

商务英语热门话题：MarketResearch市场调研(一) PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/289/2021_2022__E5_95_86_E5_8A_A1_E8_8B_B1_E8_c85_289651.htm Market Research 市场调研

对话1：A: Your new task is to reach US \$20 billion by the end of 2006. That ' s a magnificent task. How can you make sure you will accomplish it? 你们的新目标是到 2006 年底增到 200 亿美元，这是宏伟的任务，你们怎样完成这个任务呢？ B: Well, in addition to improving the quality of our products, we need to open more international markets. 除了提高我们的产品质量，我们还需要开拓更多的销售市场。 A: As far as I know, you have many regular customers. 据我所知，你们有很多老客户。 B: Yes, most trading companies have regular customers. But it is quite another story for those manufacturing enterprises that have just started exporting. They can ' t find certain distribution channels. 是的，大多数贸易公司都有老客户，但是对于那些刚刚开始出口的生意的生产企业来讲情况就不同了，他们找不到分销渠道。 A: Do you have any particular plan to help them to open up new markets? 你们有没有特别的计划帮助他们打开新的市场？ B: Yes, we do. In order to help them build up marketing channels, we have decided to strengthen market research and gather more information from various resources, such as national trade statistics, trade journals and directories, international organizations and field investigations. 有。为帮助他们建立销售渠道，我们决定加强市场调研，从各种资源，比如国家贸易统计资料，贸易杂志和名录，国际组织和实地调查搜集更多的信息。 A: I agree that

a good marketing channel is important and indispensable to the success of exporting, Besides, as a friend of yours, I would suggest that you should be still more flexible in doing business. 我同意一条好的销售渠道对顺利出口是至关重要和必不可少的。另外。做为你们的朋友，我建议您做生意更活些。 B: Thank you for your good suggestion! As a matter of fact, we need to make

improvement in many areas. 谢谢你的建议！事实上，我们需要许多方面进行改进。 A: Yes, you said it. 您说对了。 对话2. A:

How is market research carried out? 怎样进行市场研究？ B: That ' s a very wide question. But to put it in a very simple terms, one of the objects of market research is to find out

..... 这是一个范围很广的问题。但简单地说，市场调研的目标之一就是找出这种产品是否有市场，在市场上是否能出售这种产品。 A: Who does this kind of job

then? 那么谁做这种工作那？ B:: Sometimes we carry out our own research, but for major products where development costs are likely to be high, we employ specialists. 有时候是我们自己搞调研，但对于那些开发费用高的主要产品我们请专家调研。 A: Do you

own salesmen take part? 你们自己的销售人员参加吗？ B: In the early stages, only the regional managers do. If we decide to have some test marketing, some of the senior salesmen are brought in. 在开始阶段，只有地区经理参加，如果我们搞试销，一些高级销售元也参加。 A: It seems to me that the salesmen receive some special training. 依我看，销售员似乎接受了一些特殊的训练。

B: Yes, they all have initial training course when they first join the company, and this includes product training. 是的。他们在进公司

时，都进行了培训，其中包括产品知识培训。 A: What is that? 什么意思？ B: As a salesmen he or she must fully understand the various applications, design features, special advantages and almost everything of the products we produce. 作为一名销售人员，他/她必须对公司的产品的用途，设计，特点，独特的优点等等都要非常了解。 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