

NEW STANDARD

VOCATIONAL ENGLISH

新标准职业英语

总主编 | 文秋芳 杨 华



外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

01

系列教材简介 01

02

《新标准职业英语综合教程 1》样章 09

03

《新标准职业英语综合教程 2》样章 29

01 系列教材简介

新课标 · 新思政 · 新理念 · 新形态 · 新教研

《新标准职业英语》全面落实《高等职业教育专科英语课程标准（2021年版）》，依托“产出导向法”理论进行设计，集新课标、新理念、新思政、新形态、新教研于一体，全方位落实立德树人，全链条体现职教特色，全过程突出学科特点，是一套响应时代号召、符合社会期待、满足学生需求的全新教材。



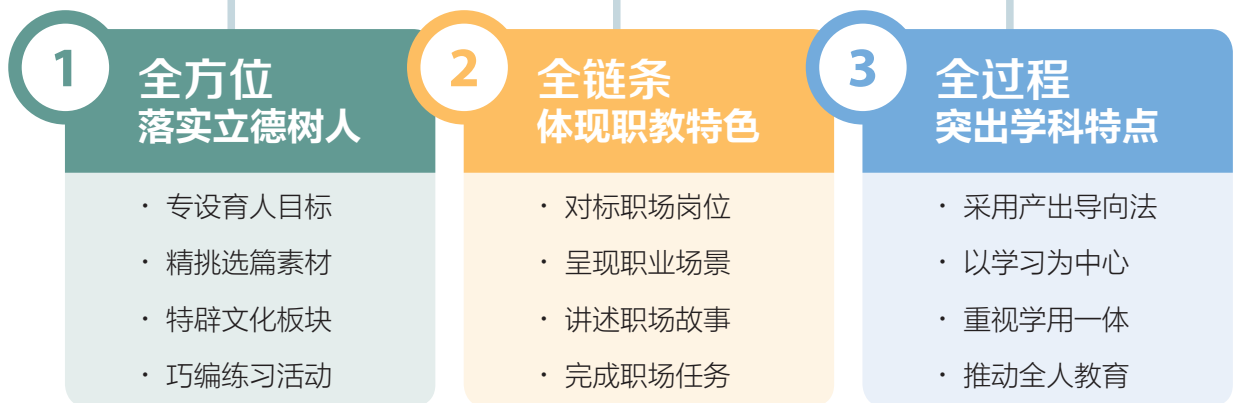
综合教程 1	5213-4365-6	45.90	综合教程 2	5213-4923-8	45.90
自主学习手册 1	5213-4501-8	34.90	自主学习手册 2	5213-4934-4	34.90
教师用书 1	5213-4533-9	38.90	教师用书 2	5213-4933-7	43.90



总主编 | 文秋芳教授

- ◆ 教育部高等职业教育专科英语课程标准研制组组长
- ◆ 中国创新外语教育理论“产出导向法”创始人
- ◆ 国家教材委员会外语学科专家委员会主任

教材特色



落实新课标

系列教材共两级，每级六个单元，每单元精选职场主题，对标新课标基础模块主要话题和职场情境任务；专设“做人+做事”双目标，落实立德树人根本任务，发展英语学科核心素养，培养应用英语能力。

课标话题，全方位覆盖

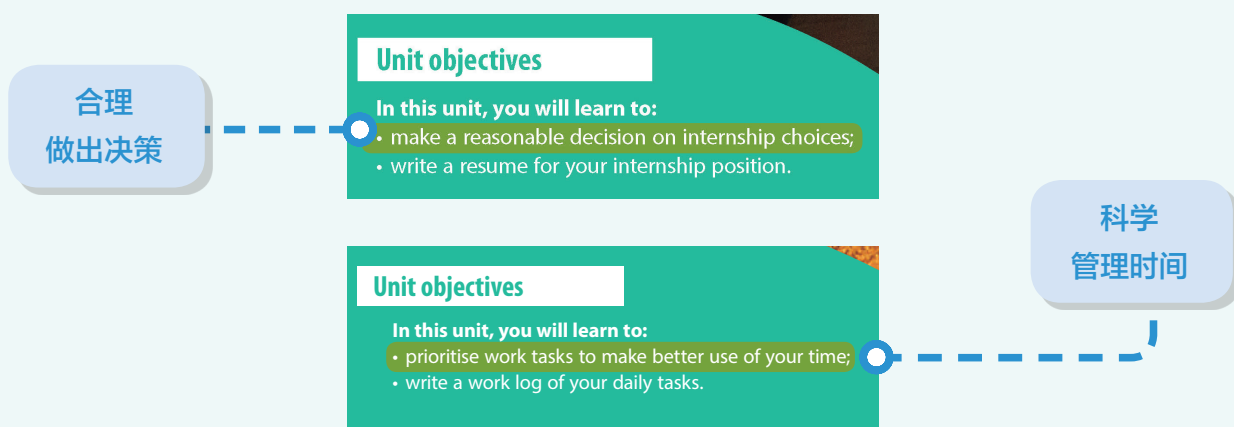
立德树人，学科育人

单元	对标话题	做人目标	做事目标
第一级			
Unit 1 Internships	职业类型 职业选择 职业发展	<ul style="list-style-type: none"> make a reasonable decision on internship choices 	<ul style="list-style-type: none"> write a resume
Unit 2 Time Management	职业规范	<ul style="list-style-type: none"> prioritise work tasks 	<ul style="list-style-type: none"> write a work log
Unit 3 Visitor Reception	科技发展 国家认同 绿色发展	<ul style="list-style-type: none"> give guests a warm welcome 	<ul style="list-style-type: none"> prepare a welcome speech
Unit 4 Corporate Meeting	职业规范 绿色发展	<ul style="list-style-type: none"> make full preparations for a meeting 	<ul style="list-style-type: none"> write meeting minutes
Unit 5 Office Work	职业道德	<ul style="list-style-type: none"> take action to fix a mistake at work 	<ul style="list-style-type: none"> write an apology email
Unit 6 Business Travel	技术应用 国际理解	<ul style="list-style-type: none"> adjust your work style according to local customs 	<ul style="list-style-type: none"> prepare a presentation on a business trip
第二级			
Unit 1 Event Organising	审美情趣 公益事业 自然环境	<ul style="list-style-type: none"> find out about participants' preferences when organising an event 	<ul style="list-style-type: none"> write an event plan
Unit 2 Team Spirit	职场文化 制度环境	<ul style="list-style-type: none"> collaborate with team members 	<ul style="list-style-type: none"> prepare a presentation on a project review
Unit 3 Business Cooperation	职场文化	<ul style="list-style-type: none"> explain the meaning of the win-win principle in cooperation 	<ul style="list-style-type: none"> write an invitation letter to a potential business partner
Unit 4 After-sales Service	职业道德 产品质量	<ul style="list-style-type: none"> put yourself in the customer's position when handling their complaints 	<ul style="list-style-type: none"> write a response email to customer complaints
Unit 5 Green Products	创新创业 企业使命 科技发展 绿色发展	<ul style="list-style-type: none"> list and explain the green features of a product 	<ul style="list-style-type: none"> write a product description for a company's website
Unit 6 The Spirit of Craftsmanship	职业理想 产品质量 数字环境	<ul style="list-style-type: none"> describe the spirit of craftsmanship 	<ul style="list-style-type: none"> write a live streaming script for traditional Chinese handicrafts

体现新思政

单元做人目标、学习内容和评价活动形成连贯的育人链，实现润物无声的课程思政效果。

▼ 专设做人目标，落实立德树人



▼ 特辟文化板块，促进多元文化交流



▼ 育人融入选材，思政润物无声

Section I

Story
Mark, a new technical support engineer, ran into trouble at the beginning when traveling to Zimbabwe on business. Read the story and find out how he dealt with the cultural differences and successfully completed the business trip.

What I learnt from

1 As a new technical support engineer, I found that half of my colleagues were out of the office most of the time. They constantly travelled to customer sites to provide technical support. And before I knew it, I got the opportunity to travel to Africa for one week! I had to fly there with two colleagues to upgrade our company security software and give it a test run.

2 As a technical support team that provides timely support, we wanted to start work as soon as we landed in Zimbabwe. When we asked to visit the office straight from the airport, a local man who picked us up gave us a strange look, as if we had been taking a ride. We soon realized that in their country, it is necessary to establish a relationship before working together, as interpersonal relationships are valued above efficiency.

3 Once we knew about this cultural difference, we just followed their arrangements. The next day, we had a long chat, a tour of their office and shared a meal together, before we even discussed

入乡随俗
尊重文化差异

绿色办公
节能环保

Section II

Reading
Besides receiving visitors with great hospitality, an assistant often needs to write welcome speeches for their manager. Read Ellen Molly's welcome speech and use it as a reference for your own writing.

A welcome speech for visiting clients

Good morning, ladies and gentlemen,
I'm Ellen Molly, the marketing manager at Blue Sky Interior Design. It's my great pleasure to extend a warm welcome on behalf of our company to our guests, Mr Joe Peterson and his team here.

Dear friends, thank you for taking the time to visit our company. We really appreciate you considering us as interior designers for your new offices. We believe your experience with us today will ensure you have made a wise choice on our company.

We are a team of visionary, creative people. We focus on using recyclable materials to create green office spaces. Through our eco-friendly office designs, we aim to practise environmental protection and contribute to healthier and more stable development of the world.

We are committed to delivering excellent service to all our clients. With the efforts of our award-winning design team, we ensure that all our clients receive reliable and quality office designs.

Thank you again for coming to visit us. Based on mutual recognition of the importance of environmental protection, we truly hope to establish a positive and solid business relationship with your company. Thank you.

New words and expressions
comment /kəm'ent/ n. 评论; 意见
eco-friendly /i:kəu'frendli/ adj. 生态友好的
sustainable /sə'steɪnəbəl/ adj. 可持续的
interior /ɪn'tiəriə/ n. 内部的
mutual /'mju:tʃəl/ adj. 相互的
recyclable /ri:'saɪkəbəl/ adj. 可循环利用的
reliable /ri:'eɪəbəl/ adj. 可靠的
stable /'steɪbəl/ adj. 稳定的
visionary /'vɪʒənəri/ adj. 有远见的
aim to 旨在
base...on... 以...为基础
be committed to 致力于
contribute to 贡献
focus on 集中于
interior design 室内设计
on behalf of 代表
with the efforts of 在...的努力下

▼ 活动巧妙设计，培育职业素质

Developing skills
Rachel messed up the monthly meeting because she lacked experience in time management. The following table may be helpful for her to figure out what her priorities are.

In this table, daily tasks can be classified into four types based on importance and urgency, as shown below:

Important	Type 1 Do it now	Type 3 Find time to do it
Urgent	Type 2 Seek help from other people	Type 4 Delete it
Not urgent		
Not important		

Type 1: Urgent and important tasks
Type 2: Urgent but not important tasks
Type 3: Important but not urgent tasks
Type 4: Neither urgent nor important tasks

A. Relationship building
B. A last minute important decision
C. Talk with colleagues
D. Business trip planning
E. Receiving a walk-in visit

Task 2 Classify Rachel's tasks into the appropriate task types. Think about how you would prioritise them and share your ideas with your partner.

Using language

引导学生
科学管理时间

引导学生
合理做出决策

Developing skills
Emily faces a difficult decision about her internship. On the one hand, she wants to make money. On the other hand, she would like to gain valuable experience. How does she make the decision? Figure out the process.

Task 1 Rearrange the following tasks according to the decision-making steps in the flow chart. Then explain what Emily does in each step.

Unit 1

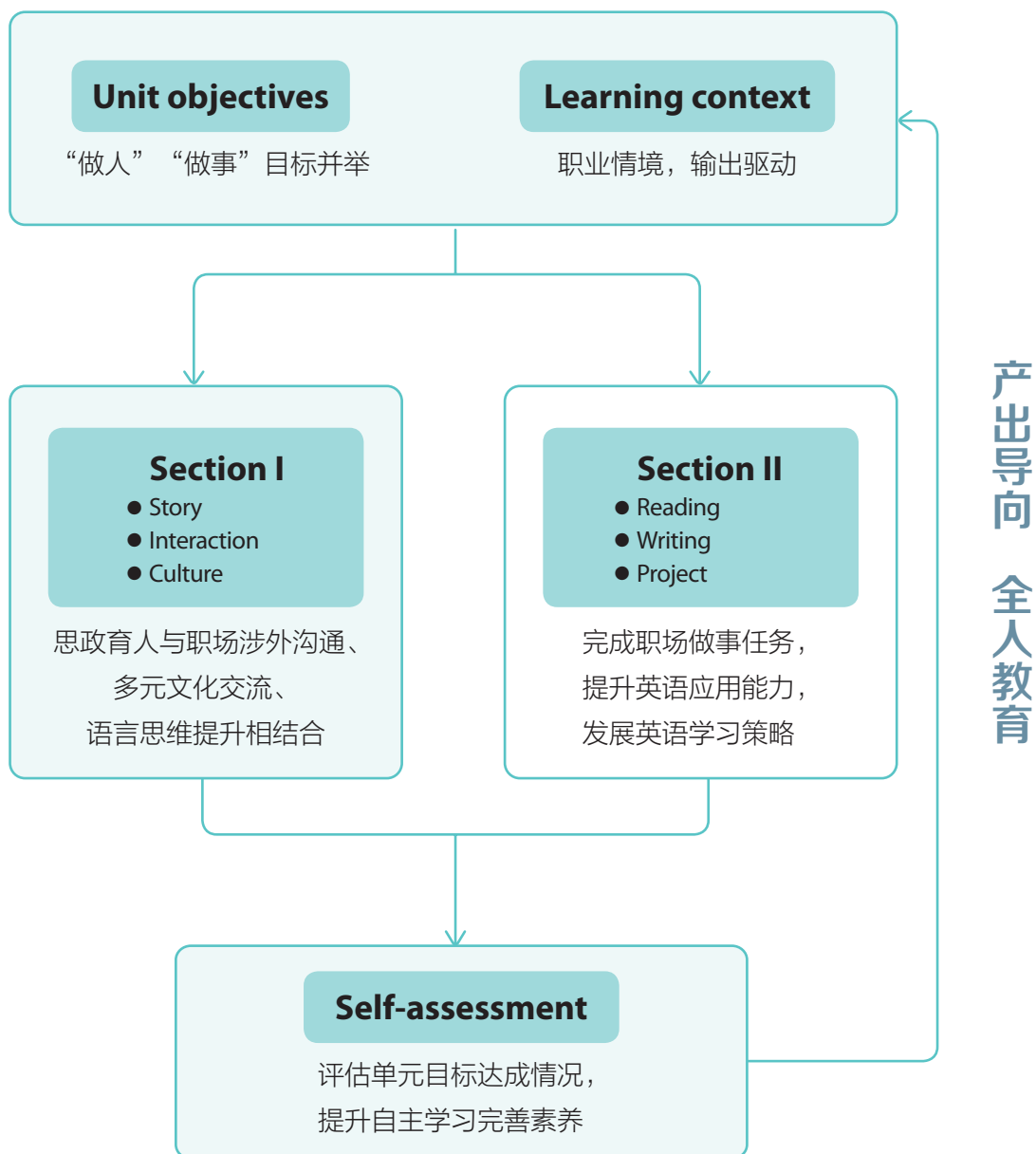
① Write a resume
② Figure out your goals and strengths
③ Decide on the position that suits your goals and strengths
④ Be clear about the requirements and rewards of an internship
⑤ Compare your goals and strengths with the requirements and rewards

Task 2 If you want to have an internship, what position would you choose? Share and discuss with your partner your decision-making process.

应用新理念

依托我国自主创建的“产出导向法”理论设计教学过程和教学活动，以职场真实需求驱动学习；以真实交际情景中的多样产出任务达成目标；以地道、精准的内容材料促成产出；以“学习-实践-评价-反思”一体化提升教学效率。

设计理念和单元框架

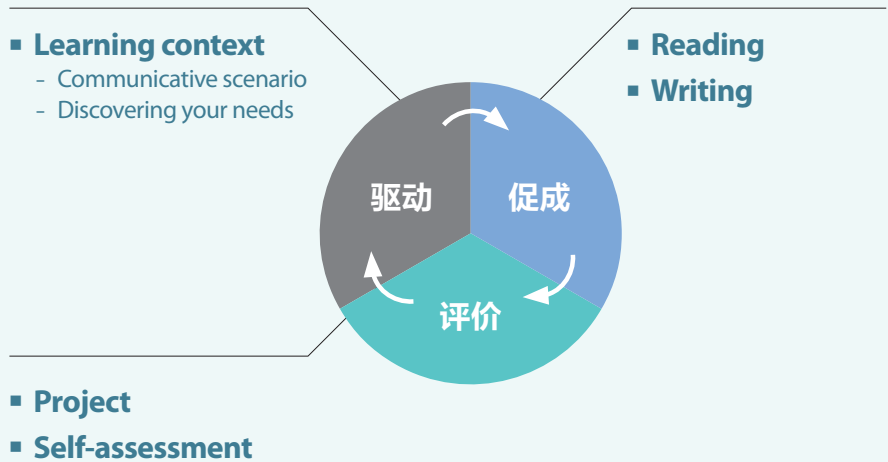


▼ 产出导向法理论应用

育人线



做事线



构建新形态

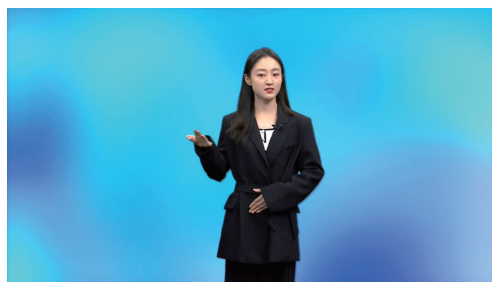
作为纸数融合的新形态教材，《新标准职业英语》配备高质量、多类型、体系化的教学资源，创新研发名师导学微课和沉浸式伴学微课，依托“U校园智慧教学云平台”，全方位助力教师打造智慧课堂。

配套资源



名师导学微课

名师导学微课是基于教材各单元 Learning Context 板块开发的视频微课。由优秀一线教学专家精心录制，现场示范在课堂中如何利用“产出导向法”，合理设计该板块教学，科学驱动单元学习，是创新教学理念与课堂实践的完美融合。



沉浸式伴学微课

沉浸式伴学微课是基于教材各单元主题开发的视频微课。以第一人称视角，带领学生走近各单元的职场情境和任务，巩固单元核心词汇及表达。依托数字技术，以学生喜闻乐见的方式，助力学生发展和提升与单元主题相关的职场应用能力。



引领新教研

汇聚专家力量 创新教研形式。2023 年，由文秋芳教授领衔，依托教育部多语种教学改革虚拟教研室平台，打造首期“职业教育外语教学虚拟教研室活动”。基于《新标准职业英语》，深入剖析教学设计、阐释教学流程、提出教学建议。通过搭建跨院校的教师发展线上共同体，推动“产出导向法”在高职外语教学中的有效应用，激发教师团队创新活力，提升外语课堂育人实效。

▼ 首期“职业教育外语教学虚拟教研室活动”研修日程

	内容	主讲人 / 院校
第一期	《新标准职业英语》 编写理念及教材设计解读	文秋芳 北京外国语大学
第二期	驱动环节的教学思路设计和建议	杨华 北京外国语大学
	说课分享和专家点评	北京卫生职业学院
第三期	促成环节的教学思路设计和建设	马俊波 深圳职业技术大学
	说课分享和专家点评	陕西铁路工程 职业技术学院
第四期	评价环节的设计与建议	孙曙光 北京体育大学
	说课分享和专家点评	广东省外语艺术 职业学院
第五期	专家与院校访谈	北京电子科技职业学院 北京工业职业技术学院
	《新标准职业英语》 中的课程思政教学	杨华 北京外国语大学

2024 年将开展下期“职业教育外语教学虚拟教研室活动”，敬请期待！

2024 年至 2026 年，北京外国语大学中国外语与教育研究中心与外研社携手组织第三期产出导向法云共同体，特别设计面向高职院校教师的学习内容和模式，助力高职教师在实际教学中学习和应用“产出导向法”，提升外语课堂教学效果。

NEW STANDARD

1

总主编：文秋芳 杨 华
主 编：马俊波 朱小晶

VOCATIONAL ENGLISH 新标准职业英语

综合教程

外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

Contents 目录

Unit	Unit objectives		Story
	Vocational quality	Vocational skill	
1 Internships p2	Make a reasonable decision on internship choices	Write a resume	Emily's internship choice
2 Time Management p18	Prioritise work tasks	Write a work log	Rachel's day to remember
3 Visitor Reception p34	Give guests a warm welcome	Prepare a welcome speech	Going the extra mile
4 Corporate Meeting p50	Make full preparations for a meeting	Write meeting minutes	A meeting with constant danger
5 Office Work p66	Take action to fix a mistake at work	Write an apology email	Bouncing back from a mistake
6 Business Travel p82	Adjust your work style according to local customs	Prepare a presentation on a business trip	What I learnt from my first business trip
Glossary p98			

Section I		Section II	
Interaction	Culture	Reading & Writing	Project
Talking about internship choices	You can't have it both ways	Resume	Write a resume for your internship position
Talking about time management	A daily schedule	Daily work log	Write a work log of your daily tasks
Talking about receiving visitors	Hospitality of Beijing Winter Olympics	Welcome speech	Prepare a welcome speech for your manager
Talking about meeting preparations	Hope for the best and prepare for the worst	Meeting minutes	Write meeting minutes for a monthly meeting
Talking about fixing a mistake	Better late than never	Apology email	Write an apology email to a colleague
Talking about preparing for a business trip	Zhang Qian and the Silk Road	Business trip presentation	Prepare a presentation on a business trip

Unit 2

Time Management



Unit objectives

In this unit, you will learn to:

- prioritise work tasks to make better use of your time;
- write a work log of your daily tasks.



Learning context

Communicative scenario

As an administrative assistant at an international IT company, you often have to handle multiple tasks at the same time. One morning, you are busy with the following tasks:

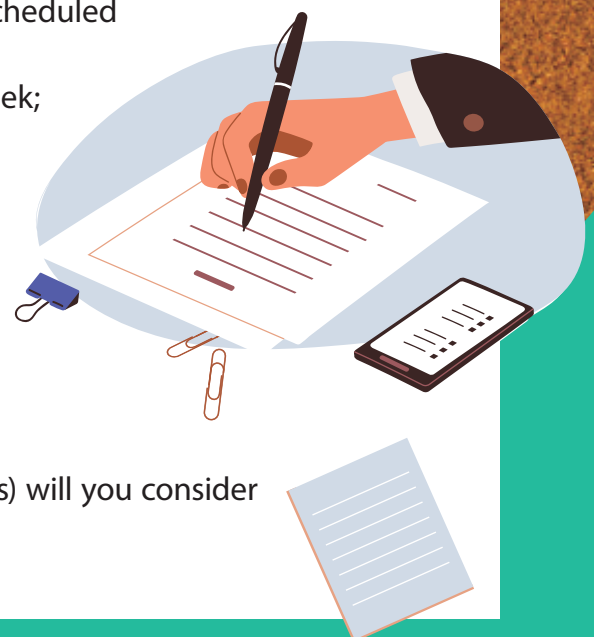
- to make arrangements for the annual meeting scheduled for next month;
- to create a spreadsheet to be submitted next week;
- to finish a report that is due in the afternoon.

You need to prioritise your tasks to improve work efficiency and write a work log in English as required by your manager.

Discovering your needs

Discuss the following questions with your partner.

- In what order will you do the tasks? What factor(s) will you consider when prioritising the tasks?
- What will you include in the work log?



Story

A well-organised administrative assistant must have time management skills to keep their work schedule on track. Lack of such skills may lead to difficult situations. Read Rachel's story and find out what happened when she didn't manage her time.

Rachel's day to remember



- ¹ I still remember my first week at the IT company as an administrative assistant. I had just graduated from college, and I had no idea about time management.
- ² It started out as a routine workday. Upon arrival at the office at 9:00 am, I browsed online for the latest news about my company. Suddenly, I received an email pop-up notification. It was a client enquiring about our latest product.

- 3 While busy replying to that email, the phone rang. My colleague Sara called to talk about the organisation of the retirement party. After giving her some of my ideas, I hung up the phone and realised it was 9:55 am. My monthly meeting was at 10:00 am, and I still hadn't started copying the necessary documents for this.
- 4 That afternoon, I went into my manager Mr White's office, feeling upset and ashamed. With a smile, he picked up an empty glass and filled it with pebbles from the flowerpot.
- 5 "Is this full?" he asked. I looked at the glass and said, "Yes."
- 6 Then Mr White grabbed a jar of water and began to pour water into the glass. The water slowly flowed in, gradually filling the gaps among the pebbles. "Is it full?" he asked me again. I was confused but replied with an affirmative answer again.
- 7 "What if you put the water first?" he asked, "Would there be any more space for the pebbles?"
- 8 I had to think about it for a second, and then he continued. "You know, it's the same at work. The glass represents time, and you need to manage it. First, put in the pebbles, which are like the tasks that matter most. Then you put in the water, which is like the tasks that are less important and can be done later. Through prioritising tasks, you will be able to use your time wisely." I'll never forget that story.

New words and expressions

- affirmative /ə'fɜ:mətɪv/ *adj.* 肯定的
 ashamed /ə'seɪmd/ *adj.* 羞耻的
 browse /braʊz/ *vi.* 浏览
 client /'klaɪənt/ *n.* 客户
 colleague /'kɒli:g/ *n.* 同事
 enquire /ɪn'kwaɪə/ *vi.* 询问
 grab /græb/ *vt.* 抓住
 gradually /'grædʒuəli/ *adv.* 逐渐地
 jar /dʒɑ:/ *n.* 玻璃罐
 latest /'leɪtɪst/ *adj.* 最新的
 notification /ˌnəʊtɪfɪ'keɪʃən/ *n.* 通知
 pebble /'pebəl/ *n.* 卵石
 prioritise /praɪ'ɒrətaɪz/ *vt.* 确定事项的优先顺序
 routine /ˌru:'ti:n/ *adj.* 常规的
- enquire about 询问
 fill with 充满
 graduate from 从……毕业
 hang up 挂断电话
 pick up 捡起
 start out 起初(是)

Understanding ideas

Task 1 Tick (✓) the things that Rachel did in the morning.

- () 1. answered a phone call from her colleague
- () 2. had a conversation with the manager
- () 3. browsed online for the latest company news
- () 4. received an email from one of the clients
- () 5. copied the documents for the monthly meeting at 9:00 am

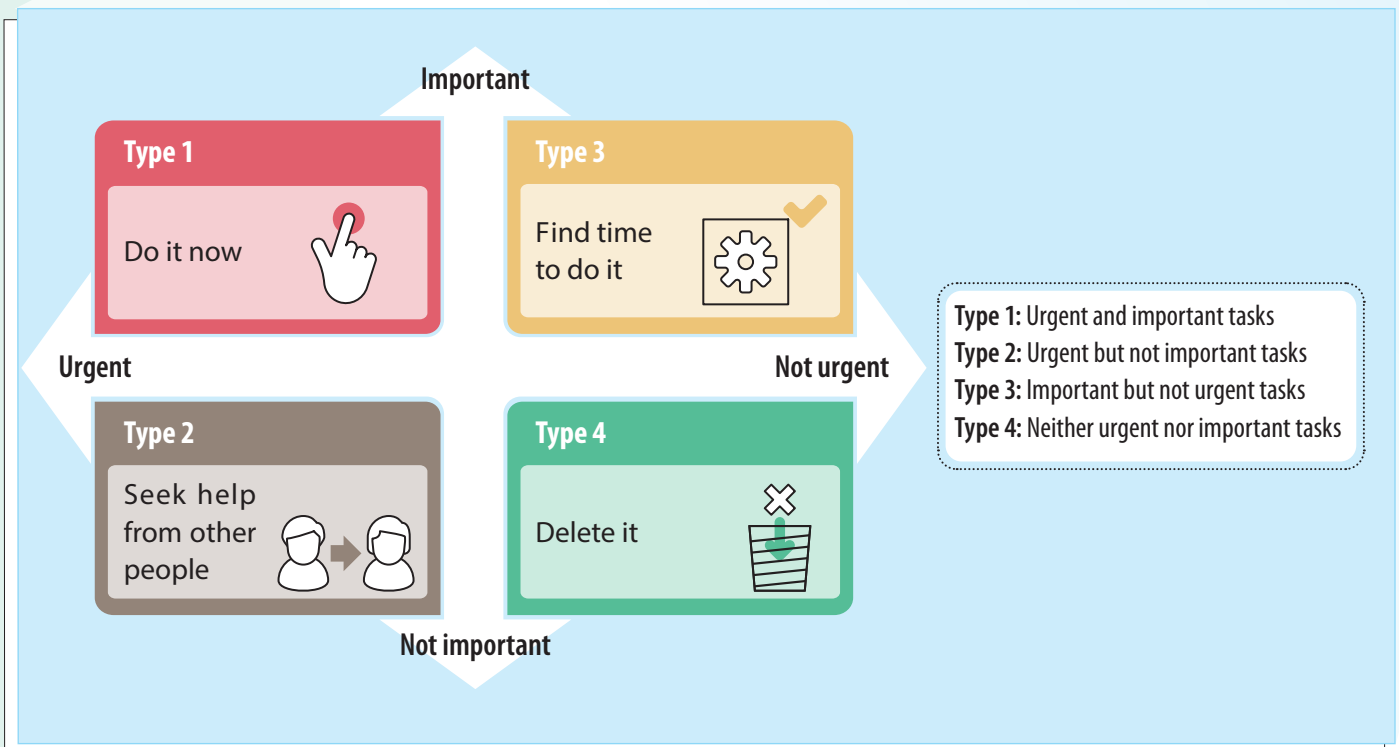
Task 2 Complete the following table according to Mr White's story.

Metaphor	What does the metaphor represent?	What does Mr White suggest?
Glass	one's time	should be managed
Pebbles	1. _____	2. _____
Water	3. _____	4. _____

Developing skills

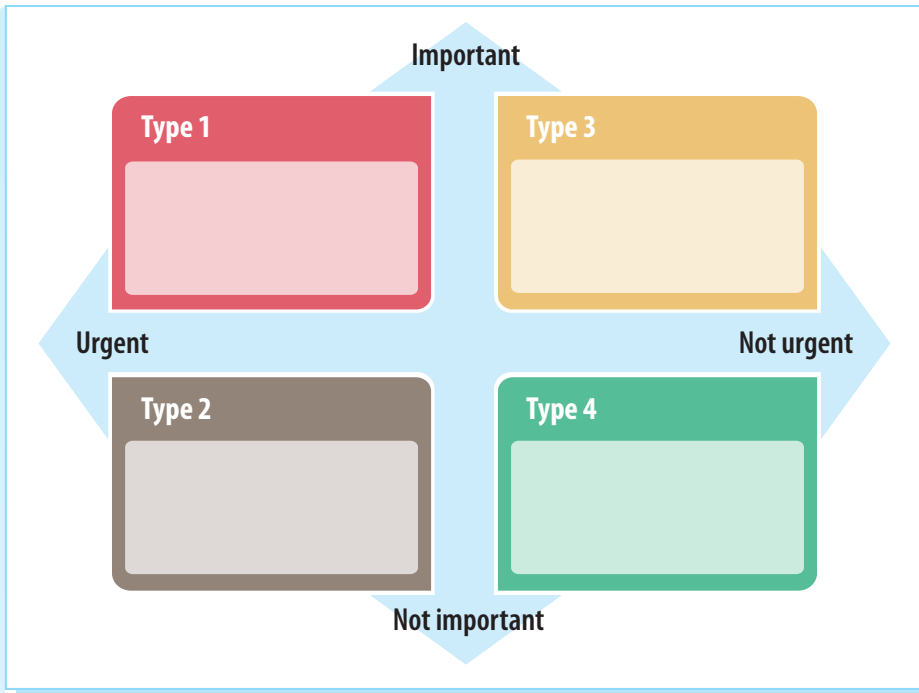
Rachel messed up the monthly meeting because she lacked experience in time management. The following table may be helpful for her to figure out what her priorities are.

In this table, daily tasks can be classified into four types based on importance and urgency, as shown below:



Task 1 Classify the following tasks into the appropriate task types.

- A. Relationship building
- B. A last-minute important decision
- C. Idle talks with colleagues
- D. Business trip planning
- E. Receiving a walk-in visit



Task 2 Classify Rachel's tasks into the appropriate task types. Think about how you would prioritise them and share your ideas with your partner.

Using language

Task 1 Match the following expressions with their translations.

administrative assistant

IT

time management

routine workday

latest product

monthly meeting

时间管理

最新产品

月度例会

行政助理

信息技术

常规工作日

Task 2 Complete the following sentences with the expressions in the box. Change the form if necessary.

start out	enquire about	fill with
hang up	graduate from	pick up

- Kate has just _____ college and has no idea about time management.
- I wrote an email to _____ the products and services provided by the IT company.
- I had to _____ the phone because the monthly meeting was to begin in five minutes.
- A routine workday of an administrative assistant is usually _____ multiple tasks.
- Bob was new to the company and _____ as an assistant.
- He _____ the letter and read it.

Interaction

Having learnt how to prioritise work tasks, you are going to listen to two conversations about time management. Then, you will have some speaking activities.

Listening 1



Task 1 Bob is talking with Sonia about her exams. Listen to the conversation and choose the best answer to each question.

- What is the possible relationship between the two speakers?
 - Colleagues.
 - Examiner and student.
 - Classmates.
 - Club coach and club member.
- What does Bob suggest Sonia focus on?
 - Relaxation.
 - The exams.
 - Daily activities.
 - The assignments.

New expressions

be worried about 担心
instead of 而不是

Task 2 Listen again and fill in the blanks.

- Sonia has been busy with _____ recently.
- Sonia needs to go over _____ before taking the exams.
- There are only _____ left for Sonia to prepare for her exams.

4. Making _____ may help Sonia to plan her time more carefully.

Speaking 1

Task 1 Practise how to express worries and reassurance.

- Read aloud the sentences taken from *Listening 1*.
 - *I'm a little worried about my exams.*
 - *Relax. I'm sure you'll be fine.*
- Express worries about your oral presentation, and then your partner expresses reassurance accordingly. You may refer to the expressions below.

Expressing worries

- I'm a bit worried about...
- I can't stop thinking about...
- I've been losing sleep over...
- I feel upset and ashamed about...

Expressing reassurance

- Don't worry.
- It'll be fine.
- There's nothing to worry about.
- You haven't done anything wrong.

Task 2 Work in pairs and act out the following situation. You may refer to *Using language* in this section for useful expressions.

Bruce, an inexperienced assistant, doesn't know how to handle multiple tasks at the same time. He expresses his worries to his colleague Tom, who offers reassurance.



Listening 2

Task 1 Jenny offers Bruce some advice on time management.

Listen to the conversation and decide whether the following statements are true (T) or false (F).

- _____ 1. Bruce looked upset because he felt great pressure from work.
- _____ 2. Jenny suggested Bruce buy a book to solve his problem.
- _____ 3. The system introduced in the book was quite complex.
- _____ 4. It was recommended that Bruce set priorities at work.

Task 2 Listen again and answer the following questions by filling in the blanks.

1. What did Jenny benefit from?
She benefited from a book about _____.
2. According to the book, what do we need to do after writing down deadlines?
We need to note down _____.
3. How does Bruce think of the system?
He thinks it is _____.

New words and expressions

checklist /'tʃek,lɪst/ n. 清单
deadline /'dedlaɪn/ n. 最后期限
evaluate /ɪ'veɪljueɪt/ vt. 评价
pleasure /'pleʒə/ n. 乐事

be snowed under (with sth.)
忙不过来
in terms of 在……方面
sort out 整理

Speaking 2

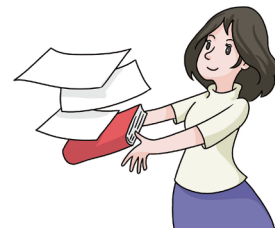
Task 1 Practise how to ask for and give explanations.

- Read aloud the sentences taken from *Listening 2*.
— *What does it mean by “sort out priorities”?*
— *I think it means evaluating your tasks in terms of importance and urgency.*
- Ask your partner to explain the reasons for making a to-do list, and then your partner gives explanations accordingly. You may refer to the expressions below.



Asking for explanations

- Could you explain... to me?
- I just don't see why/what/how...
- Could you please tell me...?
- Are you saying that...?



Giving explanations

- Well, let me explain...
- What I mean is...
- Well, it refers to...
- The reason for this is...

Task 2 Work in pairs and act out the following situation. You may refer to *Developing skills* for ideas.

Bruce has some difficulties in handling multiple tasks. His senior colleague Mary introduces the guideline on time management to him. Bruce is not clear about the guideline and asks for explanations, and Mary gives explanations accordingly.

A daily schedule

No matter where you are in the world, time management is an important skill to have. This is especially true when it comes to prioritising your work tasks for the day. The following is an example of how a simple daily schedule is broken down for peak productivity, used by a successful historical figure in the 18th century.

Morning question:
What good shall I do this day?

Evening question:
What good have I done today?

5	Rise and wash; plan the day's business
6	and set goals for the day; continue the
7	present study; and breakfast.
8	Work.
9	
10	
11	
12	Read or review my accounts, and dine.
1	Work.
2	
3	
4	
5	Put things in their places, supper, music, or entertainment, or conversation. Examination of the day.
6	
7	
8	
9	Sleep.
10	
11	
12	
1	
2	
3	
4	

Task Read the schedule and complete the following sentences.

The historical figure had careful planning of his daily time and devoted the best part to work. In his daily schedule:

- Each morning, he would set his goal for the day with an important question: "_____?"
- During the day, he would arrange two four-hour time blocks, from _____ till _____ in the morning and from _____ till _____ in the afternoon, for work and focus on the most important tasks.
- Before going to bed, he would reflect on his day by asking himself: "_____?"

Section II

Reading

Now that you have learnt how to prioritise tasks at work, you may want to summarise your daily work tasks in a daily work log. Read Susan Parker's daily work log and find out how she made it.

Daily work log

Date:
15 December 2022

Logged by:
Susan Parker, HR assistant

Submitted to:
Ellen Smith, HR manager

Day's focus

- Department meeting
- New staff training

Time	Category	Task details	Task priority	Status
9:00–10:00	Department meeting	Attended the weekly department meeting and took minutes	Important and urgent	Completed
10:00–10:30	Company activities	Had a casual discussion with colleagues about the upcoming New Year party	Neither important nor urgent	In progress
10:30–12:00	New staff training	Conducted orientation for new employees	Important and urgent	Completed
14:00–15:30	Personnel files	Updated employee records	Important but not urgent	Completed
15:30–16:00	Coffee break	/	/	/
16:00–17:00	Performance evaluation	Responded to enquiries about the annual performance evaluation	Important and urgent	Completed

Summary and reflection

1. I completed today's key tasks successfully.
2. It's not wise to spend too much time talking about the New Year party during a busy morning; the coffee break might be a better time for such discussions.
3. I should make better use of the time after the department meeting to organise the minutes or prepare for the new staff training.

Understanding ideas

Task 1 Read the work log and decide whether the following statements are true (T) or false (F).

- _____ 1. Susan spent half an hour preparing for the New Year party.
 _____ 2. Susan was in charge of conducting the new staff training.
 _____ 3. It was very urgent for Susan to organise personnel files.
 _____ 4. Susan was too busy to respond to the enquiries.
 _____ 5. The work log was written by Ellen Smith.

Task 2 Read the work log again and match the main sections with their corresponding functions.



- A. Summing up and reflecting on the tasks completed
 B. Referring to the importance and urgency level of a task
 C. Including all the work-related activities performed in a day
 D. Highlighting the most important tasks

New words and expressions

- category /'kætəgəri/ *n.* 类别
 log /lɒg/ *n.* & *vt.* 正式记录
 minutes /'mɪnəts/ *n. (pl.)* 会议记录
 orientation /ˌɔːrɪən'teɪʃən/ *n.* 入门培训
 performance /pə'fɔːməns/ *n.* 表现
 personnel /pɜːsə'nel/ *n. (pl.)* 全体人员
 reflection /rɪ'fleksʃən/ *n.* 反省
 status /'steɪtəs/ *n.* 状态
 submit /səb'mɪt/ *vt.* 提交
 summarise /'sʌməraɪz/ *vt.* 总结
 make use of 利用
 take minutes 做会议记录

Proper names

- HR 人力资源 (human resources)
 HR assistant 人事助理
 HR manager 人力资源经理



Using language

Task 1 Match the following expressions with their translations.

work log

员工培训

performance
evaluation

人事档案

staff training

总结与反思

personnel file

绩效评估

summary and
reflection

工作日志

Task 2 Complete the following sentences with the expressions in the box. Change the form if necessary.

attend a meeting take minutes make use of
conduct orientation prepare for

1. The secretary _____ for the meeting on annual performance evaluation yesterday.
2. By making a schedule, you will learn how to _____ your time efficiently.
3. The HR department planned to _____ for new hires.
4. We should spend more time _____ the monthly meeting.
5. Everyone in the sales department is expected to _____ tomorrow morning to discuss next year's sales plan.



Writing

Based on Susan Parker's sample, you may try writing a daily work log by yourself. Read one more incomplete sample and do the tasks that follow to gain the necessary skills.

Daily work log

1. _____ : 9 February 2022

Logged by: Bruce Lin, marketing assistant

Submitted to: Ada Fang, marketing director

2. _____

Making a presentation

3. _____	4. _____	5. _____	Status
9:00–9:30	Searched online for tips to improve my communication skills	Important but not urgent	In progress
9:30–11:00	Made a presentation on the market survey at the department meeting	Important and urgent	Completed
11:00–12:00	Ordered office supplies for the department	Important but not urgent	Completed
14:00–15:00	Responded to client emails and attached the documents they requested	Important but not urgent	Completed
15:00–16:30	Analysed questionnaires collected from our customers	Important but not urgent	Completed

6. _____

- (1) I completed the main tasks today, but the presentation didn't go very well.
- (2) Though improving communication skills is important, it's not wise to try this before a presentation. I could have put this off until after completing the questionnaire analysis.
- (3) I should have made use of the 9:00–9:30 time to better prepare for my presentation.

New words and expressions

analyse /'ænlə-aɪz/ vt. 分析
 analysis /ə'nælɪsɪs/ n. 分析
 director /dɪ'rektə/ n. 主管
 presentation /,prezən'teɪʃən/ n. 报告
 questionnaire /'kwɛstʃə'nɛə/ n. 问卷

market survey 市场调查
 office supplies 办公用品
 put off 推迟
 search for 搜索

Section II

There are relatively fixed sections in a work log and each section has a particular function.

Task 1 Put the following section titles onto the right lines to form a complete work log.

Day's focus Summary and reflection Time
Task details Date Task priority

Action verbs in simple past tense are often used to describe work-related tasks that have been completed.

Task 2 Choose the appropriate action verb to complete each of the following task descriptions. Then translate them into Chinese.

Responded Analysed Made Searched

1. _____ to customer enquiries via phone, email, or social media

2. _____ online for information about our competitors

3. _____ the needs of our customers

4. _____ arrangements for an online meeting

We can summarise and reflect on our work based on three aspects: accomplishments, problems and solutions.

Task 3 Identify whether the following statements are accomplishments (A), problems (P) or solutions (S).

- _____ 1. The presentation didn't go very well.
- _____ 2. I completed the main tasks today.
- _____ 3. I should have made use of the 9:00–9:30 time to better prepare for my presentation.
- _____ 4. It's not wise to try to improve communication skills right before a presentation.

With a relatively fixed structure, a daily work log records how you spend your time on your tasks within a day. When writing a daily work log:

- use action verbs in simple past tense to describe task details;
- summarise and reflect on your accomplishments, problems and solutions.

Project

Write a work log

Suppose you are Rachel in **Story**. You are required to submit a work log to your manager Mr White to reflect on your work in the morning, which might help you better manage your time. You can write it by following the steps.

Step 1

Decide on the layout of your work log

Refer to **Task 1** in *Writing*.

Step 2

Gather necessary information

Gather enough information from **Story** for your work log and list key words and expressions.

Step 3

Draft

Pay special attention to the use of action verbs in simple past tense. Remember to summarise your accomplishments, problems, and solutions.

Step 4

Share and discuss

Work in pairs. Exchange your work log with your partner's. Tell your partner whether you can clearly understand the tasks and whether the reflection is helpful.

Step 5

Revise and reflect

Revise your work log according to your partner's feedback. Meanwhile, reflect on the whole task based on the following questions.

1. What are the strong and weak points of my work log?
2. How can I improve the efficiency of the whole task?

Self-assessment

In this unit, I have learnt:

1. When working on multiple tasks, I must set priorities in terms of _____ (重要性) and _____ (紧急性) of the tasks to make better use of my time.
2. When describing task details, I often use action verbs in _____ (一般过去时).
3. When summarising the tasks, I can include accomplishments, _____ (问题) and _____ (解决方案).

NEW STANDARD

2

总主编：文秋芳 杨 华
主 编：孙曙光 阮红缨

新标准职业英语

VOCATIONAL ENGLISH

综合教程

外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

Contents 目录

Unit	Unit objectives		Story
	Vocational quality	Vocational skill	
1 Event Organising p2	Find out about participants' preferences when organising an event	Write an event plan	No attendees, no event
2 Team Spirit p18	Collaborate with team members	Prepare a presentation on a project review	Teamwork—the key to success
3 Business Cooperation p34	Explain the meaning of the win-win principle in cooperation	Write an invitation letter to a potential business partner	Turning a no into a yes
4 After-sales Service p50	Put yourself in the customer's position when handling their complaints	Write a response email to customer complaints	Empathy works miracles
5 Green Products p66	List and explain the green features of a product	Write a product description for a company's website	Green product, green life
6 The Spirit of Craftsmanship p82	Describe the spirit of craftsmanship	Write a live streaming script for traditional Chinese handicrafts	A life of carving
Vocabulary p98			

Section I		Section II	
Interaction	Culture	Reading & Writing	Project
Talking about event organising	Understanding exhibitors' preferences and needs	Department event plan	Write a plan for your department picnic
Talking about team collaboration	The bundle of sticks	Project review presentation	Prepare a presentation on a project review
Talking about how to adopt a win-win attitude in negotiations	Win-win cooperation	Invitation letter to a potential business partner	Write an invitation letter for a potential partnership
Talking about empathy in after-sales service	Treating others the way you would like to be treated	Response email to customer complaints	Write a response email to a customer's complaint
Talking about the green features of a product	Green principle and practice in China	Product description	Write a product description for eco-friendly loungewear
Talking about the craftsmanship of traditional Chinese handicrafts	Carrying forward the spirit of craftsmanship	Live streaming script	Prepare live stream selling for a traditional Chinese handicraft

Unit 4

After-sales Service



Unit objectives

In this unit, you will learn to:

- put yourself in the customer's position when handling their complaints;
- write a response email to customer complaints.

Learning context

Communicative scenario

As a sales support specialist, your job is to respond to overseas customers' concerns and complaints via email. Yesterday, you received an email from an online buyer, Sofia. She complained that she did not receive the birthday gift she had bought for her son from your company. You are going to write a response email. In this email, you will first show your understanding of her situation and then provide solutions.



Discovering your needs

Here's the complaint email from Sofia. Suppose you receive an email like this. Discuss the following questions with your partner.

- How are you going to show your understanding of Sofia's situation?
- What should be included in your response email dealing with after-sales issues?

Dear Sir/Madam,

I bought a toy for my son for his birthday TWO weeks ago from your company. I still haven't received it yet. His birthday is coming. My son for sure won't be happy if he doesn't get a gift on this special day. I would be disappointed too.

I hope you will solve this problem soon.

Yours sincerely,

Sofia Brook

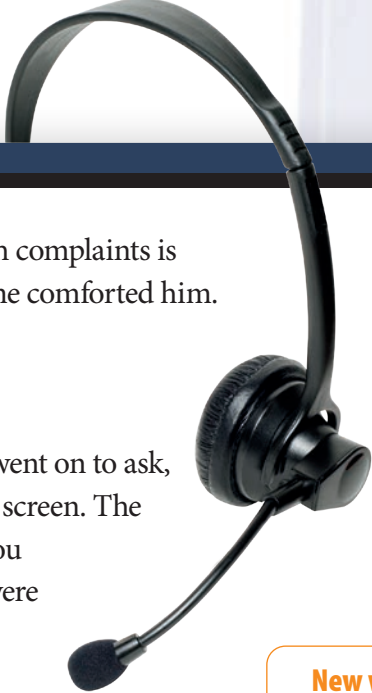
Story

When customers come to you with complaints, they are often upset or even angry. Showing empathy is a good way to calm them down. Read the following story and find out how empathy works in after-sales service.



Empathy works miracles

- ¹ “If only I had known that empathy was going to work so well with customers, I would’ve started using it a long time ago,” Peter told his new colleague at coffee corner.
- ² Peter has been working in the after-sales service team for three years. His main job is to respond to customer emails. At the beginning of his career, he thought this would be a piece of cake. However, it was a total mess. Not only did he not solve the issues at hand, but he received more complaints about his service. At the time, he was stressed out and filled with negative emotions. His boss called him into her office and said, “You’ve got 30 days to improve, or we’ll have to let you go.”
- ³ Peter was upset and embarrassed. He poured out his anger and frustration to his colleague, Jane, and complained that all the clients he dealt with were not friendly. Peter showed her some response emails he wrote and said, “You see, I tried my best to solve their problems.”

- 
- 4 “I am sorry you are going through all this. Dealing with complaints is very challenging. I totally understand how you feel,” Jane comforted him.
- 5 Peter felt that his feelings were understood.
- 6 “How would you feel if you were that customer?” Jane went on to ask, pointing at one of his response emails on the computer screen. The beginning of the email read “As to the delay problem you mentioned, ...”. In fact, almost all his response letters were written in this manner.
- 7 “Perhaps it is a little cold?” Peter asked, not sure of himself.
- 8 “Absolutely! There needs to be a sense of personal touch right from the beginning.”
- 9 “Personal touch? How am I going to do that?”
- 10 “Empathise with them. Show your understanding of their feelings.”
- 11 “Just like what you did to me just now?” Peter was starting to get it.
- 12 “Right! You are a fast learner,” Jane encouraged him, “but it’ll need some practice. Always remember to put yourself in others’ shoes.”
- 13 Peter realised his problem. With practice, he got the hang of it. To his surprise, he not only started to receive more thank-you replies, but he also got promoted to be the head of the team soon afterwards.
- 14 “Showing empathy works miracles,” Peter told his new colleague, with a big smile on his face.

New words and expressions

challenging /'tʃæləndʒɪŋ/ *adj.*

具有挑战性的

embarrassed /ɪm'bærəst/ *adj.*

难堪的

empathy /'empəθi/ *n.* 同理心

a piece of cake 小菜一碟

a total mess 一团糟

after-sales service 售后服务

be stressed out 焦虑不安

empathise with sb 与……共情

get the hang of 掌握……的窍门

issue at hand 眼前的问题

negative emotion 负面情绪

personal touch 人情味

pour out 倾诉

put oneself in others' shoes

设身处地为他人着想

Understanding ideas

Task 1 The beginning of Peter’s career was not smooth. Fill in the blanks with the expressions from Paragraph 2.

Background information about Peter

His main job is to 1. _____.
He started this job 2. _____ ago.

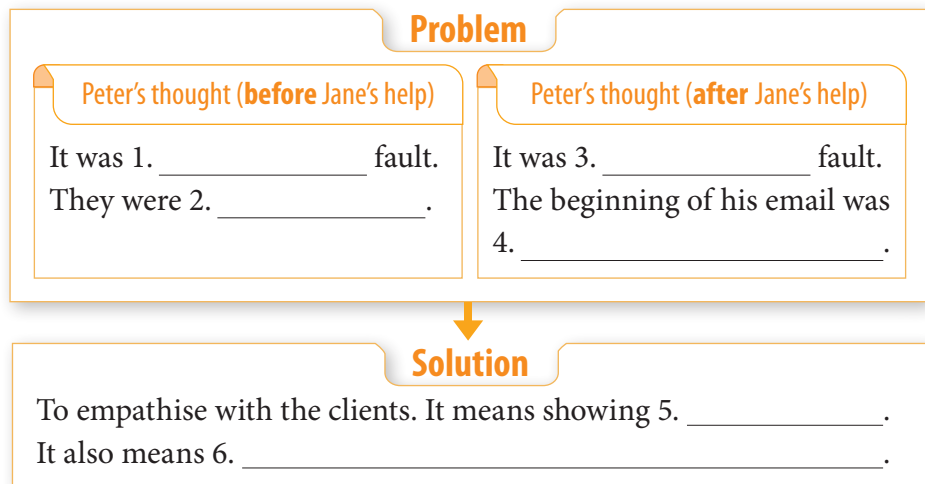
The beginning of Peter’s career

It was a total mess.
• He did not 3. _____, and
4. _____.

Peter’s career crisis

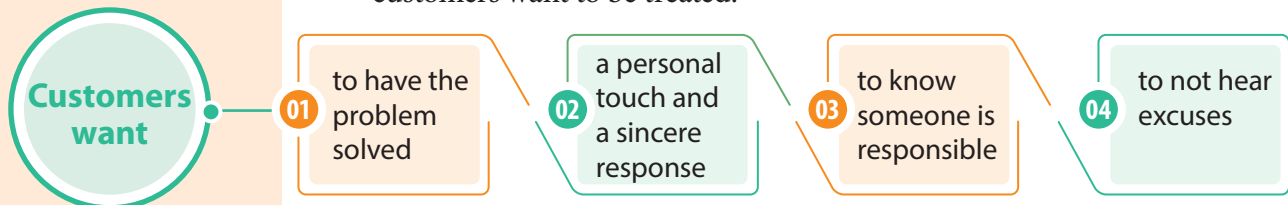
He was not happy about his work.
• He was 5. _____.
His boss was not happy about his work.
• His boss gave him 30 days to improve, or they would have to 6. _____.

Task 2 Peter realised his problem with Jane’s help. Complete the following diagram with the expressions from the rest of the story.

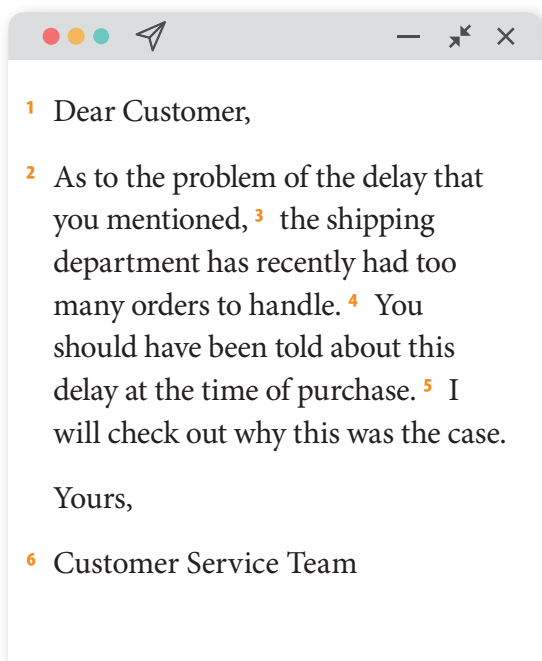


Developing skills

Peter understood that empathy and after-sales service should always go together. The following diagram may help you get to know how customers want to be treated.



Task 1 Below is one of Peter's response emails without empathy. Discuss with your classmates and work out what problems Peter's email has. Match the sentences and expressions in the email with the problems on the right.



() A. This is an excuse.

() B. The signature makes the customer feel like there's no real person on the other side.

() C. The salutation is impersonal.

() D. The supposed solution does not really solve the delay problem.

() E. This is a cold beginning without a personal touch.

() F. The passive voice suggests that no one is in charge of this.

Task 2 Discuss with your classmates how the email can be revised to show empathy.

Using language

Task 1 Match the following expressions with their translations.

售后服务

a total mess

小菜一碟

negative emotion

眼前的问题

personal touch

负面情绪

a piece of cake

一团糟

after-sales service

人情味

issue at hand

Task 2 Complete the following sentences with the expressions in the box. Change the form if necessary.

be stressed out	pour out	go through
get the hang of	deal with	put yourself in sb's shoes

1. My colleague taught me how to write a response email and I _____ it after a while.
2. They hired him because of his valuable skill in _____ customer complaints.
3. Peter _____ a lot in order to achieve what he has.
4. She spends every lunchtime _____ her after-sales service problems to me and expects me to find a solution.
5. I've got too many complaint emails to handle. I _____.
6. The best way to understand customers is to _____.

Interaction

You are going to listen to two conversations about how to show empathy in after-sales service. Speaking activities will follow.



Listening 1

Task 1 Judy hasn't received her online order. She is calling the customer service centre. Listen to the conversation between Judy and a sales support specialist, Robin, and choose the best answer to each blank.

1. Judy bought a(n) _____ online.

A. e-reader	B. hard drive
C. computer	D. printer
2. Judy lives in _____.

A. Building B	B. Building C
C. Building D	D. Building E

Task 2 Listen again and fill in the blanks.

1. Judy hasn't received her order because _____.
2. Judy was not happy when she heard that she wouldn't receive her order until _____.
3. Judy agreed when Robin offered _____.

New words and expressions

delivery /dɪ'lɪvəri/ *n.* 送货
ridiculous /rɪ'dɪkjələs/ *adj.* 荒谬的

apologise for 为……道歉
same-day delivery 当日送达

Speaking 1

Task 1 Practise how to make complaints and apologies.

- Read aloud the sentences taken from *Listening 1*.
 - This is ridiculous.
 - I apologise for this.
 - So sorry about that.
- Make a complaint about a product's quality, and then your partner makes an apology. You may refer to the expressions below.

Making complaints

- There seems to be something wrong with...
- This is so bad.
- The product I bought is broken.
- ... is not working.

Making apologies

- I am sorry about...
- I'm sorry for the inconvenience.
- I'm sorry to learn/hear that...
- It is our fault.
- We take full responsibility.

Task 2 Work in pairs and act out the following situation. You may refer to *Using language* in this section for useful expressions.

Ann receives the wrong product she bought online. She calls the customer service centre to make a complaint. Brett, a sales support specialist, answers her call. He expresses his understanding of the situation and makes an apology.



Listening 2

Task 1 Jane and Peter are talking about the differences between empathy and sympathy in customer service. Listen to the conversation and choose the best answers.

1. According to the senior manager, successful communication starts with _____.
 - A. speaking politely
 - B. telling the other person what they should do
 - C. listening to the other person and showing understanding
 - D. understanding the difference between empathy and sympathy
2. Which of the following is NOT empathy?
 - A. Passing judgement.
 - B. Feeling with the customer.
 - C. Putting oneself in the customer's shoes.
 - D. Looking at things from the customer's perspective.

New words

perspective /pə'spektɪv/ *n.*

(看待问题的) 角度

sympathy /'sɪmpəθi/ *n.* 同情

Task 2 Listen again and fill in the blanks.**Peter's problem**

Having trouble 1. _____ because they are not satisfied with 2. _____.

Jane's solution

- To listen and show empathy
- To understand the difference between empathy and sympathy
 - ♦ Empathy means we put ourselves in an upset customer's shoes and help them as we 3. _____.
 - ♦ Sympathy means we might feel bad for someone, but we may not understand 4. _____ and judge them from our perspective.

Speaking 2**Task 1** Practise how to ask about and express feelings.

- Read aloud the sentences taken from *Listening 2*.
 - *You don't look so good. Are you OK?*
 - *I'm very frustrated.*
- Ask how your partner feels and your partner expresses their feelings. You may refer to the expressions below.

Asking about feelings

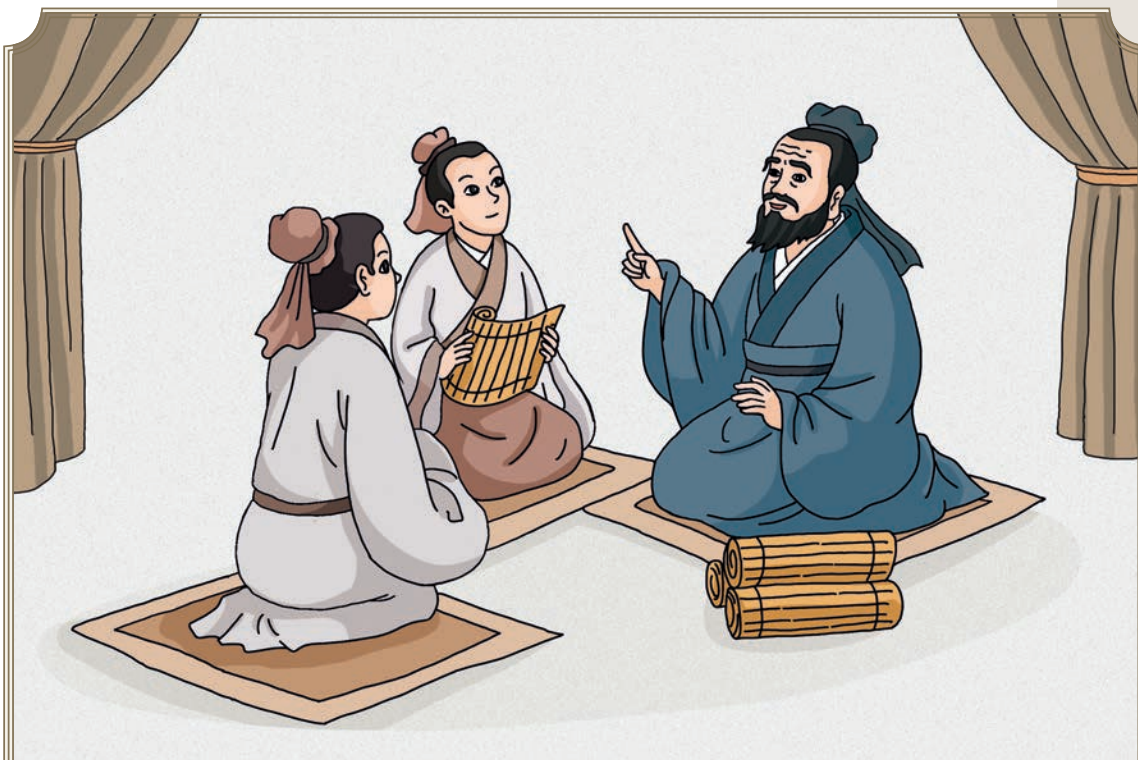
- You look upset/sad. Are you all right?
- How are you feeling today?
- You seem kind of low today. What's the matter?
- What's wrong?

Expressing feelings

- I feel a little unhappy/angry...
- I'm upset/sad/not happy...
- It's been very difficult lately.
- I don't think I can be any angrier right now.

Task 2 Work in pairs and act out the following situation. You may refer to *Developing skills* for ideas.

Nancy does not know how to handle customer complaints. She's been feeling very down lately. Her colleague, Henry, asks how she feels. Nancy expresses her feelings. Henry then gives some advice.



Treating others the way you would like to be treated

“Whatever you wouldn’t like to be done to yourself, don’t do it to others (己所不欲，勿施于人)” is one of the principles (处世原则) Confucius taught. It means treating others the way you would like to be treated. Western culture has a similar saying: “Do to others as you would have them do to you.” Both cultures believe it is important to put oneself in someone else’s shoes in interpersonal communication, and learning to be empathetic is one of the most rewarding skills to have.

Task Complete the following translations.

1. 在你对朋友发火之前，站在她的角度想一想——她也不想把咖啡洒到你的裙子上。

Before you get mad at your friend, _____.
She didn’t mean to spill coffee on your dress.

2. 作为客户服务代表，我总是尽量去理解我的客户，推己及人。

As a customer service representative, I always try to understand my clients.
_____.

Section II

Reading

A good response email usually shows empathy right from the beginning. Showing understanding often plays an essential role in dealing with customer complaints. Read Carol's reply to one of her clients, David, for a faulty product and find out how she solves the problem.



The screenshot shows an email client window with a grey envelope icon and a red notification bubble containing the number '1'. The email header includes the following information:

- From:** CarolBrown@ABCcorp.com
- To:** DavidWilson@123.com
- Subject:** We are truly sorry for the faulty product

The body of the email contains the following text:

Dear David,

Thank you for bringing the issue of the faulty product to our attention. I am sorry to learn that the toy you bought from our website did not work. Your frustration is totally understandable.

Generally, we make sure that each toy we sell is well checked and tested to ensure quality. However, sometimes a product may be damaged during shipping. In such cases, we take responsibility for this.

Please return the faulty item to us and we will send out a replacement toy within 2–3 days. If you do not want a replacement, we will issue you a full refund within 7 days upon receiving the returned item. In whichever case you choose, the shipping fee is on us. Please let us know which solution you prefer.

Once again, we apologise for any inconvenience this has caused. I have included a 10% discount coupon for your next purchase on our website. We value your business and look forward to providing you with excellent service in the future.

Sincerely,

Carol
Customer Support Representative

The bottom of the email client shows a 'Send' button, a paperclip icon, a plus sign, a trash can icon, and another plus sign.

Understanding ideas

Task 1 Read the response email and answer the following questions.

1. For what reason did David write a complaint email?

2. According to Carol, what was the most probable reason for the broken product?

3. What were the two solutions that Carol offered?

4. What extra offer did Carol give?

New words and expressions

inconvenience /,ɪnkən'vi:niəns/ *n.*

不便

purchase /'pɜ:tʃɪs/ *n.* 购买

replacement /rɪ'pleɪsmənt/ *n.*

替换物

understandable /,ʌndə'stændəbəl/

adj. 可以理解的

bring sth to sb's attention

使……引起……注意

customer support representative

客服代表

discount coupon 折扣券

ensure quality 保证质量

faulty product 有缺陷的产品

full refund 全额退款

shipping fee 运费

take responsibility for 为……负责

Task 2 Read the response email again and match the sentences with their corresponding functions.

1. Thank you for bringing the issue of the faulty product to our attention.

2. I am sorry to learn that the toy you bought from our website did not work.

3. Your frustration is totally understandable.

4. Sometimes a product may be damaged during shipping.

5. Please return the faulty item to us and we will send out a replacement toy within 2–3 days.

A. Offer a solution

B. Explain the situation

C. Acknowledge the issue

D. Make an apology

E. Empathise with the customer

Using language

Task 1 Match the following expressions with their translations.

运费

full refund

折扣券

faulty product

全额退款

customer support
representative

优质服务

discount coupon

客服代表

excellent service

有缺陷的产品

shipping fee

Task 2 Complete the following sentences with the expressions in the box.
Change the form if necessary.

bring... to sb's attention
be totally understandableensure quality
apologise fortake responsibility for
value sb's business

- I _____ the trouble this has caused and will get back to you after I talk to my manager.
- We _____ the delay. Our shipping department is working on it now.
- You are not happy with this shopping experience. That _____.
- Thank you for being our customer. We _____ and hope you will come back again.
- Your experience _____ it _____ that our services need to be improved. We hope to avoid similar incidents in the future.
- We try our best to _____.

Writing

A response email to customer complaints is often clearly structured. Read the example below and do the tasks that follow to improve your writing skills.



Salutation

Dear Louis,

1. _____

Thanks for letting us know you haven't received your product yet. We are so sorry for the inconvenience and we understand how frustrating this may have been for you.

Make an apology

Empathise with the customer

2. _____

We have had a much larger volume of orders this holiday season than we had expected. The bad weather conditions last week made the delivery situation even worse. Despite these challenges, our entire supply chain has been working tirelessly to meet the demands.

Body

3. _____

I have tracked your package online and it is currently listed as "out for delivery". If you'd like to keep track of your package's status, you can visit this link [Tracking Your Shipment or Packages](#). If you have not received your package by the end of next week, please contact me directly by replying to this message.

4. _____

As a thank you for being our loyal customer for the past few years, we are offering you 30% off your next purchase. Once again, I sincerely apologise for the inconvenience.

Apologise again

Closing

Warm regards,

Signature

Oliver Yang
Customer Service Representative

Send



New words and expressions

frustrating /frʌ'streɪtɪŋ/ *adj.*

令人沮丧的

loyal /'lɔɪəl/ *adj.* 忠实的

shipment /'ʃɪpmənt/ *n.* 运输

tirelessly /'taɪələsli/ *adv.*

不知疲倦地

keep track of 掌握……的最新消息

supply chain 供应链

Section II

The body of a response email includes four sections.

Task 1 Identify the essential elements of the response email and put them onto the correct lines.

Provide solutions	Explain the situation (not an excuse)
Acknowledge the issue	Thank the customer (for their business)

Active voice, instead of passive voice, is often used to add a personal touch and show that someone is responsible.

Task 2 Rewrite the following sentences from passive to active voice without changing the original meaning. An example has been given.

Example:

I am sorry that the package was not delivered on time.

I am sorry that we didn't deliver the package on time.

1. Some inconvenience has been caused.

2. A replacement will be sent out within 2 days.

3. Your delivery is being worked on now.

Some common ways to put yourself in the customer's position are showing understanding and apologising, explaining the situation, offering solutions and thanking them for being a customer.

Task 3 Translate the following sentences into English.

- 感谢您选择我们的平台购物，并成为我们忠实的客户。
- 您没能按时收到货物，我们很抱歉。
- 我们完全理解您在这种情形下有多失望。
- 我们的货运部门正在努力解决问题。
- 上周的暴风雪导致快递延误。

The main body of a response email usually covers the following essential elements: acknowledging the issue, explaining the situation (not an excuse), providing solutions, thanking the customer (for their business). When writing a response email:

- empathise with the customer;
- use active voice.

Project

Write a response email to a customer's complaint

An appropriate response to a customer's complaint can be an opportunity to win them back. Suppose you are the sales support specialist in *Learning context*. Sofia is a repeat customer who has been making purchases from your website for several years. However, it is the first time that she hasn't received her order on time. You want her to be satisfied and therefore write to her with an apology and a coupon to make up for the inconvenience. Write a response email by following the steps below.

Step
1

Create an outline for the main body

Refer to **Task 1** in *Writing*.

Step
2

Draft

Draft your email. Remember to include salutation, body, closing and signature.

Step
3

Check and edit

Proofread and edit your email. Use the following checklist to help improve your writing.

YES

NO

I included all the essential points in my email.

I empathised with the customer right from the beginning.

I used active voice.

Step
4

Discuss and revise

Work in groups. Share your response email with your group members. Discuss the strong and weak points of each email and give suggestions. Make necessary revisions according to the feedback.

Self-assessment

In this unit, I have learnt:

1. When dealing with complaints from upset, angry or frustrated customers, I need to show my _____ (理解) and _____ (换位思考).
2. When writing a response email, I should:
 - acknowledge the issue, explain the situation, _____ (提供解决方案) and thank the customer;
 - use _____ (主动语态) more often than passive voice.