

# Business English

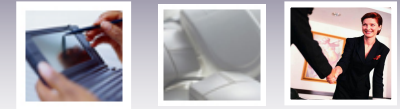
## 推銷信

Li-Hua LI  
IM Department, CYUT





# CONTENTS



▪ Business Promotion

▪ Brain Storming

▪ English Joke

▪ 單字與片語

▪ Examples

▪ Homework



# Brain Storming



Q:Why we need to write a letter for promotion?

促銷

Q:How to find your customer (client)?

Q:How to write a good promotion letter?

Q:How to get the win-win situation?

雙贏



# 英文小傑克—English Joke



**[ A penny and a second ]** 一分錢 和一秒鐘

There was once this man in heaven, he asked God what a million dollars meant to him.

天堂

百萬

對他而言

God replied, "A penny."

一分錢

Then, the man asked what a million years meant to God. God replied, "A second."

百萬

一秒鐘

Finally the man asked, "Can I have one of your pennies?"

可以給我 你所謂 的一分錢嗎?

And God replied, "O.K. Just a second."



嘿嘿...再等個百萬年吧!!



# Why writing a promotion letter?



- ❖ 在貿易領域中，尋找客戶是重要的前鋒任務，出口商一定要將自己的產品推銷到國外，找到喜歡自己產品的客戶，公司才能持續營運下去。
- ❖ 透過各種管道得知客戶需求後，信件、傳真、電子郵件便是下一波攻勢，期能讓對方更進一步瞭解公司及對產品有興趣而購買。

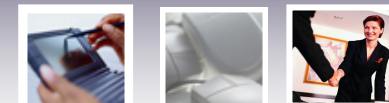
## Q: 用什麼方法尋找客戶?

- 雜誌得知
- 商場中之舊客戶
- 朋友訊息中得知
- 網路中查得，
- 駐外商會使節館及貿易局介紹，
- 工商名錄中查得

....



# How to write?



既然要賣產品或推銷公司，就應給客戶充分的資料，持續和客戶通訊，增加彼此接觸的機會。

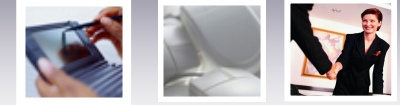
貿易是一種極須溝通與傳達的藝術，極須同學們用心構思。

## 寫推銷信的內容應包含什麼訊息？

1. 公司名稱及地點。
2. 介紹公司經營狀況、業務、產品特點。
3. 宣傳自己公司的優點與特色
  - 如果公司是個賺錢的公司，亦可告知財務狀況，股票EPS值
  - 告知未來經營目標及導向。
  - 告知公司在品管/競賽/消費者評鑑/...等所獲得的獎項。
4. 告知公司經營/代理/經銷之結構及通路。
5. 隨信附上價目表、小冊子及目錄、簡介等。



# 單字及片語(1)

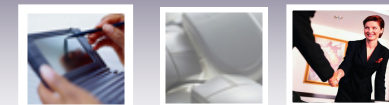


1. Please allow me to ~  
請容我介紹 ~
2. you would be interested in hearing ~ 您會有興趣聆聽
3. work hard on this concept  
為此觀念而努力工作
4. be desirous of extending our connection in your country  
渴望在 貴國拓展業務關係
5. be obliged 感激
6. old and well-established company  
老字號之公司
7. Give our customer the fullest satisfaction 給客戶完全之滿意
8. refer you to the following ~  
請向下列 ~ 查詢

9. your courtesy will be appreciated  
如蒙辦理將感激不盡
10. incorporate 併入
11. most reliable 最可信賴的
12. be interested in ~ 對 ~ 有興趣
13. would you be kind enough to give us.. 可否惠予...
14. furnish 供給
15. reference 備詢者
16. offer 供給
17. a great assistance 大有幫助
18. lines of business 經營之項目
19. carry on = engage in 從事於



## 單字及片語(2)



20. in reply to your request  
回覆您的請求
21. Enclosed please find 隨函附上
22. We took the liberty 我們冒昧地
23. introduce ourselves to you  
將我們介紹給您
24. expand our market 拓展我們市場
25. make a business proposal for  
提案做 ~ 的生意
26. at home and abroad 在國內外
27. We solicit 我們懇求
28. interested parties  
有興趣之當事人
29. release 發布
30. founded in 1998 創立於1998年
31. wish to express our sincere  
gratitude 謹表誠摯之謝意
32. prospective buyer  
未來可能的買主
33. reciprocate 回報
34. enter into business relation  
建立生意關係
35. look forward to 期待
36. considerable 大的
37. terms of payment 付款條件
38. under separate cover 另寄
39. descriptive and illustrated  
catalogue 有說明及插圖之目錄
40. above-mentioned 上述的
41. best price 最好的價格
42. delivery terms 交貨條件
43. at 60 d/s 見票後六十天付款





## 單字及片語(3)



44. under = according to 依照

45. cover 支付

46. yield 產生

47. as for references

至於備詢者

48. look forward to receiving

your reply 期盼收到您的回覆

49. commend 推薦

50.  $\left\{ \begin{array}{l} \text{as for + 人} \\ \text{as to + 事物} \end{array} \right\}$  至於 ~

51. in a very good position

可以做到

52. mutually beneficial 彼此受益的

53. specification 規格

54. take this opportunity of 藉此機會

55. ever since 自.....以來

56. your comments 您的評語

57. deal in 經營

58. free sample 免費樣品

59. to be of service to you 為您服務

60. we are given to understand that

~ 茲獲悉

61. We are indebted to 我們承蒙

62. respectable 有名望的

63. overprice 溢價

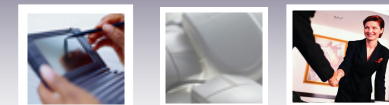
64. for our account 算我們的帳

65. we owe your name to ~

我們由 ~ 得知您的名字



## 單字及片語(4)

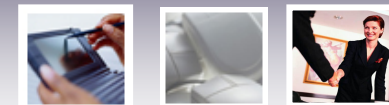


- 66. add to your line of business  
擴大 貴公司之經營項目
- 67. has been listed in ~刊登在 ~
- 68. promote your business  
推廣您的業務
- 69. open account 開立帳戶
- 70. sales force 推銷人力
- 71. on the increase 增加中
- 72. furnish you with ~提供~給您
- 73. sole agent 獨家代理
- 74. initial order 初次訂單
- 75. reputable 有信譽的
- 76. go through = go over 檢查
- 77. hear from 收到來信
- 78. be engaged in 從事

- 79. considerable 相當的
- 80. price list 價目表
- 81. under separate cover 分開另寄
- 82. for your reference  
供您參考
- 83. specialize in 專門於
- 84. subject to 受限於
- 85. call on 拜訪
- 86. unrivaled 無競爭的
- 87. warranty 保證書
- 88. rebate 退佣
- 89. fancy novelties 新奇產品
- 90. wide range of products  
廣泛的產品



## 單字及片語(5)



91. please feel free to  
請不要拘束
92. newly developed ~新開發之
93. come in fashion 流行
94. have just introduced to  
the trade新推出上市
95. unique feature 特點
96. in perfect condition情況良好
97. on request 依您要求
98. only limited quantities are  
available 數量有限
99. sold out賣完
100. cute and lovable 可愛的
101. eye catching 引人注目的
102. in the coming Christmas  
season 即將來的聖誕節

103. mutual interest彼此的利益
104. wish you every good fortune  
祝您好運
105. first priority第一優先
106. tight schedule緊湊的行程
107. convince ~ (人)  
說服(人)
108. repay 回報
109. make an effort 努力
110. fresh and fancy  
新穎且華麗的
111. regular customer經常客戶
112. saleable 暢銷的
113. as follows 如下
114. get in touch with 保持連絡



To: CDS ELECTRONICE  
Manila, Philippines

Fax:  
Att: Purchasing Dept, Mr. S. Chan

Dear Mr. Chan,

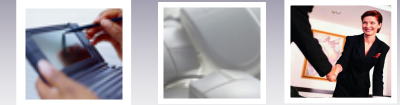
<sup>①</sup> *Please allow me to introduce a new range of products that we have recently designed.* We found your esteemed company's name and address in the Trade and Commerce directory, supplied by the Taipei World Trade Service, and <sup>②</sup> *thought that you would be interested in hearing about our latest product development.*

Our new internal and external fax modems have a very fast data transfer rate, allowing you to download E-mails and information from the in-ternet in record time. The external model has been attractively designed in transparent blue, green and red and has multi-colored system lights. Both models come with a Users manual written in nine different languages, and an easy to use installation diskette. Samples are available immediately and <sup>③</sup> *for the first month only, we will be giving away a free "You and the Web" internet guide* with every order of the new fax modem.

I look forward to receiving your reply soon. Thank you for your kind attention.

請找出本文佳句

## Example 1



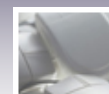
解析本段

解析本段

解析



# Example 1 翻譯



信頭（略）

陳先生您好：

請允許我介紹我們最新設計之新產品群。我們由台北世貿服務部之所提供之“貿易與商業導引”中得知 貴公司之寶號及地址，且我們認為你們對我們最近之產品開發有興趣。

敝公司新型內裝及外裝的數據機有非常快速的資料傳輸率。可使您於快速時間內下載電子郵件及網路資訊。外裝的機種有非常吸引人之透明藍、透明綠，及透明紅色系及具有多色彩系統燈光之設計。兩種機型均有九種不同語言文字所寫的操作使用手冊，且具有容易使用的載裝磁片。樣品立即可取且只有第一個月內，我們將隨每一個新的傳真數據機訂單免費送予“您與網路”的指導手冊。

期待儘快地收到您的回覆。謝謝您善意的關注。



To: CHANSER TEXTILES FABRICS CO.

ATT: Mr. Jim Black

Dear Mr. Black,

Are you tired of buying new clothes, only to find that after a few washes they have become faded and mis-shapen? Then our delux fabric is what you have been waiting for. Here at DT Wave, <sup>④</sup> ***Our research and development team have been working hard on this concept for the past year.***

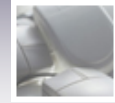
RA 3000 is a blend of cotton, rayon, spandex and our own special ingredients which allows clothes to stretch and stretch and always return to their original shape. Our secret **colorfast** treatment also ensures that the fabric will retain its bright color, no matter how many times you wash it. <sup>⑤</sup> ***Our fullest guarantee is given for one year.*** The world renown consumer organization “CLEARER” tested our super fabric and declared that it was “remarkable how the original color and shape were retained even after multiple washes.”

<sup>⑥</sup> ***Do not delay! Order your sample now, while stocks last.***

<sup>⑦</sup> ***We hope to receive your trial order soon.***

Sincerely,

## Example2



解析本段

解析本段

解析本段



## Example 2 翻譯



信頭（略）

Black 先生您好：

你厭煩買新衣服，但卻發現僅數次洗滌後，它們已經褪色且變形了嗎？那麼我們的豪華型布品正如您所等待的。這裡在 DT Wave 公司我們的研發團隊於過去已經一直在此新觀念努力。

RA 3000 是由棉及螺縲，spandex 所混紡且加入我們自己特殊成分，使得衣服一再地的拉伸總是回復到原來形狀。我們奧妙不褪色的處理也保證此布品不論多少次洗滌，將保留它的光亮色澤。我們有一年完整保證。世界知名的消費者組織“CLEARER”測試我們超級的布品且宣布它是不可思議的，甚至於多次洗滌後，原來之顏色及形狀仍是保留的。

不要延誤！趁著有現貨，下訂樣品！

我們希望儘快地能收到您們“試訂單”。



To: METEROLOGY TECH  
ADD: 47B Unit 10,  
Industrial Strabe  
Berlin,  
Germany

ATT: Mr. Ronald Atkinson  
TEL & FAX:  
FROM: William Hsu, Director

Dear Ronald,

I'm sure that as a regular buyer of our metal working machines, you will be interested in a new machine that we have just finished designing and developing.

<sup>⑧</sup> *The DM-869A is a revolutionary breakthrough in precision engineering.* This laser cutting machine is the latest step towards the creation of ultra precision surfaces. <sup>⑨</sup> *It is truly designed for the twenty-first century.* <sup>⑩</sup> *It is simple to program and handle and gives one hundred percent accuracy.* You won't believe it until you see it! The next page shows pictures and technical information about this new product. <sup>⑪</sup> *Our sales representative will be visiting your area next month* and would be delighted to introduce the DM-869A and our other products to you. <sup>⑫</sup>

*Please let me know if you would like him to visit your company.*

\*\* The first public demonstration of the DM-869A will take place at ELECTRONIKS 2000 at the Berlin Arena. Come see us at booth A10 \*\*.

Yours sincerely,

## Example3



解析本段

解析本段

解析本段





## Example 3 翻譯



信頭 ( 略 )

Ronald 先生您好：

我們深信 貴公司是一家我們金屬工具機的老顧客，您們將對我們剛完成設計及開發的新機器有興趣。

DM-869A 機型在精確工程上是一項革命性突破。此雷射切割機是朝向創新超精準表面的最新一步。它是為二十一世紀而設計的。它設定、操作簡單及有 100%之精確性。如您不看到它是不會相信的！次頁是為新產品圖片及技術資料。我們的業務代表將於下個月拜訪您的區域且樂意將 DM-869A 及其他產品介紹給您。請讓我們知道是否您願意讓他拜訪 貴公司。

**\*\*第一次公開展示 DM-869A 將於上柏林愛林那區 “ELECTRONIKS 2000” 展覽會。來 A10 攤位拜訪我們\*\*。**

## Example 4



解析本段

Our dearest customer,

As a valued customer of Giftco over the last year, I'm sure that you would like to know about the latest range of products that we have just finished creating.

Our beautiful range of porcelain figurines, depicting scenes from the ballet make an attractive addition to anyone's mantelpiece, china cabinet or office. <sup>⑬</sup> *Our set of 20 figures were all hand painted in China by skillful craftsmen* and can be bought individually, in groups of five or as an entire set. <sup>⑭</sup> *These elegant statues make a wonderful gift for business colleagues, customers, friends or loved ones.* The statues range from 20 to 30 cm tall and each one is made of a new type of crack resistant porcelain, which we have been developing for some time.

解析本段

<sup>⑮</sup> *If you order within the next four weeks, we can give you a 5% discount* on a group of dancers and a 10% reduction in the price of the whole set. <sup>⑯</sup> *Don't waste this valuable opportunity!* For more information and pictures, please see the next pages.

解析本段

If I can be of service to you in any way, please feel free to contact us immediately.

解析本段

Yours truly,



## Example 4 翻譯



信頭 ( 略 )

最親愛的顧客您好：

過去一年中 貴公司為 Giftco 一重要客戶，我確信您願意知道我們剛完成創造最先進之產品群。

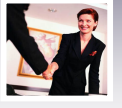
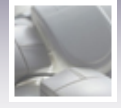
我們美麗的陶瓷人偶，描述芭蕾場景，使任何人的圍爐、中國廚櫃及辦公室增加吸引。我們一組二十個人物產品全都是在中國由精巧的工匠所手繪且可以個別購買，可五個一組或全套購買。這些高雅的塑像可當作生意上之同事、客戶、朋友或心上的人的最佳禮物。這些人物塑像有二十 ~ 三十公分高，每個均由我們所開發的新型的防裂陶瓷所做出。

倘若在四週內下單，我們可給您：一組舞者 5% 之折扣，全套則為 10% 折扣的價格。不要浪費寶貴的機會！要更多的資訊及圖片，請參閱下面數頁。

倘若在任何方面我可為 貴公司服務，請不要拘束立刻與我們連絡。



# Promotion Letter Analysis



## ❖ 推銷(促銷信)解析

- 信件的長度→
- 信件的段落大約幾段→
- 信件的第一段寫→
- 信件的第二段寫→
- 信件的第三段寫→
- 信件結尾一定要有→

## ❖ 同學您喜歡的佳句為何?

## ❖ 請說明原因為何?

## ❖ 現在您知道如何寫一信promotion letter?



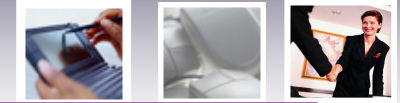
# 好用語句-關鍵用語(1)



- Please allow me to introduce a new range of products we have recently designed.  
請允許我介紹我們最近已設計的新產品群
- We thought that you would be interested in hearing about our latest product development.  
我認為您對聽到我們最近產品的發展會有興趣。
- For the first month only, we will be giving away a free internet guide book.  
僅第一個月內，我們將免費發送網路引導手冊
- Our research and development team have been working on this new concept for the past year.  
我們研發團隊已於過去一年中一直下功夫於此新的觀念上。
- Our fullest guarantee is given for one year.  
我們有一年的完全保證。



## 好用語句-關鍵用語(2)



- Do not delay! Order your sample now, while stocks last.  
不要耽擱！趁著有現貨，下訂樣品吧！
- We hope to receive your trial order soon.  
我們希望很快地收到您的試用訂單！
- The DM-869A is a revolutionary breakthrough in precision engineering.  
DM-869A產品在精密工程技術上是一項革命性之突破。
- It is truly designed for the twenty-first century.  
它是真正為二十一世紀而設計的。
- It is simple to program and handle and gives 100% accuracy.  
它設定及操作簡易且有100%之精確性。
- Our sales representative will be visiting your area next month.  
我們的業務代表將於下個月拜訪您們區域。



## 好用語句-關鍵用語(3)



- Please let me know if you would like our sales rep. to visit your company.  
請讓我們知道是否您願意讓我們的業務代表拜訪 貴公司。
- Our set of twenty figures were all hand painted in China by skillful craftsmen.  
我們一套二十個人偶都是在中國由專精之藝術家手工繪圖的。
- These elegant statues make a wonderful gift for business colleagues, customers, friends or loved ones.  
這些高雅的雕塑可成為商場同事、客戶、朋友或心愛的人的最佳禮物。
- If you order within the next four weeks, we can give you a 5% discount.  
假使您於下四週內下訂單，我們能給您5% 的折扣。
- Don't waste this valuable opportunity.  
不要浪費這個寶貴機會。



# Homework: 英翻中練

習



1. As a valued customer of **Astoban** Ltd, I thought that you would like to know about our latest designs.
2. Please allow me to introduce a new range of products that we have recently finished developing.
3. It gives me great pleasure to tell you about our breakthrough in punching machinery and show you our new **PNG 1000**.
4. No office should be without the **Denomax** rainbow series of office equipment!
5. As a buyer of our gray keyboards, I know that you would want to see the glittering colored keyboards that we have manufactured.
6. If you wish to receive a sample of this new product, please complete the order form on the next page.

**p.s.** 注意,紫色字表專有名詞, 可以不用翻成中文





# Homework:中翻英練習



- 1.現在下訂 可以收到免費的禮品！
- 2.樣品已經準備好了！ 現在正寄一份給您！
- 3.這個創新的新技術 使我們超前我們的競爭者！
- 4.我們新的手提收音機 是符合所有國際標準，而且已收到所有主要的認證，所以能在全世界使用。
- 5.不要耽擱！今天試試它！你會有意想不到的結果！
- 6.假使您現在下訂，我們在不增加任何費用下（價格）會包含第二冊。

# Great minds think alike.

英雄所見略同

