

## 《商务口语：如何向外商介绍你公司产品？》

### (1) 最基本的，要介绍产品的性能 (performance)

?????good adaptability

?????fuel efficient

?????roomy inside

?????well sealed up

e.g. Reliable operation, no coal adhering and blockage. Good adaptability to various coal powder.

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e.g.The central body of the plane is made entirely of carbon composite material, which makes the plane lighter and more fuel efficient.

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### (2) ??????????market share?

?????????everyone on the line

?????very popular abroad

?????exceed supply

e.g.Everyone on the line knows that Chinese tea is good in quality and reasonable in prices.

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e.g.Today, he said demand of flash memory chips will exceed supply in the second half.

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P.S.????????????????????????????????supply exceeds demand

e.g.The ratio of products where supply exceeds demand is up and structural and lowlevel surplus took place.

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?3????????????????????????style/color/ specifications?

?????????be in fashion and in good taste

?????????: well-tailored in workmanship, fresh and good in style

?????perfect combination

?????brightly colored

e.g.Designers are very forward thinking and buyers can be backward thinking. so the merchandiser must be the arbiter of good taste and fashion and keep the process moving in a positive direction.

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e.g.An inexpensive and convenient recovery drink is chocolate milk, which is the perfect combination of carbs and protein.

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e.g.Small, brightly colored toys hold the same appeal for pets as they do children.

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