

职场双语：推销员不会说话？PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/645/2021_2022__E8_81_8C_E5_9C_BA_E5_8F_8C_E8_c96_645719.htm THE PROBLEM 问题

#0000ff>我要收藏 I have recruited a sales person whose job is to represent our business to senior types in banks. He constantly uses the construct “ we was ” , as in: “ We was hoping you ’ d recognise us as a sophisticated supplier. ” He also peppers all his communications spoken and written with “ piece ” and “ reach out ” and “ going forward ” and “ value added ” . When I mentioned it, he said this was just the way he talked and was normal usage and I shouldn ’ t worry about it. Should I? 我招了一位销售人员，他的工作是向银行高管介绍我们的企业。他经常使用“ we was ” 的语法结构，比如，“ 我们希望(We was hoping)您会把我们视为一家久经考验的供应商 ”。他还在所有的交流无论是口头还是书面中,插入一些不规范的词语，如piece（一件）、reach out（伸出）、going forward（未来）和value added（附加值）等。当我指出这些问题时，他表示这只是他的语言方式，是正常用法，我不应为此担忧。我应该为此担忧吗？

Manager, male, 50 经理，男，50岁 LUCY ’ S ANSWER 露西的回答 Yes, you should worry very much not that your salesman can ’ t talk properly, but that he doesn ’ t even pretend to pay attention when you tell him off. 是的，你应该非常担忧这不是因为你的销售言谈不得体，而是因为当你责备他时，他甚至都没有假装予以注意。 This reflects badly on one or other of you: either he is an intolerable upstart as well as a murderer of

language. Or else you are a liability as a manager. Not only do you hire people without having listened to what they say, you can't get them to pay you even the most cursory compliment of appearing to listen to what you say. 这明确反映出以下两种情况：要么他是一个自命不凡、让人无法忍受的家伙同时也是个语言杀手；要么就是你这位经理不称职。你不仅没有听听他们如何说话，就把人招了进来；而且你也无法让他们向你表示甚至是最简单的尊敬表面上的听话。 As for the jargon and the dismal grammar, many readers of this column fondly believe that people who sell things should be able to express themselves clearly and elegantly. This is utter rot. Some of the very best salesmen talk the most awful drivel and have emerged from school without any flair for grammar. Think of traders on market stalls and their signs

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