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Date Line 日期) Kee amp.Co. Ltd, and we are writing to enquire  
whether you would be willing to establish business relations with us.

We have been importers of shoes for many years. At present, we are  
interested in extending our range and would appreciate your

catalogues and quotations. If your prices are competitive we would  
expect to place volume orders on you. We look forward to your

early reply. Body 信文 Yours faithfully Complimentary Close 客套

结束语 Tony Smith Signature Block 签名栏 Enc. Enclosure

Notation 附件说明书写基本原则 一、Courtesy 礼貌 语言要有

礼且谦虚，及时地回信也是礼貌的表现。例如：We have  
received with many thanks your letter of 20 May, and we take the

pleasure of sending you our latest catalog. We wish to draw your  
attention to a special offer which we have made in it. You will be

particularly interested in a special offer on page 5 of the latest catalog  
enclosed, which you requested in your letter of 20 May. 二

、Consideration 体谅 写信时要处处从对方的角度去考虑有什么  
需求，而不是从自身出发，语气上更尊重对方。例如：

“ You earn 2 percent discount when you pay cash. We will send you  
the brochure next month. ” 就比 “ We allow 2 percent discount

for cash payment. We wont be able to send you the brochure this  
month. ” 要好。 三、Completeness 完整 一封商业信函应概况

了各项必需的事项，如邀请信应说明时间、地点等，确忌寄

出含糊不清的信件。四、Clarity 清楚 意思表达明确，要注意：

（一）避免用词错误：例如：As to the steamers sailing from Hong Kong to San Francisco, we have bimonthly direct services. 此处bimonthly有歧义：可以是twice a month 或者once two month. 故读信者就迷惑了，可以改写为：1. We have two direct sailings every month from Hong Kong to San Francisco. 2. We have semimonthly direct sailing from Hong Kong to San Francisco. 3. We have a direct sailing from Hong Kong to San Francisco. （二）注意词语所放的位置：例如：1. We shall be able to supply 10 cases of the item only. 2. We shall be able to supply 10 cases only of the item. 前者则有两种商品以上的含义。（三）注意句子的结构：例如：1. We sent you 5 samples yesterday of the goods which you requested in your letter of May 20 by air. 2. We sent you, by air, 5 samples of the goods which you requested in your letter of May 20.

五、Conciseness 简洁 （一）避免废话连篇：例如：1. We wish to acknowledge receipt of your letter...可改为：We appreciate your letter... 2. Enclosed herewith please find two copies of...可改为：We enclose two copies of... （二）避免不必要的重复：（三）短句、单词的运用：Enclosed herewith-----gt.now due to the fact that-----gt.a draft for \$1000

六、Concreteness 具体

七、Correctness 正确 外贸函电范文:咨询 Consultation Dear Mr. / Ms, We are much concerned that your sales in recent months have fallen considerably. At first we thought this might be due to a slack market, but on looking into the matter more closely, we find that the general trend of trade during this period has been upwards. It is possible that you are facing difficulties of which we are not aware. If

so, we would like to know what we can do to help. We, therefore, look forward to receiving from you a detailed report on the situation and suggestions as to how we may help in restoring our sales to their former level. Yours faithfully 咨询 尊敬的先生/小姐：我们非常关心你方销售近几个月大幅度下降。开始我们以为是市场疲软，但仔细研究问题，我们发现过去这段时间贸易的总趋势是上升的。有可能你方面临我方还不知道的困难，如是这样，我方想知道是否能帮助什么。我们期望收到关于问题的详细报告，及建议我们怎样帮助才能把销售恢复到原来的水平。"#F8F8F8" 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)