

Chapter One Business Promotion

模块一 公司业务推广



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An Introduction to the Tasks 任务介绍

Business promotion, as a primary activity in an enterprise, aims to generate publicity through the spreading of information to gain public awareness for a company, product or service so as to establish a good public relationship and promote business. As a result of effective public relations planning, publicity can be extremely valuable in building credibility and awareness for a company. Among the various publicity channels, face-to-face communication and internet (e.g. website, blogs or other online publicity techniques) play an important role.

It is necessary to create a publicity strategy for a logistics company to promote its external communications. The common practices in logistics are introducing relevant information to customers face to face or with an E-mail to make them get a general idea about a logistics company and its main business.

Task 1 Introducing a Logistics Company

任务 1 介绍物流公司

【Task Introduction】

- Introducing a Logistics Company

【Task Analysis】

【Skill Developing Objective】

- Communication Skills in Introducing a Logistics Company

【Post Knowledge】

- Logistics
- Department Composition of Logistics Company
- Basic Function of Each Department

【Task Implementation】

- Model of Service Practice

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- Case Description
- Service Procedure
- Skill Points

Task Introduction 任务引入

Introducing a Logistics Company

Task Description 任务描述

Introducing the enterprise is the first step in promoting business in a logistics company, aiming to gain public awareness for the company and its service for the purpose of getting more customers.

Generally client consultations about a logistics company indicate his potential demand of establishing business connections with the company. With a view to entering into business relations with the clients, the logistics personnel have to provide the clients with such information regarding the company and its service as time and address of establishment, turnover, employees, registered capital, enterprise scale, location of headquarter and branches, standard of service, status in the logistics industry etc..

The task is as follows: receiving the client, introducing the logistics company according to the client's requirements, understanding the client's needs and negotiating cooperation intention.

Task Analysis 任务分析

Skills and Attainments 服务技能与素养

The logistics personnel have to be capable of interacting with the company's clients to convey relevant messages regarding products and services. To fulfil the task, the following essential requirements should be satisfied:

- ◆ Knowledge about the corporate status
- ◆ Knowledge about the corporate business
- ◆ Communication skills in receiving a client

Skill Developing Objective 技能培养目标

Communication Skills in Introducing a Logistics Company

Post Knowledge 岗位知识

- Logistics
(物流)

Logistics is the management of the flow of goods, information and other resources between the point of origin and the point of consumption in order to meet the requirements of consumers. Logistics involves the integration of information, transportation, inventory, warehousing, material handling, packaging and occasionally security. Logistics is a channel of the supply chain which adds the value of time and place utility. Today the complexity of production logistics can be modeled, analyzed, visualized and optimized by plant simulation software.

- Department Composition of a Logistics Company
(物流公司的部门构成)

Generally a logistics company consists of the following departments: IT department, technical management and standards department, business development department, corporate compliance department, accounting department, human resources department, operation departments.

Operation departments mainly include transportation department, warehousing department, customer service department, international department and special item department.

- Basic Function of Each Department of a Logistics Company
(物流公司各部门的基本职能)

IT department aims to provide advice and guidance on the use of future technology resources while supporting current hardware and software technology for the logistics company and corporate clients.

Technical management and standards department (TM&S) is responsible for development and implementation of technical procedures, measures, and standards for performance of work, quality, and safety. The department is staffed with functional area experts who provide oversight of compliance with requirements, procedures and standards for work performed by TLC under contracts with the Government. The department's mission is centered on enhancing the company's competitive advantage in technical management and oversight of logistics and training services.

Business development department aims to acquire new business for company in accordance with the Annual Business Plan.

Corporate compliance department supports the corporation with services that ensure we meet legal, contractual and regulatory requirements as we staff and execute Government projects as well as providing appropriate corporate support to facilitate proper execution.

Accounting department aims to record financial transactions and assist all stakeholders with integrity, accuracy, and timeliness while working towards the common goals of the company. The main goal of accounting department is to provide timely, accurate and relevant financial information in order to meet the internal and external financial reporting requirements of the company.

Human resources department is a support services department dedicated to helping the company achieve its human resources goals using a proactive, innovative and consultative approach.

Operation departments are responsible for corporate level oversight of current operations at all off-sites projects.

Notes

1. Today the complexity of production logistics can be modeled, analyzed, visualized and optimized by plant simulation software. 今天，利用工厂模拟软件可以对复杂的生产物流进行建模、分析、可视化和优化。

2. Generally a logistics company consists of the following departments: IT department, technical management and standards department, business development department, corporate compliance department, accounting department, human resources department, operation departments. 物流公司通常由以下部门构成：信息技术部、技术管理标准部、业务开发部、公司合规部、财务部、人力资源部、运营部门。

Task Implementation 任务实施

Model of Service Practice 1

A: Customer service representative of UPS

B: Potential client

(Jenny is a customer service representative of UPS. She is introducing her company to a potential customer.)

A: Good morning, sir! It is a pleasure to talk with you!

B: Good morning! I'm also glad to share this wonderful time with you!

A: Are you interested in our company?

B: Yes, I am. I'd like to know more about your company. UPS is a very famous company, but I've known too little about it. What a pity it is! What does UPS stand for?

A: United Parcel Service, Inc.

B: What kind of company is UPS?

A: It's a package delivery company, providing transportation, logistics, and financial services in the United States and internationally.

B: When was it founded?

A: In 1907.

B: Where is its headquarter?

A: It is headquartered in Atlanta, Georgia.

B: What does your company operate?

A: Our company operates in three segments: U.S. Domestic Package, International Package, and Supply Chain & Freight.

B: What else?

A: In addition, our company offers various technology solutions to various industries.

B: How amazing!

A: As of December 31, 2009, it operated a fleet of approximately 101,900 package cars, vans, tractors, and motorcycles, as well as an air fleet of approximately 510 aircraft.

B: Good heavens! No wonder UPS is the world's largest express delivery service institution, the world's largest package delivery company as well as the world's leading professional transport and logistics service provider.

A: Our company, through a strategic alliance with AliExpress, offers users the benefit of managing their shipping and tracking processes online.

B: I can't believe it!

A: If you are interested, I'd like to provide more information to you.

B: You're so kind.

A: UPS 的客服代表

B: 潜在客户

(珍妮是 UPS 的客服代表。她正在向一名潜在客户介绍她的公司。)

A: 早上好，先生！很高兴和您交谈！

B: 早上好！我也很高兴和你共同度过这段快乐的时光！

A: 您对我们公司感兴趣吗？

B: 是的。我想对贵公司有更多的了解。UPS 是一家非常著名的公司，可是我对它了解得太少了。真可惜！UPS 代表什么？

A: United Parcel Service, Inc.

B: UPS 是什么类型的公司？

A: 它是一家快递公司，在美国和全球提供运输、物流及金融服务。

A: 何时成立的？

B: 1907 年。

A: 总部在哪里？

- B:** 在乔治亚州的亚特兰大。
- B:** 贵公司经营什么？
- A:** 我们公司的经营分为三个部分：美国国内包裹递送、国际包裹递送和供应链&货运服务。
- B:** 还有吗？
- A:** 此外，我们公司还对各个行业的公司提供各种技术解决方案。
- B:** 太令人惊讶了！
- A:** 截至 2009 年 12 月 31 日，我们公司已经动用了大约 101900 次包括汽车、货车、拖拉机和摩托车的车队以及大约 510 架飞机的空中舰队运送包裹。
- B:** 天哪！难怪 UPS 是世界最大的快递服务机构、全球最大的包裹运送公司，也是世界领先的专业运输和物流服务提供商。
- A:** 我们公司与 AliExpress 结成战略联盟，因而我们的用户能够在网上进行运输管理和过程跟踪。
- B:** 我简直不能相信！
- A:** 如果您有兴趣，我愿意向您提供更多信息。
- B:** 谢谢你！

Model of Service Practice 2

A: Customer service representative of Xunda Logistics Co., Limited

B: Potential client

(The customer service representative of Xunda Logistics Co., Limited is showing a potential customer around the company.)

- A:** Welcome to our company, Robert. Glad to meet you here.
- B:** Glad to meet you.
- A:** Robert, my name is Li Lin. I'd like to introduce my company to you.
- B:** Thank you.
- A:** Let me show you around our operation departments.
- B:** OK, let's go. How many operation departments do you have?
- A:** We mainly have five operation departments.
- B:** What are they?
- A:** Transportation department, warehousing department, customer service department, international department and special item department.
- B:** Each operation department is responsible for its own business.
- A:** This is transportation department. It is responsible for dispatching vehicles, programming reasonable transportation route, managing vehicle, and dealing with transportation bill of document.
- B:** I see. What about warehousing department?
- A:** Warehousing department is responsible for material storage, inventory controlling,

warehouse layout, warehouse management, and storage bill dealing.

B: You must have a large warehouse.

A: Yes. Our warehouse is located in the south of our company. The area is more than 10,000 square meters.

B: What are the duties of customer service department?

A: It is responsible for communicating with the customer, solving problems for the customer, dealing with complaints, coordinating different departments and dealing with contingency.

B: Oh, a lot of work. How many staff do you have in your customer service department?

A: More than 100.

B: Wow! Your company is a big one!

A: This is international department. Customs declaration, customs inspection and dealing with international freight bill are this department's business.

B: I see. Staff in this department must be good at English.

A: Yes, you are right.

B: What's another department?

A: Special item department. It's over there. It is responsible for the development of new items.

B: I appreciate that you give me this opportunity to visit your company.

A: It is my pleasure to do so.

A: 迅达物流有限公司的客服代表

B: 潜在客户

(迅达物流有限公司的经理助理正在带领一名潜在客户参观公司。)

A: 罗伯特，欢迎您光临我们公司。很高兴在这里见到您！

B: 很高兴见到你！

A: 罗伯特，我叫李林。我为您介绍一下我们公司。

B: 谢谢！

A: 我带您参观一下我们的运营部门。

B: 好的，我们走吧。你们有几个运营部门？

A: 我们主要有五个运营部门。

B: 是哪些部门？

A: 运输部、仓储部、客服部、国际部及特殊项目部。

B: 每个运营部门负责自己的业务。

A: 这是运输部。负责车辆调度、规划合理的运输路线、车辆管理及处理运输单据。

B: 我知道了。仓储部呢？

A: 仓储部负责货物储存、库存控制、仓库设计、仓库管理以及仓储单据的处理。

B: 你们肯定有一个很大的仓库吧。

A: 是的。我们的仓库位于公司南部，占地 10000 多平方米。

B: 客服部的职责是什么？

A: 负责与客户沟通、为客户解决问题、处理投诉、协调部门关系以及处理应急问题。

B: 噢，很多工作啊！你们的客服部有多少员工呢？

A: 100 多个。

B: 哇，你们是大公司啊！

A: 这是国际部。这个部门的职能是报关、报检和处理国际货运单据。

B: 我明白了。这个部门的职员一定很擅长英语吧。

A: 是的，说得没错。

B: 还有一个部门呢？

A: 特殊项目部。特殊项目部在那边，它负责开发新项目。

B: 感谢你为我提供参观贵公司的机会。

A: 很高兴这样做。

Guide for Service Language 服务语言指南

● Common Expressions on Greeting 打招呼常用表达

Greeting the Customer (同客户打招呼)

Good morning! (早上见面时用) 您好!

Afternoon! (午后见面时用) 你好!

Glad to meet you here. 很高兴在这里见到你。

I'm glad to have the opportunity to meet you here. 很高兴有机会在此地同您见面。

Case Practice 案例演练与实训

Now, let's begin the practice according to the following task of service practice:

Practice Please practice the dialogue according to the following case description, service procedure, and skill points. Students can be divided into different groups to role-play.

● Case Description 案例描述

Target: UPT

Business Profile: UPT is a world-famous logistics company in Hong Kong. It entered the Mainland in 1979. It owns a national network of branches covering major cities like Beijing, Tianjin, Dalian, Qingdao, Ningbo, Nanjing, Wuhan, Chengdu, Chongqing, Shenzhen in China, which cover far more than pure transportation services. Mail, courier and logistics services are also included. Its logistics services focus on automotive and high-tech area.

Issue Review: Frank is a potential client of UPT. He intends to cooperate with the company in the future, so he wants to get more information about it. The assistant manager of UPT is receiving him.

目标锁定: UPT

业务概况: UPT 是香港一家全球闻名的物流公司。于 1979 年进驻大陆。其分支机构覆盖了全国主要城市，如北京、天津、大连、青岛、宁波、南京、武汉、成都、重庆、深圳。这些分支机构不仅仅提供单纯的运输服务，也提供邮寄、快递及物流服务，物流业务主要集中在汽

车及高科技领域。

事件回顾：Frank 是 UPT 的潜在客户。他想未来与 UPT 合作，因此想对该公司有更多地了解。UPT 的经理助理正在接待他。

● Service Procedure 服务流程

- Greeting the customer in an appropriate way
用适当的方式问候客户
- Asking the customer what you can do for him
询问客户需求
- Telling the customer it's your pleasure to service him
告诉客户你愿意为其服务
- Providing the relevant information to the customer
解答客户咨询
- Asking the key question: "What else?"
重点询问：“您还需要什么服务？”
- Thanking the customer for his trust
感谢客户信任
- Letting the customer know it will be an honor for you to provide service for him in the future
告诉客户很荣幸有机会再次为他服务

● Skill Points 技能要点

Introducing a logistics company:

介绍物流公司：

- Establishment 成立
- Enterprise scale 企业规模
- Number of employees 职工人数
- Location of headquarter and branches 总部和分支机构位置
- Enterprise scale 企业规模
- Industry status 行业排名
- Main services 主要业务

Exercises

1. Directions: After reading the following passage, you are required to complete the information by filling in the blanks marked 1 to 5 in the table below.

What is Logistics

Logistics is considered to have originated in the military's need to supply themselves with arms, ammunition and rations as they moved from their base to a forward position. In ancient Greek, Roman and Byzantine empires, military officers with the title Logistikas were responsible for financial and supply distribution matters.

The Oxford English Dictionary defines logistics as "the branch of military science having to do with procuring, maintaining and transporting material, personnel and facilities". Another dictionary definition is "the time-related positioning of resources". As such, logistics is commonly seen as a branch of engineering that creates "people systems" rather than "machine systems".

What is Logistics

The origin of logistics has something to do with the following history:

(1) The military needed to supply themselves with 1, ammunition and rations.

(2) Military officers with the title Logistikas were responsible for financial and 2 matters.

Definition of logistics in the Oxford English Dictionary is:

the branch of military science having to do with procuring, 3 and transporting material, 4 and facilities.

Another dictionary definition is:

the time-related positioning of 5.

2. Directions: The following is a passage about *Third-party Logistics*. After reading it, you are required to fill in the blanks with the words given, changing the form if necessary.

organize external tradition in-house emerge

Third-party logistics involves using external organizations to execute logistics activities that have (1) been performed within an (2) itself. According to this definition, third-party logistics includes any form of outsourcing of logistics activities previously performed (3) . If, for example, a company with its own warehousing facilities decides to employ (4) transportation, this would be an example of third-party logistics. Logistics is an (5) business area in many countries.

3. Directions: After reading the following passage, you are required to answer the questions.

Logistics Management

Logistics encompasses the management and running of all processes of a product from production to the consumer's hands. It involves the warehousing, transportation, inventory, purchasing, packaging, operations, and the planning/coordination of all activities. The goal is capital efficiency in every project and supply chain.

Logistics management is that part of the supply chain which plans, implements and controls the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customer and legal requirements. A professional working in the field of logistics management is called a logistician.

The Chartered Institute of Logistics & Transport (CILT) was established in the United Kingdom in 1919 and was granted a Royal Charter in 1926. The Chartered Institute is one of the professional bodies or institutions, for the logistics and transport sectors, that offers professional

qualifications or degrees in logistics management.

- (1) What does logistics encompass?
- (2) What does logistics involve?
- (3) What is the goal of logistics?
- (4) What is a professional working in the field of logistics management called?
- (5) When and where was CILT established?

Task 2 Introducing the Corporate Business

任务 2 介绍公司业务

【Task Introduction】

- Introducing the Main Business of a Logistics Company

【Task Analysis】

【Skill Developing Objective】

- Communication Skills in Introducing the Main Business of a Logistics Company

【Post Knowledge】

- Activities in Logistics System

【Task Implementation】

- Model of Service Practice

【Guide for Service Language】

【Case Practice】

- Case Description
- Service Procedure
- Skill Points

Task Introduction 任务引入

Introducing the Main Business of a Logistics Company

Task Description 任务描述

Introducing the corporate business is an important step in promoting business in a logistics company, aiming to gain public awareness for the corporate business for the purpose of getting more customers.

Generally client consultations about a logistics company indicate his potential demand of establishing business connections with the company. With a view to entering into business relations with the clients, the logistics personnel have to provide the clients with such information regarding the corporate business as international freight agency, domestic freight agency, storage distribution, FCL and LCL service of container, bonded business, customs declaration agents, customs inspection agents etc..

The task is as follows: receiving the client, introducing the corporate business according to the client's requirements, understanding the client's needs and negotiating cooperation intention.

Task Analysis 任务分析

Skills and Attainments 服务技能与素养

The logistics personnel have to be capable of interacting with the company's clients to convey relevant messages regarding products and services. To fulfil the task, the following essential requirements should be satisfied:

- ◆ Communication skills in receiving a client
- ◆ Knowledge about the corporate status
- ◆ Knowledge about the corporate business

Skill Developing Objective 技能培养目标

Communication Skills in Introducing the Main Business of a Logistics Company

Post Knowledge 岗位知识

- Activities in Logistics System
(物流系统活动)

Logistics system contains various functional activities, which are as follows:

Customer Service (客户服务)

In a broad sense, customer service is the output of the entire logistics system. It involves making sure that the right person receive the right product with the right quantity at the right place at the right time in the right condition at the right cost. At present, many logistics companies may set up a customer service department that handles complaints, special orders, damage claims, returns, billing problems, etc.

Demand Forecasting (需求预测)

Demand forecasting estimates the need for precise amount of products and services that customers will require in the future. The logistics system can ensure the right products or services are available to meet those requirements. It involves forecasting how much should be ordered from its suppliers and how much of finished products should be transported in each market.

Transportation (运输)

Transportation refers to the physical movement of goods from one place to another. It includes specific activities such as selecting the transport mode, choosing the particular route, selecting the right carrier and complying with various local transportation regulations. Transportation is usually the most costly logistics activity. It may account for 40%~60% of a company's total logistics cost.

Warehousing (仓储)

Warehousing is an integral part of each logistics system. It plays an important role in providing a desired level of customer service at the lowest possible total cost. It refers to places where goods can be stored for a particular period of time. Generally, the greater the time lags between production and consumption, the larger the level of warehousing required.

Inventory Management (库存管理)

Inventory management deals with balancing the cost of maintaining additional products on hand against the risk of not having those items when the customer wants them. This task has become more complex as firms have gradually lowered inventory levels.

Packaging (包装)

Industrial packaging focuses on protecting the product while it is being transported and stored. It conveys important information to inform the customer and provide protection during storage and transport. In a marketing sense, package acts as a form of promotion or advertising. Its size, weight, color and printed information attract customers and convey knowledge about the product.

Procurement (采购)

Procurement is the purchase of materials and services from outside to support the firm's operations from production to marketing, sales and logistics. It includes the selection of supply source location, timing of purchases, price determination, quality control and many other facts.

Material Handling (物资搬运)

Material handling in a broad sense concerns all short-distance movements of raw materials, work in process or finished goods within a factory or warehouse. As material handling tends to add costs rather than value to logistics systems, managers tend to minimize the number of handling whenever possible.

Information Management (信息管理)

Information links all areas of the logistics system together. Information processing is becoming increasingly automated, complex and rapid. It is critical to the efficient functioning of system.

Other Logistics Activities (其他物流活动)

Other logistics activities, such as wasting disposal and returning goods handling, are also important. Logistics managers have to consider the social costs associated with waste disposal. The handling of returned goods, often regarded as reverse distribution, is an important part of the logistics process.

Task Implementation 任务实施

Model of Service Practice

A: Assistant manager of UPS

B: Potential client

(Frank, an assistant manager of UPS, is introducing the main business of his company to a potential client on telephone.)

(The telephone rings.)

A: Hello? UPS. Frank is speaking! Can I help you?

B: This is Owen from England. I'd like to consult with you about UPS's main business.

A: Our business focuses on U.S. Domestic Package, International Package, and Supply Chain

& Freight. UPS is one of the largest logistics groups in the world, including 362 branches in 76 countries and regions.

B: Wow, it's amazing!

A: U.S. Domestic Package service is UPS's core business, providing time-definite delivery of letters, documents, and packages in the United States.

B: What about International Package segment?

A: It focuses on air and ground delivery of small packages and letters to approximately 200 countries and territories, including shipments outside the United States and shipments with either origin or distribution outside the United States.

B: Oh, I've heard a little about it. Can you tell me something about Supply Chain & Freight segment?

A: It offers forwarding and logistics services, including supply chain design and management, freight distribution, customs brokerage, mail, and consulting services.

B: I know you provide world-class customs brokerage services to simplify trading across borders.

A: You're right.

B: Thanks a lot for your excellent description. Your company's main business is in the United States and throughout over 200 countries and regions, isn't it?

A: Yes, it is.

B: How many customers do you have each day?

A: Take package business as an example, in every working day, our company has 6.1 million customers to send parcels, and number of recipients is as high as 1.8 million.

B: Wow! Then how many employees do you have?

A: We have 408,000 employees globally, 340,000 in the United States and 68,000 internationally.

B: Oh, that's incredible! Excuse me, I've got to hang up now. I have a meeting.

A: Well, it's so nice of you to give us your attention. You can visit www.ups.org.cn for more information.

B: I do appreciate your help. I've enjoyed talking to you.

A: Goodbye!

B: Goodbye!

A: UPS 的经理助理

B: 潜在客户

(UPS 的经理助理弗兰克正在电话中向一名潜在客户介绍公司的主要业务。)

(电话响了。)

A: 你好! UPS。我是弗兰克, 您需要什么帮助?

B: 我是来自英国的欧文。我想向你咨询一下 UPS 的主要业务。

- A:** 我们的业务集中在美国国内包裹递送、国际包裹递送及供应链&货运服务。UPS 是世界上最大的物流集团之一，在 76 个国家和地区拥有 362 个分支机构。
- B:** 哇！真令人吃惊！
- A:** UPS 的核心业务是美国国内包裹递送服务，在美国国内确定时间派送信件、文件和包裹。
- B:** 国际包裹递送呢？
- A:** 国际包裹递送服务对大约 200 个国家和地区空运或陆运小件包裹和信件，包括在美国以外的运送以及发件地或收件地有一方在美国以外的运送。
- B:** 哦，我对此有所耳闻。可以介绍一下供应链&货运业务吗？
- A:** 供应链&货运业务提供转运和物流服务，包括供应链设计与管理、货物配送、海关代理报关、邮政以及咨询服务。
- B:** 我知道你们提供世界级海关代理报关服务以简化跨国贸易。
- A:** 您说得很对。
- B:** 非常感谢你精彩的讲解！你们公司的主要业务是在美国以及其他 200 多个国家和地区，对吗？
- A:** 是的。
- B:** 你们每天接待多少客户？
- A:** 以包裹业务为例，每个工作日内有 610 万份递送，取件数高达 180 万份。
- B:** 哇！那么你们有多少员工？
- A:** 在全球有 408000 名员工，其中在美国有 340000 名，其他国家有 68000 名。
- B:** 哦，简直不可思议！对不起，我现在得挂断电话了。我有个会。
- A:** 好，非常感谢您关注我们。您可以登录 www.ups.org.cn 获取更多信息。
- B:** 真是太感谢你的帮助了。同你交谈真令人愉快。
- A:** 再见！
- B:** 再见！

Guide for Service Language 服务语言指南

● Common Expressions on Gratitude 感谢常用表达

Expressing Thanks (表示感谢)

Many thanks for your coming here. 多谢你的光临。

It was ever so nice of you to give us support. 非常感谢你支持我们。

Thanks a lot for your invitation. 非常感谢你的邀请。

I really can't thank you enough for the invitation. 对您的邀请我真是感激不尽。

I do appreciate your timely help. 我的确很感激您的及时帮助。

I should like to express my appreciation. 我谨表示我的谢意。

It's very kind of you. 非常感谢您。

Responding to Thanks (回答对方的感谢)

You are welcome. 不用谢。

It's a pleasure. 我很乐意。

I'm very glad you enjoyed it. 我很高兴你觉得满意。

At your service. 愿为您效劳。

I was glad to be of some assistance. 我很高兴为您效劳。

I'm glad to have been of some service. 我很高兴能为您效劳。

Case Practice 案例演练与实训

Now, let's begin the practice according to the following task of service practice:

Practice Please practice the dialogue according to the following case description, service procedure, and skill points. Students can be divided into different groups to role-play.

● Case Description 案例描述

Target: XUNTONG

Business Profile: XUNTONG is one of the largest logistics groups in China, including 82 branches in 78 cities and regions. The freight transport service is XUNTONG's core business, providing integrated services aiming to satisfy customer's specific requirements. In addition to handling traditional freight, the group also specializes in providing special services, which consist of fairs & exhibitions, global sports events, project services, art logistics, household and office removals and consulting.

Issue Review: A potential client from Australia is consulting with the assistant manager of XUNTONG about its main business on telephone.

目标锁定: XUNTONG

业务概况: XUNTONG 中国最大的物流集团之一, 在 78 个城市和地区拥有 82 个分支机构。XUNTONG 的核心业务是货物运输业务, 提供一体化的、适合客户个性化要求的服务。除了处理传统货运以外, 该集团还专长于提供特殊的服务, 包括交易会&展览会、全球体育赛事、项目服务、艺术物流、家庭和办公室搬迁以及咨询服务。

事件回顾: 一名来自澳大利亚的潜在客户正在电话中向 XUNTONG 集团的经理助理咨询公司的主要业务。

● Service Procedure 服务流程

- Greeting the customer in an appropriate way on telephone
在电话中用适当的方式向客户问候 (电话用语)
- Giving regards to the customer
向客户问好
- Asking for the requirements of the customer
询问客户需求
- Telling the customer it's your pleasure to help him
告诉客户你愿意为其提供帮助
- Introducing the company profile to the customer
向客户介绍公司概况
- Introducing the company's main business to the customer
向客户介绍公司的主要业务

- Negotiating and cooperating with the customer
与客户谈判和合作
- Providing the customized service to the customer
向客户提供个性化方案
- Wishing a successful cooperation
祝愿合作成功

● **Skill Points 技能要点**

Introducing the main business of a logistics company:

介绍物流公司的主要业务:

- International freight forwarding business 国际货运代理
- Domestic freight forwarding business 国内货运代理
- FCL and LCL service of container 集装箱整箱和拼箱服务
- Bonded business 保税业务
- Customs declaration agency 报关代理
- Inspection agency 报检代理

Exercises

1. Directions: After reading the following passage, you are required to complete the information by filling in the blanks marked 1 to 5 in the table below.

FedEx Express

FedEx Express is a cargo airline based in Memphis, Tennessee, United States. It is the world's largest airline in terms of freight tons flown and the world's fourth largest in terms of fleet size. It is a subsidiary of FedEx Corporation, delivering packages and freight to more than 375 destinations in nearly every country each day.

FedEx Express operates one of the world's largest cargo air fleets with 688 aircraft. With one of the world's largest air fleets, FedEx Express is the largest member of the United States Civil Reserve Air Fleet in terms of aircraft pledged. To be able to respond to changing freight demand quickly, FedEx Express tends to keep a number of empty planes in the air.

FedEx Express

Type of Company: 1

Location of Company: in 2

Industry Status: (1) the world's 3 airline in terms of freight tons flown

(2) the world's fourth largest in terms of fleet size aircraft amount: 4

Main Business: delivering packages and freight

Business Scale: 5 destinations in nearly every country each day.

2. Directions: After reading the following passage, you are required to answer the questions.

Royal Mail

Royal Mail is the government-owned postal service in the United Kingdom. It is responsible for universal mail collection and delivery in the UK. Letters are deposited in a pillar or wall box, taken to a post office, or collected in bulk from businesses. Deliveries are made at least once every day except Sundays and Bank Holidays at uniform charges for all destinations within the UK. First Class deliveries are generally made the next business day throughout the UK.

Royal Mail is famous for its custom load-carrying bicycles (with the rack and basket built into the frame), made by Pashley Cycles since 1971. Since 2000, their old bikes have been shipped to Africa by Re-Cycle (10,000 as of 2008). In 2009, Royal Mail announced it was beginning to phase out bicycle deliveries, to be replaced with more push-trolleys and vans. In addition to running a large number of road vehicles, Royal Mail uses trains, a ship and some aircraft, with an air hub at East Midlands Airport.

Royal Mail delivers 84 million items every working day and has a network of 14,376 post offices with a revenue of £9.056 billion, and profits before tax are £312 million.

- (1) What type of organization is Royal Mail?
- (2) What is Royal Mail responsible for?
- (3) What is Royal Mail famous for?
- (4) What kind of vehicles does Royal Mail use besides road vehicles?
- (5) How many post offices does Royal Mail have?

3. Directions: After reading the following passage, you are required to translate the underlined sentences into Chinese.

APL and APL Logistics

NOL is the largest shipping and transportation company listed on the Singapore Exchange (SGX). With over 11,000 staff across 260 countries, the Group delivers quality services through its key brands: APL and APL Logistics. Each year, NOL transports a volume of over 2 million forty-foot equivalent units (FEU) worldwide.

Through NOL's brands, APL and APL Logistics, its business activities encompass all aspects of global cargo container transportation and logistics. Its services span 115 countries and are delivered by over 11,000 employees.

The NOL Group's container shipping business APL has been facilitating global trade since 1848. It is one of the industry's leading global brands, providing customers with ocean shipping and container transportation services through intermodal operations combined with the latest information technology. APL helps customers grow their business across Asia, North and South America, Europe, the Middle East, the Indian subcontinent and Australia. It offers more than 80 weekly services and over 500 weekly calls at 180 ports worldwide.

The Group's logistics business, APL Logistics, provides international, integrated supply chain services in more than 50 countries, including both origin and destination services such as freight consolidation, warehousing and distribution management. APL Logistics uses innovative technology solutions for maximum supply chain visibility and control. It solves supply chain challenges through its comprehensive suite of logistics services, worldwide distribution network and multimodal transportation. APL Logistics operates a global network of over 190 facilities with 26 million square feet of warehouse space.

NOL's vision is to be the best in the world at moving and managing containerised trade, providing a lifeline for the global economy.