

销售英语：27种外贸业务英文书信大全[1] PDF转换可能丢失  
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[https://www.100test.com/kao\\_ti2020/132/2021\\_2022\\_\\_E9\\_94\\_80\\_E5\\_94\\_AE\\_E8\\_8B\\_B1\\_E8\\_c96\\_132031.htm](https://www.100test.com/kao_ti2020/132/2021_2022__E9_94_80_E5_94_AE_E8_8B_B1_E8_c96_132031.htm) 1请求建立商业关系

Rogers Chemical Supply Co. 10E.22Street Omaha8,Neb Gentlemen:  
We have obtained your name and address from Aristo Shoes, Milan ,  
and we are writing to enquire whether you would be willing to  
establish business relations with us. We have been importers of shoes  
for many years. At present, We are interested in extending our, range  
and would appreciate your catalogues and quotations.If your prices  
are competitive we would expect to transact a significant volume of  
business. We look forward to your early reply. Very truly yours 自米  
兰职权里斯托鞋类公司取得贵公司和地址，特此修函，祈能  
发展关系。多年来，本公司经营鞋类进口生意，现欲扩展业  
务范围。盼能惠赐商品目录和报价表。如价格公道，本公司  
必大额订购。烦请早日赐复。此致 2.回复对方建立商业关系  
的请求 Thank your for your letter of the 16th of this month. We  
shall be glad to enter into business relations with your company. In  
compliance with your request, we are sending you, under separate  
cover, our latest catalogue and price list covering our export range.  
Payment should be made by irrevocable and confirmed letter of  
credit. Should you wish to place an order, please telex or fax us. 本  
月16日收到有关商务关系的来函，不胜欣喜。谨遵要求另函  
奉上最新之出口商品目录和报价单。款项烦请以不可撤销保  
兑之信用状支付。如欲订货，请电传或传真为盼。此致 敬礼  
3.请求担任独家代理 We would like to inform you that we act on a

sole agency basis for a number of manufacturers. We specialize in finished cotton goods for the Middle eastern market. Our activities cover all types of household linen. Until now, we have been working with your textiles department and our collaboration has proved to be mutually beneficial. Please refer to them for any information regarding our company. We are very interested in an exclusive arrangement with your factory for the promotion of your products in Bahrain. We look forward to your early reply. 本公司担任多家厂家的独家代理，专营精制棉织品，包括各灯家用亚麻制品，行销中东。与贵公司向有业务联系，互利互作。贵公司纺织部亦十分了解有关业务合作之情况。盼望能成为贵公司独家代理，促销在巴林市场的货品。上述建议，烦请早日赐复，以便进一步联系合作。此致 敬礼

4.拒绝对方担任独家代理  
Thank you for your letter of 1 September suggesting that we grant you a sole agency for our household linens. I regret to say that, at this stage, such an arrangement would be rather premature. We would, however, be willing to engage in a trial collaboration with your company to see how the arrangement works. It would be necessary for you to test the market for our products at your end. You would also have to build up a much larger turnover to justify a sole agency. We enclose price lists covering all the products you are interested in and look forward to hearing from you soon. 9月1日有关建议担任家用亚麻制品独家代理的来信收悉。谨致衷心谢意。目前时机尚未成熟，不能应允该安排深感抱歉。然而，本公司乐意与贵公司先试行合作，为今后合作打下基础。为证明担任独家代理的能力，贵公司宜上述货品作市场调查，研究是否可

扩大现有之营业额。奉上该货品之报价单，敬希查照。专此候复。此致 敬礼

5.同意对方担任独家代理 Thank you for your letter of 12 April proposing a sole agency for our office machines. We have examined our long and ,I must say ,mutually beneficial collaboration. We would be very pleased to entrust you with the sole agency for Bahrain. From our records, we are pleased to note that you have two service engineers who took training courses at our Milan factory .the sole agency will naturally be contingent on you maintaining qualified aftersales staff. We have drawn up a draft agreement that is enclosed. Please examine the detailed terms and conditions and let us know whether they meet with your approval. On a personal note, I must say that I am delighted that we are probably going to strengthen our relationship. I have very pleasant memories of my last visit to Bahrain when you entertained me so delightfully .I look forward to reciprocating on your next visit to Milan . My very best wishes to you and your wife.

4月12日建议担任为公室器具之独家代理来信已经收悉。过去双方合作皆互利互助，能获您的眷顾作我公司于巴林的独家代理，殊感荣幸。据知您公司两服务技师曾到我公司米兰工厂受训。相信您公司在取得代理权后，仍会继续注重合格售后服务人员的训练。现随信附上协议草稿，请查实各项条款，惠复是盼。能加强业务，我亦感到欣喜，前次到访巴林，蒙盛情款待，不胜感激。祈盼您莅临米兰时，容我一尽地主之谊。此致 敬礼

6.借引荐建立业务关系 At the beginning of this month , I attended the Harrogate toy fair. While there , I had an interesting conversation with Mr. Douglas Gage of Edutoys plc about selecting

an agency for our teaching aids. Douglas described your dynamic sales force and innovative approach to marketing. He attributed his own company's success to your excellent distribution network which has served him for several years. We need an organization like yours to launch our products in the UK. Our teaching aids cover the whole field of primary education in all subjects. Our patented 'Matrix' math apparatus is particularly successful. You may have reservations about American teaching aids suiting your market. This is not a problem since we have a complete range of British English versions. I enclose an illustrated catalogue of our British English editions for your information. Please let me have your reactions to the material. I shall be in London during the first two weeks of October. Perhaps we could arrange a meeting to discuss our proposal.

本月初参观哈洛加特玩具交易会时有幸与教育玩具股份有限公司的道格拉斯盖齐先生一谈，提及本公司正物色代理人推广教学器材一事。盖齐先生赞扬贵公司积极推广产品，不断推出新的推销方法，并把其公司的成就归于贵公司完善的经销网络。贵公司的经验，正能替本公司在英国经销产品。本公司生产初级教育各学科的教育器材、专利产品梅特里克教学器材更傲视同侪。除美国教学器材外，亦备有全套英式英语版教材，适合当地市场，贵公司无需忧虑切合市场需求。现附上配有插图的英式英语版教材目录，盼抽空细阅，并赐知宝贵意见。本人拟于10月头两星期前往伦敦，未知能否安排会面，就以上建议作一详谈？此致 敬礼

7.邀请参观贸易展览会 Many thanks for your letter and enclosures of 12 September. We were very interested to hear that you are looking for an UK distributor for your

teaching aids. We would like to invite you to visit our booth, no. 6, at next month's London Toy Fair, at Earls Court, which starts on 2 October. If you would like to set up an appointment during non-exhibit hall hours please call me. I can then arrange for our senior staff to be present at the meeting. We look forward to hearing from you.

多谢9月12日的来信和附件。获悉贵公司有意物色英国销售商推广教学辅助设备，甚感兴趣。本公司将于10月2日于厄尔大楼举行的伦敦玩具商品交易会上展示产品，诚邀贵公司派员参观设于46号之摊位。如能安排于非展出时间面谈，烦请电复。定必委派高层人员赴会。本公司深知贵公司产品精美质优，希望能发展互惠之业务。特此奉告，并候复音。

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