

外销员外贸外语辅导：建立业务的英文邮件写作技巧外销员
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https://www.100test.com/kao_ti2020/645/2021_2022__E5_A4_96_

[E9_94_80_E5_91_98_E5_c28_645383.htm](https://www.100test.com/kao_ti2020/645/2021_2022__E5_A4_96_) 一、开始部分（一）

说明如何取得对方的资料 首先主动与对方进交往，说明信息来源非常必要。作为进出口产，贸易信息来源的渠道很多，主要有通过驻外商务参赞、商会、银行、第三家公司介绍；通过报刊、互联网获知；在交易会上结识等等。（二）说明

去电目的。通常建信信都是以建立业务联系为目的的。二、

介绍部分 为了引起对方的兴趣，必须让对方对本公司的基本情况和产品情况有大致了解，一般可以从以下几个方面进行

介绍：1. 公司基本情况介绍。主要是介绍本公司的性质、

业务范围、宗旨以及某些相对优势。2. 公司产品介绍。一

般是对本公司经营产品的整体情况的介绍，也可以是对对方

感兴趣的某些特定产品进行推荐性的介绍。产品介绍一般包

括印刷品质量、价格水平，销路等，同时为了对方更详细了

解本公司产品，通过还附上目录、价目表或邮样品等。三、

结尾部分 通过结尾部分包括盼对方尽快回音、下定单或告知

意见并表示敬意等语句。 Dear Sir or Madam, It is great pleasure

to see you in last canton fair.and know that you are in the market for

lighting fixture,which just fall into our business scope.We are writing

to enter into business relations with you on a basis of mutual benefits

and common developments.Our corporation,as a state-owned

foreign trade organization,deal in the export of raw materials and

relevant products for light. We have a Export Products

Department,which specialize in the export of various of shoes made

in China including pendant lamps, ceiling lamps, table touch lamps and various light of fashionable designs, comfortable feeling, and high popularity in America, Europe and Asia and Africa. We have established close business relationship with more than a dozen of shoe manufactures so that the stable supplies, the quality guarantee as well as the flexible ways doing business can be reached. Enclosed is our latest catalogue on pendant lamps, ceiling lamps and table lamps, which may meet your demand. If there isn't, please let us know your specific requirements. We can also produce according to your designated styles. It will be a great pleasure to receive your inquiries against which we will send you our best quotation. We are looking forward to your prompt reply. Yours faithfully.

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