

## Unit 10 Making Inquiries

### 教学目的与要求：

1. 了解买方或买方对于所要购买或出售的商品向另一方作出的询问的询价基本词汇。
2. 掌握怎么去询价，怎样回答询价、报价申请及报价的表达方式。

### 教学重点与难点：

询价、报价的概念以及运用：询问，表达

### 本章课时分配：

Part I Warm-up 和 Part II Listening and Speaking：1 学时

Part III Language Focus：1 学时

Part IV Viewing and Speaking：2 学时

Part V Case Analysis：1 学时

### 教学步骤、方法与手段：

#### Part I Warm-up

- Divide the class into small groups.
- Give Ss a few minutes to exchange ideas and put together a group answer.
- Have a few group representatives to report their answers in class.
- See if other groups have something to add.

#### Hints:

1>Buyer:

- Seek a specific price.
- Make a reasonable counter-offer.
- Ask for latest catalogs and price lists/quotations sheets.
- Inquiry about the product's specifications, quality ,price ,quantity, packaging, delivery, etc.

Seller:

- Give a brief introduction to the product's function, design, quality and market, etc.
- Initiate discussion on quality questions instead of immediately offer price.
- Determine the buyer's real interest in the product from the outset.

2>catalog, price list/quotation sheet, sample, name of commodity, specifications, quantity; unit price, time of shipment, term of payment, etc .

#### Part II Listening and Speaking

### **Task1 A brief introduction to inquiries**

- Divide the class into pairs.
- Ask Ss to fill the chart.
- Allow Ss a few minutes to discuss and describe the procedure to each other.
- Ask two or three Ss to share their answers with the class.
- Give a brief comment.

### **PartIII Language Focus**

#### **Follow-up practice**

- Divide the class into pairs. Get Ss to allocate the roles.
- Have Ss role-play the inquiry based on the information provided, referring to the expressions in

#### **Language Focus.**

- Ask Ss to swap roles and role-play again.
- If time permits, ask one or two pairs to perform the dialogs in class.
- Give comments and suggestions for improvement.

#### **Language expression**

##### **Inquiring about price**

- Can I have a copy of your price list?
- Do you offer FOB or CIF?
- What is the unit price of this type of item?
- Are you able to provide quotations for all the items we need?

##### **Providing offers**

- We have the offer ready for you.
- We can offer you a quotation based upon international market price.
- We will give you a firm by 11 a.m tomorrow.
- This offer will remain open/firm/valid for three days.

##### **Responding to offers**

- We think your offer is too high. We've afraid we won't have any margin.
- Your offer is reasonable and realistic. It's in line with current market price.
- If you are unable to decrease your price and can't make any concessions, there won't be much point in any further discussion.
- Still, I think in unwise for either of us to become entrenched on price.
- If the price is any higher than \$ 1,000,we' d rather call the whole deal off.

##### **Refusing price offers**

- Compare with prices quoted by other suppliers, yours is not workable.
- We thank you for your offer, but regret to say that your price is not acceptable.
- Your counter-offer is too low. I'm afraid we can't accept it.
- The margins are too low. We won't make any money. I'm sorry, we'll have to drop the deal.

### **PartIV Viewing and Speaking**

#### **Video1 Inquiring about price**

##### **Pre-viewing**

- Divide the class into groups of three or five.
- Ask Ss to exchange ideas within the group and then put together a group answer.
- Ask a few group representatives to share their answers with the class.

- Encourage other Ss to offer their own views.
- Give comments and help Ss summarize the points of view.

**Hints:**

First you may write ,fax or email to thank the buyer again for his/her inquiry and express your regret for receiving no reply. For the sake of future business, there will be on harm for you to suggest that there should be their opportunities to do business together.

You might inform the buyer any inquiries you have received up to the time you are writing the letter, so as to rush the buyer into promote response. If he/she does not respond, send one follow-up letter within three days asking whether there are any questions about the products you are selling.

You might as well emphasize the special advantages of your products and tell him/her that you quoted the most favorable price. In addition, there has lately been a large demand for your products. Such growing demands will likely result in increased prices. However, you can secure these prices if he/she sends you an immediate reply.

All this may allow the potential buyer the opportunity to respond in case he/she has overlooked your offer. Remember to be polite and courteous in your letters or mails.

**Post-viewing**

- Divide the class into pairs and ask Ss to decide whether they will be the buyer or the seller.
- Have Ss role-play the inquiry in pairs.
- Walk around the classroom and provide assistance if needed.
- If time permits, ask Ss to swap roles and do the role-play again.
- Ask one or two pairs to perform the dialogs in class.

**Video2 Commission in business**

**Pre-viewing**

- Divide the class into small groups.
- Give Ss a few minutes to exchange ideas.
- Ask two or three group representatives to report on their group discussion.
- Invite other Ss to offer their own ideas.
- Make comments and a summary.

**Hints:**

An offer is a proposal made by a seller to a buyer in order to enter into a contract. In other words, it refers to trading terms put forward by the seller to the buyer, on which the seller is willing to conclude business with the buyer. There are two kinds of offers: one is the firm offer, the other, non-firm offer.

Firm offer is made when the seller promises to sell goods at a stated period of time .Firm offer is clear, complete and final, which cannot be withdrawn once it is accepted by the buyer.

Non-firm offer is not binding upon the seller and the details of the offer may change in certain situations. It is subject to confirmation by the seller after being accepted by the buyer. Such expressions as“reference price”,“subject to our final confirmation”and“subject to being unsold”are often used in non-firm offers.

**Part V Case Analysis**

- Divide the class into groups of four.
- Ask Ss to exchange ideas with group members and then role-play in pairs the possible negotiation between the seller and the buyer.
- Walk around the classroom and provide assistance if needed.
- Invite three group representatives to present their answers to three questions respectively.
- Summarize Ss's points of view and give comments and suggestions for improvement on their role-plays.