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https://www.100test.com/kao_ti2020/267/2021_2022_BEC_E8_8B_B1_E8_AF_AD_E8_c85_267799.htm Job Description Glossary Sales

(Department) 销售部: launch marketing promotions 举办促销活动 launch campaigns 组织商品推销活动 introduce products 推介产品 demonstrate products 演示产品 take care of complimentary presents 负责促销赠品工作 persuade customers to buy 说服顾客购买商品 place advertisements 刊登广告 advertise products 为商品做广告 bargain about price 讨价还价 offer discount 提供促销折扣 Public Relations (Department) 公关部: talk to the press and the public 与新闻媒体和公众交流 communicate information from the company 向外界披露公司信息 give away publicity products 赠送宣传品 entertain business clients 招待客户 alter/create/develop/establish/improve/project/promote corporate image 改变/创立/发展/建立/改善/突出/推广企业形象 Account (department) 客户部: in charge of development and maintenance of the companys business resources 负责公司业务资源的开发及维护 engage in planning and organization of corporate hospitality events 负责大型企业公关活动的策划与组织 analyze and understand the market 分析企业动态,了解市场行情 search potential clients 寻求潜在客户 pass demands and suggestions from the clients to the company and communicate information from the company 把客户的想法和需求传达给公司,再把公司相关信息传达给客户 analyze customer behavior 分析顾客行为 personalize

offerings 提供个性化服务/产品 anticipate customer wants 预测顾客需求 keep clients and the company in good relationship 使客户与公司之间保持和谐、良性的合作关系 Customer Service (department) 客户服务部: deal with customers calls and solve problems 处理客户来电, 解决客户问题 accept repairs and deal with customers complaints 接受维修业务和处理客户投诉 communicate timely with customers 与客户及时进行沟通 offer a comprehensive and convenient after-care service 提供全面便捷的售后服务 offer a full professional after-sales service 提供整套的专业售后服务 undertake installation and testing tasks from the company 负责承担公司分配的安装、调试任务 offer training to users technical staff 为用户技术人员提供培训服务 Accounts (department) 会计部: make/work out budget 制定收支预算 keep accounts 完成会计记账 deal with financial matters 处理各种财务事项 Personnel/Human Resources (dept) 人事部/人力资源部: recruit/hire new staff 招聘新员工 interview applicants 面试求职者 promote staff 晋升员工职务 train staff 培训员工 fire staff 解聘员工 retire staff 辞退员工 deal with relationships between management and work force 协调管理层与员工的人事关系 R&D (dept) 研发部: do market research 进行市场调查 do product research 进行产品调查 design a product 设计/策划产品 engage in product development 进行产品开发 carry out/perform/conduct experiments 开展新产品实验 customize a product 根据顾客的具体要求研制产品 100Test 下载频道开通, 各类考试题目直接下载。详细请访问 www.100test.com