

English at Work

第 59 集: 发布会还得继续

新产品发布时可使用的语言



- Narrator:** 欢迎回到《白领英语》节目。今天对于 Tip Top 贸易公司来说可是尤为重要的一天。因为今天公司将发布最新研发的产品 - 塑料茄子。发布会将在一家豪华的酒店举行, 客户们陆续到达, 不过有一位非常重要的人物迟迟没有出现。
- Denise:** Has anyone seen Anna?
- Paul:** I haven't seen her all morning. Tom you were with her last.
- Tom:** That was last night at the pub. She was drowning her sorrows.
- Denise:** Drowning her sorrows?
- Tom:** Yeah. She saw Dave from IT with another woman - Julie from accounts actually. She was very upset.
- Denise:** Oh poor Anna.
- Paul:** So you left her drowning in the pub? And who's got the prototype aubergine to show at the launch?
- Tom:** Oh no! Anna has. It's in her bag. What are we going to do?
- Denise:** Panic!
- Paul:** No Denise. Calm down. I'll just have to make a start and I'm sure Anna will turn up. *(Clears throat)* Excuse me everyone, could you all gather round. Our presentation is about to begin.
- Tom:** I'll change the slides for you on the computer Paul. I'm good with technology.
- Paul:** Okey dokey. Erm... ladies and gentlemen, thank you for coming to our presentation. We have something very exciting to... erm... show you and it's not a fruit... ha ha!
- (Door opens)*
- Anna:** ...and here it is - fresh from the factory - our plastic aubergine!
- (Polite applause)*
- Narrator:** Anna 你来得真及时。
- Anna:** I know. I think I drank a bit too much last night and now I can't remember what to say.

Narrator: 你需要说服每位在场的客户，你们研发的塑料茄子是市场上最好的产品，每位客户都应该惺惺惜惺惺。你可以说 *'we believe this high quality product is something your business needs'* 我们相信这个高质量的产品正是贵公司所需要的，还有 *'our new product has been designed to the highest specification'* 我们新产品的的设计拥有最高的规格，还要告诉大家 *'this product is the perfect decoration on any café or restaurant table'* 这个产品摆放在任何一家咖啡馆或饭店的餐桌上都再合适不过了。说了这些之后你就等着订单蜂拥而至吧！

Anna: What? They'll send them by aeroplane?

Narrator: 不是的！你就照我说的做，然后就知道结果了。

Anna: OK then. *(To the audience)* Yes everyone, this aubergine may look good enough to eat but it is made of the highest quality plastic and I'm convinced it's something your business needs.

Paul: Err yes, that's right. It may be plastic but it is... fantastic!

Anna: Thank you Paul. This product has been designed to the highest specifications. It's tough and durable.

Client: Yeah but why would I want to buy it?

Tom: 'Cos it's cheap mate!

Anna: No Tom. It's because it is the perfect decoration on any café or restaurant table. It shows you're serious about food.

Paul: And it doesn't go mouldy.

Anna: Yes. We're taking orders today and... and...

Narrator: 还有什么 Anna?

Anna: I don't know what to say next.

Narrator: 告诉大家如果今天下订单可以得到折扣还有质量保证。

Anna: Oh right. If you place an order for more than 1,000 we can offer you a generous discount. Plus, all our products come with a money-back guarantee.

Client: I like it!

(Applause)

Narrator: 真棒 Anna。她刚才的介绍很清楚，对产品自己也显得很热情。下面我们再来听一遍 Anna 使用的表达：

It is made of the highest quality plastic and I'm convinced it's something your business needs.

*This product has been designed to the highest specifications. It's tough and durable.
It is the perfect decoration on any café or restaurant table.
We can offer you a generous discount. Plus, all our products come with a money-back guarantee.*

Anna: Thanks for listening. Tom has a few slides to show which illustrate how the aubergine has been designed. Tom. Tom?

Tom: Oh no, it's frozen, the slides won't change.

Dave: *(From back of room)* It's OK, I can fix, I am the IT guy after all.

Tom: Dave? What are you doing here? Cheating on Anna like that. Here Anna, give me that aubergine. *(Throwing the aubergine)* There, that's for upsetting Anna.

Anna: Tom, no!

(Window smashes)

Dave: Ha ha, missed me!

Denise: Ha! Well, the aubergine's certainly tough and durable.

Paul: Tom, Anna, I think we'd better talk about this back in my office.

Narrator: 哎呀！这可真是一场精彩的产品发布会呀。希望 Tom 的一时冲动不会影响订单蜂拥而至- 不过订单可不能从窗户里飞进来。下集节目再会。

Listening Challenge: 听力挑战:

在 Anna 的介绍演说中，她建议如何使用塑料茄子？
她建议用塑料茄子作咖啡馆和餐厅的装饰。