in any of them, please let us know.

We are expecting your early order.

Yours faithfully,

Letter Three

Dear Gentlemen,

Credit Inquiry on the East International Trading Company

The subject company has recently contacted us, asking to establish business relationship and supply various Chinese art products. It has referred us to your bank for detailed information about its credit standing and business capacity⁽⁶⁾.

We shall therefore greatly appreciate it if you'll spare time to send us the information regarding the company mentioned above.

Any information that you may give would be treated in strict confidence⁽⁷⁾ and would be very much appreciated.

Yours respectfully,

(Reply)

Dear Gentlemen,

Credit Inquiry on the East International Trading Company

The captioned company you inquired about in your letter of 18 August 2008, is an exporter and importer of art products in China with a successful business background of 12 years.

It has been maintaining an account with us from its establishment, and has never failed to fulfill its obligation⁽⁸⁾. Its balanced sheets of recent years enclosed will show you that its business in art products has been operated under satisfactory condition and in a fast developing speed. For the moment it is doing an active business, and judging from the size of China as a whole, it is one of the biggest wholesale dealers handling all kinds of art products.

Please note the above information is only for your personal reference and is furnished



without any responsibility on our part⁽⁹⁾. It should be held strictly confidential.

Yours truly,

Notes

- (1) get into the business relations with... 与……建立贸易关系
 例如: I am very glad to get into the business relations with your company.
 我方很高兴与贵公司建立贸易关系。
- (2) Commercial Counselor of your Embassy in America 你方驻美国大使馆商务参赞处
 Commercial Counselor 商务参赞
 embassy 大使馆
 the American Embassy in Beijing 美国驻北京大使馆
- (3) acquaint sb. with sth. 使某人了解某事
- (4) our financial standing 我方财产资信情况
- (5) confirmed, irrevocable letter of credit payable by draft at sight 保兑的、不可撤销的、凭即期汇票支付的信用证
 letter of credit (L/C) 信用证
 irrevocable letter of credit 不可撤销的信用证
 confirmed letter of credit 保兑信用证
- (6) It has referred us to your bank for detailed information about its credit standing and business capacity.
 该公司介绍我们向贵行查询其信用状况和经营实力的详细信息。
- (7) in strict confidence 严格保密地
 confidence 在这个短语中是“秘密”的意思
 confidential 秘密的, 机密的
- (8) fulfill one's obligation 履行某人的义务
 例如: Don't forget to fulfill your obligation to pay the income tax.
 不要忘记履行缴纳个人所得税的义务。
- (9) Please note the above information is only for your personal reference and is furnished without any responsibility on our part.
 请注意, 以上信息仅供您个人参考, 我方对所提供的信息不负任何责任。
 on one's part 就……而言, 在……方面
 例如: If you reduce the price by 3%, that will be a sacrifice on our part.
 如果贵方降价 3%, 那对我们来说将是亏本出售。



Supplements

Useful Sentences

- We have seen your advertisement in *China Daily*, and shall be glad if you send us by return prices of quality cotton shirts available in stock.
我们在《中国日报》上看到了你们的广告,如果你们能在回函中报库存优质棉衬衫的价格,我们将不胜感激。
- I write to you to ask the price about the tea of various qualities.
我来信是询问各种品质茶叶的价格。
- Would you please tell us the quantity that can be supplied from stock?
您能告诉我们可供现货的数量吗?
- We would like to know your availability and conditions of sale in this line.
我想了解一下贵方在这方面的供货能力和销售条件。
- Please put us on your best terms, as this order forms part of a contract.
由于这一次订购是合同的组成部分,请提供最好的条件。
- We would appreciate receiving details regarding the commodities.
如能告知该产品的详细情况,我们将不胜感激。
- If you are in a position to supply us with the captioned goods, we are waiting for your lowest price CIF Venice.
如果您能提供上述产品,我们将期待您最低的威尼斯到岸价。
- Full information as to prices, quality, quantity available and other relative particulars would be appreciated.
若能告知关于价格、质量、现有数量及其他相关事项的全部资料,则将不胜感激。
- If your prices can compare favorably with those of other suppliers, you can be sure of a sizable order from us.
若贵公司价格和其他供应商比较起来更加优惠,我们一定会大量订购。
- I'm very pleased to inform you that there is a strong demand for your stainless cookware in this market and we want to make an inquiry.
很高兴告诉你们,这里的市场对你们的不锈钢炊具需求量很大,我们想发出询盘。
- We are anxious to know how long it will take you to deliver the goods.
我们急于知道贵方多长时间能交货。
- We trust you can meet our requirements.
我们相信贵方能满足我们的要求。
- We look forward very much to receiving samples and price lists from you soon.
我们殷切期盼尽早收到贵方的样品和价格表。



▶ Exercises

I. Translate the following expressions and phrases into English.

- | | | |
|--------------------------|----------|----------|
| 1. 切题,切中要害 | 2. 专营 | 3. 最后,总之 |
| 4. 使某人了解某事 | 5. 服从,遵守 | 6. 就……而言 |
| 7. 保兑的、不可撤销的、凭即期汇票支付的信用证 | 8. 另封,另邮 | |
| 9. 市场上的畅销产品 | 10. 履行义务 | |

II. Translate the following sentences into English.

- 目前,我们有意进口你方电热毯,如能寄来商品手册和报价单,我们将不胜感激。
- 我们从中国进出口公司处得知贵公司的名称和地址,并获悉贵公司是中国雨具的主要出口商。
- 这种羊毛衫既轻柔又保暖,一定会成为市场上的畅销产品。
- 期盼早日下订单。
- 随信寄上我公司主要产品的图解目录。
- 我们按照货样销售货物。
- 如果我方订购数目大的话,贵方能降价的幅度有多大?

III. Translate the following sentences into Chinese.

- We have seen your advertisement in *China Daily* and should be glad to have your price-list and details of your terms.
- We are indebted to the Chamber of Commerce for your name and address.
- The British Embassy in Beijing has advised us to get in touch with you concerning the wholesale business of silk blouses.
- We have already made an enquiry for your articles. Please make an offer before the end of this month.
- We shall be pleased if you finish us with your quotation for this product.
- If our order is a substantial one, how much will you bring your price down?
- We'd appreciate it very much if you let us know what discount you can grant us if we give you a large order of your products.
- Please let us have your best quotation by tomorrow, together with the appropriate time of shipment.
- We wish to invite your attention to the shipment of our Order No. M199.
- We learn from ABC Co. that you are in a position to supply fruit and dried fruit.

IV. Write a specific enquiry. Your letter should include the following points.

- The name of the commodity you want: Icebox Refrigerator



2. You ask for:

- a. Specification
- b. Sample books
- c. Price list
- d. Payment terms
- e. Delivery date
- f. other related information





Chapter Four

Offer and Counter-offer

► Introduction

Words and Phrases

1. circular /'sɜ:kjələ(r) / *n.* 通函
2. firm offer 实盘
3. non-firm offer 虚盘
4. offer and counter-offer 发盘和还盘
5. offeree /'ɒfər'i:/ *n.* 受盘人
6. offerer /'ɒfərə/ *n.* 发盘人
7. reference price 参考价格
8. retention condition 保留条件

An offer of goods is usually made either by way of advertisements, circulars, e-mails, faxes and letters or in reply to enquiries. An offer is defined as that one side of the transaction in order to sell or buy a batch of commodities, proposes the related transaction condition to the other side, and indicates that it is willing to achieve a transaction according to these conditions. This meaning expressing the behavior is called an offer. Offer is divided into two kinds: firm offer and non-firm offer. The difference between them must be clear, because their ways of expression and legal effect are both different.

Firm offer has the legal effect. Once the offeree accepts the content and condition of the offer in the date of expiry, the offerer has no right to refuse to sell goods. An item of firm offer must obey the following rules:

(1) The sentences of the offer must affirm, without using “about”, “reference price” and so on.

(2) The content of the offer should be clear and integral, including the quality, quantity, packing, price, shipment, payment, validity and so on.

(3) Offers should not have retention condition, for example, subject to our final confirmation, subject to goods being unsold.

Non-firm offer is an unsure transaction expression made by the offerer. It does not conform to the above three conditions. It only expresses the transaction intention, and does not have the legal effect.



In response to an enquiry, that is when the seller decides to sell the goods, quotation may be sent out. A satisfactory and complete quotation will include the following:

- (1) An expression of thanks for the enquiry received.
- (2) The specification and quantity of the goods.
- (3) The price of different specification goods.
- (4) A clear indication of the terms of payment, the date of delivery and the time of shipment.
- (5) The validity of the offer.
- (6) An expression of expectation that the offer will be accepted.

If the offeree could not accept the condition of the offer completely made by the offerer and he wants to amend the offer, a counter-offer can be made.

In the counter-offer, the offeree should write to the offerer to express his trouble and explain the reason for rejection. In the end, he may express his hope that the offerer will reduce corresponding condition.

▶ Samples

1. Dialogues

Dialogue One

A: Good morning. I'm David Frank.

B: Good morning. I'm Li Jianyong. Li is my surname. You can call me Li.

A: Nice to meet you, Li.

B: Nice to meet you, Mr. Frank.

A: Please call me David.

B: OK, David.

A: Good. Thank you. You have received my inquiry sheet, right?

B: Yes. It reached me last Friday. We planned to send you an offer by fax. Now that you are here, we can discuss it.

A: Good.

B: You need hand-embroidered silk scarves⁽¹⁾, is that true?

A: Yes, that's right. Chinese hand-embroidered scarves sold well in the Italian market. The main reason is that the prices are favorable.

B: That's true. The price of our hand-embroidered scarves is much lower than that of those from other countries and areas, and the quality is also good.

A: You said it.

B: The quantity you require for each kind of scarves is 5 000 pieces in inquiry sheet, right?

A: That's right. But can you add 5 000 pieces more to the size A101 and AB302





respectively?

B: I don't think it is a problem to add 5 000 pieces more to each kind. We can meet your requirements.

A: Thanks a lot. Then, can you give me the exact time of delivery⁽²⁾?

B: What about November?

A: Oh. No. I'm afraid it will be too late. I need the goods in October because there is a great demand for scarves before Christmas.

B: Then, I'll manage to do that. Do you have any special request for packing?

A: Scarves are presented as a gift, so it should be tastefully packed. Each scarf is packed in a plastic bag and then packed in a cardboard box with beautiful designs in bright color.

B: Here are the samples of packing available now. Please have a look.

(After seeing the samples)

A: Perfect. For the payment terms what do you usually require?

B: We usually require irrevocable L/C at sight. Here is our offer with special price for each kind of scarves, CIF Milan.

A: Is this offer a firm one⁽³⁾?

B: Yes. The validity is 4 days. That is, it remains open until 5:00 p. m. , this Friday, our time.

A: Fine, thank you.

Dialogue Two

A: Let's get down to business now.⁽⁴⁾

B: Yes, that will be fine. I've come about your offer for Haier Air Conditioners.⁽⁵⁾

A: We have the offer ready for you. It's something like that: 1 000 Haier Air Conditioners 300 pounds sterling per conditioner, CIF European main ports, for shipment in June, 2010. Since the market is advancing today, the price we offer you is the best, I believe.

B: But 1 000 is not enough, I'm afraid. Last year I ordered 1 000, but the whole thing was rapidly sold out in less than three months. As I'm sure we can do better this year, I hope you can offer me at least 3 000 conditioners.

A: As the conditioners are in great demand both at home and abroad, 1 000 is the most I can offer at present.

B: If you can't supply our need to the full, our customers will turn to other suppliers for their requirements.⁽⁶⁾ Can you supply me another 1 000 conditioners?

A: Well, we'll try our best to satisfy your demand for the additional 1 000 conditioners.

B: All right. I'll take 2 000 conditioners this time. But I hope you could supply the other 1 000 when the next supply comes in.⁽⁷⁾

A: We'll get in touch with you when our supply position improves.



Dialogue Three

- A: Could you give us some ideas about your price on fancy silks⁽⁸⁾?
- B: We have the offer ready for you. Let me see. Yes, here is our price sheet.
- A: After reading the sheet, I have to say your price has soared! It is almost 20% higher than last year's. It would be impossible for us to push any sales at such a price.
- B: I'm a little surprised to hear you say that. You know very well that the market price for fancy silks has gone up a great deal recently. And we consider it a rock-bottom price.⁽⁹⁾
- A: I'm afraid I can't agree with you there. Frankly speaking, the price you offer compares very unfavorably with quotations we can get else where, Japan, for instance.
- B: But if you take quality into consideration, you will see the price is fair and reasonable.
- A: I admit that yours is of better quality, but there must not be a too wide gap between the prices of yours and other suppliers' just because of a little better quality.
- B: We'll consider your suggestion and have an internal discussion.
- A: Please have a discussion. After you think it over, please renew your latest offer on us.
- B: Sure, I will.

Dialogue Four

- A: Here is our price sheet on an FOB basis. The prices are given without engagement.⁽¹⁰⁾
- B: Good, if you excuse me, I'll go over the sheet right now.
- A: Take your time.
- (After seeing the price sheet)
- B: I can tell you at a glance that your prices are on the high side.⁽¹¹⁾
- A: I'm surprised to hear you say that. You know the cost of production has gone up in recent years.
- B: We only ask that your prices be comparable to others'. That's reasonable, isn't it?
- A: Oh, in order to get the business done, we can consider making some concession on our price. But first, you will have to give me an idea of the quantity you wish to order from us, so that we can adjust our prices accordingly.
- B: The size of our order depends greatly on the prices. Let's settle that problem first.
- A: All right. As I have said, if your order is large enough, we are ready to reduce our prices by 20%.
- B: When I say your prices are really too high, I don't mean they are higher merely by 10 or 20 percent.
- A: How much do you mean then? Can you give me a rough idea?⁽¹²⁾
- B: To conclude this deal, I'd say a reduction of at least 60% would help.
- A: How can you expect us to make a reduction to that extent?
- B: I think you are as well-informed as I about the market for Chinese tea. It's needless for me to point out that supply exceeds demand at present and this situation is likely to



continue for a long time yet. Why don't you call your home office and see what they will say?

A: All right. I will.

Notes

- (1) hand-embroidered silk scarves 手绣丝巾
- (2) time of delivery 交货期, 装船期
- (3) Is this offer a firm one?
这是实盘吗?
- (4) Let's get down to business now.
我们现在进入正题吧。
- (5) I've come about your offer for Haier Air Conditioners.
我来听听你们对海尔空调的报价。
- (6) If you can't supply our need to the full, our customers will turn to other suppliers for their requirements.
如果您不能完全满足我们的需要, 我们的客户就会转向其他的供应商。
- (7) But I hope you could supply the other 1 000 when the next supply comes in.
但是我希望一旦有货供应, 您能再给我们 1 000 台。
- (8) fancy silks 印花丝绸
- (9) And we consider it a rock-bottom price.
我们认为这是最低价。
rock-bottom *adj.* 最低的; 最低限度的 *n.* 最低点
例如: Please quote us your rock-bottom price.
请向我们报最低价。
The prices of these new products have reached rock-bottom.
这些新产品的价格已降到最低。
- (10) The prices are given without engagement.
报价没有约束力(可以商讨)。
without engagement 不受约束的; 不承担义务
例如: Unless otherwise stated, our quotation on this offer sheet is given without engagement.
除另有说明外, 该报价单上的报盘是不受约束的。
- (11) I can tell you at a glance that your prices are on the high side.
我一看这份价目单就可以说, 你们的价格偏高了。
on the high side (价格) 偏高的
on the low side 偏低的
- (12) Can you give me a rough idea?
您能不能说个大概价格?



2. Correspondence

Offer

Letter One

Dear Sirs,

Thank you for your enquiry of November 23, and in order to start a concrete transaction between us, we are pleased to offer them as follows on the basis of CIFC5 New York:

| Specifications | Quantity (dozen) | Price (USD) |
|----------------|------------------|-------------|
| GO5508NE-K | 1 000 | 80.00 |
| GO5508NE-F | 1 000 | 75.00 |
| GO5508NE-M | 1 500 | 78.00 |

Packing: Each is wrapped in a ply bag and one dozen packed in a carton.

Shipment: January

Payment: Confirmed, irrevocable L/C payable by draft at sight to be opened 30 days before the time of shipment.

Under separate cover, we have sent you samples and brochure required. In view of⁽¹⁾ the fact that our stock on hand has been quite low owing to heavy commitment⁽²⁾, your early order is highly appreciated.

We trust the above will be acceptable to you and await your trial order with keen interest.

Yours faithfully,

Letter Two

Dear Sir or Madam,

We are very pleased to receive your enquiry of 15 January and enclose our illustrated catalogue and price list giving the details you ask for. Also by separate post, we are sending you some samples and feel confident that⁽³⁾ when you have examined them you will agree that the goods are both excellent in quality and reasonable in price⁽⁴⁾.

On regular purchases in quantities of not less than 100 dozen of individual items we would allow you a discount of 2%. Payment is to be made by irrevocable L/C at sight.

Because of their softness and durability, our all cotton bed sheets and pillowcases are rapidly becoming popular. And after studying our prices you will not be surprised to learn that it is difficult for us to meet all the demands. But if you place your order not later than the end of this month, we will ensure prompt shipment.

We invite your attention to our other products such as table cloths and table napkins, details of which you will find in the catalogue, and we look forward to receiving your first order.

Yours faithfully,



Counter-offer

Letter One

Dear Sirs,

We have received your offer No. 110 offering us 3 500 dozens for three designs of the subject goods. In reply, we are glad to say that your samples received are to our customers' liking, but at the same time we regret to inform you that our clients find your price much on the high side. Information indicates that some kind of the said articles made in other countries have been sold at a level about 5% lower than that of yours. We do not deny that the quality of your products is slightly better, but the difference in price should, in no case, be so big. To step up the trade, we counter-offer as follows:

\$ 78.00 for GO5508NE-K

\$ 74.00 for GO5508NE-F

\$ 75.00 for GO5508NE-M

Besides, we'd like you to insure the captioned goods at 30% above the invoice value⁽⁵⁾, and we know that the usual practice is 10% above the invoice value, so the extra expenses will be for our account.

All the aforesaid will be effected subject to your reply here 5 p. m. our time, December 1. As the market is of keen competition, we recommend your immediate acceptance.

Yours faithfully,

Letter Two

Dear Sir,

Thank you for your letter of November 11, with an initial offer for 50 tons of cooper wires at \$ 280 per ton CFR Dalian.

We are regretful to say that our end-users find your price too high and out of line with the prevailing levels of similar products. Therefore, it is difficult for us to justify additional costs. Reducing your price, say 5%, will allow us the ability to come to terms. I believe you will find our counter-offer favorable, keeping in mind the current stagnant market⁽⁶⁾.

Yours faithfully,

Notes

(1) in view of 考虑到, 由于

例如: In view of our long-standing business relations, we can consider a price reduction.

鉴于你我双方长期的业务关系, 我们可以考虑减价。

(2) ...our stock on hand has been quite low owing to heavy commitment.

由于接受了大量订单, 我们库存很少。

owing to 由于



例如:Owing to the rain, the sports meeting was cancelled.

由于下雨,运动会取消了。

(3) feel confident that...深信……,确信……

例如:We shall greatly appreciate any order that you may have for us and feel confident that it will be filled to your satisfaction.

不论收到贵方任何订单,我方均非常感谢。我方确信将如期完成,并使贵方感到满意。

(4) excellent in quality and reasonable in price 物优价廉

(5) insure the captioned goods at 30% above the invoice value

对于标注商品我们将以发票金额加成 30% 投保。

the captioned goods 标题项下的货物

类似的表达法还有:

the subject article (goods)

the goods (article) mentioned in the subject line

invoice value 发票金额

(6) keeping in mind the current stagnant market 考虑到目前不景气的市场

keep in mind 考虑到

例如:We decide to place an order with you, keeping in mind the good quality of your products.

考虑到贵方产品质量上乘,我们决定向贵方订货。

► Supplements

Useful Sentences

- We thank you for your inquiry dated July 10 for the captioned goods. Enclosed you will find details of our conditions of sales and terms of payment.
感谢贵方 7 月 10 日对上述商品的询盘。在随函复件中,您会看到我们的销售和付款条件。
- We are glad to take advantage of this chance to introduce our various products available to you.
我们很高兴利用这个机会向您介绍我们的各种产品。
- It's our pleasure to offer you the goods as follows.
非常荣幸地向你方报盘如下。
- We are able to offer you the goods at a discount of 4% of our recent prices, but we can only hold open this advantage offer for three weeks.
我们可以在现在价格的基础上给予 4% 的折扣,但如此优惠的价格只在 3 周内有效。
- We offer, subject to your reply reaching us here by May 20, 500 captioned computers at



\$ 1 000 per set CIF Calcutta for shipment in July.

兹报盘:500 台标题所示计算机;成本加保险费、运费到加尔各答价每台 1 000 美元;7 月份装运;以你方 5 月 20 日前复到有效。

- It is most probable that the prices will rise still more, so it is to your interest to place your orders without the least delay.
价格涨幅还会更大,马上订货对你方有利。
- We believe that the quality and the prices of the goods we offer you compare favorably with any others, for the same class of goods.
我们相信,我们所报产品的品质、价格与其他同类产品相比都要优越。
- This offer will remain firm until November 30.
本发盘 11 月 30 日前有效。
- Owing to the very brisk demand for this article, we can accept orders only for June to July shipment.
由于本商品非常走俏,我们只能接受 6~7 月份装船的订单。
- In accordance with your request, we now quote you subject to our confirmation for the following.
按照您的要求,我方发盘如下,以我方最后确认为准。
- This offer is made without engagement.
本发盘无约束力。
- We hope to receive orders for these goods.
我们希望收到这些产品的订单。
- We trust that you will be able to accommodate us and give your prompt acceptance by return letter soon.
相信您会帮助我们,在您的回信中尽快接受。
- We regret to say that we cannot accept your offer because your price is too high.
抱歉,因为价格太高,我方不能接受您的报盘。
- Your bid is obviously out of line with the ruling price in the present market.
你方报价显然与目前市场的现行价格不符。
- Unfortunately, we are not in a position to accept your offer since another supplier in your market offered us the similar article at a price 3% lower.
遗憾的是,我们不能接受你方的发盘,因为贵方市场中另外一家供货商对同等商品报出的价格要低 3%。
- As far as the base price is concerned, we want to do it in U. S. dollars.
关于这个底价,我们要以美元来支付。
- In view of the increased demand for our products, we wish you could give us a discount.
鉴于我方产品的需求有所增加,我们希望贵方给我方一定的折扣。
- We are regretful for inability to accept your quotation.



很遗憾,我们无法接受你们的报价。

- We are ready to meet you half way and settle the matter on a 50/50 basis.
我们愿意向你方让步,按各让 50% 的方式来解决此问题。
- To start the ball rolling, we agree to your price.
为达成交易,我同意你方的价格。
- Considering the quality, I shall say the price is reasonable.
考虑到质量,我认为这个价格是合理的。
- We can ensure you that we have quoted the most favorable price and we are unable to entertain any counter-offer.
我们保证我方已报出最有利的价格,我们不能接受还盘。
- We hope you will not lose this chance so that you will benefit from the expanding market.
希望你方不会坐失良机,这样你方将从不断扩大的市场中获益。
- We shall be glad to receive your order, which will have our prompt and careful attention.
我们将十分高兴接受您的订单,我们将迅速而认真地经办您的订单。

▶ Exercises

I. Translate the following expressions and phrases into English.

- | | | | |
|-----------|----------|------------|------------|
| 1. 参考价 | 2. 保留条件 | 3. 符合,遵照 | 4. 在手头,现有 |
| 5. 试订货 | 6. 绝不 | 7. 鉴于,考虑到 | 8. 费用由我方负担 |
| 9. 以……为条件 | 10. 不受约束 | 11. (价格)偏高 | |

II. Translate the following sentences into English.

1. 实盘中不应含有保留条件,比如,“以我方最后确认为准”等。
2. 作为电子产品的出口商,贵方希望与我方建立贸易关系。这与我们的愿望相符。
3. 如果贵方的价格具有竞争力而且交货日期可以接受,我方拟大量向贵方订货。
4. 由于订货太多,目前不能接受新的订单。
5. 由于市场疲软,我们认为贵方价格太高。
6. 我们很高兴向你方订购 50 吨花生。
7. 你方的还盘不符合目前的市场行情。

III. Translate the following sentences into Chinese.

1. If we can receive your order within the next 10 days, we will make you a firm order at the prices quoted.
2. We make you the offer subject to your apply reaching us not later than October 1.
3. Since the market is advancing rapidly, the price we offered you is the best I believe.



4. We can offer a quality discount of up to 15% but we are prepared to give 20% discount for an offer to buy the complete stuff.
5. We hope you will consider our counter-offer most favorably and tell us your decision at your earliest convenience.
6. We can obtain the same quality through another channel at a much lower price than that you quoted us.
7. We hoped you will quote your rock-bottom price, otherwise we have no alternative but to place our orders elsewhere.
8. You should know that the price of same product should be fixed differently in different markets, but yours is definitely too high in our market.

IV. Write a firm offer. Your letter should include the following contents.

1. Electronic toys.
2. Attractive design and reasonable prices.
3. Good value.
4. Order by 30 October, delivery by the middle of November.
5. Order for 250 pieces or more, a special discount for 4% allowed.

V. Write a reply to the above letter.



Chapter Five

Placing Order and Signing Contract

Part A Placing an Order

Introduction

Words and Phrases

1. article number 货号
2. a poly bag 塑料袋
3. acknowledgement /ək'nɒlɪdʒmənt/ *n.* 确认书, 回函书
4. a tin-lined carton 内衬锡纸的纸板箱
5. cancellation /kænsə'leɪʃn/ *n.* 取消
6. come into force 实施, 生效
7. guarantee /,gærən'ti:/ *v.* 保证, 担保
8. memorandum /,memə'rændəm/ *n.* 备忘录
9. preliminary /prɪ'lɪmɪnəri/ *adj.* 初步的, 预备的
10. subsequent quotation 连续报价
11. substitute /'sʌbstɪtju:t/ *n.* 替代品
12. surpass /sə'pɑ:s/ *v.* 超过; 胜过; 优于
13. with an eye to 着眼于

An order is a request to supply a specified quantity of goods, which may result from an offer or an enquiry with subsequent quotations. It can be an acceptance of an offer sent voluntarily by a buyer if it is clearly and accurately written out and states all the terms of transaction. An order may be given by letter or memorandum, by telex or telegraphic message, or orally at a meeting.

However, the buyer usually uses printed order forms and the seller uses printed acknowledgements so as to avoid misunderstanding between them.

Sometimes the seller cannot accept the buyer's order because the goods required are not available or prices and specifications have been changed. In such circumstances, letters rejecting the order must be written with utmost care and with an eye to goodwill and future business. It is advisable to recommend suitable substitutes, make a counter-offer and persuade the buyer to accept it.



If faulty goods are delivered, the buyer can demand either a reduction in price, or replacement of the goods, or cancellation of the order. He may also be able to claim damages.

Accuracy and clarity are the essential qualities of an order or an order-letter, which should:

- (1) include full details of description of the goods, such as quantities, price and article numbers⁽¹⁾;
- (2) state the mode of packing, the port of destination and the time of shipment⁽²⁾;
- (3) confirm the terms of payment as agreed upon in preliminary negotiation⁽³⁾.

“First” orders, the orders from new customers, should most certainly be acknowledged by letter, which should:

- (1) express pleasure at receiving the order;
- (2) add a favorable comment on the goods ordered;
- (3) include an assurance of prompt and careful attention;
- (4) draw attention to other products likely to be of interest;
- (5) hope for further orders.

When a binding agreement comes into force⁽⁴⁾, the buyer's obligations are:

- (1) to accept the goods supplied, provided they comply with the terms of the order;
- (2) to pay for them according to the terms agreed upon;
- (3) to check the goods as soon as possible (failure to give prompt notice of faults to the seller will be taken as acceptance of the goods)⁽⁵⁾.

When a binding agreement comes into force, the seller's obligations should be:

- (1) to deliver the goods exactly of the kind ordered, and at the agreed time⁽⁶⁾;
- (2) to guarantee that the goods to be supplied are free from faults, of which the buyer could not be aware at the time of purchase⁽⁷⁾.

Notes

- (1) include full details of description of the goods, such as quantities, price and article numbers
对商品加以详细说明, 主要包括数量, 价格, 货号
- (2) state the mode of packing, the port of destination and the time of shipment
说明包装方式、目的港及装运期
- (3) confirm the terms of payment as agreed upon in preliminary negotiation
确认初期洽谈时所同意的付款条件
- (4) When a binding agreement comes into force...
当具有约束力的协议生效后……
- (5) to check the goods as soon as possible (failure to give prompt notice of faults to the seller will be taken as acceptance of the goods)



尽快检验货物(如不即时将货物缺陷通知卖方,则认为货物已被接受)

(6) to deliver the goods exactly of the kind ordered, and at the agreed time
在协议规定的时间内交付买方所订购货物

(7) to guarantee that the goods to be supplied are free from faults, of which the buyer
could not be aware at the time of purchase

保证货物不存在买方在订购时无法知道的缺陷

▶ Samples

1. Dialogues

Dialogue One

A: It has always been my great pleasure to meet and talk to my old friend.

B: Likewise. What can I do for you this time then?

A: According to the Chinese proverb “One wouldn’t come to a treasure house if he doesn’t have a purpose⁽¹⁾”, I come here in order to import 25 tons of penicillin G potassium crude⁽²⁾, and it will be highly appreciated if you could give us your firm and favorable quotation for the item.

B: It will be a great honor for us to serve your business. However, we may have to explain that we could hardly supply you with the product directly at present.

A: Why?

B: Since we are confined by the exclusive agent agreement with ABC Company in Canada.

A: Well, would you like to do the business with our established trading company in Hong Kong, and that will channel your product into Canada, and elude⁽³⁾ the “exclusive agent” problem at the same time.

B: That sounds like a good idea.

A: OK. I would like to book an order for 25 tons of the goods in one lot.⁽⁴⁾

B: No problem. As we always do business on the basis of equality and mutual benefit, we should like to extend to you our best offer which is at \$25/Bou, CIF Shanghai, hoping it’s good for you⁽⁵⁾.

A: Thanks. We would also like to have your CFR price if convenient.

B: Sure. That will be \$23/Bou.

A: In such a case, I would accept your price on CFR basis, since it will lower our import cost if insurance is lowered by us.

B: That’s fine. Shall we call it a deal and sign a contract?⁽⁶⁾

Dialogue Two

A: Good morning. You have had a good trip, haven’t you?

B: Yes, very good journey, thank you. We’ve had your offer and are very much interested



in it.

A: I wonder if you have found that our specifications meet your requirements. I am sure the prices we submitted are competitive.

B: Oh, yes, and I have come to place the order with you. We like the design of your ivory carvings. My company will send you an official confirmation soon, but there are a few questions still to be settled, for example, the costs for sending the goods.

A: Yes, I see. We quoted you ex-warehouse price⁽⁷⁾. Do you want me to give the prices of FOB⁽⁸⁾? That would cover transport from our warehouse to the docks, and the handling and shipping charges. So you will pay the sea freight and marine insurance. Is that what you want?

B: No. I think we should prefer to have an idea of the total cost delivered right to our port.

A: Then what about a CIF price? That would cover the cost of the goods to make them seaworthy; a comprehensive insurance, with the clause from warehouse to warehouse; all the forwarding and shipping charges⁽⁹⁾; and the freight paid to your port.

B: But there will be a few things left for us to pay.

A: Yes, the charges for your forwarding agent for cleaning the goods, paying the Customs duties, and arranging delivery to your site. I can get the CIF price worked out by our shipping department while we go on talking.

B: I would like to ask you next about delivery. How soon can it be effected?⁽¹⁰⁾

A: Will you take partial deliveries? I mean, we could let you have, say, one-third of the order immediately from stock and this can be dispatched just as soon as we can get shipping space⁽¹¹⁾.

B: Good.

A: And the final consignment would be for forward delivery, at some future time, when the goods are available from the mills.

B: Excuse me, but I think we should like to have a definite date for the last shipment.

A: Of course, you can stipulate in your order saying "final shipment not later than such a date." Some date on which we could agree, which could be met by the mills supplying us.

B: Good, let us know the best they can do.⁽¹²⁾

A: That depends on their production program and the orders they have on their books.⁽¹³⁾ I shall inquire. Now about yourself, you are not pressed for time, aren't you?⁽¹⁴⁾

B: Oh, no.

A: Good. Well, while my secretary is typing out these quotations, perhaps you will have some time to drink with me.

B: Thank you very much. I'd like to.

Dialogue Three

A: Good morning. I'm Zhou Wenshang, a sales representative from Shanghai Auto Co.



Can I help you?

B: Yes. I'm John, an auto distributor from the States. We are in the market for a batch of cars⁽¹⁵⁾. I've looked around the car exhibition for two days and found your range of Toyota Vios cars particularly interesting.

A: Well, we've got a new model here. Would you mind coming over here? It's this one.

B: The car's shape and appearance are very impressive. Can you tell me something about it?

A: OK. This is a fuel-saving model with an engine of 4 cylinders.⁽¹⁶⁾ The exhaust is 1.3 L/min. It is equipped with driver and front passenger air bags. Special heat-treated glass is used in side and rear windows. It's only been on the market for a few months, but it's very popular⁽¹⁷⁾.

B: What is the oil consumption?

A: It's 1.6 gallons per hundred kilometers.

B: How many colors do you have for the cars?

A: They're all in five colors respectively: black, white, red, blue and gold.

B: What does it cost?

A: CIF American Western ports unit price is \$ 14 500 for Model DLX range and \$ 9 800 for the range of Model GL.

B: I would like to place an order for some models chosen from your catalogue.

A: Certainly. I'll just note down the details. What models in particular do you have in mind?

B: I'd like to order 200 Model DLX Vios cars in 5 colors and 300 Model GL Vios cars equally in 5 colors. It comes to 500 cars. What's the total price?

A: Let me see... Oh, a total of 2.9 million US dollars for Model DLX and...a total of 2.94 millions US dollars for Model GL. The grand total is \$ 5 840 000.

B: I think I'll deserve a good quantity discount for so large an order.

A: Yes, you do. For an order like this we could offer a discount of 15%.

Dialogue Four

A: We have seen with pleasure your products advertised in *China Daily*. We are in the market for a large number of air conditioners.

B: We would appreciate it if you would like to deal with us.⁽¹⁸⁾

A: We are inclined to place large orders with you as long as we are satisfied with your price and quality. Air conditioners sell like hot cakes because of the prolonged hot weather here.⁽¹⁹⁾

B: We will see to it that our price and quality will never be surpassed.⁽²⁰⁾

A: Would you please send us a copy of your catalog, price list and samples?

B: Of course, we will offer them free of charge⁽²¹⁾ whether we have the pleasure of doing business with you or not.



A: Thank you for your generosity. Should your price and quality be found competitive, we would place regular orders with you.

B: Once you are determined to place an order with us, you should inform us of it in advance because thousands of orders have been pouring in and we meet orders in strict rotation. ⁽²²⁾

A: Upon receiving your samples, we will make an immediate decision and place an order with you.

B: We are waiting for your favorable reply.

(After a week)

A: From the samples sent to us on May 1, we decided to place the following order with you: 200 346D and No. 100319 Midea air conditioner.

B: The former make ordered are in stock while stocks of the latter one have been sold out. It will be at least two weeks before they are available. You know we have many back orders. ⁽²³⁾

A: Can you recommend other commodities?

B: Fortunately, we have another make in stock similar in quality, style and appearance. It is popular with our customers, too.

A: We will order them with pleasure. Please send us the sample at an early date.

B: Sure. All the items ordered which are in stock will reach you in two days.

A: Please take care that the goods are carefully packed.

B: No problem. We insured them against damage. I hope to have your further orders.

A: We will if your quality and price are competitive.

B: We will give our regular customers a special discount of 10%.

Notes

(1) One wouldn't come to a treasure house if he doesn't have a purpose.

无事不登三宝殿。

(2) penicillin G potassium crude 青霉素 G 钾工业盐

(3) elude *v.* 躲避; 逃避

例如: He managed to elude his pursuers by escaping into a bog.

他躲进沼泽从而避开了追踪他的人。

The fox eluded the hunters by turning back quickly.

狐狸急转身逃脱了猎人的追逐。

(4) I would like to book an order for 25 tons of the goods in one lot.

我想订购 25 吨产品, 一次交货。

lot *n.* (一)批

例如: The shipment time is February or March at our option and the goods will be shipped in one lot.



装运期为二月或三月,由我方决定,货物将一批装完。

- (5) We should like to extend to you our best offer which is at \$25/Bou, CIF Shanghai, hoping it's good for you.

我们愿意给您报最优惠价,即 25 美元每 Bou, CIF 上海,希望你方可以接受。

Bou (药品)十亿单位

- (6) Shall we call it a deal and sign a contract?

那我们成交,并签订合同?

call it a deal 就这样决定,一言为定

注意与 call it a day 的区别。call it a day 意思是“收工,到此结束”。

例如:I think we've done enough. Let's call it a day!

我想我们已经做的够多了。收工吧!

- (7) ex-warehouse price 工厂交货价

- (8) FOB: free on board 离岸价,船上交货价

A trade term requiring the seller to deliver goods on board a vessel designated by the buyer. The seller fulfills its obligations to deliver when the goods have passed over the ship's rail. When used in trade terms, the word “free” means the seller has an obligation to deliver goods to a named place for transfer to a carrier.

- (9) all the forwarding and shipping charges 所有的运费和装船费用

forward *v.* 运送

例如:We should be obliged if you would forward us a replacement for the machine as soon as possible.

如果贵方能尽快将用于替换的产品运送给我方,我方将不胜感激。

- (10) How soon can it be effected?

此货最快可在何时发运?

“it”在这里指“delivery”。

- (11) shipping space 仓位

- (12) Good, let us know the best they can do.

好的,请告诉我方工厂的最大供货能力。

- (13) That depends on their production program and the orders they have on their books.

那取决于他们的生产计划和手中的订单数量。

“book”在这里指登记了订单数量的登记簿

- (14) Now about yourself, you are not pressed for time, aren't you?

那么谈谈您吧,您时间安排得紧吗?

- (15) We are in the market for a batch of cars.

我们有意购买一批汽车。

- (16) This is a fuel-saving model with an engine of 4 cylinders.



这是一种节油经济型汽车,发动机有四个汽缸。

- (17) It's only been on the market for a few months, but it's very popular.

这款车型才上市几个月,但是非常受欢迎。

on the market 上市,能买到

例如:She bought every new Barbie as it came on the market.

市面上销售的各种新款芭比娃娃她都买。

- (18) We would appreciate it if you would like to deal with us.

如果贵方能与我方做生意,我方将不胜感激。

- (19) Air conditioners sell like hot cakes because of the prolonged hot weather here.

因为本地炎热天气持续时间长,所以空调非常热销。

prolonged *adj.* 持续很久的,长时间的

- (20) We will see to it that our price and quality will never be surpassed.

我们确保我们产品的价格和品质无人能比。

see to it that... 确保……

例如:Please see to it that payment made by confirm, irrevocable L/C at sight allowing partial shipment and transshipment.

请确保货款是由保兑的、不可撤销的、允许分装和转船、见票即付的信用证支付。

- (21) free of charge 免费

- (22) ...because thousands of orders have been pouring in and we meet orders in strict rotation.

……因为订单大量涌来,我们严格按照次序来完成订单。

- (23) You know we have many back orders.

您知道我们有很多未交货订单。

back order 延期订单;未交货订单

2. Correspondence

Letter One

Dear Sirs,

We thank you very much for your acceptance, and are pleased to place an order with you.⁽¹⁾

According to the terms of our counter-offer of November 25 for the following items:⁽²⁾

1 000 dozen for GO5508NE-K

2 000 dozen for GO5508NE-F

3 000 dozen for GO5508NE-M

Packing: Each umbrella to be packed in a poly bag, per dozen in a tin-lined carton, with 10



dozen cartons in a wooden case.

Other terms as per your quotation.

Yours faithfully,

Letter Two

Dear Sirs,

Your e-mail of December 7 asking us to offer 2 000 sets of household sewing machines has received our immediate attention. We are sending you in the enclosure some pictures of our goods. For the good business relationship between India Brother Co. and us, you can completely trust us in the quality and the proper price. And we believe that we will establish an even better business relationship after we do business this time.

Now we take pleasure in making you an offer as follows, provided that your reply reaches us within 10 days from today:

| | |
|----------------|--------------------------------|
| Commodity: | Butterfly Brand Sewing Machine |
| Specification: | Price (USD): |
| BF508 | 50.00 |
| BF608 | 55.00 |
| BF708 | 60.00 |

The price is on the basis of CIF Calcutta.

Quantity: Total quantity is 2 000 sets and the quantity of each model is at buyer's option.

Packing: Each set is fixed and crammed in a wooden case.

Shipment: January/February 2010

Payment: 100% by confirmed irrevocable L/C payable by draft at sight to be opened 30 days after the date of shipment.

We trust that the above will be acceptable to you. We get to know that there is a great demand for sewing machines in your country at present; it's for your benefit to reply early.

Yours faithfully,

China Panpan Exp. & Imp. Co.

Letter Three

Dear Sirs,

Butterfly Brand Sewing Machine

We thank you for your offer of December 12 for the captioned goods and the pictures you have sent to us. We find the design of the machine and the price are satisfactory, and are pleased to place an order with you for the following:

1 500 sets BF608

250 sets BF508

250 sets Bf708

Other terms as per your offer.



The goods are urgently required, so prompt delivery will be most appreciated. We hope that this is the beginning of a happy working relationship.

Yours faithfully,
India Dumber Exp. & Imp. Co.

Letter Four
(covering letter with order form)

Dear Sirs,

Your Reference FC/55

Thank you for your letter of February 4, and we are very pleased to inform you that the samples and prices are satisfactory. Enclosed please find a copy of our Order No. 116 for four of the items.

We hope that you will make delivery at your earliest convenience.

Yours faithfully,

Order No. 116

Order Form

Hua Da Industry Co. Ltd.

Qingdao, China

| Item | Quantity | CIF New York |
|-----------------|----------|------------------|
| Tea Cups | 1 500 | \$ 45.00 per 100 |
| Tea Saucers | 1 500 | \$ 40.50 per 100 |
| Tea Plates | 2 000 | \$ 40.50 per 100 |
| Teapots, 2-pint | 500 | \$ 3.50 each |

Packing: In wooden cases, 50 pieces packed in one case

Shipment: Prompt shipment from Qingdao

Payment: By irrevocable L/C available by draft at sight

Yours faithfully,

Letter Five

Dear Sirs,

Thank you for your letter of December 15 and the catalogue and price list enclosed.⁽³⁾ After studying these pamphlets, we are very satisfied with the quality and specifications of your products. Meanwhile we know from your letter that you will give us 3.5% discount for the order amounting to 82 500 dollars.⁽⁴⁾

Now, we are enclosed one copy of our Sales Confirmation No. 1234 placing an order with you for your refrigerator with the value of 88 000 dollars.⁽⁵⁾ We are in urgent need of these products, please make shipment of the goods immediately. As soon as we receive your



confirmation on the order, we will inform our bank, Bank of China, Qinhuangdao Branch, to open our confirmed irrevocable L/C in your favor. ⁽⁶⁾ You may be interested to know that there is a great demand for refrigerators in our market. If your shipment is what we have been expecting, the subsequent orders will be in large quantities in future. ⁽⁷⁾

Please pay your timely and great attention to this order, and we are looking forward to your early reply.

Yours faithfully,

Notes

(1) We thank you very much for your acceptance, and are pleased to place an order with you.

非常感谢贵方迅速接受, 并且我们很乐意向您下订单。

(2) According to the terms of our counter-offer of November 25 for the following items:

并很高兴以 11 月 25 日还盘所列条款向贵方下订单如下:

(3) Thank you for your letter of December 15 and the catalogue and price list enclosed. 感谢你方 12 月 15 日的来信及你公司所附的目录及价格单。

(4) Meanwhile we know from your letter that you will give us 3.5% discount for the order amounting to 82 500 dollars.

同时我们知道, 对于价值 82 500 美元的订单你方将给予 3.5% 的折扣。

(5) Now, we are enclosed one copy of our Sales Confirmation No. 1234 placing an order with you for your refrigerator with the value of 88 000 dollars.

现在, 我们现随函附上第 1234 号购货订单一份, 订购一批你方的电冰箱, 金额为 88 000 美元。

(6) As soon as we receive your confirmation on the order, we will inform our bank, Bank of China, Qinhuangdao Branch, to open our confirmed irrevocable L/C in your favor.

我们一得到你方对此订单的确认, 将通知我方开户银行, 即中国银行秦皇岛分行开立以你方为受益人的保兑的、不可撤销的信用证。

(7) If your shipment is what we have been expecting, the subsequent orders will be in large quantities in future.

如果货物能在我们预期要求内到达, 大量订货会随之而来。

Supplements

Useful Sentences

- We are in possession of your price list and shall be glad if you will ship us the goods as follows.



价格表已收到,若向我方装运以下货物,我方将不胜感激。

- Please ship us the order by plane.
请空运我方的订货。
- If you fail to deliver the order within the specified time, we'll have no alternative but to cancel the order and turn to other suppliers.
如果你方不能在规定时间内交货,那我方就别无选择,只好取消订单,向其他供货商购买。
- Please work on our order without delay and advise us a few days prior to its completion, so that we may send you our shipping instruction in good time.
请尽早备妥我们的订货,并在备妥前几天通知我们,以便我们能够及时地告知装船要求。
- Please confirm receipt of this order and state the earliest time of shipment.
收到本订单后,请确认,并说明最早的装船日期。
- Please acknowledge receipt of our order and confirm the conditions stated above.
收到我们的订单后,请回信,并确认以上条件。
- As a trial we obliged to give you a small order for... Please note that the goods are supplied in accordance with your sample.
作为试购,我们不得不向您订购少量的……。请注意所供货物要与贵方的样品一致。
- You can be sure that your order will have our immediate attention.
请放心,贵方订单我们将会立即予以关注。
- Although your price is at the low side, with a view to initiating business with you, we accept, as an exception, your order.
尽管你的价格较低,但是为了开展我们之间的业务,作为例外,我们接受你的订单。
- We hereby confirm acceptance of your order and are enclosing here with our sales confirmation in duplicate, one of which please sign and return to us for file.
兹确认收到贵方订单,现随函寄去我方销售确认书一式两份,其中一份请签字寄回以便存档。
- Thank you for your cooperation and we look forward to receiving your further orders.
感谢贵方合作,期望贵方继续订购。
- While thanking you for your order, we have to explain that raw materials are becoming more and more difficult to obtain, and we have no alternative but to decline your order.
感谢贵方的订单,但我们不得不解释,因为原材料越来越难以获得,所以别无选择我们只有回绝贵方的订单。
- Unfortunately, the goods you required are exhausted owing to the recent rush of orders.
遗憾的是,贵方所需货物由于最近大量订单的涌入,已经售罄。
- We are sorry to inform you that, due to a fire in our warehouse, we have to cancel all



remaining orders, including yours.

非常抱歉,由于我方仓库失火,我们不得不取消包括贵方在内的所有剩余订单。

▶ Exercises

I. Translate the following expressions and phrases into English.

- | | | |
|-----------|-------------|-------|
| 1. 有缺陷的产品 | 2. 具有约束力的协定 | 3. 生效 |
| 4. 成本加运费价 | 5. 工厂交货价 | 6. 仓位 |
| 7. 有意购买 | 8. 上市,在销售 | 9. 免费 |
| 10. 未交货订单 | | |

II. Translate the following sentences into English.

1. 感谢贵方接受我方的还盘,我方很高兴向贵方下订单。
2. 随信寄去我方销售确认书一式两份,请签字后寄回一份以便存档。
3. 如果给我们2%的折扣,我们就向贵公司订一批货。
4. 如果你方不能在规定的时间内交货,我方只好取消订单。
5. 感谢贵方5月10日的来函,我们对贵方的样品和价格都满意。
6. 我们急需上述订单中的产品,请尽快安排装船。
7. 由于春节期间我们的工人休假,我们不能按照贵方提出的日期加工订货,因此,只好回绝贵方的订单。

III. Translate the following sentences into Chinese.

1. I'm interested in your silk blouses, and I'd like to order 1 000 pieces.
2. We hope that this will be the first of many further orders we will place with you.
3. We are sorry to say that we can't supply the goods from stock and therefore we can do nothing but refuse your order.
4. We would like to confirm that payment is to be made by irrevocable L/C which we have already applied to the bank.
5. We are sorry to inform you that as there is no demand for this article, we have to stop manufacturing it.
6. If the colors we have ordered are not in stock, we will accept an alternative provided the designs are those stipulated on the order.
7. Thank you for your cooperation and we look forward to receiving your further orders.
8. We will submit further orders, if this one is completed to our satisfaction.
9. I think I'll deserve a good quantity discount for so large an order.
10. Since this is the case, we are willing to conclude this transaction.



IV. Translate the following letter into Chinese.

Dear Sirs,

We are very pleased to receive your Order No. 345 for Bed Sheets and Pillow Cases. We accordingly accept the order and shall arrange delivery as soon as possible. We have confidence that you will be completely satisfied with our goods when you receive them.

As you may not be aware of the wide range of goods we deal in, we are enclosing a copy of our catalogue and hope that our handling of your first order with us will lead to further business between us and mark the beginning of a happy working relationship.

Yours faithfully,

Part B Signing a Contract

Introduction

Words and Phrases

1. annex /ə'neks/ *v.* 兼并, 吞并
2. arbitration /ˌɑːbɪ'treɪʃn/ *n.* 仲裁, 公断
3. enforceable by law 具有法律效力
4. intimate /'ɪntɪmət/ *adj.* 熟悉的
5. jurisdiction /ˌdʒʊərəs'dɪkʃn/ *n.* 司法权, 公审权, 审判权
6. preamble /prɪ'æmbəl/ *n.* 序言(约首)
7. recital /rɪ'saɪtl/ *n.* 一系列事件的详述

A business contract is an agreement, enforceable by law. It may be formal or informal. The business contract which is generally adopted in international trade activities is a formal one.

A formal business contract usually consists of three parts: preamble, body and witness clause.

The preamble usually includes title, number, date of signing, signing parties, place of signing, each party's authority, recitals, whereas clause, and so on.

The body of a business contract usually includes definition clause, general terms and conditions, basic conditions, duration, termination, assignment, force majeure, governing law, arbitration, jurisdiction, notice, entire agreement clause, amendment, and so on. ⁽¹⁾

The witness clause usually includes language validity, copies, in the presence of, annex, signature, seal, and so on. ⁽²⁾

The contents involved in a business contract can be summed up as follows:

Title and Reference 合同名称及其编号



Preamble 序言(约首)

Name of Commodity 商品名称

Quality Clause 品质条款

Quantity Clause 数量条款

Price Clause 价格条款

Packing Clause 包装条款

Delivery Clause 交货条款

Payment Clause 支付条款

Insurance Clause 保险条款

Inspection Clause 检验条款

Claim Clause 索赔条款

Arbitration Clause 仲裁条款

Force Majeure Clause 不可抗力条款

Breach and Cancellation of Contract Clause 违约及解除契约条款

Miscellaneous Clause 其他条款

In international trade, there are a great variety of business contracts, which mainly include:⁽³⁾

Agreement 协定(协议)

Sales Note 售货单

Sales Agreement 售货协议

Sales Contract 销售合同

Sales Confirmation/Confirmation of Sales/Acknowledgement of Sales 售货确认书

Confirmation of Order 订货确认书

Purchase Agreement Contract 购货合同

Purchase Note 购货单

Order Sheet/Purchase Order 订单

Purchase Confirmation/Confirmation of Purchase 购货确认书

Trade Agreement 贸易协定

Bilateral Trade Agreement 双边贸易协定

Multilateral Trade Agreement 多边贸易协定

Import Contract 进口合同

Export Contract 出口合同

Consignment Contract 寄售合同

Agency Agreement 代理协议

Agency Contract 代理合同

Compensation Trade Contract 补偿贸易合同

In order to let the readers have an intimate knowledge of different kinds of business



contracts, some examples of them are illustrated further along.

Notes

(1) The body of a business contract usually includes definition clause, general terms and conditions, basic conditions, duration, termination, assignment, force majeure, governing law, arbitration, jurisdiction, notice, entire agreement clause, amendment, and so on.

约文通常包括定义条款、一般条款、基本条款、有效期、终止、让与、不可抗力、适用法律、仲裁、诉讼管辖、通知手续、完整条款、修改等。

(2) The witness clause usually includes language validity, copies, in the presence of, annex, signature, seal, and so on.

约尾通常包括文字效力、份数、见证人、附件、当事人签字、盖章等。

(3) In international trade, there are a great variety of business contracts, which mainly include:

一份国际贸易合同所涉及的内容可以归纳如下:

Samples

1. Dialogues

Dialogue One

A: Now, we've finally come to a basic agreement on the problems that need to be worked out. Shall we make sure we've got them right one more time?

B: OK. I think that's a good idea and will help clarify some important items that we may have overlooked.

A: First of all, about the format of our sales contract, we always use copies prepared and printed by our own company. Will that be all right?

B: I guess so. As long as you've got an English version, I have no objections.

A: Yes, we do have that. And all the content is written both in Chinese and in English; therefore, in term of law, they're equally authentic⁽¹⁾.

B: Thanks. Let's use your own copy then.

A: Now let's check the items in the sales contract. Let's start from the name of the commodity, specifications, quantity, unit price and the total amount. Do you think they are okay?

B: Yes, very good. But I want to point out here that shipment should be effected and completed before the end of June. We can't accept any delay.

A: Of course not. But since our price is determined on the basis of CFR, the insurance premium should be borne by your side.

B: Certainly. Please inform us immediately when shipment is effected.



A: No problem. Then everything else is stated clearly in the sales contract and you can go through them on your own. Should there be a problem, you could contact us any time tomorrow before 3 p. m.

B: Sounds good to me. When will the contract be ready?

A: The day after tomorrow. At 2 o'clock in the afternoon, we'll sign the contract.

B: Excellent. I'll see you then.

A: See you.

Dialogue Two

A: Now, where were we?

B: You were telling me about different delivery terms whether a seller pays the freight and insurance, or even the loading charges. But payment terms are important in a contract, too, aren't they?

A: Yes, and you'll be learning a lot about them later on, in the Accounts Department. Miss Early is always saying we're too lax in the terms we quote our buyers. ⁽²⁾ Perhaps we are, because we're always trying to make a sale! The point is, in the retail or wholesale trade you either get immediate payment against delivery ⁽³⁾, or if you give credit, you must be pretty sure you can enforce payment or reclaim the goods in case of default ⁽⁴⁾.

B: But in the export trade it takes time for a consignment to arrive, and if there is any trouble over payment it's costly to reclaim the goods, and you've got to contend with a foreign legal system.

A: That's it, David. I can see you've got your head screwed on ⁽⁵⁾! It's for the reason that accounts are always happier when we insist on payment by a confirmed, irrevocable L/C. Because that means whatever happens, provided we ship in accordance with the terms of the contract, we've bound to get paid.

B: I've been looking at some of the contracts on our files, most of which seem to have arbitration clauses, but just what do they mean?

A: They mean that in case of any dispute the two parties to the contract agree to accept the arbitration of an independent third party, usually a chamber of commerce or a trade association, like the L M E. ⁽⁶⁾ In business, going to law is the last resort and usually it's just not worthwhile.

B: How about the penalty clause? What's that for?

A: Well, a manufacturer could lose a lot of money if he didn't get his raw materials on time, because his buyers may cancel an order. So in many contracts there's a clause stating that the supplier will be charged a penalty if there's a delay in delivery. The longer the delay, the higher the penalty, and in addition, the buyer often has the option of canceling the contract altogether ⁽⁷⁾. That's a time penalty ⁽⁸⁾, but you can also have penalties for poor quality, when the goods aren't up to specification. ⁽⁹⁾



Dialogue Three

- A: Here is our contract. Please go through it and see if everything is all right. We think all the terms should meet with unanimous agreement.
- B: Good. I'll read it over and consider it. Don't you think we should insert this sentence here? That is, "if one side fails to observe the contract, the other side is entitled to cancel it."⁽¹⁰⁾
- A: That's good. Do you have any comment to make on this clause?
- B: I think this clause suits us well, but the time of payment should be prolonged, to say, three or four months.
- A: We are accustomed to payment within two months, but for the sake of friendship, let's fix it at three months.
- B: No wonder everyone speaks highly of your commercial integrity.⁽¹¹⁾
- A: One of our principles is that contracts are honored and commercial integrity is maintained.⁽¹²⁾ Anything else you want to bring up for discussion?
- B: There is still a minor point to be cleared up. Yesterday you said that you sold on the basis of shipped quality, quantity and weight, didn't you?⁽¹³⁾
- A: Yes, we did. The goods will be inspected by the General Administration of Quality Supervision, Inspection and Quarantine of China⁽¹⁴⁾. It will then insure a certificate of quality and a certificate of weight. These will be taken as final basis and binding.⁽¹⁵⁾
- B: But what shall we do if the goods are found disqualified or short on arrival?
- A: I assure you that is not likely to happen. Our goods must be up to export standards before the inspection agency lets them pass.
- B: I know your products have a good reputation. But what if these things happen?
- A: In that case I don't think the responsibility should rest with us. The goods must be spoiled, or weight gets short during transit. We are not responsible for any damage which happens during transit. A claim would then be lodged with the insurance company.⁽¹⁶⁾
- B: What you said stands to reason.⁽¹⁷⁾
- A: Have you any more questions?
- B: It contains basically all we have agreed upon during our talks. I have no questions about the terms.
- A: Then I will have the contract amended. We'll sign the contract tomorrow morning, at 8, in the meeting room, shall we?
- B: That's good. I'll come on time. See you tomorrow.
- A: See you tomorrow.



Dialogue Four

A: Good morning, Mr. Lu.

B: Good morning, Mr. Green.

A: I'm very pleased to see we are about to come to the conclusion of the contract after our discussions these days, though we will have to settle the time of delivery first.

B: Well, we are also happy with the progress we have made in this visit, as we consider you our reliable supplier for phenylacetic acid, one of our most important chemical materials.

A: I'm so glad you could say so. So let's get down to the business. As we explained yesterday, our supply situation brings us hardly in a position to meet your demand of prompt delivery at present, since we have to perform the existing contracts which have engaged our product all this month⁽¹⁸⁾. In this case, if we could be granted 15 more days for delivery, I mean, shipment by June 15, then there will be no problem with it.

B: We understand your situation, Mr. Green. But, as you know, our manufacturer in China is in urgent need of this product. In view of our long-term cooperation, we would like to suggest you consider that 500 kgs of the whole consignment should be dispatched by air, by 10th of June, half of the air freight borne on you. Here is the air freight list for your information.

A: OK, let me see. (*After a while*) Well, it sounds like a good idea. We would like to accept your proposal as a favorable treatment to our old friend.

B: Good, then let's call it a deal.

A: Fine, I'll get my secretary to prepare the contract right away.

(*10 minutes later*)

A: Here we are. This is the contract for your perusal and signature.⁽¹⁹⁾

B: Thanks. So, price terms have been stated in two parts. 30 MT⁽²⁰⁾ will be at \$ 2 850/MT CIF XINGANG by sea; another 500 MT at \$ 3 320/MT CIF BEIJING by air. Packing in 200 kg/drum. Payment by L/C sight. Insurance covering all risks⁽²¹⁾, and war risk⁽²²⁾. Good. But, where are the "Force of Majeure" and "Claims and Arbitration" clauses. Shall we put them in the contract?

A: They are been in. Please see the reverse.

B: Oh, yes. These statements look very clear. Should I sign here?

A: Yes, please.

(*After Mr. Lu, Mr. Green also signed the contract.*)

A: I would like to propose a toast⁽²³⁾ in celebration of our successful negotiations.

B: Yes. Your kind understanding and close cooperation have been highly appreciated. Here is to your health, Mr. Green. Cheers!

A: Thank you. To your health and our long-term cooperation. Cheers!



Notes

- (1) ...in term of law, they're equally authentic.
从法律方面讲,中文合同和英文合同具有同等效力。
authentic *adj.* 可信的,真实可靠的
- (2) Miss Early is always saying we're too lax in the terms we quote our buyers.
厄尔利小姐总是说,我们向买方报的合同条款不够严格。
lax *adj.* 松懈的,不严的
- (3) get immediate payment against delivery 交货时立即付款
- (4) reclaim the goods in case of default 一旦违约能收回货物
- (5) I can see you've got your head screwed on!
我看得出你很明智,通达事理!
- (6) LME: London Metal Exchange 伦敦金属交易所
A commodity exchange in London, England, that deals in metal futures(期货).
Contracts on the exchange include aluminum, copper and zinc. Trading on the LME can be done in three main ways: through open outcry, a telephone system between member companies or the LME Select, and an electronic trading platform. The LME is a non-ferrous exchange, which means that iron and steel are not traded on the exchange.
- (7) ...and in addition, the buyer often has the option of canceling the contract altogether.
……此外,买方经常有权完全终止合同。
have the option of doing sth. 有权做某事
例如: Every customer has the option of buying the product or not.
每个客户都有权选择买或不买这种产品。
- (8) time penalty 对延迟交货的惩罚
- (9) ...you can also have penalties for poor quality, when the goods aren't up to specification.
……如果货物与合同所规定的规格不符,还有品质恶劣罚款。
up to specification 符合规定,与规定的规格相符
- (10) That is, "if one side fails to observe the contract, the other side is entitled to cancel it."
也就是说,如果一方不遵守合同,另一方有权终止合同。
- (11) No wonder everyone speaks highly of your commercial integrity.
难怪大家都说,你们的商业信誉是有口皆碑的。
- (12) One of our principles is that contracts are honored and commercial integrity is maintained.
我们的一条原则是重合同,守信用。



- (13) Yesterday you said that you sold on the basis of shipped quality, quantity and weight, didn't you?
你昨天说, 贵方售货以装船质量、数量和重量为准, 对吗?
- (14) General Administration of Quality Supervision, Inspection and Quarantine of China 国家质量监督检验检疫总局
- (15) These will be taken as final basis and binding.
这些证明书是最后的依据, 并且有约束力。
- (16) A claim would then be lodged with the insurance company.
那就应该向保险公司提出索赔。
lodge a claim with (to, against) 向……提出索赔
例如: We have to lodge a claim against you for inferior quality.
我们不得不对你们的劣质产品提出索赔。
- (17) What you said stands to reason.
你说的有道理。
- (18) ...since we have to perform the existing contracts which have engaged our product all this month.
……因为我们必须满足对已有合同的供货, 而这些合同已经订完我们当月的全部产品。
- (19) This is the contract for your perusal and signature.
这是合同, 请审查并签字。
perusal *n.* 熟读, 细读
- (20) MT: metric ton 公吨
- (21) all risks 一切险, 综合险
Insurance that covers each and every loss except for those specifically excluded. If the insurance company does not specifically exclude a particular loss, it is automatically covered. This is the broadest type of property policy that can be purchased. For example, if an insurance policy does not specifically exclude losses from wind damage, or from a meteor (流星) falling on the insured's house, the insured is covered for such losses.
- (22) war risk 战争险, 兵险
War risk insurance is a type of insurance which covers damage due to acts of war, including invasion, insurrection, rebellion and hijacking. Some policies also cover damage due to weapons of mass destruction. It is most commonly used in the shipping and aviation industries.
- (23) propose a toast 提议干杯



2. Kinds of Contracts

Order Sheet

NO. :

Date :

Dear Sirs,

We have the pleasure to place with you our order for the undermentioned goods on the terms and conditions stated as follows:

(1) Commodity and Specifications:

(2) Quantity:

(3) Price and Total Amount:

Price:

Total Amount:

(4) Packing: to be packed in wooden cases, suitable for export.

(5) Shipment: to be effected before _____, 20 _____.

(6) Destination:

(7) Insurance: to be effected by the seller, covering marine All Risks and War Risk for 110% CIF value.

(8) Payment: by irrevocable L/C available by draft payable at sight.

(9) Shipping Mark:

(10) Reference:

Your letter of..., 20 _____

Our letter of..., 20 _____

We are going to instruct our bank to open an L/C for the amount of this order. You will soon hear from your bank.

Yours faithfully,

Accepted by:

...company

(seller)

(buyer)

(signature)

(signature)

订 单

编号:

日期:

敬启者:

兹向你公司订购下列货物,条件如下:

(1) 商品名称与规格:

(2) 数量:

(3) 价格与总金额:

单价:



总金额:

- (4) 包装:用适用出口的木箱包装。
- (5) 交货:20 × ×年 ×月 ×日前交货。
- (6) 目的地:
- (7) 保险:按 CIF 值加 10% 投保海洋运输一切险和战争险。
- (8) 付款:以即期不可撤销信用证付款。
- (9) 唛头:
- (10) 参照函电:

你公司 20 × ×年 ×月 ×日函。

我公司 20 × ×年 ×月 ×日电。

我公司正在请银行按照本订单金额开具信用证,你公司将很快从你方银行获悉。

此致

敬礼

× × ×公司接受以上条款。

卖方
(签字)

买方
(签字)

► Supplements

1. Useful Sentences

- I've come to make a contract with you for the business under discussion.
我是来和您就讨论中的买卖签订合同的。
- Is there anything else you'd like to bring up for discussion?
您还有什么其他问题要提出来讨论的吗?
- We hope that the next negotiation will be the last one before signing the contract.
我们希望下一次谈判将是签订合同前的最后一轮谈判。
- How long shall we make the contract for?
我们应该签订多长时间合同?
- Do you think the method of payment is OK for you?
您认为付款方式合适吗?
- We have to discuss about the total contract price.
我们得讨论一下合同的总价格。
- Please check all the terms listed in the contract and see if there is anything not in conformity with the terms we agreed on.
请贵方检查一下合同的所有条款,看看是否与我们达成的条款有不符的地方。
- We have the following comments on your draft contract.
对贵方的合同草案,我方有如下建议。
- We are glad to see you are so constructive in helping settle the problem as regards the



signing of the contract.

我们很高兴贵方在解决合同的有关问题上如此有建设性。

- The contract contains basically all we have agreed upon during negotiations. No more questions on our part.

合同基本上包括了在谈判中达成的协议。我方没有其他问题了。

- Please mail us the contract for signature as soon as possible.

请尽快邮寄合同,以便我方签署。

- You cannot break the contract without any good reason.

没有正当理由,不得撕毁合同。

- No party should amend the contract unilaterally without the other party's agreement in writing.

任何一方在未得到另一方书面允许的情况下不得修改合同。

2. Useful Documents

Document 5-1 Sales Contract (售货合同)

售 货 合 同 SALES CONTRACT

正本
ORIGINAL

卖 方: 中化河北进出口公司

THE SELLERS: SINOCHEM HEBEI
IMPORT & EXPORT CORPORATION

地 址 **Address:** No. 288, 2nd Section, Heping W. Road,
Shijiazhuang 050072, China

传 真 **Fax:** 86-311-87044618

电 话 **Tel:** 86-311-87045502

电 传 **Telex:** 26222 HCHEM CN

买 方:

THE BUYERS:

地 址 **Address:**

传 真 **Fax:**

电 话 **Tel:**

电 传 **Telex:**

The Sellers undertake to sell and the Buyers undertake to buy the undermentioned goods subject to the terms and conditions as stipulated here below:

| 1. 商品名称及规格 Name of Commodity & Specifications | 2. 数 量 Quantity | 3. 单 价 Unit Price | 4. 总 值 Total Value (In Capital Letters) |
|--|--------------------|----------------------|--|
| | | | |

5. 包 装 **Packing:**

6. 唛 头 **Shipping Marks:** To be designated by the Buyers/Sellers.

7. 装船港口 **Port of Shipment:**

8. 目的港口 **Port of Destination:**

9. 装船期限 **Time of Shipment:**

10. 保 险

Insurance: To be arranged and covered by the Buyers/Sellers for the full invoice value plus 10% against _____ risks.

11. 检 验

Inspection: The Inspection Certificate of Quality and Weight (Quantity) issued by _____ shall be taken as the basis for the shipping quality and weight (quantity) and shall be part of the documents to be presented for negotiation.

12. 付款条件



Terms of Payment: The Buyers shall establish with a bank to be accepted by both the Buyers and the Sellers, an irrevocable without recourse transferable and divisible Letter of Credit, allowing partial shipment and transshipment, in favour of the Sellers and addressed to Bank of China, _____ for the total value of the goods, payable at _____ days sight against first presentation of the shipping documents to Bank of China in China. The covering Letter of Credit must reach the Sellers _____ days before shipment and remain valid in China until the 15th day (inclusive) from the date of shipment.

13. 不可抗力、异议索赔、仲裁及适用法律条款见背面

For the terms of Force Majeure Discrepancy and Claim Arbitration and Applicable Law, please see overleaf. Those terms as specified overleaf shall form an integral part of this Contract and shall be equally binded upon both parties.

14. 备注

Remarks:

卖 方
THE SELLERS:
(Signature) _____

买 方
THE BUYERS:
(Signature) _____

GENERAL TERMS AND CONDITIONS

1. 不可抗力

Force Majeure: The Sellers shall not be held responsible if they fail to deliver the contracted goods or effect the shipment in time by reason of war, flood, fire, storm, heavy snow or any other causes beyond their control. In such a case the time of shipment might be duly extended, or alternatively a part or whole of the Contract might be cancelled, but the Sellers shall inform the Buyers immediately by fax, telex or cable. The Sellers shall send to the Buyers by registered letter, at the request of the Buyers, a certificate attesting the existence of such a cause or causes issued by China Council for the Promotion of International Trade or by a Competent Authority.

2. 异议索赔

Discrepancy and Claim: In case the Sellers fail to ship the whole lot or part of the goods within the time stipulated in this Contract, the Buyers shall have the right to cancel the part of the Contract which has not been performed after the expiration stipulated in the Contract unless there exists a Force Majeure cause or the Contract stipulation has been modified with the Buyers' consent. In case discrepancy on the quality of the goods is found by the Buyers after arrival of the goods at the port of destination, claim may be lodged against the Sellers within 30 days after arrival of the goods at the port of destination being supported by an Inspection Certificate issued by a reputable public surveyor approved by the Sellers. The Sellers shall, then, consider the claim in the light of the actual circumstances. For the loss or losses due to natural causes, or cause falling within the responsibilities of the Shipowners or the Underwriters, the Sellers shall not consider any claim for compensation.

In case the Letter of Credit does not reach the sellers within the time stipulated in the Contract, or the Letter of Credit opened by the Buyers does not correspond to the Contract terms and the Buyers fail to amend thereafter its terms by telegraph, telex or fax within the time limit after receipt of notification by the Sellers, the Sellers shall have the right to cancel the Contract or to delay the delivery of the goods and shall also have the right to lodge claims for compensation of losses.



3. 仲 裁

Arbitration: All disputes in Connection with this Contract or the execution thereof shall be settled amicably by negotiation. In case no settlement can be reached, the case under dispute must then be submitted to China International Economic and Trade Arbitration Commission for arbitration. The arbitration shall take place in Beijing, China and shall be executed in accordance with the Provisional Rules of Procedure of the said Commission and the decision made by the Commission shall be accepted as final and binding upon both parties for settling the disputes. The fees for arbitration shall be borne by the losing party unless otherwise awarded.

4. 适用法律

Applicable Law: The formation of this contract, its validity, interpretation, execution and settlement of the disputes shall be governed by relative laws and regulations of the People's Republic of China.

► Exercises

I. Translate the following expressions and phrases into English.

- | | | | |
|---------|------------|-------------|----------|
| 1. 连续报价 | 2. 电报 | 3. 着眼于 | 4. 有权做某事 |
| 5. 符合规定 | 6. 没有……同意的 | 7. 到岸价 | 8. 由卖方决定 |
| 9. 急需…… | 10. 以贵方为抬头 | 11. 一切险, 全险 | 12. 战争险 |

II. Translate the following sentences into English.

1. 如果贵方在从今天起十日内回信, 我方乐意向贵方报价如下。
2. 如果收到的货物为次品, 买方可以要求减价、替换产品或取消订单。
3. 我方认为这种自行车的设计和价格令人满意。
4. 我方急需这种产品, 如能快速交货, 将不胜感激。
5. 一收到你方对此订单的确认, 我方将通知中国银行秦皇岛分行开立以贵方为受益人的保兑的、不可撤销的信用证。

III. Translate the following sentences into Chinese.

1. Thank you for your quotation dated May 20. And this is our official order for 10 palace lanterns.
2. If the quality is up to our expectations, we shall send further orders in the near future.
3. If you can fill our order of 5 000 ties very soon, we'd like to place the order with you now.
4. We regret that we can no longer supply the goods you order as the production has been discontinued since last August.
5. We are satisfied with the terms of this contract for the most part, but we feel that your terms of payment are too severe.
6. We'd better draw up a rough draft to the contract then talk it over in detail at our next meeting.



7. No changes can be made on this contract without mutual consent.
8. If neither party considers it necessary to extend the contract, the proposing party may take the initiative to conduct negotiation with the other party one month prior to its expiration.
9. We are sure the contract can be carried out smoothly.
10. Some relative clauses in the contract have to be amended owing to the unexpected situation.

IV. Translate the following letter into Chinese.

Dear Sirs,

We acknowledge the receipt of your sample and have distributed it among our customers.

Some of our customers have an interest in your product and can place order, if your price is right. From a long-term business point of view, we are now in a position to give you a trial order for six cases, if you make your price \$ 110.00 per case. Further, it is essential that the quality of the shipment should be equal to the sample we received.

Please fax us your acceptance and we shall open an L/C in your favor at once.

Yours sincerely,

V. Write a reply to the letter in Exercise IV.

