

金融口语:TelephoneBanking电话银行 PDF转换可能丢失图片或格式，建议阅读原文

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一、营销产品 Telephone Banking 电话银行II. Clients

Background Information二、客户背景 1.Name: Zhang Zheng

2.Sex: Male 3.Age: About forty years old 4.Occupation: Professional shareholder 5.Education: High middle school 6.He does his banking frequently. 1、姓名：张政 2、性别：男 3、年龄：40岁左右 4

、职业：专业股民 5、文化程度：高中文化 6、他经常办理个人金融业务。 III.Main Points of Marketing 三、营销要领 Good evening, everybody ! I am Xu Hua, a customer relationship manager of BOC Hua Yang Sub-Branch. Today, I am going to make an introduction of our producttelephone banking to a Mr Zhang according to his needs and requirements. 各位同仁，晚上好！我叫许华，来自中国银行华扬支行。目前的岗位是客户经理。今天，我将根据我接待的一位张先生的具体情况，向他营销我行的电话银行产品。 IV. Content of Speech 四、演讲内容

Hello, Mr Zhang! I am Xu Hua, a customer manager here. Nice to meet you and hope to have my pleasure to help you. You just told me that you are a professional shareholder and also a quality customer of our bank. So you have to come to our office frequently yourself for your business. Now with our telephone-banking system, you can handle all kinds of your businesses, as well as thoughtful securities service without stepping out of doors. 张先生，您好！我叫许华，是这里的客户经理。很高兴认识您，并希望有机会

为您服务。在刚才与您的交谈中，我了解到你是一位很专业的炒股爱好者，也是我行的一位优质客户，与银行有很频繁的业务往来，而且经常是亲自到我行办理各项业务。针对你的情况，请允许我向你推荐使用我行的“电话银行”系列产品，使用“电话银行”服务能为您节省更多的时间，它让你可以足不出户，就能办理各项金融服务，当然也包括完善的证券服务。 BOCs telephone-banking system achieves the perfect combination of modern telecommunication technology and banks financial services. Dial the same telephone number at 95566, the client can enjoy BOCs various financial services anytime and at any places beyond the bank counter in its traditional service style. 电话银行是中国银行运用电话和计算机联网向客户提供的一种现代化的新型金融服务方式。我行的电话银行统一使用“95566”电话，它突破了柜面传统的服务方式，随时随地都可以享受我行各种各样的金融服务。 With multi-functions of our telephone banking, the client can conveniently inquire about the balance of their accounts. make fund transfers between the registered accounts at your own will, and pay various service fees without trip to bank. The system also has other functions of financing such as personal fund and forex trading for you to choose at your needs. Our telephone banking packages has been designed to make life easier for you. with it, your business can become more efficient, more quick and reduce costs. 我行电话银行能为您提供的内容非常广泛，查询功能让您及时、准确的掌握自己的存款情况；转账功能可以让你更自主、更合理的调配您银行存款；“缴费通”业务可以免除你为缴纳各种公共事业费用而受的

奔波之苦，让你“足不出户，轻松缴费”；有了电话银行，业务更富成效、办事更加快捷，并帮您降低成本。 It also provides you, superior shareholder, such securities services as “ Bank Securities Transfer ” and “ Bank Securities Link ” . You may invest securities anywhere and deposit and withdraw funds at any time. Your deposit in bank as securities funds will bring you benefit of deposit, investment and financing. 我行电话银行还为您这样的资深股民提供了银证转账业务、“银券通”业务等证券服务。让你投资证券不受地域限制，存取资金不受时间限制，您的银行存款可以直接作为证券资金，保证您存款、投资、理财三得利。 By the way, it is easy for you to apply for the telephone banking service with a current account of our bank or a Great Wall Credit card, which is linked to the current passbook. 申请电话银行服务的手续很方便，只要您拥有我行的活期储蓄账户或者长城信用卡，填写申请表就能申请开通电话银行服务。 What do you think about it, sir? I fully recommend you to try it and it will make life easier for you. It is my pleasure to give you efficient, fast and convenient services. 这位先生，您对我行“电话银行”服务是否感兴趣？我向您竭力推荐，您不妨试一下，它会令您的生活更轻松。我很高兴随时为您提供高效、快捷、方便的服务。 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](http://www.100test.com)