

2008年英语四级预测试卷听力(四)sectionC PDF转换可能丢失
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Some people believe that you have to be a special kind of person to sell a product. But although it is clear that a successful salesman does need special talents, and a (36) _____ personality, many of the skills he uses are used by us all: we build and (37) _____ relationships with different kinds of people, and we listen to and take (38) _____ of what they tell us and don ' t just enjoy the sound of our own (39) _____. A firm may depend on their own sales team and on the salesmanship of their distributors, wholesalers or (40) _____. But any company needs to establish a personal relationship with its major clients (key accounts) and potential customers (41) _____. It is often said that people do business with people. A firm doesn ' t just (42) _____ impersonally with another firm, but a person in the buying department receives personal visits from people (43) _____ the firm ' s suppliers on a regular basis or in the case of department stores or chain stores, a team of buyers may travel around visiting suppliers. Keeping sales people " on the road " is much more expensive than employing them to work in the office and much of their time is spent unproductively traveling.

(44)_____.

(45)_____. Servicing overseas customers may consequently often be done by phone, telex or letter and personal

visits may be infrequent.

(46)_____. Section C 36. 【解析】dynamic。此句中的and表示special talents和a personality并列作needed的宾语。所填词修饰personality，根据语境可以判断，a successful salesman需要有特殊的才能和一种外向的、有活力的性格。 37. 【解析】maintain。和上一题相似，and表示所填词和build并列作谓语，它们的宾语同为relationships。那么and在这里表示一种顺接关系，根据常理可知，建立关系之后要进行维持。 38. 【解析】note。take note of为固定搭配，意为“注意，留意”，what they tell us起提示作用。 39. 【解析】voices。此句中，and前后是相对立的行为。listen to and take note of和don't just enjoy相对立；what they tell us和the sound of our own relative立，但是它们在语义上是一致的，因此所填词和tell、sound有关。 40. 【解析】retailers。此句中的or表示所填词和distributors, wholesalers是选择性的并列结构。和分销商和批发商并列出现的最有可能是零售商。 41. 【解析】prospects。在这里引申为“可能成为主顾的人”。此句中，and前后的短语应该具有相同的结构。前面括号中的key accounts和major clients是同义关系，那么所填词和potential customers也应该是同义关系。 42. 【解析】deal。此句中的“not just ..., but...”结构和“not only ..., but (also)...”相似，表示递进，在该结构中，not just ...这半句应该是一个完整的句子，因此所填词为动词。deal with sb.为固定搭配，在本文语境中意为“与...做生意”。 43. 【解析】representing。but ...the firm's suppliers，这部分大意是“一个公司的采购人员接待该公司供应商代表的来访”，可以判断people是the firm's

suppliers的员工，他们和a person in the buying department谈生意的时候，是代表自己的公司(即suppliers)。 44. 【答案

】 Telephone selling may use this time more productively , but a face-to-face meeting and discussion is much more effective 【 Main Points 】 Telephone selling uses this time more productively , but a face-to-face meeting more effective 45. 【答案】 Companies

involved in the export trade often have a separate export sales force, whose travel and accommodation expenses may be very high

【 Main Points 】 Companies that have a separate export sales force expend much on travel and accommodation 46. 【答案】 Many

firms appoint an overseas agent or distributor whose own sales force takes over responsibility for selling their products in another country

【 Main Points 】 Many firms appoint an overseas agent or distributor responsible for selling their products in another country

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