

# Unit

# 1

## Establishing Business Relations

## 建立业务关系

### Objectives

1. To learn where to get clients' information
2. To learn how to establish relations and do business with other companies
3. To learn how to introduce a company and its products or services
4. To learn how to write letters or emails to establish business relations

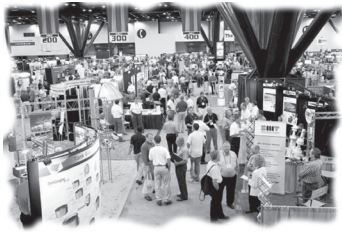
### Focus

- S:** Finding reliable information channels (P2)
- L:** Obtaining customers' information (P2)
- L:** Trade fair (P3)
- S:** At the trade fair (P3)
- S:** Visiting clients' company (P5)
- R:** Ways of finding customers (P6)
- R:** Allianz (P7)
- W:** Writing a reply letter to establish business relations (P9)



# 1 Starter—Finding Reliable Information Channels

A. Your prospective customers can come from various sources. Look at the following pictures and write down what sources they refer to in both Chinese and English.



\_\_\_\_\_

\_\_\_\_\_

B. Read the following joke and discuss with your partner what characteristics a person should have when drumming up business.

Many years ago, a large American shoe company sent two sales representatives out to different parts of the Australian outback to see if they could drum up some business among the Aborigines.

Some time later, the company received telegrams from both agents.

The first said, “No business here... natives don’t wear shoes.”

The second one said, “Great opportunity here... natives don’t wear shoes!”



# 2 Obtaining Customers’ Information

Listen to a conversation carefully and answer the following questions.

1. How did Michael get information about Toys “R” Us, Inc.?  
\_\_\_\_\_
2. Where can we find potential customers’ information?  
\_\_\_\_\_



3. Had this company established business relations with Toys “R” Us, Inc. before the trade fair?

### 3 Trade Fair

Listen to a short passage and fill in the blanks with the missing words.

A trade fair (trade show or exposition) is an exhibition organized mainly for companies to showcase their latest (1) \_\_\_\_\_ and services and exchange information about recent trade trends and opportunities. Some trade fairs are open to the public, while others can only be (2) \_\_\_\_\_ by company



representatives and members of the press, therefore they are classified as either “public” or “trade only”. They are continuously held in almost all (3) \_\_\_\_\_ and usually attract companies from around the globe. For example, in the U.S. there are currently over (4) \_\_\_\_\_ trade shows held every year and an increasing number of trade fairs are organized (5) \_\_\_\_\_ called virtual trade shows.

### 4 At the Trade Fair

Work with your partner to make a new conversation using the words and expressions given in the box and then role-play it.

electrical appliances / unique / environment-friendly and energy-saving / use green, eco-friendly materials / offer any discounts / for regular purchases / catalogue / further information

**Sample:**



**Ms. Katz:**

I find your shoe products fascinating and beautiful. I'm interested in them. Are they all made of real leather?



**Mr. Ouyang:**

Yes. They're of high quality.



**Ms. Katz:**

Fine. Are there any other colors available?

**Mr. Ouyang:**

Yes, of course. There are three other colors available now, black, brown, and ash.

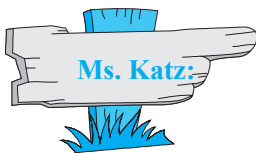


**Ms. Katz:**

Great! May I have a price list with specifications?

**Mr. Ouyang:**

Here is a copy of the latest price list, and all the prices listed here are for our final confirmation. Please take a look.



**Ms. Katz:**

Thank you. May I take the price list for further consideration?

**Mr. Ouyang:**

Sure. Just hold onto it, and please give us a call if you need any other information about our products.



**Ms. Katz:**

Thanks, I will. Bye now.

**Mr. Ouyang:**

Bye.



## 5 Visiting Clients' Company

Kelly Wong, manager of the marketing department in Marks & Spencer Group, is showing Mr. Chen, a clothing retailer, around their showroom. Work in pairs to complete the conversation with the right sentences given below and role-play it.

- Here is the pattern book for our products, please have a look.
- We are proud of the quality and designs of our products.
- Now, would you like to have a look at our showroom?
- I could make you an offer.

**Kelly:** Welcome to our company, Mr. Chen. I'm Kelly Wong, manager of the marketing department. This is my card.

**Mr. Chen:** Thank you. It's a great pleasure to meet you here in your company.

**Kelly:** \_\_\_\_\_

**Mr. Chen:** Yes, please.

*(In the showroom)*

**Mr. Chen:** *(Glancing over the garments)* Wow, what a fantastic display! You have so many designs and patterns here.

**Kelly:** \_\_\_\_\_, especially the dresses. Look here, these are the latest fashions.

**Mr. Chen:** So beautiful!

**Kelly:** We have many other patterns here, too.

**Mr. Chen:** Great! And the design of your products is also eye-catching.

**Kelly:** That's true. \_\_\_\_\_

**Mr. Chen:** OK.

**Kelly:** Now if you have something particular in mind, please let me know, and \_\_\_\_\_

**Mr. Chen:** All right. I'll let you know exactly what I want to buy very soon.





## 6

## Ways of Finding Customers

**Read the following passage and do the exercises.**

What's the hardest thing about starting a business? For many new business owners, the answer is "finding customers".

Having a great product or service isn't good enough. Customers won't find you or your website just because you have started selling a product or service. Indeed, most business owners have to go on regular and frequent fishing trips to find customers and keep new business coming in their doors.

But how do you do that? Here are some suggestions to get you started.



### **Develop a plan**

Consider who would make the ideal customer. If you sell to businesses, consider what department is most likely to buy your products or services. (Make some calls if you don't know!) What circles do they travel in? Who are they likely to listen to or where do they look when they want to buy a product or service? Find a way to put your information in their path.

### **Realize there is no one path to success**

Sales often happen because prospective customers hear about your products and services in several different ways and from several different sources. The more often they hear about you, the more likely they are to consider what you can offer when they are ready to buy.

### **Work your local newspapers**

Daily and weekly newspapers are an extremely good source of contact information of potential customers. Watch for names of people who have opened new businesses, or who in any way may be potential customers. Send those people personalized mails letting them know the benefits of what you sell. Try to attend meetings they will be at, as well.

### **Watch for events that may bring your potential market together**

Contact the organizers of the event and offer them giveaways of your products or service as a prize during the event in exchange for having the group promote you in their promotions.

A. Read the above passage and list at least **FOUR** ways of finding the potential clients' information mentioned in this passage with your own words.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_

B. Based on the ways you listed above, try to point out which are direct and which are indirect ways of contacting potential clients.

direct ways	indirect ways



## 7 Allianz

Read the following passage and do the exercises.



# Allianz



As an international financial services provider we offer insurance, banking, asset management products, and services to about 75 million customers in about 70 countries.

### Lines of Business

#### *Insurance*

We are one of the leading insurance groups in the world and rank number one in Germany.

We are also among the largest insurance companies in a number of other countries in which we operate. Our product type includes property and casualty insurance, life and health insurance products for both private and corporate customers.



## B. Match the following English expressions with their Chinese meanings.

- |  |           |
|--|-----------|
| ( ) 1. property and casualty insurance | a. 核心市场   |
| ( ) 2. pension fund                    | b. 财产意外险  |
| ( ) 3. core market                     | c. 养老基金   |
| ( ) 4. third-party investor            | d. 人寿健康险  |
| ( ) 5. life and health insurance       | e. 第三方投资者 |



### 8

## Writing a Reply Letter to Establish Business Relations

Write a reply letter based on the given letter and the information provided below. Two samples are provided for reference.

1. Confirm receipt of the letter of June 16;
2. Agree to establish business relations;
3. Introduce your company as one of the leading textile importers in East Asia;
4. Request to send price lists, details of trade discounts, and terms of payment;
5. The writer's name: Mimiyaya Wa (Ms.), Import Manager

Dear Sir,

Through your Chamber of Commerce, we have learned the name and address of your firm. We wish to inform you that we are exporters of Chinese silk goods and would be happy to build business relations with you.

To give you a general idea of our products, we are sending you separately a catalogue for your reference. Please let us have your specific inquiry if you are interested in any of the items listed in the catalogue.

We look forward to your early reply.

Yours sincerely,  
Tao Yaoyao (Mr.)  
Overseas Manager

English

**Sample 1 (outgoing letter):**

Dear Sirs,

Your company has kindly been introduced to us by our client, Freeman Co., Chicago, USA, as prospective buyers of Chinese cotton piece goods. As this item falls within the scope of our business activities, we shall be pleased to establish direct business relations with you at an early date.

To give you a general idea of the various kinds of cotton piece goods now available for export, we're sending you a catalogue and a price list. Quotations and sample books will be mailed to you when receiving your specific inquiry.

We look forward to your early reply.

Yours sincerely,  
Amanda Lu (Miss)  
Export Manager

**Sample 2 (reply letter):**

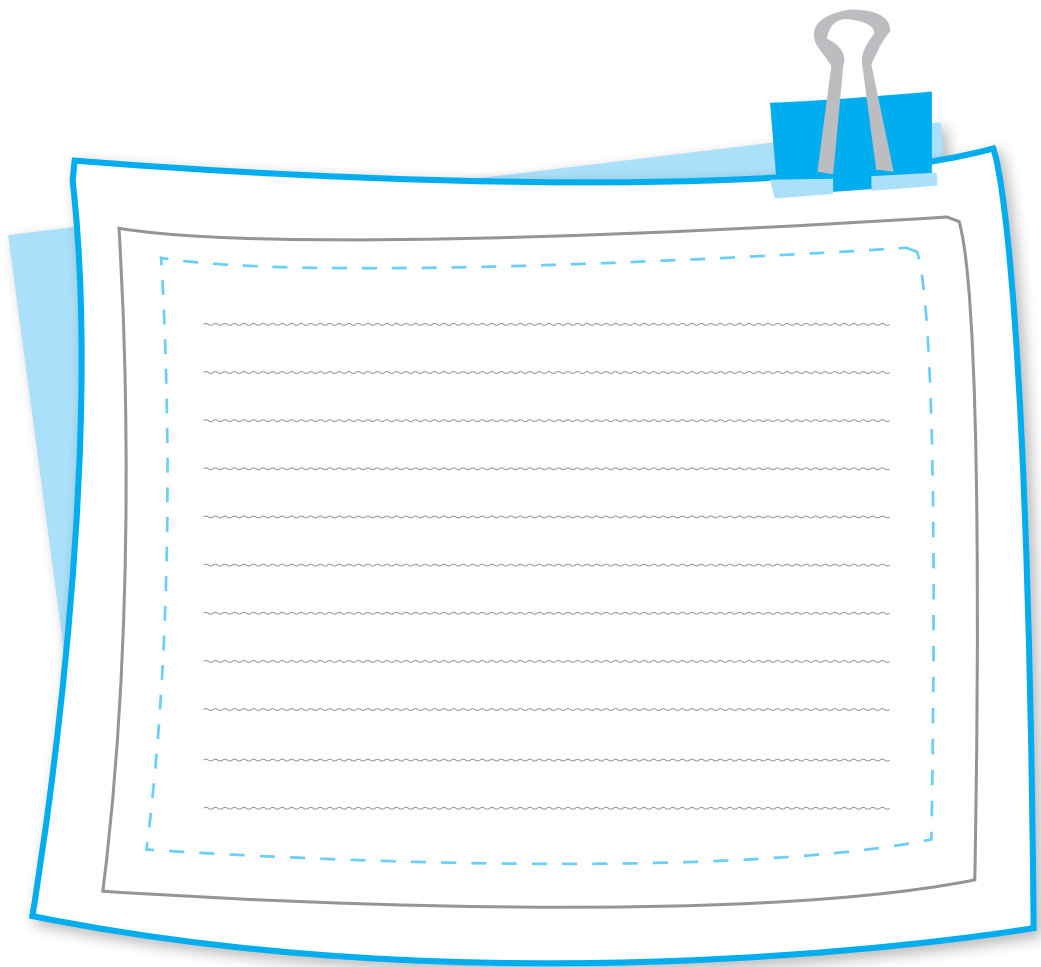
Dear Miss Lu,

Thank you for your letter of July 20. We are grateful to Freeman Co., Chicago for having recommended us to you. It would be a pleasure to establish direct business relations with your company. We are one of the leading cotton piece goods importers in Central America. We are very interested in your products. Will you please send us some samples with the best terms?

Should the quality and price be acceptable, we would like to place large orders with you.

We are looking forward to hearing from you soon.

Yours sincerely,  
Yang Scrimshaw (Mr.)  
Purchase Manager





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## Project

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**Target:** To learn how to find potential clients and establish business relations

**Instruction:** Divide the class into several groups. These groups are further split into two different parts: one representing sellers and the other representing buyers. Both sides meet with each other for the first time at a trade fair. The buyers are to find at least three sellers and inquire about their products, while the sellers are to introduce themselves and their products to them, and provide a catalogue and samples. After that, the buyers send an email to one of the sellers to express their willingness to cooperate. Then the sellers reply to the inquiry letter.

## Vocabulary

## New Words

prospective /prə'spektɪv/ <i>a.</i> 预期的; 可能的	Trade show attendees are all prospective business partners.	1.1
representative /ˌreprɪ'zentətɪv/ <i>n.</i> 代表	Now the gifts are presented to the representatives.	1.1
outback /'aʊtbæk/ <i>n.</i> (尤指澳大利亚的) 内地	It's a key part of the Australian outback experience, but you can connect to it across the country.	1.1
telegram /'telɪgræm/ <i>n.</i> 电报	This is a telegram to London.	1.1
agent /'eɪdʒənt/ <i>n.</i> 代理人, 代理商	The business agent takes charge of the company business.	1.1
native /'neɪtɪv/ <i>n.</i> 本地人; 当地居民	You need to communicate with the natives carefully.	1.1
opportunity /ˌɒpə'tju:nəti/ <i>n.</i> 机会	Many universities provide opportunities for students to do part-time work.	1.1
approach /ə'prəʊtʃ/ <i>v.</i> 找……商谈; 向……接洽	We have been approached by a number of companies that are interested in our product.	1.2
potential /pəʊ'tenʃl/ <i>a.</i> 潜在的; 可能的	How did you get information about potential customers?	1.2
embassy /'embəsi/ <i>n.</i> 大使馆	He works in the American embassy in London.	1.2
consulate /'kɒnsjʊlət/ <i>n.</i> 领事馆	I got the company's information from the UK consulate.	1.2
exposition /'eks'pəzɪʃən/ <i>n.</i> 博览会	Teachers from the Arts College are going to stage an exposition.	1.3
showcase /'ʃəʊkeɪs/ <i>v.</i> 展示	The World Expo will showcase the participants' economic and social strengths and scientific achievements.	1.3
trend /trend/ <i>n.</i> 趋势	There is an upward trend in sales.	1.3
classify /'klæsɪfaɪ/ <i>v.</i> 分类	We shall classify these products into three categories.	1.3
globe /gləʊb/ <i>n.</i> 全球, 地球	Companies around the globe will be attracted by the trade fair.	1.3
virtual /'vɜ:tʃʊəl/ <i>a.</i> 模拟的, 虚拟的	New technology has enabled the development of an online virtual library.	1.3
appliance /ə'plaɪəns/ <i>n.</i> (用于特定用途的) 器具	We are suppliers of home electrical appliances.	1.4
discount /'dɪskaʊnt/ <i>n.</i> 折扣	We can give you a 5% trade discount.	1.4
catalogue /'kætələʒ/ <i>n.</i> 产品目录	Can I have a look at your catalogue?	1.4

## English

fascinating /'fæsmeɪtɪŋ/ <i>a.</i> 吸引人的	Many customers think our products quite fascinating.	1.4
available /ə'veɪləbl/ <i>a.</i> 可得的; 可利用的	All the products that you want are available today.	1.4
specification /ˌspesɪfɪ'keɪʃn/ <i>n.</i> 规格	These garments are made exactly to your specification and requirement.	1.4
confirmation /ˌkɒnfɪ'meɪʃn/ <i>n.</i> 确认	We make you an offer subject to your confirmation within one week from today.	1.4
retailer /'ri:teɪlə(r)/ <i>n.</i> 零售商	Wal-mart is the biggest retailer of consumer goods in the world.	1.5
showroom /'ʃəʊru:m/ <i>n.</i> 样品间	I'll show you around our showroom and introduce all the exhibits there.	1.5
garment /'gɑ:mənt/ <i>n.</i> (一件) 衣服	Chinese garments are well-known for their style and quality.	1.5
pattern /'pætən/ <i>n.</i> 图案; 样式	We have a good variety of patterns for silk blouses.	1.5
eye-catching /'aɪ,kætʃɪŋ/ <i>a.</i> 引人注目的	The packaging of the product is so eye-catching.	1.5
circle /'sɜ:kəl/ <i>n.</i> 圈子, (商业, 行业) 界	The company is quite well-known in financial circles.	1.6
source /sɔ:s/ <i>n.</i> (消息, 信息) 来源	We can get our customers' contact information from many reliable sources.	1.6
extremely /ɪk'stri:mli/ <i>ad.</i> 极其	She found it difficult to open up so many markets overseas within one year.	1.6
personalized /'pɜ:sənəlaɪzd/ <i>a.</i> 个人化的	Emails nowadays tend to be written in a more personalized style.	1.6
giveaway /'gɪvə,weɪ/ <i>n.</i> 赠品; 免费样品	Exhibitors always offer giveaways of their products to attract potential customers.	1.6
promote /prə'məʊt/ <i>v.</i> 提升; 促进	We wish to cooperate to promote relations between our two companies.	1.6
promotion /prə'məʊʃn/ <i>n.</i> 促进; 促销	She is responsible for product promotion.	1.6
financial /faɪ'nænʃl/ <i>a.</i> 金融的; 财政的, 财务的	Both undergraduate and graduate students can receive financial aid.	1.7
insurance /ɪn'sʊərəns/ <i>n.</i> 保险; 保险费	Travel agencies require every tourist to buy travel insurance.	1.7
banking /'bæŋkɪŋ/ <i>n.</i> 银行业; 银行业务	It was the largest trading loss by an individual in banking history.	1.7

asset /'æset/ <i>n.</i> 财产; 资产	Its famous brand is the company's most important asset.	1.7
leading /'li:diŋ/ <i>a.</i> 带领的; 首要的	Haier is a leading company in this sector.	1.7
operate /'ɒpəreit/ <i>v.</i> 操作; 经营	Can you tell me how to operate a business?	1.7
property /'prɒpəti/ <i>n.</i> 个人财产; 房地产	Insurance companies are responsible for family property.	1.7
casualty /'kæʒʊəlti/ <i>n.</i> 意外事故; 伤亡人员	This policy covers a possible casualty on public transport.	1.7
corporate /'kɔ:pəreit/ <i>a.</i> 法人的; 共同的, 全体的	It doesn't fit our corporate culture.	1.7
retail /'ri:teɪl/ <i>a.</i> 零售的, 小量的	Goods are sold here at retail price.	1.7
institutional /,ɪnstɪ'tju:ʃənl/ <i>a.</i> 机构的	Institutional investors are big investors.	1.7
pension /'penʃn/ <i>n.</i> 养老金; 退休金	Pensions are among the investment items for companies.	1.7
charity /'tʃærəti/ <i>n.</i> 慈善; 慈善团体	The work of charities is funded by voluntary donations.	1.7
receipt /rɪ'si:t/ <i>n.</i> 收到; 收据	We will send you a cheque on receipt of your invoice.	1.8
inquiry /ɪn'kwɪəri; 'ɪnkwəri/ <i>n.</i> 询盘, 问价	We shall be glad to have your specific inquiry.	1.8
item /'aɪtəm/ <i>n.</i> 产品; 项目	Be careful when buying items online.	1.8
quotation /kwəʊ'teɪʃn/ <i>n.</i> 报价单	We invite quotation of the lowest price.	1.8
sample /'sɑ:mpəl/ <i>n.</i> 样品; 采样	Can you send me some samples?	1.8
recommend /,rekə'mend/ <i>v.</i> 推荐, 介绍	She recommended another company.	1.8

## Phrases and Expressions

drum up	招揽(顾客); 竭力争取	1.1
business associate	业务合作伙伴	1.2
trade press/journal	行业报刊/杂志	1.2
either... or...	不是……就是……	1.3
an increasing number of	数目不断增长的, 越来越多的	1.3
electrical appliance	电器	1.4
price list	价目单	1.4
a copy of...	一份……	1.4
be proud of	为……而感到自豪	1.5
pattern book	(有样品和布料或设计图案的)式样书; 裁剪书	1.5
make... an offer	报价	1.5

## English

in exchange for	以……作为交换	1.6
travel in	旅行推销，四处兜售	1.6
service provider	服务提供商	1.7
rank number one	排名第一	1.7
focus on	集中于	1.7
as of	直至；到……时候为止	1.7
a wide range of	范围广泛的，多种多样的	1.7
establish / build (direct)	与……建立（直接）贸易关系	1.8
business relations with...		1.8
give sb. a general idea of...	让某人大致了解……	1.8
specific inquiry	具体询盘	1.8
cotton piece goods	棉布匹	1.8
within the scope of...	在……范围内	1.8
with the best terms	以最优惠条款	1.8
place large orders with...	向……大量订货	1.8

### Proper Nouns

Australian /ɒ'streɪlɪən/	澳大利亚人	1.1
Aborigine /ˌæbə'ɹɪdʒəni/	（尤指澳大利亚的）土人；土著居民	1.1
Toys “R” Us, Inc.	（美国）玩具反斗城有限公司	1.2
Chamber of Commerce	商会	1.2
Kelly Wong	凯莉·王	1.5
Marks & Spencer Group	玛莎集团（英国最大的服装零售商）	1.5