

# 目 录

## Contents

前言

### Chapter 1 Customer Reception 接待顾客

- |               |                                       |              |
|---------------|---------------------------------------|--------------|
| <i>Unit 1</i> | Greeting Customers                    | 与顾客打招呼 / 2   |
| <i>Unit 2</i> | Recommending Commodities to Customers | 向顾客推荐商品 / 7  |
| <i>Unit 3</i> | Bargaining                            | 讨价还价 / 12    |
| <i>Unit 4</i> | Claiming for Compensation or Payment  | 要求赔偿或结账 / 20 |
| <i>Unit 5</i> | After-sales Service                   | 售后服务 / 25    |

### Chapter 2 Effective Selling 销售实战

- |                |   |              |
|----------------|---|--------------|
| <i>Unit 1</i>  | Selling Shoes                             | 卖鞋 / 32      |
| <i>Unit 2</i>  | Selling Cosmetics                         | 卖化妆品 / 38    |
| <i>Unit 3</i>  | Selling Costume                           | 卖服装 / 45     |
| <i>Unit 4</i>  | Selling Jewelry                           | 卖珠宝首饰 / 52   |
| <i>Unit 5</i>  | Selling Sports Goods                      | 卖体育用品 / 58   |
| <i>Unit 6</i>  | Selling Clocks and Toys                   | 卖钟表和玩具 / 64  |
| <i>Unit 7</i>  | Selling Craftwork                         | 卖工艺品 / 70    |
| <i>Unit 8</i>  | Selling Cigarettes and Wines              | 卖烟和酒 / 78    |
| <i>Unit 9</i>  | Selling Drugs                             | 卖药 / 84      |
| <i>Unit 10</i> | Selling Tea                               | 卖茶叶 / 91     |
| <i>Unit 11</i> | Selling Books                             | 卖书 / 98      |
| <i>Unit 12</i> | Selling Furniture and Electric Appliances | 卖家具和电器 / 104 |
| <i>Unit 13</i> | Selling Computers and Mobile Phones       | 卖电脑和手机 / 112 |
| <i>Unit 14</i> | Selling Fruits and Vegetables             | 卖水果和蔬菜 / 117 |
| <i>Unit 15</i> | Selling Cars                              | 卖汽车 / 122    |
| <i>Unit 16</i> | Selling Houses                            | 卖房子 / 129    |

<i>Unit 17</i>	Selling Food	卖食品 / 135
<i>Unit 18</i>	Selling Stationery	卖文具 / 141
<i>Unit 19</i>	Selling Flowers	卖花 / 148
<i>Unit 20</i>	Selling Glasses	卖眼镜 / 154
<i>Unit 21</i>	Selling Perfumes	卖香水 / 160
<i>Unit 22</i>	Promotion	减价促销 / 166

**附录** 售货员英语词汇 / 173