



Useful Terms and Sentences 过关秘笈



秘笈一 专业术语

market research	市场调研
market share	市场份额
future development plan	未来发展规划
business targets	经营目标
latest products and technologies	新产品、新技术
core patent, core formula and technical know-how	核心专利、核心配方、核心工艺
annual report	年度报告
advantage / strength / benefit	优势
disadvantage / weakness / drawback	劣势
down payment	定金
bank loan	银行贷款
cash in bank	银行存款
balance sheet	资产负债表
assets	资产
monetary funds	货币基金
accounts receivable	应收账款
accounts payable	应付账款
employee benefits payable	应付职工薪酬
advances to suppliers	预付款项
goodwill	商誉
liabilities & owners'	负债和所有权
current liabilities	流动负债
fixed costs	固定成本
inventories	存货
dividends	股利
accrued payroll	应付职工薪酬

provisions	预计负债
taxes payable	应交税费
owners' equity	所有者权益
capital surplus	资本公积
income statement	损益表
revenue from main operations	主营业务收入
turnover	营业额
operation income	营业利润
operating expenses	营业费用
financial expenses	财务费用
income tax	所得税
net profit	净利润
gross profit	毛利润
cash flow statement	现金流量表
sub-total of cash inflows	现金流入小计
sub-total of cash outflows	现金流出小计



秘笈二 常用句式

讨论会发表自我观点
<ol style="list-style-type: none"> 1. Personally I'd go for... because it's... 就个人而言我选择……，因为…… 2. My preference would be... because... 我更愿意投资……，因为…… 3. I think... has much more going for it. For a start, it's... 我认为……更值得投资，首先…… 4. We would be better off buying..., because... offers better... 如果购买……那么我们会更赚钱，因为……提供了更好的…… 5. Excuse me for interrupting. I have several reservations about.... Firstly, it's... 对不起，打断一下！我对……有一些异议，首先…… 6. I think... has several drawbacks. It's... 我认为……有几个缺陷，是…… 7. All in all, ... represents the best solution because... 总的来说，……是最佳方案，因为……

<p>8. The only disadvantage I can see is... 我认为唯一的不足之处在于……</p> <p>9. For me, the best thing would be to... 我认为最好的方法是……</p> <p>10. I'd recommend (doing)... / We could try (doing)... 我建议……/我们可以尝试（做）……</p> <p>11. Instead of (doing)..., we could do... 我们可以……而不是……</p> <p>12. The advantage of that would be... 这样做的好处是……</p> <p>13. In that way we would (do)... 那样我们就可以（做）……</p> <p>14. I see what you're saying, but wouldn't it be better to... 我明白你说的，但是这样做是否更好……</p> <p>15. I think that might be quite difficult / dangerous / expensive... 我觉得那样做会很难的/危险的/费用很高的……</p> <p>16. But I still insist on my point of view on... 但我仍然坚持我的观点……</p> <p>17. In my opinion, I think that is not the whole story. 在我看来，我认为事情不完全是这样的。</p> <p>18. I agree with you. 我赞同你的观点。</p> <p>19. Sorry, I can't agree with you. 对不起，我不同意你的观点。</p> <p>20. I think that's an excellent idea. 真是一个好主意。</p>
讨论会询问别人观点
<p>1. Now please talk freely about your opinions about this issue. 现在请大家自由发表对此事的观点。</p> <p>2. What do you think / suggest? 你怎么认为? /你有什么建议?</p> <p>3. What's your opinion / view? 你是什么观点?</p> <p>4. Could we have your comments? 能听听您的高见吗?</p> <p>5. Has anyone anything to say?</p>

还有谁想发言？
讨论会评价己方公司
<p>1. I think our products would sell well there. 我认为我们的产品在那里会很畅销。</p> <p>2. According to our experience, our handicrafts will find a ready market in western countries. 根据我们的经验，我们的手工艺品将在西方国家销路很好。</p> <p>3. There is a poor market for our articles. 我们的商品滞销。</p> <p>4. Our product is lower priced than the competition. 我们的产品价格低廉，具有竞争力。</p> <p>5. Our company is well ahead of its rivals. 我们公司远远超过了公司的主要竞争对手。</p> <p>6. I think we're being undersold by our rivals while our prices are too high. 我认为对手低价与我们竞争，而我们的价格太高了。</p>
讨论会评价对方公司
<p>1. ABC Company has stolen our best client. ABC公司抢走了我们最大的客户。</p> <p>2. ABC Company is still a potential rival. ABC公司仍然是我们潜在的对手。</p> <p>3. We were closely followed by ABC Company. ABC公司紧随我们之后。</p> <p>4. Their TV has been a best seller for nearly five years. 他们的电视机成为畅销货已经将近5年了。</p> <p>5. In all these years our relations with them have been consistently and entirely satisfactory. 这些年中我们与他们的业务联系一直非常令人满意。</p> <p>6. The bankers have a high regard for their operating ability and financial standing. Its reputation here is very good. 银行对他们的经营能力和财务资信有着很高的评价。该公司在此地的声誉极好。</p> <p>7. After some difficulty during the first year, the firm has met its liabilities regularly and punctually. 度过开头一年的困境之后，此公司运行正常，而且按时履行义务。</p> <p>8. Our own experience with them has not been satisfactory. 我们与他们打交道的经历并不令人满意。</p> <p>9. Though the corporation is an old establishment, losses have been incurred for the latest 3 years in succession in the enterprise, their liabilities have reached \$150,000,000 and they have always delayed their payment in the past three years.</p>

虽然那家公司是一家历史悠久的公司，但是那家企业已经发生连续 3 年的亏损。他们的债务已高达 1.5 亿美元，在过去三年中他们总是拖延支付。

10. Recent difficulties that seem to be due to bad management have resulted in considerable borrowing at a high rate of interest.

最近一段时间，也许是因为经营不善所带来的困难，公司借入了大量高利率资金。

11. Our records show that some of their accounts have been outstanding for long periods.

我方资料表明，他们的一些账款长期未曾结清。

讨论会实战句

1. Dear colleagues, since all of you are here now, let's get the meeting started right now.

亲爱的同事们，大家都到齐了，我们马上开始开会吧。

2. As you know, we are having this meeting to discuss whether...

正如各位所知，我们开这个会是为了讨论我们是否……

3. Well, start with Sales and then keep looking if you don't find anything.

这样，先从销售部门开始，如果没有线索，继续查。

4. Dear members of the board, today I'll report the budget execution of our company last year to you on behalf of the board of directors.

各位董事会成员，今天我将代表董事会向各位报告去年我公司预算执行情况。

5. What if we don't come up with anything, what are we going to do then?

要是一无所获，我们该怎么办？

6. In the absence of exact data, these discussions are bootless.

在缺乏精确资料的情况下，这些讨论是徒劳无益的。

7. What is the market share of each major product?

各主要产品的市场份额是多少？

8. We need to figure out how to beat our competitors.

我们需要想办法击败我们的竞争对手。

9. The problem is how to get to understand competitors as well as customers via competitor analysis.

问题是怎样通过竞争分析来了解竞争对手和消费者。

10. So how do we widen this gap?

那么我们怎样才能拉大这个差距呢？