

2011年外销员考试辅导：商场如战场 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/646/2021_2022_2011_E5_B9_B4_E5_A4_96_c28_646351.htm

A: Have you seen the sales report for last quarter? Who do you think is our biggest threat? B: From the numbers, it seems like Borest Inc. is our biggest competitor... LeBan and Markford are also major contenders in our market. A: LeBan is the new kid on the block, its amazing theyve had such tremendous success so soon...With them on the scene, the competition is cutthrough, here is information about our competitors recent market activities. B: heres information about our competitors recent market activities... A: Thanks, this will be a big help in putting together next quarters marketing strategies. With copetition this intense, well have to step up production even more. We need a price we can compete with. F: Were in a very competative environment. Its sink or swim in this market. M: Better start swimming! weve got to find a way to outsmart the other guys. I want a preliminarily srategic marketing plan on my desk by next Tuesday... the competition never sleeps and neither should we. 上一季度的销售报告你看了吗?你认为谁对我们的威胁最大?从数字上看,好像博如斯特公司是我们最大的竞争对手...雷班公司和马克福特公司也是我们市场上的主要竞争者.雷班公司是刚刚起步的新公司,他们这么快就取得如此巨大的成功真是令人吃惊...由于他们的出现,竞争变得更加残酷无情.这里有一些我们对手最近的市场活动信息.....谢谢,这对制订下一级的销售策略非常有帮助.鉴于竞争如此激烈,我们更要加快生产.我们需要一个有竞争力的价格.我们处

在一个充满竞争的环境中,在这样一个市场里不管成败如何...
开始顺利就好!我们必须找到一种比其他家伙更聪明的办法.下
周二之前把初步战略性销售计划放在我的办公桌上...我们的
对手从来不会打盹,我们也不应该放松. contender:a person who
takes part in a competition or tries to win something 竞争者.角逐
者.争夺者 Peter is a contender for a gold medal in the Olympics. 彼
得是奥林匹克运动会金牌的争夺者. a leading/serious/strong
contender for the party leadership 该党领导权最重要的/强劲的/
有实力的角逐者 intense:serious and often involving a lot of action
in a short period of time 严肃紧张的.激烈的 intense
competition/activity/speculation 激烈的竞争.紧张的活动.猖獗的
投机活动 step something up:to increase the amount, speed, etc. of
something 增加,提高(数量、速度等) He has stepped up his
training to prepare for the race. 他为准备那场赛跑加强了训练. 相
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