

外销员外贸外语辅导：参观工厂 Visiting A Factory 外销员考试
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工厂 Brief Introduction 了解对方客户的商品生产主体工厂是对外贸易中必不可少的一环。工厂的设备、规模和工人的素质

以及决策者的管理能力都决定着以后产品的质量 and 信誉。作为索取资料、电话传真问询、浏览网页的必要补充步骤，参观工厂可以让客户最直接、最客观地了解生产方公司，对日后的贸易成功意义重大。

Basic Expressions 1. We look forward to our tour of your plant. 我们盼着参观你们工厂。

2. If it is not too much trouble, we would like to talk to some of the technicians. 如果不是太麻烦的话，我们想与一些技术员谈一谈。

3. We learned a lot about your facilities and the process of wine making. 关于你们的酿酒设备和酿酒过程，我们了解了不少情况。

4. We 're interested in learning about your food-making and pack-aging process. 我们想向你们学习食品加工和包装过程。

5. It was very kind of you to give me a tour of the plant. 谢谢你陪同我参观工厂。

6. You will surely know the products better after the visit. 参观工厂参观后你对我们的产品肯定会更了解。

7. Let me give you this list of departments first. 我先给你这份各个部门的清单。

8. Next to each department is its location and the name of the manager. 在每个部门的旁边都标有其具体位置和经理的姓名。

9. Please let us know when you will be free so that we can arrange the tour for you. 请告诉我们你们什么时候有空，我们好作安排。

10. Does the plant work with everything from the raw material to the finished

product? 从原料到成品都是工厂自己生产吗? Conversations

Dialogue 1 A: If you are staying here for a few days, we ' d be delighted to see you at our factory. B: It ' s very kind of you to say so. My associate and I will be interested in visiting your factory. A: Let us know when you are free. We ' ll arrange the tour for you. B: Thank you. I ' ll give you a call this afternoon to set the time. There ' s nothing like seeing things with one ' s own eyes. A: That ' s for sure. You ' ll know our products better after the visit. -- 如果你要在这里呆几天的话, 我们很高兴你能到我们工厂来看看。 -- 谢谢您的盛情。我的搭档和我很想参观你们的工厂。 -- 请告诉我们你们什么时候有空, 我们好作安排。 -- 谢谢。今天下午我会给你电话以确认时间。再没有比亲自去看看更好的了。 -- 的确如此。参观后你会对我们的产品更了解。 Dialogue 2

A: I ' ll show you around and explain the operation as we go along. B: That ' ll be most helpful. A: That is our office block. We have all the administrative depart- ments there. Down there is the research and development section. B: How much do you spend on development every year? A: About 3-4% of the gross sales. B: What ' s that building opposite us? A: That ' s the warehouse. We keep a stock of the faster moving items so that urgent orders can be met quickly from stock. B: If I placed an order now, how long would it be before I got delivery? A: It would largely depend on the size of the order and the items you want. -- 我陪你到各处看看, 边走边讲解生产操作。 -- 那太好了。 -- 那是我们的办公大楼。我们所有的行政部门都在那里。那边是研发部。 -- 你们每年在科研上花多少钱? -- 大约是总销售额的3%到4%。 -- 对面那座建

筑是什么？ -- 那是仓库，存放周转快的货物，这样有急的订货时，就可以立刻交现货。 -- 如果我现在订购，到交货前需要多长时间？ -- 那主要得看订单大小以及你需要的产品而定。

Dialogue 3 A: How large is the plant? B: It covers an area of 75,000 square meters. A: It ' s much larger than I expected. When was the plant set up? B: In the early 70s. We ' ll soon be celebrating the 30th anniversary. A: Congratulations! B: Thank you. A: How many employees do you have in this plant? B: 500. We ' re running on three shifts. A: Does the plant work with everything from the raw material to the finished product? B: Our associates specializing in these fields make some accessories. Well, here we ' re at the production shop. Shall we start with the assembly line? A: That ' s fine. -- 这个工厂有多大？ -- 面积有七万五千平方米。 -- 比我想象的要大多了。什么时候建厂的？ -- 七十年代初期。我们很快要庆祝建厂三十周年了。 -- 祝贺你们。 -- 谢谢。 -- 这个工厂有多少员工？ -- 五百个，我们是三班制。 -- 从原料到成品都是工厂自己生产吗？ -- 有些零配件是我们的联营单位生产的，他们是专门从事这一行的。好了，我们到生产车间了。咱们从装配线开始看，好吗？ -- 好的。

Dialogue 4 A: Put on the helmet, please. B: Do we need to put on the jackets too? A: You ' d better, to protect your clothes. Now please watch your step. B: Thank you. Is the production line fully automated? A: Well, not fully automated. B: I see. How do you control the quality? A: All products have to go through five checks in the whole manufacturing process. B: What ' s the monthly output? A: One thousand units per month now. But we ' ll be making 1,200 units beginning with October. B:

What ' s your usual percentage of rejects? A: About 2% in normal operations. B: That ' s wonderful. Is that where the finished products come off? A: Yes. Shall we take a break now? -- 请戴上安全帽。 -- 我们还得穿上罩衣吗? -- 最好穿上, 以免弄脏你的衣服。请留神脚下。 -- 谢谢。生产线都是全自动的吗? -- 哦, 不是全部自动的。 -- 哦, 那你们如何控制质量呢? -- 所有产品在整个生产过程中都必须通过五道质量检查关。 -- 月产量多少? -- 目前每月一千套, 但从十月份开始每月将为一千二百套。 -- 每月不合格率通常是多少? -- 正常情况下为2%左右。 -- 那太了不起了。成品从那边出来吗? -- 是的, 现在我们稍微休息一下吧。

Dialogue 5 A: It was very kind of you to give me a tour of the place. It gave me a good idea of your product range. B: It ' s a pleasure to show our factory to our customers. What ' s your general impression, may I ask? A: Very impressive, indeed, especially the speed of your NW Model. B: That ' s our latest development. A product with high performance. We put it on the market just two months ago. A: The machine gives you an edge over your competitors, I guess. B: Certainly. No one can match us as far as speed is concerned. A: Could you give me some brochures for that machine? And the price if possible. B: Right. Here is our sales catalog and literature. A: Thank you. I think we may be able to work together in the future. -- 谢谢你们陪同我看了整个工厂。这次参观使我对你们的产品范围有了一个很好的了解。 -- 带我们的客户来参观工厂是我们的荣幸。不知道你总体印象如何? -- 很好, 尤其是你们的NW型机器的速度。 -- 那是我们新开发的产品, 性能很好。两个月前刚投放市场。 -- 和你们的竞争

对手相比，我想这机器可以让你们多占一个优势。 -- 当然。
就速度而言，目前没有厂家能和我们相比。 -- 能给我一些那种机器配套的小册子吗？如有可能，还有价格。 -- 好的。这是我们的销售目录和说明书。 -- 谢谢。我想也许将来我们可以合作。

Words and Expressions administrative 行政的，管理的
gross 总的，毛的 warehouse 仓库 square meter 平方米
anniversary 周年纪念 shift 轮班 raw material 原料 accessory 零件，配件
assembly line 装配线 helmet 安全帽 monthly 每月的
output 产量，出产 reject 等外品，废品 impressive / impression 给人印象深刻的/印象
performance (机器等)工作性能 edge 优势，优越之处 automated 机械化的，自动的
concerned 有关的 literature 商品说明书之类的印刷宣传品 merge (企业、团体等)合并
inspection 检验 comment 意见，评论 facility 设备 section 部门，处，科，组
annual 每年的，年度的 capacity 生产量，生产力 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