

外销员外贸外语辅导：英文订单写作的注意问题外销员考试  
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[https://www.100test.com/kao\\_ti2020/548/2021\\_2022\\_\\_E5\\_A4\\_96\\_](https://www.100test.com/kao_ti2020/548/2021_2022__E5_A4_96_)

[E9\\_94\\_80\\_E5\\_91\\_98\\_E5\\_c28\\_548863.htm](https://www.100test.com/kao_ti2020/548/2021_2022__E5_A4_96_E9_94_80_E5_91_98_E5_c28_548863.htm) 英文订单写作的注意

问题 1. 文体介绍 订货(order)是买方为要求供应具体数量的货物而提出的一种要求。此时，交易双方之间的陌生感已消除，可以说已经度过了接触障碍和难关。英文订单写作应注意以下几点：(1)英文订单写作开头就直接说明订购的意图。

(2)英文订单一般应包括：商品的名称、品质、数量、包装、价格条件、支付条件以及需要对方提供的单据等。(3)英文订单内容必须准确、清楚。不论是商品的价格还是商品的规格都应做到准确无误，否则会带来不必要的损失与麻烦。卖方收到英文订单电子邮件后必须进行确认。如果卖方无法提供买方所需要的货物，则最好介绍一些合适的替代品。如果买方所需货物的价格和规格发生了变化，卖方则提出还价并劝买方接受，但要注意：写拒绝接受订货的信时，必须非常谨慎，应为日后有可能的交易留下余地。

2.英文订单写作实用范例 (1) Subject: An order Gentlemen: The price quotes contained in your E-mail of May 20,2002 gained favorable attention with us. We would like to order the following items consisting of various colors, patterns and assortments: Large 2000 dozen Medium 4000 dozen Small 2000 dozen As the sales season is approaching, the total order quantity should be shipped in July. At that time an irrevocable L/C for the total purchase value will be opened. Please confirm the order and E-mail a shipping schedule. Sincerely, Xxx 主题：订货 先生们

：2002年5月20日电子邮件报价深受欢迎。我拟选各种颜色

、式样、品种的衬衫如下：大号 2000打 中号 4000打 小号 2000打 售季将至，全部货物应于7月登轮。届时全额不可撤销信用证将予以开出。请确认订货，用电子邮件告知装运时间表。

真诚的，xxx (2) Subject: Out of Stock Dear Sir, We thank you for your Order No.222 received this morning for 8000 dozen cotton shirts, but regret to have to disappoint you. At present we have no stock of shirts in the size required and do not expect further deliveries for at least another five weeks. Before then you may have been to obtain the shirts elsewhere, but if not we will notify you immediately our new stocks come in. Yours faithfully, Xxx

主题.缺货 亲爱的先生：我们今早接到贵方222号订单，订购8000打棉质衬衫，十分感谢。但可能要使贵方失望了，十分抱歉。目前我们没有贵方所需尺寸的衬衫存货，而且至少在5个星期内亦不会有货。在此期间贵方可从别处购买衬衫，如未能购到，一旦新货运到，我们定当立即通知贵方。

3.典型句型

a.We have pleasure in sending you an order for Cosmetics. 我们愉快的给贵方寄去化妆品订单。 b.We want the goods to be of exactly the same quality as that of those you previously supplied us. 我们希望此批订货质量与以前供应的完全一样。 c.Please supply ... in accordance with the detail in our order No.. 请照我方第。。号订单供货。 d.This is a trial order. Please send us 50 sets only so that we may tap the market. If successful, we will give you large orders in the future. 试订50台，以开发市场。如果成功，随后必将大量订购。 e.This order must be filled within five weeks, otherwise we will have to cancel the order. 此订单须在5周内交货，否则我方将不得不撤销此单。 f.We hope our products will

satisfy you and that you will let us have the chance of serving you again. 希望我方产品是你们满意，今后再来惠顾。

1. 文体介绍  
在对外贸易中，询盘，也叫询价(inquiry或enquiry)是买方或买方对于所要购买或出售的商品向另一方作出的询问。询盘是交易的起点，可以分为：普通询盘(a general inquiry):索取普通资料，诸如：目录(a catalogue)、价目表或报价单(a price-list or quotation sheets)、样品(a sample)、图片(illustrated photo prints)等。具体询盘(a specific inquiry):具体询问商品名称(the name of the commodity)、规格(the specifications)、数量(the quantity)、单价(the unit price FOB ... CIF ...),装船期(the time of shipment)、付款方式(the terms of payment)等。询盘一般多为买方向卖方发出，买方通过询盘信，简明扼要的向卖方了解一般的商品信息。利用E-mail写询盘信，无须写的过分客气，只需具体、简洁、措词得体。有的询盘信开门见山，直截了当说明订购打算，希望对方给予一定优惠条件.有的询盘信则以征询信息的方式，不许下订货诺言，以避免结果未订购可能形成的日后交易中的障碍。

2.实用范例  
Subject: Enquiry  
Dear Sir, We are interested in buying large quantities of steel screws in all sizes. We would be obliged if you would give us a quotation per kilogram Camp.F Singapore. We E-mail you this morning offering you 300 metric tons of polished rice at A\$2400 per metric ton, C&F Singapore, for shipment during August/September 2002. This offer is firm, subject to the receipt of your reply before 16 July 2002. Please note that we have quoted our most favourable price and are unable to entertain any counter offer. With regard to soybeans, we advise you that the few lots we have at present are under offer. If,

however, you were to make us a suitable offer, there is possibility of our supplying them. As you know, of late it has been a heavy demand for these commodities and this has resulted in increased prices. You may, however, take advantage of the strengthening market if you send an immediate reply. Sincerely yours, Xxxx

主题：报盘 亲爱的先生：2002年7月2日有关查询大米和大豆新加坡到岸价的电子邮件也收悉。今日上午电子邮件报价：精白米300公吨，每公吨成本加运费新加坡到岸价为2400澳元。于2002年8或9月装运。以上实价需由贵公司于2002年7月16日前回复确实。该报价为最优惠价，恕不能还价。本公司与客户正洽售一批大豆，若贵公司愿意报以适当买价，本公司乐意出售。近来该类产品需求量大，令价格上涨。请贵公司把握机会，尽早落实订单为盼。你真诚的，xxx

3.典型句型  
(1)As requested, we are offering you the following subject to our final confirmation: 根据要求，现我方就如下货物向贵方报盘，以我方最后确认为准：  
(2)As recently the goods are in extremely short supply, we regret being unable to offer. 因近期货源紧张，很抱歉不能报盘。  
(3)It ' s a pleasure for us to offer you the goods as follows: 非常荣幸地向你方报盘如下：  
(4)Referring to your E-mail dated July 10 in which you inquired for shirts, we have pleasure in giving you an offer as follows: 关于贵方7月10日对衬衫的询盘，现报盘如下：  
(5)We will keep in mind your requirement for shirts and shall contact you once it is available. 我方会留心你方对衬衫的要求，一旦有货，将立即同你方联系。  
(6)We regret being unable to quote on FOB basis, as it is our general practice to do business with all our clients on CIF terms. 很遗憾，

我方不能以船上交货报价，因为按照惯例我方与客户做生意通常报到岸价。 欢迎进入：2009年外销员课程免费试听 点击进入免费体验：百考试题外销员在线考试中心 更多信息请访问：百考试题外销员、百考试题论坛外销员"#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)