

新未来 商务英语

New Future
Business English

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主编 彭枚芳

西北工业大学出版社



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西 安

【内容简介】《新未来商务英语》是贴合时代脉搏、顺应时代需求的商务英语教材。内容涵盖商务礼仪、办公室工作、公司与产品、市场营销、商务谈判、跨文化商务沟通、数字经济以及投资与经济一体化等核心领域,具有诸多特色。通过多个栏目,如 Case Study、Warming Up、Listening and Speaking、Presentation、Reading、Writing、Learning by Doing、Career Strategy 等全方位助力学习者掌握商务英语,适应新时代商务发展需求。

本教材可供国际贸易、国际商务及经贸类专业学生使用。

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Preface

在当今全球化的时代背景下，商务活动日益频繁。在全球经济深度交融、数字化浪潮席卷而来的当下，商务领域正经历着前所未有的变革。党的二十大报告强调，要坚持高水平对外开放，加快构建以国内大循环为主体、国内国际双循环相互促进的新发展格局。这为商务发展指明了方向，也凸显了学习商务英语的重要性。随着中国在世界经济舞台上扮演愈发重要的角色，商务英语成为了众多从业者和学习者必备的技能。

《新未来商务英语》紧扣时代脉搏，精心编排，致力于为学习者打开一扇通往国际商务世界的大门。内容涵盖商务礼仪、办公室工作、公司与产品、市场营销、商务谈判、跨文化商务沟通、数字经济以及投资与经济一体化等核心单元。

教材特色

◎**内容全面系统**：教材从基础的商务场景到复杂的经济一体化构建商务英语知识体系，涵盖商务礼仪、公司与产品等 8 个单元，内容全面。

◎**案例丰富生动**：各单元均设有 Case Study 栏目，通过华为产品研发推广、Airbnb 社区营销等案例分析，将抽象知识融入实际情境，帮助学习者理解商务概念与策略，并掌握其在真实商业环境中的应用，增强学习的趣味性和实用性。

◎**技能培养多元**：通过 Listening and Speaking、Reading、Writing 等栏目针对性训练英语语言技能；通过 Critical Thinking 培养批判性思维；通过 Learning by Doing 栏目安排模拟商务谈判、产品发布会操作等实践活动，提升商务实践能力，实现多元能力共同发展。

◎**结构逻辑清晰**：各单元以案例引入主题，经过知识讲解、练习巩固，到实践活动应用，逻辑连贯；单元之间遵循从基础到复杂、从微观到宏观的顺序，符合学习认知规律，便于学习者构建知识体系。

◎**紧跟时代趋势**：关注商务领域的最新发展，如在数字经济单元介绍大数据、人工

智能在商务中的应用，使学习者掌握时代前沿的商务知识和技能，适应不断变化的商务环境。

◎**注重文化融合**：在跨文化商务沟通单元，强调文化差异对商务活动的影响，介绍不同国家的商务礼仪和沟通风格，培养学习者的跨文化交际意识，助力其在国际商务活动中化解文化冲突，建立良好合作关系。

栏目安排

知识讲解类

Learning Objectives：明确每个单元的学习目标，以清晰、简洁的条目呈现，为学习者提供明确的学习方向，帮助其确定重点，规划学习路径。

Reading：深入阐述各单元核心知识，通过理论讲解、案例分析等方式，帮助学习者深入理解商务概念、原理和策略，为知识体系构建提供支撑。

语言技能训练类

Listening and Speaking：通过对话、短文听力练习和口语表达练习，提升学习者的听说能力。

Writing：针对不同商务场景提供相应的写作技巧和规范、写作框架、常用表达和示例，帮助学习者掌握各类商务文体的写作方法，提高书面表达能力。

案例与实践类

Case Study：以真实的商务案例引发思考，通过案例分析和问题探讨，引导学习者将理论知识应用于实际情境，培养分析和解决问题的能力。

Learning by Doing：设计实践活动，让学习者在模拟或真实的商务场景中实践操作，亲身体验商务流程，提升实践能力和职业素养。

思维拓展与展示类

Career Strategy：介绍实用职场应对策略，帮助学生更好适应职场。

Presentation：要求学习者根据图表或资料进行展示，锻炼学习者的数据解读、信息整合和表达能力，培养公众表达和逻辑思维能力。

本教材通过多元内容与编排，从技能培养、实践创新等方面，全方位展现“六新”（新发展阶段、新发展理念、新发展格局、新科技革命和产业变革、新型工业化以及新的战略机遇）内涵，为学习者在新时代商务领域发展提供有力支持。

本教材由广东工贸职业技术学院彭枚芳任主编。广东工贸职业技术学院尹姣任副主编。广东头狼教育科技有限公司总经理、广东工贸职业技术学院高层次兼职教师朱加宝担任企业参编人员。

希望本教材能成为学习者在商务英语学习道路上的得力助手，帮助大家在未来的国际商务领域取得优异成绩，为推动全球经济合作贡献力量。

编 者



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Scope and Sequence

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2 Office Work	A Successful New Product Launch 20	Office Work Discussion 20	Office Help How to Make a Presentation Critical Thinking 21
3 Companies and Products	Huawei's Success 38	Features of Corporate Culture and Discussion 38	Newly-launched Smartphone Market Acceptance Critical Thinking 39
4 Marketing and Sales	Airbnb's Community Marketing Strategy 56	Marketing Strategies 56	Promotion Ideas Pricing Strategies Critical Thinking 59
5 Commercial Negotiation	StyleCo and TextilePro Negotiation 76	Non-verbal Cues and Preparing for a Successful Negotiation 76	A Negotiation A Brief Instruction of Negotiation Strategies Critical Thinking 77
6 Cross-cultural Business Communication	Cross-cultural Misunderstandings 98	Questions About Business Etiquette and Cross-cultural Communication 98	Culture of Different Countries Language in Communication Critical Thinking 99
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Scope and Sequence

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The Amount of Time Workers Spend on Communication 23	Agile Working 24	Business Invitation Letters 30	Office Software Operation Skills Competition 35	Career Strategies for Office Work 36
The Fastest Growing Industries In 2024 41	Build Brand Equity 42	Product Description 48	Product Launch Event Operation 52	Understanding the Company and Its Products 53
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Listening Time 79	How to Improve your Ability of Business Negotiation 80	Business Travel Itinerary 87	Simulated Business Negotiation 93	Strategies and Tactics for Negotiation 95
The Cross-cultural Training Market 101	Cross-cultural Business Communication: Bridging the Global Divide 102	Thank-You Letters 109	Cultural Jigsaw 113	Tips for Effective Cross-cultural Communication 114
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AI Market Size Statistics 137	How Can Regional Integration Affect Investments 138	Business Plans 144	Create a Personal Budget 149	Investment Journey Later In Your Career 150



Business Etiquette

1 UNIT

Learning Objectives

After learning this unit, you will be able to:

- explain what business etiquette is;
- note down the specific information about business etiquette;
- seek ways to improve business etiquette;
- know the business etiquette around the world;
- write a letter to establish a business relationship.

Case Study

In a meeting between Company A and Company B to discuss a potential partnership, Mr Lee from Company A arrived 10 minutes early, greeted everyone with a warm smile and firm handshakes, and introduced himself clearly. During the meeting, he listened attentively when others were speaking, made eye contact, and waited for his turn to share ideas.

In contrast, Mr Smith from Company B was 5 minutes late, rushed in without proper apologies, and frequently interrupted others while speaking. In the end, Company A was hesitant to proceed with the partnership due to Mr Smith's lack of business etiquette.

Read the above case and answer the following questions.

1. What were the positive behaviours demonstrated by Mr Lee from Company A during the meeting?
2. Why was Company A hesitant to proceed with the partnership?

Warming Up

Task A Improving your business etiquette can have a positive impact on your career. Here are some effective strategies to develop good business etiquette. Discuss with your partner about the importance of them.

The Basics of Business Etiquette



Always Be on Time



Recognize Your Team



Respect Shared Space



Dress Appropriately



Build Emotional Intelligence

Task B Match proper business etiquette with examples, and tell how you will do.

1

Greeting

A

I'm afraid I'm not available then—I can join at the same time in the following week, or I'm happy to join if it's shifted after 14:00.

2

Communication

B

We require professional clothes for meetings and presentations.

3

Punctuality

C

Good morning/afternoon/evening.

4

Business Cards

D

We should make sure our business cards are professional and up-to-date.

5

Dress Code

E

The manager always arrives a few minutes early to meetings.





Words & Phrases

attach *v.* 附上

conduct *n.* 行为, 举止

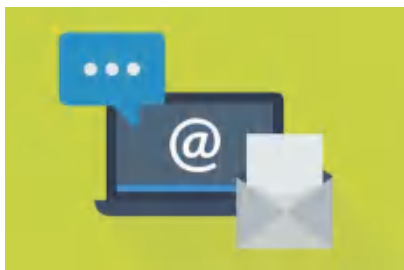
executive *n.* 主管, 经理

assess *v.* 评价

idiomatic *adj.* 惯用的

respond *v.* 回答, 回应

intimidating *adj.* 令人紧张不安的



Listening and Speaking

Task A Listen to a dialogue and choose the best answer.

- What is the first suggestion Mrs Li gives for writing e-mails?
 - Attach the file before writing.
 - Keep e-mails short.
 - Check the name in the "To" box.
 - Be polite and professional.
- Why does Mrs Li think writing "CAN YOU LET ME KNOW THIS WEEK" is not good?
 - Because it makes the e-mail too long.
 - Because it sounds like shouting at the reader and is rude.
 - Because it is too professional.
 - Because it is too friendly.
- What might people think if you make mistakes in your e-mail according to Mrs Li?
 - You are very polite.
 - You are very friendly.
 - You are good at writing e-mails.
 - You also make mistakes in your work.

Task B Listen to the passage and fill in the missing words.

Client etiquette is your manner of professional conduct. Whether you are a top executive or a new 1) _____ in the office, your clients will be 2) _____ and assessing you.

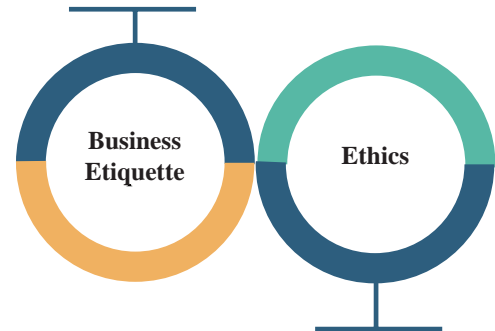
Everyone uses some idiomatic expressions and titles to show 3) _____. However, you can truly distinguish yourself from others by 4) _____ your way of speaking. Any time a client says "Thank you", always respond with "My 5) _____" instead of "You're welcome" or "No problem". Don't say "I'm sorry" or "Sorry about that", but always respond with "My apologies". It is more 6) _____. Don't say "I don't know" if you don't know something. Say to the client "I would like to verify the most 7) _____ answer. May I call you right back after I make sure?"

Always dress one level higher than you 8) _____. You may think that your clients want a 9) _____ and less intimidating atmosphere, but that's just your opinion. Your professionalism needs to reflect the 10) _____ paid by your clients.

Task C Critical thinking. Please share your opinion about the following topic.

Etiquette or Ethics

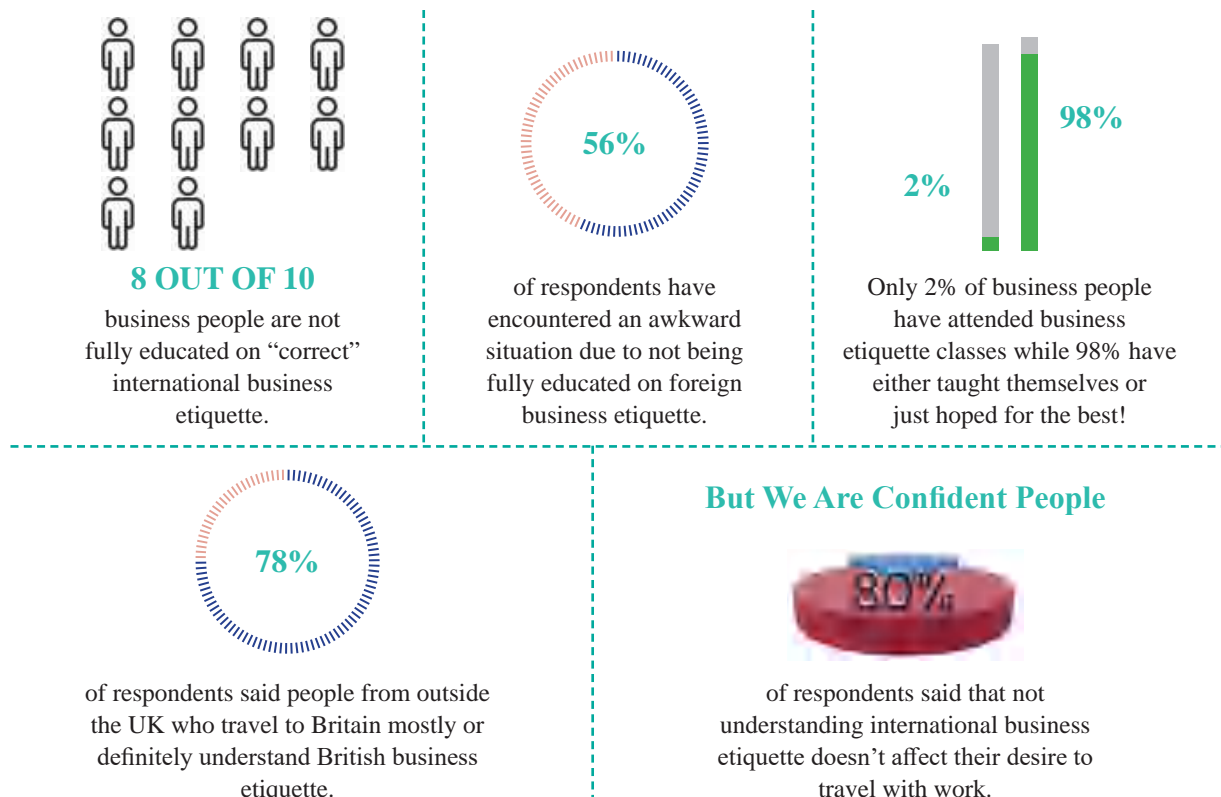
Business etiquette requires people to maintain politeness and respect for others in business situations, which overlaps with basic moral requirements. So, is business etiquette just an external manifestation of moral standards in the business field? Explore the relationship between business etiquette and ethics from the perspectives of intrinsic motivation, behavioural constraints, and their shared impact on business behaviour.



Presentation

Business Etiquette and International Business

This infographic presents several statistics related to business etiquette and international business. Please talk about what information is shown in the infographic, making comparisons and adding your own comments if possible. Then make a presentation to the class.



Reading

International Business Etiquette

Successful entrepreneurs understand good business is about good relationships. By establishing partnerships with suppliers, competitors and new connections, they can build a healthier and stronger business. It's necessary for people who travel abroad for business to educate themselves and their teams on proper business etiquette.

In China, punctuality is important. Being late for business meetings is offensive. Chinese professionals appreciate a conservative dress code. The philosophy of Confucianism is deeply entrenched in Chinese society and influences business etiquette significantly. Confucianism emphasizes respect for elders, and authority, and promotes a sense of duty and loyalty. Consequently, Chinese business culture is high context, where indirect communication, harmony, and long-term relationships play a crucial role.

It's common for Japanese professionals to show a calm and collected demeanor in business communications. Be patient in negotiations. "Don't rush the process, as it's important to demonstrate that you're thinking long-term," explained Yushiro Kato, CEO and co-founder of CADDi, a manufacturing platform based in Japan. "Quick decisions are seen as impulsive, while patience is a sign of respect and seriousness."

When conducting business in the US, you should greet people with a firm handshake. First name terms are usually used but you should wait for an invitation to do so to be polite. Business cards are used in the US. In business meetings, some small talk is



acceptable before discussing business. However, when business is being discussed, it is often direct and to the point as time is considered precious especially in larger firms or big cities.

In France, it is vital to make appointments for both business and social occasions. It is not acceptable to drop in on someone unannounced. Punctuality is valued but sometimes treated casually in France, so do not be surprised if your French colleague arrives late. Though French people are known for greeting each other with a kiss on the cheek, you greet each other with a handshake in French business. The French appreciate any effort to speak their language so try to learn some useful phrases.

One of the most important things to remember with company culture in the United Arab Emirates is never to use your left hand when shaking hands, passing documents, sharing company cards or dining as the left hand is for maintaining bodily hygiene. Using your left hand can be seen as disrespectful.

Research the country where you're doing business to learn about workplace culture ahead of time to show respect and build strong professional relationships.

New Words

etiquette	/ˈetɪkət/	<i>n.</i>	礼节, 礼仪, 规矩
entrepreneur	/ˌɒntrəprəʊnɜ:(r)/	<i>n.</i>	企业家, 创业者
punctuality	/ˌpʌŋktɪʃuˈæləti/	<i>n.</i>	准时, 守时
offensive	/əˈfensɪv/	<i>adj.</i>	冒犯的, 无礼的; 进攻性的
conservative	/kənˈsɜ:vətɪv/	<i>adj.</i>	保守的
		<i>n.</i>	保守者; 保守主义者
philosophy	/fəˈlɒsəfi/	<i>n.</i>	哲学; 哲理; 人生观
Confucianism	/kənˈfju:ʃənɪzəm/	<i>n.</i>	儒家思想, 孔子学说
entrench	/ɪnˈtrentʃ/	<i>v.</i>	使处于牢固地位; 牢固确立
hierarchy	/ˈhaɪərɑ:ki/	<i>n.</i>	等级制度; 统治集团; 层次体系
authority	/ɔ:ˈθɒrəti/	<i>n.</i>	权力, 职权; 权威
harmony	/ˈhɑ:məni/	<i>n.</i>	和谐, 融洽; 协调, 一致
collected	/kəˈlektɪd/	<i>adj.</i>	镇静的, 冷静的; 收集成的
demeanor	/dɪˈmi:nə(r)/	<i>n.</i>	行为, 举止, 态度
impulsive	/ɪmˈpʌlsɪv/	<i>adj.</i>	冲动的, 易冲动的
casually	/ˈkæʒuəli/	<i>adv.</i>	偶然地; 随便地; 漫不经心地
hygiene	/ˈhaɪdʒi:n/	<i>n.</i>	卫生; 保健

Phrases & Expressions

dress code	着装规范
small talk	闲谈, 闲聊
to the point	直截了当; 谈正题
drop in on someone	顺道拜访某人
ahead of time	提前; 提早

Proper Noun

CADDi 是一家位于日本的 B2B 订购平台, 主要面向工业设备和工厂制造商, 提供钣金、金属、树脂切割、制罐、设备、管道、组装等加工和组装服务。CADDi 平台支持用户上传金属加工制品的 3D CAD 数据, 能够显示相关报价和交货期, 并通过几次点击即可完成订购。

Notes

1. It's necessary for people who travel abroad for business to educate themselves and their teams on the proper business etiquette.

译文 对于出国出差的人来说，有必要对自己和团队进行适当的商务礼仪教育。

这是一个主从复合句。it 是形式主语，真正的主语是 to educate themselves and their teams on the proper business etiquette。who travel abroad for business 是一个定语从句，修饰先行词 people，说明是哪些人（那些因公出国旅行的人）。

2. First name terms are usually used but you should wait for an invitation to do so to be polite.

译文 通常会使用直呼其名的称呼，但为了礼貌起见，你应该等到收到邀请后再这样称呼。

这是一个由转折连词 but 连接的并列句。to be polite 是目的状语。first name terms are usually used 指的是用名字（而不是姓氏或更正式的称呼）来称呼别人，例如直呼 John 而不是 Mr Smith。

3. One of the most important things to remember with company culture in the United Arab Emirates is never to use your left hand when shaking hands, passing documents, sharing company cards or dining as the left hand is for maintaining bodily hygiene.

译文 在阿拉伯联合酋长国的公司文化中，要记住的最重要的事情之一是，在握手、传递文件、交换公司名片或用餐时，永远不要使用左手，因为左手是用于保持身体卫生的。

这是一个主系表结构的句子。主语是 One of the most important...，其中 one of... 表示“……之一”，to remember... 是后置定语，修饰 things。系动词是 is，表语是 never to use your left hand when... bodily hygiene。maintain bodily hygiene 表示“保持身体卫生”。

Exercises

Task A Reading Comprehension. Choose the best answer.

- According to the passage, which of the following is NOT true about business etiquette in China?
 - Punctuality is highly valued in business meetings.
 - Chinese professionals prefer a conservative dress code.

- C. Confucianism has a profound impact on Chinese business culture.
- D. Direct communication is preferred in Chinese business culture.
2. In Japan, what does patience in negotiations indicate?
- A. Impulsiveness.
- B. Lacking of respect.
- C. Thinking short-term.
- D. Respect and seriousness.
3. When doing business in the USA, which of the following behaviours is appropriate?
- A. Using first names immediately without waiting for an invitation.
- B. Engaging in long small talk before getting to business.
- C. Greeting with a firm handshake.
- D. Not using business cards.
4. In France, which of the following is correct about business etiquette?
- A. It's acceptable to drop in on someone unannounced.
- B. Punctuality is always strictly adhered to.
- C. Greet with a kiss on the cheek in business settings.
- D. French people appreciate efforts to speak their language.
5. In the United Arab Emirates, why is using the left hand in business interactions considered disrespectful?
- A. Because it's a cultural taboo.
- B. Because it's used for maintaining bodily hygiene.
- C. Because it's associated with bad luck.
- D. Because it's a sign of impatience.

Task B Language Focus. Fill in the blanks with the words in the box. Change the form if necessary.

entrepreneur punctuality offensive philosophy hierarchy
authority harmony collected casually etiquette

1. Good table _____ is essential in formal dinners.
2. The police have the _____ to enforce the law.
3. We should strive to live in _____ with nature.

4. _____ is highly valued in this company.
5. The young _____ has successfully launched several startups.
6. His rude behaviour at the party was really _____ to everyone present.
7. Her _____ of life is to always stay positive.
8. The _____ of this organization needs to be simplified to improve work efficiency.
9. The lady remained calm and _____ throughout the crisis.
10. Enzo dressed _____ for the picnic, wearing a pair of jeans and a simple T-shirt.

Task C Translation Appreciation. Read the following English sentences and Chinese translations, paying attention to the translation of the bold words.

1. With a history of 5,000 years of civilization, China is known as the “**land of etiquette**”, and the Chinese people are also known for their **polite manners**. As an important part of Chinese traditional culture, **etiquette civilization** has exerted a far-reaching influence on the development of Chinese society and history.

中国具有五千年文明史，素有“礼仪之邦”之称，中国人也以其彬彬有礼的风貌而著称于世。礼仪文明作为中国传统文化的一个重要组成部分，对中国社会历史发展起了广泛深远的影响。

2. When the guests arrive, the **host** should first **extend his hand** to shake with the guests. When the guest leaves, the guest should first extend his hand to shake with the host. The **former** means “welcome” and the **latter** means “goodbye”.

当客人抵达时，应由主人首先伸出手来与客人相握。而在客人告辞时，就应由客人首先伸出手来与主人相握。前者是表示“欢迎”，后者就表示“再见”。

Task D Developing skills. In the fiercely competitive job market, punctual employees are often considered more reliable than those who are always late and rush to meet deadlines. If you find yourself feeling guilty about being late frequently, then you can do something to develop a habit of being punctual.

How to Be Punctual

1

Prioritize timeliness.

2

Determine the time required to complete certain tasks.

3

Strictly follow the task list.

4

Develop a work schedule.

5

Set up automatic reminders.

6

Consider the traffic conditions during commuting.



Writing

建立业务关系指的是不同商业主体(如公司、企业等)之间,基于共同的商业利益和目标,开始相互接触、沟通并尝试构建合作纽带的过程。其核心目的在于通过整合各方的资源、优势及能力,实现互利共赢。

建立业务关系信件的一般构成:

称呼

根据收件人来写,可以是具体联系人的姓名,也可以是对方公司某个部门,显得正式且有针对性。

自我介绍

介绍自己是谁,在什么公司担任什么职位,让对方清楚发件人的身份背景。

介绍己方公司

介绍自己所在公司的名称,己方公司从事的行业以及经营年限,让对方对己方公司的资历有个大致了解。

说明知晓对方公司途径及合作意向缘由

告诉对方你是通过什么渠道了解到对方公司的。然后提及知晓对方公司的业务范围以及对方在市场上取得的显著成就,诚恳且坚定地表达双方之间存在着能互利共赢的合作机会。

获取对方公司信息的常见途径:

1. 贸易展会 (trade show)
2. 商业社交活动 (business networking event)
3. 网络平台 (network platform)
4. 他人推荐 (recommended by others)



结尾

感谢对方花时间阅读邮件并考虑合作事宜,用正式且礼貌的方式结束邮件。礼貌性的结束语和常规的署名落款。

Establishing Business Relations



Sample: A Letter of Establishing Business

From: @ Templates Subject


Dear Mr Wu,

I am the CEO of P&G Company, a well-established pet supplies sales company based in Russia. Our company has been dedicated to providing a wide range of high-quality pet products to customers in our local market and has gained a good reputation over the years.

We came to know about your esteemed company through the Shanghai World Expo. During our visit to the expo, we were highly impressed by the excellent pet supplies showcased by your company. The quality and variety of your products immediately caught our attention, and we believe that they would be very popular among our customers.

As a pet supplies sales company, we are constantly looking for reliable suppliers with top-notch products to meet the growing demands of our market. We are confident that your company's pet products, with their outstanding features and quality, can help us better serve our customers.

We are particularly interested in purchasing a variety of your pet products, such as pet toys, pet food containers, and pet grooming tools. We anticipate that there could be significant business opportunities for both of our companies through cooperation.

To help you learn more about our company, I have attached our company brochure for your reference. We sincerely hope that you will consider our proposal and look forward to starting a long-term business relationship with your company. Please feel free to contact me at 12345678 or via e-mail at *p&gcompany123@hotmail.com* if you have any questions or would like to have a discussion.

Thank you for your time and consideration.

Best regards,
Elena Koshka, CEO
P&G Company

cancel

Send an E-mail

Exercises

Task A Complete the content of the e-mail according to the Chinese meaning.

Dear Sir,

Hope this e-mail finds you well. I am Tracy from ABC Company, a leading Textiles Import and Export company in Guangdong Province, China.

1) _____ (我们一直在密切关注市场) and noticed that there could be great potential for cooperation between our two companies. Our company specializes in trading all kinds of cloth and processing business, and we believe 2) _____ (我们的产品可能会引起贵公司的兴趣).

We are particularly interested in exploring business opportunities in your area. We are confident that our high-quality products, 3) _____ (加上我们有竞争力的价格和优良的售后服务), can bring significant value to your business.

I would like to suggest setting up a call or meeting at your earliest convenience to 4) _____ (进一步讨论我们如何合作). Please feel free to let me know a time that works best for you.

Thank you for your time and consideration. 5) _____ (我期待着您的肯定答复).

Best regards,
Tracy Chen

Task B Write a letter to establish business relationships according to the following information.

Situation: Your company is a clothing manufacturer in the UK that specializes in high-quality fashion apparel for both men and women. You learned about a clothing retailer in the US through an industry magazine. You are interested in supplying your products to them and want to establish a business relationship. Now write a letter to the retailer.

Send an E-mail

From:

@

Templates


Subject

B

I

H







cancel

Send an E-mail

Learning by Doing

How to Pick up a Client at the Airport

Activity Goals

The purpose of this activity is to help students establish a positive professional image in their future careers, make customer comfort and satisfaction, build good relationships, and ensure successful business participation.

Situation

Suppose you are Lin Min. You are going to pick up Mr Brian from UK at the airport.

Process

Step 1: Preparation

1. Confirm the flight details in advance.

Contact your client before their departure or check the flight information they provided to know the exact flight number, airlines, departure city, arrival time, and terminals.

2. Prepare necessary items.

Sign: Make a clear and visible sign with your client's name, company name (if applicable), or other recognizable identifiers. Use large and bold letters so that it can be easily spotted from a distance.

Transportation arrangements: Ensure that the vehicle you'll use is in good condition, and has enough space for the client's luggage.

Refreshments: Consider bringing some bottled water, light snacks or tissues for the client's convenience during the ride, especially if it's a long journey from the airport to the destination.

Step 2: Arrive at the airport early.

Plan to arrive at the airport at least 30 minutes to an hour before the client's scheduled arrival time.

Step 3: Locate the arrival area.

Once you're at the airport, find out baggage claim areas or arrival gates the client will be coming through.

Step 4: Wait and look for the client.

Step 5: Greet the client.

Approach the client with a warm and professional greeting. Introduce yourself if you haven't met before, shake hands firmly (if appropriate in the cultural context), and welcome them to the city.

Step 6: Assist with luggage.

Help the client with their luggage.

Step 7: Head to the vehicle and start the journey.

Lead the client to the vehicle. Open the door for them to get in and make sure they are comfortably seated.

Career Strategy

Implementing Workplace Etiquette

Workplace etiquette plays a vital role in today's professional world. It is not just about being polite; it serves as a powerful professional strategy that can significantly impact one's career success.

1. Communication Etiquette

Verbal Communication: Use a respectful and professional tone when speaking to others. Avoid interrupting colleagues during discussions and listen attentively before responding. Be clear and concise in expressing your ideas to ensure effective communication. For example, when participating in a meeting, wait for your turn to speak and phrase your opinions in a constructive manner.

Written Communication: Pay attention to grammar, spelling, and punctuation in e-mails, memos, and other written documents. Use a proper salutation and closing, and keep the message organized and to the point.

2. Dress Code Etiquette

Dress appropriately according to the company culture and the nature of your work. In a formal business environment, opt for professional attire such as suits or dresses.

3. Meeting Etiquette

Punctuality: Always arrive on time for meetings. If you are unable to attend, inform the organizer in advance. Punctuality demonstrates your respect for others' time and your reliability as a team member.

Meeting Participation: Come prepared with relevant materials and ideas. Engage actively in the discussion, make eye contact with others, and contribute meaningfully.

4. Office Space Etiquette

Respect for Personal Space: Keep your workstation clean and organized. Avoid encroaching on your colleagues' personal space or borrowing their items without permission.

Noise Level: Be mindful of the noise you make in the office.

5. Social Etiquette in the Workplace

Interpersonal Relationships: Build positive relationships with colleagues by being friendly, respectful, and helpful.

Hierarchy Awareness: Show respect for the organizational hierarchy. Use appropriate titles when addressing superiors and follow the proper channels for communication and decision-making.

