



ENGLISH FOR CAREERS

Unit 4 Channel

市场营销英语

English for Sales and Marketing

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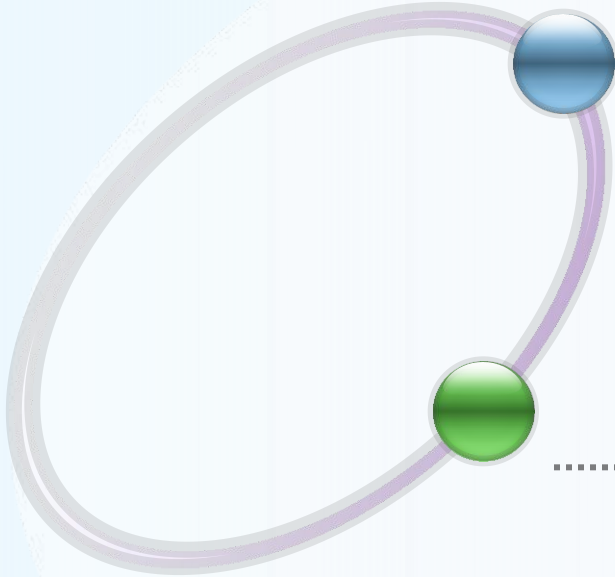
Speaking



Vocabulary and Structure



Warming-up



Warming-up Task 1

Warming-up Task 2



Warming-up: Task 1

Task 1 Read the following statements and mark "W" for those describing wholesalers and "R" for retailers in brackets.

1. Selling goods in small quantities
2. Selling goods for resale
3. Dealing only in a limited range of goods
4. Direct contact with consumers
5. More capital required to start and run the business
6. Selling goods for consumption

1. R

2. W

3. W

4. R

5. W

6. R



Warming-up: Task 2

Task 2 The following pictures illustrate the distribution flow of clothing at different stages. Match each term with its corresponding picture and arrange them in sequence.



D

Retailer

C

Consumer

B

Producer

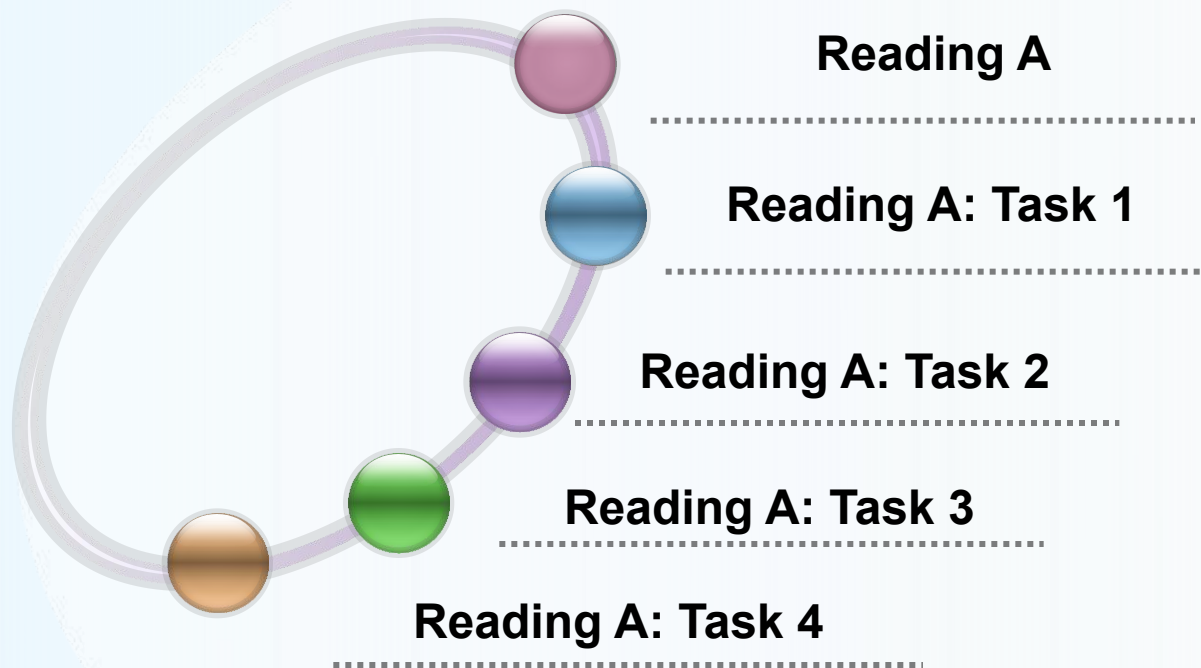
A

Wholesaler

1 **B** > 2 **A** > 3 **D** > 4 **C**



Reading A



For background information, click [HERE](#).



Reading A



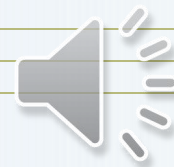
翻译

Types of Distribution Channels

- » Goods and services often pass through several hands before they end up with the consumers. However, sometimes they are able to pass directly from the producers to the consumers. Therefore, there are two ways to distribute goods and services: by a direct channel and by an indirect channel.



Reading A



翻译

» Direct channel

Distributing products this way means that producers sell their goods and services directly to the consumers. There are no middlemen between the producers and consumers. The producers sell directly to their customers through door-to-door salesmen or through their own retail stores. For example, Bata India Ltd. and Liberty Shoes Ltd. have their own retail shops from where they can sell their products to their customers. Many service organizations also provide their services directly to their customers. Banks, consultancy firms, telephone companies, and passenger and freight transport services are examples of where consumers receive services by a direct distribution channel.



Reading A

翻译



» Indirect channel

If the producers are producing goods on a large scale, it may not be possible or cost-effective for them to sell goods directly to consumers. They sell their products through middlemen. These middlemen may be wholesalers and/or retailers. A wholesaler buys goods in large quantities from producers; whereas a retailer buys goods from wholesalers and sometimes directly from producers and sells to consumers. The involvement of various middlemen in the process of distribution constitutes an indirect distribution channel. Here are two important indirect distribution channels:



Reading A



翻译

- » 1. Producer → Wholesaler → Retailer → Consumer

This is a common channel for the distribution of goods to the ultimate consumers. Selling goods through a wholesaler may be suitable in cases such as food grains, spices, utensils and items which are small in size.

- » 2. Producer → Retailer → Consumer

Using this channel, producers sell to one or more retailers who, in turn, sell to the ultimate consumers. This channel is used under the following conditions:

- When the goods cater to a local market, for example, bread;
- When the retailers are big and buy in bulk but sell in small units, directly to the consumers.

Department stores and supermarkets are examples of businesses that use this channel.



Reading A: Task 1

Task 1 Before reading the passage, look at the following chart and explain how goods and services are distributed.

- (a) **The products are distributed to the wholesaler who in turn distributes them to a retailer. The final customer buys products from the retailer.**
- (b) **The products are distributed to a retailer. The final customer buys products from the retailer.**
- (c) **The final customer buys products from the producer. There are no middlemen.**



Reading A: Task 2

Distribution Channel	Flow Chart	Examples
Direct Channel	Producer → Consumer	banks, consultancy firms, telephone companies, passenger and freight transport services
Indirect Channel	Producer → Wholesaler → Retailer → Consumer	food grains, spices, utensils, items which are small in size
	Producer → Retailer → Consumer	bread, department stores, supermarkets



Reading A: Task 3

Task 3 Decide whether the following statements are true (T) or false (F) according to the passage.

T 1. When banks and consultancy firms provide their services, no middlemen are involved.

F 2. A retailer buys goods only from wholesalers and then sells them to consumers.

F 3. Bread and spices go through the process of “Producer → Wholesaler → Retailer → Consumer”.

T 4. Department stores and supermarkets are retailers.

F 5. When the goods cater to a local market, a direct channel is used.



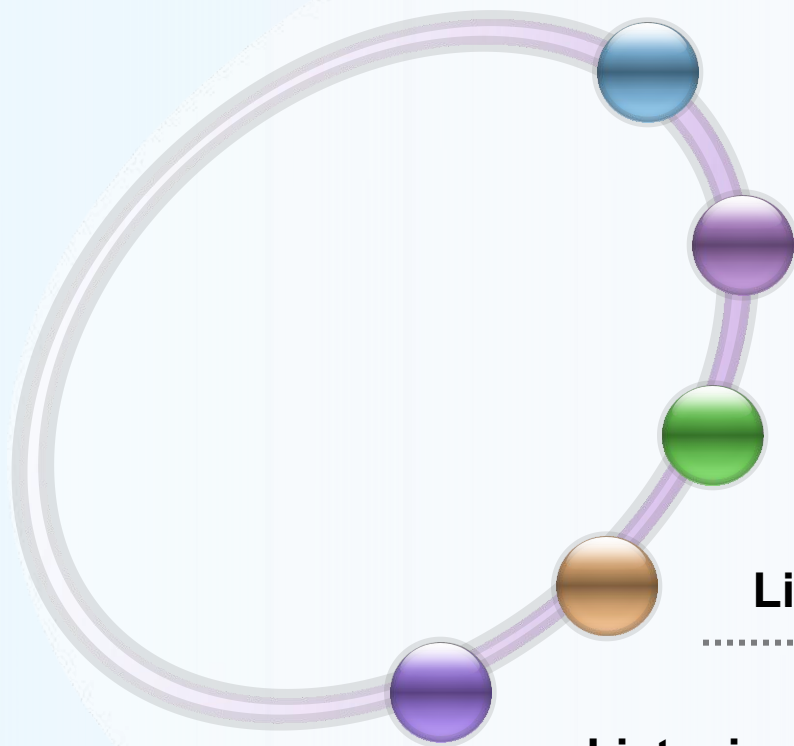
Reading A: Task 4

Task 4 What other indirect distribution channels do you know besides those mentioned in the passage? Discuss with your classmates and list them below.

» (*Open answer*)



Listening



Listening Task 1

.....

Listening Task 2

.....

Listening Task 3

.....

Listening Task 4

.....

Listening Task 5

.....



Listening task 1



Task 1 Tom Black is working for NG Electric Company. He is ringing the doorbell of a house. Listen to the conversation and answer the following questions.



1. What does Mr. Black do in NG Electric?

He is a salesman.

2. What does Mr. Black recommend Mrs. Thomson to try?

Their new LED tube.

3. By what percent of the electric bill will be reduced if Mrs. Thomson uses the recommended product?

25%.

4. Where does Mr. Black suggest Mrs. Thomson to try their product?

In the kitchen or in the sitting room.

5. Why does Mrs. Thomson agree to take one?

Because she thinks Mr. Black has taken all the trouble to call.



Listening task 2



Task 2 Mr. Miller, the marketing manager of NG Electric, is trying to persuade Ms. Brown, a wholesaler, to take more stock of their LED lights. Listen to the conversation and decide whether the following statements are true (T) or false (F).



F

1. Ms. Brown has been stocking NG Electric products for a couple of years by now.

T

2. Ms. Brown bought 200 LED lights last month.

F

3. Ms. Brown has sold all LED lights she bought.

F

4. Ms. Miller wants to invite Ms. Brown to a dealers' meeting to talk about a firm delivery order.

T

5. Ms. Brown says she will try to promote NG Electric products.



Listening task 3



Task 3 Mary is reporting to Mr. Miller about their retailers' sales performance. Listen to the conversation and complete the following table with what you hear.




- » 1. the Christmas trees
- » 2. their colorful LED lights
- » 3. the advantages of the lights
- » 4. measures
- » 5. promote

Selling Performance	Causes
	<ul style="list-style-type: none">• Decorating 1. _____ with 2. _____• A salesperson introducing 3. _____
	<ul style="list-style-type: none">• Lacking 4. _____ to stimulate storekeepers to 5. _____ their products



Listening task 4



Task 4  NG Electric has developed a new product and is looking for sales agents. Ms. Hilton is making a call to Mr. Miller to apply for the job. Listen to the conversation and choose the best answer to each of the following questions.

- » **1. B** 1. Where does Ms. Hilton see the advertisement for sales agents?
A. In a newspaper. B. On the Internet. C. In a magazine.
- » **2. A** 2. What problem can the new product solve?
A. A flat battery. B. Power off. C. Power failure.
- » **3. C** 3. Which one of the following is not mentioned in the conversation?
A. Radio. B. Digital camera. C. MP4.
- » **4. A** 4. Where does Ms. Hilton want to work?
A. Nigeria. B. America. C. Australia.
- » **5. C** 5. What does Ms. Hilton want from Mr. Miller?
A. A CD player. B. An MP3. C. A sample.



Listening task 5



1. convenient 2. charger 3. savings 4. global 5. expand

Task 5



Mr. Miller is talking to his colleague Nancy about online buying and selling. Listen to the conversation and fill in the blanks with what you hear.

Mr. Miller: Nancy, have you ever bought anything online? It seems many people are pretty keen on Internet shopping these days.

Nancy: Yes. It's **1.** _____ and easy to use. I've bought many things on Amazon, eBay and other secure sites.

Mr. Miller: What have you bought?

Nancy: DVDs, software, computer components, books, clothes, tickets...

Mr. Miller: Would you buy a solar cellphone **2.** _____ online?

Nancy: Yes, I would if I needed one. A solar cellphone charger? Our new product?

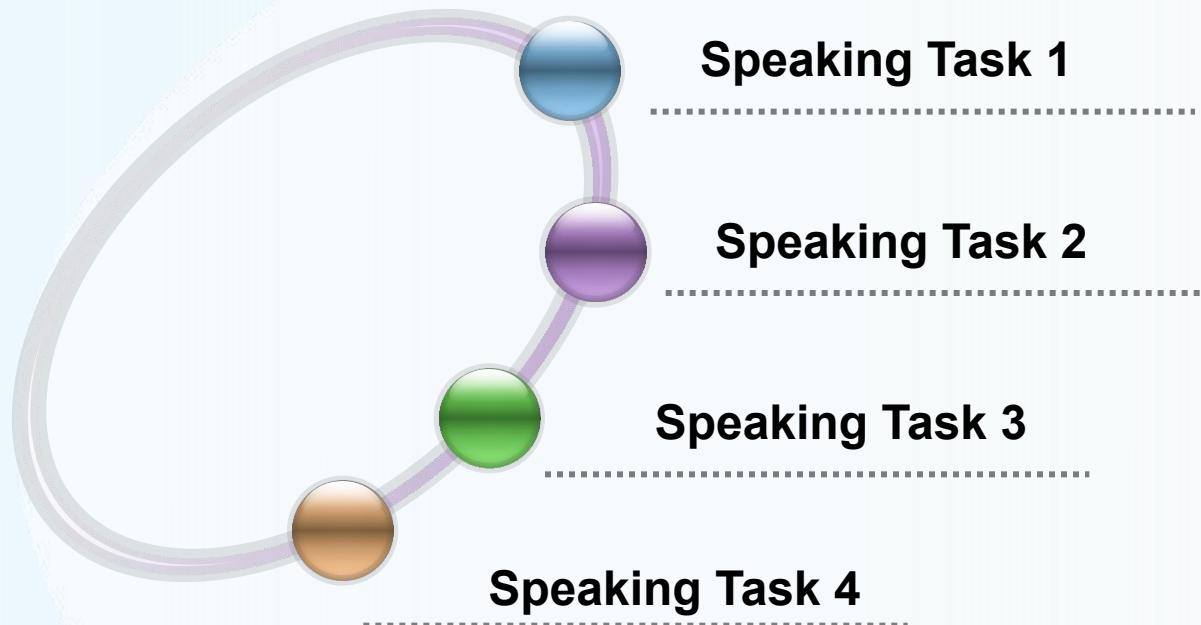
Mr. Miller: Yes, I'm thinking about selling our products on the Internet. What do you think?

Nancy: I think it's a good idea. Selling online will make **3.** _____ in operational costs and reduce order processing costs. And it reaches a **4.** _____ audience.

Mr. Miller: That's true. We intend to **5.** _____ into overseas markets so this might be a good way to start. So, we should think seriously about selling online... mm?



Speaking



Speaking task 1

Task 1 Work in pairs. Practice making short phone calls with the words provided according to the following example.



Example: NG Electric / Anna Hilton / agent / marketing manager

A: Good morning. Is that NG Electric?

B: Yes. Can I help you?

A: This is Anna Hilton. I'm interested in becoming your agent in Canada.

B: I see. I will put you through to the marketing manager. Would you hold on, please?



1. Hobby Horse Clothing Company / Emma Stein /
wholesaler / general manager

2. Life Paint Company / Diana Whitney / retailer /
marketing manager

3. Rubber Flooring Company / John Smith /
salesman / HR manager



Speaking task 2

Task 2 Work in pairs. Mr. Black, the manager of DEG company, is meeting the manager of AEM Company in his office. Role-play a conversation between them according to the instructions below.



» Sample

A: Good morning, Mr. Smith. I'm Tony Black.

B: Nice to meet you, Mr. Black. I'm so pleased you could come.

A: AEM is one of the most famous companies in kitchen utensil industry. So I wish to be a wholesaler of your company.

B: Thank you. I'm happy you'd like to be our wholesaler.

A: Then what requirements should I meet?

B: There is a minimum purchase of 1,000 pieces, and our wholesalers are required to promote our products.

A: I promise to do that.

B: That's great. Now let's talk about it in details.



Speaking task 3

Task 3 Work in pairs. As the marketing manager of AEM Company, you want to know the sales performance of your new product in supermarkets. Role-play a conversation between you and your assistant according to the following instructions.



» Sample

A: Good morning, Mary,

B: Good morning, Mr. Smith.

A: How about the sales of our new product in supermarkets?

B: The performance is very good.

A: Why?

B: Because the salesmen in supermarkets introduce the product to customers.

A: Oh, that's good. I think we should suggest the salesmen in groceries do the same.

B: I agree with you.



Speaking task 4

Task 4 Work in pairs. Suppose you are the Marketing Manager and are inspecting how the selling online project is going. Practice making a conversation according to the instructions below. Refer to the given expressions if necessary.



» Sample

A: You did a good job on this survey.

B: Thank you.

A: But where is our company's profile?

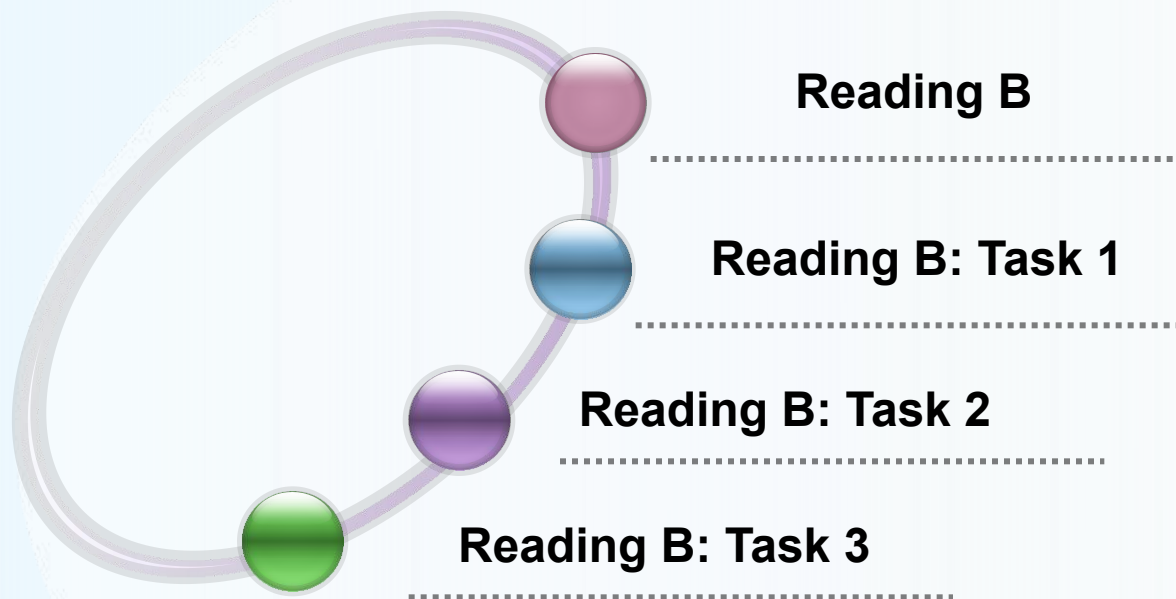
B: I'm sorry. I don't know it is needed.

A: The company's profile is very important. Add it right now.

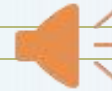
B: Yes, sir.



Reading B



Reading B



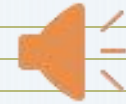
翻译

Showrooming: Threat or Opportunity?

- » With the use of smart phones and tablets as purchasing aids, consumers can search, communicate and purchase on the move. “Showrooming” as a market phenomenon in multichannel retailing has grown in importance over the last few years. Consumers nowadays use the brick-and-mortar store to research a product before purchasing it online. This leads to the offline stores being converted into showrooms for the online retailers.
- » Retailers used to worry about how to get consumers into the store, but experts note they now need to worry instead about selling to consumers who are bringing other stores in with them. Amazon’s Price Check app, for instance, allows shoppers to instantly compare prices while in a brick-and-mortar store. Online retailers that mobile users can tap bring great challenges to traditional brick-and-mortar chains because of their wide selections, lower prices, and 24/7 convenience.



Reading B



翻译

- » Consumers have always shopped around to broaden their options and get the best deal. Now e-commerce and m-commerce offer them a new twist. Webrooming is the opposite behavior to showrooming. With showrooming, retailers are faced with the challenge of customers coming into the store to browse and test products, only to subsequently go home and actually complete their purchase online (often through a competitor). Webrooming, on the other hand, is when consumers research products online before going into the store for a final evaluation and purchase.



Reading B



翻译

- » In the past, there was a lot of gloom and doom talk about how showrooming ate into the profits of retailers and that there was nothing they could do to fend off its impact. Today, to address showrooming head-on, Best Buy and Target have announced they would permanently match the prices of online retailers. In an effort to integrate online shopping and in-person pick-up, retailers around the world are adopting the flexible buy online, pick up in-store (BOPIS), reserve online, pick up in-store (ROPIS) and buy online, return in-store (BORIS) solutions to meet customer expectations. Offering a cohesive customer experience across multiple channels is one key way to encourage shoppers to engage with your brand both online and offline.
- » The COVID-19 pandemic has changed our world in many ways and brought massive changes to the way we shop. Increased social distancing means an omnichannel approach is now a necessity for retail store owners. Augmented reality (AR) and virtual reality (VR) are predicted to become more popular in the retail space, according to a recent global survey run by Nielsen.



Reading B: Task 1

Task 1 Read the passage and give your definition of each term.

Term	
Brick-and-mortar Store	A brick and mortar store is a business or retail outlet that operates from a physical storefront, as opposed to other common retailing methods such as mail order catalogs or online shopping.
Showrooming	Showrooming is a behavior of information gathering in offline stores before purchasing from an online retailer, usually at a lower price.
Omnichannel Approach	A channel strategy that intends to provide customers with a seamless shopping experience, whether they're shopping online from a desktop or mobile device, by telephone, or in a brick-and-mortar store.



Reading B: Task 2

Task 2 Decide whether the following statements are true (T) or false (F) according to the passage.

- T** 1. Increased use of mobile and digital technology enables consumers to engage in product information search on one channel and purchase on another.
- F** 2. A fewer number of consumers can afford the time for showrooming, therefore brick-and-mortar retailers that are used as showrooms might as well consider it an opportunity.
- T** 3. Webrooming and showrooming are examples of how consumers make the best of the omnichannel world to their benefit.
- F** 4. An example of BORIS strategy is for customers to visit the website, reserve the item they want, and then go to the store for quick and convenient pick-up.
- F** 5. Social or physical distancing during the COVID-19 pandemic is the cause of major setbacks in online channel innovation.



Reading B: Task 3

Task 3 Translate the following paragraph into Chinese.

Retailers used to worry about how to get consumers into the store, but experts note they now need to worry instead about selling to consumers who are bringing other stores in with them. Amazon's Price Check app, for instance, allows shoppers to instantly compare prices while in a brick-and-mortar store. Online retailers that mobile users can tap bring great challenges to traditional brick-and-mortar chains because of their wide selections, lower prices, and 24/7 convenience.

过去，店家们花费心思吸引消费者光临，但业内行家提醒：店家现在则需要担心的是顾客会不会引狼入室。例如，亚马逊的一款实时价格手机应用程序允许购物者在实体店购物时比照价格。使用移动设备的消费者利用在线零售商提供的便利可以增加选择范围、获取更低廉的价格以及24/7的便捷服务。其优势显而易见，因为这是传统的实体连锁经营店无法做到的。



Writing

Dear Sir or Madam,

I'm interested in applying for the position of a senior retail sales representative advertised in *New Orleans Times* on April 1, 2012.

As my enclosed résumé indicates, I have three years' experience in retail sales. As a sales representative in Retail Chain Salesman Ltd., I was responsible for driving the sales.

If you contact the references listed in the résumé, I believe that you will find that I have excellent interpersonal communication, negotiation and presentation skills.

Thank you in advance for your generous consideration. If you wish to contact me, please call me at my mobile: 1594687xxxx. I would be happy to make myself available for a personal interview at your convenience.

Letter of Application

Yours sincerely,
Frank Horton



Project

Project Guidelines

This project aims to help students get familiar with different distribution channels. The whole task is divided into two steps. Step One concerns the flow of products from producers to ultimate consumers. Step Two focuses on different types of distribution channels.

Please follow the *Task Description* to complete the project.



Project

Task Description

Step One

- Divide your class into several small groups of 4-6 students;
- Decide on three different kinds of products you'd like to discuss;
- Describe their flow from producers to ultimate consumers.

Step Two

- Analyze the information obtained in Step One and identify different types of distribution channels;
- Discuss and give other examples of each distribution channel.



Vocabulary and Structure



Vocabulary: Task 1

Vocabulary: Task 2

Vocabulary: Task 3

Vocabulary: Task 4



Vocabulary & Structure: Task 1

Task 1 Fill in the blanks with the words from this unit that match the meanings in the column on the right. The first letters are already given.

1. **s**cale the size or level of something, or the amount that something is happening
2. **f**reight goods carried by a large vehicle
3. **i**nvolvement the act of taking part in the activities of a group
4. **d**isclose to make something publicly known, especially after it has been kept secret
5. **u**ltimate being the last
6. **c**onsultancy the practice of giving expert advice within a particular field
7. **f**amiliarize to learn about something so that you understand it
- 8 **c**onstitute to form or compose
9. **b**an to say that something must not be done, seen, used, etc.
10. **n**utrition the process of giving or getting the right type of food for good health and growth



Vocabulary & Structure: Task 2

Task 2 Fill in each blank with the appropriate form of the word given in brackets.

1. The Belt and Road Initiative boosts financial integration (integrate) and deepens people-to-people bonds.
2. The producers (produce) of the radios could not find a market for them.
3. Until 2000, there had been a long history of government involvement (involve) in the wool industry.
4. He glanced at his wife, finding comfort in her familiar (familiarize) face.
5. A lot of money is spent by retailers (retail) on advertising.
6. The consultant (consultancy) had a conversation with her client about the service fee.
7. Radical (radically) changes to teacher training will be the next significant development.
8. An indirect (indirectly) benefit of a night light is a feeling of safety.
9. Everyone arrived late at the party for various (variety) reasons.
10. The ultimate (ultimately) version of the plan will be handed over to that department.



Vocabulary & Structure: Task 3

Task 3 Complete the following sentences with the words or phrases given below. Change the form if necessary.

middleman in turn scale distribution channels cater to
constitute retailer ultimate pass through end up with

1. TV programs should cater to all tastes.
2. His duties include overseeing all marketing efforts through all distribution channels passed through.
3. He had passed through many difficulties during the experiments.
4. It's giving much more information to the players, which in turn helps improve their performance.
5. The scale of production in the factory has increased this year.
6. Why don't they cut out the middleman and let us do it ourselves?
7. Volunteers constitute more than 95% of the Center's work force.
8. After many defeats, the war ended for us in ultimate victory.
9. Wal-Mart is the second-largest retailer by sales in China, behind Sun Art Retail Group Ltd.
10. Young adults may end up with finding it difficult to readapt to the academic environment.



Vocabulary & Structure: Task 4

Task 4 Translate the following Chinese into English using the words or phrases given in brackets.

1. For companies the main task is simply to **end up with absorbing more talented people than their competitors** _____ (最终比竞争对手争取到更多的人才). (end up with, absorb)
2. **Shopping malls mainly cater to rich people** _____ (大型购物中心主要迎合富人), whereas multiple shops serve the general public. (shopping mall, cater to)
3. **Most products pass through middlemen** _____ (大部分产品都要经过中间商之手), and selling to and through them can be as important as consumer selling. (middlemen, pass through)
4. **To constitute an effective team** _____ (要建立一个有效的团队), its members must share a common goal. (constitute, effective)
5. Our clients are all for specialty products, not the kind of thing to **sell in bulk to wholesalers** _____ (大批出售给批发商). (in bulk)



Reading A Backdrop

» Distribution channels

- ✔ A distribution channel is a vehicle used by the company to sell its products and services to its customers. In general, distribution channels are either direct, meaning the company interacts with customers directly, or indirect, meaning intermediaries perform activities on behalf of the company to reach customers. When a company develops its marketing strategy, it determines which channels it wants to use. Companies can choose to use a single-channel or multiple-channel strategy.

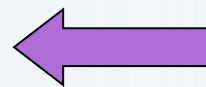
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Reading A Translation

分销渠道类型

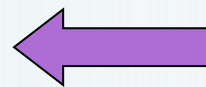
商品和服务经常会几经转手之后才最终到达消费者手里，但有时也会从生产商直接到达消费者手里。因此，商品和服务的分销渠道类型有两种：直接渠道和间接渠道。



Reading A Translation

直接渠道

这种分销方式是指生产商将商品和服务直接出售给消费者，二者之间没有中间商。生产商通过上门销售人员或自己设立的零售店向消费者直接销售。例如，印度的巴塔公司和利博提鞋业公司都有自己的零售店，将产品直接出售给消费者。许多服务性机构也直接向消费者提供服务，例如，银行、咨询公司、电话公司、客货运服务公司，消费者通过直接分销渠道享受服务。

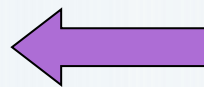


Reading A Translation

分销渠道类型

间接渠道

如果生产商生产规模很大，可能无法将商品直接销售给消费者，或者这样做成本太高，他们就会通过中间商进行销售。这些中间商可能是批发商和/或零售商。批发商从生产商处购入大量商品，而零售商则从批发商处购货，有时也从生产商处直接购货，之后再出售给消费者。分销过程中有不同中间商参与的形式就是间接分销渠道。以下为两种重要的间接分销渠道：



Reading A Translation

分销渠道类型

✓ 1. 生产商→批发商→零售商→消费者

这是商品到达最终消费者的常用分销渠道。适合通过批发商分销的商品有粮食、调味料、器皿和尺寸小的商品等。

✓ 2. 生产商→零售商→消费者

通过这种分销渠道，生产商将商品出售给一个或多个零售商，零售商再将商品出售给最终消费者。以下情况会采用这种分销渠道：

- 商品主要满足当地市场需求，如面包；
- 零售商规模大，购货量也大，但以小单位直接地出售给消费者。

✓ 百货公司和超市就使用这种分销渠道。



Listening task 1 Script



- » **Mr. Black:** Good morning, madam. I am Tom Black, a salesman with NG Electric.
- » **Mrs. Thomson:** Good Morning. I'm Mrs. Thomson.
- » **Mr. Black:** Mrs. Thomson, I wonder if you'd like to try our new LED tube.
- » **Mrs. Thomson:** Well, I don't really need a tube.
- » **Mr. Black:** Our LED tubes give more light and consume less electricity. Using them would reduce your electric bill by about 25% so they would be a lot more economical. Why not try one in the kitchen or in the sitting room where you use most light?
- » **Mrs. Thomson:** OK, I'll take one just because you've taken all the trouble to call.
- » **Mr. Black:** Thank you. You won't regret it, I promise you.



Listening task 2 Script



- » **Mr. Miller:** Good morning, Ms. Brown.
- » **Ms. Brown:** Good morning, Mr. Miller. What can I do for you?
- » **Mr. Miller:** You've been stocking our products for a couple of months now. How are things going?
- » **Ms. Brown:** OK, I'd say. We bought 200 LED lights from you last month.
- » **Mr. Miller:** Yes, how are they going? Have you sold them all yet?
- » **Ms. Brown:** No, not yet. There are still 50 left.
- » **Mr. Miller:** I was wondering if we could make you a firm delivery order, say for 300 every month. We would also like to invite you to a dealers' meeting to talk about sales targets.
- » **Ms. Brown:** I can't make any definite commitment to you at present. I've not yet sold out what I got from you last month, leave aside increasing the order. However, I do think they will catch on and I'll try to push them.
- » **Mr. Miller:** Thank you, Ms. Brown.



Listening task 3 Script



- » **Mr. Miller:** How are the retailers' sales this month?
- » **Mary:** Our LED bulbs and tubes are selling well in supermarkets, especially the decorative lights. But the sales in grocery stores are not very good.
- » **Mr. Miller:** What's causing the different results?
- » **Mary:** Well in the supermarkets, salesmen decorate the Christmas trees with our colorful LED lights. This attracts a lot of shoppers.
- » **Mr. Miller:** Right, Christmas is coming. We expect a huge demand for decorative lights.
- » **Mary:** Yes, and there's a salesperson on the spot introducing the advantages of our lights so the customers learn about the savings that can be made.
- » **Mr. Miller:** Then why the poor selling performance in grocery stores?
- » **Mary:** I think we should take some measures to stimulate storekeepers to promote our products.
- » **Mr. Miller:** Yes, I agree with you.



Listening task 4 Script



- » **Mr. Miller:** Hello, this is Jim Miller.
- » **Ms. Hilton:** Hello, Mr. Miller. My name is Anna Hilton. I saw your advertisement on the Internet for sales agents.
- » **Mr. Miller:** Yes, we've developed a new product—a solar cell phone charger. It's able to solve the problem of having a flat battery when outdoors.
- » **Ms. Hilton:** And the advertisement says that it not only charges cell phone batteries, but it can also be used to charge digital cameras, MP3s, radios, and CD players.
- » **Mr. Miller:** Yes, it makes it unnecessary to carry lots of different chargers for all your electronic devices!
- » **Ms. Hilton:** It sounds very convenient and I'm very interested in becoming your agent in Nigeria. However, before going into this venture, I need to be sure the product is capable of meeting our needs, will work here and there are no problems. Could you send me a sample?
- » **Mr. Miller:** No problem.



Listening task 5 Script



- » **Mr. Miller:** Nancy, have you ever bought anything online? It seems many people are pretty keen on Internet shopping these days.
- » **Nancy:** Yes. It's convenient and easy to use. I've bought many things on Amazon, eBay and other secure sites.
- » **Mr. Miller:** What have you bought?
- » **Nancy:** DVDs, software, computer components, books, clothes, tickets...
- » **Mr. Miller:** Would you buy a solar cellphone charger online?
- » **Nancy:** Yes, I would if I needed one. A solar cellphone charger? Our new product?
- » **Mr. Miller:** Yes, I'm thinking about selling our products on the Internet. What do you think?
- » **Nancy:** I think it's a good idea. Selling online will make savings in operational costs and reduce order processing costs. And it reaches a global audience.
- » **Mr. Miller:** That's true. We intend to expand into overseas markets so this might be a good way to start. So, we should think seriously about selling online... mm?



Reading B Translation

“逛实体店”：威胁抑或机遇？

»使用智能手机和平板电脑等购物工具，消费者可在途完成搜索、通信和购物等操作。“逛实体店”作为多渠道模式零售业务中出现的一种市场现象，在过去几年中越来越引起关注。消费者选择在线渠道购买商品之前，时常先行借助实体店检视产品。这就使得离线商店实质上成为在线零售商的展厅。

»过去，店家们花费心思吸引消费者光临，但业内行家提醒：店家现在则需要担心的是顾客会不会引狼入室。例如，亚马逊的一款实时价格手机应用程序允许购物者在实体店购物时比照价格。使用移动设备的消费者利用在线零售商提供的便利可以增加选择范围、获取更低廉的价格以及24/7的便捷服务。其优势显而易见，因为这是传统的实体连锁经营店无法做到的。



Reading B Translation

其实，消费者四处找寻的始终都是更多的实惠和更多的选择。如今，电子商务和移动电子商务无非是为消费者提供一条新的途径。“逛网店”是与“逛实体店”刚好反向的消费行为。“逛实体店”的情形下，零售商面临的困境是：客户到店浏览和检视商品，但最终空手而归并选择在线渠道完成实际购买行为（通常选择了竞争对手）。而在“逛网店”情形下，消费者通过在线渠道来到网店查阅商品信息，并最终到实体店完成选购和购买过程。



Reading B Translation

- » 过去，关于“逛实体店”的讨论多涉及其如何蚕食零售商的利润，充斥着零售企业对此无能为力的悲观态度。如今，百思买和塔吉特宣布永久与在线零售商的价格保持一致，以此积极应对“逛实体店”现象。为了实现网上购物和当面取件的流程整合，世界各地的零售商正在采纳线上下单、线下自取（**BOPIS**），线上预约、门店购买（**ROPIS**）以及线上购买、门店退换（**BORIS**）的模式，以期客户满意。无论线上还是线下，客户通过多种渠道均能获得一致的体验才是维系品牌价值的关键所在。
- » 新型冠状病毒性肺炎的爆发在许多方面改变了我们的世界，同时给我们的购物方式带来了巨大的变化。扩大社交距离举措的实施要求零售企业采纳全渠道经营模式。尼尔森最近进行的一项全球调查显示，增强现实（**AR**）和虚拟现实（**VR**）预计将在零售领域派上用场。





ENGLISH FOR CAREERS

Thank You !

市场营销英语

English for Sales and Marketing