国际商务英语综合教程:第五课 PDF转换可能丢失图片或格式,建议阅读原文

https://www.100test.com/kao_ti2020/467/2021_2022__E5_9B_BD_E9_99_85_E5_95_86_E5_c67_467400.htm 推销产品 Presenting Your Product Jennifer要带加拿大客户Bob Mckenzie先生和Andrea Lloyd小姐参观公司的新产品。他当然要借此机会大力推销这项新开发成功的商品。如何利用短短一两分钟的时间引出对方最大的兴趣,则得事先花费一番心思了!

------ 英文正文

showroom. I think youll be interested in seeing some of our latest innovations in microwave ovens. This is Actions pride and joy, the Kitchen Master. Its only a prototype but its a prime example of our future line of smart products. We are all very excited about this oven. In trial runs, this product has performed very well. Its main design feature, and key selling point, is the "Correct Cook" option, which uses a sensor to see if the dish has been properly cooked through and through. Basically, "Correct Cook" makes it virtually impossible to over or under cook food. You wont find this feature in any other microwaves. You must admit this type of feature will appeal to the many microwave users in the West. We at Action are convinced that smart products like the Kitchen Master are the wave of the future.

------ 中文翻译

------ Mckenzie先生、Lloyd先生,让我带二位到我们的展示室参观。我想你们一定很想看看本公司最新型的微波炉。这是'大厨师',本公司引以为傲的产品。您现在所看到的只是个初步的样品,但它代表我们未来智能型产品线的主力。公司全体对这个微波炉都感到十分兴奋,在试用的时候,它表现得无懈可击。这项产品设计上的主要特色和卖点,是在它的'真会煮'装置;里面装有一个感应器,可探察食物究竟熟了没有。所以基本上,有了'真会煮'设计后,就不可能有食物煮得太烂或半生不熟的机会发生;这项特点是其它微波炉所没有的。两位得承认,这项特色对西方惯用微波炉的使用者,很具吸引力。Action公司也深信,像'大厨师'这种智能型的产品,将会是未来的潮流趋势。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