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JOHN : So it looks like we start selling in the U.S. next year. CAROL : Did Mr. Lin put you in charge of marketing ? JOHN : Hes still not sure whether he

wants to put me in charge , or whether he wants to hire an American. But even if he hires an American , Ill probably be transferred to our American office. CAROL : Where will it be ?

JOHN : We arent sure yet. Maybe L.A. I think L.A. would be the best idea. CAROL : Is it because of trade negotiations that we can start selling in the U.S. ? JOHN : Yes , the recent agreements

between the two governments have changed everything. Now we have the right to sell in America at a much lower tariff. Its going to be good. We can compete more directly with them. CAROL : Great.

JOHN : Our computers have a high level of quality now. We can demonstrate it. And our prices will be good. So I think it will really be worthwhile. CAROL : You seem excited about it. JOHN : Well

, you know I studied marketing in America. So maybe the thought of going back there to promote our brand is kind of exciting to me. Id love to be part of the team. CAROL : Do you honestly think we can compete though ? All the computer giants are there. JOHN :

Yes , I do. I think we can compete. I think we can make a name for ourselves. It will be hard at first. But if we develop a good advertising campaign , I think we can break into the market. CAROL : The

company will have to choose a good advertising firm. And then

theres the problem of quality. How do we convince American buyers that our quality is good ? JOHN : It takes some time. Because even if the quality is high , people wont accept a high tech product unless they recognize the name. Name recognition is crucial. CAROL : Well , I hope it all works out , John. I think if youre part of the team , things will go well. But you know wed all miss you here. So I won ' t say Im happy to think that you ' re leaving. JOHN : Thats very nice of you to say. But if we set up an office there in the States , maybe you could try to become part of it. CAROL : Me ? No way. Im dedicated to the company , but I ' m not going to leave Taiwan. Im happy here. 约翰：看起来我们明年要开始往美国销售。卡萝：林先生有让你负责销售吗？约翰：他还没有确定要让我负责或是他想请一个美国人。但即使他请了一个美国人，我大概还是会被调到我们在美国的办公室。卡萝：会在哪里？约翰：我们还不确定，可能在洛杉矶。我认为洛杉矶会是最好的想法。卡萝：是因为商业会谈决议让我们可以开始往美国销售吗？约翰：是的，双方政府之间的协议改变了所有的现况。现在我们销售到美国的关税已经减低。这样就好了，我们可以更直接地来竞争了。卡萝：太好了。约翰：现在我们的计算机是有高水准的品质。我们可以参展，我们的价格会很好。所以我认为这是值得做的。卡萝：你看起来蛮兴奋的。约翰：嗯，你知道我在美国念营销。所以回到那里展出我们的产品对我来说是很兴奋的。我很高兴能够成为这个队上的一员。卡萝：老实说你真认为我们能竞争吗？有名气的计算机公司都在那里。约翰：是的，我认为我们能竞争。我认为我们可以成名。在开始的时候会比较好，但如果我们能

够运用好的广告来造势的话，我认为我们可以进入这个市场。卡萝：公司会选一个不错的广告公司。再来就是品质上的问题。我们要如何让美国的买主确信我们的品质是好的？约翰：这是要花点时间的。因为即使品质是很高除非他们记得那个品牌，否则大众不会接受高科技的产品。品牌的确是很重要的。卡萝：嗯，我希望这是可行的，约翰。我认为如果你能在这个队上的话，就没有问题。但你知道我们都很想念你，所以对于你的离开，我不会高兴的。约翰：很感谢你那么说。但是我们能在美国有一间办公室，或许你也可以成为一分子。卡萝：我？不可能。我的人奉献给公司，但我是不会离开台湾的。我在这儿很快乐。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