

Unit 1

Establishing Business Relations

Highlights

Professional Preparation Establishing a Long-term Business Relation

Professional Conversation Establishing Business Relations

Reading Establishing Business Relations

Grammar Modal Verb

Writing Email for Business

Culture Extension Letters of Establishing Business Relations



Professional Preparation

Establishing a Long-term Business Relation

Bill Green: Mr. Jiang, the reason why I come here is to inquire about the possibilities of establishing a long-term business relation with your company.

Mr. Jiang: Your wanting to establish a long-term trade relation with us coincides with ours, but I do not know much about your company.

Bill Green: If you want to know our financial position, credit standing and trade reputation, you can refer to Seattle Branch, the Bank of China, or to our local chamber of commerce.

Mr. Jiang: Thank you for your useful information. I think that establishing a trade relation between us will be of benefit to both of us.

Bill Green: It is my first visit to your company. I would appreciate your kind consideration in the future negotiations.

Mr. Jiang: We are so glad to be of help. And I can assure you of our close cooperation.

Practical Scene Sentence Patterns

I hope we can establish mutual beneficial business relations between us.

我希望我们之间能够建立互惠互利的商务关系。

We wish to express our desire to trade with you in Chinese silk.

我们希望和您进行中国丝绸的买卖生意。

I hope we can cooperate happily.

希望我们合作愉快。

We shall be happy to enter into business relations with you.

我方很乐意和贵公司建立业务关系。

I wish this business will bring profit to both of us.

希望这个买卖可以为我们双方带来利润。

Our company is mainly engaged in electrical appliances.

我公司主要致力于电子产品。

We hope to continue to keep a considerable business dealing with your company.

我们希望继续与贵公司保持可观的生意往来。

We can accept orders against customers' samples specifying design, specifications and packaging requirements.

我们可以接受顾客对于样品个性设计、规格及包装要求的订单。

I hope we can do business together and look forward to hearing your reply soon.

希望我们可以一起做买卖，期待尽快收到贵方的回复。

Your email expressing the hope of establishing trade relations with us has met with approval.

收到了来自贵公司的邮件，贵公司希望与我方建立业务关系，我方表示同意。

Our mutual understanding and cooperation will surely bring important business.

我们的相互理解和合作必将带来重要的生意。

In order to extend our export business to your country, we wish to establish trade relations with you.

为了扩大我方在贵国的出口业务，我方希望和贵公司建立贸易关系。

Glad to see you in your company.

很高兴在贵公司见到您。

I hope this matter will not affect our good relations and future development.

我方希望这件事不会影响双方良好的关系和以后的发展。

We specialize in the export of Japanese cosmetics and would like to trade with you in this field.

我方主营日本化妆品出口，我方愿意与贵公司在这方面开展业务。

We wish to express our desire to trade with you in typewriters.

我方希望和贵公司进行打印机的生意往来。

By the introduction of Mr. Green, we have received the name and address of your firm.

经格林先生介绍，我方已得知贵公司的名称和地址。

Exercise

I. Follow the teacher to read the conversation.

1. The students follow the teacher to read the conversation one sentence by one sentence.
2. Study the meanings of words and expressions in the conversation.

II. Study the practical sentences.

1. Read the practical sentence patterns, and notice the words used.
2. Match the words or expressions with their Chinese meanings.

inquire	密切合作
coincide with	与……一致
financial position	未来的谈判
trade reputation	贸易信誉
chamber of commerce	财务状况
be of benefit to	对……有益
future negotiation	商会
close cooperation	打听，询问

III. Scene practice.

Work in pairs to write a dialogue which is to build a business relationship between two companies.

Professional Conversation

Establishing Business Relations

A: We are considering **expanding** into the Chinese market. The reason why I come here is to **inquire about** the possibilities of **establishing business relations** with your **corporation**.

B: We have heard much about your company. We would be very glad to start business relations with you. What particular type of **products** are you interested in?

A: We are quite interested in your **silk scarf**. I'd like to know something more about them.

B: Here is a **catalogue** and a **price list**. We have a lot of **varieties**. Our goods have met with great favor **at home and abroad**.

A: That sounds good. What about the quality?



B: Absolutely reliable. We can assure you that we will supply you with the best quality goods **at a reasonable price**.

A: Alright. I'll send an email then. As soon as I receive a definite answer, **I'll give you a specified inquiry**.

B: That's OK. I hope much business will be **put through** between us.

Words and Expressions

1. expand [ɪk'spænd] v.
to become larger 扩展
2. inquire about 询问……的情况; 打探; 查询
3. establish business relations 建立业务关系
4. corporation [ˌkɔ:pə'reɪʃn] n.
a commercial organization, a company 公司
5. product ['prɒdʌkt] n.
something that is produced and sold in large quantities 产品
6. silk scarf 丝巾
7. catalogue ['kætələg] n.

a list of things, such as the goods you can buy from a particular company or the objects in a museum 目录

8. price list 价格表

9. variety [və'raɪəti] *n.*

a number of different kinds or examples of the same thing 种类; 多样; 多样化

10. at home and abroad 在国内外

11. at a reasonable price 以合理的价格

12. I'll give you a specified inquiry. 我会向您发出具体询盘的。

13. put through 完成; 实行

Basic Training

I. Fill in the blanks with the proper forms of the given words.

inquire establish product catalogue expand

1. Metals _____ when they are heated.
2. I looked in the _____ and found that they didn't have this new dictionary in the library.
3. I _____ about trains to New York yesterday.
4. At that time, English settlers often _____ friendly relations with Native Americans.
5. The company's newest _____ is selling well.

II. Translate the following sentences into English.

1. 我们将采取稳妥的做法开拓中国市场。(expand into the Chinese market)

2. 他希望我们两家公司之间能有大量的业务往来。(put through)

3. 顾客喜欢物美价廉的产品。(at a reasonable price)

4. 我们热诚欢迎国内外朋友前来洽谈、合作。(at home and abroad)

5. 我们之间建立业务关系将对双方有利。(establishing business relations)

6. 感谢你对我方的具体询盘迅速作出的答复。(our specific inquiry)

Pair Work

Roles: Andy—Purchasing Manager from Britain

Susan—Toy Manufacturer from China

Situation: *Andy wants to establish business relations with a Chinese toy manufacturer. He'd like to know something more about the products, for example, the price and the sales forecast.*

Now two students finish this conversation.

Reading

Establishing Business Relations

Just as a factory requires a complete set of machinery to proceed with production, so does a foreign-trade firm need extensive business connections to maintain or expand its business activities. Therefore, the establishment of business relations is one of the important undertakings in the field of foreign trade.



It is in your best interest to build up good relationships with other companies so that your partners and customers can grow together with your business. Here are some tips on how to build good relationships with other companies:

Tip 1: Establish trust and credibility.

When making your first contact, bear in mind that whoever is at the other side of the line does not know you as a person. Instead of just bargaining with your demands and requests, take

the time to introduce yourself properly. This step is necessary for setting the foundation for a good business relationship. It's always easier to work with someone whom you know as a person than to work with a "faceless" individual sitting on a computer at the other end of the world.

Tip 2: Ask for advice politely. Don't force it.

Forcing almost always spoils relationships. When there is an issue, ask if it can be corrected in a nice and polite manner. You are more likely to receive a positive response if you ask nicely. If you demand in a forceful manner, whoever is on the other side will tend to behave in a similar manner.

Tip 3: Get in touch regularly.

Even if it's just a simple email with a couple of sentences, be sure to get in touch every week or so. Spend more time developing those accounts that you think will help grow your

1. _____ your children can be harmful to them, both socially and developmentally.
2. We should take all of these steps to build a strong _____ for our children.
3. Doing some of your own analytical work will win you _____, or can begin to rebuild trust in your ideas.
4. You should have a more _____ attitude.
5. There are also more _____ differences between platforms.
6. They have made generous _____ to the appeals for funds.
7. She's a confident and _____ leader, with considerable insight and diplomatic skills.
8. After all, _____ strength is limited.

II. Translate the following expressions and sentences into Chinese.

1. a factory requires a complete set of machinery to proceed with production

2. take the time to introduce yourself properly

3. to receive a positive response

4. the time that you have invested in developing those relationships will pay off handsomely

5. It's always easier to work with someone whom you know as a person than to work with a "faceless" individual sitting on a computer at the other end of the world.

6. If you demand in a forceful manner, whoever is on the other side will tend to behave in a similar manner.

7. Spend more time developing those accounts that you think will help grow your business.

III. Match the professional phrases with their Chinese meanings.

- | | |
|--------------------------------------|---------|
| 1. business directory | 厂商指南 |
| 2. business houses of the same trade | 业务范围 |
| 3. business discussion | 业务洽谈 |
| 4. the scope of business | 建立业务关系 |
| 5. establish business relations | 相同的贸易商行 |
| 6. trade object | 交易对象 |

Grammar

Modal Verb 情态动词

一、情态动词的基本特征

1. 情态动词表示估计某事要发生，或期待某事的发生，不表示正在发生的事情或已经发生的事情。
2. 情态动词后接不带 to 的不定式，ought 和 have 除外。
3. 情态动词没有人称和数的变化，第三人称单数作主语时，情态动词不加 -s。
4. 情态动词没有非谓语（不定式，分词）形式。

二、情态动词的用法详解

1. can & be able to

1) can (过去时用 could) 表示能力、可能，只用于现在时和过去时。be able to 可以用于所有时态。

She can take good care of herself. 她能照顾好自己。

He will be able to tell you the results soon. 他很快就能告诉你结果了。

2) 以下情况时只能用 be able to。

- a. 在助动词后
- b. 在情态动词后
- c. 表示过去某时刻的动作时
- d. 在句首表示条件
- e. 表示成功地做了某事，只能用 was/were able to，不能用 could

They were able to flee Europe before the war broke out.

= They managed to flee Europe before the war broke out.

Attention: could 不表示时态

a. 提出委婉请求（注意：回答中不能用 could）。

—Could you speak English? 你会说英语吗？

—Yes, I can./No, I can't. 是的，我会。/不，我不会。

b. 表示怀疑或推测用在否定、疑问句中。

He couldn't be a bad man. 他不太可能是坏人。

2. may & might

表允许、请求或推测（可能性小）；其中，may 放在句首时，表示祝愿。

May God bless you! 愿上帝保佑你！

Tom might be at home. 汤姆可能在家。

Attention: might 表推测时，不表示时态，可能性比 may 还要小。

固定搭配：may/might as well，后面接不带 to 的不定式，意为“也好”“不妨”。

You may as well start at once. 你还是马上动身为好。

3. have to & must

1) 两词都表示“必须”，have to 表示客观情况需要，must 则表示说话人主观上的看法。

My little sister was very ill, so I had to call the doctor in the middle of the night. 我妹妹病得很厉害，我只得半夜里把医生请来。(客观上需要做这件事)

She said that she must work hard. 她说她必须努力工作。(主观上要做这件事)

2) have to 有人称、数和时态的变化，而 must 只有一种形式。

Mary had to look after her baby yesterday. (✓)

Mary musted look after her baby yesterday. (×)

3) 在否定句中：don't have to 表示“不必”，mustn't 表示“禁止”。

You don't have to tell him about it. 你不必把此事告诉他。

You mustn't tell him about it. 你一定别把这件事告诉他。

4) must 表示推测

a. 用于肯定句中，表示较有把握的推测时，翻译为“一定”。

b. 表示对现在的状态或正发生的事情的推测时，must 后通常接系动词 be 的原形或行为动词的进行式。

You have worked hard all day. You must be tired. 你辛苦干一整天，一定累了。

David must be working in his office. 大卫一定在办公室工作呢。

比较：

He must be staying there. 他现在肯定呆在那里。

He must stay there. 他必须呆在那。

c. 表示对已经发生的事情的推测时，must 后接完成式。

I didn't hear the phone. I must have been asleep. 我刚才没有听到电话，我一定是睡着了。

d. 表示对过去某时刻正发生的事情的推测时，must 后要接不定式的完成进行式。

—Why didn't you answer my phone call?

—Well, I must have been taking a shower, so I didn't hear it.

e. 否定含义的表达用 can't。

If Bill didn't leave here until six o'clock, he can't be home yet. 如果比尔六点才离开这儿，他此时应该还未到家。

4. should & ought to

should 和 ought to 都表示“应该”，可用于各种人称。

—Ought they to go?

—Yes. I think they ought to.

5. had better

1) had better 表示“应该，最好还是”，相当于一个助动词，它只有一种形式，它后面要跟动词原形。

It is rather cold. You'd better put on my coat. 天气相当冷。你最好穿上我的外套。

She'd better not play with the pet. 她最好不要和宠物玩。

2) had better have done sth. 表示与事实相反的结果，意为“本来最好”。

You had better have come earlier. 你本来最好应该早一点来。

Attention: 表示“要求, 命令”时, 语气 should (应该) < had better (最好) < must (必须)。

6. would rather

would rather 表示“宁愿”, would rather do 否定式为 would rather not do。would rather... than... 意为“宁愿……而不愿”。另外, would sooner, had rather, had sooner 都可表示“宁愿、宁可”的意思。

I would rather stay here than go home. = I would stay here rather than go home. 我宁愿呆在这儿也不愿回家。

7. will & would

1) would like; would like to do = want to 想要。

Would you like to come with us? 你想和我们一起吗?

2) Will you...? Would you like...? 表示肯定含义时, 疑问句中一般用 some, 而不是 any。

Would you like some drink? 想喝点什么吗?

3) 否定句时用 will, 一般不用 would, won't you 是一种委婉语气。

Won't you sit down? 请坐。

8. need & dare

这两个词既可作实义动词用, 又可作情态动词用。

作实义动词, need 后的不定式必须加 to, dare 后面的 to 可以被省略。

作情态动词, 两者都只能用于疑问句、否定句和条件句。

1) 实义动词: need (需要, 要求)

need+n./to do sth.

2) 情态动词: need 只用原形, need 后加 do, 否定形式为 need not。

Need you leave yet?

Yes, I must./No, I needn't.

3) need 的被动含义: need, want, require, worth+doing 可表示被动: need doing = need to be done。

Keep a list of all the jobs that need doing. 把所有该做的事情列一张单子。

9. 情态动词的回答方式

问句	肯定回答	否定回答
Need you...?	Yes, I must.	No, I needn't
Must you...?	Yes, I must.	No, I needn't./No, I don't have to.

10. 情态动词 + have + 过去分词

1) may (might) have + done sth. can (could) have + done sth. 推测过去时间可能发生的事情。

George may (might) have been hurt seriously in the traffic accident.

George can (could) have been hurt seriously in the traffic accident.

乔治可能在交通事故中受了重伤。

2) must have+done sth. 对过去时间可能发生的事情的推测, 语气较强, 可能性较大, 具

有“肯定”的意思。

Sue must have gone by taxi. 苏一定是乘出租车去的。

3) ought to have done sth., should have done sth. 本应该做某事（而事实上并没有做）。否定句表示“不该做某事而做了”。

You ought to (should) have been more careful in this experiment.（本该认真却没有）

He ought not to have thrown the old clothes away.（不该把衣服扔了却已扔了。）

Attention: ought to 在语气上比 should 要强。

4) needn't have done sth. 本没必要做某事

I dressed very warmly for the travel, but I needn't have done so. The weather was hot. 我为这次旅行穿得很暖和，但我本不必这样做的。天气很热。

5) would like to have done sth. 本打算做某事

I would like to have read the article, but I was very busy then. 我本想读这篇文章的，但我当时很忙。

Exercise

Choose the best answer.

- Nick _____ come with us this afternoon, but he isn't very sure yet.
A. must B. may C. can D. will
- Shall we go to the cinema or stay at home?
—Which _____ do?
A. do you rather B. would you rather
C. will you rather D. should you rather
- Could I borrow your exercise book?
—Yes, of course you _____.
A. might B. will C. can D. should
- Shall I tell Joe about it?
—No, you _____. I've told him already.
A. needn't B. wouldn't C. mustn't D. shouldn't
- Don't forget to come to my birthday party this weekend.
—No, _____.
A. I don't B. I won't C. I can't D. I haven't
- Bob ought not to _____ me your secret, but he meant no harm.
A. have told B. tell C. be telling D. having told
- These magazines _____ out of the reading room. You have to read them here.
A. can't take B. must be taken
C. can take D. mustn't be taken

Writing

Email for Business

在商务往来中，电子邮件起到了很重要的作用。商务电子邮件是介于便条和书信之间的一种书面沟通方式。在商务场合中，绝大多数员工利用电子邮件来联系公务。

商务电子邮件主要由收件人地址、发件人地址、日期、标题、主体和附件等构成。主题要具体而简洁。

商务电子邮件正文和结尾部分的格式与普通书信或便条相同。



Sample 1

To: Alex67890@yahoo.com

From: Mary12345@sina.com

Date: Oct. 28, 2020

Subject: Request for commodity details

Dear Alex,

We know that you are exporters of floor materials. We would like you to send us details of your various ranges, including colors and prices, and also samples of the different qualities of wood used.

We are volume dealers in floor materials and believe this is a promising market in our area for moderately priced goods.

When quoting, please explain your terms of payment and discount you would allow on purchases of quantities of more than 1,500 meters of individual items. Prices quoted should include insurance and freight to Paris.

Best wishes,
Mary

Sample 2

To: Annie110088@hotmail.com
From: Wangming110077@hotmail.com
Date: Mar. 11, 2020
Subject: Feedback of transaction

Dear Annie,

Thank you for your purchase of the book *Introduction to E-commerce* through Internet. We have sent out the book and it is expected to arrive in 5 days. I hope you could leave some feedback on the Website after receiving it. I'll appreciate it very much if you can recommend it to other customers. Recently, there will be several new books on sale. We can offer you some discounts for your second purchase. Thank you.

Sincerely yours,
Wang Ming

Sample 3

To: Alexander245@hotmail.com
From: Wangdong332@qq.com
Date: Aug. 23, 2020
Subject: Business trip

Dear Mr. Alexander,

Welcome you to Xiamen. My name is Wang Dong, a clerk of Zhongding Trading Company. I have reserved a room for you at Riyue Hotel. It's about 15 km from the International Airport to the hotel. We will pick you up at the airport. Would you please come to my office to have a talk with us over our business the next day you reach Xiamen? You may call me if you need any help.

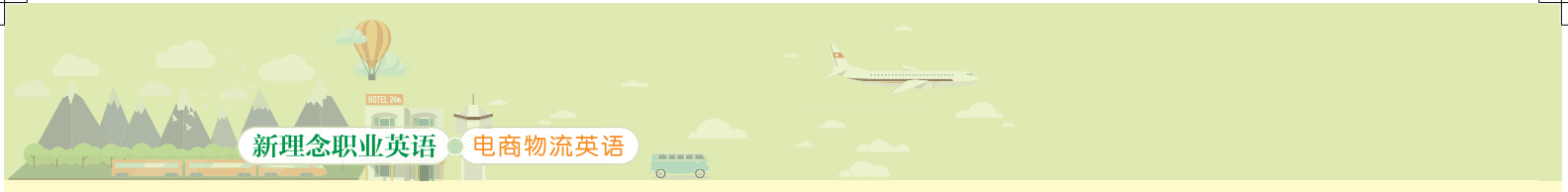
Looking forward to seeing you soon here.

Sincerely yours,
Wang Dong

Writing Practice

Write an email according to the information given in Chinese.

1. 发件人: Adam White (AdamWhite135@vip.163.com)
收件人: 商务酒店 (hotelmarketing@expedia.com)
发件时间: 9月21日



事由:

- (1) 因商务洽谈行程改变, 取消 9 月 25 日以 Adam White 的名义在贵酒店预订的 9 月 25 日到 27 日的一个双人房间。
- (2) 表示歉意, 并询问是否需要支付违约金。
- (3) 要求回信确认。

Words for reference:

违约金 cancellation penalty	商务酒店 Business Hotel
以……的名义 in the name of	确认 confirm

To: _____

From: _____

Date: _____

Subject: Cancellation of hotel booking

Dear Sir or Madam,

I am writing to inform you that _____

Yours faithfully,
Adam White

2. 发信人: PRdepartment@aston.com

收信人: WangQiang@163.com

日期: 2020 年 11 月 18 日

主题: 预订房间

事由:

- (1) 2020 年 11 月 23 日至 25 日, 我想在铂尔曼酒店预订两个带浴室的单人房, 五个带浴室的标准房。还想 11 月 26 日下午租用商务会议室一间。
- (2) 请尽快答复, 告之是否有空房, 房价及是否需要预付押金。

To: _____

From: _____

Date: _____

Subject: _____

Dear Sir or Madam,

Yours faithfully,

Culture Extension

Letters of Establishing Business Relations

To establish a business relationship is, in fact, to decide whom to trade with. The proper choice of trade objects determines the success or failure. Under normal circumstances, for both parties through their own introduction or the introduction of a third party, the first thing is to find out the other party's capital credit, business capacity and business scope and other important conditions, and then, carry out substantive business discussion. Only on the basis of mutual understanding and trust can trading parties cooperate actively and smoothly.

First of all, we should inform the other party how we learned about its business scope and address, and at the same time, express our desire to establish business relations with the other party and seek for further cooperation with the other party.

Secondly, introduce yourself to the other party, including the nature of the enterprise, the basic business situation, the scope of business and what branches there are. If you want to sell any goods, you can also explain.

It ends with ritualistic language.

The letter should not be too long. It should be brief and to the point. You should introduce your company in a few words. The more concise, the better. Then include your contact information and address (including website address), product information, mailing samples, etc.

建立双方业务关系信函

建立业务关系，实际上就是确定贸易对象。贸易对象选择得合适与否，决定着贸易的成败。在一般情况下，双方通过各自的介绍或第三方的介绍，先摸清对方的资金信用、经营能力和业务范围等重要条件，然后再进行实质性的业务商讨。贸易双方只有在相互了解、彼此信赖的基础上，才能进行积极地合作，并使双方贸易活动得以顺利地展开。

首先，要告知对方，我方是通过何种途径获悉其经营范围与地址的，同时表示我方有与对方建立业务关系的愿望，寻求与对方进一步进行合作的意愿。

其次，向对方做自我介绍，包括企业性质、基本业务状况、经营的范围以及有哪些分支机构，如希望推销什么商品也可具体说明。

最后以礼节性语言结尾。

信件不可以太长，要言简意赅。应该用几句话将自己公司介绍清楚，越简明扼要越好，然后附上自己的联系方式和地址（包括网址），可以提供的产品介绍，邮寄样本等。