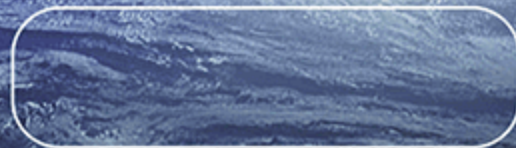


The background is a deep space scene featuring a view of the Earth's horizon from space, with the blue and white atmosphere curving across the bottom. The Moon is visible in the upper right corner. The sky is filled with numerous small, distant stars.

Sanzao Business English Training





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- **Introduction to Business English**
- **Business English Skills**
- **Business English knowledge**
- **Business English Practical Exercise**
- **Summary and Outlook**



01

Introduction to Business English



Definition of Business English

Business English refers to the English language used in business settings and is a type of English for Specific Purposes (ESP). It covers language applications in areas such as business communication, trade, and management, and has the characteristics of professionalism and practicality.

Business English not only includes language knowledge, but also includes aspects such as business culture, business etiquette, negotiation skills, etc.



The Importance of Business English

With the acceleration of globalization, Business English has become an essential language tool for multinational corporations and international business professionals. Mastering business English can facilitate better communication and exchange with international clients and partners, promoting business development.

Business English can help professionals improve their professional skills and competitiveness, and increase opportunities for personal career development.



Application scenarios of Business English



01

Business meetings

Use business English for reporting, discussion, and communication in business meetings held by multinational corporations, international organizations, and other organizations.

02

Business negotiation

In international trade, investment and other fields of business negotiations, use business English for communication and reach cooperation agreements.

03

Business email

Maintain contact with customers and partners through written forms such as email, and use business English for business communication and transaction processing.

02

Business English Skills





Business communication skills



Oral communication

Speaking clearly, fluently and confidently in English, understanding different accents and dialogues, effective listening skills

Written communication

Writing emails, letters, reports in English with accurate grammar and punctuation, effective use of language to convey information

Business negotiation skills

Negotiation strategies

Understanding different negotiation styles, using effective bargaining techniques, making compromises and agreements

Interpersonal skills

Managing relationships effectively with other parts, showing empathy and understanding, building trust and inspection





Business Writing Skills

Writing business emails

Writing emails in a professional and formal style, using appropriate language and tone, following standard email etiquette

Writing reports and proposals

Writing reports and proposals that are clear, concise and well structured, with accurate grammar and punctuation





Business presentation skills

Presentation delivery

Speaking confidently and fluently in English, using appropriate language and tone, making eye contact with the audience

Visual aids

Creating slides and other visual aids that are clear, consistent and visually appealing, using appropriate graphics and images

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