

English at Work 白领英语
Episode 29: Put the feelers out
第29集：试探市场
给潜在客人打冷电话时用的语言

BBC
英伦网

- Narrator:** 再见了 Mr Socrates! 他回美国了! 让伦敦的团队来处理怎样扩展 Tip Top 贸易公司的欧洲市场。
- Paul:** Sorry to keep you waiting. I had to go to the airport with Mr Socrates to see him off. We had a good chat in the taxi and he said some very positive things.
- Denise:** Oh yes. Like what?
- Paul:** Err, well... well, how nice English beer is.
- Tom:** Yeah but what about the European marketing strategy – what are we going to do about that?
- Paul:** Well, Anna is supposed to lead on that, I'm taking a more biscuitorial control over it.
- Anna:** A what?
- Tom:** It means you do all the work while he eats all the biscuits.
- Paul:** Do you mind Tom. Now, what I'm thinking is we put the feelers out – do some cold calling, see what people are buying at the moment.
- Anna:** Cold calling? But I like to be warm when I'm on the phone.
- Denise:** No Anna. Cold calling is when you call prospective clients when they're not expecting you to, to ask them something or to sell them something. I'm very good at calling people.
- Tom:** Yeah, usually the hair dresser! So Paul, where do we begin, who do we call?
- Paul:** Track down some potential clients in Europe, see what they're buying now, see what they want in the future. Make them think it's our laser-curved fruit they want!
- Denise:** But keep your calls brief, international calls are very expensive.
- Narrator:** OK Anna, 现在轮到你打冷电话了。你要说些什么呢?
- Anna:** I don't know.

Narrator: 先要知道跟谁打电话，有亲和力，有礼貌。问清楚谁是负责采购的，然后问这个负责人能跟你聊两句吗？

Anna: OK. Here goes. (*Looking through a telephone directory*) Let's have a look... fruit growers, fruit pickers, fruit traders... Fruit Traders International... (Dials number) 0-0-4-3-9-8-4-5-5-4-4.

Trader: Bonjour?

Anna: (*surprised*) Ah, erm, oh....

Narrator: 别觉得奇怪！你打电话给一个法国公司，他们当然是说法语。你可以问问他们能不能说英语。

Anna: Oh hello. Is it possible to speak to you in English?

Trader: Oui... yes.

Anna: Great. Are you the person who purchases plastic fruit for your company?

Trader: I am. How can I help you?

Anna: Yes, can you spare a few minutes of your time? I want to sell you some laser-curved fruit.

Trader: What?

Narrator: 你太直接了。你得先告诉别人你的名字和打电话的目的。问问他们公司的情况是什么。你可以说 *I'd like to tell you about our great new laser-curved fruit.* 问问他们 *how much plastic fruit do you buy?* 电话结束时别忘了谢谢别人 *thank you for your time. We hope to hear from you soon.* 好了，你来试试吧， Anna.

Anna: OK. Erm, hello my name is Anna. How are you today?

Trader: Good thank you.

Anna: That's good. I'd like to tell you about our great new laser-curved fruit.

Trader: Oh yes.

Anna: Our company is called Tip Top Trading and we are the UK's number 1 plastic fruit manufacturer – and well, we're so proud of our fruit that we've decided to let the rest of Europe enjoy it too.

Narrator: 非常棒！ Anna.

Anna: We make our fruit using laser-curved technology. In fact we've just launched our best product ever, the Imperial Lemon – it looks so real you want to squeeze it.

Trader: Hmm, lemons, interesting.

Narrator: Anna 好像已经很上手了。She's on fire, 不, 我是说她做得很好。她的冷电话已经不是冷的了。她产品介绍差不多了, 现在要促销才行。

Anna: ...so thank you for your time. I hope you may consider us when you next purchase some plastic fruit.

Trader: We will certainly consider your company.

Anna: Well, we hope to hear from you soon. Goodbye. (*Puts phone down*) Tom, Tom, how are you getting on?

Tom: (*On phone/angry*) ...well if that's what you think then you can shove your kumquats... hello? Hello? (*Slams phone down*)

Anna: What's wrong?

Tom: They've hung up on me. Really! He said the plastic fruit industry is in meltdown. But Anna, if I don't get any contracts soon I'll be fired.

Anna: Well, this calls for teamwork Tom – tomorrow, Tuesday, we're going to tackle this task – together!

Narrator: Hooray for Anna. 她有领导风范了。她还掌握了打冷电话的一些技巧和短语, 比如:

*My name is Anna. Can you spare a few minutes of your time?
I'd like to tell you about our great new laser-curved fruit.
How much plastic fruit do you buy?
Thank you for your time. We hope to hear from you soon.*

Phone rings

Denise: Anna. There's a call for you – from someone in France – they want to talk to you about lemons.

Narrator: 好像有希望。我们下期节目再看发生些什么事情。再见。

• Listening Challenge 听力挑战

Denise 说她的强项是什么?

答案: 给潜在客户打冷电话。