

销售英语：常用外贸业务经典实用英文书信实用英语 PDF 转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/624/2021_2022__E9_94_80_E5_94_AE_E8_8B_B1_E8_c96_624337.htm 1.向长期客户推销新产品

I enclose an illustrated supplement to our catalogue. It covers the latest designs which are now available from stock. We are most gratified that you have, for several years, included a selection of our products in your mail-order catalogues. The resulting sales have been very steady. We believe that you will find our new designs most attractive. They should get a very good reception in your market.

Once you have had time to study the supplement, please let us know if you would like to take the matter further. We would be very happy to send samples to you for closer inspection. For your information, we are planning a range of classical English dinner services which should do well in the North American market. We will keep you informed on our progress and look forward to hearing from you.

随函寄奉配有插图的商品目录附页，介绍最新设计的产品。贵公司的邮购目录多年来收录本公司产品，产品销售成绩理想，特此致以深切谢意。最新设计的产品巧夺天工，定能吸引顾客选购。烦请参阅上述附页，需查看样本，请赐复，本公司乐意交劳。本公司现正设计一系列款式古典的英国餐具，适合北美市场需求。如感兴趣，亦请赐知。愿进一步加强联系，并候复音。

2. 为商贸指南兜揽广告 Thank you for your business. You are currently represented in our directory. This is the only directory of its kind which reaches all companies in the building and construction industry in the UK. Advertising in our directory

was a wise move on your part. We are currently compiling a new edition of the directory which will be published in April 1995. The new edition will be expanded to include major manufacturers of plumbing equipment in the European Community. For proper coverage in the directory, you ought to appear in more than one category. If you do opt for a multiple listing, you will be able to buy space in additional categories at half price. You can be assured that the new edition will be on the desks of all the major decision makers in the building and hardware trades. Please complete the enclosed form and return it with the appropriate fee. Thanks again for your business.

衷心感谢惠顾。贵公司商号已刊登在本公司的商贸指南中。该指南乃唯一覆盖英国全部建筑公司的刊物，在此刊登广告确是明智之举。现下筹备1998年4月版的贸易指南，新版会罗列欧洲共同体的主要铅管业制造商。为达到出色的宣传效果，贵公司宜考虑在不同类别刊登广告。如蒙惠顾，除首个广告外，其余类别的广告将可获半价优惠。该指南将分送给所有建筑公司和五金器具公司主管。烦表填妥随附表格，连同广告费用一并寄回。专此盼候佳音。

3. 请求客户作推荐人

Thank you for your letter of 2 November. We are delighted to hear that you are pleased with the refurbishment of your hotel. As you know, in our line of work, we depend on good reports about our projects to win further business. Our clients always shop around and look for references before committing themselves. With your permission, we would like to use your hotel as a reference when we discuss similar refurbishments in the hotel industry. Would you agree to our suggesting that future clients

should call you? It would also be most helpful if we could occasionally bring a client to look at your hotel . We would , of course , stay overnight at least. I ' ll call you next week to hear your reaction. Thanks again for you kind words. 从11月2日的来函得悉阁下对贵饭店的整修感到满意 , 此消息对本公司实是一鼓励。设计行业重视声誉 , 客人在选择设计公司时必然会有所比较。如蒙允许 , 本公司欲请贵饭店作推荐人 , 证明有关整修的质素。未知可否让其他客户来电垂询? 此外 , 如获允准间或联同客户前来参观贵饭店整修 , 定必有莫大帮助。当然 , 本公司会预订房间 , 至少留宿一晚。

4. 通知客户价格调整 We enclose our new catalogue and price list. The revised prices will apply from 1 April 1997. You will see that there have been number of changes in our product range. A number of improved models have been introduced. Our range of washing machines has been completely revamped. Many popular lines, however, have been retained unchanged. You will be aware that inflation is affecting industry as a whole . We have been affected like everyone else and some price increases have been unavoidable. We have not, however, increased our prices across the board, In many cases, there is a small price increase, but in others, none at all. We can assure you that the quality of our consumer durables has been maintained at a high standard and that our service will continue to be first class. We look forward to receiving your orders. 谨谢上新的商品目录和价格表。修订价格定于1997年4月1日起生效。产品系列有一大革新 , 增加了不少改良的型号 , 扒出一系列新款的洗衣机 , 但许多款的开动号仍保持不变。通货膨胀影响整个工业连带令货

品价格上涨。虽然如此，本公司并未全面提升价格，调整幅度亦不大。本公司坚守一贯信念，务求出产优质之耐用消费品，迎合顾客的需要。谢谢贵公司多年惠顾，盼继续合作。

5. 说明价格调整原因 I enclose our new price list, which will come into effect, from the end of this month. You will see that we have increased our prices on most models. We have, however, refrained from doing so on some models of which we hold large stocks. We feel we should explain why we have increased our prices. We are paying 10% more for our raw materials than we were paying last year. Some of our subcontractors have raised their by as much as 15%. As you know, we take great pride in our machines and are jealous of the reputation for quality and dependability which we have achieved over the last 40 years. We will not compromise that reputation because of rising costs. We hope, therefore decided to raise the price of some of our machines. We hope you will understand our position and look forward to your orders. 现谨附上本公司新价格表，新价格将于本月底生效。除了存货充裕的商品外，其余大部分货品均已调升价格。是次调整原因是原材料价格升幅上涨10%，一些承包商的价格调升到15%。过去40年，本公司生产的机器品质优良、性能可靠。今为确保产品质量，唯有稍为调整价格。上述情况，还望考虑。愿能与贵公司保持紧密合作。

6. 回复感谢信 We greatly appreciate your letter describing the assistance you received in solving your air-conditioning problems. We are now in our fifty year of operation, and we receive many letters like your indicating a high level of customer satisfaction with our installation. We are pleased

that our technical staff assisted you so capably. We would like you to know that if you need to contact us at any time in the future. Our engineers will be equally responsive to your request for assistance. If we can be of service to you again, please let us know. Thank you again for your very kind letter. 承蒙来信赞扬本公司提供的空调维修服务，欣喜不已。五年前开业至今，屡获客户来函嘉奖，本公司荣幸之至。欣悉贵公司技术人员的服务，他日苟有任何需要，亦请与本公司联络，本公司定当提供优秀技师，竭诚效劳。在此谨再衷心感谢贵公司的赞赏，并请继续保持联络。

7. 请客户征询其它公司 Thank you for your enquiry of 5 May concerning silk blouses. We regret to say that we do not manufacture clothing to your own designs to the highest European standards: Swan Textiles corporation The industrial zone Shekou We supply the factor with all their silk materials, I enclose a swatch of our stock materials for your examination. Should you desire any of these samples made up into finished products, we can supply the swan factory with them. We hope that this will be of help to you and wish you every success in your business dealings. 谢谢5月5月日来函查询关于丝绸罩衫的事宜。本公司只生产丝绸布料，供应纺织品批发商和制造厂家，并没有制造成衣，因而未能接受贵公司订货，谨致万分歉意然而，本公司乐意推荐本地一家生产优质男装的工厂，相信可按贵公司设计的款式制造符合欧洲最高标准的服装：蛇口工业区天鹅纺织品公司。该厂的丝绸布料全由本公司供应，随函了什样本以供查阅，如贵公司认为适合，本公司乐意负责供应所需布料。愿上资料对贵公司有所帮助。谨祝生意兴隆，事事顺达。

8. 改

善服务 Thank you for your letter of 26 January. I apologize for the delivery problems you had with us last month. I have had a meeting with our production and shipping managers to work out a better system for handling your account .We know we made a mistake on your last order . Although we replaced it for you. we want to make sure it does not happen again. We have devised the enclosed checklist to use for each of your future order. It includes your firm ' s particular specifications, packing requirements and marking instructions. I believe can service your company better and help you operations run more smoothly with this safeguard. Please contact us if there are any additional points you would like us to include. 感谢1月26日来信。对上月贵公司更换所需货品，唯恐类似事件再发生，本公司生产、运输和出口部经理已商议制订更有效方法处理贵公司事务，并为此特别设计清单。随信奉上该清单，供贵公司今后订货之用。当中包括特殊规格、包装要求和樗说明等栏目，相信此举有助本公司提供更佳服务，促进双方合作。如欲增设任何栏目于该清单上，恳求惠示。

9. 拒绝客户的要求 Thank you for your enquiry of 25 August. We are always pleased to hear from a valued customer. I regret to say that we cannot agree to your request for technical information regarding our software security sysytems. The fact is, that most of our competitors also keep such information private and confidential. I sincerely hope that this does not inconvenience you in any way. If there is any other way in which we can help. do not hesitte to contact us again. 8月25日信收悉，谨此致谢。来信要求本公司提供有关软件保密系统的技术资料，但鉴于同行向来视该等资料为机密文件，本

公司亦不便透露，尚祈见谅。我真诚地希望这样不会对贵公司造成不便。如需本公司协助其他事宜，欢迎随时赐顾垂询。祝业务蒸蒸日上! 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