跨境电商英语

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Preface of Cross-border E-commerce English, 1st Edition

Cross-border e-commerce, as a hot topic in the modern business arena, is rapidly and significantly altering the global commercial landscape at an unprecedented speed and scale. According to the "China Cross-border E-commerce Annual Report" released by the General Administration Of Customs. P. R. China, in 2022, the scale of China's cross-border e-commerce import and export surpassed 2 trillion yuan for the first time, a YoY growth of 7.1%. This data indicates that the cross-border e-commerce industry has become the engine of China's foreign trade development, displaying various new trends such as "breaking new records in import and export scale, increasing diversification of trading partners, further rise in the proportion of consumer goods, and a noticeable head effect in the development of business models".

As the fastest-growing, most potential, and most impactful new form of international trade, cross-border e-commerce has been a new highlight in China's foreign economic and trade cooperation in recent years, and it is a driving force for international trade development. Statistics show that there are now over 100,000 cross-border e-commerce entities in China, with about 7,800 of them having import and export volumes exceeding 100 million yuan. According to the World Trade Organization's forecast, global cross-border e-commerce will continue to grow at a rate of 27% by 2026, injecting new dynamics into global economic and trade development. Cross-border e-commerce is becoming a vital way for enterprises to expand their market and competitiveness. It requires a growing number of high-quality and versatile talents in the field of cross-border e-commerce.

In this field full of opportunities and challenges, mastering English has become a fundamental skill. Whether in negotiating cooperation with foreign clients, understanding market dynamics, or sharing experiences with international counterparts, proficient English communication skills are crucial. With the rapid growth of the industry, this English proficiency will become a key factor for students to secure employment smoothly and succeed in the field of international trade and cross-border e-commerce. It is imperative to cultivate professionals with proficiency in cross-border e-commerce English.

Therefore, this textbook responds to the rapid development of China's cross-border e-

commerce industry, the active promotion of domestic policies and the demand for professionals with cross-border e-commerce English ability. The features of this textbook can be summarized as follows:

1. Outcome-Based Education(OBE) + Action-oriented Teaching(AOT): Adhering to the teaching philosophy of OBE, each task will start with learning objectives, clarify expected teaching outcomes, and improve learning effectiveness to keep students more focused on their goals. The beginning will introduce specific scenarios, propose discussion questions, and guide students' thinking. The "Set the Task" section will lead the entire chapter, emphasizing action-orientation, designing various learning activities and tasks to enhance student engagement, allowing students to master professional skills and knowledge in the practice of actual work tasks, and develop good attitudes and values.

2. Case Studies and Practical Scenarios: The textbook introduces the latest industry and enterprise cases from actual business and the corresponding simulated scenarios to enable students to have a comprehensive understanding of the application of cross-border e-commerce English in different business fields, helping students better understand the application of theoretical knowledge in practical work. Analyze related knowledge comprehensively according to the unit theme, expand students' knowledge breadth, and provide corresponding language comprehension and application exercises. This will help students transform what they have learned into practical operational abilities.

3. Practical Vocabulary, Phrases, Dialogues, and Role Plays: The textbook provides core vocabulary, practical phrases, and sentence patterns to help students establish basic vocabulary and expression abilities in cross-border e-commerce English, allowing them to grasp professional terms and ways of expression. Additionally, the textbook offers practical dialogues and role plays to help students practice real English communication skills, contributing to improving students' communication abilities with clients and partners in actual work.

4. Workplace Skills + Implicit Ideological and Political Education: The textbook includes a section on practical workplace skills, providing students with practical skills and advice needed to succeed in the field of cross-border e-commerce. It incorporates patriotic, professional, honest, friendly, and environmentally-friendly factors into the section on workplace skills. These elements, presented in forms that students find enjoyable and easy to accept, will permeate deep into their hearts, influencing the formation of their worldviews, outlooks on life, values, and overall qualities.

5. Bilingual Balance: The textbook emphasizes a balance between English and Chinese. In the actual work, professionals in cross-border e-commerce need to communicate fluently in a bilingual environment. Therefore, we will ensure that students can not only communicate professionally in English but also understand and respond to communication challenges in the Chinese environment.

We firmly believe that through this learning approach, students will not only master

English application skills in the field of cross-border e-commerce but will also stand out in practical work. Whether you are a student currently studying a cross-border e-commerce-related major or a practitioner in the cross-border e-commerce industry, this textbook will provide valuable guidance and assistance.

The textbook is co-edited by Yang Lixia (Hainan College of Economics and Business), Wang Yingxi (Shandong Foreign Trade Vocational College), Cao Luyi (Hainan College of Economics and Business), Su Xiaona (Shandong Foreign Trade Vocational College), Ji Xiaona (Shandong Foreign Trade Vocational College), Ma Ning (Hainan College of Economics and Business), and You Yifan (Hainan College of Economics and Business). Other contributors to the writing include Chen Yi, Shi Wei, Pan Zejia, among others. The outline and content of this textbook were developed through discussions among the writing teachers and enterprise experts according to the actual work requirements. We referred to a large number of the latest literature and materials during the writing process and received strong support from the college leadership, experts, and teachers. We express our heartfelt gratitude for this support.

The cross-border e-commerce industry is thriving, and the knowledge and skills involved are constantly evolving. Relevant platforms and policies are also constantly adjusting. Despite the editors' efforts to ensure accuracy, given the rapidly changing dynamics of the industry and the limited expertise of the editors, there may inevitably be omissions. Therefore, we sincerely invite experts, scholars, colleagues, and esteemed readers to generously offer their advice and corrections to improve this textbook.

Editors

October 2023

前言

跨境电商，作为现代商业领域的热门话题，正以前所未有的速度和规模改变着全球商业格局。根据海关总署发布的《中国跨境电商贸易年度报告》，2022 年度中国跨境电商进出口规模首次突破 2 万亿元，同比增长 7.1%。这一数据表明，跨境电商行业已成为中国外贸发展的引擎，呈现出诸多新气象，如“进出口规模再创新高、贸易伙伴更趋多元、消费品占比进一步提升、业态发展头部效应明显”等。

跨境电商作为发展速度最快、潜力最大、带动作用最强的国际贸易新业态，近年来是我国对外经贸合作新亮点，也是国际贸易发展的有生力量。统计显示，目前我国跨境电商主体已超 10 万家，进出口额 1 亿元以上的约 7800 家。根据世贸组织的预测，到 2026 年，全球跨境电商将继续以 27%的增速增长，为全球经贸发展注入新动能。跨境电商正在成为企业拓展市场和竞争力的重要途径，市场需要越多越多高素质复合型跨境电商领域人才，因此职业教育培养人才应紧跟国家、行业发展需求。

在这个充满机遇和挑战的领域，精通英语成为了一项基本技能。无论是与国外客户洽谈合作、了解市场动态，还是与国际同行分享经验，良好的英语沟通能力都显得尤为重要。随着行业的迅猛增长，这种英语能力已经成为学生顺利就业和跨境贸易领域取得成功的关键。因此，培养具备跨境电商英语能力的专业人才势在必行。

本教材积极响应中国跨境电商行业的快速发展、国内政策的推动和对跨境电商专业人才的需求，顺势而生。教材的特点可以概括如下：

1. 成果导向＋行动导向：贯彻成果导向教学理念，每个 Task 都以学习目标开始，明确教学预计成果，提高学习效果，使学生更专注于目标；开篇以具体情景引入，提出讨论问题，引导学生思考；Set the Task 引领整个章节，强调行动导向，设计各种学习活动和任务驱动提升学生参与度，使学生在实际工作任务的实践中掌握职业技能，习得专业知识。

2. 案例学习和实际场景：教材引入了来自实际业务的最新行业企业案例和相应的模拟场景，使学生全面了解跨境电商英语在不同业务领域的应用，帮助学生更好地理解理论知识在实际工作中的应用；根据单元主题全面分析相关知识，拓展学生知识宽度，并附有相应语言理解和应用练习，这有助于学生将所学知识转化为实际操作能力。

3. 实用词汇、短语、对话和角色扮演：教材提供了核心词汇和实用短语、句型，帮助学生建立跨境电商英语的基本词汇和表达能力，帮助学生掌握专业术语和表达方式。此外，教材提供了实用对话和角色扮演，帮助学生练习真实的英语沟通技能，有助于提高学生在实际工

作中与客户和合作伙伴的沟通能力。

4.职场技巧＋隐形思政：教材包括了实际应用的职场技巧部分，为学生提供了在跨境电商领域展开工作所需的实用技巧，并通过职场技巧部分融入爱国、敬业、诚信、友善、环保等思政因素；通过学生喜闻乐见、善于接受的形式，将知识在其心灵深处沉淀，塑造学生正确的世界观、人生观、价值观及职业素质养成。

5.双语平衡：教材强调英语与中文之间的平衡。在实际工作中，跨境电商人员需要流利地在双语环境中交流。因此，我们将确保学生不仅可以用英语进行专业交流，还可以理解和应对中文环境下的沟通挑战。

我们深信，通过这样的学习方式，学生不仅能够掌握跨境电商领域的英语应用技能，更能够在实际工作中脱颖而出，为自己的事业打下坚实的基础。无论是正在学习跨境电商相关专业的学生，还是从事跨境电商工作的从业者，本教材都能提供有益的指导和帮助。

本教材由杨丽霞（海南经贸职业技术学院）、王应喜（山东外贸职业学院）、曹璐怡（海南经贸职业技术学院）担任主编，苏晓娜（山东外贸职业学院）、纪晓娜（山东外贸职业学院）、马宁（海南经贸职业技术学院）、尤一帆（海南经贸职业技术学院）担任副主编，参加编写的还有陈毅、施玮、潘则嘉等。本教材大纲和内容设计是由编写教师和企业专家按实际工作要求研讨制定的，在编写过程中参考了大量最新文献材料，得到了学院领导、专家和老师的大力支持，在此一并表示由衷的感谢！

跨境电商行业蓬勃发展，涉及的知识技能不断演变，相关平台和政策也随时调整。尽管编者们努力确保准确无误，但鉴于行业动态多变且编者水平有限，难免会存在疏漏之处。因此，我们诚恳地邀请专家、学者、同仁以及尊敬的读者不吝赐教，提出宝贵的建议和指正，以共同完善本教材。

编　者

2023年10月

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Unit 1 Introduction to Cross-border E-commerce
跨境电子商务概述

Task A Main Models of Cross-Border E-Commerce
跨境电子商务的主要模式

Learning Objectives 学习目标

In this task, you are expected to:
该任务中，你将

◇ Understand the operation models of cross-border e-commerce.
了解跨境电子商务的运营模式。

◇ Learn the characteristics of different operating models.
学习不同运营模式的特点。

◇ Master practical phrases, expressions, and sentence related to cross-border e-commerce operation models.
掌握与跨境电子商务运营模式相关的实用短语、习惯表达及句型。

Scenario 情景

Li Ming is a college student majoring in cross-border e-commerce. He plans to use his spare time to open his own online store to sell agricultural products from his hometown through a cross-border e-commerce platform. Through his research, he found that different cross-border e-commerce platforms focus on different operating models, and how to choose the suitable cross-border e-commerce platform has become a challenge for him.

李明是一位来自中国的跨境电子商务专业的大学生，他打算利用业余时间通过一家跨境电商平台开设自己的网店销售家乡的农产品。通过调研他发现不同的跨境电商平台侧重于不同的运营模式，如何选择适合自己的跨境电商平台成了他面临的难题。



中国跨境电商行业派系[1]

Discussion 讨论

Do you know what types of operation models cross-border e-commerce has, and what are the characteristics of different operation models?

你是否了解跨境电商都有哪几种运营模式，不同的运营模式都有哪些特点呢？

Set the Task 任务要求

Based on Li Ming's current situation, could you please determine which type of operation models his upcoming cross-border e-commerce business belongs to?

根据李明目前的情况，请判断他即将从事的跨境电商买卖属于哪一种运营模式呢？

Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

The Rapid Development of Cross-border E-commerce Injects New Momentum Into Foreign Trade

China's **cross-border e-commerce** has developed rapidly, with the import and export scale of cross-border e-commerce increasing tenfold in five years, reaching 2.1 trillion yuan in 2022 and a year-on-year increase of 16% in the first half of 2023. At the 2023 China International Service Trade Fair (CIFTIS), participants stated that the cross-border e-

commerce market has broad **prospects**, and with policy support and exploration by relevant **enterprises**, it is expected to maintain a good growth trend and inject new momentum into foreign trade.

At the forum during the China International Trade Fair, Xiao Lu, Deputy Director of the Foreign Trade Department of the Ministry of Commerce, stated that the import and export scale of cross-border e-commerce has increased tenfold in five years, reaching 2.11 trillion yuan in 2022. Currently, the trend of integrating trade in goods and services, trade and industry, and online and offline **integration** is becoming increasingly apparent. The development of cross-border e-commerce is driving the digitization of the entire trade process and various links.

Jiang Xiaojuan, President of the China Society of Industrial Economics and Professor at the University of the Chinese Academy of Social Sciences, stated that China's international e-commerce has developed rapidly. In 2022, the scale of cross-border e-commerce imports and exports exceeded 2 trillion yuan for the first time, accounting for 4.9% of the total import and export value of goods trade in China. In the first half of 2023, the total import and export **volume** of cross-border e-commerce in China reached 1.1 trillion yuan, a year-on-year increase of 16%.

The "Digital Trade Development and Cooperation Report 2023" released during the China International Trade Fair shows that in 2022, China's B2C e-commerce transaction volume accounted for 37.2% of the global total, ranking first in the world.

The development prospects of cross-border e-commerce are broad. At the 2023 China E-commerce Conference during the China International Trade Fair, participants stated that the expected development data from 2022 to 2026 shows that the global retail e-commerce growth rate will be twice that of the global retail growth rate. At the same time, the proportion of cross-border e-commerce in retail e-commerce is constantly increasing. (September 7, 2023 11:23, Source: Economic Reference News)

So, what is cross-border e-commerce? What are the operating modes of cross-border e-commerce? With these questions, let us enter the study of this task.

1. The concept of cross-border e-commerce

Cross Border E-Commerce, abbreviated as cross-border e-commerce, refers to international commercial activities where trading **entities** belonging to different customs territories engage in commodity transactions, information exchange, and service **provision** through e-commerce platforms. It fully utilizes internet technology to connect goods, services, and payment processes, eliminating time and space **constraints**, and achieving global trade activities.

Cross border e-commerce is different from traditional international trade. Traditional international trade usually needs to be conducted through **intermediate** links such as importers and exporters, agents or trading companies, involving a series of procedures such

as **logistics, warehousing** and **customs declaration.** Cross border e-commerce digitizes the traditional process of contract negotiation, contract formation, and contract performance in import and export trade, and delivers goods and completes transactions through cross-border logistics and remote warehousing.

In addition, cross-border e-commerce also has the following characteristics:

(1) Large market scale: Cross border e-commerce can push goods and services to the global market, breaking through **regional restrictions**, expanding sales channels, and enabling enterprises to reach a broader consumer group.

(2) Low cost and high efficiency: Compared to traditional international trade, cross-border e-commerce has relatively low operating costs and does not require the establishment of physical stores or large-scale teams. At the same time, the high efficiency of the Internet makes the transaction process faster, and order processing and payment settlement more convenient.

(3) HTH **Personalized customization**: Cross border e-commerce platforms typically provide personalized product recommendations and customized services, which can accurately recommend products based on consumer needs and preferences, providing a better shopping experience.

(4) Improvement in logistics and payment: The development of cross-border e-commerce has led to innovation and progress in the field of logistics and payment. In terms of logistics, the optimization of international **express** delivery, warehousing, and customs links has made cross-border logistics more convenient and efficient. In terms of payment, cross-border e-commerce **platforms** usually provide multiple payment methods to solve the problem of international payments.

2. The operational model of cross-border e-commerce

Based on different standards, cross-border e-commerce can be divided into the following categories:

Table 1 A-1 Classification of Cross border E-commerce

Classification criteria	Type	Characteristics
Classification by trading entity	**B2B** cross-border e-commerce (Business-to-Business)	B2B cross-border e-commerce is an e-commerce activity that involves the exchange of goods, services, and information between enterprises through the internet. In the transaction scale of China's cross-border e-commerce market, the B2B cross-border e-commerce market accounts for over 80% of the total transaction scale. In the cross-border e-commerce market, the enterprise level market has always been **dominant**, represented by global Alibaba International Station, Global Resource Network, China Manufacturing Network, etc.

续表

Classification criteria	Type	Characteristics
Classification by trading entity	**B2C** cross-border e-commerce (Business-to-Customer)	Business to Customer (B2C) cross-border e-commerce is an e-commerce activity carried out by enterprises for individuals, providing online product purchases, online medical **consultations**, and other services for individuals. Due to the fact that consumers can directly purchase goods from enterprises, there are fewer **intermediate** links, usually with lower prices but higher logistics costs. The market size of China's B2C cross-border e-commerce is constantly expanding, with representative enterprises including Global AliExpress, Amazon, Lanting Jishi, Milan. com, Dalong. com, etc.
	C2C cross-border e-commerce (Customer-to-Customer)	C2C cross-border e-commerce refers to the **implementation** of individual to individual e-commerce activities through third-party trading platforms, representing businesses such as eBay.
Classification by service type	Information service platform	The information service platform mainly provides online marketing platforms for domestic and foreign member **merchants**, transmitting information on goods or services provided by suppliers, buyers, and other merchants, and **facilitating** the completion of transactions between both parties. Representative enterprises include Alibaba International Station, Global Resources Network, Made in China Network, etc.
	Online trading platform	The online trading platform not only provides information display of enterprises, goods, services, etc., but also enables the entire shopping chain process of search, **consultation**, comparison, placing orders, payment, delivery, evaluation, etc. to be completed online through the platform. The online trading platform model is gradually becoming the **mainstream** model of cross-border e-commerce, with representative enterprises including Dhgate, Global AliExpress, Milan. com, and Dalong. com.
	Foreign trade **comprehensive** service platform	The comprehensive foreign trade service platform can provide enterprises with a series of services such as customs clearance, logistics, tax refunds, insurance, and financing, helping them complete the customs clearance and circulation process of goods import or export. It can also help enterprises accelerate their **capital turnover** through financing, tax refunds, and other means, represented by Alibaba One Pass.

续表

Classification criteria	Type	Characteristics
Classified by platform operation method	Self operated platform	In the self operated platform model, the platform **integrates** supplier resources, purchases products at lower purchase prices, and then sells products at higher prices. Self operated platforms mainly earn profits by earning price differences for goods, represented by companies such as Lanting Jishi, Milan. com, and Dalong. com.
	Third-party open platform	The **third-party** open platform establishes a shopping mall online and integrates logistics, payment, remote operation and other service resources to attract merchants to settle in and provide cross-border e-commerce transaction services. At the same time, the platform mainly earns profits by collecting merchant **commissions** and **value-added** service commissions, represented by companies such as Global AliExpress, Dhgate, Global Resources Network, Alibaba International Station, etc.
	Foreign trade e-commerce proxy operation service provider model	In this model, service providers do not directly participate in any e-commerce buying and selling process, but instead provide different service modules for small and medium-sized enterprises engaged in cross-border foreign trade e-commerce, such as "market research module", "marketing business platform construction module", "**overseas** marketing solution module", etc. These enterprises, as e-commerce service providers, help foreign trade enterprises build independent e-commerce website platforms and provide comprehensive e-commerce solutions, enabling them to directly sell their products to overseas retailers or consumers. Service providers can provide one-stop e-commerce solutions and help foreign trade enterprises establish personalized e-commerce platforms. They mainly earn profits by earning service fees paid by enterprises, representing their determination to innovate.

跨境电商快速发展为外贸注入新动能

我国跨境电商快速发展，跨境电商进出口规模五年增长 10 倍，2022 年达 2.1 万亿元，2023 年上半年同比增长 16%。在 2023 年中国国际服务贸易交易会（服贸会）上，与会嘉宾表示，跨境电商市场前景广阔，在政策支持以及相关企业的探索下，有望保持良好增长态势，为外贸注入新动能。

在服贸会期间的论坛上，商务部对外贸易司副司长肖露表示，跨境电商进出口规模五年增长 10 倍，2022 年达 2.11 万亿元。当前，货物贸易与服务贸易融合、贸易与产业融合、线上线下融合的趋势日益显现，跨境电商的发展正在带动贸易全流程和各环节数字化。

中国工业经济学会会长、中国社会科学院大学教授江小涓表示，我国国际电子商务发展迅速，2022 年跨境电商进出口规模首次超过 2 万亿元，占全国货物贸易进出口总值的 4.9%。2023 年上半年，我国跨境电商进出口总额 1.1 万亿元，同比增长 16%。

服贸会期间发布的《数字贸易发展与合作报告 2023》显示，2022 年我国 B2C 电子商务交易额在全球占比达 37.2%，位居世界第一。

跨境电商发展前景广阔。在服贸会期间的 2023 中国电子商务大会上，与会嘉宾表示，2022 年至 2026 年发展预期数据显示，全球零售电商增速将是全球零售增速的 2 倍，同时，跨境电商占零售电商的比重不断增加。（2023 年 09 月 07 日 11:23　来源：经济参考报）

那么，什么是跨境电子商务？跨境电商又有哪几种运营模式？带着这些问题，我们进入本任务的学习。

1. 跨境电子商务的概念

跨境电子商务（Cross-Border E-Commerce），简称跨境电商，是指分属不同关境的交易主体，通过电商平台达成商品交易、信息交流、提供服务的国际商业活动。它充分利用互联网技术，将商品、服务和支付等环节连接起来，消除了时间和空间上的限制，实现了全球范围内的贸易活动。

跨境电商与传统的国际贸易不同，传统国际贸易通常需要通过进出口商、代理商或贸易公司等中间环节进行，涉及到物流、仓储、报关等一系列程序。而跨境电商将传统进出口贸易中的合同磋商、合同订立、合同履行等环节电子化，并通过跨境物流及异地仓储送达商品、完成交易。

此外，跨境电商还具有以下特点：

（1）市场规模庞大：跨境电商能够将商品和服务推向全球市场，突破了地域限制，拓展了销售渠道，使企业能够接触到更广阔的消费者群体。

（2）低成本高效率：相比传统的国际贸易，跨境电商的运营成本相对较低，不需要建立实体店面，也不需要大规模的团队。同时，互联网的高效率使得交易过程更加迅速，订单处理和支付结算更加方便。

（3）个性化定制：跨境电商平台通常提供个性化的商品推荐和定制化服务，能够根据消费者的需求和偏好进行精准推荐，提供更好的购物体验。

（4）物流和支付的改善：跨境电商的发展促使了物流和支付领域的创新与进步。物流方面，国际快递、仓储和海关等环节的优化，使得跨境物流更加便捷和高效。支付方面，跨境电

商平台通常提供多种支付方式，解决了国际支付的问题。

2. 跨境电商的运营模式

基于不同的标准，跨境电商可以分为以下几类：

表 1　A-1 跨境电商的分类

分类标准	类型	特征
按照交易主体分类	B2B 跨境电商（Business-to-Business，企业对企业）	B2B 跨境电商是企业与企业之间通过互联网进行的商品、服务及信息的交换的电商活动。中国跨境电商市场交易规模中，B2B 跨境电商市场交易规模占总交易规模的 80%以上。在跨境电商市场中，企业级市场始终处于主导地位，代表企业有全球阿里巴巴国际站、环球资源网、中国制造网等。
	B2C 跨境电商（Business-to-Customer，企业对个人）	B2C 跨境电商是企业针对个人开展的电商活动，企业为个人提供在线商品购买、在线医疗咨询等服务。由于消费者可以直接从企业买到商品，减少了中间环节，通常价格较低，但是物流成本较高。中国 B2C 跨境电商的市场规模正在不断扩大，代表企业有全球速卖通、亚马逊、兰亭集势、米兰网、大龙网等。
	C2C 跨境电商（Customer-to-Customer，个人对个人）	C2C 跨境电商是通过第三方交易平台实现个人对个人的电商活动，代表企业有 eBay 等。
按照服务类型分类	信息服务平台	信息服务平台主要为境内外会员商家提供网络营销平台，传递供应商或采购商等商家提供的商品或服务信息，促成双方完成交易，代表企业有阿里巴巴国际站、环球资源网、中国制造网等。
	在线交易平台	在线交易平台不仅提供企业、商品、服务等的信息展示，还可以通过平台在线上完成搜索、咨询、对比、下单、支付、配送、评价等全过程购物链环节。在线交易平台模式正逐渐成为跨境电商的主流模式，代表企业有敦煌网、全球速卖通、米兰网、大龙网。
	外贸综合服务平台	外贸综合服务平台可以为企业提供通关、物流、退税、保险、融资等一系列的服务，帮助企业完成商品进口或者出口的通关和流通环节，还可以通过融资、退税等帮助企业加速资金周转，代表企业有阿里巴巴一达通。

续表

分类标准	类型	特征
按照平台运营方式分类	自营型平台	在自营型平台模式中，平台方整合供应商资源，以较低的进价采购商品，然后以较高的售价出售商品。自营型平台主要通过赚取商品差价盈利，代表企业有兰亭集势、米兰网、大龙网等。
	第三方开放平台	第三方开放平台通过线上搭建商城，并整合物流、支付、远营等服务资源，吸引商家入驻，为其提供跨境电商交易服务。同时，平台方以收取商家佣金以及增值服务佣金作为主要盈利手段，代表企业有全球速卖通、敦煌网、环球资源网、阿里巴巴国际站等。
	外贸电商代运营服务商模式	在这种模式下，服务提供商不直接参与任何电商买卖过程，而是为从事跨境外贸电商的中小企业提供不同的服务模块，如“市场研究模块”、“营销商务平台建设模块”“海外营销解决方案模块”等。这些企业以电商服务商身份帮助外贸企业建设独立的电商网站平台，并提供全方位的电商解决方案，使其直接把商品销售给境外零售商或消费者。服务提供商能够提供一站式电商解决方案，并帮助外贸企业建立个性化电商平台，其主要靠赚取企业支付的服务费盈利，代表企业有锐意企创等。

Task

Please conduct industry research through online channels, collect more information about cross-border e-commerce operation models, and answer the following questions.

1. Briefly explain the difference between cross-border e-commerce and domestic e-commerce.

2. What new cross-border e-commerce operation models have emerged in the market in recent years, and what are the representative enterprises?

3. What do you think are the main development trends of cross-border e-commerce in the future?

任务

请通过网络渠道进行行业调研，收集更多有关跨境电商运营模式的信息，并回答以下问题。

1. 简要说明跨境电商与境内电商的区别是什么。

2. 近几年市场上出现了哪些新型的跨境电商运营模式，代表企业有哪些？

3. 你认为跨境电商未来的主要发展趋势是什么？

Core Vocabularies 核心词汇

cross-border ['krɔːs bɔːrdər] adj. involving activity across a border between two countries 跨越国境的

e. g.

1. Currency-conversion costs remain one of the biggest obstacles to cross-border trade.
货币兑换成本仍是跨境贸易的最大障碍之一。

2. China will encourage cross-border e-commerce and other new business forms and models to grow even quicker to foster new drivers offoreign trade.
中国将推动跨境电商等新业态新模式加快发展，培育外贸新动能。

e-commerce [iː'kɒmɜrs] n. commerce conducted electronically (as on the internet) 电子商务

e. g.

1. But 15 years later, Alibaba has developed into the world's largest e-commerce company.
但 15 年后，阿里巴巴已发展成为全球最大的电子商务公司。

2. Consumers can buy various ready-to-cook dishes via grocery apps and e-commerce platforms.
消费者可以通过生鲜购物应用软件以及电商平台购买各种半成品菜肴。

prospects ['prɑːspekt] n. an idea of what might or will happen in the future 前景；展望；设想

e. g.

1. The prospects for the immediate future are good.
短期内前景乐观。

2. The new job is not a promotion as such, but it has good prospects.
担任这一新的职务算不上是真正的提职，不过有美好的前途。

enterprises ['ɛntərˌpraɪz] n. a company or business 公司；企业发展

e. g.

1. Good financial accounts are vital to the success of any enterprise.
妥善的财务账目对任何公司的成功都是极其重要的。

2. Many enterprises will be forced to close
很多家企业将被迫倒闭。

integration [ˌɪntɪˈgreɪʃn] n. the act or process of combining two or more things so that they work together 整合；一体化

e. g.

1. The aim is to promote closer economic integration.
目的是进一步促进经济一体化。

2. It adopted the method of integration of theoretical analysis with practice.
本论文共分五大部分，采用理论分析和实践论证相结合的方法进行阐述。

customs [ˈkʌstəmz] n. money collected under a tariff（港口或机场的）海关；关税

e. g.

1. The customs officers searched through our luggage.
海关官员搜遍了我们的行李。

2. Customs officials foiled an attempt to smuggle paintings out of the country.
海关关员阻截了一次企图走私画作出境的阴谋。

declaration [ˌdekləˈreɪʃn] n. an official or formal statement, especially about the plans of a government or an organization; 宣言；声明（书）

e. g.

1. So far we have had ringing strong declarations, but only limited action.
目前，我们已经发表了一些有力的声明，但只采取了有限的行动。

2. On the customs declaration, the sender labeled the freight as agricultural machinery
在报关单上，寄货人将货物列为农用机械。

platform [ˈplætfɔːrm] n. a raised horizontal surface 平台；站台

e. g.

1. A viewing platform gave stunning views over the valley.
从观景台向山谷望去，景色之壮观令人叹为观止。

2. She walked up to the platform without faltering.
她健步走上了讲台。

B2B [ˌbiː tə ˈbiː] n. B2B is an abbreviation for 'business to business'（利用因特网进行的）公司对公司业务

e. g.

1. American analysts have been somewhat cautious in estimating the size of the B2B market.
美国分析师在估计公司对公司业务市场大小时略显谨慎。

2. B2B commerce, for example, didn't move mainly online by 2005 as many had predicted in 2000, nor even by 2016, but that doesn't mean it won't do so over the next few decades.

例如，到 2005 年，B2B 商务模式的发展并不像人们在 2000 年预测的那样主要集中在线上，甚至到 2016 年也没有，但这并不意味着它在未来几十年内不会这样发展。

B2C [ˌbi: tə ˈsi:] n. B2C is an abbreviation for 'business to consumer'. (利用因特网进行的)公司对客户业务

e. g.

1. 19% of B2C e-commerce companies now have a market capitalization not much higher than the amount of cash on their balance sheets.

19%的 B2C 电子商务公司现在的市值比其资产负债表上的现金额高不了多少。

2. The above two research results constitute a B2C e-commerce platform.

上述两个研究成果便构成了一个 B2C 模式的电子商务平台。

C2C [ˌsi: tə ˈsi:] n. C2C is an abbreviation for ' consumer to consumer'. (利用因特网进行的)个人对客户业务

e. g.

1. However, research on C2C e-commerce is behind its development.

但是，对 C2C 网络购物的研究却远远落后于其发展的速度。

2. Trust plays an important role in C2C e-commerce system development and implementation process.

信任在 C2C 电子商务系统的开发和实现过程中，起到十分重要的作用。

facilitate [fəˈsɪlɪteɪt] vt. to make an action or a process possible or easier; 促进；使便利；促使

e. g.

1. The new airport will facilitate the development of tourism

新机场将促进旅游业的发展。

2. Above all, it's the emotions one experiences in teaching that facilitate learning.

最重要的是，一个人在教学中体验到的激情促进了学习。

consultation [ˌkɑ:nslˈteɪʃn] n. the act of discussing sth with sb or with a group of people before making a decision about it. 咨询；磋商

e. g.

1. The decision was taken after close consultation with local residents.
这项决定是在与当地居民仔细磋商后作出的。

2. There have been extensive consultations between the two countries.
两国之间进行了广泛磋商。

mainstream ['meɪnstriːm] n. the ideas and opinions that are thought to be normal because they are shared by most people; 主流;主流思想;主流群体

e. g.

1. The show hopes to attract a mainstream audience.
演出希望能够吸引主流观众。

2. Once more people are wired, the potential to change the mainstream media will be enormous.
一旦更多人能上网,网络改变主流媒体的潜力将十分巨大。

comprehensive [ˌkɑːmprɪ'hensɪv] adj. including all, or almost all, the items, details, facts, information, etc., that may be concerned 综合的;所有的

e. g.

1. By comprehensive urban design to create a top quality urban environment。
通过综合的城市设计来创造高质量的城市环境。

2. There is still no existing systematic and comprehensive verbs research model.
针对动词的研究至今尚未形成系统、综合的研究模式。

integrates ['ɪntɪgreɪt] v. make into a whole or make part of a whole. 整合;(使)合并,成为一体

e. g.

1. He didn't integrate successfully into the Italian way of life
他没有顺利地融入到意大利的生活方式中。

2. It is essential to integrate children into the community and find a role for them.
使孩子融入社区并为他们找到某个角色非常必要。

commission [kə'mɪʃn] n. a fee for services rendered based on a percentage of an amount received or collected or agreed to be paid (as distinguished from a salary). 佣金

e. g.

1. You get a 10% commission on everything you sell.
你可从你售出的每件商品中获得 10%的佣金。

2. He earned £ 2 000 in commission last month.
他上个月挣了 2000 英镑的佣金。

Ⅱ. Practical Dialogue 实用对话

Li Ming: Hello Professor Jin! I am Li Ming from my freshman year. I heard that you are a teacher of cross-border e-commerce practice courses. I am very interested in cross-border e-commerce and would like to start a business through cross-border e-commerce platforms during my university years. Can I ask you some related questions?

Professor Jin: Hello, Li Ming! Nice to hear that you are interested in cross-border e-commerce. I will do my best to help you. May I ask what specific knowledge do you have about cross-border e-commerce?

Li Ming: In my previous courses, I learned that cross-border e-commerce refers to selling goods from one country to another through the internet. But I am not very familiar with the specific operation process and market selection. Can you give me some guidance?

Professor Jin: Of course. The preparation steps for cross-border e-commerce are as follows: first, you need to determine the products you want to sell; then, choose a suitable e-commerce platform; third, determine the sales region; fourth, register a company, and open a bank account; last, prepare logistics and warehousing.

Li Ming: So how should I choose the products I want to sell?

Professor Jin: Choosing a product is very important. You can consider some products with unique features and competitive advantages, which can attract more consumers. At the same time, you also need to study the demand and trends of the target market to identify potential profit margins.

Li Ming: Do you have any recommended best-selling products? Can you recommend some to me?

Professor Jin: For cross-border e-commerce, what is the most profitable to sell and the recommendation of best-selling products need to be determined based on the target market and consumer demand. Here are some possible hot selling product recommendations: pet products, sports equipment, electronic products, clothing and accessories. You can conduct research on the target market based on the categories I recommend and select the products that are most suitable for the target market and consumers.

Li Ming: Thank you for your guidance, Professor Jin! I will study these contents carefully and strive to practice them. If I encounter problems during the entrepreneurial process, can I ask you?

Professor Jin: Of course. I am happy to help you solve the problem. It is normal to encounter difficulties during the entrepreneurial process, and it is important to maintain an attitude of learning and innovation. Wishing you success on the path of cross-border e-commerce entrepreneurship!

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

1. cross-border e-commerce	跨境电商
2. regional restrictions	区域限制
3. personalized customization	个性化定制
4. capital turnover	资本周转率
5. freshman year	大学一年级
6. operation process	操作流程
7. market selection	市场选择
8. unique features	独有的特点
9. competitive advantages	比较优势
10. target market	目标市场
11. profit margins	利润率
12. best-selling products	最畅销的产品
13. consumer demand	消费者需求
14. sports equipment	运动设备
15. electronic products	电子产品

Useful Sentences 实用句型

1. I would like to cancel my order.
   我想取消我的订单。
2. Please contact customer service at [phone number] to cancel your order.
   请通过[电话号码]联系客户服务取消您的订单。
3. We have shipped your package and tracking information will be emailed to you once it is available.
   我们已经发货了您的包裹，一旦有追踪信息可用，将通过电子邮件发送给您。
4. I am experiencing a problem with my order.
   我遇到了一些与订单相关的问题。
5. Please provide us with more information about the issue you are experiencing and we will do our best to assist you.

请提供更多关于您遇到的问题的信息，我们将竭尽所能为您提供帮助。

6. What are the duties and taxes for my country?
我国有哪些关税和税费？

7. Please refer to the information on our website for duties and taxes regulations in your country.
请查看我们网站上有关您国家关税和税收规定的信息。

8. I am unable to find the answer to my question on your website's help center.
我无法在您网站的帮助中心找到我的问题的答案。

9. Please feel free to contact our customer service team at [email address] or [phone number] for assistance.
请随时通过［电子邮件地址］或［电话号码］联系我们的客户服务团队寻求帮助。

10. Typically, it takes 7-10 business days for your order to be delivered.
通常情况下，您的订单需要 7-10 个工作日才能送达。

Fulfill the Task 完成任务

1. Find the words with the meanings below and write them on the lines. The first letters are given.

根据含义在横线上填单词(首字母已给出)。

(1) c _____ the act of discussing sth with sb or with a group of people before making a decision about it.

(2) p _____ a raised horizontal surface

(3) m _____ the ideas and opinions that are thought to be normal because they are shared by most people

(4) c _____ involving activity across a border between two countries

(5) c _____ a fee for services rendered based on a percentage of an amount received or collected or agreed to be paid (as distinguished from a salary)

(6) f _____ to make an action or a process possible or easier

(7) p _____ an idea of what might or will happen in the future

(8) i _____ make into a whole or make part of a whole

(9) e _____ a company or business

(10) c _____ including all, or almost all, the items, details, facts, information, etc., that may be concerned

2. With Alibaba's entry into the international market and the continuous growth of domestic e-commerce, China's cross-border e-commerce is expanding into a wider market. B2B and B2C are both the most important models of cross-border e-commerce, and B2B needs to be more patient in establishing partnerships and have a more solid R&D full process service capability; B2C, on the other hand, places greater emphasis on rapid market response and more flexible supply chain management. Properly used, both are powerful tools for expanding international markets. However, with the integration of various factors, which model has more development prospects in cross-border trade, B2B or B2C?

随着阿里巴巴进军国际市场,以及境内电商的不断壮大,我国跨境电商正在开拓更广大的市场,而 B2B 和 B2C 都是跨境电商最重要的模式,B2B 需要对建立伙伴关系更有耐心,需要具备更加扎实的研发全流程服务能力;而 B2C 则更注重迅速的市场反应和更灵活的供应链管理。运用得当,两者都是开拓国际市场的利器,但是随着各方要素的整合,在跨境贸易中,B2B 和 B2C 哪一种模式更具有发展前景?

3. Write a career plan for cross-border e-commerce.

撰写一份跨境电商职业规划书。

Career Tips 职场技巧

As a foreign trade novice, hastily entering the cross-border e-commerce market and starting a business without sufficient preparation is undoubtedly difficult to achieve ideal results and will also undermine one's confidence. What aspects should we improve ourselves in order to help us walk more steadily and fly higher on the cross-border e-commerce track.

We need to understand: What preparations are needed to enter the cross-border e-commerce industry?

Market research: Understand the culture, regulations, consumption habits, and other information of the target market, as well as the situation of major competitors, and grasp the opportunities and risks to enter the market.

Search for suitable products: Look for products with sales potential in foreign markets, and consider matching with domestic market demand and consumer preferences. It is possible to understand which imported products are more popular in the domestic market, which can help choose profitable products.

Prepare the supply chain: establish contact with foreign suppliers and determine if it is necessary to find experienced agents and intermediaries to assist in selling imported goods. Ensure smooth supply chain, timely arrival of goods, and meet consumer needs.

Understand tariff and legal issues: Understand the tariff and import regulations of each country. Clearly understand the standards and regulations required for imported goods, and conduct physical inspection, identification, filing, and declaration before entry.

Building an e-commerce platform: You need to establish your own or find a

professional cross-border e-commerce platform, as well as a payment system. Ensure that the platform meets regulations and rules related to international transactions, as well as the expectations of international consumers.

Drive marketing: Establish advertising and other strategies to promote and promote your product. This includes participating in exhibitions, advertising, recruiting internet celebrities, SEO, SNS marketing, and other means to attract consumers' attention and engage in diversified sales by providing high-quality products and services.

Control costs: Select appropriate channels to control costs for business development. The initial expenses need to be strictly controlled, involving expenses related to overseas warehouses, logistics, taxes, promotion, and other aspects.

作为一个外贸小白，贸然进入跨境电商这条赛道并在没有充足准备的情况下进行创业，无疑是很难做出理想的成绩，也会打击自己的信心。我们应该从哪些方面进行自我提升，从而帮助我们在跨境电商这条赛道上走得更稳、飞得更高呢。

我们需要了解：进入跨境电商行业需要做哪些准备工作？

市场调研：了解目标市场的文化、法规、消费习惯等信息，以及主要竞争对手的情况，掌握所要进入市场的机会和风险。

寻找合适的产品：从国外市场上寻找具有销售潜力的产品，并考虑与国内市场的需求和消费者偏好的匹配性。可以了解国内市场上那种进口商品更受欢迎，这可以帮助选择有利可图的产品。

准备供应链：建立与外国供应商的联系，并确定是否需要找到有经验的代理商和中介人来协助贩售进口货。确保供应链通畅，保证货物及时到达，满足消费者的需求。

了解关税和法律问题：了解每个国家的关税和进口规定。清楚得了解进口商品所需遵从的标准和法规，并在入口前进行实物检查、识别、备案和申报。

搭建电商平台：需要建立自己或找一家专业的跨境电商平台，以及支付系统。确保平台满足与国际交易有关的法规和规定，以及国际消费者的期望。

推动营销：建立广告及其他策略，宣传和促销你的产品。包括参与展会、广告发布、招募网红、SEO、SNS 营销等多种手段，通过提供高质量的产品和服务，吸引消费者的注意力并进行多元化的销售。

节制成本：挑选合适的渠道为业务发展节制成本。初期的开支需要严谨控制，涉及海外仓、物流、关税、推广等各方面的费用。

Task B　Introduction to Platforms

跨境电商平台介绍

Learning Objectives 学习目标

In this task, you are expected to:

该任务中，你将

◇ familiarize yourself with mainstream cross-border e-commerce B2B and B2C platforms.
了解主流的跨境电商 B2B 平台和 B2C 平台。

◇ understand the characteristics of various cross-border e-commerce platforms.
了解各个跨境电商平台的特点。

◇ familiar with the rules of various cross-border e-commerce platforms.
熟悉各个跨境电商平台的规则。

◇ gain the basic operations of various cross-border e-commerce platforms.
掌握各个跨境电商平台的基本操作。

Scenario 情景

In March 2020, Xiaoming established the "Xiaoming Classmate" clothing brand company with a registered capital of 300000 yuan, specializing in the sales of children's clothing brands. The company integrates online sales, order processing, and commercial cooperation, undertaking clothing processing, OEM&ODM orders, mainly producing sweaters, targeting children aged 4-6. At present, the company conducts both offline sales and online direct sales, with offline sales mainly focused on OEM and wholesale sales. In terms of domestic business, the company not only has its own e-commerce platform, but also opens stores on the Alibaba 1688 platform for wholesale business, and operates and sells products on JD and Taobao for retail business. In terms of foreign trade, the company also has its own factory, mainly engaged in OEM production with brand partners. In recent years, with the increase in labor costs and raw material costs, the company's profits in OEM processing have become increasingly low. Therefore, the company started on the path of creating its own brand, launching 10000 self created organic T-shirts for the first time in January 2021, and selling them out through online and offline sales within a week.

At present, cross-border e-commerce is developing rapidly. As the general manager of the company, Xiaoming urgently wants to choose a suitable cross-border e-commerce platform to promote the company's organic T-shirts.

2020 年 3 月，小茗成立“小茗同学”服饰品牌公司，注册资本为人民币 30 万元，专门从事童装品牌的销售。该公司集网上销售、订单加工和商贸合作于一体，承接服装加工、贴牌加工以及 OEM&ODM 订单，主要以生产卫衣为主，目标对象是 4～6 岁的儿童。目前，该公司同时进行线下销售和网络直营，线下销售以代加工和批发销售为主。在境内业务方面，该公司不仅设有自建电商平台，而且针对批发业务在阿里巴巴 1688 平台开店，针对零售业务在京东、淘宝经营和销售产品。在外贸方面，该公司还设有自己的工厂，主要与品牌合作商进行贴牌生产。近年来，随着人力成本以及原材料成本的增加，该公司在代加工上的利润越来越低。因此，该公司开始走自创品牌之路，在 2021 年 1 月首次推出自创品牌有机 T 恤 1 万件，在一个星期内通过线上和线下销售方式销售一空。

目前，跨境电商发展迅速，小茗作为公司总经理，迫切想选择一个合适的跨境电商平台推广公司的有机 T 恤。

Discussion 讨论

How should Xiaoming make a decision when facing numerous cross-border e-commerce platforms?

面对众多跨境电商平台，小茗该如何做出决策？

Set the Task 任务要求

At present, cross-border e-commerce platforms are mainly divided into B2B platforms and B2C platforms. B2B platforms include Alibaba International Station, Dhgate, etc. B2C platforms include Amazon, eBay, AliExpress, Wish, Lazada, etc. Please discuss and compare the strengths and weaknesses of each platform.

目前，跨境电商平台主要分为 B2B 平台和 B2C 平台，B2B 平台有阿里巴巴国际站、敦煌网等，B2C 平台有亚马逊、eBay、全球速卖通、Wish、Lazada 等。请讨论对比每个平台各自的优劣势。

Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

Introduction to Typical Cross border E-commerce Platforms

In 2014, China's cross-border online retail transaction volume was 449.2 billion yuan, with approximately 5000 platforms and enterprises engaged in cross-border e-commerce. By 2020, the import and export volume of cross-border e-commerce reached 1.98 trillion yuan, with over 30000 related enterprises engaged in cross-border e-commerce, and the **registration** volume is still increasing year by year. Cross border e-commerce platforms with relatively active performance each have their own characteristics and advantages and disadvantages. Enterprises make strategic decisions and competitive strategies based on their own conditions and the characteristics of their business products, which is the first step to win the market.

Ⅰ. Introduction to typical B2B platforms

1. Alibaba International Station

(1) Introduction to Alibaba International Station

Alibaba International Station was established in 1999 and is the first business module of the Alibaba Group. It has now become the world's leading digital trade and export platform. Alibaba International Station supports 16 languages, has over 5900 product categories, covers over 200 countries and regions, and has over 400000 daily inquiries and orders, covering over 40 different industries. It is committed to making all small and medium-sized enterprises **multinational** corporations. Alibaba International Station aims to create fairer, greener, and more sustainable trade rules for sellers, providing a simpler, more **trustworthy**, and secure trading platform. It always takes innovative technology as its core, efficiently links the entire business chain, and uses digital capabilities to benefit a large number of small and medium-sized foreign trade enterprises, accelerating the digital transformation and upgrading of the global trade industry.

(2)Functions of Alibaba International Station

Alibaba International Station provides mature and comprehensive cross-border trade solutions for sellers, and the specific service items are shown in Table 1B-1.

Table 1 B-1 Specific Service Items of Alibaba International Station

Business Opportunity Acquisition	Cross Border Store Opening
	Accurate Promotion
	Scenario Marketing
Transaction Performance	Credit Guarantee Services
	Foreign Trade Comprehensive Service Platform
	International Logistics
	International Express Delivery
	Financial Service
	Payment Settlement
Business Management	Customer Communication
	Data Stewardship

(3)Registration process for Alibaba International Station

The registration process for Alibaba International Station is mainly divided into four steps.

Step 1: Fill in the information. Fill in enterprise information online and become a member of Alibaba International Station.

Step 2: Contract payment. Select the optimal cooperation plan and complete the contract signing and payment.

Step 3: Field certification. Third party organizations conduct on-site certification of enterprises (usually around 30 days).

Step 4: Store Opening and product Launching. Launch products, open stores, and embark on a global journey of AliExpress.

2. Dhgate

(1)Introduction to Dhgate

Dhgate was founded in 2004 and is a leading global online foreign trade trading platform. It not only provides B2B online transactions for small and medium-sized enterprises,but also provides procurement services for numerous small and medium-sized buyers overseas. At present,Dhgate has over 2.3 million cumulative registered suppliers, with an average annual online product quantity of over 25 million and a cumulative registered buyer base of over 36.4 million,covering 223 countries and regions worldwide. It has over 100 logistics routes and more than 10 overseas warehouses,71 currency payment capabilities,and global business offices in North America,Latin America,Europe,and other places.

(2)Advantages of Dhgate

Dhgate has established competitive advantages that are difficult to **replicate** in four dimensions: brand advantage, technological advantage, user advantage, and operational advantage. The specific advantages are shown in Table 2-2.

Advantages of Dhgate [2]

品牌优势	技术优势	用户优势	运营优势
近 20 年境内外品牌认知 100 多条物流线路 10 多个海外仓 71 个币种支付能力	近 20 年技术沉淀 年均近万个迭代优化 数字贸易智能生态体系	3640 万买家 230 万供应商 覆盖 223 个国家和地区	1000 多个运营模块 高度跨界的人才

(3) Registration and transaction process of Dhgate

Dhgate completed the entire process from registration to transaction through six steps: registration, payment, authentication, product, order, and payment, as shown in Figure 2-2.



Registration and transaction process of Dhgate [3]

(4)Commission rules of Dhgate

On the product upload page,sellers can directly fill in the "estimated revenue" (the estimated revenue needs to be **deducted** from the payment fee) when publishing the product,without calculating the commission rate. After filling in the expected revenue,the platform will automatically calculate and display the purchase price including commission to

buyers, making it easier for sellers to understand the profit of each product.

①When the amount of a single order is less than $300, the platform commission rate is adjusted to 12.5%～19.5% (the commission rate of Chinese brand mobile platforms is adjusted to 5.5%).

②When the amount of a single order is greater than or equal to $300 and less than $1000, the platform commission rate is adjusted to 4.0% to 6.0%.

③When the amount of a single order is greater than or equal to $1000, the platform commission rate is adjusted to 0.5% to 1.5%.

Ⅱ. Introduction to Two Typical B2C Platforms

1. AliExpress

(1)Introduction to Global AliExpress

Global AliExpress, abbreviated as AliExpress, is a cross-border e-commerce platform under the Alibaba Group that covers the world. Since its establishment in 2010, after more than 10 years of rapid development, AliExpress has developed into one of China's largest cross-border export B2C platforms, covering more than 230 countries and regions worldwide, with 18 language websites and over 150 million overseas buyers. It is one of the most active cross-border e-commerce platforms in the world.

AliExpress targets a wide range of customer groups, but mainly targets emerging markets, with customers from Russia and Brazil being the main customers of the platform. As a platform under the Alibaba Group, the initial AliExpress and Taobao shared a large number of users and continued to follow Taobao's low-priced marketing strategy. Most of the products used the logistics method of small packages by surface mail, resulting in low product profits and poor customer experience. After several years of continuous improvement, AliExpress has continuously improved and improved its standards for investment promotion and customer assessment, and its service level has been continuously improving. In 2015, it introduced the strategy of converting individual sellers to enterprise sellers, and all sellers must be enterprises and have their own brand. One of the reasons why AliExpress can attract a large number of sellers in the short term is that it is easy to operate and has simple rules, which is very suitable for novice cross-border e-commerce sellers. It also provides many online training courses, with video assistance for almost all questions, creating an entry point for **novice** cross-border sellers.

(2)Requirements and store opening steps for AliExpress platform entry

1)The entry requirements for the AliExpress platform.

①To register and open a store, it is required to be an individual business or enterprise.

②In terms of trademarks, it is required to own or represent a brand for operation.

③Registered stores need to pay a certain amount of deposit according to the corresponding category.

2)The steps for opening a store on the AliExpress platform.

①Enter the registration page of AliExpress official website and follow the registration process to gradually complete account registration and authentication.

②Submit the necessary materials for entering the platform.

③Pay the corresponding deposit to the platform.

④According to the platform requirements, improve the relevant information of the store.

(3)Characteristics of AliExpress Business

AliExpress business has the following characteristics.

①AliExpress platform is a cross-border e-commerce platform launched by Alibaba Group, leveraging the resource advantages of other platforms. The entire operation page is simple and tidy, suitable for beginner sellers to get started.

②The transaction process of AliExpress platform is simple, and the orders of both buyers and sellers are completed online from generation, shipment, receipt, payment, and other processes.

③The operation mode for both buyers and sellers on the AliExpress platform is very simple.

④The product categories on the AliExpress platform are diverse, with a strong price competitive advantage, and a strong market competitive advantage compared to traditional international trade business.

⑤The AliExpress platform is suitable for entry-level sellers, and its product characteristics meet the needs of buyers in emerging markets. The product has a high cost-effectiveness and a supply chain advantage.

(4)Operation mode of AliExpress platform

The following will elaborate on the operation mode of AliExpress platform from four aspects: information flow, logistics, capital flow, and profitability.

①AliExpress Information Flow Operation Mode

AliExpress provides convenient communication tools for both parties involved in transactions and has developed the "Trade Message" software to ensure efficient information transmission between the two parties.

②AliExpress logistics operation mode

The AliExpress platform supports various logistics solutions such as the four major commercial express delivery services, postal express delivery services, **postal** registration services, dedicated logistics services, and postal parcels. Sellers can also use the worry free logistics services or online logistics services provided by the AliExpress platform to ship overseas. In addition, the AliExpress platform has also opened overseas warehouse services for countries such as the United States, the United Kingdom, Germany, Spain, France, Italy, Russia, Australia, Indonesia, etc.

③AliExpress Capital Flow Operation Mode

AliExpress has developed Alibaba International Alipay, which currently supports multiple payment methods, including credit card, wire transfer, Moneybookers and debit card.

④AliExpress profit operation mode

According to the regulations of AliExpress platform, a certain amount of deposit must be paid according to the category; After the order transaction is completed, a transaction fee will be charged in a certain proportion based on the total transaction amount of the seller's order (including product amount and shipping cost), which is the sales commission of the product. The commission fee standards for various purposes of AliExpress are different, with most categories charged at 8% of the total transaction amount and some categories charged at 5%. In addition to collecting store deposits and product sales commissions, marketing promotion fees and other expenses (such as store management, platform penalties, etc.) will also be charged.

2. Amazon

(1)Introduction to Amazon Platform

Amazon, located in Seattle, Washington, USA, was one of the earliest companies to start operating e-commerce. Amazon was founded in 1995 and initially only operated online book sales. Now it has expanded to a wide range of other products and has become one of the most diverse online retailers in the world. Amazon provides 27 language support and has over 300 million active buyers worldwide, covering over 200 countries and regions. It has 185 global operations centers and covers an area of 17 million square meters.

At present, Amazon has 17 overseas sites (including the US, Canada, Mexico, UK, France, Germany, Italy, Spain, Netherlands, Sweden, Japan, Singapore, Australia, India, UAE, Saudi Arabia, and Poland) open to Chinese sellers, attracting a large number of Chinese sellers to settle in.

(2)Characteristics of Amazon Platform

①Amazon values products over stores. Amazon has always been a heavy product store, with only one detail page for each product on the Amazon platform. Compared to other platforms, Amazon's search results are clear and clear, with each product appearing only once. If multiple sellers sell the same product, the quotes from different sellers will be displayed on the seller list of the product, and buyers do not need to search in a large number of duplicate product lists.

②Fulfillment by Amazon (FBA). FBA is an important service for Amazon's global store opening. Sellers only need to ship their products to their local Amazon operations center, and Amazon will provide product picking, packaging, delivery, and return and exchange services. Sellers who join FBA can increase product exposure and directly reach Amazon's Prime users. Sellers only need to focus on how to improve product quality and build a brand, with Amazon providing fast and convenient logistics services. The Amazon platform also provides FBA sellers with a service to answer buyer order questions in local

language, providing strong support for sellers.

③The Amazon platform commonly uses email communication and does not require 24-hour online customer service personnel. It only requires 24-hour responses, saving time and labor costs.

④The no source mode does not require hoarding, and sellers only need to collect product information from major domestic e-commerce platforms. After filtering and optimization, they can upload it to Amazon stores with one click. When there are overseas buyers, the seller purchases from the corresponding platform and then ships the purchased products to the overseas buyers through Amazon Fulfillment by Merchant (FBM). There is no need for funds for hoarding, warehouses for storing products, professional packaging and shipping personnel, etc., which reduces the initial cost of funds.

⑤A computer can only log in to the same account, communicate quickly with buyers, and there are basically no major security issues.

(3)The Profit Model of Amazon Platform

Compared to platforms such as AliExpress and Dhgate, Amazon platform has higher requirements for the qualifications of sellers who settle in, and their income comes from the sales revenue of self operated products, store rent, platform service fees, etc.; If the seller uses Amazon Logistics (FBA), the platform will also charge additional logistics and warehousing fees. The specific charging items and standards for Amazon are as follows.

1) Monthly Store Rental Fee: The monthly store rental fee varies among different sites, such as the North American store rental fee of $39.99 and the European store rental fee of £25.

2)FBA fees: If FBA is used for shipping, FBA fees need to be paid, including picking, packaging, shipping, distribution, return and exchange fees.

3)Storage fee: Amazon charges a monthly or long-term storage fee for goods stored in the warehouse, usually from the 7th to 15th of each month, charging the previous month's monthly storage fee. Monthly storage fees vary depending on product size and different months of the year.

4)Commission: A core fee on Amazon, mainly charged to all third-party sellers selling on Amazon. The commission is actually the fee paid by the seller for listing product permissions on the Amazon platform and obtaining a certain amount of traffic and exposure. The commission rate varies depending on the product category.

5) Promotion fee: Amazon mainly provides three types of paid advertising on its website, namely product promotion, brand promotion, and display type promotion.

6)Promotion fee: If the seller chooses to participate in promotional activities such as Prime day, LD (Lighting Deal, LD), BD (Best Deal, BD), TD (Deal of the Day), Cyber Monday, Back to School Season, etc., in addition to meeting the corresponding **declaration** and discount requirements, they also need to pay the corresponding fee to the platform. For example, Prime day promotions charge $500, and LD promotions charge $150.

3. eBay

(1)Introduction to eBay Platform

The eBay platform was established in September 1995 and is an online auction and shopping website that provides global consumers with online buying and selling products. The eBay platform covers 38 countries and regions worldwide, with 380 million overseas buyers, 157 million active buyers, and over 800 million products published by individuals or businesses. Products that do not violate the law or are not on eBay's prohibited sales list can be published for sale on the eBay platform.

(2)Characteristics of eBay Platform

①Sellers can sell products on the platform through two modes: auction and buy it now. Among them, the auction mode is the biggest feature of the eBay platform. Sellers usually start the auction by setting the starting price and online time of the product, and then based on the bidding amount when offline, the highest bidder wins.

②Second-hand commodity transactions account for a significant proportion. 80% of products on eBay are new, but in terms of sales rate, second-hand products actually perform better than new products. On a global scale, the sales rate of second-hand products on eBay exceeds 50%, while the sales rate of new products is only around 33%.

(3)The operating mode of the eBay platform

①eBay Information Flow Operation Mode: In the "Customer Service Management" page of eBay's order management system, select eBay Customer Service Management to enter the "eBay Internal Message" interface, where sellers can easily manage buyers' emails and communicate with them.

②The logistics operation mode of eBay is as follows.

Overseas warehouse mode: When using the overseas warehouse mode for shipment, the seller needs to deliver the goods to the overseas warehouse for storage in advance, and then deliver the goods to the buyer through the overseas warehouse.

Self delivery mode: including four logistics methods: international commercial express, international EMS express, international dedicated express, and international small package.

eBay Send mode: eBay Send is a new international order shipping method provided by eBay to sellers in the United States. Currently, eBay only allows specific sellers to use this service.

③eBay's cash flow operation mode: PayPal is a recommended payment tool by eBay, with over 157 million active users worldwide and services in 193 countries and regions worldwide, supporting payment transactions in a total of 26 currencies. PayPal allows Chinese sellers to receive and make payments without having to set up an account overseas.

④The profit operation model of eBay is as follows.

Publication fee: When sellers publish product information on eBay, eBay will charge a certain percentage of the publication fee.

Transaction fee: After the product is sold, the seller needs to pay a small proportion of the transaction fee, and the basic fee incurred on the eBay exchange is the publication fee plus a commission fee.

Function fee: In terms of eBay publishing, sellers can pay to upgrade some features, such as pre publishing, bold subtitles and title fonts, secondary classification, etc.

Monthly rental fee: Sellers who open eBay stores also need to pay an additional monthly rental fee for the corresponding store. The monthly rental fee varies depending on the selected store level.

4. Wish

(1) Introduction to Wish Platform

The Wish platform was founded in 2011 and is an emerging mobile B2C cross-border e-commerce platform. The Wish platform has an average of over 1 million active buyers per day, over 90000 new buyers per day, and over 90% of buyers come from mobile devices. The products sold on its app are high-quality and affordable, including non branded clothing, jewelry, mobile phones, shower heads, etc. Most of the products are shipped directly from China. The Wish platform excels in deep mining of buyer data, using data algorithms for recommendations, and closely combining buyer characteristics for precise marketing.

Unlike traditional shopping websites, Wish platform initially placed great emphasis on the shopping experience of smartphones, providing buyers with visual enjoyment through product images. Meanwhile, the significant discounts on the Wish platform have stimulated buyers' purchasing desire. As a newcomer to e-commerce, Wish platform has no experience in designing PC based shopping platforms, which allows Wish to freely explore the mobile market.

(2) Features of the Wish platform

① Push personalized product information for different buyers.

The Wish platform focuses on the shopping experience of buyers, with more entertainment and buyer **stickiness**. The products presented to buyers are what buyers pay attention to and like. Each buyer sees different product information, and the same buyer also sees different product information at different times.

② Without relying on other shopping websites, it can directly achieve closed-loop product transactions.

On the Wish platform, buyers can purchase directly on the website after browsing their favorite product images. The Wish platform has downplayed category browsing and search, removed promotions, and focused on related recommendations. The Wish platform will track the browsing trajectory and usage habits of buyers at any time to understand their preferences and recommend relevant products to them.

5. Lazada

(1) Lazada Introduction

Lazada was founded in 2012 and **headquartered** in Singapore. It is a major online

shopping platform in Southeast Asia, covering countries such as Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam. It has over 30 warehousing centers in Southeast Asia. In April 2016, Alibaba Group acquired control of Lazada, which became the flagship e-commerce platform of Alibaba Group in Southeast Asia.

Lazada mainly engages in 3C electronics, household goods, toys, fashion clothing, sports equipment and other products. Compared to platforms such as Amazon and AliExpress, its logistics costs are lower and the operation is simpler.

(2)Characteristics of Lazada

①Strictly regulate the behavior of inbound sellers and have a comprehensive seller training system. The Lazada platform provides sufficient training measures for sellers, ensuring the rights of buyers and high-quality sellers. At the same time, it provides services and support for the incubation and growth of sellers in terms of growth paths, tool authorization, training guidance, and service support. For example, it provides professional seller tools to provide sellers with sufficient independent business and marketing space.

②Provide a relatively complete guarantee system for sellers who settle in. The product orders received by the settled sellers are all orders that have undergone strict testing by the platform, and these orders can be shipped directly. When the seller ships, if the buyer has already completed the payment on the Lazada platform, it can effectively reduce the financial risk faced by the seller.

③The payment method is relatively timely and flexible. Lazada provides sellers with two cross-border payment methods: Payoneer and WorldFirst. Among them, the advantage of using Payoneer account payment is that it can quickly and low-cost transfer funds from Payoneer account to the seller's bank card account, which is usually completed within 1-3 working days. Moreover, the more funds are transferred, the lower the handling fee, up to 2% of the transferred funds. The advantage of using World First payment is the ability to quickly open international payment accounts including USD, EUR, GBP, JPY, RMB, and CAD, and provide high-quality customer service.

④With just one account, products can be released in 6 countries, perfectly balancing operational efficiency and localized deep operations.

⑤Emphasize brand support and encourage cross-border e-commerce entrepreneurs to build best-selling brands from scratch.

(3) Lazada's operational model

①Lazada Information Flow Operation Mode: Both parties need to use tools within Lazada's website for communication, such as Chat and FAQ.

②Lazada Logistics Operation Mode: Adopting Lazada Global Shipping (LGS), sellers can directly ship their goods daily, greatly reducing delivery time. The Lazada platform can also use seller self shipping.

③Lazada's cash flow operation model: Payoneer and WorldFirst payments are used.

④Lazada's profit operation model: Lazada's store opening fees are mainly divided into

two parts: one is the fixed fees charged by the platform, and the other is logistics and other expenses. The cost can be expressed in the formula: Lazada cost = order commission + value-added tax + accounting processing fee + shipping and other expenses.

Order commission: The Lazada platform charges a commission of 1% to 4% across all sites, without an annual fee.

• Value added tax: The Lazada platform mainly targets Southeast Asian countries, with different value-added tax rates for each country. Malaysia's value-added tax rate is 6%, Singapore's value-added tax rate is 7%, Thailand's value-added tax rate is 7%, Indonesia's value-added tax rate is 10%, Philippines' value-added tax rate is 12%, and Vietnam's value-added tax rate is 10%.

Accounting processing fee: A fixed fee of 2% of the total amount of each order is charged.

Freight and other expenses: The platform has launched an LGS global delivery solution, which can also be shipped by sellers themselves. Therefore, when calculating the shipping cost, it depends on the seller's chosen shipping method.

典型跨境电商平台介绍

2014 年，中国跨境网络零售交易额为 4492 亿元，从事跨境电子商务的平台和企业约 5000 家。到了 2020 年，跨境电商进出口额达 1.98 万亿元，从事跨境电商的相关企业 3 万多家，且注册量仍在逐年增长。表现比较活跃的跨境电商平台各有自己的特点和优劣势，企业根据自身的条件以及经营产品的特点，做出战略决策和竞争策略，是赢得市场的第一步。

一、典型 B2B 平台介绍

(一)阿里巴巴国际站

1. 阿里巴巴国际站介绍

阿里巴巴国际站成立于 1999 年，是阿里巴巴集团的第一个业务模块，现已成为全球领先的数字化贸易出口平台。阿里巴巴国际站支持 16 种语言，拥有 5900 多个产品类别，业务范围覆盖 200 余个国家和地区，每天询盘订单量超 40 万单，涉及 40 多个不同行业，致力于让所有的中小企业成为跨国公司。阿里巴巴国际站为卖家打造更公平、绿色、可持续的贸易规则，提供更简单、可信、有保障的交易平台。它始终以创新技术为内核，高效链接生意全链路，用数字能力普惠广大外贸中小企业，加速全球贸易行业数字化转型升级。

2. 阿里巴巴国际站的功能

阿里巴巴国际站为卖家提供成熟完善的跨境贸易解决方案，具体服务项目如表 1B-1 所示。

表 1　B-1 阿里巴巴国际站具体服务项目

商机获取	跨境开店
	精准推广
	场景营销

续表

交易履约	信用保障服务
	外贸综合服务平台
	国际物流
	国际快递
	金融服务
	支付结算
业务管理	客户通
	数据管家

3. 阿里巴巴国际站的注册流程

阿里巴巴国际站的注册流程主要分为 4 步。

第一步：填写信息。在线填写企业信息，成为阿里巴巴国际站会员。

第二步：合同支付。选择最优合作方案，并完成合同签订与支付。

第三步：实地认证。第三方机构对企业进行实地认证（通常 30 天左右）。

第四步：开店上线。上架产品，开通店铺，开启货通全球之旅。

（二）敦煌网

1. 敦煌网介绍

敦煌网创建于 2004 年，是全球领先的在线外贸交易平台，不仅为中小企业提供 B2B 网上交易，还为境外众多的中小采购商提供采购服务。目前，敦煌网已拥有 230 万以上累计注册供应商，年均在线产品数量超过 2500 万件，累计注册买家超过 3640 万人，覆盖全球 223 个国家和地区，拥有 100 多条物流线路和 10 多个海外仓，71 个币种支付能力，在北美、拉美、欧洲等地设有全球业务办事机构。

2. 敦煌网的优势

敦煌网在品牌优势、技术优势、用户优势、运营优势四大维度上，已建立起难以复制的竞争优势，具体优势如表所示。

敦煌网的优势[2]

品牌优势	技术优势	用户优势	运营优势
近 20 年境内外品牌认知 100 多条物流线路 10 多个海外仓 71 个币种支付能力	近 20 年技术沉淀 年均近万个迭代优化 数字贸易智能生态体系	3640 万买家 230 万供应商 覆盖 223 个国家和地区	1000 多个运营模块 高度跨界的人才

3. 敦煌网的注册交易流程

敦煌网通过注册、缴费、认证、产品、订单和收款 6 个步骤，完成从注册到交易的全流程，如图所示。

4. 敦煌网的佣金规则

在产品上传页面，卖家在发布产品时可直接填写“预计收入”（预计收入中需扣减支付手续费），无须再计算佣金率。填写预计收入后，平台会自动计算并展示给买家含佣金的购买



敦煌网的注册交易流程[3]

价，更方便卖家了解每件产品的利润。

（1）当单笔订单金额少于 300 美元时，平台佣金率调整至 12.5%～19.5%（中国品牌手机平台佣金率调整至 5.5%）。

（2）当单笔订单金额大于等于 300 美元且少于 1000 美元时，平台佣金率调整至 4.0%～6.0%。

（3）当单笔订单金额大于等于 1000 美元时，平台佣金率调整至 0.5%～1.5%。

二、典型 B2C 平台介绍

（一）全球速卖通

1. 全球速卖通介绍

全球速卖通，简称速卖通，是阿里巴巴集团旗下的覆盖全球的跨境电商平台。从 2010 年成立至今，经过 10 多年的飞速发展，速卖通已经发展成为中国最大的跨境出口 B2C 平台之一，覆盖全球 230 多个国家和地区，拥有 18 个语种站点，境外成交买家数超过 1.5 亿人，是全球比较活跃的跨境电商平台之一。

速卖通面向的客户群体广泛，但主要针对新兴市场，俄罗斯和巴西的客户是平台的主要客户。同为阿里巴巴集团旗下的平台，最初的速卖通与淘宝共用大量的用户，并继续沿袭淘宝低价的营销策略，且大多数产品采用平邮小包的物流方式，产品利润低，客户体验差。经过几年的不断改进，速卖通对于招商和客户考核的标准不断提高与完善，服务水平不断提高，2015 年出台了个人卖家转企业卖家策略，所有卖家必须是企业并且有自己的品牌。速卖通可以短期吸引大批卖家的原因之一是操作简易，规则简单，很适合跨境电商新手卖家，并且还提供许多的线上培训课程，基本上所有问题都有视频帮助，为跨境新手卖家创造了入门条件。

2. 速卖通平台入驻要求与开店步骤

（1）速卖通平台的入驻要求。

①注册开店，要求必须是个体工商户或企业。

②商标方面，要求拥有或代理一个品牌经营。

③注册的店铺，需要根据对应的类目缴纳一定数额的保证金。

（2）速卖通平台的开店步骤。

①进入速卖通官网的注册页面，按照注册流程，逐步完成账号的注册和认证。

②提交入驻平台所需的资料。

③向平台缴纳相应的保证金。

④按照平台要求，完善店铺的相关信息。

3. 速卖通业务特点

速卖通业务具有以下特点。

①速卖通平台是阿里巴巴集团借助其他平台的资源优势，重点推出的跨境电商平台，整个操作页面简单整洁，适合初级卖家上手。

②速卖通平台交易流程简单，买卖双方的订单从生成、发货到收货、支付等流程，全在线上完成。

③速卖通平台上买卖双方的操作模式非常简便。

④速卖通平台上的产品品类丰富，具有较强的价格竞争优势，与传统国际贸易业务相比，具有强大的市场竞争优势。

⑤速卖通平台适合初级卖家，其产品特点符合新兴市场的买家，产品性价比较高，具有供应链优势。

4. 速卖通平台的运营模式

下面将从信息流、物流、资金流和盈利 4 个方面，阐述速卖通平台的运营模式。

①速卖通信息流运作模式

速卖通为交易双方提供了便捷的交流工具，开发了“Trade Message”软件，确保交易双方之间高效地传递信息。

②速卖通物流运作模式

速卖通平台支持四大商业快递、邮政快递服务、邮政挂号服务、专线物流服务以及邮政小包等多种物流解决方案，卖家还可以借助速卖通平台提供的无忧物流服务或线上物流服务发货至境外。此外，速卖通平台也开启了美国、英国、德国、西班牙、法国、意大利、俄罗斯、澳大利亚、印度尼西亚等国家的海外仓服务。

③速卖通资金流运作模式

速卖通开发了阿里巴巴国际支付宝(Escrow)，目前 Escrow 支持多种支付方式，包括信用卡、电汇、Moneybookers 和借记卡等。

④速卖通盈利运作模式

速卖通平台规定，要根据类目缴纳一定的保证金；在订单交易完成之后，根据卖家订单成交总金额(包含产品金额和运费)，按一定比例收取交易手续费，即产品的销售佣金(速卖通各类目的佣金收费标准是不同的，大部分类目按照成交总金额的 8% 收取，部分类目为 5%)。除了收取店铺保证金和产品的销售佣金之外，还会收取营销推广费用及其他费用(例如店铺管理、平台处罚等)。

(二)亚马逊

1. 亚马逊平台介绍

亚马逊(Amazon)，位于美国华盛顿州的西雅图，是最早开始经营电商的公司之一。亚马逊成立于 1995 年，一开始只经营网上书籍销售业务，现在则拓展到范围相当广的其他产品，已成为全球产品品种最多的网上零售商之一。亚马逊提供 27 种语言支持，全球拥有 3 亿多个活跃买家，遍布 200 多个国家和地区，全球布局运营中心 185 个，占地 1700 万平方米。

目前，亚马逊已有 17 个海外站点(美国站、加拿大站、墨西哥站、英国站、法国站、德国

站、意大利站、西班牙站、荷兰站、瑞典站、日本站、新加坡站、澳大利亚站、印度站、阿联酋站、沙特阿拉伯站和波兰站等)向中国卖家开放,吸引了大量中国卖家入驻。

2. 亚马逊平台的特点

(1)亚马逊重产品轻店铺。亚马逊一直以来都是重产品轻店铺,亚马逊平台上的每件产品只有一个详情页面。相对其他平台,亚马逊的搜索结果清晰明了,每个产品只会出现一次。如果多个卖家销售同一款产品,不同卖家的报价会在产品的卖家列表上显示,买家不需要在大量重复的产品列表里寻找。

(2)亚马逊物流(Fulfillment by Amazon,FBA)。FBA 是“亚马逊全球开店”的一项重要服务,卖家只需将产品运送到当地的亚马逊运营中心,亚马逊就会提供产品的拣货、包装、配送以及退换货等服务。加入 FBA 的卖家能够提高产品的曝光率,直接接触亚马逊的 Prime 用户。卖家只需专注于如何提升产品质量和打造品牌,由亚马逊提供快捷方便的物流服务。亚马逊平台也为使用 FBA 的卖家提供用当地语言回答买家订单疑问的服务,为卖家提供强大的支持后盾。

(3)亚马逊平台常用邮件沟通,不必配备 24 小时在线客服人员,只需 24 小时回复即可,节省时间和人力成本。

(4)无货源模式不需要囤货,卖家只需要采集境内各大电商平台的产品信息,通过筛选优化后一键上传到亚马逊店铺。当有境外买家后,卖家再从对应的平台采购,然后将采购到的产品通过亚马逊自发货(Fulfillment by Merchant,FBM)运送到境外买家手中。不需要用于囤货的资金、存放产品的仓库、职业打包发货人员等,降低了前期的资金成本。

(5)一台计算机只能登录同一个账号,和买家沟通快速,基本不会有太大的安全问题。

3. 亚马逊平台的盈利模式

相对于速卖通、敦煌网等平台,亚马逊平台对入驻卖家的资质要求较高,其收入来源于自营产品的销售收入、店铺租金、平台服务费等;如果卖家使用亚马逊物流(FBA),平台还将额外收取物流费和仓储费。亚马逊具体收费项目及标准如下。

(1)店铺月租费用:不同站点的店铺月租费用是不同的,如北美站的店铺月租费用是 39.99 美元,欧洲站的店铺月租费用是 25 英镑。

(2)FBA 费用:如果使用 FBA 发货,需要支付 FBA 费用,包括挑拣、包装、发货、配送、退换货等费用。

(3)仓储费:亚马逊对存放在仓库内的货物收取月度仓储费或长期仓储费,一般在每个月的 7 至 15 日收取上个月的月度仓储费。月度仓储费因产品尺寸和一年中不同月份而异。

(4)佣金:亚马逊的一项核心费用,主要针对所有在亚马逊上销售的第三方卖家收取。佣金实际是卖家为在亚马逊平台上列出产品的权限以及获得一定的流量和曝光率而支付的费用。佣金率根据产品类别的不同而不同。

(5)推广费:亚马逊站内主要提供 3 种类型的付费广告,即产品推广、品牌推广、展示型推广。

(6)促销活动费:如果卖家选择参加 Prime day(亚马逊会员日)、LD(Lighting Deal,LD)、BD(Best Deal,BD)、TD(Deal of the Day)、网络星期一、返校季等促销活动,除需要具备相应的申报条件和折扣要求外,还需要向平台支付相应的费用。例如,Prime day 促销收取 500 美元,LD 促销收取 150 美元。

(三)eBay

1. eBay 平台介绍

eBay 平台成立于 1995 年 9 月,是一个提供全球民众上网买卖产品的线上拍卖及购物网站。eBay 平台站点覆盖了全球 38 个国家和地区,拥有 3.8 亿境外买家、1.57 亿活跃买家以及 8 亿多件由个人或商家刊登的产品。只要不违反法律的产品或不在 eBay 禁止贩售清单之内的产品,都可以在 eBay 平台上刊登贩售。

2. eBay 平台的特点

(1)卖家可以通过两种模式在平台上销售产品,一种是拍卖,另一种是一口价。其中,拍卖模式是 eBay 平台的最大特色。卖家一般通过设定产品的起拍价以及在线时间开始拍卖,然后根据下线时的竞拍金额,最高者获胜。

(2)二手商品交易占较大比重。eBay 上 80%的商品都是新品,但就销售率而言,二手商品的表现实际上要优于新品。在全球范围内,eBay 上二手商品的销售率超过 50%,新品只有 33%左右。

3. eBay 平台的运营模式

(1)eBay 信息流运作模式:在 eBay 的订单管理系统下的“客服管理”页面中,选择 eBay 客服管理,即可进入“eBay 站内信”界面,卖家在此界面能够轻松管理买家的电子邮件,与买家进行沟通。

(2)eBay 物流运作模式如下。

海外仓模式:使用海外仓模式发货,需要卖家提前将货物送至海外仓储存,随后再通过海外仓将货物送达买家手中。

自发货模式:包括国际商业快递、国际 EMS 快递、国际专线快递、国际小包 4 种物流方式。

eBay Send 模式:eBay Send 是 eBay 向美国卖家提供的一种新的国际订单发货方式。目前,eBay 只允许特定的卖家使用该项服务。

(3)eBay 资金流运作模式:PayPal 是 eBay 推荐的收付款工具,在全球范围内拥有超过 1.57 亿活跃用户,服务遍及全球 193 个国家和地区,共支持 26 种货币付款交易。PayPal 可以让中国卖家无须在境外设立账户就能进行收付款。

(4)eBay 盈利运作模式如下。

刊登费:卖家在 eBay 上刊登产品信息时,eBay 会收取一定比例的刊登费。

成交费:产品售出以后,卖家需要缴纳小额比例的成交费,在 eBay 上交易所产生的基本费用为刊登费加成交费。

功能费:在 eBay 发布方面,卖家可以付费对一些功能进行升级,如预刊登、副标题及标题字体加粗、二级分类等。

月租费:开设 eBay 店铺的卖家,每月还需额外支付相应的店铺月租费,根据所选店铺级别不同,月租费也不同。

(四)Wish

1. Wish 平台介绍

Wish 平台创办于 2011 年,是新兴的移动 B2C 跨境电商平台。Wish 平台日均活跃买家超过 100 万人,日均新买家超 9 万人,超过 90%的买家来自移动端。其 App 上销售的产品

物美价廉，包括非品牌服装、珠宝、手机、淋浴喷头等，大部分产品直接从中国发货。Wish 平台擅长对买家数据进行深度挖掘，采用数据算法进行推荐，紧密结合买家特征进行精准营销。

与传统购物网站不同，Wish 平台一开始就十分注重智能手机的购物体验，通过产品图片给买家提供视觉享受。同时，Wish 平台的大幅折扣刺激了买家的购买欲。作为一个电商新手，Wish 平台完全没有 PC 端购物平台的设计经验，这使得 Wish 能够自由开拓移动端市场。

2. Wish 平台的特点

(1)针对不同买家，推送个性化的产品信息。

Wish 平台注重买家的购物体验，具有更多的娱乐感和买家黏性，呈现给买家的产品都是买家关注的、喜欢的。每一个买家看到的产品信息是不同的，同一买家在不同时间看到的产品信息也不同。

(2)不依附于其他购物网站，本身就能直接实现闭环的产品交易。

在 Wish 平台上，买家在浏览到喜欢的产品图片后，可以直接在站内实现购买。Wish 平台淡化了品类浏览和搜索，去掉了促销，专注于关联推荐。Wish 平台会随时跟踪买家的浏览轨迹以及使用习惯，以了解买家的偏好，进而推荐相关产品给买家。

(五)Lazada

1. Lazada 介绍

Lazada 成立于 2012 年，总部设在新加坡，是东南亚地区较大的网上购物平台，业务范围覆盖印度尼西亚、马来西亚、菲律宾、新加坡、泰国和越南等国家，在东南亚地区设有 30 多个仓储中心。2016 年 4 月，阿里巴巴集团取得 Lazada 的控股权，Lazada 集团成为阿里巴巴集团东南亚旗舰电商平台。

Lazada 主要经营 3C 电子、家居用品、玩具、时尚服饰、运动器材等产品，相比亚马逊、速卖通等平台，其物流成本更低，操作更简单。

2. Lazada 的特点

(1)严格规范入驻卖家的行为，具有完善的卖家培训体系。Lazada 平台为卖家提供了足够的培训措施，保证了买家和高品质卖家的权利。同时，它在成长路径、工具授权、培训指导和服务支持等方面为卖家的孵化及成长提供服务与支持。例如，它提供专业的卖家工具，为卖家提供充分独立的经营和营销空间。

(2)为入驻卖家提供相对完善的保障体系。入驻卖家得到的产品订单都是平台经过严格检测后的订单，这些订单可直接发货。卖家在发货时，如果买家已经在 Lazada 平台上完成支付，可以有效地降低卖家面临的资金风险。

(3)支付方式比较及时灵活。Lazada 为卖家提供两种跨境支付方式：Payoneer 和 WorldFirst。其中，使用 Payoneer 账户支付的优势是能实现快速、低成本地将 Payoneer 账户的资金转移到卖家的银行卡账户，一般在 1～3 个工作日完成，而且转移的资金越多，手续费越少，最多为转移资金的 2%。使用 World First 支付的优势是能够快速开通包括美元、欧元、英镑、日元、人民币以及加元在内的国际收款账户，并提供优质客户服务。

(4)只需一个账号就能在 6 个国家发布产品，完美平衡了运营效率和本地化的深度运营。

(5)重视品牌支持,鼓励跨境电商创业者从 0 到 1 打造畅销品牌。

3. Lazada 的运营模式

(1)Lazada 信息流运作模式:交易双方的交流,都需要使用 Lazada 站内的工具,如 Chat、FAQ 等。

(2)Lazada 物流运作模式:采用 Lazada 全球物流(Lazada Global Shipping,LGS),卖家货物可每日直接寄送,大大缩短了派送时效。Lazada 平台也可以采用卖家自发货。

(3)Lazada 资金流运作模式:采用 Payoneer、WorldFirst 支付。

(4)Lazada 盈利运作模式:Lazada 开店费用主要分为两部分:一是平台固定收取的费用,二是物流等其他费用。其费用可以用公式表达:Lazada 费用=订单佣金(commission)+增值税+账务处理费+运费及其他费用。

- 订单佣金:Lazada 平台全站点收取 1%~4%的佣金,没有年费。
- 增值税:Lazada 平台主要针对东南亚国家,每个国家的增值税税率有所不同,马来西亚的增值税税率为 6%,新加坡的增值税税率为 7%,泰国的增值税税率为 7%,印度尼西亚的增值税税率为 10%,菲律宾的增值税税率为 12%,越南的增值税税率为 10%。
- 账务处理费:固定收取每笔订单金额总额的 2%。
- 运费及其他费用:平台推出 LGS 全球配送方案,也可以由卖家自行运输。因此,在计算运费成本时,根据卖家发货所选方式不同而定。

Task

Please browse and research the cross-border e-commerce platforms mentioned above to learn more about how to operate each platform and answer the following questions.

1. Please summarize the entry conditions for each platform in a table format.
2. Please learn the registration steps for each platform.
3. Briefly explain the strengths and weaknesses of each platform.

任务

请浏览并调研上文提到的跨境电商平台,了解更多关于如何运营各平台的信息,并回答以下问题。

1. 请通过表格形式总结各个平台的入驻条件分别是什么。
2. 请学习各个平台的注册步骤。
3. 简要说明各平台的优势与劣势。

Core Vocabularies 核心词汇

multinational [ˌmʌlti'næʃnəl] adj. existing in or involving many countries 跨国的;涉及多国的

e. g.

1. In the mass production era multinational firms tended to centralize their operations
在大规模生产的时代，跨国公司往往实行集权化经营。

2. It takes brains to run a multinational corporation.
管理跨国公司要有头脑。

trustworthy ['trʌstwɜːrðɪ] adj. that you can rely on to be good, honest, sincere, etc. 值得信赖的；可靠的

e. g.

1. We believe we'll be your most trustworthy business partner.
相信我们公司会成为你最值得信赖的合作伙伴。

2. I believe you are not only trustworthy but also competitive in price.
我相信你们不仅可靠，而且价格有竞争力。

promotion [prə'moʊʃn] n. act of raising in rank or position 推广；提升；晋升；

e. g.

1. As soon as the news of her promotion spread, her colleagues were happy for her.
她晋升的消息一传开，同事都为她高兴。

2. She'll have to work hard to get a promotion.
她必须努力表现自己以求得升迁机会。

logistics [lə'dʒɪstɪks] n. handling an operation that involves providing labor and materials be supplied as needed 物流；后勤；组织工作

e. g.

1. The skills and logistics of getting such a big show on the road pose enormous practical problems.
搞如此大型的巡演，无论是技术上还是物流上都面临着巨大的实际问题。

2. Smooth logistics and transport services should meet the needs for shopping, recreation, and entertainment of people who stay where they work during the holiday.
要求物流及交通服务顺畅运行，满足就地过年群众的购物、休闲、娱乐需求。

launch [lɔːntʃ] vt. to start an activity, especially an organized one; to make a product available to the public for the first time 发射；开始从事，发起，(首次)上市，发行

e. g.

1. The new model will be launched in July.
新型号产品将在七月推出。

2. The product was launched amid much fanfare worldwide.
这个产品在世界各地隆重推出。

replicate ['replɪkeɪt] v. reproduce or make an exact copy of 复制；自我复制

e. g.

1. It is also easy to replicate, as the next subsection explains.
就像下一个小节详细说明的那样，它还可以被轻易的复制。

2. Applications create these partitions for storing and replicating data.
应用程序创建这些分区用来储存和复制数据。

authentication [ɔːˌθentɪ'keɪʃn] n. validating the authenticity of something or someone 认证；鉴定

e. g.

1. The security mode is set to Basic Authentication.
将安全模式设置为基本身份验证。

2. And further down the road is biometric authentication, which could be encrypted with, say, a fingerprint.
接下来是生物认证，可以用指纹等加密。

deducted [dɪ'dʌkt] vt. to take away money, points, etc. from a total amount (从总量中)扣除，减去

e. g.

1. The cost of your uniform will be deducted from your wages.
制服费将从你的工资中扣除。

2. Ten points will be deducted for a wrong answer.
答错一题扣十分。

novice ['nɑːvɪs] n. a person who is new and has little experience in a skill, job or situation 新手；初学者

e. g.

1. As a novice writer, this is something I'm interested in.
作为初涉写作的人，我对此很感兴趣。

2. The period of the novice teachers is the start stage of their development.
新手教师的成长过程就是逐步掌握和运用教育知识、胜任教师工作的过程。

warehouse ['werhaʊs] n. a storehouse for goods and merchandise 仓库；货仓

e. g.

1. The building is currently being used as a warehouse.
这所房子目前用作仓库。

2. Matters were made worse by a fire in the warehouse.
仓库失火使得事态更为严重。

fulfillment [fʊl'fɪlmənt] n. 履行；充实；满足感

e. g.

1. You must value your relationships because they give your fulfillment.
你必须注重你的人际关系，因为它让你有满足感。

2. Checking off each item provides a great sense of fulfillment.
查验每一项任务是否完成，然后把它勾掉，能给您一种强烈的满足感。

algorithm ['ælgəˌrɪðəmz] n. a series of mathematical steps, especially in a computer program, which will give you the answer to a particular kind of problem or question. 算法；计算程序

e. g.

1. Many robots are equipped with high-tech sensors and complex learning algorithms to avoid injuring humans as they work side by side.
许多机器人配备有高科技传感器和复杂的学习算法，以避免伤害到与其并肩工作的人类。

2. "An ultimate face recognition algorithm should perform with billions of people in a dataset," the researchers wrote.
“一个终极的人脸识别算法应该可以识别数据集中数以十亿计的人，”研究人员写道。

stickiness ['stɪkinəs] n. the property of sticking to a surface 粘性；黏性

e. g.

1. The short-term stickiness is formed during the first time experience process.
短期粘性形成于初次消费体验过程中。

2. A good product recommendation system not only can greatly save user time of searching and selecting the needed products, but also can effectively increase the user stickiness for a trade.
好的产品推荐系统一方面能极大节约用户搜索及挑选产品的时间，另一方面能有效增加商家的用户粘性。

headquartered ['hedkwɔːrtərd] adj. If an organization is headquartered in a particular place, that is where its main offices are. 总部在某地

e. g.

1. News Corporation was headquartered in Sydney.
新闻集团的总部设在悉尼。

2. The company is headquartered in Chicago.
公司总部设在芝加哥。

Ⅱ. Practical Dialogue 实用对话

Professor Jin: Hello, Li Ming. Last time I heard you plan to start a cross-border e-commerce business, have you been progressing smoothly lately? Do you have any questions that I can help with?

Li Ming: Yes, professor. I hope to learn more about cross-border e-commerce and how to successfully start a business through a platform.

Professor Jin: Firstly, you need to choose a cross-border e-commerce platform that is suitable for you. Do you know what are the most popular cross-border e-commerce platforms in the world?

Li Ming: I know of Amazon, eBay, AliExpress, and some emerging e-commerce platforms such as Shopee and Lazada.

Professor Jin: Yes, these platforms all have their own characteristics and advantages. You need to choose the most suitable platform for you based on product positioning, target market, and operational capabilities. For example, if you plan to sell high-value products, Amazon may be a better choice because it has a wider user base and strict control over product quality.

Li Ming: So how should I choose the suitable platform?

Professor Jin: You can consider these aspects, firstly, understanding the user groups and shopping habits of each platform can help you better understand the needs of the target market. Secondly, consider your product type and characteristics, as well as the market you want to enter, and choose a platform that can meet these needs. In addition, it is important to consider the platform's entry requirements and operational rules to ensure that you have sufficient resources and capabilities to successfully operate on the platform.

Li Ming: I understand. Choosing the right platform is very important. So, after selecting a platform, how should I carry out specific operations?

Professor Jin: Creating and operating a store on a platform requires some knowledge and skills. Firstly, you need to understand the platform's operational rules and marketing strategies to ensure that your store can successfully attract and retain customers. In addition, you need to know how to optimize product lists and detail pages to increase product exposure and conversion rates. Meanwhile, logistics and payment are also important factors that you need to consider. You need to choose reliable logistics partners to ensure fast and safe delivery services, while providing multiple payment methods for the convenience of customers.

Li Ming: It sounds like it requires a lot of knowledge and skills. So how should I learn and improve them?

Professor Jin: There are many ways. Firstly, you can understand the platform's operations and operational rules by reading the platform's help documents and tutorials.

Secondly, you can participate in training courses and seminars organized by the platform to gain more knowledge and experience sharing. In addition, you can also join relevant communities and forums, exchange, and share experiences with other sellers, and seek professional guidance and advice.

Li Ming: Thank you, Professor Jin. Your suggestion has been very helpful to me. I will work hard to learn and practice, hoping to achieve success in the cross-border e-commerce field.

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

1. second-hand commodity	二手商品
2. overseas warehouse	海外仓库
3. international commercial express	国际商业快递
4. international dedicated express	国际专线快递
5. international small package	国际小包
6. platform selection	平台选择
7. target market	目标市场
8. product positioning	产品定位
9. logistics management	物流管理
10. payment method	支付方式
11. data analysis	数据分析
12. product selection strategy	选品策略
13. marketing promotion	营销推广
14. product classification	产品分类
15. product filtering	产品筛选
16. product page	产品详情页
17. shopping cart	购物车
18. order management	订单管理
19. logistics tracking	物流跟踪
20. delivery confirmation	到货确认
21. review system	评价系统
22. inventory management	库存管理
23. laws and regulations	法律法规

24. tariff and taxes	关税和税收
25. foreign exchange and exchange rate	外汇和汇率
26. consumer protection	消费者保护
27. search engine optimization (SEO)	搜索引擎优化(SEO)
28. social media marketing	社交媒体营销

Useful Sentences 实用句型

1. What are the key factors to consider when choosing a cross-border e-commerce platform?
选择跨境电商平台时需要考虑的关键因素是什么?

   What are the common payment methods in cross-border e-commerce?
跨境电商中常见的支付方式有哪些?

2. How do I know if my product is suitable for cross-border e-commerce?
如何判断我的产品是否适合做跨境电商?

   What are the cross-border e-commerce development trends in the future?
未来跨境电商的发展趋势有哪些?

3. What are the common problems encountered in cross-border e-commerce?
跨境电商常见的问题有哪些?

   What are some of the legal and regulatory requirements for operating a cross-border e-commerce business?
经营跨境电商业务需要了解的法律法规要求有哪些?

4. How do I choose a reliable cross-border e-commerce platform?
如何选择可靠的跨境电商平台?

   What are the advantages and disadvantages of each platform?
每个平台有哪些优缺点?

5. How do I register and set up an account on a cross-border e-commerce platform?
如何在跨境电商平台上注册并建立账户?

   How do I upload products onto a cross-border e-commerce platform?
如何在跨境电商平台上上传产品?

6. What are the key factors to consider when choosing a cross-border e-commerce platform?
选择跨境电商平台时需要考虑的关键因素是什么?

What are the common payment methods in cross-border e-commerce?
跨境电商中常见的支付方式有哪些？

7. How do I know if my product is suitable for cross-border e-commerce?
如何判断我的产品是否适合做跨境电商？

What are the cross-border e-commerce development trends in the future?
未来跨境电商的发展趋势有哪些？

8. What are the common problems encountered in cross-border e-commerce?
跨境电商常见的问题有哪些？

What are some of the legal and regulatory requirements for operating a cross-border e-commerce business?
经营跨境电商业务需要了解的法律法规要求有哪些？

9. How do I choose a reliable cross-border e-commerce platform?
如何选择可靠的跨境电商平台？

What are the advantages and disadvantages of each platform?
每个平台有哪些优缺点？

10. How do I register and set up an account on a cross-border e-commerce platform?
如何在跨境电商平台上注册并建立账户？

How do I upload products onto a cross-border e-commerce platform?
如何在跨境电商平台上上传产品？

Fulfill the Task 完成任务

1. Find the words with the meanings below and write them on the lines. The first letters are given.

根据含义在横线上填单词(首字母已给出)。

(1) p _____ act of raising in rank or position

(2) t _____ that you can rely on to be good, honest, sincere, etc.

(3) s _____ the property of sticking to a surface

(4) w _____ a storehouse for goods and merchandise

(5) m _____ existing in or involving many countries

(6) r _____ reproduce or make an exact copy of

(7) l _____ handling an operation that involves providing labor and materials be supplied as needed

(8) n _____ a person who is new and has little experience in a skill, job or situation

(9) a _____ a series of mathematical steps, especially in a computer program, which will give you the answer to a particular kind of problem or question.

(10) l _____ to start an activity, especially an organized one;

2. Please write an English product description for the following products:

A smartphone with 256GB of storage space, dual cameras, 6.2-inch screen, and 4500mAh battery.

请为以下产品写一份英文产品描述:

一款智能手机,具有 256GB 的存储空间,双摄像头,6.2 英寸的屏幕和 4500mAh 的电池。

3. As a seller, how can you register and open a store on a suitable cross-border e-commerce platform based on the current situation of the enterprise and product characteristics? Please choose a cross-border e-commerce platform and try presenting it in English.

作为卖家,针对企业现状和产品特性选择合适的跨境电商平台后,如何在平台上注册开店呢?请选择一个跨境电商平台并尝试用英文进行演示。

Career Tips 职场技巧

The development trend and prospects of the cross-border e-commerce industry are very broad, and the future sustainability is strong. According to statistics, the global cross-border e-commerce market has exceeded $2 trillion and is constantly expanding. In this vast market, university graduates majoring in cross-border e-commerce will have vast employment opportunities. The cross-border e-commerce industry involves a wide range of fields, including trade, logistics, finance, marketing, data analysis, and other fields. Therefore, graduates can choose a career direction suitable for themselves based on their interests and professional background. If they have certain ideas and courage, they can plan their career and future early, and also choose cross-border e-commerce entrepreneurship. However, for beginners who have just started cross-border e-commerce, choosing the appropriate one among numerous cross-border e-commerce platforms should consider numerous factors:

1. Platform reputation: The reputation of the platform can be evaluated by viewing user reviews, media reports, and user discussions in relevant forums.

2. Platform scale: Larger platforms typically have a wider customer base, more sales channels, and higher credibility.

3. Platform rules: The depth of familiarity with the rules largely determines whether the platform can operate well.

4. Product Type: Different cross-border e-commerce platforms are more suitable for different types of products.

5. Platform fees: Novice should understand and compare these fees and choose a

relatively reasonable platform.

6. Payment and logistics: Payment and logistics are one of the core services of cross-border e-commerce platforms. Novice should choose a platform that supports multiple payment methods and reasonable logistics costs to improve transaction success rate and user satisfaction.

跨境电商行业的发展趋势和前景十分广阔，未来可持续性强。据统计，全球跨境电商市场规模已经超过 2 万亿美元，并且还在不断扩大。在这个庞大的市场中，跨境电商专业的大学毕业生将会有着广阔的就业机会。跨境电商行业所涉及的领域非常广泛，包括贸易、物流、金融、市场营销、数据分析等多个领域，因此，毕业生可以根据自己的兴趣和专业背景选择适合自己的职业方向，如果有一定的想法和魄力，想早早为自己的事业和前途做打算，也可以选择跨境电商创业。不过目前对于刚刚接触跨境电商的新手来说，在众多跨境电商平台中选择合适的那一个应该考虑众多因素：

1. 平台声誉：可以通过查看平台的用户评价、媒体报道以及相关论坛中的用户讨论来评估平台的声誉。

2. 平台规模：较大的平台通常具有更广泛的客户群体、更多的销售渠道以及更高的信誉度。

3. 平台规则：熟悉规则的深浅很大程度决定是否可以运营好这个平台。

4. 产品类型：不同的跨境电商平台更适合不同类型的产品。

5. 平台费用：新手应该对这些费用进行了解和比较，并选择相对合理的平台。

6. 支付和物流：支付和物流是跨境电商平台的核心服务之一。新手应该选择支持多种支付方式和合理的物流费用的平台，以提高交易成功率和用户满意度。

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Unit 2 Product Listing
产品详情

Task A Product Selection
选品

Learning Objectives 学习目标

In this task, you are expected to
该任务中，你将

◇ familiarize yourself with the essential vocabulary associated with product selection.
熟悉与选品相关的核心词汇。

◇ acquire useful phrases, expressions, and sentences pertinent to product selection.
掌握与选品相关的实用短语、习惯表达及句型。

◇ learn about how to effectively make product selection.
学习如何有效地选品。

Scenario 情景

A college student from the United States, William Pitt, planned to start his own online store through a cross-border e-commerce platform. However, he faced difficulties in selecting products to sell and felt overwhelmed by the vast array of options available in the market. To address this, he consulted relevant resources and had discussions with professors specializing in e-commerce at his university.

一名美国大学生威廉·皮特打算通过跨境电商平台创业，开设一家自己的网店。然而，他在选择销售产品时犯了难，面对市场玲琅满目的产品感到无处下手。为此，他查阅了有关资料，并与学校电子商务专业的教授共同讨论选品思路。



Product Selection [1]

Discussion 讨论

What factors do you think should be considered when selecting products for cross-border e-commerce online shop?

你认为在进行跨境电商选品时，应该考虑哪些因素？

Set the Task 任务要求

If you were the business manager of a cross-border e-commerce platform, what feasible product selection suggestions would you propose for William Pitt?

假如你是某跨境电商平台的招商经理，可以为威廉·皮特提出哪些可行的选品建议？

Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

Making Product Selection for an Online Shop

The digital age has changed the way businesses operate, offering opportunities to reach customers globally through online platforms. When opening an online shop, choosing the right products is a critical decision that can greatly impact its success. Here are some key considerations and strategies for effective product selection for an online shop.

Understanding Target Customers

Before making product selection, it is crucial to thoroughly understand the target customers. Conduct market research to identify their needs, preferences, and purchasing behavior. Analyze **demographics**, **psychographics**, and market trends to gain insights into what products would **resonate** with potential customers. By aligning product selection with customer demands, an online shop can **cater to** their specific needs, establishing a competitive edge.

Market Analysis and Competitor Research

Performing a **comprehensive** market analysis is essential in identifying gaps, trends, and opportunities. Examine the competitive landscape by conducting thorough competitor research. Evaluate the range of products offered by competitors, pricing strategies, customer reviews, and overall market **saturation**. This analysis will help determine which products are in demand, understand customer expectations, and identify potential **niches**.

Product Differentiation and Uniqueness

To stand out in the competitive online market, an online shop must offer products that are unique or different. Look for products that offer **innovative** features, superior quality, or a unique selling proposition. Consider sourcing products from reliable suppliers or explore the possibility of creating **custom-made** or branded products. By offering something **distinct**, an online shop can attract customers who seek novelty and value-added offerings.

Profitability and Scalability

While passion and interest are important, it is equally crucial to evaluate the profitability and scalability of the chosen products. Consider the profit margins, production costs, shipping logistics, and potential for growth. Explore products with long-term **viability** and the potential for expanding the product line. Balancing profitability and customer demand ensures a sustainable business model and **facilitates** future growth.

Testing and Feedback

Before committing to a large **inventory**, consider testing the market with a smaller selection of products. Use analytic tools and customer feedback mechanisms to gauge the reception and demand for the products. Analyze sales data, customer reviews, and feedback to refine the product selection further, ensuring the online shop stays responsive to customer needs and market **dynamics**.

In the fast-paced world of online commerce, making informed product selections is vital for the success of an online shop. By understanding the target audience, conducting thorough market analysis, differentiating products, considering profitability, and gathering

feedback, entrepreneurs can enhance the chances of building a thriving online business that caters to customer needs while ensuring sustainable growth.

开设网店如何选品

数字时代彻底改变了企业运营的方式，通过在线平台，企业可以全球范围内接触到客户。在开设在线商店时，选择合适的产品是一个至关重要的决策，它将极大地影响商店的成功与否。以下是开网店时进行有效产品选择的关键考虑因素和策略。

了解目标受众

在开始产品选择之前，深入了解目标受众至关重要。进行市场调研，以确定他们的需求、偏好和购买行为。分析人口统计学、心理学和市场趋势，以洞察潜在客户对什么产品感兴趣。网商可以通过将产品选择与客户需求相匹配，满足客户的特定需求，建立竞争优势。

市场分析和竞争对手研究

进行全面的市场分析对于确定差距、趋势和机会至关重要。通过进行详尽的竞争对手研究，评估竞争对手提供的产品范围、定价策略、客户评价和整体市场饱和度。这将有助于确定哪些产品具有市场需求，了解客户预期，并确定潜在的利基市场。

产品差异化和独特性

为了在竞争激烈的线上市场中脱颖而出，网店必须提供独特的或有差异的产品。寻找具有创新特点、优质品质或独特卖点的产品。考虑从可靠的供应商处采购产品，或者尝试创造定制产品或品牌产品。通过提供与众不同的产品，网店可以吸引寻求新颖和增值产品的客户。

盈利能力和可扩展性

尽管热情和兴趣很重要，但评估所选产品的盈利能力和可扩展性同样关键。要考虑产品的利润率、生产成本、运输物流和增长潜力。探索具有长期生存能力和产品线扩展潜力的产品。平衡好产品的盈利能力和客户的需求，将有效确保商业模式的可持续发展，促进未来的增长。

测试和反馈

在大量囤货之前，考虑选择较少的产品进行市场测试。利用分析工具和客户反馈机制来衡量产品的市场接受度和需求。分析销售数据、客户评价和反馈，进一步完善选品策略，确保网店对客户的需求和市场的动态保持敏感。

在快节奏的线上商界中，做出明智的产品选择对于网店的成功至关重要。通过了解目标受众，进行全面的市场分析，探索产品差异化，考虑盈利能力，收集反馈，创业者将更有可能建立繁荣的线上业务，满足客户需求，同时确保可持续增长。

Core Vocabularies 核心词汇

demographics [demə'græfɪks] n. 人口统计学，人口统计数据，人群

e. g.

1. Today's demographics show that the middle-class is disappearing and now the richest 1% of the population has amassed more wealth than the bottom 90%.
今天的人口统计数据显示，中产阶级正在消失，现在最富有的1%人口所积累的财富超过了底层90%的人口。

2. The selling point is so clear that it appeals to our key demographics.
该卖点如此清晰，能吸引我们的主要客户群。

psychographics [saɪkəʊ'græfɪks] n. the study and grouping of people according to their attitudes and tastes, esp for market research 消费心态学，心理统计图学

e. g.

1. Psychographics is the study and classification of people according to their attitudes, aspirations, and other psychological criteria.
心理图形学是根据人们的态度、愿望和其他心理标准对人们进行的研究和分类。

2. Knowing your market in depth and knowing your customer base (demographics and psychographics) is the foundation of your business.
深入了解你的市场与顾客基群(用统计数据和图表将它们描绘出来)是做生意的基础。

resonate ['rezəneɪt] v. ～(with sb/sth) to remind sb of sth; to be similar to what sb thinks or believes 使产生联想；引起共鸣；和……的想法(或观念)类似

e. g.

1. These issues resonated with the voters.
这些问题引起了投票者的共鸣。

2. This brand, unlike many others, has managed to resonate the culture.
该品牌不同于其他品牌，它能够与当地文化产生共鸣。

cater to ['keɪtə(r)] 满足需要；迎合

e. g.

1. They only publish novels which cater to the mass-market.
他们只出版迎合大众市场的小说。

2. Pepsi, an American snack-food firm, opened its first Quaker Oats manufacturing plant on the mainland in October, and has launched oat-based dairy drinks to cater to local tastes.
百事(美国的零食企业)在十月份于大陆地区建立了第一个桂格燕麦的生产基地,并且为了迎合当地人的口味生产了以燕麦为基础的牛奶饮品。

comprehensive [kɒmprɪ'hensɪv] adj. including all, or almost all, the items, details, facts, information, etc., that may be concerned 全部的;所有的;详尽的

e. g.

1. It is not comprehensive to treat Economics as a hard science or soft science or nonscience.
单纯地将经济学当作一门硬科学或一门软科学甚或是非科学都是不全面的。

2. Two very clear and comprehensive product handbooks are available.
现有两种清晰易懂内容详尽的产品手册供应。

saturation [sætʃə'reɪʃn] n. the state or process that happens when no more of sth can be accepted or added because there is already too much of it or too many of them 饱和;饱和状态

e. g.

1. Demand for the product has reached saturation point.
对这一产品的需求已达到饱和点。

2. The company's sales are now close to saturation in many western countries.
这家公司的产品销售量在许多西方国家已接近饱和。

niche [ni:ʃ] n. an opportunity to sell a particular product to a particular group of people(产品的)商机,市场定位

e. g.

1. They spotted a niche in the market, with no serious competition.
他们发现了市场上有一个竞争不激烈的商机。

2. The company identified a profitable niche market for handmade, eco-friendly products, which allowed them to gain a competitive edge and attract a dedicated customer base.
该公司确定了一个有利可图的利基市场,专注于手工制作的环保产品,这使得他们在竞争中占据优势,并吸引了一批忠实的客户群体。

innovative ['ɪnəveɪtɪv] adj. introducing or using new ideas, ways of doing sth, etc. 创新的,革新的

e. g.

1. Our shop on Aliexpress owns a stylish and innovative range of jewellery.
我们在速卖通平台的店铺拥有一系列时髦高雅、设计新颖的珠宝。

2. We became the most livingly company in the area of discharge tube, depending on our special technology, the most innovative products and driving development.
我们以独特的生产技术、最具创新力的产品以及强劲的发展势头，成为生产二极管领域最具活力的企业。

custom-made [kʌstəm'meɪd] adj. designed and made for a particular person(为某人)设计订做的，订制的

e. g.

1. These chairs are custom-made for the sport.
这些椅子是为这项运动量身定做的。

2. The luxury brand specializes in offering custom-made products, providing a personalized and exclusive shopping experience.
这个奢侈品牌专门提供定制产品，提供个性化和独特的购物体验。

distinct [dɪ'stɪŋkt] adj. ～(from sth) clearly different or of a different kind 截然不同的，有区别的

e. g.

1. Every city wants to have this landmark that gives that a sense of distinct culture.
每个城市都想拥有这种高楼地标，赋予其独特的文化底蕴。

2. Silk is distinct from rayon in every respect.
在各个方面真丝跟人造丝截然不同。

profitability [prɒfɪtə'bɪlətɪ] n. 获利(状况)，盈利(情况)

e. g.

1. Low levels of profitability mean there is a lack of incentive to undertake new investment.
利润率低意味着缺乏新投资的动力。

2. A product manager is responsible for product profitability.
产品经理对产品的盈利状况负责。

scalability [skeɪlə'bɪlɪtɪ] n. 可扩展性，可量测性

e. g.

1. The scalability is the big thing about seaweed farming.
可扩展性是海藻养殖中的一件大事。

2. Quality, cost or scalability reasons tank those ideas.
质量、成本和能否大规模生产等原因让这些想法搁浅了。

viability [vaɪə'bɪlətɪ] n. 活力，可行性，生存能力

e. g.

1. The economic viability of the project is being carefully evaluated by the team of financial analysts to determine if it aligns with the company's long-term goals and financial capabilities.
财务分析团队正在仔细评估该项目的经济可行性，以确定它是否与公司的长期目标和财务实力相符。

2. Before launching a new business venture, it is crucial to conduct a thorough market analysis to assess the viability of the proposed product or service.
在推出新的商业计划之前，需要进行详尽的市场分析以评估所提供的产品或服务的可行性。

facilitate [fəˈsɪlɪteɪt] v. to make an action or a process possible or easier 促进，促使，使便利

e. g.

1. The new trade agreement should facilitate more rapid economic growth.
新贸易协定应当会加快经济发展。

2. We will raise the access thresholds to these industries, facilitate the gradual recession of the resource-based low-end industries, and outmode the backward industries and capacities.
我们将提高产业准入门槛，促进资源型低端产业逐步退出，淘汰落后产业和落后生产能力。

inventory [ˈɪnvəntri] n. all the goods in a shop(商店的)存货，库存

e. g.

1. The inventory will be disposed of over the next twelve weeks.
在未来的十二个星期中将进行清仓处理。

2. With consumers still cautious, retailers' results may largely reflect recent efforts at inventory management and cost containment.
由于消费者依然保持谨慎，零售商的业绩在很大程度上可能反映了近期在库存管理和成本控制方面所做的努力。

dynamics [daɪˈnæmɪks] n. the way in which people or things behave and react to each other in a particular situation 动态

e. g.

1. The dynamics of international trade have influenced our business decisions.
国际贸易的动态影响了我们的商务决定。

2. The financial crisis and recession have changed the dynamics of the world economy and investable universe.
金融危机和经济衰退改变了世界经济的动态与可供投资的领域。

1. Read the case and discuss the following questions.

阅读案例并讨论以下问题。

a. How many strategies are mentioned in the passage and what are they?

b. To attract customers who are finding something new, what can we do?

c. What are the considerations when evaluating the profitability and scalability of the chosen products?

d. How can we avoid a blindly large inventory?

2. Find the words with the meanings below and write them on the lines. The first letters are given.

根据含义在横线上填单词(首字母已给出)。

(1) d _____ the way in which people or things behave and react

(2) f _____ to make an action or a process possible or easier

(3) i _____ all the goods in a shop

(4) p _____ the ability of making money

(5) r _____ to be similar to what sb thinks or believes

(6) c _____ including all or almost all

(7) n _____ an opportunity to sell products to a particular group of people

(8) s _____ the state when no more can be added because there is too much of it

(9) d _____ clearly different or of a different kind

(10) i _____ introducing or using new ideas

3. Complete the sentences with the correct form of the words or phrases in the box.

用方框中单词或短语的正确形式完成句子。

distinct	comprehensive	niche	innovative	facilitate
resonate	custom-made	saturation	cater to	inventory

(1) The company's marketing campaign _____ with its target audience, leading to increased brand awareness and customer engagement.

(2) The company maintains a vast _____ of products to meet customer demands and ensure product availability at all times.

(3) The company provides _____ training programs for its employees, covering various aspects of sales.

(4) The company's _____ approach to product design and development has garnered positive reviews from customers.

(5) Due to the market _____ in the smartphone industry, companies are now focusing on offering innovative features and functionalities to stand out from the competition.

(6) The streamlined checkout process _____ quick and seamless transactions, enhancing the overall shopping experience for customers.

(7) The company's _____ branding and packaging set it apart from its competitors, making it easily recognizable in the market.

(8) Our product line is designed to _____ the unique needs and preferences of our diverse customer base.

(9) The company identified a profitable _____ market for eco-friendly products, allowing them to capitalize on the growing demand for sustainable alternatives.

(10) Our _____ services enable customers to personalize their orders according to their specific preferences.

Ⅱ. Practical Dialogue 实用对话

Discussing Product Selection

A student (S) who plans to open a T-shirt shop online is asking a Professor (P) specializing in e-commerce for some suggestions.



Make the Right Product Selection [2]

S: Hi, Professor! I'm planning to open an online T-shirt shop, but I'm unsure about how to make the right product selection. Can you give me some suggestions?

P: Of course! Choosing the right products is crucial for the success of your online T-shirt shop. First, consider your target customers. What are their preferences and interests? Understanding their needs will help you select the products that appeal to them.

S: That makes sense. But how do I stand out in a saturated market?

P: To differentiate your shop, focus on unique designs, quality materials, or special features. Consider collaborating with local artists or designers to create exclusive designs. Also, pay attention to trends and customer feedback to stay relevant. Offering customizable options can also set you apart from competitors.

S: How can I test the market before committing to a large inventory?

P: Start with a smaller inventory or use print-on-demand services to test the market. Monitor sales data, customer feedback, and social media engagement to confirm the demand for specific designs or styles. This allows you to adjust your product selection based on real-time feedback.

S: Thank you, Professor! These suggestions are really helpful.

P: You're welcome! Good luck with your online T-shirt shop.

讨论如何选品

一名学生计划在网上开设 T 恤店，他正在向一位电子商务专业的教授寻求一些建议。

学生：嗨，教授！我计划开设一个 T 恤网店，但我不确定如何进行正确的产品选择。您能给我一些建议吗？

教授：当然！选品对你的 T 恤店来说至关重要。首先，考虑你的潜在客户是谁？他们的偏好和兴趣是什么？了解客户的需求才能选出对他们有吸引力的产品。

学生：有道理。但是在竞争激烈的市场中我如何做到脱颖而出呢？

教授：要想与众不同，就要有新颖的设计、优质的材料或独特的卖点。考虑与当地艺术家或设计师合作，打造独家设计。此外，关注流行趋势和客户反馈，保持与时俱进。要想在竞争对手中脱颖而出，还可以考虑为客户提供可定制的服务。

学生：在大量囤货之前，我该如何测试市场呢？

教授：从较小的库存开始，或按需测试市场。监控销售数据、客户反馈和社交媒体互动，以了解客户对特定设计或风格的需求。这样你可以根据实时反馈调整选品。

学生：谢谢教授！这些建议非常有帮助。

教授：不客气！祝你的 T 恤网店生意兴隆。

1. Read the dialogue and try to answer the following questions.

阅读对话并尝试回答以下问题。

a. How many factors are mentioned in the dialogue when we consider selecting products?

b. To make our shop different from others, what should we focus on?

2. Role-Play

角色扮演

Suppose you want to open a shop on one of the cross-border e-commerce platforms and you have some questions regarding the product selection. Role-play a dialogue with your classmate who plays as a professor in the related field. Use the dialogue above as an example and come up with your own questions and responses.

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

16. target customer	目标客户
17. customer preference	客户偏好
18. customer demand	客户需求
19. market analysis	市场分析
20. market research	市场调研
21. unique selling point	独特卖点
22. trend analysis	趋势分析
23. niche market	利基市场
24. product differentiation	产品差异化
25. market saturation	市场饱和度
26. profit margin	利润率
27. shipping logistics	运输物流
28. growth potential	增长潜力
29. customizable product	可订制产品
30. product testing	产品测试
31. customer feedback	客户反馈
32. sales data	销售数据
33. market trend	市场趋势
34. competitive advantage	竞争优势
35. real-time feedback	实时反馈

Useful Sentences 实用句型

1. It is essential to consider the cultural preferences and local regulations of the target market when selecting products.

   选品时必须考虑目标市场的文化偏好和本地法规。

2. Thorough market research is crucial to identify high-demand products in the cross-border e-commerce field.

   在跨境电子商务领域，开展详细的市场研究是确定高需求产品的关键。

3. We can evaluate the competitiveness of products by analyzing pricing, quality, and customer reviews.

   我们可以通过分析定价、质量和客户评价来评估产品的竞争力。

4. When you are selecting products for online shops, take shipping and customs into considerations, such as import restrictions and duties.

   在为网店选品时，需要考虑运输和海关方面的因素，如进口限制和关税。

5. Seek products with international appeal and unique selling points in cross-border e-commerce markets.

   在跨境电子商务市场中，寻找具有国际吸引力和独特卖点的产品。

6. Analyze market trends and emerging consumer preferences to stay ahead of the competition.

   分析市场趋势和新兴消费者偏好，以在市场竞争中保持领先地位。

7. Prioritize products with clear branding and unique selling points to stand out in the global market.

   要想在全球市场中脱颖而出，需要优先选择具有明确品牌定位和独特卖点的产品。

8. Utilize data analytics and insights from cross-border e-commerce platforms to make informed decisions about product selection and potential expansion into new markets.

   利用跨境电子商务平台的数据分析和洞察力，对产品选择和潜在市场扩张做出明智决策。

Fulfill the Task 完成任务

Please finish the task based on the information given in scenario at the beginning.
请根据开头情景所给信息完成任务。



Online Shopping [3]

Career Tips 职场技巧

How to Conduct a Comprehensive Market Analysis?

Market analysis involves gathering and evaluating relevant data to gain insights into the target market, customer behavior, competitors, and industry trends. Let's explore the key steps and benefits of conducting market analysis before opening an online shop.



Market Analysis [4]

Identifying the target market is fundamental.

Analyze demographics, such as age, gender, location, and income, to understand the potential customer base. This data helps in tailoring products and marketing strategies.

Understanding customer behavior is vital.

Conduct surveys, interviews, or utilize data analysis tools to grasp their buying habits, preferences, and pain points. This knowledge helps in crafting products and services that align with customer expectations.

Market research also involves analyzing competitors.

Identify direct and indirect competitors, their product offerings, pricing strategies, and customer reviews. This analysis helps in identifying gaps in the market and opportunities for product differentiation.

Conducting a SWOT analysis is beneficial.

By identifying internal strengths, weaknesses, opportunities, and threats, businesses can capitalize on their advantages and address areas for improvement, which allows entrepreneurs to adapt their strategies accordingly.

Market analysis should not be a one-time event.

It is an ongoing process that enables businesses to stay attuned to changing market dynamics, customer preferences, and emerging opportunities.

Glossary 词汇表

1. tailor ['teɪlə(r)] v. 订制
2. utilize ['juːtəlaɪz] v. 使用，运用
3. preference ['prefrəns] n. 偏好，喜好
4. craft [krɑːft] v. 精心制作
5. align with 与……一致
6. entrepreneur [ɒntrəprə'nɜː(r)] n. 创业者，企业家

如何做出全面的市场分析

市场分析涉及收集和评估相关数据，以深入了解目标市场、客户行为、竞争对手和行业趋势。让我们来探讨在开设网店之前进行市场分析的关键步骤和好处。

确定目标市场是基础。

分析人口统计学数据，如年龄、性别、地理位置和收入，以了解潜在客户群体。这些数据有助于调整产品和营销策略。

理解客户行为至关重要。

调查、访谈或利用数据分析工具来掌握客户的购买习惯、偏好和痛点。这些了解有助于打造与客户期望相符的产品和服务。

市场研究还涉及分析竞争对手。

识别直接和间接的竞争对手，了解他们的产品供应、定价策略和客户评价。这种分析有助于发现市场中的商机和产品差异化的机会。

进行 SWOT 分析也有帮助。

企业通过分析内部优势、劣势、机会和威胁，可以充分发挥优势并完善需要改进的领域，这使得创业者能够相应地调整经营策略。

市场分析不是一劳永逸的。

这是一个持续的过程，企业要关注不断变化的市场动态、客户偏好和新兴机会。

Task B　Product Information

产品信息

Learning Objectives 学习目标

In this task, you are expected to
该任务中，你将

◇ familiarize yourself with essential vocabulary related to product information.
熟悉与产品信息相关的核心词汇。

◇ gain practical phrases, expressions and sentences connected to product information.
掌握与产品信息相关的实用短语、习惯表达及句型。

◇ develop the skills to effectively respond to customers' inquiries about product information.
学习有效回答客户关于产品信息问题的技巧。

Scenario 情景

You are an exporter specializing in varieties of office chairs and run a store on Alibaba.

com. Several kinds of them are deeply loved by customers and have become store hits. Today, a customer from the UK writes an email asking you the information about them on Alibaba. com.

你是一家专门生产各种办公椅的出口商，在阿里巴巴国际站上运营一家店铺。其中有多款办公椅深受顾客喜爱，成为店内爆款。今天，一位来自英国的客户通过站内信向你询问这些办公椅的产品信息。

Discussion 讨论

Please consider how to explain the quality, attributes, specification, material and other information of these office chairs.

请思考如何介绍这些办公椅的质量、属性、规格、材质、特色等产品信息。

Set the Task 任务要求

Assume you are the customer service representative of this store, how to introduce the information of these office chairs to your customer?

假如你是该店铺的客服代表，如何向客户介绍这些办公椅的产品信息？

Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

Office Chair

At our store, we understand the importance of a comfortable and supportive chair for those long hours at work. That's why we offer a wide **selection** of **premium** office chairs that provide the **utmost** comfort and **durability**.

Our chairs are designed with ergonomics in mind, ensuring that you can sit for extended periods without experiencing any **discomfort** or pain. The seats and backrests are **padded** with high-density foam to provide **superior** support, while the **adjustable** features allow you to **customize** the chair to your liking.

We know that every office is different, which is why we offer a variety of chair styles to fit your needs. Whether you prefer a **sleek** and modern look or a more traditional design, we have the perfect chair for you. And with a range of colors and finishes to choose from, you can customize your chair to match your office decor.

But it's not just about comfort and style-our chairs are also built to last. We use only the highest quality materials, from the sturdy frames to the smooth-rolling wheels. You can



Office Chair [5]

rest assured that your investment in our chairs will pay off in the long run, as they are designed to **withstand** years of daily use.

Don't settle for a subpar office chair that leaves you feeling uncomfortable and unproductive. **Upgrade** to one of our premium chairs and experience the difference in your workday. Visit our store today to **browse** our selection and find the perfect chair for your office.

办公椅

我们店铺很清楚长期伏案的上班族非常需要一把舒适给力的椅子。因此，本店铺推出多种样式的高端办公椅任您挑选，为您提供最大的舒适度和耐用性。

我们家的椅子在设计上充分考虑人体工程学，确保您久坐时不会感到不适或疼痛。座椅和靠背都采用高密度泡沫填充，支撑力好。您还可以根据自己的喜好调节椅子的高度和角度。

考虑到每个办公室的风格都不尽相同，我们也设计了多种风格的椅子满足您的需求。无论您喜欢时尚现代的外观还是偏传统的设计，都能选到适合的好椅子。此外，我们还提供多种多样的颜色和图案，您可以根据办公室的装饰风格订制您的专属椅子。

我们的椅子不仅舒适美观，而且经久耐用。从坚固的骨架到丝滑的轮子，我们只采用最高品质的材料。经过设计，我们的椅子即使天天使用也一样结实牢固，您可以放心购买，绝对物超所值。

不要再将就质量低劣的椅子了，影响舒适度的同时还拉低了工作效率。快去购买我们的高端办公椅，获取非同寻常的工作体验吧。请立即访问我们的店铺，浏览产品列表，找找适合您办公室的好椅子吧！

Core Vocabularies 核心词汇

selection [sɪˈlekʃn] n. a collection of things from which sth can be chosen 可供选择的事物

e. g.

1. The showroom has a wide selection of kitchens.
展厅里有多种式样的厨房可供选择。

2. Amazon will further improve new selection solutions, upgrade big data analytical tools for sellers, and help them comprehensively improve their cross-border e-commerce skills.
亚马逊将进一步改进新的解决方案，为卖家升级大数据分析工具，并帮助供应商全面提高跨境电子商务技能。

premium ['pri:miəm] adj. having or reflecting superior quality or value 优质的；高昂的

e. g.

1. Sales are growing for premium wines, but at a bare 2% a year.
优质葡萄酒的销量在上涨，但每年仅涨 2%。

2. At the premium end of the market, business is booming.
高端市场业务繁荣。

utmost ['ʌtməʊst] adj. the greatest possible degree 极度的；最大的；最远的

e. g.

1. This is a matter of the utmost importance.
这是个极其重要的问题。

2. It is of the utmost importance to answer the phone in a professional manner.
以一种职业化的态度和方式接听商务电话是非常重要的。

durability [djʊərəbɪləti] n. permanence by virtue of the power to resist stress or force 耐久性

e. g.

1. Airlines recommend hard-sided cases for durability.
航空公司推荐使用硬边箱，因其经久耐用。

2. This product is characterized by its fine workmanship and durability.
这个产品的特点是工艺精湛，经久耐用。

discomfort [dɪsˈkʌmfət] n. an uncomfortable feeling in some part of the body 不舒适，不舒服

e. g.

1. You will experience some minor discomfort during the treatment.
治疗中你会稍感不适。

2. John's presence caused her considerable discomfort.
约翰在场使她颇为尴尬。

pad [pæd] v. ～sth (with sth) to put a layer of soft material in or on sth in order to protect it, make it thicker or change its shape 给…装衬垫，(用软材料)填充

e. g.

1. All the sharp corners were padded with foam.
所有的棱角都垫上了泡沫塑料。

2. You'll have to pad out the chair with some more cloth before recovering it.
在套上椅罩之前，你须先用些布把椅子垫厚实了。

superior [su:'pɪərɪə(r)] adj. of high quality or performance 更高级的，上级的

e. g.

1. This model is technically superior to its competitors.
这一款式在技术上超过了与之竞争的产品。

2. A few years ago it was virtually impossible to find superior quality coffee in local shops.
几年前在当地商店里几乎买不到优质咖啡。

adjustable [ə'dʒʌstəbl] adj. capable of being changed so as to match or fit 可调整的，可调节的

e. g.

1. The height of the bicycle seat is adjustable.
这辆自行车车座的高度可以调节。

2. Adjustable settings allow you to customize the function to fit your needs.
可调设定让您得以根据自身的需求调整功能。

customize ['kʌstəmaɪz] v. make according to requirements 订制，订做

e. g.

1. You could customize your own clothes.
可以订做自己的衣服。

2. Users can customize the background color of the window.
用户可以自定义窗口背景颜色。

sleek [sli:k] adj. having a smooth, gleaming surface 外形流畅雅致的，造型优美的

e. g.

1. The new car has very sleek lines.
这种新车线条很流畅.

2. The appearance of fashion: sleek design, easy to grip and carry.
外观时尚：流线型设计，易手握及携带。

withstand [wɪðˈstænd] v. resist or confront with resistance 经受住；承受

e. g.

1. The materials used have to be able to withstand high temperatures.
所使用的材料必须能够耐高温。

2. They are manufactured and packed to withstand changeable climatic conditions.
该产品及其包装能适应多变的气候条件。

upgrade [ʌpˈgreɪd] v. provides better performance than an earlier version did 使…… 升级，提高

e. g.

1. Medical facilities are being reorganized and upgraded.
正在对医疗设施进行重组和升级。

2. You can upgrade from self-catering accommodation to a hotel.
您可以将自理膳食旅店升级为酒店。

browse [braʊz] v. shop around; not necessarily buying(在商店里)随便看看

e. g.

1. You are welcome to come in and browse.
欢迎您光临本店随便看看。

2. Do a bit of your own research via google and browse the reviews on amazon before you buy.
去谷歌上做一些调查，购买之前在亚马逊网站上查阅评论。

1. Read the case and discuss the following questions.

阅读案例并讨论以下问题。

a. Can you customize your own chair with the colors and finishes you choose in the shop?

b. Why are the chairs built to last?

c. Please list some selling points of the chairs in the shop.

2. Find the words with the meanings below and write them on the lines. The first letters are given.

根据含义在横线上填单词(首字母已给出)。

(1) p _____ having or reflecting superior quality or value

(2) d _____ permanence by virtue of the power to resist stress or force

(3) s _____ a collection of things from which sth can be chosen

(4) s _____ of high quality or performance

(5) c _____ make according to requirements

(6) u _____ provides better performance than an earlier version did

(7) w _____ resist or confront with resistance

(8) b _____ shop around; not necessarily buying

(9) a _____ capable of being changed so as to match or fit

(10) s _____ having a smooth, gleaming surface

3. Complete the sentences with the correct form of the words or phrases in the box.
用方框中单词或短语的正确形式完成句子。

bestseller	superior	sleek	customize	selection	premium	upgrade
exquisite workmanship	purely natural	attractive design				

(1) We provide both standard and _____ training schemes.

(2) Our products exhibit superlative quality, _____ ,and outstanding features.

(3) The Chamber of Commerce promoted a _____ image of metropolitan Shanghai as a good place to live.

(4) Its products are seen as _____ to many models produced by its American rival.

(5) The handmade bag was crafted with _____ ,evident in its neat stitching and beautiful design.

(6) The company's _____ are its biotechnology drugs.

(7) The skincare company prides itself on using _____ ingredients in all of its products

(8) The shop offers a wide _____ of glasses frames to choose from.

(9) The group's core business is _____ quality alcoholic beverages.

(10) The hotel has recently been refurbished and _____.

Ⅱ. Practical Dialogue 实用对话

More Information about Office Chairs

A customer(C) from China wants to purchase an office chair from a store on Alibaba. However, he is a little bit concerned about the quality and materials of the product, so he consults salesman(S) about this.

C: Hi, I'm interested in purchasing one of your office chairs, but I'm a bit concerned about the quality and materials used in its construction. Can you provide me with some more information?



Office Chair on Alibaba Platform [6]

S: Absolutely, we pride ourselves on offering high-quality office chairs that are both comfortable and durable. Our chairs are designed with ergonomics in mind, to ensure that you can sit for extended periods without experiencing any discomfort or pain.

C: That sounds great, but what about the materials used? I'm looking for something that's built to last.

S: We use only the highest quality materials in our chairs, from the sturdy frames to the smooth-rolling wheels. The seats and backrests are padded with high-density foam to provide superior support, while the adjustable features allow you to customize the chair to your liking.

C: Okay, that does sound promising. Can you tell me more about the warranty?

S: Of course. We offer a comprehensive warranty on all office chairs, which covers any defects or issues with the materials or construction. If you have any problems with your chair, just let us know and we'll be happy to help you out.

C: Alright, I think I'm ready to make a purchase. Which chair do you recommend for someone who spends long hours at a desk?

S: I would recommend our premium ergonomic chair. It's designed to provide maximum comfort and support, with adjustable armrests and a tilting backrest. And with our warranty, you can be sure that you're making a wise investment in your health and productivity.

C: Great, I'll take one of those. Thanks for your help.

S: You're welcome. We'll make sure your new chair is delivered to you as soon as possible.

客户：您好，我对贵店铺的一款办公椅很感兴趣，但我对其质量和制造材料有些担忧。您能为我提供更多信息吗？

客服：当然，我们很荣幸能为您提供高质量的办公椅，这些椅子既舒适又耐用。我们设计椅子时考虑了人体工程学，以确保久坐办公也不会感到不适或疼痛。

客户：听起来很不错，那材料怎么样呢？我想买耐用一点的产品。

客服：我们在椅子的制造过程中只使用最高质量的材料，从坚固的框架到平稳滚动的轮子。座椅和靠背采用高密度泡沫填充，提供出色的支撑力。同时具备可调节功能，您可以根据自己的喜好调整椅子。

客户：好的，听起来确实不错。您能再告诉我有关保修方面的信息吗？

客服：当然。我们为所有办公椅提供全面的保修，涵盖材料或结构方面的任何缺陷或问题。如果您的椅子有任何问题，请告诉我们，我们将乐意为您提供帮助。

客户：好的，我想我已经准备买你家的了。像长时间伏案办公的人，您推荐使用哪款椅子？

客服：我建议您选择高级人体工学椅。经过专门的设计，它可以提供最大的舒适和支撑，带有可调节的扶手和可倾斜的靠背。您还享有保修服务。可以确信，这是您对健康和工作效率的一次明智的投资。

客户：太好了，我要买一把。谢谢您的帮助。

客服：不客气。我们会确保新椅子能尽快送到您手中。

1. Read the dialogue and try to answer the following questions.

阅读对话并尝试回答以下问题。

a. What is the issue the customer is facing with?

b. Why is the ergonomic chair suitable for someone who works for a long time?

2. Role-Play

角色扮演

Suppose you work in customer service department for an online clothing store. A customer from Britain has interest in a hoodie from your store, but she is worrying about its material, quality, specification and so on. Use the previous dialogue as a guide and handle the situation professionally.

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

1. genuine silk	真丝
2. purely natural	纯天然
3. pollution-free	无污染
4. purely hand-made	纯手工
5. bestseller	畅销品
6. defective products	残次品
7. artificial leather	人造革
8. raw material with superior quality	优质原料
9. environmentally friendly materials	环保材料
10. exquisite workmanship	工艺精良
11. advanced technology	技术先进
12. attractive design	造型美观
13. durable in use	经久耐用
14. quality standard	质量标准
15. quality certification	质量认证
16. chemical additives	化学添加剂
17. must-have fashion item	时尚必备单品

Useful Sentences 实用句型

1. We aim to provide quality at reasonable prices.
   我们的宗旨是质量上乘、价格合理。
2. The quality of our product has obtained favorable comments from customers at home and abroad.
   我们的产品质量受到国内外顾客的好评。
3. Our price is a little bit higher, but the quality of our products is better.
   虽然价格偏高，但我们的产品质量很好。
4. The quality of our goods is superior to that of other similar products.
   我们的产品质量比其他同类产品质量更好。

5. These products are of high quality and able to compete internationally.
这些产品品质很好，在国际市场上有竞争能力。

6. The teapot is made of china and earthenware.
茶壶是由瓷质或陶制的。

7. Some of the finest drinking glasses are made from lead crystal.
一些最高档的酒杯是用铅晶质玻璃制成的。

8. This kind of material can withstand extremes of temperature and weather without fading or cracking.
这种材质能够经受极端的气温和天气状况而不褪色、不破裂。

9. We use environmentally friendly waterborne materials for coating which has no smell.
涂布涂料采用水性涂料，无异味，确保绿色环保。

10. The leather is supple and sturdy enough to last for years.
该皮革柔软而结实，足以用上数年。

Fulfill the Task 完成任务

Please finish the task based on the information given in scenario at the beginning.
请根据开头情景所给信息完成任务。



Office Chair Supply on Alibaba Platform [7]

Career Tips 职场技巧

Delivering Advantages and Values of Products

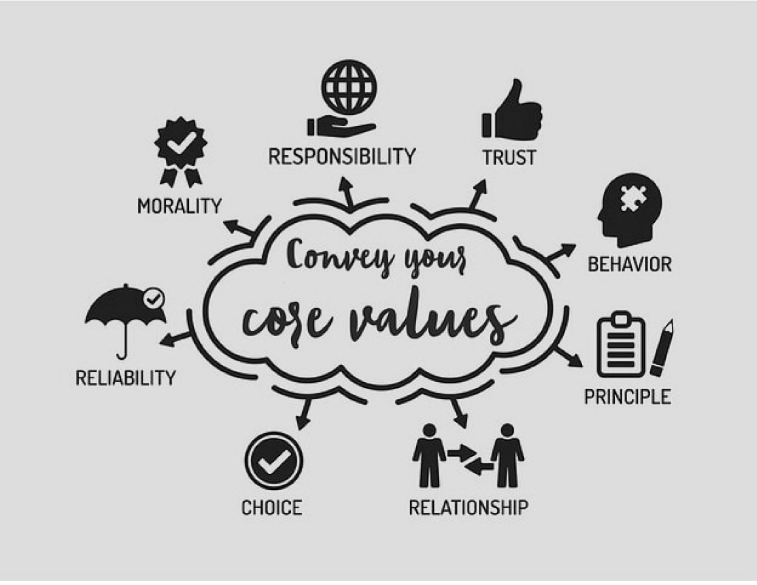
The two cores of foreign trade sales are always products and customers. Only by actively and effectively delivering advantages and values to customers can your products be competitive.

We need to know:

1. How to find out the advantages and values of your product?

2. How to convey the advantages, values and even your business philosophy to customers?

Finding the advantages and values of your own products is the first step in doing a good job in marketing.



Convey Your Core Values [8]

What are the advantages and values?

The advantage or value is the difference from competitors. Let's refer to domestic counterparts first to see how they describe their products, then look at foreign counterparts, and finally examine ourselves and summarize our product characteristics, such as the size of the company, market reputation, customer positioning, logistics price, and even some payment method etc. Let's see which markets and types of customers these features are suitable for.

How to describe the competitive advantage and distinct value of your own business or product?

The most common ones are team, technology, factory scale, brand, quality assurance, best price, best service, factory direct sales, high-cost performance, good quality products, fast delivery, after-sales service, and professional teams, but such descriptions are usually too general. For example, when it comes to good quality, we have CE certification and SGS. With third-party certification, it is easy to be recognized by customers. You can continue to dig down: when did you do the certification? What agency is this certification from? How authoritative is the institution? These all have a lot of room to play.

Glossary 词汇表

1. counterpart [ˈkaʊntəpɑːt] n. 职位(或作用)相当的人,对应的事物
2. scale [skeɪl] n. 规模,范围
3. certification [sɜːtɪfɪˈkeɪʃn] n. 证明,鉴定
4. authoritative [ɔːˈθɒrətətɪv] adj. 权威的
5. institution [ɪnstɪˈtjuːʃn] n. 机构

传递产品优势和价值

外贸销售的两个核心,永远是产品和客户。积极有效的向客户传递产品的优势和价值,才能让你的产品具有竞争力。

我们需要了解:

1. 如何找出自己产品的优势和价值?
2. 如何向客户传递产品优势、价值和经营理念?

找到自己产品的优势和价值是做好营销工作的第一步。

什么是优势和价值呢?

优势是与竞争对手的不同点。我们先参考一下国内同行,看他们是怎么描述自己的产品,再看看国外的同行,最后审视自己,总结自己的产品特点,比如企业的规模、市场口碑、客户定位、物流价格、甚至是一些付款方式等。再看这些特点适合哪些市场,适合哪类客户。

怎样去描述企业或产品的竞争优势和独特价值呢?

最常见的说团队,说技术,说工厂有规模,有品牌,质量有保证,价格最优,服务最好,厂家直销,性价比高,说我们产品质量好,交期快,有售后服务,有专业团队等等,但这些描述通常都太笼统了。比如说到品质好,我们有 CE 认证,有 SGS。有了第三方的认证,品质就容易被客户认同。可以继续往下挖:什么时间做的认证?这个认证是什么机构出来的?机构的权威性如何?这些都有很多发挥的空间。

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Unit 3 Marketing Management
营销管理

Task A On-site Promotion
站内推广

Learning Objectives 学习目标

In this task, you are expected to
该任务中，你将

◇ Familiarize yourself with the essential vocabulary associated with on-site promotion.
熟悉与站内推广的核心词汇。

◇ Acquire relevant phrases, expressions, and sentences for effective communication in on-site promotion.
掌握与站内推广有效沟通相关的实用短语、习惯表达及句型。

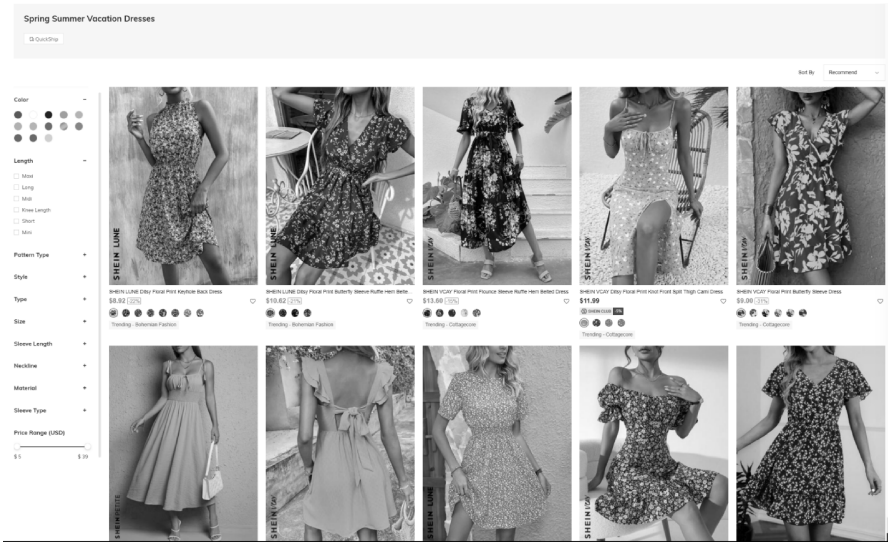
◇ Learn about various on-site promotion strategies and their effectiveness in enhancing customer engagement and conversion rates.
学习不同的站内推广策略及其在提高客户参与度和转化率方面的有效性。

Scenario 情景

You are a marketing executive working for a popular cross-border e-commerce platform. Your company is planning to launch a new collection of spring summer vacation dresses and wants to promote it through an on-site promotion campaign. The campaign will feature various promotional activities such as discounts, limited-time offers, and interactive contests. You need to devise a comprehensive plan to increase engagement, and ultimately drive conversions and sales for the new product line.

你是一家流行跨境电商平台工作的市场营销主管。你的公司计划推出一个新系列的春夏季度假连衣裙，并希望通过站内推广活动来进行促销。该活动将包括各种促销活动，如折扣、限时优惠和互动竞赛。你需要制定一份全面的计划，以增加用户参与度，并最终推动新

产品线的转化和销售。



Spring Summer Vacation Dresses on Shein[1]

Discussion 讨论

What on-site promotion strategies would you consider using to effectively market new collection of spring summer vacation dresses ?

你会考虑采用哪些站内推广策略来有效地营销新款春夏季度假连衣裙?

Set the Task 任务要求

Your task is to develop a detailed on-site promotion plan for the e-commerce platform. The plan should include specific strategies, promotional activities, and a timeline for implementation.

你的任务是为电商平台制定一份详细的站内推广计划。该计划应包括具体的策略、促销活动,并包含实施的时间表。

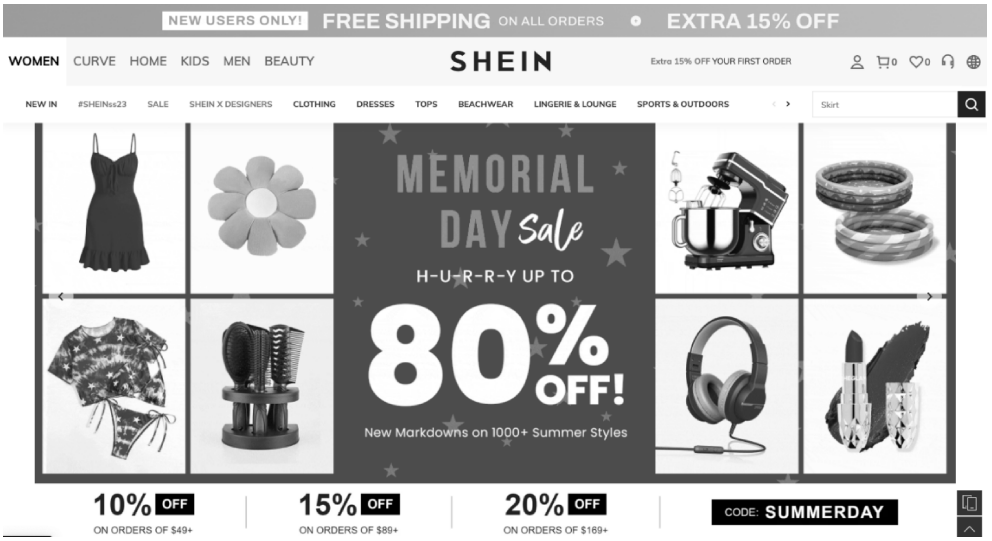
Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

On-site Promotion Campaign for Shein

Founded in 2008, Shein has quickly emerged as a prominent player in the global fashion

market. Its mission is to offer trendy, high-quality, and affordable fashion products to customers worldwide. Similar to many e-commerce platforms, Shein concentrates on improving **conversion** rates and reducing bounce rates through effective on-site promotion strategies. To achieve this, Shein employs several tactics.



Shein Official Website[2]

Coupons and Discounts

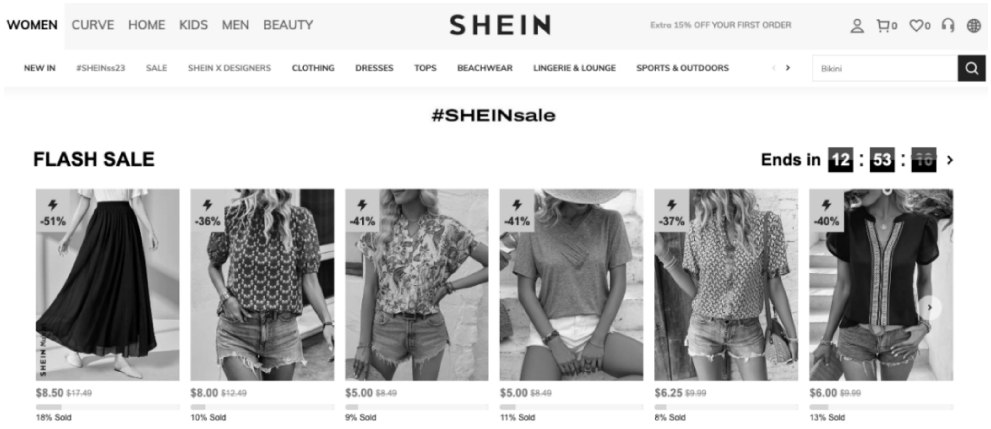
By offering **coupons** and **discounts**, Shein entices visitors to make a purchase by providing them with a financial **incentive**. These **promotional** codes can be applied during the checkout process, encouraging customers to proceed with their purchase and ultimately improving the conversion rate.

Limited-Time Offers and Flash Sales

Shein creates a sense of urgency by implementing **limited-time** offers and flash sales. Displaying time-limited discounts on select products or pop-up ads on certain pages can motivate customers to make a purchase before the offer expires. This strategy not only drives sales but also helps reduce bounce rates as customers are encouraged to take immediate action.

Loyalty Program

Shein CLUB loyalty program plays a significant role in improving conversion rates. By rewarding customers for their **engagement** and purchases, Shein incentivizes repeat business and increases customer loyalty. Exclusive perks, personalized recommendations, and access to exclusive discounts further encourage customers to complete their purchases and reduce bounce rates.



Shein Sale[3]

Daily Sales and Regular Campaigns

Shein provides customers with exciting daily sales and regular themed campaigns, encompassing attractive discounts and special offers on a curated selection of products. This strategy creates anticipation and encourages frequent visits to the website, which contributes to higher conversion rates.

Interactive Contests and Gamification

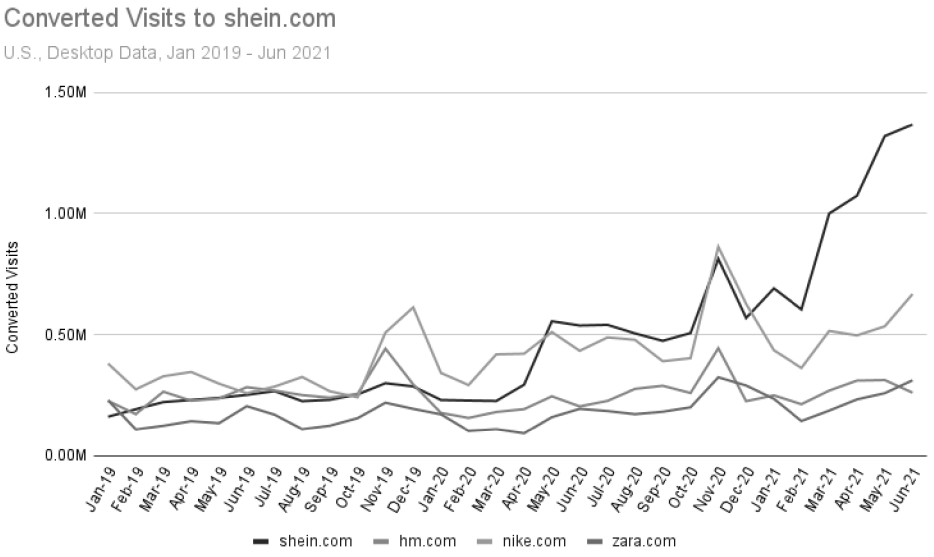
To foster customer engagement, especially for mobile users, Shein employs **interactive** techniques and incorporates **gamification** into its app. Customers can get rewards such as extra points and additional discounts for frequent cumulative logins, as well as for playing Shein's in-app mini-games and writing reviews. These interactive activities not only entertain customers but also keep them actively involved with the brand and hooked on the platform.

Personalized Shopping Experience and Data-driven Optimization

Effective on-site promotion requires a holistic approach that encompasses various elements, including messaging, design, personalization, and data analysis. Shein utilizes customer data and browsing history to provide **personalized** shopping recommendations. Utilizing tailored product suggestions based on individual preferences, Shein enhances customer satisfaction and encourages them to explore more products. With the help of user behavior analysis and conducting A/B testing, Shein optimizes its website layout, user experience, and on-site promotion methods to increase conversions.

In conclusion, Shein's success in enhancing conversion rates and reducing bounce rates lies in its effective utilization of on-site promotion strategies, including coupons, limited-time offers, loyalty programs, daily deals, interactive contests, gamification, and personalized

shopping experiences. By attracting and **retaining** customers through these tactics, Shein experiences increased sales and sustained growth in the competitive cross-border e-commerce market.



Converted Visits to shein. com[4]

站内推广活动——Shein

Shein 成立于 2008 年，迅速崛起为全球时尚市场的重要参与者。其使命是向全球客户提供流行、高质量且价格亲民的时尚产品。与许多电子商务平台类似，Shein 专注于通过有效的站内推广策略提高转化率和降低跳出率。为实现这一目标，Shein 采用了多种策略：

优惠券和折扣

通过提供优惠券和折扣，Shein 吸引访客进行购买，为他们提供经济激励。这些促销代码可在结账过程中使用，鼓励客户继续购买，最终提高转化率。

限时优惠和闪购

Shein 通过推出限时优惠和闪购营造紧迫感。在特定产品上展示限时折扣或在特定页面展示弹出式广告，可以鼓励客户在优惠到期前购买。这种策略不仅推动销售，还有助于降低跳出率，因为客户被鼓励采取立即行动。

忠诚计划

Shein CLUB 忠诚计划在提高转化率方面发挥重要作用。通过奖励客户的参与和购买行为，Shein 激励重复消费并提升了客户忠诚度。独家福利、个性化推荐和专享折扣进一步鼓励客户完成购买，降低跳出率。

每日促销和定期活动

Shein 为客户提供令人兴奋的每日促销和定期主题活动，包括在特选产品上提供吸引人的折扣和特别优惠。这种策略创造期待感，鼓励客户频繁访问网站，有助于提高转化率。

互动比赛和游戏化

为促进客户参与，特别是对于移动用户，Shein 采用互动技术，并将游戏化融入其应用程序中。客户可以通过频繁累计登录、玩 Shein 的应用内迷你游戏和撰写评论，获得诸如额外积分和折扣的奖励。这些互动活动不仅让客户享受乐趣，还让他们与品牌保持积极互动并迷上平台。

个性化购物体验和数据驱动优化

有效的站内推广需要综合考虑各种要素，包括信息传递、设计、个性化和数据分析。Shein 利用客户数据和浏览历史提供个性化的购物推荐。利用根据个人偏好定制产品建议，Shein 增强客户满意度，鼓励他们探索更多产品。借助用户行为分析并进行 A/B 测试，Shein 优化其网站布局、用户体验和站内推广方法，以提高转化率。

总之，Shein 在提高转化率和降低跳出率方面取得的成功源于其对站内推广策略的有效利用，包括优惠券、限时优惠、忠诚计划、每日特惠、互动比赛、游戏化和个性化购物体验。通过通过这些策略吸引和保留客户，Shein 在竞争激烈的跨境电子商务市场中实现了销售增长和持续发展。

Core Vocabularies 核心词汇

conversion [kən'vɜːrʒn] n. the act of changing something into a different form or state, especially from a website visit to a completed purchase 转化，转换

e. g.

1. The e-commerce platform implemented various strategies to increase conversion rates and boost sales.
电子商务平台采取了各种策略来提高转化率和增加销售额。

2. The marketing team analyzed the data to understand the factors influencing the conversion of website visitors into customers.
市场营销团队分析数据，以了解影响网站访问者转化为客户的因素。

coupon ['kuːpɒn] n. a voucher or code that entitles the holder to a discount or rebate when purchasing a product or service 优惠券，折扣券

e. g.

1. Customers can apply the coupon code during checkout to receive a 20% discount on their order.
客户可以在结账时使用优惠券代码，享受订单价的 20%折扣。

2. The company issued special coupons to its loyal customers as a token of appreciation.
公司向忠实客户发放特殊优惠券作为感谢的表示。

discount ['dɪskaʊnt] n. a deduction from the usual cost of something, typically given as a promotion or special offer 折扣，优惠

e. g.
1. The store is offering a 50% discount on all clearance items.
该商店对所有清仓商品提供50%的折扣。

2. The discount on the new product attracted many customers to make a purchase.
新产品的优惠吸引了很多客户进行购买。

incentive [ɪn'sentɪv] n. something that motivates or encourages someone to take a specific action 刺激，鼓励

e. g.
1. The loyalty program offers incentives such as points and rewards to encourage repeat purchases.
忠诚度计划提供积分和奖励等激励措施，鼓励再次购买。

2. The company provided an incentive for early adopters by offering a special discount to the first 100 customers.
公司对前100名客户提供特别折扣，以吸引早期采用者。

promotional [prə'məʊʃənl] adj. relating to or designed for promotion or advertising 推广的，促销的

e. g.
1. The marketing team created a promotional campaign to introduce the new product to the market.
市场营销团队推出了一项推广活动，向市场推介新产品。

2. The company used various promotional materials, such as banners and flyers, to attract customers to the store.
公司使用各种推广材料，如横幅和传单，吸引顾客光顾店铺。

limited-time ['lɪmɪtɪd-taɪm] adj. available or valid for a specific period of time 限时的

e. g.
1. The limited-time offer encouraged customers to make a purchase before the promotion ended.
限时优惠鼓励客户在促销结束之前购买。

2. The company introduced a limited-time sale to celebrate its anniversary.
公司推出了限时促销活动来庆祝其成立周年。

engagement [ɪnˈgeɪdʒmənt] n. the level of involvement, interaction, or connection between a brand and its audience 参与度，互动

e. g.

1. Social media platforms are essential for driving customer engagement and building brand loyalty.
社交媒体平台对于推动客户参与度和建立品牌忠诚度至关重要。

2. The interactive campaign received high levels of engagement from the target audience.
互动式推广活动得到了目标受众的高度参与。

interactive [ɪntərˈæktɪv] adj. involving or requiring the active participation of users 互动的，交互式的

e. g.

1. The website features an interactive quiz to engage visitors and collect valuable data.
该网站设有互动式问答游戏，以吸引访客并收集宝贵数据。

2. The company organized an interactive contest that allowed customers to win prizes by participating in various activities.
公司组织了一场互动式比赛，客户可以通过参与各种活动赢取奖品。

personalized [ˈpɜːsənaɪzd] adj. customized or tailored to meet individual preferences or needs 个性化的

e. g.

1. The company offers personalized recommendations based on customers' browsing and purchase history.
公司根据客户的浏览和购买记录提供个性化推荐。

2. The personalized shopping experience enhances customer satisfaction and loyalty.
个性化的购物体验增强了客户的满意度和忠诚度。

retain [rɪˈteɪn] v. to keep or continue to have something 保留，保持

e. g.

1. The company implemented strategies to retain existing customers and reduce churn rate.
公司采取策略以保留现有客户并降低流失率。

2. Offering excellent customer service is crucial to retain loyal customers.
提供优质的客户服务对于保持忠实客户至关重要。

1. Read the case and discuss the following questions.
阅读案例并讨论以下问题。

a. What strategies does Shein use to enhance conversion rates on its e-commerce platform?

b. How does offering limited-time discounts help reduce bounce rates on the website?

c. How does Shein's loyalty program incentivize customers to make repeat purchases?

d. Why is engagement important for building brand loyalty?

e. How do personalized recommendations enhance the customer shopping experience?

2. Find the words with the meanings below and write them on the lines. The first letters are given.

根据含义在横线上填单词(首字母已给出)。

(1) c _____ the process of changing or transforming something into a different state or form.

(2) d _____ a voucher or code that provides a discount on a purchase.

(3) i _____ something that motivates or encourages someone to take a specific action.

(4) d _____ a deduction from the usual cost of something, typically given as a promotion or special offer

(5) p _____ relating to or designed for promotion or advertising.

(6) l _____ available or valid for a specific period of time.

(7) e _____ the level of involvement, interaction, or connection between a brand and its audience.

(8) i _____ involving or requiring the active participation of users.

(9) p _____ customized or tailored to meet individual preferences or needs.

(10) r _____ to keep or continue to have something.

3. Complete the sentences with the correct form of the words or phrases in the box.

a) The company offered a special _____ to entice customers to make a purchase during the holiday season.

b) The website's _____ quiz engaged users and encouraged them to explore more products.

c) The marketing team implemented various _____ activities to attract new customers.

d) Customers were excited about the _____ discounts on the new collection of dresses.

e) The company's _____ program rewards loyal customers with exclusive benefits.

f) The limited-time offer created a sense of _____ among customers to take immediate action.

g) Providing _____ recommendations based on customer preferences enhances the shopping experience.

h) The company analyzed website analytics to identify areas of high bounce rates and low _____ rates.

i) The _____ contest received an overwhelming response from the audience.

j) The company's main goal is to _____ existing customers and build long-term relationships.

Ⅱ. Practical Dialogue 实用对话

Discovering Shein's Exciting On-site Promotions

A customer (C) engages in a conversation with a Shein representative (R) to inquire about the ongoing promotions and on-site activities at Shein, a popular e-commerce platform.



Shein's on-site promotion [5]

C: Hi there! I'm interested in shopping at Shein, and I heard there are some ongoing promotions. Can you tell me more about them?

R: Hello! Absolutely, we have some exciting promotions running right now. First, we have a special coupon code "SUMMER15" that gives you a 15% discount on your first purchase. You can apply it during checkout.

C: That sounds great! Is there anything for returning customers?

R: Of course! Our loyalty program, Shein CLUB, offers exclusive perks for our returning customers. As a member, you'll get early access to new collections, personalized discounts based on your preferences, and reward points for every purchase.

C: That sounds interesting. What about limited-time offers or flash sales?

R: We frequently run limited-time offers and flash sales on select items. Right now, we have a flash sale on our summer dresses, with up to 50% off. But you'll have to hurry, as it's ending tomorrow!

C: Wow, that's a tempting deal! Do you have any interactive promotions?

R: Absolutely! We have interactive pop-up promotions that appear as you browse our website. These pop-ups offer additional discounts or free gifts if you meet certain conditions, like reaching a minimum cart value or selecting from a specific category.

C: That's fun and engaging! And what about daily deals or themed campaigns?

R: We do have a "Sales" section where we showcase different products with significant discounts each day. Additionally, we often run themed campaigns during festive seasons or special occasions with exclusive offers.

C: That sounds like a great way to grab some fantastic deals. By the way, do you have a referral program?

R: Yes, we do! Our "Refer a Friend" program allows you to invite your friends to join Shein. Both you and your friend will receive rewards when they make their first purchase using your referral link.

C: That's fantastic! I'll definitely spread the word among my friends. Thank you for all the information.

R: You're welcome! If you have any more questions or need further assistance, feel free to ask. Happy shopping!

C: Thank you. I'm excited to start shopping at Shein!

R: We're thrilled to have you on board. Enjoy your shopping experience with us! Have a great day!

发现 Shein 令人兴奋的站内促销活动

一个顾客(C)与 Shein 的客服代表(R)进行对话，咨询 Shein 这个受欢迎的电商平台上正在进行的促销活动和站内活动。

顾客：嗨！我对在 Shein 购物很感兴趣，听说现在有一些促销活动。你能告诉我更多吗？

客服代表：您好！当然，我们现在有一些令人兴奋的促销活动。首先，我们有一个特殊的优惠券代码“SUMMER15”，可为您的首次购物提供15%的折扣。您可以在结账时使用它。

顾客：听起来很棒！那对于老顾客有什么优惠吗？

客服代表：当然有！我们的会员计划 Shein CLUB 为老顾客提供独家特权。作为会员，您将享有新系列商品的优先购买权，根据您的喜好获得个性化折扣，并在每次购物时获得奖励积分。

顾客：听起来很有趣。那有限时特惠或者闪购吗？

客服代表：我们经常在部分商品上推出限时特惠或者闪购。目前，我们的夏季连衣裙正在进行闪购销售，最高可享受50%的折扣。但要抓紧时间，因为明天就结束了！

顾客：哇，这是个诱人的优惠！你们有互动促销活动吗？

客服代表：当然！我们有一些互动式弹窗促销，当您浏览我们的网站时会出现这些弹窗。这些弹窗会根据您达到的一些条件，比如达到最低购物金额或者从特定类别中选择商品，为您提供额外的折扣或者赠品。

顾客：这真是有趣又引人入胜！那有每日特惠或者主题活动吗？

客服代表：我们确实有“促销”专区，每天会展示不同的商品，都有大幅度的折扣。此外，我们经常在节庆季节或特殊场合推出主题活动，提供独家优惠。

顾客：这听起来是一个利用优惠的好方法。顺便问一下，你们有推荐计划吗？

客服代表：是的，我们有！我们的“推荐好友”计划允许您邀请朋友加入 Shein。当您的朋友通过您的推荐链接进行首次购物时，您和您的朋友都将获得奖励。

顾客：太棒了！我一定会向我的朋友们宣传。谢谢你提供的所有信息。

客服代表：不客气！如果您有更多问题或需要进一步帮助，请随时提问。祝您购物愉快！

顾客：谢谢。我很期待开始在 Shein 购物！

客服代表：我们很高兴能有您的光临。希望您在我们这里享受购物的过程！祝您有美好的一天！

1. Read the dialogue and try to answer the following questions.

阅读对话并尝试回答以下问题。

a. What promotional activities does Shein offer to customers?

b. How does the pop-up promotion work on the Shein website?

c. What are the benefits of the "Refer a Friend" program?

d. How does the customer feel about the promotional offers?

2. Role-Play

角色扮演

Imagine you are a customer interested in shopping on Shein and discovering their promotions. Role-play the dialogue with a friend or classmate, taking turns to play the roles of "C" (Customer) and "R" (Representative). Explore the various promotions and discuss their features, benefits, and how they can be used to make the most of your shopping experience on Shein. Try to be as persuasive as possible when explaining the advantages of the promotions to the customer.

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

1. on-site promotion	站内促销
2. limited-time offer	限时优惠
3. flash sale	闪购
4. coupon code	优惠码
5. special discount	特别折扣
6. attract more visitors	吸引更多访客
7. engage with customers	与客户互动
8. drive sales	带动销售
9. personalized recommendations	个性化推荐
10. incentive program	激励计划
11. referral bonus	推荐奖金
12. loyalty rewards	忠诚奖励
13. interactive contest	互动竞赛
14. exclusive perks	独家特权
15. optimize conversion rate	优化转化率
16. bounce rate	跳出率
17. customer retention	客户保留
18. enhance user experience	提升用户体验
19. seamless checkout	无缝结账
20. abandoned cart	放弃购物车
21. targeted advertising	定向广告
22. free shipping	免费送货

23. early bird offer	早鸟优惠
24. clearance sale	清仓甩卖
25. cross-selling	交叉销售
26. upselling	升级销售
27. pop-up	弹出式(广告);快闪
28. new arrivals	新品上市
29. call-to-action (CTA)	行动呼吁
30. Buy one, get one free	买一送一

Useful Sentences 实用句型

1. On-site promotions are a powerful way to attract and engage customers, leading to increased sales and conversions.
站内推广是吸引和互动客户的强大途径,从而带来销售增长和转化提升。

2. By offering exclusive discounts and limited-time offers, on-site promotions create a sense of urgency and encourage immediate action from customers.
通过提供独家折扣和限时优惠,站内推广制造紧迫感,鼓励客户立即采取行动。

3. Engage with customers through interactive contests and get valuable feedback for improvement.
通过互动比赛与客户互动,获取宝贵的反馈以进行改进。

4. Incorporating local calendar events and holidays into promotion campaigns can resonate with customers and make the promotions more relevant.
将当地的日历事件和节假日融入促销活动可以引起顾客的共鸣,使促销活动更具相关性。

5. During a clearance sale, products are sold at significantly reduced prices to clear out excess inventory and make room for new arrivals.
在清仓大甩卖期间,产品以显著降低的价格销售,以清理多余的库存,为新品腾出空间。

6. Cultural sensitivity in promotions ensures that promotional content is respectful and appealing to customers from different cultural backgrounds.
在推广中关注文化敏感性,确保促销内容对来自不同文化背景的顾客既尊重又有吸引力。

7. Refer your friends and earn a referral bonus while they enjoy special discounts.
推荐您的朋友,您将获得推荐奖金,而他们将享受特别折扣。

8. Cross-selling involves promoting related or complementary products to customers during the purchasing process.
交叉销售涉及在购买过程中向客户推广相关或互补的产品。

9. Our customer engagement rate soared after introducing an early bird offer and free shipping.
在推出早鸟优惠和免费送货后，我们的客户参与率大幅上升。

10. Implementing pop-up promotions that offer additional incentives can entice customers to explore more products and complete their purchases.
实施弹出式推广，提供额外激励，可以吸引客户探索更多产品并完成购买。

Fulfill the Task 完成任务

Based on the information provided in the "Scenario" section, create a detailed on-site promotion plan for the new collection of summer dresses. Include the on-site promotion strategies, target audience, timeline, and expected outcomes.
根据“情景”部分提供的信息，为新款夏季连衣裙创建一个详细的现场促销计划。包括现场促销策略、目标受众、时间表和预期结果。

Career Tips 职场技巧

Cultural Considerations for Cross-border E-commerce

When implementing on-site promotion strategies in cross-border e-commerce, it is essential to consider cultural factors to ensure effective communication and engagement with customers from different cultures. Here are some cultural tips to keep in mind:



Cross Cultural Communication [6]

Language and Localization

Tailor your on-site promotions by translating content into the local language of your **target audience**. Use localized language that **resonates with** customers and avoids cultural misunderstandings.

Cultural Sensitivity

Be mindful of cultural **norms**, values, and sensitivities when creating promotional content. Respect cultural differences and avoid using imagery, symbols, or messages that may be offensive or inappropriate in certain cultures. Conduct thorough research on cultural **taboos** and customs to ensure your promotions are culturally sensitive.

Calendar Events and Holidays

Incorporate local calendar events and holidays into your on-site promotions. Acknowledging and celebrating important cultural holidays and festivals can resonate with customers and make your promotions more relevant. Be aware of different holiday seasons and plan your promotions accordingly to maximize engagement.

Color Symbolism

Colors can have different meanings and **symbolism** across cultures. Be aware of color preferences and associations in different regions. For example, while red may symbolize luck and prosperity in some cultures, it may represent danger or warning in others. Adapt your color choices to align with cultural preferences.

Payment Methods

Consider the preferred payment methods of your target audience. Some regions may have specific payment preferences, such as **mobile payment** apps or alternative payment systems. Offering a variety of payment options can enhance customer trust and increase conversion rates.

User Experience and Navigation

Cultural preferences can also impact user experience and **website navigation**. Understand how different cultures navigate and interact with websites. Consider the placement of important information, the flow of the user journey, and the use of visuals and symbols that resonate with specific cultures.

By incorporating cultural considerations into your on-site promotion strategies, you can enhance customer engagement, build trust, and create a positive **brand image** in cross-border e-commerce. Cultural sensitivity and localization demonstrate your commitment to understanding and respecting your target audience, ultimately leading to increased

conversions and customer loyalty.

Glossary 词汇表

1.	localization	[ˌləʊkəlaɪˈzeɪʃən] n. 本土化
2.	tailor	[ˈteɪlər] v. 定制，量身定做
3.	target audience	[ˈtɑːgɪt ˈɔːdiəns] n. 目标受众
4.	resonate with	[ˈrezəneɪt wɪð] v. 产生共鸣，引起共鸣
5.	idiom	[ˈɪdiəm] n. 成语，习语
6.	colloquialism	[kəˈloʊkwiəlɪzəm] n. 口语，俚语
7.	cultural references	[ˈkʌltʃərəl ˈrefrənsɪz] n. 文化参考，文化引用
8.	cultural sensitivity	[ˈkʌltʃərəl ˌsensɪˈtɪvəti] n. 文化敏感性
9.	norm	[nɔːrm] n. 规范，标准
10.	taboo	[tæˈbuː] n. 禁忌，忌讳
11.	customs	[ˈkʌstəmz] n. 风俗，习惯
12.	symbolism	[ˈsɪmbəlɪzəm] n. 象征主义，符号主义
13.	mobile payment	[ˈmoʊbəl ˈpeɪmənt] n. 移动支付
14.	user experience	[ˈjuːzər ɪkˈspɪriəns] n. 用户体验
15.	website navigation	[ˈwebsaɪt ˌnævɪˈgeɪʃən] n. 网站导航
16.	brand image	[brænd ˈɪmɪdʒ] n. 品牌形象

跨境电子商务中的文化考量

在跨境电子商务中实施站内推广策略时，考虑到文化因素对于确保与不同文化背景的客户进行有效沟通和互动至关重要。以下是一些文化提示：

语言和本土化

根据目标受众的本土语言，定制你的站内推广内容。使用与客户产生共鸣并避免文化误解的本土化语言。注意可能无法直接翻译的习语、口语和文化参考。

文化敏感度

在创建推广内容时要注意文化规范、价值观和敏感性。尊重文化差异，避免使用可能在某些文化中具有冒犯或不适当的形象、符号或信息。对文化禁忌和习俗进行彻底的研究，以确保你的推广内容是文化上敏感的。

日历事件和节日

将本地的日历事件和节日纳入你的站内推广活动中。承认并庆祝重要的文化节日可以引起客户的共鸣，使你的推广活动更具相关性。了解不同的节日季节，并根据情况计划你的

推广活动，以最大限度地提高参与度。

颜色象征意义

颜色在不同文化中可能具有不同的含义和象征意义。注意不同地区对颜色的偏好和联想。例如，红色在某些文化中可能象征着幸运和繁荣，而在其他文化中可能表示危险或警告。根据文化偏好调整你的颜色选择。

支付方式

考虑目标受众的首选支付方式。某些地区可能有特定的支付偏好，如移动支付应用或另类支付系统。提供多种支付选项可以增强客户的信任，并提高转化率。

用户体验和导航

文化偏好也会影响用户体验和网站导航。了解不同文化如何浏览和互动网站。考虑重要信息的放置位置、用户旅程的流程，以及与特定文化产生共鸣的视觉和符号的使用。

通过将文化因素纳入你的站内推广策略中，你可以增强客户的参与度，建立信任，并在跨境电子商务中树立积极的品牌形象。文化敏感度和本土化展示了你对目标受众的了解和尊重，最终实现更高的转化率和客户忠诚度。

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Task B Off-site Marketing

站外营销

Learning Objectives 学习目标

In this task, you are expected to

该任务中，你将

◇ Familiarize yourself with the essential vocabulary associated with various off-site marketing.

熟悉与站外营销的核心词汇。

◇ Acquire relevant phrases, expressions, and sentences for effective communication in off-site marketing strategies and campaigns.

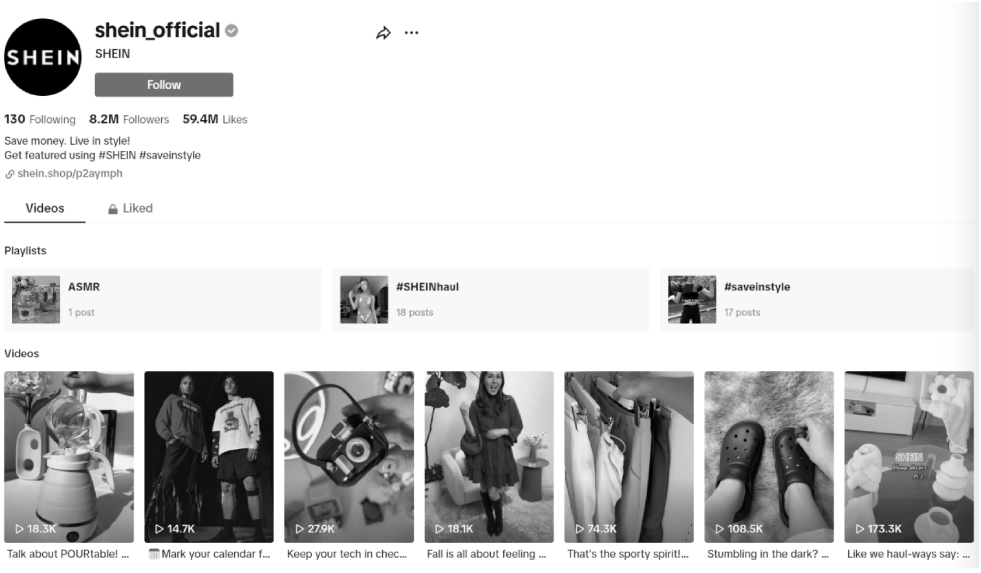
掌握在站外营销策略和活动中有效沟通所需的实用短语、习惯表达及句型。

◇ Learn about various off-site marketing strategies and understand their effectiveness in reaching target audiences and increasing brand awareness.
了解不同的站外营销策略，并了解其在触达目标受众和增加品牌知名度方面的有效性。

Scenario 情景

Shein, a popular cross-border e-commerce platform, has been successfully implementing on-site promotion strategies to engage customers and drive sales. However, the marketing team recognizes the importance of complementing their efforts with off-site marketing to reach a broader audience and further expand their market presence. As a marketing executive at Shein, you have been tasked with developing an off-site marketing plan that leverages various marketing channels and techniques to promote the platform's products and attract new customers.

Shein，一家知名的跨境电子商务平台，成功地实施了站内推广策略，以吸引顾客并推动销售增长。然而，营销团队认识到将其努力与站外营销相结合的重要性，以便触达更广泛的受众并进一步扩大市场份额。作为 Shein 的市场营销主管，您被赋予了制定站外营销计划的任务，利用各种营销渠道和技巧来推广平台的产品并吸引新客户。



Shein on Tik Tok[1]

Discussion 讨论

What off-site marketing strategies you think Shein might be using to reach a broader audience and promote their products? Consider strategies such as influencer marketing,

social media advertising, content marketing, affiliate marketing, email marketing, and SEM. How effective do you think these strategies are in driving traffic to the Shein website and increasing their customer base?

你认为 Shein 可能正在使用哪些站外营销策略来触达更广泛的受众并推广其产品？请考虑像是影响者营销、社交媒体广告、内容营销、联盟营销、电子邮件营销和搜索引擎营销等策略。你认为这些策略在增加访问 Shein 网站的流量和扩大其客户群方面效果如何？

Set the Task 任务要求

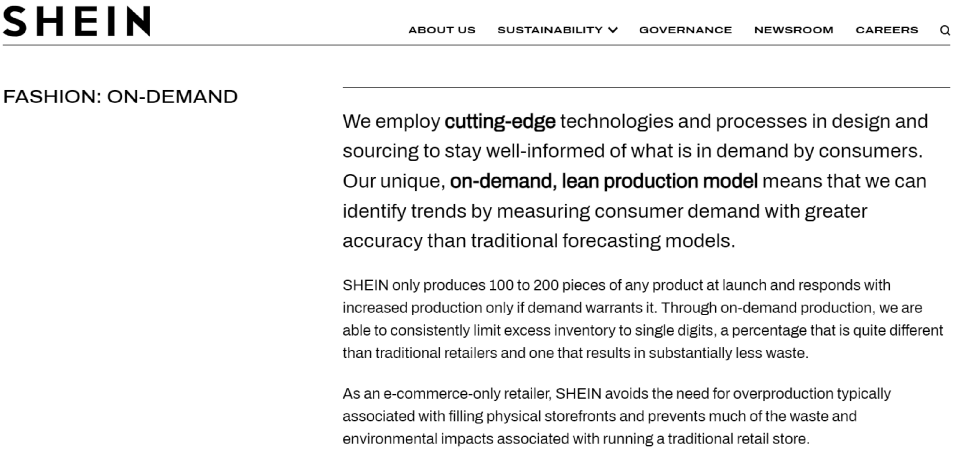
Your task is to research and analyze the off-site marketing strategies used by Shein. Prepare a comprehensive report detailing the various marketing techniques they employ, their target audience, and the effectiveness of each strategy in achieving their marketing objectives. Be sure to provide real examples and data to support your analysis.

你的任务是研究并分析 Shein 使用的站外营销策略。准备一份详尽的报告，详细介绍他们采用的各种营销技术、目标受众，以及每种策略在实现他们营销目标方面的效果。务必提供实际例子和数据来支持你的分析。

Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

Shein's Digital Marketing Success



Shein's On-demand Fashion[2]

Shein, a leading direct-to-consumer (DTC) cross-border e-commerce platform, has achieved remarkable success in digital marketing through innovative strategies. By effectively using data management to gain consumer **insights**, implementing **affiliate** marketing programs for social media spread, and creating a combination of UGC and PGC content to enhance spontaneous communication behavior, Shein has established itself as a fashion **powerhouse** in the e-commerce industry. Additionally, **integrating** Search Engine Marketing (SEM) and Email Marketing has further boosted its brand presence and audience growth.

***Data Management for Consumer Insights*:**

In this age of digital transformation, leveraging data isn't just a strategy — it's a necessity. SHEIN aptly recognizes this, employing advanced analytical techniques to decode consumer behavior. This understanding forms the foundation of their marketing approaches, enabling targeted campaigns, personalized recommendations, and an overall enhanced customer experience. It's this effective use of data that propels SHEIN's marketing strategies beyond the ordinary, reinforcing their position as a digital marketing powerhouse. The platform diligently collects and analyzes user behavior, preferences, and purchase patterns to gain valuable consumer insights. By leveraging data analytics tools, Shein identifies trends, patterns, and customer segments.

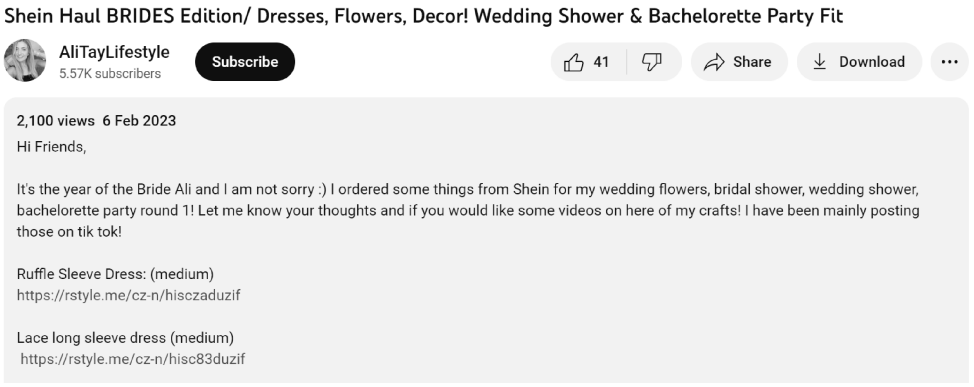


Shein's Technologies[3]

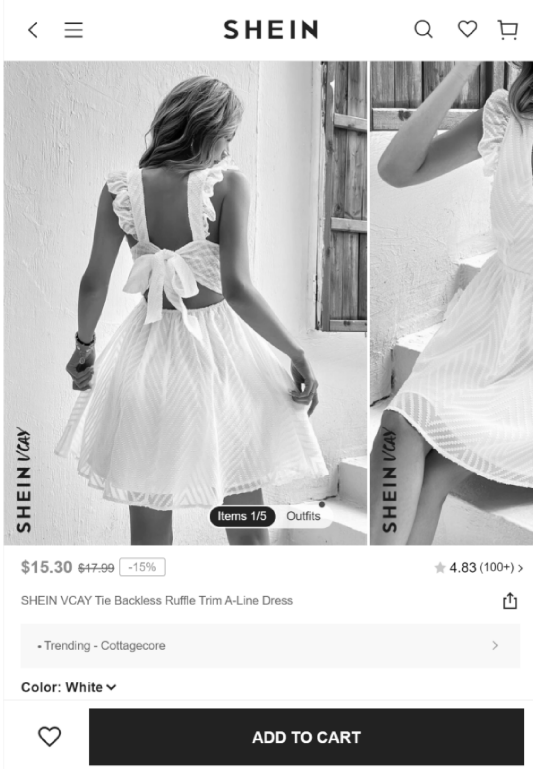
***Affiliate Marketing and Micro-Influencer Marketing*:**

Shein's affiliate marketing programs play a crucial role in creating social media spread. Collaborating with **influencers**, bloggers, and content creators on platforms like YouTube, TikTok, and Instagram, Shein provides unique affiliate links or promotional codes to promote its products to their followers. Collaborating with micro-influencers who have

niche audiences, Shein creates targeted and personalized content, increasing engagement and conversions.



Shein's affiliate links[4]

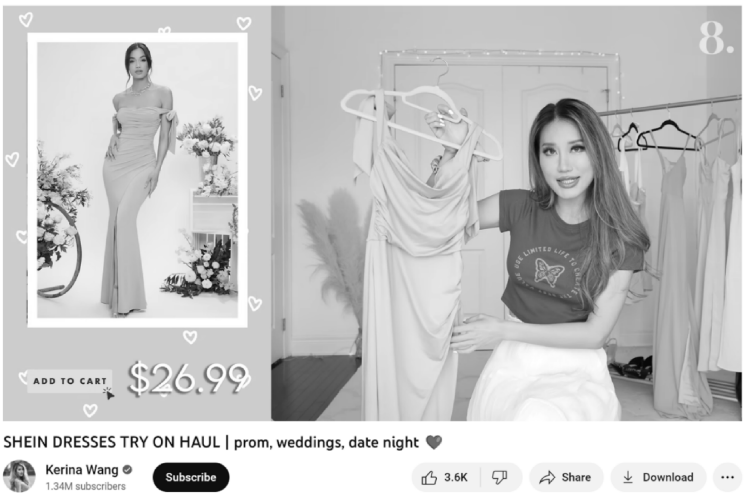


Shein's affiliate link to product page[5]

***UGC/PGC Content Strategy and Testimonials*:**

Shein encourages User-Generated Content (UGC) from its customers, allowing them to share their shopping experiences, **outfit inspirations**, and reviews on social media. This authentic and engaging content resonates with audiences, resulting in increased traffic and

sales. Positive reviews and word-of-mouth on social media amplify brand credibility and trust. The combination of UGC and professionally generated content (PGC) maintains **authenticity** while elevating brand identity.



Shein Dresses Try On Haul[6]

***Integration of Search Engine Marketing (SEM) and Email Marketing*:**

SHEIN seamlessly integrates Search Engine Marketing (SEM) and Email Marketing to optimize its digital presence and customer engagement. Through SEM, strategic ad placements and keyword targeting enhance visibility, capturing potential customers. Meanwhile, Email Marketing nurtures relationships, keeping the audience informed about latest trends and personalized offers. This integration ensures a holistic approach, where SEM directs traffic and Email Marketing cultivates lasting connections, fostering a strong brand-consumer relationship and contributing to SHEIN's success in the competitive e-commerce landscape.

Conclusion:

Shein's digital marketing success story exemplifies extraordinary digital marketing success through cutting-edge strategies. Their data-driven approach, utilizing precise consumer insights derived from adept data management, forms the bedrock of their triumph. By efficiently amalgamating affiliate marketing and micro-influencer collaborations, SHEIN tactfully leverages social media, reaching a broad spectrum of potential consumers. Additionally, their strategic use of User-Generated Content (UGC) alongside professionally generated content (PGC) creates a compelling narrative, enhancing brand identity while preserving authenticity. Notably, SHEIN's astute integration of Search Engine Marketing (SEM) and Email Marketing amplifies their online presence and nurtures enduring customer relationships. The seamless interplay of these strategies has

established SHEIN as a dominant force in the competitive e-commerce landscape, emphasizing the pivotal role of innovation and integration in digital marketing success.



Shein's Social Media Matrix on Instagram[7]

Shein 数字营销的成功

作为领先的 DTC 跨境电子商务平台，Shein 通过创新策略在数字营销方面取得了显著的成功。通过有效地利用数据管理来获取消费者洞察，实施面向社交媒体传播的联盟营销计划，并创建用户生成内容（UGC）和专业生成内容（PGC）的组合来增强自发沟通行为，Shein 已经确立了自己在电子商务行业的时尚巨头地位。此外，整合搜索引擎营销（SEM）与电子邮件营销的进一步提升了其品牌知名度和受众增长。

消费者洞察的数据管理：

在这个数字转型时代，利用数据不仅仅是一种策略-它是一种必需品。SHEIN 恰当地认识到这一点，采用先进的分析技术来解读消费者行为。这种理解构成了他们营销方法的基础，实现了有针对性的活动，个性化的推荐以及全面增强的客户体验。正是对数据的有效利用推动了 SHEIN 的营销策略超越寻常，巩固了他们作为数字营销强大实力的地位。该平台勤奋地收集和分析用户行为、偏好和购买模式，以获得宝贵的消费者洞察。通过利用数据分析工具，Shein 识别趋势、模式和客户细分。

联盟营销和微影响力营销：

Shein 的联盟营销计划在创建社交媒体传播方面发挥了关键作用。与 YouTube、TikTok 和 Instagram 等平台上的影响者、博客作者和内容创作者合作，Shein 为他们提供独特的联盟链接或促销代码，以向他们的粉丝推广其产品。这种真实而引人入胜的内容引起了观众的共鸣，导致了流量和销售的增加。与拥有特定受众的微影响者合作，Shein 创建有针对性和个性化的内容，增加了互动和转化。

UGC/PGC 内容策略和口碑见证：

Shein 鼓励客户生成内容（UGC），允许他们在社交媒体上分享购物经验、服装灵感和评价。这种真实而引人入胜的内容与受众产生共鸣，从而增加了流量和销售额。社交媒体上的积极评价和口碑放大了品牌的信誉和信任度。UGC 与专业生成的内容（PGC）相结合，保持了真实性同时提升了品牌形象。

搜索引擎营销（SEM）与电子邮件营销的整合：

SHEIN 全方位整合了搜索引擎营销（SEM）和电子邮件营销，以优化其数字化存在和客户参与。通过 SEM，战略性的广告展示和关键词定位提高了品牌能见度，吸引了潜在客户。与此同时，电子邮件营销促进了关系的建立，让受众了解最新趋势和个性化优惠。这种整合确保了一种全面的方法，其中 SEM 引导流量，电子邮件营销培养持久的关系，促进了强大的品牌与消费者关系的建立，并为 SHEIN 在竞争激烈的电子商务领域的成功做出了贡献。

结论：

Shein 数字营销成功案例展示了通过前沿策略取得的非凡数字营销成就。他们基于精湛的数据管理获得的精准消费者洞察驱动的方法构成了他们成功的基础。通过高效融合联盟营销和微影响者合作，SHEIN 巧妙地利用社交媒体，触达广泛的潜在消费者。此外，他们对用户生成内容（UGC）和专业生成内容（PGC）的战略运用创造了一个引人注目的叙事，提升了品牌形象，同时保持了真实性。值得注意的是，SHEIN 对搜索引擎营销（SEM）和电子邮件营销的巧妙整合扩大了他们的在线存在并培养了持久的客户关系。这些策略的无缝互动使 SHEIN 成为竞争激烈的电子商务领域的主导力量，强调了创新和整合在数字营销成功中的关键作用。

Core Vocabularies 核心词汇

insights ['ɪnˌsaɪts] n. the understanding or knowledge gained from analyzing data or information 见解；深刻的了解

e. g.

1. The market research provided valuable insights into consumer preferences and behavior.
这项市场研究为我们提供了有价值的消费者偏好和行为见解。

2. By analyzing website traffic, the company gained insights into which products were most popular among its customers.
通过分析网站流量，该公司了解了哪些产品在其客户中最受欢迎。

affiliate [əˈfɪliət] n. a person or organization officially connected to and working with another larger and more powerful one 隶属机构；分支机构

e. g.

1. The organization's affiliate program allows influencers to earn commission on sales generated through their referral links.
该组织的联属计划允许影响者通过他们的推荐链接赚取销售佣金。

2. Many companies collaborate with affiliate marketers to expand their reach and promote their products.
许多公司与联属营销商合作，扩大影响力并推广其产品。

powerhouse ['paʊərhaʊs] n. a person, group, or thing with a lot of energy, strength, and power; an organization, country, etc. that has a lot of influence or resources 动力源，强大的集团（或组织）

e. g.

1. The small tech startup grew into an industry powerhouse within just a few years, dominating the market.
这家小型科技初创公司在短短几年内发展成了一个产业巨头，主导了市场。

2. China has emerged as an economic powerhouse in recent decades, with rapid industrialization and technological advancements.
中国近几十年来崛起为一个经济强国，实现了工业化的迅速发展和技术的进步。

integrate ['ɪntɪgreɪt] v. to combine different elements into a whole to form a cohesive and functional unit 整合；融合

e. g.

1. The company's diversity and inclusion efforts aim to integrate people from different backgrounds into the workplace.
该公司的多样性与包容性工作旨在将来自不同背景的人员融入工作场所

2. The marketing team is working on integrating various marketing channels for a more effective campaign.
营销团队正在整合各种营销渠道，以进行更有效的推广活动。

influencer ['ɪn. flu. ən. sər] n. a person who has the power to influence the opinions or behaviors, especially because of their authority or knowledge in a particular area 影响者,有影响力的人;网络红人

e. g.

1. Many companies collaborate with influencers to promote their products to a wider audience.
许多公司与影响者合作,向更广泛的受众推广其产品。

2. Influencers on social media can significantly impact brand reputation and sales.
社交媒体上的影响者对品牌声誉和销售产生重要影响。

outfit ['aʊtfɪt] n. a set of clothes worn together, typically for a particular occasion or purpose 一套服装;装扮

e. g.

1. The fashion influencer showcased her latest outfit in a post on Instagram.
这位时尚影响者在 Instagram 上发布了她的最新服装。

2. She put together a stylish outfit for the party, consisting of a dress and matching accessories.
她为聚会穿了一套时尚的服装,包括一条裙子和配套饰品。

inspiration [ˌɪnspə'reɪʃən] n. ideas or creative influences that inspire someone to create or do something 灵感;启示

e. g.

1. The designer drew inspirations from nature for the new collection.
设计师从大自然中汲取灵感,为新系列创作出设计。

2. The artist's work is known for its unique inspirations and artistic expression.
这位艺术家的作品以独特的灵感和艺术表现力闻名。

authenticity [ˌɔ:θen'tɪsəti] n. the quality of being real or true, not fake or copied; the quality of being true to oneself and one's values 真实性,可信性

e. g.

1. The authenticity of the ancient artifact was confirmed by experts, proving its historical significance.
古代文物的真实性已经由专家确认,证明了它的历史重要性。

2. In the age of digital content, verifying the authenticity of online information has become a significant challenge.
在数字内容时代,验证在线信息的真实性已成为一个重要的挑战。

testimonial [ˌtestɪ'moʊniəl] n. a statement or recommendation that expresses praise for a person, product, or service, often as a way of advertising 推荐信;证明书

e. g.

1. The company proudly displays testimonials from satisfied customers on its website.
该公司自豪地在其网站上展示来自满意客户的推荐信。

2. Positive testimonials from influencers can greatly impact the reputation of a brand.
影响者的积极推荐可以对品牌的声誉产生重要影响。

word-of-mouth [wɜːrd əv maʊθ] n. the informal communication of information from person to person, especially recommendations or opinions about products or services 口碑;口口相传

e. g.

1. The company's excellent service has generated positive word-of-mouth among its customers.
该公司优质的服务在客户中引起了积极的口碑。

2. Positive word-of-mouth can lead to increased customer trust and loyalty.
积极的口碑可以导致客户信任和忠诚度的提升。

1. Read the case and discuss the following questions.
阅读案例并讨论以下问题。

a. How did the company use data management to gain consumer insights for its marketing strategies

b. Explain the concept of affiliate marketing and its role in social media spread.

c. How did the company create a combination of UGC and PGC content with its brand power to enhance users' spontaneous communication behavior?

d. Can you think of any other off-site marketing strategies that Shein could explore?

2. Find the words with the meanings below and write them on the lines. The first letters are given.
根据含义在横线上填单词(首字母已给出)。

(1) p _____ a person, group, or organization that has great power, influence, or energy

(2) i _____ valuable and profound understanding of a particular subject or situation

(3) o _____ a set of clothes worn together, especially for a particular occasion or purpose

(4) i _____ the process of being mentally stimulated to do or feel something creative

(5) w _____ the passing of information from person to person through informal communication,, especially recommendations or opinions about products or services

(6) a _____ the quality of being genuine and true,not fake or copied

(7) t _____ a written or spoken statement expressing praise or recommendation for a product or service

(8) i _____ a person who has the power to affect the decisions and actions of others,especially through social media

(9) i _____ to combine or bring together different things to form a whole

(10) a _____ officially connected to a larger company or group

3. Complete the sentences with the correct form of the words or phrases in the box.
用方框中单词或短语的正确形式完成句子。

insights	affiliate	powerhouse	powerhouse	powerhouse
outfit	inspiration	authenticity	testimonial	word-of-mouth

(1) The company's marketing team analyzed customer data to gain valuable _____ into their preferences and behaviors.

(2) She joined an _____ program to promote and earn commissions from the products she recommended.

(3) The fashion brand is a _____ in the industry,known for its innovative designs and global presence.

(4) The company aims to _____ sustainability practices into its supply chain and operations.

(5) The popular social media _____ collaborated with the brand to promote their new collection.

(6) She put together a stylish _____ for the party, consisting of a dress and matching accessories.

(7) The beautiful scenery served as an _____ for the artist's latest painting.

(8) The brand's commitment to _____ is reflected in its transparent business practices and product quality.

(9) The customer's glowing _____ convinced others to try the product,leading to increased sales.

(10) The success of the new product was largely due to positive _____ from satisfied customers.

Ⅱ. Practical Dialogue 实用对话

Discussing Off-Site Marketing

An influencer(INF) and the marketing manager(MM) of Shein are discussing the off-site marketing strategies, including influencer collaborations and live streams, to enhance brand visibility and engage the target audience effectively.



Live streaming[8]

INF: Hello, this is Karina, and I'm thrilled to be working with Shein! I just received the influencer marketing brief, and I'm excited to start promoting the brand.

MM: Hi Karina, we are equally excited to collaborate with you! Our team loves your content, and we believe your influence can greatly impact our target audience. Let's talk about how we can make this partnership a success.

INF: Sounds great! First, I'd like to know more about Shein's off-site marketing strategies. How do you leverage influencer collaborations to create a social media spread?

MM: We believe in the power of authentic storytelling. By partnering with influencers like you, we can reach a wider audience and build genuine connections with potential customers. We aim to create engaging and shareable content that resonates with our audience.

INF: That makes sense. I noticed that Shein has a strong presence on social media platforms like Instagram, TikTok, and Youtube. How do you ensure that the influencer posts align with the brand's identity?

MM: We provide our influencers with detailed brand guidelines, including the use of our key brand messages and aesthetics. We want your content to reflect our brand values and style while still showcasing your unique personality and creativity.

INF: I love that approach. It allows me to stay true to my style while promoting Shein. Can you share some examples of successful influencer collaborations you've had in the past?

MM: Certainly! We had an influencer promote our summer collection through a series of Instagram Stories and reels. Her genuine excitement and personal touch resonated with her followers, leading to a surge in website traffic and sales.

INF: That's impressive! I'll make sure to create engaging content that drives results. Additionally, I've been exploring live stream sessions on platforms like TikTok and Instagram. Would you be interested in doing a live stream together to showcase Shein's latest collection?

MM: Absolutely! Live streams are a fantastic way to engage our audience in real-time and provide them with an interactive shopping experience. We can host a Q&A session, showcase the outfit inspirations, and offer exclusive discounts during the live stream.

INF: That sounds exciting! Live streams also enable us to interact with our followers directly, fostering a deeper connection with the brand. I'm eager to see the response from our audience.

MM: Me too! Live streams have proven to be an effective way to drive sales and create a buzz around our products. We'll work closely to plan and promote the live stream to maximize its impact.

讨论站外营销

一位影响者(INF)和 Shein 的市场经理(MM)正在讨论场外市场营销策略,包括与影响者的合作和直播,以提高品牌可见性并有效吸引目标受众。

INF: 你好,我是 Karina,很高兴能与 Shein 合作! 我刚收到了影响者营销简报,很期待开始推广这个品牌。

MM: 嗨,Karina,我们也同样兴奋地期待能与你合作! 我们的团队喜欢你的内容,我们相信你的影响力可以极大地影响我们的目标受众。让我们讨论如何使这次合作取得成功。

INF: 听起来很棒! 首先,我想更多了解 Shein 的站外营销策略。你们如何利用与影响者的合作来创建社交媒体传播?

MM：我们相信真实故事的力量。通过与像你这样的影响者合作，我们可以触及更广泛的受众，并与潜在客户建立真正的联系。我们的目标是创建引人入胜且易分享的内容，与我们的受众产生共鸣。

INF：这很有道理。我注意到 Shein 在 Instagram、TikTok 和 Youtube 等社交媒体平台上有很强的存在。你们如何确保影响者的帖子与品牌的身份相一致？

MM：我们为我们的影响者提供了详细的品牌指南，包括使用我们的主要品牌信息和美学。我们希望你的内容反映我们的品牌价值和风格，同时仍展示出你独特的个性和创意。

INF：我喜欢这种方法。它使我能够保持自己的风格，同时推广 Shein。你能分享一些过去成功的影响者合作的示例吗？

MM：当然！我们曾有一位影响者通过一系列 Instagram Stories 和 reels 来推广我们的夏季系列。她真诚的激情和个人风格引起了她的粉丝的共鸣，使得网站流量和销售额激增。

INF：这令人印象深刻！我会确保创建引人入胜的内容，以产生效果。此外，我一直在探索在 TikTok 和 Instagram 等平台上进行直播。你是否有兴趣一起进行直播，展示 Shein 的最新系列？

MM：绝对！直播是与受众实时互动并为他们提供互动式购物体验的绝佳方式。我们可以举办问答环节，展示服装灵感，并在直播期间提供独家折扣。

INF：听起来很令人兴奋！直播还使我们能够直接与粉丝互动，加深与品牌的联系。我迫不及待地想看看我们的受众反应。

MM：我也是！直播已被证明是推动销售并在我们的产品周围营造轰动的有效方式。我们将密切合作计划和推广直播，以最大化其影响。

1. Read the dialogue and try to answer the following questions.

阅读对话并尝试回答以下问题。

a. What off-site marketing strategies does the marketing manager mention in the conversation?

b. How does Shein ensure that the influencer's content aligns with the brand's identity?

c. What is the purpose of conducting live stream sessions on social media platforms?

2. Role-Play

角色扮演

Suppose you are a micro-influencer with a substantial following on social media platforms like Instagram and TikTok. You have a passion for fashion and have been wanting to collaborate with Shein. You have reached out to them expressing your interest in cooperation. Role-play a dialogue with your classmate who plays as the Marketing

Manager.

Use the concepts discussed in the previous dialogue, such as influencer collaborations and live stream sessions, to enhance the interaction and engagement between the two characters.

Feel free to come up with your own questions and responses, staying true to your character's role. Be creative and have fun with the role-play, showcasing your excitement and authenticity as an influencer eager to partner with Shein.

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

1. Influencer marketing	影响者营销
2. Affiliate marketing	联盟营销
3. Social media viral spread	社交媒体病毒式传播
4. User-generated content (UGC)	用户生成内容
5. Professional-generated content (PGC)	专业生成内容
6. Micro-influencer marketing	微影响者营销
7. Key Opinion Leader(KOL) marketing	关键意见领袖营销
8. Key Opinion Consumer (KOC) marketing	关键意见消费者营销
9. Search engine optimization (SEO)	搜索引擎优化
10. Cost per acquisition (CPA)	每个获客成本
11. Cost Per Click(CPC)	每次点击成本
12. Pay Per Click(PPC)	按点击付费
13. Return on investment (ROI)	投资回报率
14. Sponsored influencer posts	赞助影响者帖子
15. Paid social media campaigns	付费社交媒体广告
16. Live stream session	直播活动
17. Word-of-mouth marketing	口碑营销
18. Testimonials from customers	客户证明
19. Boost brand awareness	提升品牌知名度
20. Reach a broader audience	触达更广泛的受众
21. Diverse customer base	多样化的客户群体
22. Cross-promotion with other brands	与其他品牌交叉推广

23. Geo-targeting	地理定位
24. Mobile marketing strategies	移动营销策略
25. Email marketing	电子邮件营销
26. Content marketing	内容营销

Useful Sentences 实用句型

1. Influencer marketing is an effective way to leverage the reach and influence of social media personalities to promote products to a wider audience.

   影响者营销是利用社交媒体名人的影响力和覆盖面，向更广泛的受众推广产品的有效方法。

2. Affiliate marketing allows brands to partner with affiliates who promote their products, earning a commission for each successful referral.

   联盟营销允许品牌与推广合作伙伴合作，他们通过成功的推荐为产品推广赚取佣金。

3. The sponsored influencer posts on Instagram received high engagement and drove traffic to our website.

   在 Instagram 上赞助的影响者帖子获得了高度互动，并带动了我们网站的流量。

4. User-generated content (UGC) such as customer reviews and photos can provide authentic social proof that boosts brand credibility.

   用户生成内容(UGC)，如客户评价和照片，可以提供真实的社交证明，增强品牌的可信度。

5. Professional-generated content (PGC) like professionally shot product images enhances the brand's visual identity and professionalism.

   专业生成内容(PGC)，例如专业拍摄的产品图像，增强了品牌的视觉身份和专业性。

6. Micro-influencer marketing taps into niche audiences, allowing brands to connect with highly engaged followers and potential customers.

   微影响者营销针对细分受众，使品牌可以与高度参与的粉丝和潜在客户建立联系。

7. Key Opinion Leader (KOL) marketing and Key Opinion Consumer (KOC) marketing target individuals who hold influence and credibility within specific communities.

   关键意见领袖(KOL)营销和关键意见消费者(KOC)营销针对在特定社群内具有影响力和可信度的个人。

8. Employing search engine optimization (SEO) techniques helps websites rank higher in search results, improving visibility to international customers.

   运用搜索引擎优化(SEO)技术有助于网站在搜索结果中排名更靠前,提高对国际客户的可见性。

9. By calculating cost per acquisition (CPA), brands can determine the efficiency of their marketing campaigns in gaining new customers.

   通过计算获客成本(CPA),品牌可以确定其营销活动在获得新客户方面的效率。

10. Running paid social media campaigns and sponsored influencer posts can lead to a significant return on investment (ROI) in terms of brand exposure and sales.

    运营付费社交媒体广告活动和赞助的影响者帖子可以在品牌曝光和销售方面带来显著的投资回报率(ROI)。

11. Our call-to-action buttons in the email marketing campaigns have effectively driven conversions on our website.

    在电子邮件营销活动中的行动呼吁按钮有效地推动了我们网站上的转化。

12. By using geo-targeting in our mobile marketing strategies, we can deliver personalized content to users based on their location.

    通过在我们的移动营销策略中使用地理定位,我们可以根据用户的位置提供个性化内容。

Fulfill the Task 完成任务

Please finish the task based on the information given in scenario at the beginning.

请根据开头情景所给信息完成任务。

To complete this task, you are required to research, analyze, and present a comprehensive report on Shein's off-site marketing strategies. The report should include a thorough explanation of each marketing technique employed by Shein, its impact on brand visibility and customer engagement, and how it contributes to the company's global success. Students should also provide real examples and data to support their analysis.

Career Tips 职场技巧

Crafting a Successful Digital Marketing Strategy

In the realm of any endeavor with an ultimate goal, a well-defined blueprint is imperative. For digital marketing, there's no one-size-fits-all approach; each business must



Online Marketing[9]

create its unique roadmap. Nevertheless, a set of guiding questions can illuminate the path forward.



Digital Marketing[10]

A robust strategy must address the fundamental inquiries of identity, offerings, target audience, purpose, and methodology. The ensuing steps and queries encompass the essentials an organization should consider while devising and executing a strategy that aligns with marketing goals and surmounts challenges.

1. Context

Initiating a triumphant strategy necessitates a comprehensive evaluation of the organization's context and the stakeholders involved. Prior elements, discussed earlier in the marketing strategy section, bear revisiting:

-What context envelops your operations (PESTLE factors), and how might this evolve?

-Who is your brand, and what grants it significance and utility?

-Who comprises your customer base, and what needs, wants, and desires do they harbor?

-Who are your competitors, extending beyond direct rivals to encompass more intangible forces like time and mindshare?

Thorough market research will unveil responses to these inquiries.

2. Value Exchange

Following a market assessment, the second phase entails scrutinizing your value proposition: the distinct value your organization can contribute to the market. Identifying value-added elements unique to the digital landscape is pivotal. What supplementary attributes beyond the core product or service are extended to customers?

The digital realm provides numerous avenues for value creation, contingent upon the preferences of your target audience. Thus, it's imperative to research users and glean insights into their preferences and requirements. Content marketing is instrumental in crafting such value-centric content; examples encompass a DIY gardening video for a hardware brand, a research paper for a business analyst, or a whimsical infographic for a marketing agency.

3. Objectives

Setting digital marketing objectives involves four core dimensions: objectives, tactics, key performance indicators (KPIs), and targets. A breakdown of each is elucidated as follows:

-Objectives: Crucial to any marketing initiative, they confer direction, purpose, and endpoints. They beg the question: "Why are we engaging in this? What goals or outcomes are we aiming for?"

-Tactics: Distinct from objectives, tactics denote the specific tools and methods employed to fulfill objectives. An evolving strategy might encompass multiple tactics striving for the same goal.

-Key Performance Indicators (KPIs): These metrics evaluate the efficacy of tactics in fulfilling objectives, providing data-driven insights into performance.

-Targets: These set the quantified values for KPIs within a defined time frame.

4. Tactics and Evaluation

An array of digital tools and tactics come into play after specifying objectives. Several tactics exhibit strengths in various outcomes, such as search advertising for customer acquisition and retention, or email marketing for nurturing existing customers.

Tactic	Outcome
SEO	Customer retention and acquisition
Search advertising	Sales, customer retention and acquisition
Online advertising	Branding and acquisition
Affiliate marketing	Sales and branding
Video marketing	Branding, customer retention and value creation
Social media	Branding, value creation and participation
Email marketing	Customer retention and value creation

Once objectives and tactics are established, it's imperative to cross-check them against organizational needs and resources to ensure alignment and seize untapped opportunities.

5. Ongoing Optimization

Adaptability and agility are vital in online marketing. The digital landscape continually evolves, as do customer behaviors and preferences. Hence, strategy must incorporate flexibility, allowing for continuous optimization. This iterative approach accommodates changes, aligns tactics with objectives, and harnesses user experience insights for informed decision-making.

A proactive, agile strategy is essential in an environment where brand cycles may lag behind real-time online results. Allocating resources for user data analysis and optimizing conversion paths, embracing socially informed innovation, and efficiently managing the learning loop are essential components of a resilient digital marketing strategy.

In essence, the journey to craft a potent digital marketing strategy hinges on understanding your organization, customer needs, and market dynamics, and flexibly adapting your tactics to achieve evolving objectives.

Market analysis involves gathering and evaluating relevant data to gain insights into the target market, customer behavior, competitors, and industry trends. Let's explore the key steps and benefits of conducting market analysis before opening an online shop.

Glossary 词汇表

1. blueprint ['bluːprɪnt] n. 蓝图，计划
2. guiding ['gaɪdɪŋ] adj. 指导性的
3. roadmap ['roʊdˌmæp] n. 路线图，计划
4. offerings ['ɔfərɪŋz] n. 产品，服务
5. methodology [ˌmɛθə'dɒlədʒi] n. 方法论，方法
6. stakeholders ['steɪkˌhoʊldərz] n. 利益相关者

7.	context	['kɑntɛkst] n. 背景，环境
8.	PESTLE factors	['pɛsəl 'fæktərz] PESTLE 因素（政治、经济、社会、技术、法律和环境因素）
9.	utility	[ju:'tɪlɪtɪ] n. 实用性，效用
10.	value proposition	['vælju: prɑpə'zɪʃən] 价值主张
11.	value-added	['vælju: 'ædɪd] adj. 增值的，附加的
12.	digital landscape	['dɪdʒɪtl 'lændskeɪp] 数字领域，数字环境
13.	tactics	['tæktɪks] n. 策略，战术
14.	value creation	['vælju: kri:'eɪʃən] 价值创造
15.	cross-check	['krɔstʃɛk] v. 交叉核对，验证
16.	agility	[ə'dʒɪlɪti] n. 敏捷性，灵活性
17.	decision-making	[dɪ'sɪʒən,meɪkɪŋ] n. 决策，决策过程

打造成功的数字营销策略

在追求目标的道路上，明确的蓝图尤为关键。对于数字营销而言，并没有一套适用于所有情况的方案；每家企业都需要打造独具特色的路线图。不过，一系列引导性问题可以为我们照亮前进的方向。

一个强大的策略必须回答诸多核心问题，如品牌识别、产品服务、目标受众、宗旨以及执行方法。下面的步骤和问题将涵盖在制定和执行既符合营销目标又能应对挑战的策略时，组织应该考虑的关键要素。

1. 情境

打造一个成功的策略首先需要全面评估组织的背景以及涉及的利益相关者。之前在营销策略章节中提到的要素需要重新审视一下：

-您的运营背景（PESTLE 因素）是什么，未来可能会有什么变化？

-您的品牌是什么，为什么它具有重要性和实用性？

-您的客户群体是谁，他们有什么需求、愿望和渴望？

-谁是您的竞争对手，不仅仅是直接的竞争者，还可能包括一些无形的因素，如时间和市场份额？

全面的市场研究将揭示这些问题的答案。

2. 价值交换

在进行市场评估之后，接下来的阶段涉及审视您的价值主张：即您的组织可以为市场做出的独特贡献。识别数字领域独特的附加价值非常关键。在核心产品或服务之外，还能够为客户提供哪些额外的附加属性？

数字领域提供了众多创造价值的途径，取决于目标受众的偏好。因此，深入研究用户，了解他们的偏好和需求至关重要。内容营销在打造这种以价值为中心的内容方面发挥着关

键作用；例如，为硬件品牌制作一个 DIY 园艺视频，为商业分析师撰写一篇研究报告，或为营销公司设计一个幽默的信息图。

3. 目标

制定数字营销目标涉及到四个核心方面：目标、策略、关键绩效指标（KPIs）以及目标。每个方面的解析如下：

-目标：无论在任何营销活动中都至关重要，它们为我们提供了方向、宗旨和最终目标。这让我们思考："为什么要做这些？我们的目标或成果是什么？"

-策略：与目标不同，策略是指用来实现目标的具体工具和方法。在策略发展过程中，可能会采用多种策略来共同实现同一个目标。

-关键绩效指标（KPIs）：这些指标用来评估策略在实现目标方面的效果，为我们提供了基于数据的绩效洞察。

-目标：这些是在特定时间范围内设定的 KPI 的量化值。

4. 策略和评估

在明确了目标之后，我们需要制定各种数字工具和策略。一些策略在实现不同结果方面表现出独特的优势，例如，搜索广告可以用于获取和保留客户，而电子邮件营销可以用于培养现有客户。

策略	结果
搜索引擎优化	客户保留和获取
搜索广告	销售、客户保留和获取
在线广告	品牌宣传和获取
联盟营销	销售和品牌宣传
视频营销	品牌宣传、客户保留和价值创造
社交媒体	品牌宣传、价值创造和参与
电子邮件营销	客户保留和价值创造

一旦确立了目标和策略，就需要将它们与组织的需求和资源进行交叉核对，以确保一致性，并抓住未被发掘的机会。

5. 持续优化

在线营销中，适应性和灵活性至关重要。数字领域不断演进，客户行为和偏好也在不断变化。因此，策略必须具备灵活性，以实现持续优化。这种迭代方法可以适应变化，将策略与目标保持一致，并利用用户体验的洞察进行明智的决策。

在品牌周期可能落后于实时在线结果的环境中，积极、灵活的策略尤为重要。需要将资源投入到用户数据分析和转化路径的优化中，拥抱基于社交信息的创新，以及高效地管理学习循环，这些都是构建弹性数字营销策略的关键组成部分。

总之，在打造强大的数字营销策略的旅程中，关键是深入了解您的组织、客户需求和市

场动态，并灵活调整策略以实现不断变化的目标。

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Unit 4 Product Price
产品价格

Task A Product Pricing
产品定价

Learning Objectives 学习目标

In this task, you are expected to
该任务中，你将

◇ Familiarize yourself with essential vocabulary related to product prices and product pricing.
熟悉与产品价格和产品定价相关的基础词汇。

◇ Understand the diverse factors that impact the decision-making process for setting product prices.
理解影响制定产品价格决策过程的多种因素。

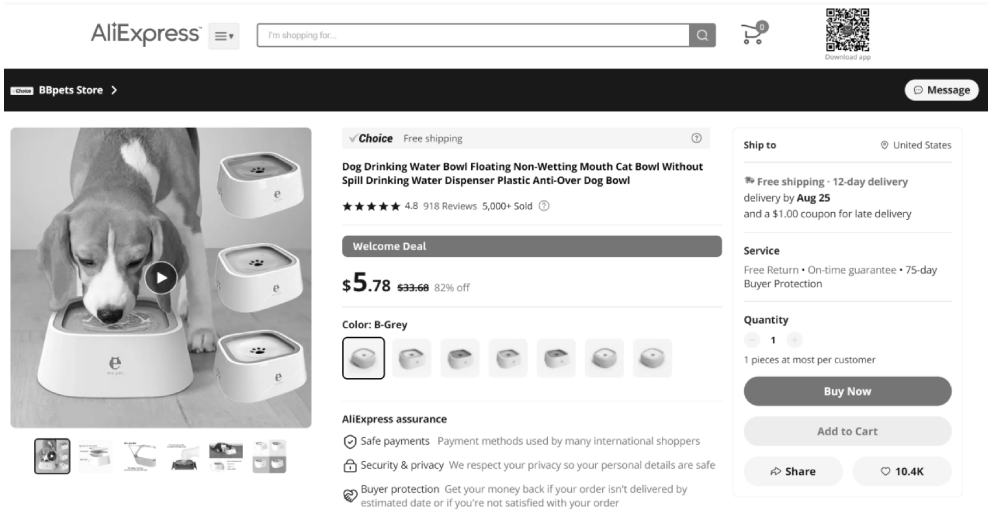
◇ Learn about practical phrases, expressions, and sentences commonly used in discussions about product prices and pricing.
学习在讨论产品价格和定价时常用的实用短语、表达和句子。

◇ Explore a variety of product pricing strategies and learn how they are applied in different business contexts.
探索多种产品定价策略，了解它们在不同的商业环境中如何应用。

Scenario 情景

Your company is aiming to expand its operations internationally, offering your unique pet products to customers in various countries. This expansion presents a range of challenges, including different economic conditions, cultural perceptions of pricing, and varying competition levels. As the product manager, you need to develop a robust product pricing strategy that ensures competitiveness, profitability, and customer appeal in these diverse markets.

你的公司旨在国际范围内扩展业务，向各个国家的顾客提供独特的宠物产品。这次扩展带来了一系列挑战，包括不同的经济条件、定价的文化认知以及不同水平的竞争。作为产品经理，你需要制定一个强大的产品定价策略，在这些多样化的市场中确保竞争力、盈利能力和顾客吸引力。



Dog Drinking Water Bowl on AliExpress[1]

Discussion 讨论

What factors do you think will influence pricing decisions in the context of cross-border trade? And what pricing strategy would you consider adopting to set the price for your products?

你认为在跨境贸易背景下，有哪些因素会影响定价决策？你会考虑采用什么定价策略来为你的产品定价？

Set the Task 任务要求

Analyze key factors to consider when pricing cross-border products. Develop a strategy aligned with business goals and the target market. Explain how your pricing strategy addresses the challenges of cross-border trade.

分析定价跨境产品时需要考虑的关键因素。制定与业务目标和目标市场相一致的策略。解释你的定价策略如何应对跨境贸易的挑战。

Prepare for the Task 任务准备

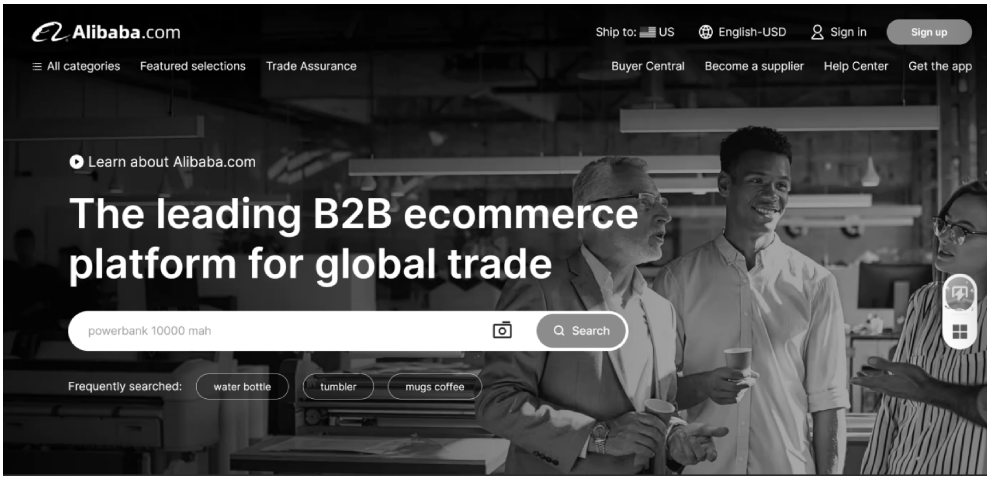
Ⅰ. Case Study 案例学习

Pricing Strategies of Alibaba International and AliExpress

Alibaba International and AliExpress, both **subsidiaries** of the Alibaba Group, are renowned for connecting buyers and sellers worldwide. They cater to **diverse** audiences – Alibaba International primarily serves businesses through its B2B platform, while AliExpress targets individual consumers via B2C transactions. Effective pricing strategies are crucial for these platforms to remain competitive, attract customers, and foster sustainable growth.

Pricing is influenced by various factors, including market positioning, competition, product quality, consumer behavior, currency exchange rates, and regulations. Certainly, cost structures play a pivotal and decisive role, covering aspects such as sourcing, materials, labor, quality controls, packaging design and packaging costs, shipping and logistics expenses, advertising and marketing, as well as **duties** and taxes. These diverse considerations collectively shape the pricing strategies employed by businesses.

Pricing Strategies of Alibaba International:



Alibaba Official Website[2]

1. Competitive Pricing with Value-Based Elements:

Product providers on Alibaba International employs a competitive pricing strategy,

aiming to provide appealing prices for businesses interested in **bulk** quantities

This strategy involves analyzing the market and competitors' strategies to set a competitive price. Additionally, the platform incorporates value-based pricing, which determines product prices based on the perceived value to customers, rather than production cost. By emphasizing product quality, supplier reliability, and the potential for long-term partnerships, suppliers can validate their pricing through additional value.

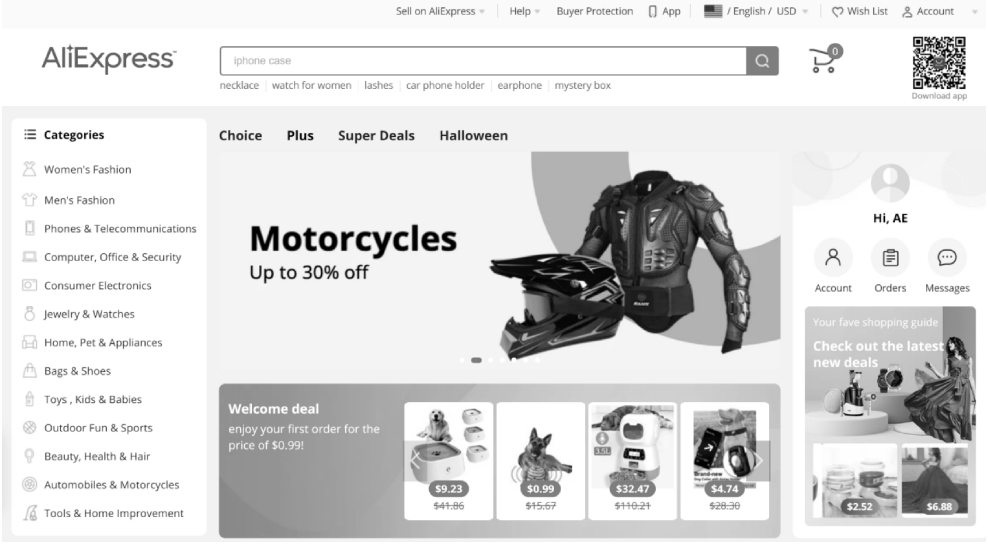
2. Cost-Plus Pricing and Tiered Pricing:

Suppliers on Alibaba International recognize the significance of cost-plus pricing, calculating production costs and a desired **markup** to determine selling prices. This method ensures supplier profitability while offering competitive prices. The **tiered** pricing structure aligns with the concept that higher quantities yield lower unit costs. Suppliers often set a minimum order quantity (MOQ) to incentivize larger orders, reflecting economies of scale.

3. Negotiation for Dynamic Pricing:

Alibaba International's **negotiation flexibility** introduces an element of **dynamic** pricing. While initial list prices serve as a starting point, the final price is influenced by the negotiation process. This dynamic element ensures that prices are customized to the unique needs and circumstances of each business buyer. This strategy acknowledges the **fluid** nature of B2B transactions and allows for adaptation to changing market conditions.

Pricing Strategies of AliExpress:



AliExpress Official Website[3]

1. Dynamic Pricing Tailored to Consumer Behavior:

AliExpress's dynamic pricing strategy aligns with adapting prices based on **real-time** factors, including consumer behavior, local demand trends, and competitor prices. For example, during peak shopping seasons, prices might be adjusted to maximize revenue when demand is high.

2. Cost-Plus and Competitive Pricing for Retail Consistency:

On AliExpress, sellers employ cost-plus or competitive pricing strategies to uphold the platform's fixed **retail** pricing approach. Generic product vendors calculate list prices to encompass product costs, shipping expenses, and a reasonable profit **margin**. Conversely, sellers utilizing competitive pricing aim to position their products attractively in the market by closely monitoring competitors' pricing strategies. Regardless of the pricing strategy, AliExpress ensures shopping convenience by adhering to fixed retail pricing, offering transparent and non-negotiable prices for a seamless and hassle-free experience for individual buyers.

3. Psychological Pricing for Individual Consumers:

AliExpress adopts psychological pricing to influence consumer perception. By setting prices just below a round number (e.g., $9.99 instead of $10), sellers create the illusion of a lower cost, even though the difference is minimal. This approach taps into consumers' cognitive biases and nudges them towards making a purchase based on perceived value.

The pricing strategies of Alibaba International and AliExpress are multifaceted, drawing on various pricing concepts to meet the demands of their target audiences. These strategies are shaped by competitive analysis, real-time adjustments, the value perceived by customers, psychological triggers, and the cost structures of the products. Incorporating these pricing concepts allows both platforms to create effective pricing models that resonate with their respective B2B and B2C customer bases, ensuring competitiveness, profitability, and customer satisfaction.

阿里巴巴国际和全球速卖通的价格策略

阿里巴巴国际和全球速卖通，是阿里巴巴集团的两家子公司，以连接全球的买家和卖家而闻名。它们面向多样化的受众-阿里巴巴国际主要通过其 B2B 平台为企业提供服务，而全球速卖通则通过 B2C 交易面向个人消费者。有效的定价策略对于这些平台保持竞争力、吸引客户并促进可持续增长至关重要。

定价受多种因素的影响，包括市场定位、竞争、产品质量、消费者行为、货币汇率和法规。当然，成本结构也起着关键和决定性作用，涵盖了诸如采购、材料、劳动力、质量控制、包装设计和包装成本、运输和物流费用、广告和营销，以及关税和税费等方面。这些多样的考虑因素共同塑造了企业采用的定价策略。

阿里巴巴国际的价格策略：

1. 结合基于价值元素的竞争定价

阿里巴巴国际的产品提供商采用竞争定价策略，旨在为对大宗购买感兴趣的企业提供具有吸引力的价格。该策略涉及分析市场和竞争对手的策略，以设定竞争价格。此外，该平台还采用了基于价值的定价，即根据客户对产品的感知价值来确定产品价格，而不是根据生产成本来确定价格。通过强调产品质量、供应商的可靠性以及建立长期合作的潜力，供应商可以通过附加价值来证明他们的价格是合理的。

2. 成本加价定价和分层定价

阿里巴巴国际的供应商认识到成本加价定价的重要性，他们计算生产成本和期望的加价来确定销售价格。这种方法可以确保供应商的盈利能力，同时提供有竞争力的价格。分层定价结构与更高数量可以产生更低单位成本的概念一致。供应商通常设定最低订购数量（MOQ）来激励更大的订单，体现了规模经济的效应。

3. 动态定价的谈判

阿里巴巴国际的谈判灵活性引入了动态定价的元素。尽管最初的挂牌价格作为起点，但最终价格受谈判过程的影响。这个动态元素确保价格根据每个企业买家的独特需求和情况进行定制。这种策略承认了 B2B 交易的多变性，并允许适应不断变化的市场条件。

全球速卖通的价格策略：

1. 根据消费者行为定制的动态定价：全球速卖通的动态定价策略是根据实时因素调整价格，包括消费者行为、当地需求趋势和竞争对手的价格。例如，在购物旺季，价格可能会调整，以在需求高峰时最大化收入。

2. 成本加价和有竞争力的价格以保持零售一致性：在全球速卖通上，卖家采用成本加价或有竞争力的定价策略，以维护该平台的固定零售定价方法。通用产品供应商计算列出的价格以包括产品成本、运输费用和合理的利润率。与此相反，采用竞争定价策略的卖家旨在通过密切监控竞争对手的定价策略来将其产品定位在市场上。无论定价策略如何，全球速卖通都确保购物的便利性，坚持固定的零售价格，为个人买家提供透明和不可协商的价格，以实现无缝和无麻烦的购物体验。

3. 针对个人消费者的心理定价：全球速卖通采用心理定价来影响消费者的感知。通过将价格设定在一个接近圆整数的数字下方（例如，9.99 美元而不是 10 美元），卖家创造了一个较低成本的幻象，尽管差异很小。这种方法利用了消费者的认知偏见，引导他们根据感知的价值来购买。

阿里巴巴国际和全球速卖通的定价策略多方面，借鉴了各种定价概念，以满足其目标受众的需求。这些策略是通过竞争分析、实时调整、客户感知的价值、心理触发和产品的成本结构来塑造的。采用这些定价概念使这两个平台能够创建有效的定价模型，与它们各自的 B2B 和 B2C 客户群体产生共鸣，确保竞争力、盈利能力和客户满意度。

Core Vocabularies 核心词汇

subsidiary [səb'sɪdiəri] n. a company is owned or controlled by another larger company 子公司

e. g.

1. The parent company has several subsidiaries in different countries, each operating independently within their respective markets.
母公司在不同国家拥有几家子公司，各自在其各自的市场中独立运营。

2. The expansion strategy involves acquiring existing subsidiaries to quickly enter new markets and diversify the business portfolio.
扩张战略涉及收购现有子公司，以迅速进入新市场并实现业务多元化。

pricing ['praɪsɪŋ] n. the process of determining the cost or value of a product or service 定价

e. g.

1. The company conducted market research to develop a competitive pricing strategy that would attract customers while maintaining profitability.
公司进行了市场调研，制定了一种既能吸引客户又能保持盈利能力的竞争性定价策略。

2. Dynamic pricing adjusts product prices in real-time based on factors such as demand, availability, and competitor prices.
动态定价根据需求、可用性和竞争对手价格等因素实时调整产品价格。

duties ['du:tiz] n. taxes or tariffs imposed on imported or exported goods 关税，关税

e. g.

1. The customs office calculated the duties on the imported goods based on their declared value and the applicable tax rates.
海关办事处根据申报价值和适用的税率计算进口商品的关税。

2. The company had to factor in the additional costs of duties and taxes when determining the final retail price of the imported products.
公司在确定进口产品的最终零售价时，必须考虑关税和税收的额外成本。

bulk [bʌlk] n. the mass or volume of something in its largest or main quantity 面，大多数

e. g.

1. The retailer purchased the products in bulk from the manufacturer to take advantage of bulk discounts and reduce costs.
零售商从制造商那里批量购买产品，以利用批量折扣并降低成本。

2. The company offers bulk purchasing options for businesses that need to buy large quantities of supplies at once.
公司为需要一次性购买大量供应品的企业提供批量购买选项。

markup ['mɑːkʌp] n. the amount added to the cost price of a product to determine its selling price 加价

e. g.

1. The company applies a consistent markup to all products to ensure that the desired profit margin is achieved.
公司对所有产品都采用一致的加价，以确保达到期望的利润率。

2. The markup is calculated by dividing the desired profit by the cost of the product and then expressing it as a percentage.
加价是通过将期望利润除以产品成本，然后将其表示为百分比来计算的。

tiered [tɪəd] adj. characterized by being divided into different levels or tiers 分层的

e. g.

1. The company introduced a tiered pricing structure with different price points to cater to customers with varying preferences and budgets.
公司推出了一个分层定价结构，具有不同的价格点，以满足不同偏好和预算的客户。

2. The tiered approach allows customers to choose the pricing plan that best aligns with their needs and usage patterns.
分层方法使客户可以选择最符合其需求和使用模式的定价计划。

negotiation [nɪˌgəʊʃiˈeɪʃən] n. the process of discussing and reaching an agreement, especially in business 谈判，协商

e. g.

1. Skillful negotiation with suppliers helped the company secure favorable terms and pricing for raw materials.
与供应商的熟练谈判帮助公司为原材料获得了有利的条款和定价。

2. The negotiation process involved multiple rounds of talks to find a mutually beneficial arrangement for both parties.
谈判过程涉及多轮谈话，以寻找对双方都有益的安排。

flexibility [ˌfleksɪˈbɪlɪti] n. the quality of being adaptable and open to change 灵活性

e. g.

1. The company's pricing strategy incorporates flexibility to adjust prices based on market demand and competitive factors.
公司的定价策略具有灵活性，可以根据市场需求和竞争因素调整价格。

2. The pricing model's flexibility allows the company to respond quickly to shifts in customer preferences and economic conditions.
定价模型的灵活性使公司能够迅速应对客户偏好和经济条件的变化。

dynamic [daɪˈnæmɪk] adj. characterized by constant change, activity, or progress 动态的，不断变化的

e. g.

1. The dynamic pricing strategy adjusts product prices in real-time based on market fluctuations and demand patterns.
动态定价策略根据市场波动和需求模式实时调整产品价格。

2. In the dynamic business environment, the company's pricing approach evolves to accommodate shifts in consumer behavior and industry trends.
在不断变化的商业环境中，公司的定价方法不断演变，以适应消费者行为和行业趋势的变化。

real-time [riːl taɪm] adj. occurring immediately as events happen in the present 实时的

e. g.

1. The company relies on real-time data analytics to make informed decisions about pricing and inventory management.
公司依靠实时数据分析来就定价和库存管理做出明智决策。

2. Real-time price adjustments are made based on factors like demand spikes or changes in competitor pricing.
根据需求激增或竞争对手定价的变化，进行实时的价格调整。

retail [ˈriːteɪl] n. the sale of goods to individual customers, typically in small quantities 零售

e. g.

1. The company's pricing strategy aims to attract both wholesale and retail customers by offering competitive pricing and discounts.
公司的定价策略旨在通过提供有竞争力的价格和折扣，吸引批发和零售客户。

2. The retail price includes the cost of production, distribution, and a reasonable profit margin for the company.
零售价包括生产成本、分销成本以及合理的利润率。

margin [ˈmɑːdʒɪn] n. the difference between the cost of producing a product and its selling price 利润，差额

e. g.

1. The company's profit margin is determined by subtracting the production cost from the selling price.
公司的利润率是通过从销售价格中减去生产成本来确定的。

2. Maintaining a healthy profit margin is essential for the company's financial sustainability and growth.
保持良好的利润率对公司的财务可持续性和增长至关重要。

1. Read the case and discuss the following questions.

阅读案例并讨论以下问题。

a. What factors shape the pricing strategies of Alibaba International and AliExpress?

b. What pricing strategies are mentioned in the passage and what are they?

c. How do competitive pricing and value-based pricing differ in their approach to setting prices?

d. Why is dynamic pricing particularly effective for online platforms like Alibaba International and AliExpress?

e. What pricing strategies does Alibaba International use to ensure supplier profitability while offering competitive prices?

f. What is the purpose of employing psychological pricing on AliExpress?

2. Find the words with the meanings below and write them on the lines. The first letters are given.

根据含义在横线上填单词(首字母已给出)。

(1) c _____ the amount of money charged for a product or service

(2) d _____ taxes or fees imposed on imported or exported goods.

(3) m _____ the amount added to the cost price of goods to cover overheads and profit.

(4) n _____ the process of discussing and reaching an agreement, especially in business.

(5) f _____ the quality of being adaptable and open to change.

(6) d _____ characterized by constant change, activity, or progress.

(7) r _____ occurring immediately as events happen in the present.

(8) r _____ the sale of goods to individual customers, typically in small quantities.

(9) m _____ the difference between the cost of producing a product and its selling price.

(10) p _____ the process of determining the cost or value of a product or service

3. Complete the sentences with the correct form of the words or phrases in the box.

markup	real-time	negotiation	margin	duty
tiered	pricing	flexibility	dynamic	retail

(1) The company's _____ strategy aims to attract both wholesale and retail customers by offering competitive pricing and discounts.

(2) Cost-plus pricing is a pricing strategy by which the selling price of a product is determined by adding a _____ (a specific fixed percentage) to the product's unit cost.

(3) The _____ on imported goods can significantly impact the final cost of products sold in the domestic market.

(4) Skilled _____ with suppliers allowed the company to secure favorable terms for sourcing raw materials.

(5) The company's _____ pricing model adjusts product prices based on real-time market fluctuations.

(6) The _____ of the e-commerce industry requires companies to have adaptable pricing models that can respond to rapid shifts in customer behavior.

(7) _____ prices are typically higher than wholesale prices since they include additional costs like packaging, distribution, and the retailer's profit margin.

(8) The e-commerce platform implemented a _____ system, where customers could choose different subscription levels with varying benefits.

(9) Our online store provides _____ updates on product availability to give customers accurate information.

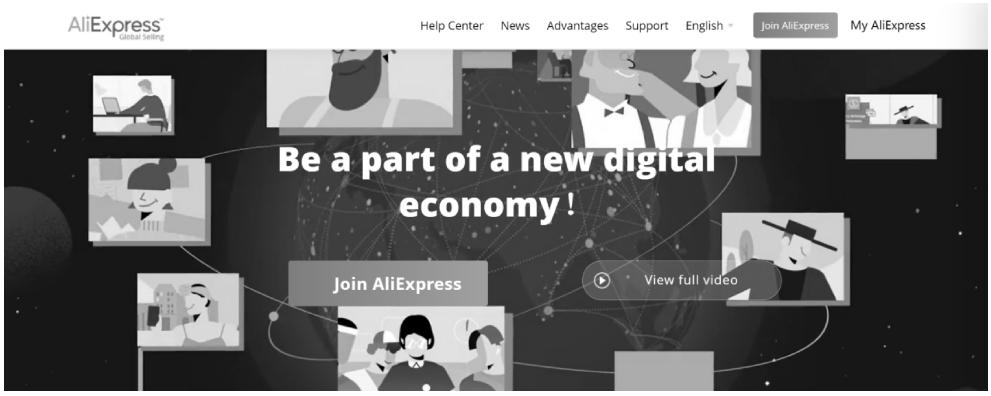
(10) The _____ between the cost of producing the product and its selling price determines the company's profitability.

(11) The _____ on the product was set at 30%, ensuring the company's desired profit margin.

Ⅱ. Practical Dialogue 实用对话

Discussing Pricing Strategies on AliExpress

A student (S) who intends to establish a pet product store on AliExpress for international sales engages in a conversation with her e-commerce specialist teacher (T).



Sell on AliExpress[4]

Together, they explore strategies for determining product prices and the essential factors to take into account.

S: Hi, Professor! I've been thinking about opening a pet product store on AliExpress to sell products abroad. Can you give me some advice on how to set the prices for the products?

T: Of course! Setting the right prices for your products is crucial for your e-commerce business. First, consider your costs, including manufacturing or shipping, and any additional expenses. This will help you determine the minimum price you need to cover your costs.

S: That makes sense. But how do I decide on the actual selling price? I want to make a profit while staying competitive.

T: Absolutely. You should research your competitors and see how they're pricing similar products. This will give you an idea of the market range. Then, factor in your unique value proposition. If your products have some distinct features, you can justify slightly higher prices.

S: Got it. What about discounts or special offers? Should I include those?

T: Discounts and special offers can attract customers, but be careful not to lower your prices too much that it affects your profitability. You could offer discounts for bulk orders or during certain seasons. Just ensure that even with the discount, you're still making a reasonable profit.

S: Makes sense. And what about currency conversion and international fees?

T: Good point. Keep in mind that customers from different countries will be purchasing in their local currency. AliExpress provides tools for currency conversion, but it's also important to consider potential international transaction fees, as well as any import taxes or duties that customers might face.

S: That's important. How do I keep track of the effectiveness of my pricing strategy?

T: Good question. Regularly monitor your sales and profits. If you notice that certain products aren't selling well, it might be a pricing issue. You can also gather feedback from customers to understand their perception of your prices.

S: Thanks, Professor! This is really helpful. I'll definitely keep these considerations in mind when setting my prices on AliExpress.

T: You're welcome! Remember, pricing is a dynamic process. Stay flexible and open to adjustments as you gather more data and insights from your customers and the market. Good luck with your venture!

S: Hi, Professor! I've been thinking about opening a pet product shop on AliExpress to sell products abroad. Can you give me some advice on how to set the prices for the products?

T: Of course! Setting the right prices for your products is crucial for your e-commerce business. First, consider your costs, including manufacturing, shipping, and any additional expenses. This will help you determine the minimum price you need to cover your costs.

S: That makes sense. But how do I decide on the actual selling price? I want to make a profit while staying competitive.

T: Absolutely. You should research your competitors and see how they're pricing similar products. This will give you an idea of the market range. Then, factor in your unique value proposition. If your products have some distinct features, you can justify slightly higher prices.

探讨在 AliExpress 上的定价策略

一名计划在 AliExpress 上开设宠物用品店进行国际销售的学生(S)与她的电子商务专家教师(T)展开了一场对话。他们共同探讨了确定产品定价的策略,以及需要考虑的重要因素。

学生: 嗨,教授! 我考虑在 AliExpress 上开一家宠物用品店,向国外销售产品。您能给我一些关于如何为产品定价的建议吗?

老师: 当然可以! 为你的产品设置正确的价格对您的电子商务业务至关重要。首先,考虑你的成本,包括制造、运输以及任何其他费用。这将帮助你确定覆盖成本所需的最低价格。

学生: 有道理。但我如何决定实际的销售价格呢? 我想在保持竞争力的同时获利。

老师：完全正确。你应该研究竞争对手，了解他们如何定价类似的产品。这将给你一个市场范围的概念。然后，考虑你的独特价值主张。如果你的产品具有一些独特的特点，你可以证明略微更高的价格是合理的。

学生：明白了。折扣或特别优惠呢？我应该包括这些吗？

老师：折扣和特别优惠可以吸引顾客，但要注意不要将价格降得过低，影响您的盈利能力。你可以为批量订单或特定季节提供折扣。只要确保即使有折扣，你仍然能获得合理的利润。

学生：有道理。那汇率转换和国际费用呢？

老师：说得对。请记住，来自不同国家的顾客将以他们本地货币购买。AliExpress 提供了货币转换工具，但还要考虑潜在的国际交易费用，以及顾客可能面临的任何进口税费。

学生：这很重要。我如何追踪我的定价策略的有效性？

老师：好问题。定期监控你的销售和利润。如果你注意到某些产品销售不佳，可能是定价问题。你还可以收集顾客的反馈，了解他们对你的价格的看法。

学生：谢谢，教授！这真的很有帮助。我在 AliExpress 上设置价格时一定会记住这些考虑因素。

老师：不用客气！请记住，定价是一个动态过程。在收集更多顾客和市场的数据和见解时，保持灵活性和开放性，随时进行调整。祝您的事业顺利！

1. Read the dialogue and try to answer the following questions.

阅读对话并尝试回答以下问题。

a. Why is setting the right price important for an e-commerce business?

b. What factors should you consider when determining the prices for your products?

c. How can researching competitors' pricing help you set your own prices?

d. What is the role of a unique value proposition in pricing?

e. What advice does the professor give for staying successful in pricing over time?

2. Role-Play

角色扮演

Suppose you want to open a shop on an international e-commerce platform and you have some questions regarding the product pricing. Role-play a dialogue with your classmate who plays as a professor in e-commerce field. Use the dialogue above as an example, but come up with your own questions and responses.

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

1. competitive pricing	竞争定价
2. value-based pricing	基于价值的定价
3. cost-plus pricing	成本加价定价
4. dynamic pricing	动态定价
5. tiered pricing	分层定价
6. psychological pricing	心理定价
7. price optimization	价格优化
8. bulk pricing	批量定价
9. bundle pricing	捆绑定价
10. profit margin	利润率
11. price elasticity	价格弹性
12. currency conversion	货币兑换
13. International transaction fees	国际交易费用
14. import taxes and duties	进口税费和关税
15. value proposition	价值主张
16. premium pricing	溢价定价
17. seasonal pricing	季节性定价
18. price perception	价格感知
19. list price	上架价格(标价)
20. set product prices	设定产品价格
21. adjust pricing strategy	调整定价策略
22. implement dynamic pricing	实施动态定价
23. determine cost-effective prices	确定成本效益的价格
24. conduct cost analysis	进行成本分析
25. factor in product differentiation	考虑产品差异
26. employ price skimming	采用撇脂定价
27. introduce penetration pricing	推出渗透定价
28. calculate markup	计算加价
29. stay competitive with pricing	通过定价保持竞争力
30. avoid price wars	避免价格战

Useful Sentences 实用句型

1. Value-based pricing enhances the perceived value of unique and highly valuable products in the eyes of customers, which often results in increased willingness to pay.

   基于价值的定价模型增强了独特且高价值产品在顾客眼中的感知价值，通常导致了更高的购买意愿。

2. Utilizing cost-plus pricing helps us maintain profitability by factoring in both production costs and desired margins.

   利用成本加成定价帮助我们通过考虑生产成本和期望的利润率来保持盈利能力。

3. Dynamic pricing enables us to adjust prices in real-time based on market demand and supply fluctuations.

   动态定价使我们能够根据市场需求和供应波动实时调整价格。

4. We're considering a tiered pricing model to cater to different customer segments with varying needs.

   我们正在考虑采用分层定价模型，以满足不同的客户细分市场和各种需求。

5. Bulk pricing discounts are available for larger orders, encouraging customers to buy in higher quantities.

   批量定价折扣适用于更大批量的订单，鼓励顾客购买更多数量。

6. Our bundle pricing strategy bundles related products together at a lower combined price to encourage purchases.

   我们的捆绑定价策略将相关产品捆绑在一起，以更低的组合价格鼓励购买。

7. Analyzing the profit margin ensures that our sales cover both costs and generate a reasonable profit.

   分析利润率确保我们的销售既能覆盖成本，又能产生合理的利润。

8. Understanding price elasticity helps us predict customer response to price changes and adjust accordingly.

   理解价格弹性有助于我们预测顾客对价格变化的反应，并相应地进行调整。

9. Import taxes and duties can impact the final price customers pay for our products.

   进口税和关税可能会影响顾客购买我们产品的最终价格。

10. As the market changes, we may need to adjust our pricing strategy to maintain a competitive edge.

    随着市场的变化，我们可能需要调整我们的定价策略以保持竞争优势。

Fulfill the Task 完成任务

Please finish the task based on the information given in the 'scenario' section at the beginning.

请根据开头"情景"部分所给信息完成任务。



Pricing Structure[5]

Career Tips 职场技巧

Mastering the Art of Product Pricing



Pricing Factors[6]

In the realm of cross-border e-commerce, effective product pricing is a pivotal element that can make or break your business's success. To excel in this dynamic landscape, consider these career tips that delve into the **intricate** art of pricing strategy, each designed to help you navigate the complexities and achieve **optimal** outcomes.

Holistic Understanding

The foundation of any successful pricing strategy begins with a **holistic** comprehension of the factors at play. Pricing is not only about setting numbers; it's about understanding cost structure, **consumer perception**, competition, **market positioning**... By embracing a comprehensive view, you'll be equipped to craft a pricing approach that aligns with the broader business objectives.

Market Research

Armed with knowledge, embark on thorough market research. Uncover your target audience's preferences, **spending habits**, and **willingness to pay**. Keeping a finger on the pulse of industry trends and shifts in **consumer behavior** ensures that your pricing strategy remains agile and responsive to evolving demands.

Segmentation

Recognize the **diversity** within your customer base. Different segments exhibit varying **price sensitivities**. As such, tailor your pricing strategy to resonate with both local and international audiences. Recognizing these **nuances** empowers you to customize pricing approaches that cater to the unique needs of each segment.

Experimentation

Don't fear experimentation. Embrace the opportunity to test various pricing strategies. Through A/B testing and thoughtful observation, **gauge** the impact on sales and profitability. The insights gained from these experiments offer invaluable guidance on what resonates most effectively with your target audience.

Data-Driven Insights

Leverage the power of data analytics to refine your pricing strategies. By delving into sales data, customer feedback, and conversion rates, you can **fine-tune** your approach over time. These **data-driven** insights provide the **compass** that guides your pricing decisions toward success.

Value Communication

Your pricing isn't just a number; it's a story of value. Effectively communicate the unique features, superior quality, and tangible benefits that your product offers. This value-

driven **narrative** justifies your price point and fosters customer loyalty. The more transparent and **compelling** your value communication, the stronger your pricing strategy becomes.

Incorporating these career tips into your approach to product pricing will position you as a strategic pricing specialist. Embrace the complexity, be open to continuous learning, and watch as your mastery of pricing shapes both your career and the success of your organization.

Glossary 词汇表

1.	intricate	['ɪntrɪkət] adj. 复杂的，错综复杂的
2.	optimal	['ɑptɪməl] adj. 最佳的，最理想的
3.	holistic	[hoʊ'lɪstɪk] adj. 整体的，全面的
4.	consumer perception	[kən'sju:mər pər'sɛpʃən] 消费者感知，消费者认知
5.	market positioning	['mɑrkɪt pə'zɪʃənɪŋ] 市场定位
6.	spending habit	['spɛndɪŋ 'hæbɪt] 消费习惯
7.	willingness to pay	['wɪlɪŋnɪs tu peɪ] 支付意愿
8.	consumer behavior	[kən'sju:mər bɪ'heɪvjər] 消费者行为
9.	diversity	[daɪ'vɜ:rsɪti] n. 多样性，差异性
10.	price sensitivity	[praɪs sɛnsə'tɪvɪti] 价格敏感性
11.	nuance	['nu:ɑ:ns] n. 细微差别，微妙差别
12.	gauge	[geɪdʒ] v. 评估，判断
13.	fine-tune	['faɪn'tju:n] v. 微调，调整
14.	data-driven	['deɪtə 'drɪvən] 基于数据的，数据驱动的
15.	compass	['kʌmpəs] n. 指南针，方向
16.	narrative	['nærətɪv] n. 叙述，故事
17.	compelling	[kəm'pɛlɪŋ] adj. 引人入胜的，令人信服的

掌握产品定价的艺术

在跨境电子商务领域，有效的产品定价是能够决定您业务成功与否的关键要素。为了在这个充满活力的领域脱颖而出，不妨考虑以下职业建议，深入探讨定价策略的精妙之处，每一条建议都旨在帮助您应对复杂性，实现最佳结果。

全面理解

任何成功的定价策略的基础都在于全面理解其中的因素。定价不仅仅是数字的设定；它涉及到成本结构、消费者认知、竞争、市场定位以及产品的感知价值。通过拥抱综合观点，您将能够制定与更广泛业务目标一致的定价方法。

市场研究

凭借知识，着手进行彻底的市场研究。揭示出您目标受众的偏好、消费习惯以及付款意愿。保持对行业趋势和消费者行为变化的敏感，确保您的定价策略保持灵活性，能够响应不断演变的需求。

细分

认识到您的客户群体内的多样性。不同的细分市场表现出不同的价格敏感性。因此，将您的定价策略量身定制，以与本地和国际受众产生共鸣。认识到这些微妙之处，让您能够为每个细分市场的独特需求量身定制定价方法。

实验

不要害怕尝试。拥抱测试各种定价策略的机会。通过 A/B 测试和深思熟虑的观察，评估对销售和盈利的影响。从这些实验中获得的见解为您提供了关于何种策略最有效地与目标受众产生共鸣的宝贵指导。

数据驱动的洞察力

利用数据分析的力量来完善您的定价策略。通过深入研究销售数据、客户反馈和转化率，您可以随着时间的推移不断调整您的方法。这些数据驱动的洞察力为您的定价决策提供了指引。

价值传达

您的定价不仅仅是一个数字，它是一个价值的故事。有效地传达您的产品所提供的独特功能、卓越品质以及实际好处。这种以价值为导向的叙述可以为您的价格点提供合理性，并培养客户忠诚度。您的价值传达越透明且引人注目，您的定价策略就越强大。

将这些职业建议融入到您的产品定价方法中，将使您成为战略性定价专家。拥抱复杂性，不断学习，您将会看到定价的掌握如何塑造您的职业生涯以及您所在组织的成功。

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Task B Price Negotiation

价格磋商

Learning Objectives 学习目标

In this task,you are expected to

该任务中，你将

◇ familiarize yourself with the essential vocabulary associated with price negotiation.
熟悉与价格磋商的核心词汇。

◇ acquire relevant phrases, expressions, and sentences for effective communication in price negotiation.
掌握在价格磋商中有效沟通所需的实用短语、习惯表达及句型。

◇ Understand the challenges and solutions associated with negotiating prices across borders.

◇ Explore effective negotiation strategies and tactics that emphasize collaboration.

Scenario 情景

Imagine you're a cross-border e-commerce seller, and you've just received an inquiry from a foreign buyer. Your challenge is to engage in a negotiation that aligns with your brand positioning while accommodating the buyer's requirements. The goal is to negotiate effectively to secure a mutually beneficial collaboration.

想象你是一个跨境电商卖家，刚刚收到了来自外国买家的询盘。你的挑战是在满足你的品牌定位的同时，适应买家的需求进行谈判。目标是通过有效的谈判来达成双方都满意的合作。



Negotiation[1]

Discussion 讨论

How can you tailor your negotiation response based on your product's unique selling points and the buyer's preferences? Discuss how your choice of language, tone, and content should be shaped by the characteristics of your operational platform and the positioning of

your products. How should you adjust your negotiation strategy? Explore how cultural nuances, language preferences, and platform-specific features may impact your negotiation approach and communication style.

你如何根据你的产品独特卖点和买家的偏好来定制你的谈判回应呢？讨论你的语言选择、语气和内容应如何受到你运营平台的特点和产品定位的影响。你应该如何调整你的谈判策略？探讨文化细微差别、语言偏好和平台特定功能如何可能影响你的谈判方式和沟通风格。

Set the Task 任务要求

Your task is to analyze the various factors involved in negotiation and price discussions within the context of cross-border e-commerce. Formulate a negotiation strategy that encompasses cultural differences, product value, market positioning, and platform dynamics. Moreover, optimize your negotiation language and phrases for effective communication during the negotiation process.

你的任务是分析跨境电商情境中涉及的谈判和价格讨论的各种因素。制定一个考虑到文化差异、产品价值、市场定位和平台动态的谈判策略。此外，在谈判过程中，优化你的谈判用语和短语，以实现有效的沟通。

Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

Navigating Value-Based Price Negotiation in Cross-Border E-commerce

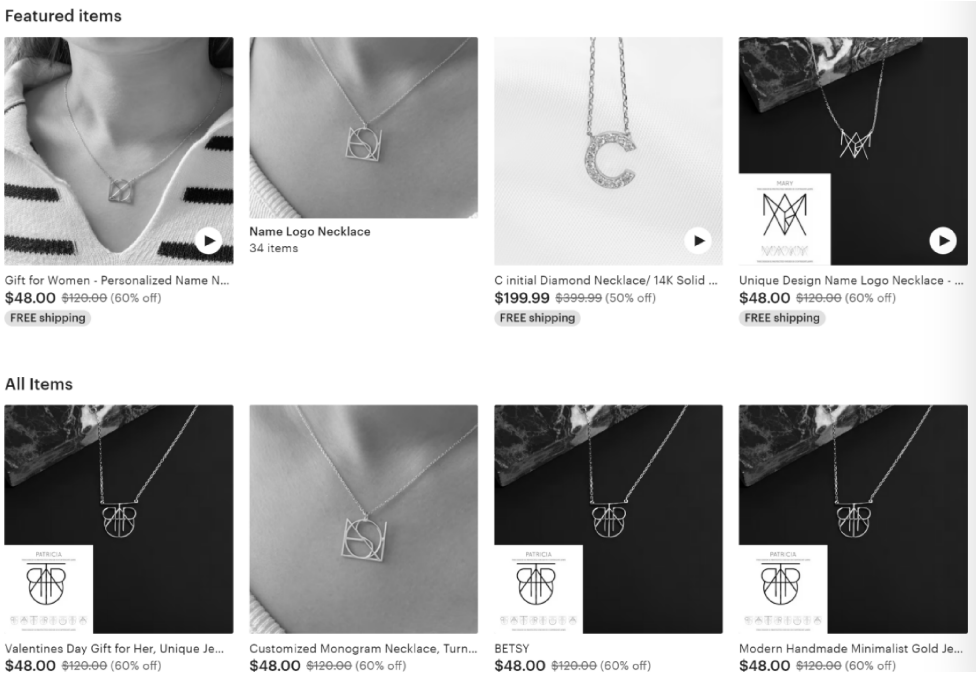
Anna, an American e-commerce entrepreneur specializing in handmade jewelry, received an inquiry from Li Wei, a boutique owner in China interested in purchasing a bulk order of her unique creations. As they explored a potential **collaboration**, both Anna and Li Wei had to navigate the complexities of cross-border price negotiation.

Background:

Li Wei recognized the value of Anna's distinctive jewelry pieces and envisioned them as a standout addition to her boutique's collection. However, she sought a reduction in the price per unit to align with her boutique's pricing strategy. While Anna valued the opportunity for cross-border cooperation, she remained committed to maintaining the quality and value associated with her brand.

Objectives:

Li Wei aimed to secure a favorable price that ensured a reasonable profit margin while



Jewelry online store on Esty[2]

offering quality products to her customers. Anna's objective was to reach an **agreement** that allowed her to uphold her brand's reputation for unique **craftsmanship** and materials.

Challenges:

1. Cross-cultural Communication: Negotiators from different cultural backgrounds must navigate cultural differences in communication styles, expectations, and business etiquette.

2. Time Zone Variations: Coordinating across time zones requires careful scheduling of video conferences and phone calls.

3. Language Barrier: Overcoming language **barriers** is crucial to ensure effective communication and prevent misunderstandings, especially when English serves as the common language for negotiation.

4. Quality Assurance: Establishing clear quality control measures and standards is imperative to avoid discrepancies in the delivered products.

5. Comprehensive considerations: Besides price, non-monetary terms like delivery times, payment schedules, shipping and packaging, and branding, are equally important in cross-border collaboration.

Technical solutions:

Language differences posed no obstacle with the seamless integration of real-time translation solutions. By leveraging digital communication and collaboration tools like messaging apps, video conferencing, email correspondence, and online collaboration

platforms, buyers and sellers could conveniently arrange sessions, engage in virtual communication, share screens, and present their **proposals** effectively. Anna also shared a digital catalogue with high-quality images, showcasing accessory details and distinctive features, which helped her clientele understand the value she offered. Secure e-document signing platforms streamlined the process of digitally signing **contracts** and agreements.

Negotiation Strategies:

1. Collaborative Approach: Anna and Li Wei adopted a collaborative mindset from the outset, aiming for a **win-win** outcome that benefited both parties.

2. Establish Rapport and Value-Based Negotiation: Anna expressed appreciation for Li Wei's interest and highlighted the partnership's potential benefits, setting a positive tone. She emphasized the craftsmanship and quality that set her jewelry apart, aligning with Li Wei's boutique's commitment to offering premium products.

3. Trade-Offs and Concessions: Li Wei proposed an increased order quantity in exchange for a reasonable price reduction. In response, Anna countered with the idea of incorporating personalized packaging and branding as an additional value, without significantly **compromising** the price.

4. Flexible Terms: Anna suggested adaptable payment **terms**, accommodating Li Wei's financial preferences and promoting ease of collaboration.

5. Open Communication and Active Listening: Li Wei openly shared her customer preferences and expectations, enhancing mutual understanding. Anna attentively listened to Li Wei's needs and asked open-ended questions to understand Li Wei's concerns.

Resolution:

After a series of discussions and negotiations, Anna and Li Wei reached a mutually **beneficial** cooperative agreement. They decided on a price that reflected the value of Anna's jewelry while also considering Li Wei's budget **constraints**. In addition, they outlined non-monetary terms, including packaging, delivery, and branding, which added value to the collaboration.

Anna and Li Wei's negotiation process highlighted the significance of a collaborative and value-based approach in cross-border e-commerce. By being receptive to each other's needs, both parties arrived at a cooperative agreement that maintained the quality of the products while accommodating pricing expectations.

跨境电子商务中基于价值的价格谈判

安娜，一位专注于手工珠宝的美国电子商务企业家，收到了来自中国精品店老板李唯的询盘，后者有意大量购买她的独特创作。在探讨潜在合作的过程中，安娜和李唯都需要应对跨境价格谈判的复杂性。

背景：

李唯认可安娜独特的珠宝作品的价值，并期望将其作为精品店藏品中的亮点。然而，她希望每件作品单价能降低，以符合她店铺的定价策略。而安娜虽然重视跨境合作的机会，但她致力于要保持品牌的质量和价值。

目标：

李唯的目标是确保有利可图的价格，既能为她的客户提供质量产品，又能保持合理的利润率。安娜的目标是达成一项使她能够维护品牌独特工艺和材料的声誉的协议。

挑战：

1. 跨文化沟通：来自不同文化背景的谈判者必须应对沟通风格、期望和商务礼仪上的文化差异。

2. 时区差异：跨时区协调需要精心安排视频会议和通话。

3. 语言障碍：克服语言障碍对于确保有效沟通、避免误解尤为关键，尤其是在英语作为谈判的共同语言时。

4. 质量保证：建立明确的质量控制措施和标准是至关重要的，以避免交付产品时出现差异。

5. 全面考虑：除了价格，诸如交货时间、付款时间、运输和包装以及品牌等非货币条件在跨境合作中同样重要。

技术解决方案：

因为可以无缝集成实时翻译解决方案，语言差异不再是障碍。通过利用消息应用程序、视频会议、电子邮件通信和在线协作平台等数字沟通和协作工具，买家和卖家可以方便地安排会议、进行虚拟沟通、共享屏幕并有效地提出他们的建议。安娜还分享了一个有高质量图片的数字目录，展示了配饰的细节和独特的特点，这有助于她的客户了解她所提供的价值。安全的电子文件签名平台简化了数字签署合同和协议的流程。

谈判策略：

1. 合作方法：安娜和李唯从一开始就采取了合作态度，旨在实现双方受益的双赢结果。

2. 建立融洽关系和基于价值的谈判：安娜对李唯的兴趣表示感激，并突出强调了合作的潜在好处，设定了积极的基调。她强调了使她的珠宝与众不同的工艺和质量，与李唯精品店提供优质产品的承诺相一致。

3. 权衡和让步：李唯提议增加订单数量以换取合理的价格降低。作为回应，安娜提出以个性化的包装和品牌作为附加价值，而不显著降低价格。

4. 灵活条款：安娜建议灵活的付款条件，以适应李唯的财务偏好并促进合作的便利性。

5. 开放沟通和积极倾听：李唯坦诚分享她客户的偏好和期望，增进了相互的理解。安娜倾听了李唯的需求，并并提出开放式问题以了解李唯的关切。

解决方案：

经过一系列讨论和谈判，安娜和李唯达成了一个互惠互利的合作协议。他们就一个能体现安娜珠宝价值的价格达成一致，同时也考虑了李唯的预算限制。此外，他们还概述了非货币条件，包括包装、交货和品牌，为合作增添了价值。

安娜和李唯的谈判过程突显了合作和基于价值的方法在跨境电子商务中的重要性。通过对彼此需求的接纳，双方达成了一个合作协议，保持了产品的质量，同时考虑了定价的预期。

Core Vocabularies 核心词汇

collaboration [kəˌlæbəˈreɪʃən] n. the process of working together to achieve a common goal 合作，协作

e. g.

1. The collaboration between the two companies resulted in the development of innovative products.
两家公司的合作导致了创新产品的开发。

2. Effective collaboration among team members is essential for project success.
团队成员之间的有效合作对于项目的成功至关重要。

agreement [əˈgriːmənt] n. a mutual understanding or arrangement reached between two or more parties 同意，协议

e. g.

1. The parties involved in the negotiation finally reached a comprehensive agreement.
参与谈判的各方最终达成了全面协议。

2. An agreement was signed outlining the terms and conditions of the partnership.
签署了一份协议，详细列出了合作伙伴关系的条款和条件。

craftsmanship [ˈkræftsˌmənʃɪp] n. skill in a particular craft, especially in creating things by hand 手艺，技艺

e. g.

1. The jewelry's exquisite craftsmanship is evident in its intricate design and flawless finish.
首饰的精湛工艺在其精致的设计和完美的制作中得以体现。

2. The artist's attention to detail and commitment to craftsmanship result in stunning artworks.
艺术家对细节的关注和对工艺的执着造就了令人惊叹的艺术品。

barrier ['bæriər] n. an obstacle that prevents movement or progress 障碍，阻碍

e. g.

1. The language barrier made communication challenging during the negotiation process.
语言障碍使得谈判过程中的沟通变得困难。

2. The lack of funding acted as a barrier to the project's expansion into new markets.
缺乏资金成为项目进军新市场的障碍。

proposal [prə'pouzəl] n. a formal suggestion or plan put forward for consideration 提议，建议

e. g.

1. The company submitted a proposal outlining its innovative product idea to potential investors.
公司向潜在投资者提交了一份详细说明创新产品构想的提案。

2. The government's proposal to implement new regulations sparked a lively debate among policymakers.
政府实施新规定的提案引发了决策者之间的激烈辩论。

contract ['kɒntrækt] n. a legally binding agreement between two or more parties that outlines specific terms and obligations 合同

e. g.

1. Both parties signed the contract, formalizing their commitment to the agreed-upon terms.
双方签署了合同，正式承诺遵守达成的协议条款。

2. The contract clearly specifies the rights and responsibilities of each party involved in the business arrangement.
合同明确规定了业务安排中每一方的权利和责任。

win-win [wɪn wɪn] adj. a situation in which all parties benefit from the outcome 双赢的

e. g.

1. The negotiation resulted in a win-win agreement that satisfied both the buyer and the seller.
谈判达成了一个使买方和卖方都满意的双赢协议。

2. The win-win collaboration between the companies led to increased sales and improved brand visibility.
公司之间的双赢合作导致了销售增长和品牌可见度的提高。

rapport [ræ'pɔːrt] n. a harmonious and empathetic relationship between people that facilitates effective communication 融洽关系，和谐氛围

e. g.

1. The rapport between the negotiators allowed for open and honest discussions during the negotiation process.
谈判代表之间的融洽关系使得在谈判过程中能够进行开放坦诚的讨论。

2. Building rapport with clients is crucial for establishing trust and long-lasting business relationships.
与客户建立融洽关系对于建立信任和持久的业务关系至关重要。

trade-off [treɪd ɔːf] n. a situation where one advantage is given up in exchange for another advantage 权衡，交换

e. g.

1. The negotiators reached a trade-off by agreeing to a slight price reduction in exchange for a longer contract duration.
谈判代表在同意稍微降低价格的前提下，交换了更长的合同期限。

2. Finding the right trade-off between cost and quality is essential for making informed business decisions.
在成本和质量之间找到合适的权衡对于做出明智的业务决策至关重要。

concession [kənˈseʃən] n. a compromise or a willingness to yield or grant something in negotiations 让步，妥协

e. g.

1. Both parties made concessions during the negotiation process to reach a mutually acceptable agreement.
双方在谈判过程中做出让步，以达成相互接受的协议。

2. The negotiators engaged in constructive dialogue and found areas of concession that paved the way for a successful deal.
谈判代表进行了建设性对话，找到了可以妥协的领域，为成功达成交易铺平了道路。

compromise [ˈkɑːmprəˌmaɪz] n. a settlement in which both parties make concessions to find a middle ground 妥协，折衷

e. g.

1. The negotiation process involved give-and-take, resulting in a compromise that satisfied both parties' interests.
谈判过程中涉及让步和互相妥协，最终达成了满足双方利益的折衷方案。

2. Effective compromise requires a willingness to find common ground and prioritize the overall goals of the collaboration.
有效的妥协需要愿意找到共同点并优先考虑合作的总体目标。

term [tɜːrmz] n. specific conditions or provisions outlined in an agreement 条款，条件

e. g.

1. The negotiation focused on refining the terms of the contract to ensure clarity and mutual understanding.
谈判的重点是完善合同的条款，以确保清晰和相互理解。

2. Both parties agreed to the terms regarding payment schedules, delivery timelines, and quality standards.
双方就付款时间表、交货时间和质量标准达成了协议。

beneficial [ˌbenɪˈfɪʃəl] adj. advantageous and favorable 有益的，有利的

e. g.

1. The negotiated agreement proved to be beneficial for both companies, leading to increased market share and profitability.
谈判达成的协议对两家公司都有利，导致市场份额和盈利能力的增加。

2. A beneficial collaboration allows participants to leverage each other's strengths for mutual growth and success.
有益的合作使参与者能够借助彼此的优势实现共同的增长和成功。

constraint [kənˈstreɪnt] n. a limitation or restriction that impacts decisions or actions 限制，约束

e. g.

1. The negotiators worked within the constraint of a tight budget to reach an agreement that met both parties' goals.
谈判代表在紧张的预算限制下努力达成一个符合双方目标的协议。

2. The legal constraints surrounding intellectual property influenced the negotiation process and terms of the partnership.
知识产权方面的法律限制影响了谈判过程和合作伙伴关系的条款。

1. Read the case and discuss the following questions.
阅读案例并讨论以下问题。

a. How did Anna's use of value-based negotiation principles impact the outcome of the negotiation?

b. What were some technical solutions that Anna and Li Wei used to overcome communication barriers?

c. How can considering non-monetary terms enhance the value of a negotiation for both parties?

d. In what ways does cross-border collaboration demand flexibility and cooperation beyond just price negotiations?

e. Which negotiation strategies did Anna and Li Wei employ to reach a mutually beneficial agreement?

2. Find the words with the meanings below and write them on the lines. The first letters are given.

根据含义在横线上填单词(首字母已给出)。

(1) a _____ an arrangement reached after negotiation between two parties that specifies the terms of cooperation or action

(2) c _____ the skill and artistry demonstrated in the creation of something, often related to handcrafting or artistry

(3) b _____ an obstacle or hurdle that obstructs progress or movement

(4) p _____ a formal suggestion or plan put forward for consideration or discussion

(5) r _____ a harmonious relationship characterized by mutual understanding and trust

(6) c _____ a legally binding agreement between two or more parties that outlines specific terms and obligations

(7) w _____ a situation or outcome where both parties involved benefit or gain

(8) t _____ the act of balancing or compromising between conflicting interests or options

(9) c _____ an act of yielding or giving up something in exchange for a compromise

(10) t _____ specific conditions or requirements outlined in a contract, agreement, or arrangement

(11) b _____ having a positive impact or leading to advantageous results

(12) c _____ a limitation or restriction that affects decisions, actions, or possibilities

3. Complete the sentences with the correct form of the words or phrases in the box.

用方框中单词或短语的正确形式完成句子。

collaboration	agreement	craftsmanship	barrier	proposal
contract	win-win	rapport	compromise	trade-off
concessions	terms	beneficial	constraints	

(1) The successful _____ between the two companies led to a groundbreaking innovation in the industry.

(2) The _____ reached between the negotiating parties laid out the terms for the partnership.

(3) The intricate _____ of the handmade furniture was a testament to the artisan's skill and dedication.

(4) Language barriers can act as a communication _____ in international business negotiations.

(5) The marketing team presented a compelling _____ for a new advertising campaign that would boost sales.

(6) The _____ signed between the two firms outlined the responsibilities and obligations of each party.

(7) Both parties were pleased with the _____ outcome of the negotiation, as it fulfilled their respective goals.

(8) Establishing _____ with clients is essential for fostering trust and productive communication.

(9) In the spirit of _____, both sides made compromises to reach an agreement that satisfied their interests.

(10) The _____ between price reduction and increased order quantity was a key aspect of the negotiation.

(11) The _____ made by both parties allowed them to find common ground and settle on a mutually acceptable deal.

(12) The negotiation centered around defining the _____ of the partnership, including payment schedules and responsibilities.

(13) The proposed collaboration offered numerous _____, including expanded market reach and shared expertise.

(14) Despite financial _____, the negotiation resulted in a partnership that aligned with both companies' goals.

Ⅱ. Practical Dialogue 实用对话

Cross-Border Price Negotiation

Anna(A), an American e-commerce entrepreneur, and Li Wei(L), a boutique owner from China, engage in a dynamic negotiation process, striving to harmonize value and price across borders.

A: Hello Li Wei, thank you for reaching out to discuss the possibility of collaborating on my handmade jewelry pieces. Your interest is truly appreciated.



Jewelry exhibiting[3]

L: The pleasure is mine, Anna. Your jewelry is truly exquisite, and I believe it could resonate well with my boutique's clientele. However, as you know, pricing plays a significant role in this collaboration.

A: Absolutely, pricing is a critical aspect. I want to ensure that our collaboration is beneficial for both of us. Could we start by understanding your preferred price range for the bulk order?

L: Certainly, Anna. I am looking for a pricing arrangement that allows me to maintain a healthy profit margin while offering something of value to my customers through your jewelry.

A: Your concern is understood. The uniqueness and quality of my jewelry are non-negotiable. Let's explore avenues that can strike a balance between value and affordability.

L: I'm glad you're open to finding that balance. One possibility could be adjusting the pricing based on the order quantity. Is this something we can consider?

A: Your idea aligns with my vision of creating a win-win situation. Increasing the order quantity could lead to a more favorable price point. Beyond that, I am willing to offer exclusive packaging and branding for your boutique's customers as a value addition.

L: Exclusive packaging would indeed add a layer of distinction to the overall experience. As we talk about pricing, could we also discuss the feasibility of staggered payment terms?

A: Staggered payment terms are an avenue we can explore. Flexibility is key to ensuring that this collaboration is a smooth and beneficial one for both sides.

L: I appreciate your willingness to work together and find common ground. This collaboration has the potential to be a unique offering. Considering that, could we also take into account the delivery timeline and any associated costs?

A: Absolutely, Li Wei. Your concern about the delivery timeline and associated costs is valid. I believe it's important for both of us to be on the same page about these details.

L: I'm glad to see that we are aligned in our approach. The synergy in our objectives makes me optimistic about the possibilities. Could we discuss further steps to finalize the terms?

A: Certainly, Li Wei. I will consolidate our discussion into a proposal that encompasses the pricing, value additions, payment terms, and delivery details. I'm excited to see this collaboration take shape.

L: Thank you, Anna. Your proactive approach and willingness to work together have been reassuring. I look forward to reviewing the proposal and moving forward.

A: Likewise, Li Wei. Let's work together to create something meaningful for your boutique's customers. I'll get the proposal to you soon.

跨境价格谈判

Anna(A),美国电商企业家,和李唯(L),一位来自中国的精品店老板,参与了一场充满活力的谈判过程,努力在跨国界上协调价值和价格。

A: 你好,李唯,感谢你联系我讨论合作我的手工首饰作品的可能性。真的很感激你的兴趣。

L: 这是我的荣幸,Anna。你的首饰确实精致,我相信它会与我店的客户产生共鸣。然而,如你所知,定价在这次合作中起着重要作用。

A: 绝对,定价是一个关键因素。我希望确保我们的合作对我们双方都有益。我们能先了解一下你对批量订单的首选价格范围吗?

L: 当然,Anna。我正在寻找一种定价安排,让我能保持健康的利润率,同时通过你的首饰为我的客户提供有价值的东西。

A: 我理解你的顾虑。我的首饰的独特性和质量是不可妥协的。让我们探讨一些可以在价值和负担能力之间取得平衡的途径。

L: 很高兴你愿意寻找这种平衡。一种可能性是根据订购数量调整定价。我们可以考虑这个吗?

A: 你的想法符合我创造双赢局面的愿景。增加订购数量可能会导致更有利的价格点。此外,我愿意为你店的客户提供独特的包装和品牌作为附加值。

L：独特的包装确实会为整体体验增添特色。在我们谈论价格的同时，我们是否也能讨论分期付款条件的可行性？

A：分期付款条件是我们可以探讨的一种途径。灵活性对确保这种合作顺利进行并对双方有益至关重要。

L：我感激你愿意共同努力寻找共同点。我们的目标一致的协同作用让我对可能性充满了乐观。我们能否讨论进一步的步骤以确定条款？

A：当然，李唯。我会将我们的讨论整合成一份提案，涵盖定价、附加值、付款条件和交货细节。我很期待看到这个合作形成。

L：谢谢你，Anna。你的积极态度和共同努力的意愿令人欣慰。我期待审查提案并继续向前迈进。

A：同样，李唯。让我们共同努力为你店的客户创造有意义的东西。我会尽快把提案交给你。

1. Read the dialogue and try to answer the following questions.

阅读对话并尝试回答以下问题。

a. What is Li Wei's main concern when discussing collaboration with Anna?

b. How does Anna emphasize the importance of her jewelry's quality during the negotiation?

c. What suggestion does Li Wei propose to adjust the pricing?

d. Besides pricing, what other aspect of the collaboration do Anna and Li Wei discuss?

e. How does Anna respond to Li Wei's suggestion of adjusting the pricing based on the order quantity?

2. Role-Play

角色扮演

Suppose you are Anna, an American e-commerce entrepreneur specializing in handmade jewelry. Role-play with a partner as Li Wei, the boutique owner from China. Your objective is to maintain the uniqueness and quality of your brand's jewelry while striking a balance with Li Wei's pricing preferences. Li Wei aims to secure a favorable price that ensures a reasonable profit margin while offering quality products to her boutique customers.

During the negotiation, be open to different ideas and express your willingness to find a win-win solution.

Focus on collaborative negotiation and explore avenues such as adjusting the pricing based on order quantity and value additions like exclusive packaging. Discuss the feasibility of staggered payment terms and address any concerns related to delivery timeline and costs. Conclude the negotiation with a positive outlook and a plan for further steps in the

collaboration.

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

1. negotiation leverage	谈判筹码
2. win-win outcome	双赢结果
3. bargaining power	议价能力
4. mutual agreement	共识
5. compromise on terms	在条款上妥协
6. middle ground	折中方案
7. counteroffer	还盘
8. value proposition	价值主张
9. navigate differences	应对差异
10. establish common ground	建立共识
11. find commonalities	找到共同之处
12. concession strategy	让步策略
13. maintain rapport	保持关系融洽
14. seal the deal	达成交易
15. resolve impasses	解决僵局
16. break the deadlock	打破僵局
17. art of persuasion	说服的艺术
18. bridge gaps	弥合差距
19. overcome objections	克服反对意见
20. explore alternatives	探索替代方案
21. address concerns	解决关切
22. craft win-win solutions	打造双赢解决方案
23. skilled negotiators	熟练的谈判者
24. empathetic listening	共情式倾听
25. articulate needs with clarity	明确表达需求

Useful Sentences 实用句型

Initiating Negotiation 发起谈判

1. I appreciate your interest in collaborating on our products. Let's discuss the terms that work for both of us.

   感谢您对合作我们产品的兴趣。让我们讨论一下对双方都适合的条件。

2. Thank you for reaching out. I believe we can reach a mutually beneficial agreement.

   感谢您的联系。我相信我们可以达成互利的协议。

Clarifying Objectives 澄清目标

3. Our goal is to find a solution that meets your budget while maintaining the quality of our products.

   我们的目标是找到一个既符合您的预算，又能保持产品质量的解决方案。

4. Understanding your needs will help us tailor our proposal. Could you share your main priorities in this collaboration?

   了解您的需求将有助于我们定制我们的提案。您能分享一下您在这次合作中的主要优先事项吗？

Finding Common Ground 找到共同点

5. We both aim for growth and success. Let's work together to find terms that align with our objectives.

   我们都希望增长和成功。让我们一起努力找到与我们目标一致的条件。

6. It's clear that we share similar goals. Could we discuss options that accommodate both our preferences?

   很明显我们有着相似的目标。我们可以讨论一下既符合我们双方偏好的选择吗？

Flexibility and Compromise 灵活和妥协

7. We're open to discussing flexible terms that cater to your needs and suit both parties.

   我们愿意讨论灵活的条件，以满足您的需求并适合双方。

8. Could we discuss options that accommodate both our preferences?

   我们可以讨论一下既符合我们双方偏好的选择吗？

Value Proposition and Benefits 价值主张和益处

9. Here's how our collaboration can provide value for both sides.

   这是我们合作如何为双方提供价值的方式。

10. Our product's unique features can enhance your offering.
我们产品的独特特点可以增强您的产品。

Acknowledging Concerns 承认关切

11. I understand your concerns, and we're committed to resolving them.
我理解您的关切，我们致力于解决它们。

12. Quality assurance is vital. We can set up clear inspection protocols to address any concerns.
质量保证至关重要。我们可以建立清晰的检查流程来解决任何问题。

Resolving Impasses and Handling Counteroffers 解决僵局和处理还盘

13. We appreciate your offer and would like to propose a counteroffer.
我们感谢您的报价，并希望提出还盘。

14. If we're stuck, perhaps we can brainstorm alternative solutions that meet both our requirements.
如果我们陷入僵局，也许我们可以共同构思满足双方要求的替代解决方案。

Building Trust and Transparency 建立信任和透明度

15. Transparency is key. I'll share a breakdown of costs so we can both understand the pricing structure.
透明度是关键。我将分享成本细节，以便我们都能理解定价结构。

16. We value building a strong, trust-based relationship.
我们重视建立稳固的、基于信任的关系。

Closing the Deal 完成交易

17. I'm confident we can finalize an agreement that benefits both of us. Can we proceed with the terms we've discussed?
我相信我们可以达成一项使双方受益的协议。我们可以按照我们讨论过的条件继续吗？

18. We've covered many aspects. Shall we finalize the agreement?
我们已经涵盖了许多方面。我们是否应该最终确定协议？

Fulfill the Task 完成任务

Please finish the task based on the information given in the 'scenario' section at the beginning.

请根据开头"情景"部分所给信息完成任务。

To fulfill the task, delve into the intricacies of cross-border e-commerce negotiation. Examine cultural nuances, market trends, and competition. Craft a negotiation strategy that



Win-win Negotiation[4]

leverages your brand strengths while catering to the buyer's needs. Develop negotiation language that conveys transparency, value, and a mutually beneficial mindset. Finally, outline a comprehensive negotiation plan that mirrors the dynamic nature of cross-border trade and your commitment to forging fruitful collaborations.

要完成任务，深入了解跨境电商谈判的复杂性。研究文化细微差别、市场趋势和竞争情况。制定一个利用品牌优势并满足买家需求的谈判策略。设计能传达透明、价值和互利心态的谈判用语。最后，概述一个全面的谈判计划，反映跨境贸易的动态特性和你致力于建立富有成果的合作关系的决心。

Career Tips 职场技巧

Mastering Cross-Cultural Negotiation in Global E-commerce

In today's interconnected world of global e-commerce, mastering cross-cultural negotiation is essential for success. As you engage with businesses and clients worldwide, understanding and adapting to diverse cultural contexts can make or break your negotiations. Here are some valuable insights and tips to excel in cross-cultural negotiation within the global e-commerce landscape:

1. Embrace Cultural Intelligence (CQ)

Cultural Intelligence, or CQ, is your ability to understand and navigate different cultures effectively. It involves being aware of your own cultural biases and preferences while demonstrating empathy and adaptability in cross-cultural interactions.

2. Prioritize Cultural Research

Before engaging in negotiations with **counterparts** from different cultures, invest time in cultural research. Learn about their customs, values, communication styles, and business



Cross-border Communication[5]

practices. Understanding these nuances can give you a significant advantage.

3. Communication is Key

Effective communication is the **cornerstone** of successful cross-cultural negotiation. Focus on clear, respectful, and straightforward communication. Be mindful of potential language barriers, and adapt your language and tone to ensure mutual understanding.

4. Build Trust and Rapport

Trust-building is universally important but takes on different forms in various cultures. In some cultures, like China, building personal relationships (guanxi) is crucial. In others, it may involve demonstrating **competence** and reliability. Tailor your approach to match the specific cultural context.

5. Patience and Flexibility

Cross-cultural negotiations may take longer than domestic ones due to cultural differences and varying negotiation styles. Be patient and flexible in your approach, and avoid rushing through the process.

6. Cultural Sensitivity

Show respect for cultural norms and customs, even if they differ from your own. Avoid making assumptions or judgments based on your cultural background. Being culturally sensitive fosters trust and **goodwill**.

7. Local Expertise and Advisors

Consider partnering with local experts or advisors who have a deep understanding of

the target culture and market. Their insights can be **invaluable** in navigating complex cross-cultural negotiations.

8. Leverage Technology

Technology can be a great aid in cross-cultural negotiations. Use translation tools and digital communication platforms to facilitate smoother conversations.

9. Legal and Compliance Awareness

Be aware of international legal and **compliance** requirements in cross-cultural negotiations. Understanding the legal aspects can help you navigate negotiations smoothly while adhering to relevant regulations.

10. Seek Feedback and Adapt

After completing cross-cultural negotiations, seek feedback from your counterparts and colleagues involved. This feedback can provide valuable insights into areas where you can improve your cross-cultural negotiation skills. Use these insights to adapt and refine your approach for future negotiations.

Glossary 词汇表

1. cultural intelligence ['kʌltʃərəl ɪn'tɛlɪdʒəns] n. 文化智慧、跨文化交际的智慧
2. counterparts ['kaʊntərpɑrts] n. 合作伙伴、对等的人或事物
3. cornerstone ['kɔrnərstoʊn] n. 基石、基础或重要的支持
4. competence ['kɑmpɪtəns] n. 能力或技能
5. goodwill ['gʊdˌwɪl] n. 友好和善意
6. invaluable [ɪn'væljuəblˌ] adj. 无价的，非常宝贵的
7. compliance [kəm'plaɪəns] n. 顺从，遵从规定

在掌握全球电子商务中的跨文化谈判技巧

在当今互联互通的全球电子商务世界中，掌握跨文化谈判技巧对于取得成功至关重要。当您与世界各地的企业和客户互动时，理解和适应多元文化环境可能是您谈判成败的关键。以下是一些有价值的见解和提示，可帮助您在全球电子商务领域的跨文化谈判中脱颖而出：

1. 拥抱文化智慧（CQ）

文化智慧，或称 CQ，是您有效理解和导航不同文化的能力。它包括了解自己的文化偏见和偏好，同时在跨文化互动中表现出移情和适应性。

2. 优先考虑文化研究

在与不同文化背景的合作伙伴进行谈判之前，花时间进行文化研究。了解他们的习俗、价值观、沟通风格和业务实践。理解这些微妙之处可以为您带来重大优势。

3. 沟通至关重要

有效沟通是成功的跨文化谈判的基石。专注于清晰、尊重和直接的沟通。注意潜在的语言障碍，并根据需要调整您的语言和语气，以确保相互理解。

4. 建立信任和融洽关系

建立信任在各种文化中都很重要，但在不同文化中采取不同的形式。在某些文化中，如中国，建立个人关系（关系）至关重要。在其他文化中，可能涉及证明能力和可靠性。根据特定的文化背景调整您的方法。

5. 耐心和灵活性

由于文化差异和不同的谈判风格，跨文化谈判可能需要比国内谈判更长的时间。在您的方法中要有耐心和灵活性，避免匆忙完成谈判过程。

6. 文化敏感性

尊重文化规范和习俗，即使它们与您自己的文化背景不同也要如此。不要根据您的文化背景进行假设或判断。文化敏感性有助于建立信任和友好关系。

7. 本地专业知识和顾问

考虑与对目标文化和市场有深刻理解的本地专家或顾问合作。他们的见解可以在复杂的跨文化谈判中提供非常宝贵的帮助。

8. 拥抱技术

技术可以在跨文化谈判中提供巨大帮助。使用翻译工具和数字沟通平台以促进更顺畅的对话。

9. 法律和合规意识

了解跨文化谈判中的国际法律和合规要求。了解法律方面的知识可以帮助您在谈判中顺利导航，同时遵守相关法规。

10. 寻求反馈并适应

完成跨文化谈判后，请从您的合作伙伴和相关同事那里寻求反馈。这些反馈可以为您提供有关您可以改进跨文化谈判技巧的领域的宝贵见解。利用这些见解来调整和完善您未来谈判的方法。

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Unit 5 Product Payment
产品支付

Task A Payment Method and Payment Process
支付方式及支付流程

Learning Objectives 学习目标

In this task, you are expected to:
该任务中，你将

◇ familiarize yourself with the core vocabulary associated with payment methods and payment processes.
熟悉与支付方式及支付流程相关的核心词汇。

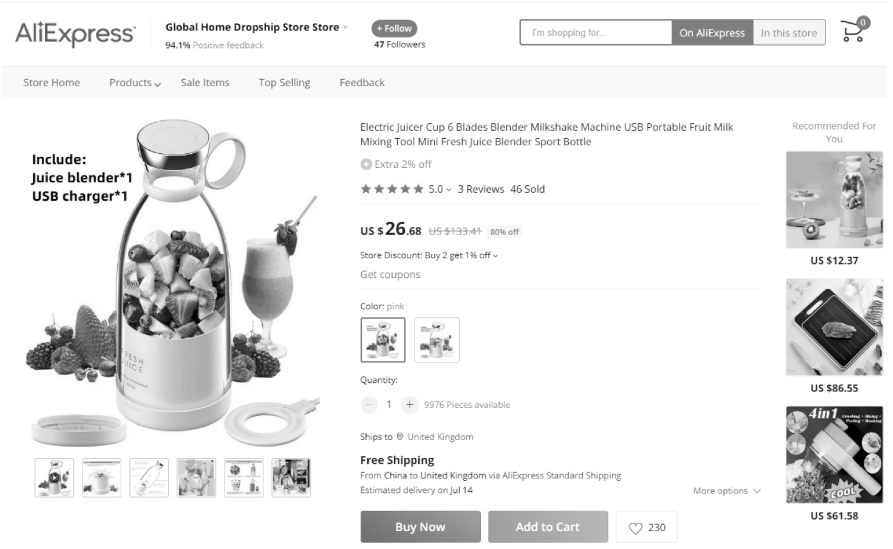
◇ acquire useful phrases, expressions, and sentences pertinent to payment methods and payment processes.
掌握与支付方式及支付流程相关的实用短语、习惯表达及句型。

◇ learn how to effectively respond to customers' inquiries about payment methods and payment processes.
学习如何有效地答复客户关于支付方式及支付流程的询问。

Scenario 情景

Kate Gray, a customer from the UK, is browsing through a collection of small kitchen appliances in a store on AliExpress. An electric fruit juice blender cup has caught her attention. However, before she finalizes her decision, she wants to clarify the payment method for this transaction. To seek this information, she uses the on-site messaging system to communicate with the store and inquire about the payment method and payment process.

英国客户凯特·格雷在全球速卖通平台上浏览一家店铺的厨房小家电系列产品。一款电动果汁搅拌杯吸引了她。在最终购买之前，她希望确认这笔交易的支付方式。为了了解这方面的信息，她通过站内信与店铺进行交流，询问支付方式及支付流程。



Electric Fruit Juice Blender Cup on AliExpress [1]

Discussion 讨论

What factors do you think a customer should take into account when selecting a payment method for cross-border e-commerce transactions?

你认为客户在跨境电商交易中选择支付方式时，应该考虑哪些因素？

Set the Task 任务要求

Suppose you are the merchant of this store on AliExpress. Consider how you would reply to Kate Gray, explaining the typical payment method and payment process used for the electric fruit juice blender cup.

假如你是全球速卖通平台上这家店铺的卖家。请思考你会如何答复凯特·格雷，解释用于购买电动果汁搅拌杯的支付方式及支付流程。

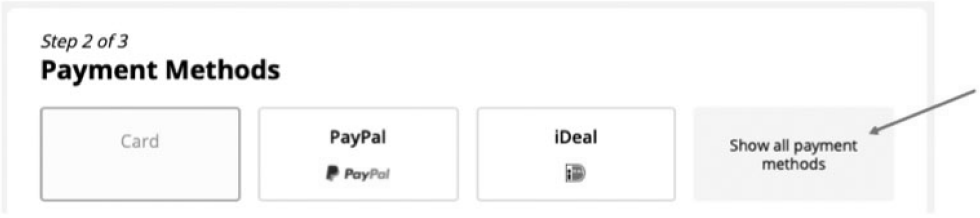
Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

Payment Methods on AliExpress: Which Option to Choose?

AliExpress is a famous international B2C marketplace. A wide range of products from many suppliers are available at low prices in this marketplace. To cater to every customer's

preferences, it offers a variety of payment choices. However, it's important to note that the payment methods vary depending on the shipping country, implying they may not be the same across all regions. A comprehensive list of AliExpress payment alternatives may be shown by the consumer by selecting "Show all payment methods" prior to submitting the order.



Payment Methods [1]

The key payment methods on AliExpress are shown below.

Alipay

Alipay is AliExpress' own payment system, designed to protect buyers. It also includes promotional offers featuring attractive trade discounts. When a buyer pays with Alipay, the funds are held in escrow until the product is received. The money is only released once the buyer confirms everything is as expected. This **security** measure is available exclusively for credit card payments and provides comprehensive buyer protection. An additional benefit of this service is the Alipay Bonus program, which allows customers to save money and use this **balance** to make other purchases with Alipay.

Alipay [2]

PayPal

On AliExpress, PayPal is one of the most popular payment methods, with most sellers including it in their payment options. PayPal is a payment gateway explicitly created to handle online transactions, offering significant benefits. PayPal holds the payment for online purchases and only releases it once the customer confirms **receipt** of the item. This arrangement facilitates the **refund** process, should it become necessary. The most significant advantage that PayPal offers when buying on AliExpress is its buyer protection, similar to Alipay's.



PayPal[3]

Google Pay

Google Pay is a payment service provided by Google, renowned for its user-friendly interface. With this method, a customer can use cards saved to their Google Account for payment. Alternatively, they can add a new debit or credit card to their Google Pay account and then use it to settle their purchases on AliExpress. Google Pay also **prioritizes** security. With built-in authentication, transaction encryption, and fraud protection, it ensures the safety of the customer's payments. However, a potential drawback is that Google Pay charges a 1.5% fee or $0.31 for transfers under $20.70.

Google Pay

Google Pay [4]

Payment Cards

Credit and debit cards are among the most common payment methods used on AliExpress. This method allows customers to pay without **registering** on a third-party service app or website, offering added data security. However, the potential for fraud might still exist if the issuing bank provides limited fraud protection. To add a bank card on AliExpress, the customer must enter the card number, the cardholder name, the expiry date, and the CVV (Card Verification Value). Accepted cards include Visa, Master, Maestro, Amex, JCB, Diners Club, Discover, MIR, Hiper, ELO, and TROY.

Bank Transfer

Although making payments via bank transfer on AliExpress is possible, this option has a few downsides that make it a less desirable payment method. The main disadvantages of



Visa Debit Card[5]

paying by bank transfer on AliExpress are:

- The customer can only use bank transfers on AliExpress for orders above $20;
- The customer must make payment in dollars;
- The payment requires an international transfer, as most AliExpress **vendors** are in China. Banks charge **commissions** for these transfers, so the total purchase cost may be considerably higher. Additionally, the time the seller takes to ship the item will be longer than that of other methods.



Bank Transfer [6]

WebMoney

WebMoney is an online payment settlement system accepted as an **alternative** payment method on AliExpress and available to customers worldwide. With WebMoney, customers can carry out peer-to-peer payments within an escrow system. However, WebMoney charges a 0.8% fee for each transaction, and only payments in dollars are accepted when a customer pays an AliExpress seller. Regarding security, although WebMoney has its payment protection mechanism, it may not be as reliable as more common payment methods such as Alipay and PayPal.

Western Union

Western Union, one of the alternative payment methods, is another international payment solution customers can use when shopping on AliExpress. It is only available for purchases over $20. And it's a little less convenient for sellers because transferring funds

WebMoney

WebMoney [7]

takes longer than usual.

WESTERN UNION
MONEY TRANSFER

Western Union [8]

Other Payment Methods on AliExpress

Except for the payment methods mentioned above, some other techniques work for AliExpress buyers, such as Yandex, Carte Blue, PayU, Doku, and Boleto. Customers may use one of them when they are located in the country where it is available.

全球速卖通平台支付方式：如何选择？

全球速卖通平台是国际知名的 B2C 平台。在此平台上，众多供应商展示并销售种类齐全且价格低廉的商品。全球速卖通平台提供多种支付方式，以满足每位客户的需求。然而，需要注意的是，支付方式可能会因配送国家的不同而有所差异，这意味着并非所有地区的支付方式都相同。客户可以在最后确认订单前点击“显示所有支付方式”，以查看针对其订单配送到的国家全球速卖通平台可提供的全部支付选项。

以下是全球速卖通平台可提供的主要支付方式。

支付宝

支付宝是全球速卖通平台自有的支付方式，其目的是保障买家权益。此外，该支付方式也提供了一些具有吸引力的交易促销折扣活动。买家用支付宝付款时，在收到产品之前货款会被托管。只有在买家确认产品符合预期后，被托管的货款才会被解冻。这种安全保障措施仅对关联信用卡的支付有效，为买家提供了全面保护。该支付方式的另一个优点是奖励计划。该计划可以让客户省钱，并使用这部分余额通过全球速卖通平台进行再购买。

贝宝

在全球速卖通平台上，贝宝是最受欢迎的支付方式之一，大多数卖家都将其作为支付选

项。它是一个专门为在线交易创建的支付网关，具有明显的优势。贝宝在客户确认收到产品前，对线上购物的货款进行托管，以便在必要的情况下方便退款。在全球速卖通平台购物时，贝宝的最大优势在于其所提供的买家保护，这一点与支付宝十分相似。

谷歌支付

谷歌支付是由谷歌提供的一种支付服务，以其便利性和友好的用户界面闻名。在该支付方式下，客户可以用绑定在其谷歌账户中的银行卡进行支付，也可以将新的借记卡或信用卡添加到谷歌支付账户中，然后在全球速卖通平台上进行结算。谷歌支付特别注重安全性，其内置的身份验证、交易加密和欺诈保护技术，能确保客户付款的安全性。但需要注意的是，谷歌支付在处理转账时会收取 1.5%的手续费，或者对于 20.70 美元以下的转账，会收取 0.31 美元的费用。

支付卡

信用卡和借记卡是在全球速卖通平台上最常见的支付方式之一。这种方式无需客户在第三方服务应用程序或网站上注册，加强了数据的安全性。然而，如果发卡银行的防欺诈保护技术有限，仍存在遭受欺诈的风险。在全球速卖通平台上添加银行卡时，客户需要输入卡号、持卡人姓名、到期日期以及安全校验码。全球速卖通平台接受的银行卡类型包括 Visa、Master、Maestro、Amex、JCB、Diners Club、Discover、MIR、Hiper、ELO 和 TROY 等。

银行转帐

虽然全球速卖通平台支持通过银行转账进行支付，但该支付方式存在一些问题，不是最理想的支付选择。在全球速卖通平台上使用银行转账支付的主要缺点包括：

- 只有在订单金额超过 20 美元时，才能使用银行转账；
- 支付必须以美元结算；
- 由于全球速卖通平台上的大多数卖家在中国，支付需要进行国际转账。银行会对这类转账收取手续费，因此，总的购买成本可能会明显增加。此外，使用银行转账支付可能会导致卖家发货时间比用其他支付方式更长。

WebMoney

WebMoney 是一个在线支付结算系统，全球速卖通平台将其作为一种可供全球客户使用的备选支付方式。使用 WebMoney，客户可以在第三方担保系统里执行点对点的支付。但是，WebMoney 对每笔交易收取 0.8%的手续费，并且当客户向全球速卖通平台的卖家付款时，只接受美元支付。在安全性方面，虽然 WebMoney 具备自身的支付保护技术，但没有支付宝和贝宝等更常用的支付方式那样可靠。

西联汇款

西联汇款作为备选的支付方式之一，为在全球速卖通平台上购物的消费者提供了另一种国际支付解决方案。但是，该支付方式仅适用于 20 美元以上的购物。由于资金转账所需时间更长，对卖家而言并不那么便利。

全球速卖通平台的其他支付方式

除上述支付方式外，全球速卖通平台还向买家提供，如 Yandex、Carte Blue、PayU、Doku 和 Boleto 等支付方式。如果客户所在的国家支持这些支付方式，他们可以选择使用其中任意一种。

Core Vocabularies 核心词汇

payment ['peɪmənt] n. the act or process of paying or being paid 付款，支付

e. g.

1. She made a payment for the goods through an online banking system.
她通过在线银行系统支付货款。

2. Efficient payment systems have become a cornerstone of successful cross-border e-commerce, enabling quick and secure transactions.
高效的支付系统已经成为跨境电商成功的基石，确保了交易的快速性和安全性。

preference ['prefərəns] n. a greater liking for one alternative over another or others 偏爱，优先选择

e. g.

1. In the business world, understanding customer preferences is crucial for marketing success.
在商业领域，了解客户的偏好对于市场营销的成功起着至关重要的作用。

2. Considering the preference for eco-friendly products among European consumers, Alibaba has highlighted its range of sustainable goods to cater to this market demand.
考虑到欧洲消费者对环保产品的偏好，阿里巴巴平台已经着重推广可持续性产品系列，以满足这一市场需求。

security [sɪ'kjʊrətɪ] n. the state of being free from danger or threat 安全，保护

e. g.

1. The company has invested a significant amount in security to protect its intellectual property.
该公司在安全性方面投入了大量资金，以保护知识产权。

2. In the world of e-commerce, maintaining high-level data security is fundamental to gaining and retaining customer trust.
在电商领域，维护高级别数据安全是获得并维持客户信任的基础。

balance ['bæləns] n. an amount of money that is left 余额

e. g.

1. Businesses must maintain a healthy cash balance to ensure smooth operations.
企业必须保持良好的现金收支平衡以确保业务顺畅运行。

2. eBay regularly updates the sellers' account balances to help manage their business transactions efficiently.
易贝平台定期更新卖家的账户余额，以帮助他们有效管理交易。

receipt [rɪ'siːt] n. the act of receiving, or the fact of being received 收到，接收

e. g.

1. After every successful transaction, the company ensures the client receives a digital receipt for their records.
每次成功交易后，该公司都确保客户收到一份数字收据以供他们备案。

2. Upon receipt of payment, Amazon swiftly initiates the shipping process, ensuring customers around the world receive their orders in a timely manner.
收到付款后，亚马逊平台迅速启动发货流程，确保全球的客户能够及时收到他们的订单。

refund ['riːfʌnd] n. an amount of money that is given back 退款，退还

e. g.

1. If the product is defective, the customer has the right to request a refund.
如果产品有缺陷，客户有权要求退款。

2. If a product purchased on eBay does not meet customer's expectations, they can initiate a refund process within the platform.
如果在易贝平台上购买的产品没有达到客户的期望，客户可以在该平台启动退款流程。

prioritize ['praɪərəraɪtaɪz] v. decide the order of things according to their importance 确定优先顺序；优先处理

e. g.

1. Management has decided to prioritize investment in research and development over short-term profit to ensure the company's long-term success.
为了确保公司长久发展，管理层决定优先投资于研发，而不是短期利润。

2. To optimize the shopping experience for international customers, AliExpress prioritizes the translation of product descriptions into various languages.
为了优化国际客户的购物体验，全球速卖通平台优先将产品描述翻译成各种语言。

register ['redʒɪstər] v. to put information, especially your name, into an official list or record 登记，注册

e. g.

1. It is necessary for new businesses to register with the local tax office.
新企业需要在当地的税务局注册。

2. Many foreign vendors register on Amazon to expand their business to international markets.
许多国外供应商在亚马逊平台上注册，以将其业务扩展到国际市场。

vendor ['vendə] n. a person or company that sells goods or services 供应商，卖主

e. g.

1. As a vendor, it is important to maintain a good relationship with the business clients.
作为供应商，维护与商业客户的良好关系十分重要。

2. Amazon has introduced a new policy to protect both vendors and customers on its platform.
亚马逊在其平台上实施了一项新的政策，以保护供应商和客户。

commission [kə'miʃən] n. a payment made to employees for the sale of goods or services 佣金，手续费

e. g.

1. The salesperson receives a 10% commission on each product sold.
销售员每卖出一个产品就能得到10%的佣金。

2. As part of their global expansion, many companies use platforms like Alibaba, which charges a commission on sales made through their platform.
作为全球业务拓展的一部分，许多企业使用像阿里巴巴这样的平台。该平台对通过其平台进行的销售收取佣金。

alternative [ɔːl'tɜːnətɪv] n. one of two or more available possibilities 可供选择的方案或事物

e. g.

1. The marketing team is considering several alternative strategies to boost sales.
市场团队正在考虑几种可供选择的策略来提升销售。

2. In the face of rising competition, some companies are considering Lazada as an alternative to traditional e-commerce platforms.
面对日益激烈的竞争，一些企业正在考虑将来赞达作为传统电商平台的替代方案。

1. Read the case and discuss the following questions.

阅读案例并讨论以下问题。

a. How does Alipay provide buyer protection and ensure secure transactions on AliExpress?

b. What are the advantages and disadvantages of using PayPal as a payment method on AliExpress?

c. How does Google Pay ensure secure payments on AliExpress, and what are the associated fees?

d. What are the benefits and considerations when using credit or debit cards as payment methods on AliExpress?

e. What are some drawbacks of using a bank transfer as a payment method on AliExpress?

2. Find the words with the meanings below and write them on the lines. The first letters are given.

根据含义在横线上填单词(首字母已给出)。

(1) a _____ one of two or more available possibilities

(2) p _____ the act or process of paying or being paid

(3) s _____ the state of being free from danger or threat

(4) p _____ a greater liking for one alternative over another or others

(5) r _____ the act of receiving, or the fact of being received

(6) c _____ a payment made to employees for the sale of goods or services

(7) r _____ an amount of money that is given back

(8) v _____ a person or company that sells goods or services

(9) p _____ decide the order of things according to their importance

(10) r _____ to put information, especially your name, into an official list or record

(11) b _____ an amount of money that is left

3. Complete the sentences with the correct form of the words or phrases in the box.

用方框中单词或短语的正确形式完成句子。

option	exclusive	account	transfer	facilitate
available	promotional offer	drawback	cater to	trade discount

(1) We have signed an _____ contract with the supplier, ensuring that we are the only company they supply in our region.

(2) Our services are designed to _____ the unique needs of our clients.

(3) A variety of _____ for payment, including credit cards, checks, and PayPal are offered by the company.

(4) The latest edition of the software is now _____ for download on our official website.

(5) The use of advanced technology can greatly _____ communication between different departments.

(6) Despite its many benefits, the main _____ of the new technology is its high cost.

(7) The company decided to _____ the technology rights to their subsidiary to encourage local innovation.

(8) As a thank you to our loyal customers, we have several _____ available.

(9) Taylor Ltd. offers a _____ for bulk orders to encourage larger quantities.

(10) Please ensure your bank _____ has sufficient funds before making a purchase.

Ⅱ. Practical Dialogue 实用对话

Discussing Payment Method and Payment Process

A customer (C) from the United States selects a fashionable women's watch on AliExpress and then asks the merchant (M) of the store about the payment method and process.



Online Shopping[9]

C: Hello! I picked out a trendy watch for women in your shop. Please give me a thorough explanation of the payment option and payment procedure.

M: Hello! Happy to assist you. Visa, Mastercard, Maestro, and American Express credit and debit cards are just a few of the payment options we offer. PayPal, a well-known payment option with buyer protection, is also accepted by us. Undoubtedly, you may utilize it if you have an Alipay account.

C: That is fantastic. Along with a PayPal account, I have a Visa card. Which one do you suggest?

M: They're both top-notch. PayPal is favored by many consumers since it offers convenience in the event that a refund is needed and does not execute the payment until you confirm receipt of the item. You will also experience a secure and easy payment process if you use a Visa card.

C: Sounds good. Could you please clarify the payment procedure?

M: Add the watch to the shopping cart before going to the checkout page. Select your favorite payment option, Visa or PayPal, throughout the checkout process. You need to provide details about your bank card if you select Visa. To complete the purchase, if you choose PayPal, you must log in to your account.

C: OK. I chose to pay by PayPal. Thank you very much!

M: I'm delighted to do so. If you need any more help, please get in touch with us. Enjoy your day!

C: Thanks. I will.

沟通支付方式及支付流程

一位美国客户从全球速卖通平台上挑选了一块女士时尚手表，她向卖家询问支付方式及支付流程。

客户：您好！我在你们店铺选中了一款女士时尚手表，能详细介绍一下支付方式和支付流程吗？

卖家：当然，我很乐意为您提供帮助。全球速卖通平台接受多种支付方式，如 Visa、Mastercard、Maestro 以及 American Express 的信用卡和借记卡。我们也接受贝宝。贝宝是一种可以提供买家保护措施而广受欢迎的支付方式。如果您有支付宝账户，也可以使用。

客户：太棒了，我有 Visa 卡和贝宝账户。您推荐我使用哪一种呢？

卖家：这两种方式都很好，但许多客户更倾向于使用贝宝，因为贝宝会在您确认收到产品后再进行支付，如果退款的话也很方便。如果您选择使用 Visa 卡支付，您同样会享受到安全且顺畅的支付过程。

客户：看起来不错。能详细说明一下支付流程吗？

卖家：首先，您将手表加入购物车，然后进行结账。在结账过程中，您可以选择喜欢的支付方式，无论是 Visa 还是贝宝。如果选择 Visa，您需要输入银行卡信息。如果选择贝宝，系统会引导您登录 PayPal 账户以完成交易。

客户：好的。那我选择用贝宝支付。感谢您的帮助！

卖家：不客气！如果您需要进一步的帮助，请随时联系我们。祝您购物愉快！

客户： 谢谢，我会的！

1. Read the dialogue and try to answer the following questions.

阅读对话并尝试回答以下问题。

a. What payment methods that the customer can use to purchase on AliExpress?

b. Why does the merchant suggest the customer PayPal as a preferred option for payment?

c. What steps should the customer take to complete a purchase on AliExpress?

2. Role-Play

角色扮演

Suppose you are a customer shopping on a cross-border e-commerce platform and have questions about the payment method and process. Role-play a dialogue with the customer service representative of this shop.

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

36. payment method	支付方式
37. payment process	支付流程
38. payment gateway	支付网关
39. payment security	支付安全
40. payment receipt	支付收据
41. transaction confirmation	交易确认
42. digital wallet	数字钱包
43. online bank transfer	在线银行转账
44. escrow system	托管系统
45. checkout process	结账流程
46. currency exchange	货币兑换
47. exchange rate	汇率
48. fraud protection	防欺诈保护
49. transaction fee	交易费用
50. billing information	账单信息
51. account balance	账户余额
52. pending payment	待付款项

53. installment payment	分期付款
54. credit limit	信用额度
55. tax calculation	税费计算
56. encryption technology	加密技术
57. peer-to-peer payment	点对点支付
58. expiry date	到期日
59. credit card	信用卡
60. debit card	借记卡
61. T/T	电汇

Useful Sentences 实用句型

1. AliExpress accepts credit or debit card payments, providing a convenient and widely used method for cross-border e-commerce.

   全球速卖通平台接受信用卡或借记卡支付，为跨境电商提供方便且广泛使用的支付方式。

2. Amazon's payment platform, Amazon Pay, offers a streamlined and secure method for cross-border transactions.

   亚马逊支付平台"亚马逊支付"为跨境交易提供简便且安全的支付方式。

3. Shopify integrates with various third-party payment gateways, which expands cross-border payment options for merchants.

   Shopify 平台集成了多种第三方支付网关，为商家在跨境支付方面提供了更多的选择。

4. Alibaba's secure payment system holds funds until buyer confirmation, ensuring cross-border transactions' safety.

   阿里巴巴平台的安全支付系统将货款托管到买家确认，确保了跨境交易的安全性。

5. By supporting localized payment methods tailored to specific regions, AliExpress caters to the needs of diverse cross-border buyers.

   全球速卖通平台为不同的跨境买家提供特定地区的本地化支付方式，以满足他们的需求。

6. Amazon enhances payment flexibility for buyers by offering gift cards usable for cross-border purchases.

   亚马逊平台通过为买家提供可用于跨境购物的礼品卡来增强支付的灵活性。

7. The customer selects the good or service they want and goes to the checkout page to start the payment procedure.

客户选择所需的产品或服务，然后进入结账页面开始。

8. The desired payment method is chosen by the customer, which can be a credit card, debit card, or an online wallet like PayPal.

客户理想的支付方式是信用卡、借记卡，或者像贝宝这样的数字钱包。

9. The customer inputs the relevant payment data, such as their card number or information from their digital wallet.

客户输入卡号或数字钱包等相关支付信息。

10. Once these particulars are verified, the transaction is executed, the money is taken out of the customer's account, and a receipt is given to verify the amount that was successfully paid.

一旦信息被确认，交易将进行，货款从客户账户中被扣除，收据被发送以确认支付金额已成功支付。

Fulfill the Task 完成任务

Please finish the task based on the information given in the '*scenario*' section at the beginning.

请根据开头"情景"部分所给信息完成任务。



AliExpress Payment Methods [10]

Career Tips 职场技巧

The Merchant's Guide to Preventing E-commerce Fraud

E-commerce fraud is any **scheme** in which a fraudster uses one or more online purchases to seek financial gain at another's expense. It's crucial for online businesses to understand that e-commerce fraud is becoming even more sophisticated by the second. **Cybercriminals** continue getting smarter, **leveraging** more advanced methods over time.



E-commerce Fraud Protection [11]

What Are the Most Common Types of E-commerce Fraud?

While the fraud landscape is constantly changing, the most common types of fraud e-commerce merchants encounter are credit card fraud, account takeover fraud, **chargeback** fraud, card testing, and **triangulation** fraud.

Credit Card Fraud

This type of fraud is the most well-known form of online fraud, in which the **fraudster** uses stolen payment **credentials** to make a purchase. The fraudster may keep the goods for use or attempt to resell them on a **secondary market**. Gift cards are often involved, as these provide the fraudster with an easy way to **extract** the total cash value of a **fraudulent** purchase.

Account Takeover Fraud

This type of fraud occurs when a cybercriminal gains access to a **legitimate** user account on an e-commerce store and uses the account to make a purchase. If an account with a bank or a peer-to-peer payment app is **compromised**, the fraudster may transfer the victim's funds to themselves directly.

Chargeback Fraud

Chargeback fraud happens when a fraudster purchases goods from an e-commerce store

and then requests a chargeback after receiving the item. In such cases, the **acquiring bank** or credit card network will refund the transaction to the "customer" (the fraudster), but the retailer must still pay the same amount to the credit card network/bank. Due to the nature of the claims, chargeback fraud is also often called "friendly fraud". Because chargeback fraud may be attempted by legitimate credit card owners, detection can be challenging.

Card Testing

A bit more advanced than straightforward credit card fraud, card testing has become popular in recent years. Card testing is when a fraudster has gained access to some, but not all, stolen credit card credentials. It could be just one card or hundreds, if not thousands, of cards. The fraudster will test the card by making small purchases on e-commerce sites to find out. Once a transaction has been approved, the fraudster will move on to making bigger purchases and try to get as much value as possible from each card.

Triangulation Fraud

In triangulation fraud, the attack involves three parties: the fraudster, a shopper, and the e-commerce store. The fraudster first sets up an e-commerce store or **storefront** on an e-commerce marketplace to perform triangulation fraud. A common tactic is to sell high-demand products at very affordable prices to attract customers quickly.

However, when a legitimate customer purchases from the store and enters their credit card information, the fraudster will **intercept** the information and use it to purchase the requested goods from a legitimate e-commerce store.

The customers (that receive the goods) may think that they have gotten a bargain, but they are paying the normal price, and their credit card information is now stolen.

How Can Merchants Prevent E-commerce Fraud?

One of the keys to protecting the merchant's e-commerce business from online fraud is to recognize the attack as soon as possible. However, there are cases where it's already too late once the merchant has identified the attack. Thus, it's better to implement preventative measures to reduce or even **eliminate** any possibility of fraud.

- Audit e-commerce platform security regularly.
- Implement adequate fraud detection solution.
- Require CVV numbers for all credit card transactions.
- Make sure to use HTTPS instead of standard HTTP.
- Set limits on total purchases.
- Reject non-valid shipping addresses.

Protecting an e-commerce site is often challenging, and online fraudsters are only getting smarter as they adopt new techniques and technologies. Whether an e-commerce business is a big enterprise or a small store, it will continue to be targeted for e-commerce

fraud. The merchant must **proactively** protect their e-commerce websites, mobile apps, and APIs. The tips above can help the merchant build a comprehensive e-commerce fraud prevention strategy.

Glossary 词汇表

1.	fraud	[frɔːd] n. 欺诈
2.	scheme	[skiːm] n. 计划，方案
3.	cybercriminal	['saɪbərkrɪmɪnəl] n. 网络犯罪分子
4.	leverage	['levərɪdʒ] v. 利用
5.	chargeback	['tʃɑːdʒˌbæk] n. 退款
6.	triangulation	[traɪˌæŋgjʊ'leɪʃən] n. 三角
7.	fraudster	['frɔːdstər] n. 骗子，诈骗犯
8.	credential	[krɪ'denʃəl] n. 证书，资格
9.	secondary market	二手市场，二级市场
10.	extract	[ɪk'strækt] v. 提取，取出
11.	fraudulent	['frɔːdjələnt] adj. 欺诈的，不诚实的
12.	legitimate	[lɪ'dʒɪtɪmət] adj. 合法的，合理的
13.	compromise	['kɒmprəmaɪz] v. 侵犯，损害
14.	acquiring bank	收单行
15.	storefront	['stɔːrfrʌnt] n. 商店正面，店面
16.	intercept	[ɪntər'sept] v. 拦截，截取
17.	eliminate	[ɪ'lɪmɪneɪt] v. 消除，排除
18.	proactive	[prəʊ'æktɪv] adj. 积极主动的

卖家防范电商欺诈指南

电商欺诈指的是欺诈者通过一次或多次在线交易，以牺牲他人利益为代价，谋取经济收益的行为。对在线企业来说，认识到电商欺诈手段正变得越来越复杂是至关重要的。随着时间推进，网络犯罪分子的手段日益狡猾，使用的技术也日渐提升。

电商最常见的欺诈类型有哪些？

尽管欺诈手段不断变化，但电商卖家最常遇到的欺诈类型包括：盗卡欺诈、盗用账户欺诈、退款欺诈、银行卡测试和三角欺诈。

盗卡欺诈

这是一种最常见的在线欺诈行为。欺诈者利用盗取的银行卡信息进行购物。他们将购买的产品自用或试图在二手市场上转售。他们经常利用礼品卡，因为这能方便地让他们提

取通过欺诈购买获得的全额现金。

盗用账户欺诈

该类欺诈是指网络犯罪分子获取电商店铺合法用户的账户权限，利用该账户进行购物。如果银行账户或者点对点支付应用软件的账户遭到攻击，欺诈者可能会直接将受害者的资金转移到自己的账户中。

退款欺诈

退款欺诈是指欺诈者在电商平台店铺购买产品，收到产品后要求退款。这种情况下，收单行或信用卡网络对“客户”（即欺诈者）进行退款，但零售商仍需要向信用卡网络或银行支付相应的金额。由于索赔的性质，退款欺诈也常被称为“友好欺诈”。退款欺诈可能由合法的信用卡持有者发起，因此，这使得鉴别该类型欺诈颇具挑战性。

银行卡测试欺诈

相较于直接的信用卡欺诈，近几年信用卡测试欺诈越来越流行。这是一种更为高级的欺诈方式。信用卡测试是指欺诈者盗取了部分，而非全部的信用卡信息。这可能涉及到一张卡，也可能是数百上千张卡。欺诈者会通过电商网站进行小额购买来测试这些卡片。一旦交易得到了批准，欺诈者便会开始进行更大规模的购买，以便从每一张卡中获取最大利益。

三角欺诈

在三角欺诈中，涉及三个角色：欺诈者、消费者和电商店铺。欺诈者首先在电商平台上建立一家店铺，以便进行三角欺诈。常见的手法是以极具吸引力的低价销售热门产品，以迅速吸引消费者。

然而，当真正的消费者在该店铺购物并输入他们的信用卡信息时，欺诈者会拦截这些信息，并使用这些信息在正规的电商店铺购买消费者所需的产品。

收到产品的消费者可能以为他们捡了便宜，但实际上，他们支付的是正常价格，而他们的信用卡信息已被窃取。

卖家如何防范电商欺诈？

对商家而言，避免电商业务遭受网络欺诈的关键一步是能够尽早发现欺诈行为。然而，在某些情况下，等到商家发现自身已被攻击，可能已经无法挽回损失。因此，实施预防性措施是更为明智的选择，从而降低甚至消除遭受欺诈的可能性。

- 定期对电商平台的安全性进行审查。
- 部署足够强大的欺诈检测方案。
- 所有信用卡交易都必须提供安全校验码码。
- 确保使用 HTTPS 协议，而非基础 HTTP 协议。
- 设定购买总额上限。
- 拒绝接受无效配送地址。

随着网络欺诈者不断采用新技术和策略，网络欺诈的手段越来越狡猾，保护电商网站充满挑战。无论是大型企业还是小型店铺的电商业务，难免会遭受电商欺诈的威胁。商家必须主动保护自己的电商网站、移动应用程序以及 API。以上建议能帮助商家构筑一套全方位的电商欺诈防范策略。

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Task B Payment Failure and Refund

支付失败及退款

Learning Objectives 学习目标

In this task, you are expected to:

该任务中，你将

◇familiarize yourself with core vocabulary related to payment failure and refund.

熟悉与支付失败及退款相关的核心词汇。

◇ gain useful phrases, expressions, and sentences connected to payment failure and refund.

掌握与支付失败及退款相关的实用短语、习惯表达及句型。

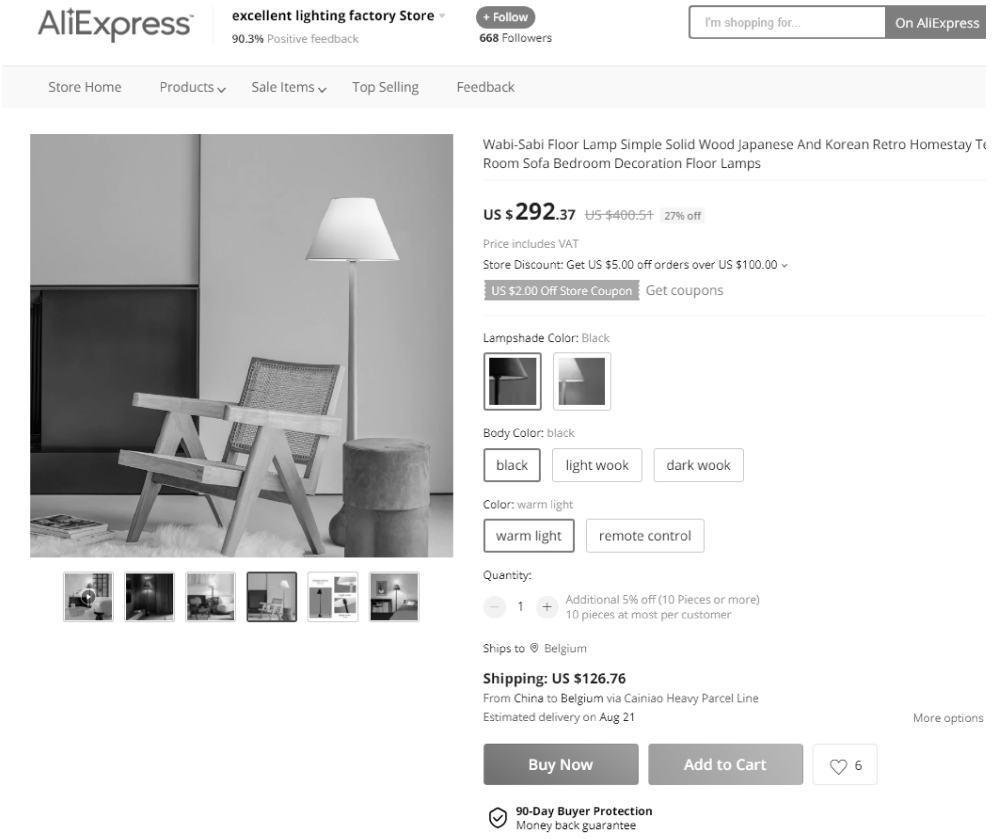
◇ develop the skills to effectively respond to customers' inquiries about payment failure and refund.

学习如何有效答复客户关于支付失败及退款询问的技巧。

Scenario 情景

Sarah Johnson, a Belgium customer, has selected a dimmable floor lamp for purchase on AliExpress. However, upon receiving the product, she is disappointed with the lamp's inferior quality, which fails to meet her expectations. Prompted by dissatisfaction, she promptly contacts the store's merchant to inquire about the return and refund process.

比利时客户莎拉·约翰逊在全球速卖通平台上挑选了一款可调光落地灯。然而，收到产品后，她对这款灯的质量很失望，没有达到她的预期。出于对产品质量的不满，她迅速联系了店铺的卖家，询问退货及退款的相关流程。



Dimmable Floor Lamp on AliExpress [1]

Discussion 讨论

What could be the reasons prompting customers involved in cross-border e-commerce transactions to request a refund from the merchant?

在跨境电商交易中客户向卖家申请退款的原因可能有哪些？

Set the Task 任务要求

Assume you are the merchant of this store on AliExpress. Consider how you would reply to Sarah Johnson and explain the return and refund process for the dimmable floor lamp.

假如你是全球速卖通平台上这家店铺的卖家。请思考如何回复莎拉·约翰逊，解释这款可调光落地灯的退货及退款流程。

Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

Buyer Protection Program on AliExpress

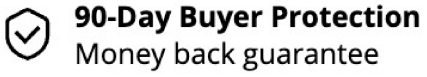


Shopping Online [2]

Many shoppers using AliExpress usually have the following concerns: Why hasn't my package arrived after two months of delivery? How can I track the location of my delivery if there is no current logistics tracking information? Why do sellers make me wait for a longer period once I file a **dispute**? As a result, many AliExpress customers may feel uneasy and wonder whether it is safe and reliable to shop there anymore.

Fortunately, AliExpress offers a Buyer Protection Program that safeguards the interests of consumers. This program begins when the seller dispatches the buyer's order and continues for up to 90 days. Buyers can verify if their chosen **item** falls under this protection by checking the item detail page, which displays the precise **validity** of the

program for that particular item. This helps buyers protect themselves from dishonest merchants on the platform and ensures a worry-free shopping experience on AliExpress.



Buyer Protection on AliExpress [3]

Benefits of the Buyer Protection Program

1. Money Back Guarantee

AliExpress ensures a refund in the following cases:

- if the buyer has not received the order by the end of the Buyer Protection period.
- if the item received is not as described in the listing.
- if the buyer starts a dispute and provides **evidence** to support their claims.

2. Extended 15-day Refund

Items on AliExpress can have a protection period of up to 90 days, which starts once the buyer's ordered item is shipped out. In addition, AliExpress gives the buyer an extended 15 days after order **confirmation** to start a dispute if they are not satisfied with their orders. This allows them ample time to request a worry-free refund or return.

How to Get a Refund on AliExpress

1. Contact the Seller

The buyer and the seller will first try to come to an amicable agreement via the AliExpress dispute resolution process. This may entail a full or partial refund, an item replacement, or a voucher. The steps below can be used to do this:

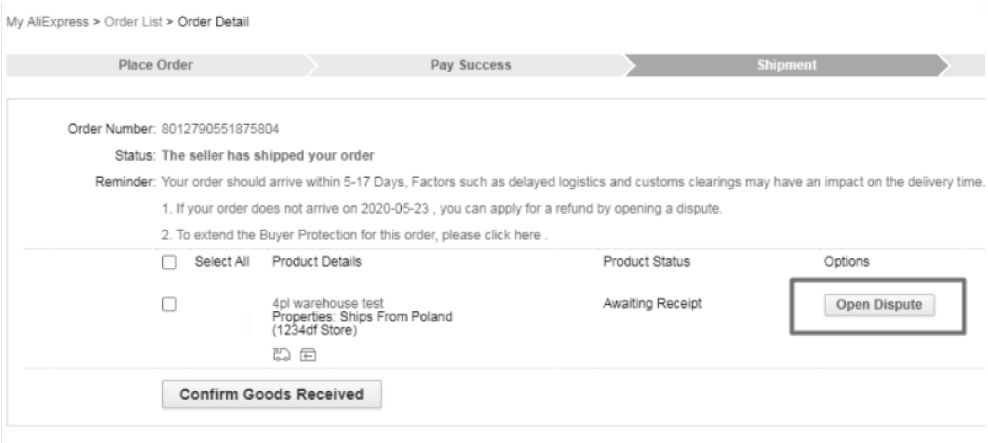
- The buyer should inform the seller of the circumstances and provide all relevant information.
- The seller may follow the buyer's order to look into any delivery problems or non-receipt of the goods.
- The seller will carefully examine the order information and the evidence provided by the buyer to determine if the received item is defective, unsatisfactory, or **counterfeit**.
- The settlement procedure will be aided by the buyer's provision of pertinent **screenshots** and photographs to back up their claim.

2. Open a Dispute

If the buyer cannot get their case resolved directly via private messaging with the seller, there is an alternative. The buyer can open a dispute via their AliExpress account to demand their money back. To do this, they should follow these steps:

- Click on 'Orders' and search for the order they want to be refunded.

- Open a dispute and fill in the information about the order.
- Add messages, photos, and videos to support their claims and click 'Submit'.
- AliExpress will decide whether the buyer is eligible for a refund or not. However, it's important to note that a full refund may not be **applicable** for certain items, such as accessories.



Open Dispute on AliExpress [4]

3. Get a Refund

For the buyer's protection, they will need to recover their money from the sellers within 15 to 30 days after the dispute. This can be done by transferring it to the bank account they used to pay for their order. The buyer can also check the compensation status in the 'My Orders' section under the dispute details. If the refund has not been received and the terms have **expired**, the buyer should contact AliExpress support again.

The Buyer Protection Program on AliExpress is a significant feature that enhances customers' overall shopping experience by instilling trust and providing security. By familiarizing themselves with the process and using it appropriately, customers can ensure a safe, satisfying, and successful shopping experience.

全球速卖通平台的买家保护政策

许多使用全球速卖通平台购物的客户常常有以下担忧：为什么交货两个月后我仍未收到包裹？如果没有物流追踪信息，如何知道我的包裹的位置？为什么一旦我起争议，卖家会让我等待如此长的时间？结果，许多全球速卖通平台的客户对于在该平台上购物是否安全可靠有顾虑，感到不安。

幸运的是，全球速卖通平台提供了一项买家保护政策，旨在保障消费者的权益。该政策从卖家发送买家的订货开始，持续时间最长为 90 天。买家可以通过商品详情页面查看所选商品是否符合该保护政策。页面上会显示该产品的准确有效期。该政策有助于买家保护自己免受平台上不诚信商家的侵害，并确保在全球速卖通平台上享受无忧的购物体验。

买家保护政策的好处

1. 退款保障

全球速卖通平台在以下情况下确保退款：

- 如果买家在买家保护期结束时仍未收到订单。
- 如果收到的商品与列表中描述的不符。
- 如果买家提起争议并提供证据支持其主张。

2. 延长 15 天退款期

全球速卖通平台上的商品可以享有长达 90 天的保护期，该期限从买家的订单发货后开始计算。此外，全球速卖通平台还额外给予买家在订单确认后 15 天的时间。如果他们对订单不满意，可以发起争议。这使得买家有足够的时间无忧地要求退款或退货。

如何在全球速卖通平台上退款

1. 与卖家沟通

在争议解决过程中，最初买家和卖家先尝试达成一个双方都能接受的解决方案，如全额退款或部分退款、换货或代金券。可以通过以下步骤来实现这一目标。

- 买家应向卖家沟通情况，提供所有相关细节。
- 如果出现交付问题或未收到产品的情况，卖家可以查询买家的订单以进一步核实情况。
- 卖家认真审查买家提供的订单信息和证据，以确定买家收到的产品是否存在缺陷、令客户不满意或是假冒伪劣。
- 买家可以提供相关的图片和截图，以证实他们的投诉，有助于解决问题。

2. 发起争议

如果买家无法与卖家通过沟通解决问题，有一个替代解决方案。买家可以通过全球速卖通平台账户发起争议，要求退款。具体步骤如下：

- 点击“订单”，搜索要申请退款的订单。
- 发起争议并填写有关订单的信息。
- 添加消息、照片和视频来支撑其主张，然后点击“提交”。
- 全球速卖通平台将根据情况决定买家是否有资格获得退款。值得注意的是，对于某些物品，如配件，可能不适用全额退款。

3. 退款

为了保护买家的权益，全球速卖通平台要求卖家在争议解决后的 15 天到 30 天内支付给买家货款。货款可以通过转入客户用于支付订单时使用的银行账户来完成。买家可以在争议详情页的“我的订单”处查看退款状态。如果未收到退款且期限已过，买家可以再次联系全球速卖通平台客服。

全球速卖通平台的买家保护政策是一项重要的功能，通过树立平台与客户之间的信任和安全保护，可以极大提升客户的购物体验。同时，客户熟悉并适当使用该流程，可以确保享受安全、愉快并圆满的购物旅程。

Core Vocabularies 核心词汇

dispute [dɪ'spjuːt] n. a serious argument or disagreement 争议，争论

e. g.

1. The business partners settled their disputes through mediation to avoid damaging their relationship.
为了避免伤害他们之间的关系，商业伙伴通过调解解决了彼此之间的争端。

2. Etsy has a dispute resolution process to resolve disagreements between buyers and sellers from different countries.
Etsy 已经建立了一套争议解决流程，旨在协助解决来自不同国家的买家和卖家之间的纠纷。

item ['aɪtəm] n. a single thing in a set or on a list 商品，条目

e. g.

1. The retail store manager ensures that each item in the inventory is correctly priced.
零售店经理保证库存中的每件商品都是正确标价。

2. On Lazada, customers from different countries can purchase each item a seller lists, effectively promoting global commerce.
在来赞达平台，卖家列出的每一件商品都可以被来自不同国家的消费者购买，有效促进了全球商务的发展。

validity [və'lɪdəti] n. the state of being legally or officially acceptable 有效性，合法性

e. g.

1. Before signing the contract, the manager confirmed the validity of the terms and conditions.
在签订合同前，经理确认了合同条款的有效性。

2. Customers shopping on eBay need to check the validity of coupons before making a purchase.
在易贝平台上购物的消费者需要在购物前检查优惠券的有效性。

guarantee [gærən'tiː] n. a promise that certain conditions will be fulfilled 保证，担保

e. g.

1. Our company provides a one-year guarantee on all electrical products.
我们公司对所有电子产品提供一年保修期。

2. Sellers on Alibaba guarantee the quality of their products to build trust with their global customers.
阿里巴巴平台上的卖家对其产品质量提供保证，旨在建立与全球客户的信任。

evidence ['evɪd(ə)ns] n. the facts, signs or objects that make you believe that sth is true 证据，证明

e. g.

1. The company collected enough evidence to support its case in the business dispute.
公司收集了足够的证据来支持他们在商业纠纷中的立场。

2. Cross-border buyers are required to provide evidence to support their claims for compensation.
跨境买家需要提供证据来支撑他们的赔偿要求。

extend [ɪk'stend] v. to make something longer or larger 延长，扩大

e. g.

1. The board decided to extend the deadline for the project.
董事会决定延长项目的截止日期。

2. Amazon may extend the delivery time due to unexpected circumstances.
如果出现意外情况，亚马逊平台可能会延长交货时间。

confirmation [kɒnfər'meɪʃn] n. a statement, act or piece of information that makes something definite or clear 确认，证实

e. g.

1. We are awaiting the client's confirmation before proceeding with the order.
在执行订单之前，我们会等待客户的确认。

2. AliExpress sends a confirmation email once the purchase has been made.
买家完成购物后，全球速卖通平台会发送确认邮件。

counterfeit ['kaʊntərfɪt] adj. made to look like an exact copy of something, in order to deceive people 假冒的，仿造的

e. g.

1. The counterfeit luxury goods flooded the market, which caused a significant loss for the brand.
市场上充斥着假冒的奢侈品，给该品牌造成了巨大损失。

2. Alibaba implements stricter measures to prevent the sale of counterfeit products in its online marketplace.
阿里巴巴平台采取了更为严格的措施，以防止假冒产品在其平台上销售。

screenshot ['skri:ʃɒt] n. an image of what is visible on a computer screen at a particular time 屏幕截图

e. g.

1. The designer sent a screenshot of the new website layout for approval.
设计师发送了新网站布局的屏幕截图以供确认。

2. Customers often use screenshots as evidence when reporting issues with their online orders.
顾客在网上购物时,通常使用截图作为证据来报告订单问题。

expire [ɪk'spaɪər] v. to come to the end of the period of time during which something is valid 期满,终止

e. g.

1. Please be aware that your subscription will expire at the end of this month.
请注意,您的订阅将在本月底到期。

2. The seller neglected to renew its product listings, resulting in their expiration on the e-commerce platform.
卖家忽略了对产品列表的更新,导致它们在电商平台上过期失效。

1. Read the case and discuss the following questions.

阅读案例并讨论以下问题。

a. What actions can a buyer take if they encounter issues with their order during the Buyer Protection period on AliExpress?

b. How does AliExpress resolve disputes when the buyer and the seller cannot reach an agreement?

c. How does the refund process work on AliExpress?

2. Find the words with the meanings below and write them on the lines. The first letters are given.

根据含义在横线上填单词(首字母已给出)。

(1) e _____ to make something longer or larger

(2) v _____ the state of being legally or officially acceptable

(3) g _____ a promise that certain conditions will be fulfilled

(4) d _____ a serious argument or disagreement

(5) e _____ the facts, signs or objects that make you believe that sth is true

(6) c _____ a statement, act or piece of information that makes something definite or clear

(7) s _____ an image of what is visible on a computer screen at a particular time

(8) e _____ to come to the end of the period of time during which something is valid

(9) c _____ made to look like an exact copy of something, in order to deceive people

(10) i _____ a single thing in a set or on a list

6. Based on the text, please fill in the blanks with the appropriate terms to summarize the process of using the Buyer Protection Program on AliExpress.

根据正文,请在空白处填入合适的术语,总结在全球速卖通平台上使用买方保护政策的流程。

(1) Buyer Protection on AliExpress starts the day the _____ ships the buyer's order and lasts up to _____ days.

(2) If the buyer has not received their orders by the end of the Buyer Protection period or the item the buyer received is not as described, AliExpress offers a _____.

(3) If the buyer is not satisfied with their orders, AliExpress gives the buyer an extended _____ days after order confirmation to start a dispute.

(4) The buyer should initially _____ the situation to the seller during the dispute resolution process on AliExpress, which could involve a full or partial refund, item replacement, or a voucher.

(5) If the buyer and the seller can't reach an agreement, the buyer can _____ a dispute.

(6) The buyer should provide relevant _____ to support their claims in a dispute.

(7) AliExpress will decide whether the buyer is _____ for a refund or not.

(8) The buyer can check the _____ status under the dispute details in the 'My Orders' section.

Ⅱ. Practical Dialogue 实用对话

Resolving Payment Failure

From a store on eBay, a customer (C) from China has chosen a variety of wines. He runs into a problem with the payment procedure, though, and so he asks the store's merchant (M) for help.

C: Hello, I chose a Wines Assortment in your shop. I ask your assistance to finish the payment procedure. Could you please help me with this?



Wines Assortment on eBay [5]

M: Hello, I'm sorry that you're encountering difficulties with the payment process. I would like to help you with this. Please provide some particulars about the problem you're having.

C: Sure, I've chosen my preferred payment option, but when I continue, it doesn't work. My information is always being requested by the system.

M: Oh, I see. Maybe your payment method is the problem. Please double-check all of the information you've entered, including your billing address and payment information, is accurate and current.

C: I've checked them several times, and all of my information is accurate.

M: In that case, that is probably a problem with the payment gateway. Let's find another solution. Can you try using a new browser or device, or clearing the cache and cookies?

C: All right, I'll try that. Thanks for your assistance!

M: You're welcome! Don't hesitate to contact us if the problem still persists. I'm here to help.

解决支付问题

一位中国客户在易贝平台上的一家店铺挑选了一款葡萄酒组合产品。他在支付过程中遇到了问题，因而寻求卖家的帮助。

客户： 您好，我最近在您的店铺挑选了一款葡萄酒组合产品，但在支付过程中遇到了问题。您能帮助我解决这个问题吗？

卖家： 您好！很抱歉得知您在支付过程中遇到问题。我非常乐意提供帮助。您能详细描述一下您所遇到的问题吗？

客户： 当然，我已经选择了常用的支付方式，但在尝试完成交易时，没有成功。系统不断地提示重新输入我的信息。

卖家：　我了解情况了。这可能是您的支付方式存在问题。请确认您输入的所有信息都是准确和最新的，包括您的账单地址和银行卡信息。

客户：　是的，我已经检查过多次，所有的信息都是正确的。

卖家：　好的，在这种情况下，问题可能出在支付网关上。我们来试着解决这个问题。您能清除浏览器的缓存和插件，或者尝试用另外一个浏览器或设备操作吗？

客户：　好的，我试试看。谢谢您的帮助！

卖家：　不客气！如果问题依然存在，请随时与我联系。我在这里随时为您提供帮助。

1. Read the dialogue and try to answer the following questions.

阅读对话并尝试回答以下问题。

a. What is the issue the customer is facing with the payment process?

b. What steps did the merchant suggest to resolve the issue?

c. What is the customer advised to do if the problem persists after trying the merchant's suggestion?

2. Role-Play

角色扮演

Suppose you are a customer service representative for an online store. A customer from Italy has just selected an expensive piece of jewelry from your store but needs help with the payment process. Try to handle the situation professionally and resolve the issue.

Resolving Customer's Request for Refund

A German customer(C) bought a suitcase from a store on Amazon, but upon receiving it, she found it did not match her expectations. She contacted the merchant(M) of the store to request a refund.



Suitcase on Amazon [6]

C: Hi, I bought a luggage from your Amazon shop. I have to return the item for a refund because I'm not quite happy with it. Could you please help me with this?

M: I'm sorry it fails to meet your expectations. I'm glad to help you with it. Could you please tell me more about the issues you're facing with the product?

C: Yes. The material isn't as strong as I had thought, and the bag is smaller than it was said to be on the platform. It also doesn't appear to be the quality I was hoping for.

M: If the item did not exactly match the description, I apologize. We aim for total correctness in our descriptions. So we need to be informed if there are any inconsistencies. You need to access your order history to begin the return procedure on Amazon. Find the order for the suitcase there, and then click "Return items."

C: Ok, I understand. How long does the return process take? And what about the refund?

M: Once we receive the returned product, it usually takes 2-3 business days to process the return and issue a refund. The refund will be made to your original payment method.

C: I see. And I'm a bit concerned about the return shipping cost. Will I need to cover that?

M: No worries. We will cover the return shipping cost if the product differs from what is described. You'll receive a prepaid shipping label once you initiate the return process on Amazon.

C: That's a relief! I appreciate your help. I will start the return process shortly.

M: You're welcome! Don't hesitate to reach out if you have any further questions or encounter any issues during the return process. We're here to make this as smooth as possible for you.

解决客户的退款要求

一位德国客户在亚马逊平台上购买了一只行李箱，收到产品后，发现未达到她的预期。于是，她联系了该店铺卖家申请退款。

客户： 您好，我最近在您的亚马逊店铺购买了一只行李箱。我对它不满意，我想将它退回并申请退款。您能帮助我处理吗？

卖家： 很抱歉得知行李箱没有达到您的预期，我非常愿意帮助您处理退货和退款。能否请您详细描述一下产品存在的问题呢？

客户：当然可以。该行李箱的材质也没有我预期的坚固，而且尺寸没有商品描述中显示的那么大。它的质量也没有达到我所期望的。

卖家：很抱歉产品与描述存在差异。我们一直致力于确保我们的产品与描述一致，如果有任何不符，我们希望能了解情况。关于退货流程，您需要进入亚马逊的订单历史记录。在那里找到行李箱的订单，然后选择“退货”选项。

客户：好的，明白了。通常退货流程需要多长时间呢？退款又是如何操作呢？

卖家：一旦我们收到退回的产品，通常会在大约 2-3 个工作日内处理退货并办理退款。退款将退还至您原来的支付方式。

客户：明白了。我有些担心退货的邮寄费用。我需要自己承担这部分费用吗？

卖家：请您放心。如果商品实际情况与描述不符，我们会承担退货邮费。您在亚马逊平台发起退货流程后，会收到一份预付的退货邮寄标签。

客户：这下我放心了！感谢您的帮助，我会尽快发起退货流程。

卖家：您太客气了！如果您有任何其他疑问，或者在退货过程中遇到任何问题，都请随时与我们联系，我们会竭尽所能为您提供帮助，确保退货过程尽可能顺利。

1. Read the dialogue and try to answer the following questions.

阅读案例并尝试回答以下问题。

a. What is the customer's complaint about the product she purchased?

b. How does the merchant instruct the customer to initiate the return process?

c. Who will cover the return shipping cost according to the merchant, given that the product is not as described?

2. Role Play

角色扮演

As the merchant of an online electronics store, you receive a call from a customer who is upset about the performance of the laptop he recently purchased from your store. The customer is seeking your assistance in returning the computer and obtaining a refund. Your task is to effectively and professionally handle this issue.

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

18. payment processing	支付处理
19. payment failure	支付失败
20. payment error	支付错误

21. payment rejection	支付拒绝
22. payment interruption	支付中断
23. payment glitch	付款故障
24. authorization failure	授权失败
25. payment verification	支付验证
26. insufficient funds	资金不足
27. error report	错误报告
28. account suspension	账户暂停
29. card expiration	卡片过期
30. invalid card number	无效卡号
31. full refund	全额退款
32. partial refund	部分退款
33. return policy	退货政策
34. refund request	退款请求
35. refund status	退款状态
36. refund approval	退款批准
37. delayed refund	延迟退款

Useful Sentences 实用句型

1. Payment failures on Alibaba can arise from security protocols rejecting unusual or suspicious transactions.
阿里巴巴平台的安全协议会拒绝异常或可疑的交易并导致支付失败。

2. International credit card acceptance discrepancies can lead to payment failures, affecting global transactions.
国际信用卡接受程度的差异可能导致支付失败，并对全球交易产生影响。

3. Payment glitches on Amazon may occur due to outdated card information, causing delays and potential transaction failures.
由于银行卡信息过时，在亚马逊平台上可能会发生支付故障，导致交易延迟和交易失败。

4. Alibaba users can face payment rejections if the platform's stringent anti-fraud system misidentifies a transaction as fraudulent.
如果阿里巴巴平台严格的反欺诈系统错误地将某些交易标记为欺诈交易，用户可能会面临支付被拒绝的情况。

5. Amazon's automated payment system might decline transactions due to insufficient account balance, leading to payment failure.
由于账户余额不足，亚马逊平台的自动支付系统可能会拒绝交易，导致支付失败。

6. Alibaba provides a Trade Assurance Program that ensures buyers can receive a refund if their expectations are unmet.
阿里巴巴平台的贸易保障政策确保买家在订单不符合期望时能够获得退款。

7. Global Sources provides a reliable refund process for payments made on its platform and guarantee customer satisfaction.
环球资源网为其平台上的付款提供可靠的退款流程，确保客户满意。

8. AliExpress offers a Buyer Protection Program, which includes a full refund if the item isn't received or is significantly different from the description.
全球速卖通平台提供买家保护政策。该政策规定如果买家未收到产品或收到的产品与描述明显不符，将享受全额退款。

9. Amazon's A-to-Z Guarantee offers refunds for buyers if the item is late, damaged, or substantially different from the listing.
如果产品送达延迟、损坏或与描述严重不符，亚马逊平台的交易保障政策将为买家提供退款。

10. eBay's Money Back Guarantee ensures buyers can receive a refund if they do not receive the item or it does not match the description.
如果买家未收到产品或产品与描述不符，易贝平台的退款保证确保他们可以获得退款。

Fulfill the Task 完成任务

Please finish the task based on the information given in the '*scenario*' section at the beginning.

请根据开头“情景”部分所给信息完成任务。



Handle a Refund [7]

Career Tips 职场技巧

Cross-border E-commerce Payment Problems and Solutions

Cross-border e-commerce is a huge opportunity for online merchants who want to expand their customer base and reach new markets. However, it also comes with payment challenges that can affect their **conversion** rate, customer satisfaction, and **compliance**.



Cross-border E-commerce Payment [8]

Local Payment Methods

One of the essential factors for cross-border e-commerce success is offering local payment methods that your customers prefer and trust. Depending on the country or region, customers may have different preferences for payment methods, such as credit cards, debit cards, e-wallets, bank transfers, cash on delivery, or mobile payments. If you only offer one or a few payment options, you may lose potential customers looking for more convenience, security, or familiarity. To avoid this, you must research your **target markets** and **integrate with** local payment providers or payment gateways supporting multiple payment methods.

Currency Conversion and Fees

Another challenge for cross-border e-commerce is currency conversion and fees. Customers may be **deterred** from buying from you if they see prices in a foreign currency or pay extra fees for currency conversion, cross-border transactions, or taxes. To solve this, you must offer **transparent** and fair pricing in your customer's local currency and include all fees and taxes **upfront**. You can also use a DCC (dynamic currency conversion) service that lets customers choose their preferred currency and see the final price at checkout.

Additionally, it would help if you worked with a **payment processor** or **acquirer** that offers competitive exchange rates and low fees for cross-border payments.

Analytics and Reporting for Payments

Cross-border e-commerce requires the use of payment analytics and reporting in order to track and improve payment performance, customer behavior, and market trends. You may **monitor** important data using payment analytics and reporting, including conversion rate, payment success rate, distribution of payment methods, average order value, refund rate, **chargeback rate**, and fraud rate. Your data can also be divided up by client group, channel, device, currency, and country. You may determine your strengths and weaknesses, find new opportunities, and make data-driven decisions to enhance your cross-border e-commerce strategy by analyzing and reporting your payment data.

Support and Communication with Customers

Cross-border e-commerce requires strong customer service and communication since these factors can affect client **retention**, loyalty, and word-of-mouth advertising. Customers may have queries or concerns regarding your offerings in terms of goods, costs, shipping, delivery, returns, refunds, or payments. You must provide several contact methods, such as email, phone, chat, or social media, in order to deliver exceptional customer service and communication. Additionally, you must give precise and lucid details about company policies and practices, such as your shipping charges, delivery schedule, return policy, refund procedures, and available payment methods. Additionally, you must speak to your clients in their chosen language and tone and reply to their questions or concerns in a timely and competent manner.

**** China's Development Philosophy on Improving National Security System***

We must uphold the Central Committee's centralized, unified leadership over national security work and make sure that our leadership system for national security is high-performing and authoritative. The mechanisms for coordinating national security work will be strengthened. Improvements will be made in the legal, strategy, and policy systems for national security as well as the risk monitoring and early warning systems and the national emergency management system. We will also improve the systems that safeguard security in key sectors and the coordination and command systems for major projects. We will strengthen the safeguards for ensuring economic, major infrastructure, financial, cyber, data, biological, resource, nuclear, space, and maritime security.[9]

Glossary 词汇表

1.	conversion	[kən'vɜːʃn] n. 转化，转变
2.	compliance	[kəm'plaɪəns] n. 遵从，顺从
3.	target market	目标市场
4.	integrate with	与……整合
5	defer	[dɪ'fɜːr] v. 推迟，延期
6.	transparent	[træns'pærənt] adj. 透明的，公开的
7.	upfront	[ʌp'frʌnt] adj. 事先的，预先的
8.	payment processor	支付处理商
9.	acquirer	[ə'kwaɪərər] n. 收单行，收款方
10.	monitor	['mɒnɪtə] v. 监控
11.	metric	['metrɪk] n. 度量标准，指标
12.	chargeback rate	退款率
13.	retention	[rɪ'tenʃən] n. 保留，保持

跨境电商支付问题及解决方案

跨境电商为在线卖家提供了巨大的商机，使他们能够扩大客户群并进军新市场。然而，与此同时，也带来了一些支付方面的挑战。这些挑战可能会对转化率、客户满意度和合规性产生影响。

本地支付方式

为了跨境电商的成功，提供客户熟悉且信赖的本地支付方式至关重要。不同国家或地区的客户对支付方式有不同的偏好，如信用卡、借记卡、电子钱包、银行转账、货到付款或移动支付等。如果您只提供有限的支付方式，可能会失去那些寻求便捷、安全性或愿意使用熟悉支付方式的潜在客户。为了避免这种情况，您需要深入研究目标市场，并与能够支持多种支付方式的本地支付供应商或支付网关合作。

货币兑换及费用

跨境电商面临的另一个挑战是货币兑换和相关费用的问题。如果客户看到的是外币价格，或者他们需要支付额外的费用用于货币兑换、跨境交易或税费，可能会因此而放弃购买。为了解决这个问题，你需要以客户的本地货币提供透明、公正的定价，并在最初阶段明确告知所有费用和税费。你还可以使用动态货币兑换服务，让客户能够选择他们偏好的货币，并在结账时能够查看最终价格。此外，选择与能够提供具有竞争力汇率和较低跨境支付费用的支付处理商或收单行合作也是关键。

支付分析和报告

支付分析和报告在跨境电商中至关重要，因为它们能够帮助你监控和优化支付情况、客户行为和市场趋势。通过利用支付分析和报告，你可以跟踪关键指标，例如转化率、支付成功率、支付方式分布、平均订单价值、退款率、拒付率和欺诈率。此外，你还可以根据国家、货币、渠道、设备或客户群对数据进行分段分析。通过深入分析和报告支付数据，你可以发现自身的优势和弱点，挖掘新的机会，并根据数据做出决策，进一步优化跨境电商策略。

客户支持及沟通

客户支持和沟通对于跨境电商至关重要，因为它们可以对客户忠诚度、保留率和口碑推荐产生影响。客户可能对你的产品、定价、运输、交付、退货、退款或支付方式有疑问或问题。为了提供卓越的客户服务和沟通，你需要提供多种联系方式，如电子邮件、电话、在线聊天或社交媒体。你还需要提供清晰准确的电商政策和流程信息，如运费、交货时间、退货政策、退款流程和支付选项。此外，你需要使用客户偏好的语言和语调与他们进行沟通，并迅速、专业地回复他们的咨询或投诉。

中国关于健全国家安全体系的发展理念

坚持党中央对国家安全工作的集中统一领导，完善高效权威的国家安全领导体制。强化国家安全工作协调机制，完善国家安全法治体系、战略体系、政策体系、风险监测预警体系、国家应急管理体系，完善重点领域安全保障体系和重要专项协调指挥体系，强化经济、重大基础设施、金融、网络、数据、生物、资源、核、太空、海洋等安全保障体系建设。

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Unit 6 Shipping and Delivery
物流服务

Task A Product Packaging
产品包装

Learning Objectives 学习目标

In this task, you are expected to:
该任务中，你将

◇ learn about core vocabulary about product packaging materials and methods.
学习与产品包装材料及包装方式相关的核心词汇。

◇ acquire useful phrases, expressions, and sentences associated with product packaging materials and methods.
掌握与产品包装材料及包装方式相关的实用短语、习惯表达及句型。

◇ develop skills to respond effectively to customer inquiries concerning product packaging materials and methods.
提升有效回复客户有关产品包装材料及包装方式询问的技巧。

Scenario 情景

Monika Vaz, a customer from Australia, is browsing through Otherland, an online store known for its luxurious candles. She finds some scented candles that she likes. Attracted by their beautiful appearance and good reviews, she wants to know more. Monika inquires with the seller about the packaging materials and method for the candles and asks if the packaging is sturdy enough to keep the candles safe during shipping.

澳大利亚的客户莫尼卡·瓦兹在一家专门销售高端蜡烛的店铺 Otherland 网购。她找到了几款自己喜欢的香薰蜡烛。香薰蜡烛精致的外观和良好的评价吸引了她，为了了解更多信息，莫尼卡向卖家询问了关于香薰蜡烛的包装材料、包装方式以及包装是否足够结实能够在运输过程中确保蜡烛的完好无损。



Scented Candles on Otherland [1]

Discussion 讨论

What are the packaging materials and methods widely used in cross-border e-commerce transactions? And what are the crucial factors that could influence the packaging materials and methods for products?

你认为在跨境电商交易中常用的包装材料及包装方式有哪些？有哪些关键因素可能会影响产品的包装材料及包装方式？

Set the Task 任务要求

Suppose you are the customer service representative of Otherland. Consider how you would respond to Monika and explain the packaging materials and method of the scented candles.

假设你是 Otherland 的客户服务代表。请思考你将如何回复莫尼卡，解释这些香薰蜡烛的包装材料及包装方式。

Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

Product Packaging

Product **packaging** is the process of designing, evaluating, and producing a container for your products. Many online retailers create a branded product packaging experience to delight customers and improve **profitability**.

Importance of Product Packaging Design

Online stores have fewer touchpoints to deliver delight compared to physical retail. While online shopping provides efficiency, it often needs more tactile, hands-on experience with a product that customers get before purchasing in physical stores. That's why paying special attention to the touchpoints available is important to create a memorable brand experience for customers and set yourself apart from competitors.

Packaging has become an extension of your brand for online retailers. Take Apple, for example. Like its shipping package, the brand is known for high-end, glossy, and refined products. While not all business owners have the budget of Apple, you can incorporate different, less costly ways to delight customers at every stage of the journey.

Types of Product Packaging

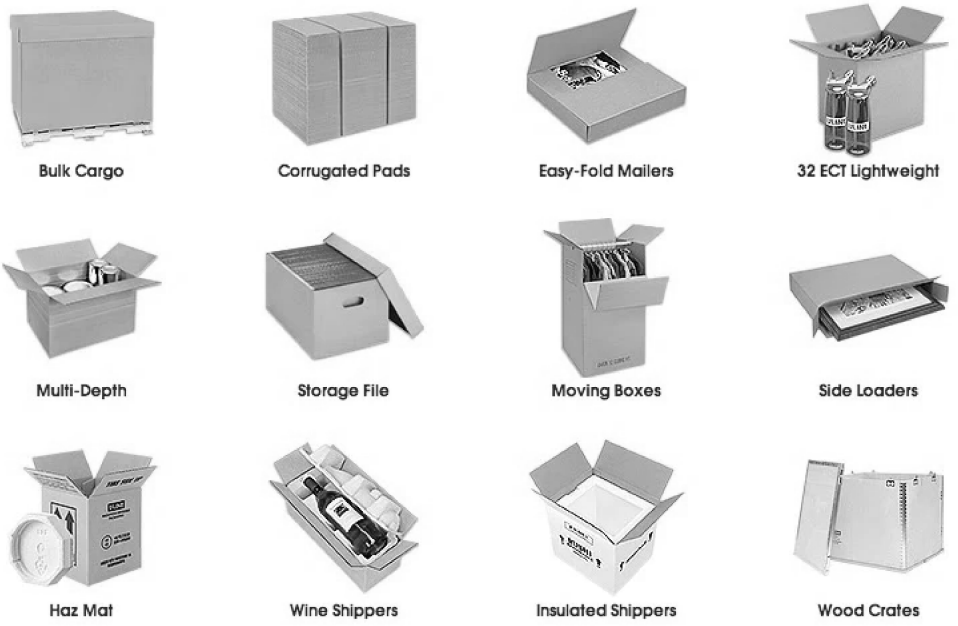
Unless you're shipping a very small or ultra-durable item, most products will require some type and size of box to protect the order for safe transport and some form of **stuffing** or product cushioning. Some kinds of e-commerce packages are:

Corrugated Boxes

These are still the most typical type of product packaging used by retailers. They're **sturdy**, don't add weight to your packages, and can be recycled. You can also use double-walled **corrugated** boxes for extra strength and **durability** for heavier-weight items. Here are some examples of mailing boxes retailers can use to ship products:

Padded Mailers

These packages are best for shipping smaller, flat, or delicate items such as jewelry, handcrafted goods, books, or electronics. You can add extra protection with **recyclable** paper or bubble **wrap**, though the latter is a less eco-friendly option for packing.



Corrugated Boxes [2]



Padded Mailers [3]

Bags and Envelopes

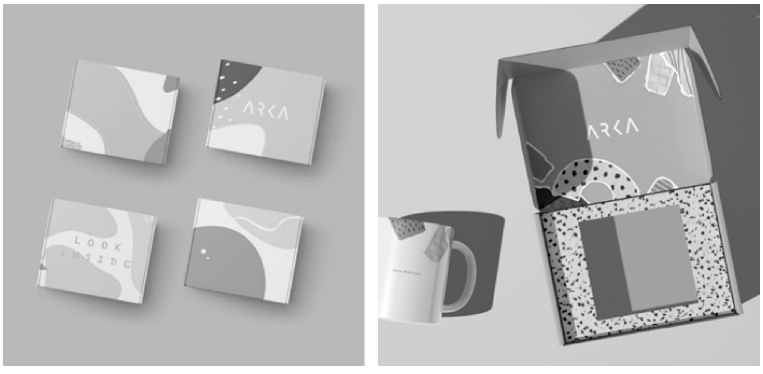
If you sell more light but not **fragile** products, you can use poly mailers, Tyvek envelopes, or plastic mailing bags to ship your goods. They are lightweight, strong, easy to store, and self-sealing, which makes shipping small orders or boxes easier, whether from home or a warehouse.



Poly Mailer [4]

Custom Product Packaging

Custom boxes are a great way to create a unique unboxing experience and show customers what you value. There are many options for printing and **customizing** everything from tissue to gift wrap, printed fonts, packing slips, and more. Plus, you can print all over your box to present your brand in new ways and create a satisfying customer experience.



Custom Product Packaging [5]

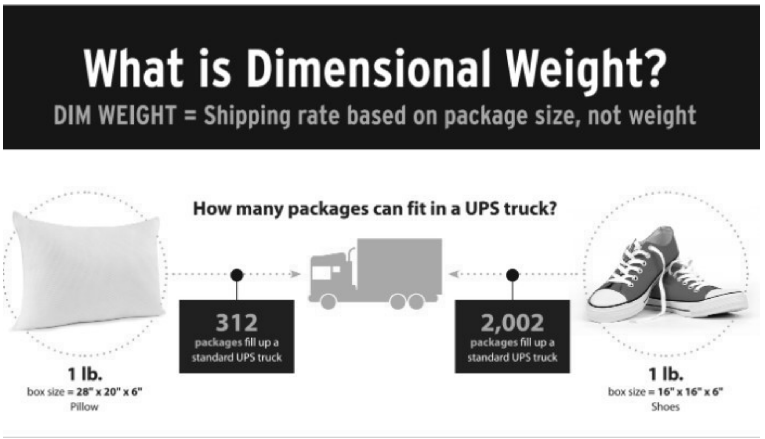
Avoid Excessive Shipping Costs

Understanding how parcel shipping costs are calculated enables smarter packaging decisions. The cost of shipping & handling is driven by the weight and volume of the product/package. Shipping costs were historically calculated only on the basis of gross weight in kilograms or pounds. However, charging only by weight meant that lightweight low density packages became unprofitable for freight carriers due to the amount of space

they take up in the truck, aircraft, or ship. Today, freight carriers utilize the greater of the actual weight or dimensional weight to calculate shipping charges.

Dimensional (DIM) Weight

Often referred to as DIM weight, volumetric weight is a pricing formula calculated as (length x width x height) / the dimensional factor. The dimensional factor varies from carrier to carrier and may be updated at any time.



Dimensional Weight [6]

What DIM Weight tells us is that packages with unused volume space will eat into a company's profit margins. Unless your package is optimized to use all available space in a delivery truck, you are paying to ship air. This is a huge area of opportunity where companies can take the initiative and begin designing packaging specifically for e-commerce, which has been coined as "right sizing your packaging."

You can avoid excessive shipping charges by using smaller boxes, compressing your goods, and reducing the use of packing materials (as long as you've used an ISTA test to make sure the product is still safe). Many consumer packaged goods companies are choosing to re-engineer primary packaging formats to perform better in the last mile of distribution. There has been a steep increase in the usage of flexible pouches due to these very reasons.

产品包装

产品包装是对产品容器进行设计、评估和生产的流程。众多在线零售商采用专属品牌的产品包装方式，以提升客户体验并增加盈利。

产品包装设计的重要性

相较于实体零售，在线商店拥有的让客户愉悦的接触点较少。尽管网购的高效性令人向往，但在实体店铺购物时能获得的实物接触体验却经常缺失。因此，需要特别关注可用的

接触点，以创建难忘的品牌体验，使你的商店在竞争者中脱颖而出。

对于在线零售商来说，包装已经成为品牌的一个延伸。以苹果公司为例，该品牌以高端、大气、精致的产品闻名，这一点正如其运输包装所展现的一样。尽管并非所有的企业都拥有苹果的预算，但你可以以更经济的方式让客户在购物旅程的每个阶段都感到愉悦。

产品包装类型

除非你要运送非常小型或极度耐用的商品，否则大多数产品都需要某种类型和尺寸的包装箱来保护商品以确保运输安全，同时也需要某种填充或缓冲产品。以下是一些电子商务包装类型：

瓦楞纸箱

瓦楞纸箱仍是零售商使用最广泛的产品包装类型。它们坚固、不增加包裹重量，并可回收。对于较重的物品，你还可以使用双层瓦楞纸箱以提供额外的强度和耐久性。以下是零售商可以用来邮寄产品的箱子：

防震邮寄袋

这种包装适用于运送较小、扁平或精细的物品，如珠宝、手工艺品、书籍或电子产品。你可以通过增加可回收的纸张或气泡垫来增加额外的保护，尽管后者是一个相对不环保的包装选项。

邮寄袋和信封

如果你销售的产品比较轻巧且不易碎，可以使用塑料邮寄袋、特卫强信封或塑料邮寄袋来发货。这些产品轻便、强韧、易于存储，且自封设计，无论是从家中还是仓库发货，都让处理小订单或小包裹更加轻松。

定制产品包装

定制包装箱是创造独特开箱体验并展示你的价值观的绝佳方式。从餐巾纸到礼品包装纸，从印刷字体到装箱单，你可以选择各种各样的印刷和定制选项。此外，可以在包装箱上全面印刷，以全新的方式展示品牌，并为客户带来满足感的体验。

避免过高的运输成本

了解包裹运输成本的计算方式有助于做出更明智的包装策略。运输和处理的费用是由产品或包裹的重量和体积来决定的。过去，运费是根据千克或磅数的毛重来计算的。然而，仅按重量计费意味着轻量低密度的包裹因占据卡车、飞机或轮船的空间多而对货运承运商不具盈利性。如今，货运承运人采用实际重量和尺寸重量中较大的那个来计算运费。

尺寸重量

尺寸重量也称为体积重量，是根据以下计价公式计算：(长度 x 宽度 x 高度)/ 尺寸因子。尺寸因子因运输公司而异，可能随时更新。

尺寸重量告诉我们，未使用的包裹容积空间将影响公司的利润率。除非你对包裹进行了精心优化，最大程度地利用运输工具内的所有可用空间，否则实际上是在运送空气。这为电商企业提供了一个巨大的机遇，可以积极采取行动，着手专门为电商产品设计包装，这一过程通常被称为“包装尺寸的优化”。

你可以通过使用体积较小的包装盒、压缩货物并减少包装材料的使用来避免产生过高的运费（前提是已经通过了国际安全运输协会包装测试以确保产品的安全性）。许多经营消费品的企业选择重新设计主要包装形式，以便在产品交付的最后一公里表现更出色。正是因为这些原因，柔性袋的使用大幅增加。

Core Vocabularies 核心词汇

packaging ['pækɪdʒɪŋ] n. an act or instance of packing or forming packages 包装

e. g.

1. The company has redesigned the packaging of its products to make them more eye-catching.
公司已经重新设计了他们的产品包装，使其更加吸引眼球。

2. eBay requires its sellers to use robust packaging materials to ensure the products reach customers in good condition.
易贝要求卖家使用坚固的包装材料，以确保产品以完好无损送达客户。

profitability [prɒfɪ'tæbəlɪtɪ] n. the ability of a business to yield profit 盈利能力

e. g.

1. The company is exploring new markets to increase its profitability.
公司正在开发新市场以提高其盈利能力。

2. AliExpress provides a variety of tools to help sellers improve their profitability.
全球速卖通提供各种工具帮助卖家提高他们的盈利能力。

stuffing ['stʌfɪŋ] n. the material used to fill something 填充物

e. g.

1. The company uses environmentally friendly stuffing in its packaging.
公司在包装中使用环保填充物。

2. Amazon sellers are advised to use adequate stuffing to protect products during shipping.
建议亚马逊卖家在运输过程中使用足够的填充物保护产品。

sturdy ['stɜ·di] adj. strong and not likely to be easily damaged or destroyed 坚固的

e. g.

1. This company is known for making sturdy furniture.
这家公司以制作坚固的家具而闻名。

2. The candles are shipped in sturdy packaging designed to prevent any breakage or damage during delivery.
这些蜡烛采用坚实耐用的包装，目的在于防止在运输过程中发生任何破碎或损坏。

corrugated ['kɔːrəgeɪtɪd] adj. shaped into a series of regular folds 波纹形的

e. g.

1. The company uses corrugated cardboard boxes for packaging.
公司使用瓦楞纸板箱进行包装。

2. We have opted for corrugated packaging, offering a robust, secure solution that keeps our products safe and intact.
我们选择了瓦楞纸板包装，这种包装结实且安全，能确保我们的产品安全无损。

durability [ˌdjʊrə'bɪlətɪ] n. the ability to withstand wear, pressure, or damage 耐久性

e. g.

1. The company ensures the durability of its products through rigorous testing.
公司通过严格的测试来确保其产品的耐久性。

2. Our packaging is designed with a focus on durability, aiming to withstand various shipping conditions and maintain the quality of the products inside.
我们的包装设计着重考虑了耐用性，旨在能够在各种运输环境下保持坚固，确保产品内部的品质。

recyclable [riː'saɪkləbəl] adj. able to be processed and used again 可回收的

e. g.

1. The company is committed to using recyclable materials in its products.
公司致力于在其产品中使用可回收材料。

2. Shopee encourages its sellers to use recyclable packaging to reduce environmental impact.
虾皮网鼓励卖家使用可回收的包装以减少对环境的影响。

wrap [ræp] n. a cover or package in which something is enclosed. 包装

e. g.

1. This company invested in high-quality wraps to enhance product presentation and customer satisfaction.
这家公司投资购买高质量的包装以增强产品展示效果并提高客户满意度。

2. To preserve the quality of the wine bottles, we use individual protective wraps for each one before packing them into the case.

为了保持葡萄酒瓶的品质，我们在将它们装箱之前会为每一瓶都使用独立的保护性包装。

fragile ['frædʒaɪl] adj. easily broken or damaged 易碎的

e. g.

1. The company takes extra care when shipping fragile items.
公司在运送易碎物品时特别小心。

2. AliExpress sellers are required to label packages containing fragile items.
全球速卖通的卖家需要标记包含易碎物品的包装。

customize ['kʌstəmaɪz] v. to modify (something) to suit a particular individual or task 定制

e. g.

1. The company offers customers the option to customize their orders.
公司为客户提供定制订单的选项。

2. Customers customize orders to meet their unique preferences, enabling businesses to deliver personalized products or services that cater to individual needs.
客户可以通过指定特定要求或偏好来定制他们的订单，使企业能够量身定制产品或服务，以满足客户个体化的需求。

1. Read the case and discuss the following questions.

阅读案例并讨论以下问题。

a. How does product packaging contribute to enhancing customer experience in online retail?

b. What type of product packaging is most commonly used by retailers and why?

c. What kind of products are best suited for shipping in padded mailers?

d. What are the benefits of using bags and envelopes for product packaging?

e. What are the benefits of custom product packaging?

2. Find the words with the meanings below and write them on the lines. The first letters are given.

根据含义在横线上填单词(首字母已给出)。

(1) c _____ shaped into a series of regular folds

(2) p _____ an act or instance of packing or forming packages

(3) r _____ able to be processed and used again

(4) w _____ a cover or package in which something is enclosed

(5) p _____ the ability of a business to yield profit

(6) s _____ material used to fill something

(7) d _____ the ability to withstand wear, pressure, or damage

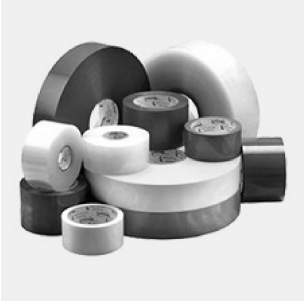
(8) s _____ strong and not likely to be easily damaged or destroyed

(9) f _____ easily broken or damaged

(10) c _____ to modify (something) to suit a particular individual or task

3. Identify and write down all the "Packaging Supplies" in the pictures.

找出并写下图片中所示的所有"包装材料"。

Ⅱ. Practical Dialogue 实用对话

Discussing Packaging Materials and Methods

A customer(C) from New Zealand selects a ceramic cookware set from the Caraway Home store on Shopee. As it is fragile, she wants to understand the packaging materials and method of the product used by the merchant(M).



Ceramic Cookware on Caraway Home [7]

C: Hello there, I'm interested in one of your ceramic cookware sets from your shop on Shopee. I'm in New Zealand, so I'm concerned about its safe delivery. Could you explain your packaging materials and methods to me?

M: Hello, certainly. We completely understand your concern. Ceramics indeed require special care during transport. We've designed our packaging strategy with utmost attention to ensure the safety of our products. We primarily use recycled materials, making our packaging protective and environmentally friendly. We don't use plastic bags at all. Furthermore, the dyes we use for printing have a minimal environmental impact. We include 100% biodegradable cork trivets in our packaging for additional protection. Our goal is to make sure your cookware set arrives in perfect condition.

C: That's impressive! I appreciate the thoroughness of your packaging and your commitment to the environment. I feel much more confident about my purchase now. I'm excited to receive my new cookware set!

M: We're delighted to hear that! Our customers' satisfaction and understanding of our processes are very important. If you have any more questions or concerns, please get in touch with us. Enjoy your shopping!

C: Thank you very much for your detailed explanations! I'll definitely recommend Caraway Home to my friends and family.

M: Thank you for your kind words and for choosing Caraway Home. We are looking forward to serving you again in the future. Have a wonderful day!

讨论包装材料及包装方式

一位来自新西兰的客户在虾皮网一家名为卡拉韦家居用品的店铺挑选了一套陶瓷炊具。因为它是易碎品，所以她想向卖家了解产品的包装材料及方式。

客户：您好，我在你们在虾皮网上的店铺看中了一套陶瓷炊具。由于我目前在新西兰，比较担心商品的运输安全问题。您能向我详细介绍一下你们的包装材料及方式吗？

卖家：您好，我们完全能理解您的顾虑。的确，陶瓷在运输过程中需要特殊的保护。为了确保商品的完好，我们精心设计了包装策略。我们主要使用环保的再生材料，不仅保护了产品，还保护了环境。我们不使用任何塑料袋。此外，我们用于印刷的染料对环境影响极小。为了进一步保护商品，我们在包装中使用了100%可生物降解的软木隔热垫。我们的目标是确保您的炊具套装能够以完美的状态送到您手中。

客户：太棒了！我非常欣赏你们考究的包装，还有你们对环保的承诺。现在购买我感觉更加放心了。我已经迫不及待想要收到新炊具套装了！

卖家：听到您这么说，我们非常高兴！客户的满意度以及对我们工作流程的理解对我们来说至关重要。如果您有其他的问题或疑惑，随时欢迎与我们联系。祝您购物愉快！

客户：非常感谢您的详尽的解答！我一定会向我的朋友和家人推荐卡拉韦家居用品。

卖家：感谢您的夸奖并选择卡拉韦家居用品。期待未来再次为您服务。祝您生活愉快！

1. Read the dialogue and try to answer the following questions.

阅读对话并尝试回答以下问题。

a. What concerns does the customer have about purchasing a ceramic cookware set from Caraway Home on Shopee?

b. What materials does the Caraway Home store use for packaging its ceramic cookware and why?

c. How does the customer feel after understanding the packaging materials and method used by the Caraway Home store?

2. Role-Play

角色扮演

Imagine yourself as a customer on an international e-commerce platform with queries about packaging materials and methods. Conduct a role-play, simulating a dialogue with a customer service representative. Consider the item's delicacy, shipping distance, and environmental impact in your conversation.

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

1. product packaging	产品包装
2. packaging method	包装方式
3. packaging design	包装设计
4. packaging optimization	包装优化
5. packaging cost	包装成本
6. recycled materials	再生材料
7. stuffing materials	填充材料
8. recyclable cardboard box	可循环利用的纸箱
9. custom packaging	定制包装
10. eco-friendly packaging	环保包装
11. insulation materials	保温材料
12. crush resistance	抗压性
13. transit durability	运输耐用性
14. disposable packaging	一次性包装
15. bubble wrap	气泡垫
16. protective packaging	保护性包装
17. fragile item	易碎物品
18. zero plastic packaging	零塑料包装
19. protective air cushions	防震气垫
20. standard sized packaging	标准尺寸包装

Useful Sentences 实用句型

1. The fragile ceramic vase is carefully packed with bubble wrap and placed in a sturdy cardboard box.
易碎陶瓷花瓶是用气泡垫仔细包装，然后放在坚固的纸箱里的。

2. Each pair of shoes is encased in a custom-fitted box with protective inserts to maintain the shape and quality during transit.
每双鞋都被放在一个定制的盒子中，并配有保护插件，以保持在运输过程中的形状和质量。

3. The furniture piece is meticulously wrapped in heavy-duty bubble wrap and secured in a sturdy cardboard box, providing maximum protection during transit.
家具精心包裹在重型气泡膜中，并安全地放置在坚固的纸板箱内，以在运输过程中提供最大的保护。

4. The designer handbag is encased in a dust bag and further packed in a branded box.
这款设计师手提包装在防尘袋内，然后装在有品牌标志的盒子里。

5. Each bottle of wine is individually nestled in a molded pulp wine shipper, then placed in a robust outer box to ensure its safe delivery.
每瓶葡萄酒都单独放置在模塑纸酒船中，然后放在结实的外箱内，确保其安全送达。

6. The electronic gadgets are shipped with foam inserts in the packaging to secure them during shipment.
电子设备在包装中加入泡沫插件进行运输，以确保运输过程中的安全。

7. The tent is folded neatly and compactly and slid into a weather-resistant carrying bag with handles for easy transport and storage.
帐篷被整齐且紧凑地折叠好，放入一个防候天气的便携式袋子中，袋子配有手柄，便于运输和存储。

8. The delicate silk dress is folded and packed into a plastic envelope to protect it from moisture during transit.
精致丝绸裙子被折叠并装入塑料信封袋中，以防运输过程中受潮。

9. The outdoor hammock is packed in a lightweight drawstring bag which is both portable and reusable, making it perfect for travel and minimizing environmental impact.
野外吊床被打包装在一个轻便的拉绳袋中，这种袋子既便携又可重复使用，非常适合旅行，同时也能最大程度地减少对环境的影响。

10. Premium Japanese tea is stored in a tin container which is then placed in a paperboard box for additional protection.
高档日本茶存放在一个锡制容器中，然后放入一个纸板箱以提供额外保护。

Fulfill the Task 完成任务

Please finish the task based on the information given in the '*scenario*' section at the beginning.

请根据开头"情景"部分所给信息完成任务。



Candles Packaging on Otherland [8]

Career Tips 职场技巧

The Importance of Eco-Friendly Packaging in E-commerce



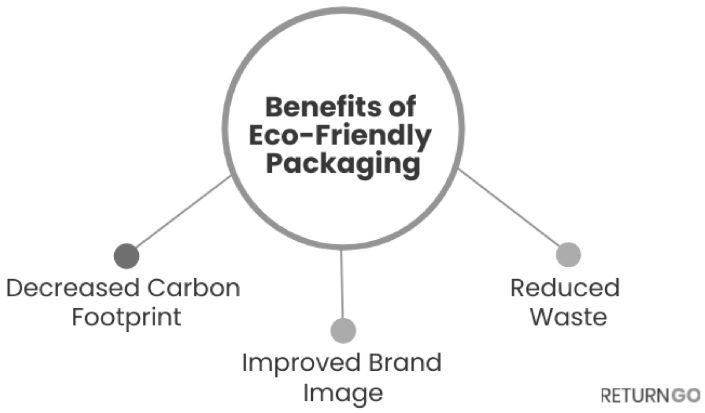
Eco-Friendly Packaging [9]

When choosing packaging for your e-commerce firm, it's crucial to keep the environment in mind. A wonderful method to lessen your impact on the environment is to use environmentally friendly packaging. There are various ways to make packaging more sustainable, such as choosing packaging that can be recycled or reused or using recycled materials. Utilizing eco-friendly packaging might be crucial to your success because consumers are becoming more and more aware of what companies are doing in terms of **sustainability**.

How Important Is Eco-Friendly Packaging?

Because it requires less resources to make, is more ecologically friendly to produce, and is simpler to dispose of responsibly, eco-friendly packaging is crucial for minimizing the environmental effect of e-commerce. You can make sure that your e-commerce site **corresponds with** the values of your customers and that no significant environmental harm is done by lowering your **carbon footprint**, encouraging sustainable business practices, and utilizing environmentally friendly packing materials.

Here are a few advantages of adopting eco-friendly packaging in online sales.



Solutions For Eco-Friendly Packaging

Your online store's sustainability, brand image, and carbon footprint will all be improved by using the right packing materials.

Corrugated Packaging

About 70% to 100% of the material used to make corrugated packaging is recycled. Corrugated packaging is formed from **paper pulp** and is often made from pine trees, though it can also be made from **woodchips** and waste products from various papermaking operations.

Corrugated packaging is typically made of materials from sustainable forests, where



harvested trees are replaced with **seedlings** to re-start the cycle. Corrugated packaging is therefore very renewable. Corrugated packaging may be reused in addition to being easily recyclable and renewable, which helps to lower package costs and environmental effect. Many corrugated boxes are made to be quickly folded and completely reusable.

Compostable Packaging

Organic materials used to make **compostable** packaging decompose quite quickly and don't leave any hazardous residues or poisonous compounds behind. **Bioplastics**, or polymers manufactured from renewable resources, are the most widely used kind of compostable packaging. Bioplastics, which can be produced from resources including corn, wood, algae, sugarcane, and more, assist in reducing the usage of **fossil fuels** in the manufacture of plastic.

PLA (Polylactic acid), a practical, sustainable, and competitive substitute for conventional plastic packaging frequently manufactured from **cornstarch** or **sugarcane**, is one of the most widely used bioplastics in packaging. **Mycelium** packaging, a type of mushroom-based packaging designed to replace **Styrofoam**, is another illustration of a compostable substitute.

Recycled Packaging

In a circular economy, recycled materials are used to make recycled packaging. Recycling materials gives cardboard or plastic that has already been made and utilized a second life. By lowering the demand for raw materials, using recycled packaging can help conserve natural resources, reduce trash sent to landfills, and prevent pollution.

1. Recycled Plastics

Even when plastic packaging is the most useful option for your company's shipping and business needs, using only 100% recycled plastic is a terrific approach to uphold your commitment to sustainability. Utilizing recycled plastic for packaging can help business use

fewer raw resources. The majority of plastic can only be recycled two to three times, thus even recycled plastic packaging eventually ends up in landfills.

2. Recycled Paper and Cardboard

One of the most recyclable items to reduce trash pollution is paper and cardboard. Use post-industrial or post-consumer recycled cardboard and paper when attempting to maintain a high degree of eco-friendly packaging.

Glossary 词汇表

1.	sustainability	[səˌsteɪnəˈbɪlɪtɪ] n. 可持续性，维持能力
2.	carbon footprint	碳足迹
3.	correspond with	与…一致，符合
4.	paper pulp	纸浆
5.	woodchip	[ˈwʊdʧɪp] n. 木屑
6.	seedling	[ˈsiːdlɪŋ] n. 幼苗
7.	compostable	[kɑmˈpoʊstəbəl] adj. 可堆肥的，可分解的
8.	bioplastics	[ˌbaɪoʊˈplæstɪks] n. 生物塑料
9.	fossil fuel	化石燃料
10.	polylactic acid	聚乳酸
11.	cornstarch	[ˈkɔrnstɑːrtʃ] n. 玉米淀粉
12.	sugarcane	[ˈʃʊgərkeɪn] n. 甘蔗
13.	mycelium packaging	菌丝体包装
14.	Styrofoam	[ˈstaɪrəˌfoʊm] n. 泡沫塑料

环保包装在电商中的重要性

作为电商企业，我们在选择包装方案时应对环保因素给予充分考虑。采用环保包装，可以有效减少我们对环境的影响。有许多方法可以让包装更具可持续性，包括使用回收材料，或选择能够重复使用或回收的包装。如今，消费者对企业在可持续性方面的实践越来越关注，因此，采用环保包装能够在商业成功中发挥巨大作用。

环保包装的重要性何在？

环保包装对降低电商对环境的影响至关重要，因为它使用的材料更少，生产方式更环保，并且更易于以可持续的方式处理。通过减少碳排放，推广可持续商业实践，以及使用环保包装材料，可以保证您的电商店铺的经营理念符合客户价值观，而且不会造成环境破坏。以下是一些在电商中使用环保包装的优点。

1. 减少碳排放
2. 提升品牌价值

3. 减少浪费

环保包装解决方案的种类

选择合适的包装材料将有助于你的线上商店减少其碳排放，提升品牌形象，并增加可持续性。

瓦楞包装

瓦楞包装由 70％至 100％的回收材料制成。由纸浆制造，瓦楞包装常常由松树制成，也可以利用木片和各种造纸过程的副产品制造。

瓦楞包装所使用的材料通常来自可持续森林，其中被砍伐的树木会被幼苗替代，以便重复此过程。这使得瓦楞包装具有很高的可再生性。瓦楞包装除了易于回收和可再生，还可以被重复使用，这进一步降低了包装成本和对环境的影响。许多瓦楞纸箱设计得可轻松折叠并且完全可重用。

堆肥包装

堆肥包装由可以在合理时间内分解并且不会留下任何有毒化学物质或有害颗粒的有机材料制成。最常见的堆肥包装类型是生物塑料，它是由可再生资源制成的塑料。生物塑料可以减少在塑料生产中对化石燃料的使用，它可以由玉米、木材、藻类、甘蔗等材料制成。

最常用于包装的生物塑料是聚乳酸，这是一种功能性的，可再生的，和传统塑料包装相比没有差别的替代品，通常由玉米淀粉或甘蔗制成。另一个堆肥包装的替代品是以蘑菇为基础的包装，称为菌丝包装，被用作替代聚苯乙烯的材料。

回收包装

回收包装是由回收材料制成的，是循环经济的一部分。使用回收材料，可以赋予已经生产和使用过的塑料或纸板新的生命。使用回收包装，可以减少对自然资源的消耗，减少填埋垃圾，通过减少对原材料的需求来减少污染。

1. 回收塑料

在需要使用塑料包装的情况下，使用 100％的回收塑料是维持企业可持续性承诺的一种好方式。你可以通过使用回收塑料作为包装材料，来减少对原材料的需求。需要注意的是，大部分塑料只能被回收 2-3 次，这意味着即使是回收塑料包装最终也会被送至垃圾填埋场。

2. 回收纸和纸板

纸和纸板是可以防止废物污染的最可回收材料之一。在努力实现高度环保包装的过程中，务必使用来源于工业后期或消费后的回收纸板和纸张。

References 参考网址

[1] https://www.otherland.com/pages/build-a-box
[2] https://www.shopify.com/blog/ecommerce-packaging
[3] https://www.shopify.com/blog/ecommerce-packaging

[4] https://www.shopify.com/blog/ecommerce-packaging
[5] https://www.arka.com/?utm_term=custom%20retail%20packaging&utm_campaig
[6] https://www.linkedin.com/pulse/e-commerce-packaging-strategy-design-end-mind-sara-shumpert-dunn
[7] https://www.shopify.com/blog/ecommerce-packaging
[8] https://www.otherland.com/pages/build-a-box
[9] https://returngo.ai/importance-of-ecofriendly-packaging/

Task B Shipping Method

物流方式

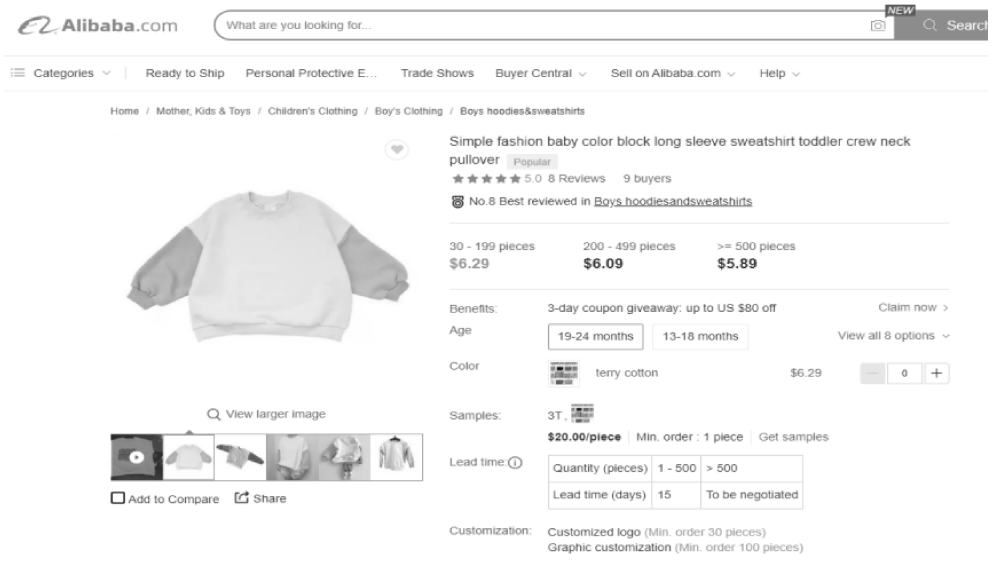
Learning Objectives 学习目标

In this task, you are expected to:
该任务中，你将
◇ understand the core vocabulary related to shipping methods.
理解与产品物流方式相关的核心词汇。
◇ master and apply useful phrases, expressions, and sentences associated with the shipping methods.
掌握并应用与产品物流方式相关的实用短语、习惯表达及句型。
◇ learn how to respond to customer inquiries about product shipping methods effectively.
学习如何有效地回复客户关于产品物流方式的询问。

Scenario 情景

Amanda Murphy, who owns a children's clothing store in South Africa, is currently looking through stores on Alibaba International to source 200 baby pullovers. Thus, she initiates contact with the seller of a store to discuss their shipping method. She is eager to gain further insights into their logistics operations, potentially paving the way for a mutually beneficial business partnership.

南非儿童服装店主阿曼达·墨菲正在阿里巴巴国际平台寻找 200 件婴儿套头衫。于是，她联系一个店铺的卖家讨论其物流方式。她期待对卖家的物流流程有更深入的理解，同时也希望能够建立互利的商务伙伴关系。



Baby Pullover on Alibaba [1]

Discussion 讨论

What factors do you think customers should comprehensively evaluate when deciding on the most suitable shipping method for the cross-border e-commerce transportation of products?

你认为客户在选择最适合产品的跨境电商物流方式时，应该综合考虑哪些因素？

Set the Task 任务要求

Imagine you are the seller of this shop on Alibaba. Consider how you would respond to Amanda and explain the shipping method for 200 baby pullovers.

假设你是阿里巴巴上这家店铺的卖家。请思考你会如何回复阿曼达，并解释 200 件婴儿套头衫的运输方式。

Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

Cross-border E-commerce Logistics and Fulfillment

Logistics is a critical aspect of any online business, with cross-border logistics and

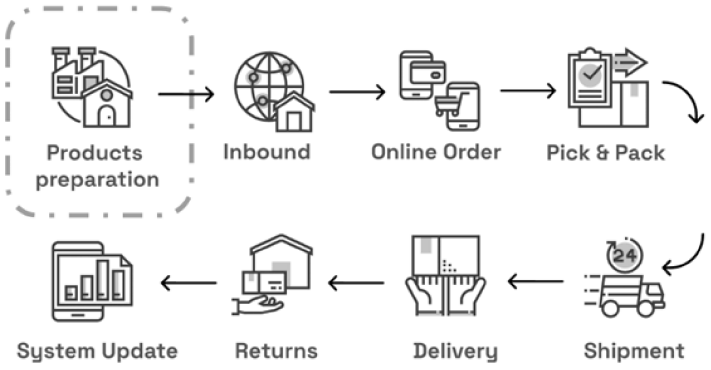


Product Shipping and Delivery [2]

fulfillment playing a particularly significant role. As e-commerce grows, so does the demand for efficient logistics solutions. Rapid **delivery** secures customer loyalty and contributes to a stellar shopping experience.

Build an International Shipping Strategy

There are typically three common options for cross-border fulfillment: self-fulfillment, 3PL (third-party logistics) suppliers, and drop shipping.



Self-fulfillment

Self-fulfillment gives e-commerce retailers a chance to manage packing and **distribution** internally. It's a viable strategy for businesses selling a small range of products within a limited area to a relatively compact consumer base. However, companies opting for self-fulfillment may face significant costs for **warehouse** construction and staff recruitment.

Preparing international orders for shipment is a crucial step in this process, with smaller products well-suited to air freight. Service providers like DHL, FedEx, and UPS offer affordable and efficient door-to-door delivery. Self-fulfillment also allows businesses to align their packaging with brand strategies. However, as businesses expand and order volumes increase, distribution costs can rise, potentially hindering growth. **Outsourcing** fulfillment to third-party logistics providers can enable companies to reach global customers with minimal investment.

Third-Party Logistics Supplier and Fulfillment Company

3PL suppliers offer efficient **inventory** management, packaging, and **transportation** solutions, which are especially beneficial for online stores during busy seasons. By using flexible warehousing services, sellers can optimize their supply chain efficiency. Companies like Amazon and FedEx, through their fulfillment centers and FLOSHIP, offer e-commerce fulfillment services, typically ensuring swift and efficient order processing.

With the help of internet technology, the networks of third-party suppliers can reach virtually every corner of the globe. This allows online stores to sell their products worldwide, thus expanding their customer base and facilitating rapid entry into international markets.

Using 3PL providers to manage your e-commerce logistics needs can deliver many benefits. These providers offer flexibility in inventory space, workforce, and transportation and can adapt their services in response to changing inventory needs.

Drop Shipping

Drop shipping, an innovative approach to e-commerce makes order fulfillment significantly more efficient. This model enables businesses to sell products online, and once an order is placed, a drop shipper takes over, handling everything from packaging to shipping. Often, it appears the products were shipped from the retailer's warehouse.

The advantages of this model are manifold:

- It eliminates the need for extensive startup costs since businesses **leverage** their suppliers' inventory and delivery services. This way, even if certain products don't sell well, the company doesn't bear significant losses due to unsold inventory.
- Drop shipping **eradicates** the necessity for warehousing. Products are delivered directly to customers from the drop shippers, reducing the costs of maintaining a storage facility.
- With no minimum order quantity, businesses can expand their product offerings without incurring additional inventory costs.

With drop shipping, businesses can **streamline** their operations and focus on what truly matters: serving their customers and growing their brands.



Shipping and Delivery [3]

Get Familiar with Country Rules and Regulations

Once you have an idea of which regions offer the most immediate opportunities and which products you'll be sending, it's time to check into country-based rules and regulations.

Some countries prohibit items outright; others may limit them. Being informed of the rules and regulations that exist and which may impact your shipments can help ensure a smooth delivery.

There are a few ways you can access this information:

- UPS has a tool that shows country-specific rules and regulations by origin and destination countries.
- Check and see if your products are eligible to be imported into a given destination country. For example, a shipment of artwork from the U. S. to Saudi Arabia is prohibited.
- Check and see if any of your products or components of your products are listed as "dangerous goods" while being shipped. In general, a dangerous good is defined as a product that may cause harm during transit. The best place for this information would be a country's government website.
- When in doubt, contact the local import or customs office at your prospective destination for additional information about shipping your products.

The e-commerce industry offers promising growth opportunities. Businesses should weigh the costs and benefits of each method to choose the most suitable one. Efficient supply chains are crucial for serving more customers and gaining competitiveness in the e-commerce landscape goes beyond having a great product or service. It involves optimizing logistics, understanding customer preferences, navigating international trade regulations, and leveraging technology to maximize reach and efficiency. Therefore, a well-thought-out and executed e-commerce strategy can significantly affect a company's success.

跨境电商物流与订单执行

物流是所有在线业务的重要组成部分，尤其对跨境物流和订单执行而言。随着电子商务的持续增长，对于高效的物流解决方案的需求也在不断上升。迅速的送货服务不仅能保证客户的忠诚度，而且能为他们提供卓越的购物体验。

建立国际物流策略

通常，跨境订单执行有三种常见方式：自理、第三方物流供应商以及直接发货。

自理

自理使电商零售商拥有了独立管理包装和配送的机会。这对于只销售有限产品系列且目标消费者相对集中的企业来说，是一种可行的策略。然而，选择自理的公司可能需要承担建立仓库和招聘员工的额外费用。

在此过程中，准备国际发货订单成为一项重要任务，尤其是对于适合空运的小型产品。例如 DHL、FedEx 和 UPS 等服务提供商，他们提供了既经济又高效的门对门配送服务。此外，自理还给企业提供了机会，使包装策略与品牌形象保持一致。然而，随着业务的扩展和订单量的增长，配送成本可能会相应提高，潜在地妨碍了业务的发展。在这种情况下，将订单履行任务外包给第三方物流供应商可能是一种解决方案，它可以帮助企业以最小的投入接触到全球的客户。

第三方物流供应商和执行服务公司

第三方物流供应商和执行服务公司为库存管理、包装和运输提供一站式的高效解决方案，特别是在销售旺季，这对在线商店尤其有益。通过利用这些公司的灵活仓储服务，商家能够优化他们的供应链效率。例如，像亚马逊和 FedEx 这样的公司，以及 FLOSHIP，他们通过各自的执行中心提供电商执行服务，保证了订单处理的快速和高效。

利用互联网技术，这些第三方供应商的服务网络可以覆盖全球几乎所有的地方，这意味着在线商店可以向全球销售产品，扩大他们的客户群体，从而更快地进入国际市场。

借助第三方物流供应商管理电商物流需求带来了许多优势。他们能在库存空间、人力资源和运输方面提供灵活的解决方案，还可以根据库存需求的变化灵活调整他们的服务。

直接发货

直接发货作为一种电商创新策略，极大地提高了订单处理的效率。在这种模式下，企业在线销售产品，一旦接收到订单，直接发货商就接手处理从包装到运输的所有事宜。这通常给人的感觉就像产品是直接从零售商自身的仓库发出的。

这种模式的优点多样且显著：

- 它极大地减少了初期成本，因为企业是利用供应商的库存和配送服务。因此，即使某些产品销售不理想，企业也不会因为积压的库存而产生巨大的损失。
- 直接发货策略消除了维持仓库的需求。产品是从直接发货商发出并送达客户，这降低了维护存储设施的成本。

• 由于没有最小订单量的限制，企业可以扩大产品供应范围，而不用担心额外的库存成本。借助直接发货，企业能够简化运营流程，并将注意力集中在真正重要的事情上：服务客户和品牌发展。

熟悉目的地国家的法律法规

一旦确定了哪些地区有商机以及要发送哪些产品，你应该开始查阅目的地国家的法律法规，以确保顺利交付货物。

了解这些法律法规对于顺利交付货物至关重要，因为一些国家可能会完全禁止某些物品，而其他国家则可能会对其进行限制。

以下是获取这些信息的几种方法：

• UPS 有一个工具，可以按起运地和目的地国家查询该国家的法律法规。

• 检查并查看你的产品是否有资格进口到特定的目的地国家。例如，从美国运往沙特阿拉伯的艺术品是被禁止的。

• 检查并查看在运输过程中你的产品或产品组件是否被列为“危险品”。危险品通常是指在运输过程中可能会造成危害的产品。获取这些信息的最佳途径是通过目的地国家的政府网站。

• 如果有任何疑问，可以联系潜在目的地的当地进口或海关办公室，以获取有关运输产品的详细信息。

电子商务行业蕴含着巨大的增长潜力和机遇。企业需要对各种策略的成本和效益进行权衡，从而选择最适合自身的方案。高效的供应链对于服务更广大的客户群体极其关键，然而，在电商领域获取竞争优势，仅仅依赖优质的产品或服务是不够的。企业需要优化物流流程，深入了解客户需求，熟知国际贸易规则，并且利用技术来最大程度地提升覆盖范围和效率。因此，一个经过深思熟虑且得到恰当实施的电商策略在企业成功的过程中扮演着重要角色。只有适应并顺应电商行业的发展，才能在这个充满竞争的领域中脱颖而出。

Core Vocabularies 核心词汇

logistics [ləʊˈdʒɪstɪks] n. the activity of organizing the movement, equipment, and accommodation of troops. 物流

e. g.

1. The company's logistics plan ensures that goods are delivered on time.
公司的物流计划确保货物准时送达。

2. AliExpress's extensive logistics network guarantees the timely delivery of products to international customers.
全球速卖通广泛的物流网络保证了产品能准时交付给国际客户。

fulfillment [fʊlˈfɪlmənt] n. the act of doing something that you have promised or intended to do 执行，履行

e. g.

1. They believe the contract's fulfillment will give the company a significant competitive edge.
他们相信合同的履行将使公司具有显著的竞争优势。

2. eBay's fulfillment service is designed to speed up shipping for sellers to overseas customers.
易贝的订单执行服务旨在加速卖家向海外客户的发货。

delivery [dɪˈlɪvəri] n. the act of bringing goods, letters, etc. to a place 送货，递送

e. g.

1. The company promises next day delivery on a wide range of goods.
公司承诺对众多商品提供次日送货服务。

2. Etsy is working with delivery companies to reduce the carbon footprint of its international shipping.
Etsy 正与配送公司合作，以减少其国际运输的碳排放。

distribution [ˌdɪstrɪˈbjuːʃn] n. the act of giving or delivering something to a number of people 分发，分配

e. g.

1. The company has improved the efficiency of its product distribution.
公司提高了其产品配送的效率。

2. Wish uses a global distribution system to reach customers in different countries.
Wish 利用其全球分销系统，服务各个国家的客户。

warehouse [ˈweəhaʊs] n. a large building for storing goods 仓库

e. g.

1. The firm maintains a sizeable warehouse to hold its inventory before distribution.
该公司拥有一个大型仓库，用于在配送货物前储存他们的库存。

2. Amazon utilizes a network of strategically located warehouses to ensure swift delivery of products purchased on its platform.
亚马逊利用一系列战略性分布的仓库以确保其平台上购买的产品能快速送达。

outsource [ˈaʊtˌsɔːrs] v. to buy goods or services from outside suppliers instead of making them within the company 委外，外包

e. g.

1. The company decided to outsource its customer service to a call center in India.
公司决定将其客户服务外包给印度的一个呼叫中心。

2. Many Amazon sellers outsource their order fulfillment to third-party logistics providers.
许多亚马逊卖家将订单执行外包给第三方物流提供商。

inventory ['ɪnvəntɔːri] n. a detailed list of all the things in a place 存货，库存

e. g.

1. The store conducts an inventory check at the end of each month.
该店每月底进行库存盘点。

2. AliExpress uses advanced inventory management systems to keep track of stock levels for all products.
全球速卖通使用先进的库存管理系统来追踪所有产品的库存水平。

transportation [ˌtrænspɔːr'teɪʃn] n. the movement of people or goods from one place to another 运输

e. g.

1. The company is seeking a more efficient method of transportation for its products.
公司正在寻找一种更有效的产品运输方式。

2. A large online marketplace's efficient transportation system allows for quick delivery to international customers.
大型在线平台的高效运输系统可以快速向国际客户交付。

leverage ['liːvərɪdʒ] v. to use something that you already have to achieve something new or better 利用

e. g.

1. The company plans to leverage its existing customer base to introduce a new product line.
公司计划利用现有的客户群来引入新的产品线。

2. A popular e-commerce platform leverages data analytics to understand customer behaviors and enhance their shopping experience.
一家受欢迎的电子商务平台利用数据分析，深入了解客户行为，以此提升他们的购物体验。

streamline ['striːmlaɪn] vt. make an organization or system more efficient 简化，使效率更高

e. g.

1. The company streamlined its operations to remain competitive, reducing costs and improving productivity.
为了保持竞争力，公司决定简化运营，降低成本并提高生产力。

2. Alibaba is working to streamline its global logistics network to help sellers expedite the order fulfillment process.

阿里巴巴正在努力简化其全球物流网络以帮助卖家加快订单执行过程。

1. Read the case and discuss the following questions.

阅读案例并讨论以下问题。

a. Why are logistics and fulfillment processes critical to the success of online businesses?

b. What are the advantages of self-fulfillment?

b. How do third-party logistics suppliers and fulfillment companies support online businesses?

c. What is the benefit of drop shipping?

d. What factors should businesses consider to gain competitiveness in the cross-border e-commerce landscape?

2. Find the words with the meanings below and write them on the lines. The first letters are given.

根据含义在横线上填单词(首字母已给出)。

(1) l _____ the activity of organizing the movement, equipment, and accommodation of troops

(2) d _____ the act of bringing goods, letters, etc. to a place

(3) s _____ make an organization or system more efficient

(4) d _____ the act of giving or delivering something to a number of people

(5) o _____ to buy goods or services from outside suppliers instead of making them within the company

(6) i _____ a detailed list of all the things in a place

(7) t _____ the movement of people or goods from one place to another

(8) w _____ a large building for storing goods

(9) l _____ to use something that you already have to achieve something new or better

(10) f _____ the act of doing something that you have promised or intended to do

3. Complete the sentences by filling the blanks with suitable terms related to cross-border e-commerce logistics strategies from the text.

用与文中跨境电商物流策略相关的恰当术语填空,完成以下句子。

(1) _____ gives e-commerce retailers a chance to manage packing and distribution internally, which might be a viable strategy for businesses selling a small range of products within a limited area to a relatively compact consumer base.

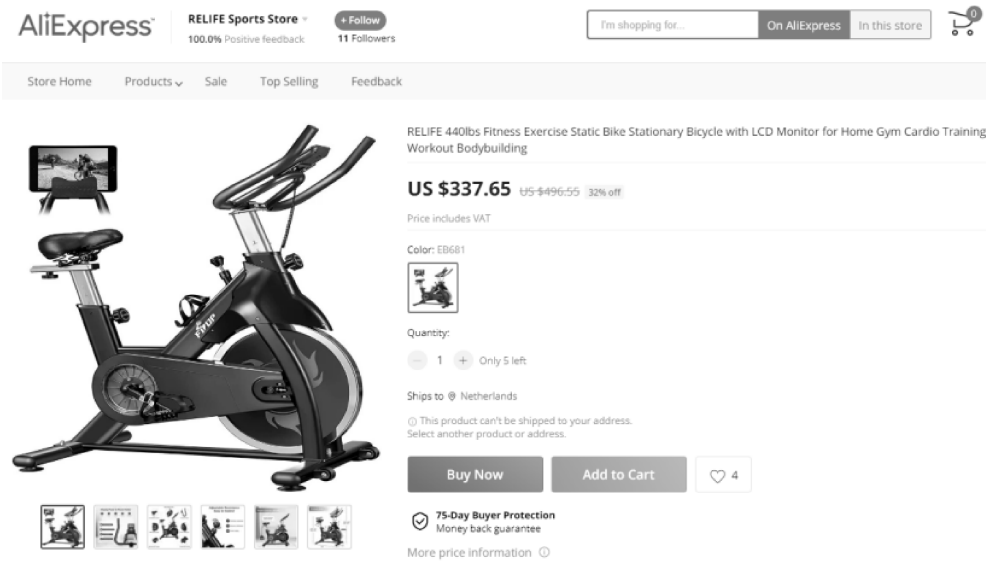
(2) Companies like Amazon and FedEx, through their fulfillment centers, offer _____ services, typically ensuring swift and efficient order processing.

(3) _____, an innovative approach to e-commerce, makes order fulfillment significantly more efficient by enabling businesses to sell products online without maintaining their inventory.

Ⅱ. Practical Dialogue 实用对话

Discussing Shipping Options on AliExpress

A Dutch customer(C) selects a home fitness bicycle from an AliExpress store and is keen to inquire about the product's shipping options from the merchant(M).



Home Fitness Bicycle on AliExpress [4]

C: Hello, I'm from the Netherlands and I'm interested in buying the home fitness bike from your AliExpress store. I'd like to know more about the shipping options available.

M: Hi there! We are glad to hear that you're interested in our product. We provide several shipping methods to the Netherlands.

Firstly, we have AliExpress Standard Shipping. This option provides a balance of speed and price, with a cost of $74.97. It offers an estimated delivery date of July 7th. We provide tracking services so you can know where your package is at any time.

Next, there is AliExpress Premium Shipping. For a slightly higher fee of $102.26, we offer a premium shipping service. This method has an estimated delivery date of July 2nd and includes tracking capabilities for your peace of mind.

Alternatively, you could choose EMS. This shipping option, costing $194.61, provides reliable and fast service, with an estimated delivery by July 5th. Like our other options, you will have access to tracking information.

We also offer Fedex IE. For a faster delivery by July 3rd, you can opt for our FedEx IE service. This comes at a cost of $235.09. This option also includes tracking services to ensure that you know where your package is at all times.

In addition, there is Fedex IP. This is another FedEx service that we offer. It costs $259.45 and the estimated delivery date is June 30th. You will also have access to tracking information with this option.

Lastly, we provide DHL shipping. The DHL shipping method offers reliable and fast shipping with tracking capabilities. The estimated delivery date is July 5th. However, the cost has not been noted yet.

Whichever approach works best for you, please let us know. Your purchasing experience will be as easy as possible with our assistance.

C: I appreciate your thorough reply. I'll consider the possibilities and get back to you with my top pick.

M: My pleasure. Simply select your preferred shipping method when you're ready. Let us know if you run into any issues or require any further information. Have fun today!

讨论全球速卖通的物流方式

一位荷兰客户从速卖通上的一家店铺挑选了一辆家用健身自行车，他想向卖家了解产品的物流方式。

客户：您好，我来自荷兰，打算从你们的全球速卖通店铺购买家用健身自行车。我希望能了解更多关于物流方式的信息。

卖家：您好！我们很高兴您对我们的产品感兴趣。我们提供多种派送至荷兰的方式。

首先，我们提供的是 AliExpress 的标准配送。这种方式在运送速度和价格上找到了平衡，运费为 74.97 美元，预计送货日期为 7 月 7 日。我们提供货物追踪服务，您可以随时了解包裹的位置。

其次，我们有 AliExpress 的优质运输服务。对于稍高一些的费用 102.26 美元，我们提供更高级的配送服务，预计送货日期为 7 月 2 日，并且包含了货物追踪功能，让您购物无忧。

此外，您还可以选择 EMS。这种运输方式的运费为 194.61 美元，提供稳定快速的服务，预计在 7 月 5 日送达。像我们的其他运输方式一样，您可以获取货物的追踪信息。

我们还提供 Fedex IE。如果您希望更快地收到货物，可以选择我们的 FedEx IE 服务，费用为 235.09 美元，预计在 7 月 3 日送达。这种运输方式也包含了货物追踪服务，让您随时知道包裹的所在位置。

另外，我们还提供 Fedex IP。这是我们提供的另一种 FedEx 服务，费用为 259.45 美元，预计送货日期为 6 月 30 日。这种运输方式也包含了追踪服务。

最后，我们提供 DHL 配送。DHL 配送方式提供稳定且快速的配送，并具有追踪功能。预计的送货日期为 7 月 5 日。但是目前还不知道运费是多少。

请告知我们哪种方式最适合您的需求。我们的任务是帮助您的购物过程尽可能地顺畅。

客户： 这些信息真的很全面，谢谢您。我会考虑这些选项，然后告诉您我的首选。

卖家： 不客气。在您做出决定时，可以选择最符合您需求的物流方式。如果您有任何问题或需要更多的信息，随时告诉我们。祝您愉快！

1. Read the dialogue and try to answer the following questions.

阅读对话并尝试回答以下问题。

a. How does the merchant ensure customer satisfaction through shipping options and tracking capabilities?

b. Which shipping method offers the earliest delivery date and what is the cost?

c. What is the cost difference between the AliExpress Standard Shipping, and the AliExpress Premium Shipping, and do both options provide tracking?

2. Translate the following sentences into English.

把下列句子翻译成英语。

(1) 根据我们的运输指南，您的包裹的预计送达日期暂定为 7 月 2 日。

(2) 经过仔细的处理和包装后，您的订单已经发出并正在运输中。

(3) 考虑到我们的操作能力，处理您的订单通常需要 1-2 个工作日。

(4) 为了您的方便和安心，您可以使用提供的追踪号码紧密追踪您的包裹行程。

(5) 请注意，您的订单的总运费已计算为 15 美元。

(6) 我们已经收到并确认了您的订单的送货地址。

(7) 为了确保快速和安全的送货，您的包裹将交给我们信誉良好的快递服务。

(8) 值得注意的是，您的包裹的重量在确定运费方面起着重要作用。

(9) 选择优先邮件需要额外的费用，但它可以保证您的包裹的快速送达。

(10) 包裹的海关税费将在其到达目的地国时精确计算。

3. Role-Play

角色扮演

Given the details in the previous dialogue, picture yourself as the customer. After discussing your shipping options, contact the seller again to communicate your preferred method and answer any additional inquiries about this method or product.

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

1. shipping method	运输方式
2. delivery method	配送方式
3. estimated delivery date	预计送达日期
4. package tracking	包裹追踪
5. free shipping	免费送货
6. courier service	快递服务
7. insurance fee	保险费
8. shipping fee	运费
9. customs duty	海关税费
10. logistics company	物流公司
11. dispatch date	发货日期
12. delivery confirmation	签收确认
13. transit time	运输时间
14. delivery address	收货地址
15. warehouse management	仓库管理
16. door-to-door service	门到门服务
17. priority mail	优先邮寄
18. package weight	包裹重量
19. customs clearance	货物清关
20. handling time	处理时间

Useful Sentences 实用句型

1. Utilizing the extensive network of DHL Express, your products can be delivered to consumers across various countries.
   利用 DHL 快递的广泛网络，你的产品可以被送达到各国的消费者。

2. FedEx Cross Border Services provide a streamlined solution for international e-commerce shipping.
FedEx 跨境服务为国际电商运输提供了一种简化的解决方案。

3. Using sea freight for cross-border e-commerce can be cost-effective for heavy and bulky items.
对于重型和大型物品，利用海运进行跨境电商会更具成本效益。

4. Air freight is a viable option for cross-border e-commerce when speed is a priority.
当速度是优先考虑的因素时，空运是跨境电商的一个可行选择。

5. Fulfillment by Amazon (FBA) is a great way for e-commerce businesses to handle cross-border shipping.
亚马逊的仓储物流是电商企业处理跨境运输的良好方式。

6. UPS's Worldwide Express Freight service provides guaranteed, time-definite, door-to-door delivery for internationally palletized shipments over 70 kg (150 lbs).
UPS 的全球快递货运服务为国际上重量超过 70 公斤(150 磅)的托盘货物提供有保证的、时效明确的、门到门的交货。

7. E-commerce companies often use ePacket delivery as a cheap and convenient way to ship small, lightweight items internationally.
电商公司通常将国际 e 邮宝作为一种经济和方便的方式来运送小型、重量轻的国际货物。

8. Dropshipping can be profitable as it eliminates the need for inventory management and reduces shipping costs.
直接发货是一种可盈利模式，因为它取消了对库存管理的需要并降低了运输成本。

9. Rail freight can be cost-effective and sustainable, particularly for shipments to and from Europe and Asia.
对于往返欧洲和亚洲的货物运输，铁路货运可以是一种既经济又可持续的选择。

10. Cross-border e-commerce businesses often use third-party logistics providers to handle the complexities of international shipping.
跨境电商企业经常使用第三方物流提供商处理复杂的国际运输。

Fulfill the Task 完成任务

Please finish the task based on the information given in the *'scenario'* section at the beginning.

请根据开头“情景”部分所给信息完成任务。



Cross-border E-commerce Shipping Methods [5]

Career Tips 职场技巧

International Shipping Policies: Everything the Seller Needs to Know

It is essential to understand international shipping policies if your business sells and ships goods to foreign countries. Being **transparent** with your international shoppers is critical so they know what to expect when purchasing goods from you. Transparency is key to a positive cross-border shopping experience. One of the best ways to provide it is by displaying your international shipping policy on your website.



Product Shipping and Delivery [6]

International shipping policies serve several purposes, including:

1. Available delivery locations-Shoppers should know the countries and areas where they ship orders.

2. Providing transparency to shoppers about the process, time, and fees involved.

3. Being **proactive** against possible shipping **mishaps**.

4. Providing a quick resource to avoid spending unnecessary time answering questions already covered in the policy.

Though shipping policies can vary, here are some necessary elements of a comprehensive international shipping policy:

1. Available delivery locations-Shoppers should know the countries and locations where you ship orders.

2. International shipping options-Describe all shipping options and service levels, plus any location-based restrictions.

3. Estimated delivery **timeframe** for each shipping option-This helps manage expectations and prevent **premature** "lost package" **complaints**.

4. International shipping costs-Be transparent about the cost of each shipping method and how prices are determined.

5. Duty, tax, and fee warning-Many international shoppers must know the duties, taxes, and fees that their package may incur upon crossing borders.

6. **Duty**, tax, and fee refund policy-**Disclose** whether or not duties, taxes, and other cross-border fees are refundable.

7. Shipping refund policy-State whether or not you refund shipping costs for return orders.

8. Handling **timeframe**-When an order is placed and shipped.

9. Order date **cut-offs**-Make it clear if orders must be placed before a specific time to be counted as placed during that business day.

Please note: Your international shipping policy should be separate from your domestic shipping policy because shipping options, delivery times, etc. differ between domestic and cross-border shipments.

**** China's Development Philosophy on Pursuing Green Development and Promoting Harmony between Humanity and Nature***

A green and low-carbon economy and society are crucial to high-quality development. We must work faster to adjust and improve the industrial structure, the energy mix, and the composition of the transportation sector. We will implement a comprehensive conservation strategy, conserve resources of all types and use them efficiently, and move faster to put in place a system for recycling waste and used materials. Fiscal, taxation, financial, investment, and pricing policies and systems of standards will be improved to support green development. We will boost green and low-carbon industries and improve the system for market-based allocation of resources and environmental factors. We will accelerate the R&D, promotion, and application of advanced energy-saving and carbon emission reduction

technologies, encourage green consumption, and promote green and low-carbon ways of production and life.[7]

Glossary 词汇表

1.	proactive	[ˌproʊˈæktɪv] adj. 积极主动的
2.	mishap	[ˈmɪshæp] n. 不幸事故
3.	timeframe	[ˈtaɪmˌfrem] n. 时间段
4.	premature	[ˌpriːməˈtʃʊr] adj. 过早的
5.	complaint	[kəmˈpleɪnt] n. 投诉，抱怨
6.	duty	[ˈdjuːti] n. 关税
7.	disclose	[dɪsˈkloʊz] v. 揭露
8.	cut-offs	[ˈkʌtɔf] n. 截止时间

卖家必须了解的国际运输政策

如果你的业务模式涉及向国外销售和运输商品，那么了解国际运输政策是至关重要的。更甚之，对于国际消费者来说，透明性是尤其重要的因素，他们需要清楚地了解在购买你的产品时可以预期的各个环节和结果。透明性是营造积极跨境购物体验的关键，而在你的网站上公告国际运输政策是实现这一透明度的有效方法之一。

国际运输政策设立的目的多样，包括：

1. 对外国客户在跨境运输方面的预期进行有效管理。

2. 为购物者提供清晰透明的运输流程、所需时间和费用信息，确保全程无障碍了解。

3. 主动规避可能出现的运输疏漏或问题。

4. 提供易于查阅的资源，以免在解答政策已明确的问题上消耗过多时间。

虽然各业务的运输政策可能有所不同，但以下是详尽的国际运输政策应包含的关键要素：

1. 可配送的目的地国家-应告知购物者你可以向哪些国家和地区发送订单。

2. 国际运输方式选择-详细说明所有的运输方式选择、服务级别，以及可能因地理位置而异的任何限制。

3. 每种运输选择的预计送货时间-显示包裹运输所需的最短和最长天数，有助于管理客户的预期，防止提前投诉“丢失的包裹”。

4. 国际运输成本-明确告知每种运输方式的费用，以及费用的计算方法。

5. 关税、税费和费用提示-许多国际购物者并不知道他们的包裹过境可能会产生关税、税费和费用。

6. 关税、税费和费用的退款政策-公开说明是否可以退还关税、税费和其他跨境费用。

7. 运输退款政策-应明确说明是否会退还退货订单的运输费用。

8. 处理时间-从下单到发货的时间期限。

9. 订单日期的截止时间-如果订单需要在特定时间前下单才能计算为当日业务，这一信

息应该清晰地告知购物者。

请注意:你的国际运输政策应与国内运输政策分开,因为国内和跨境运输的方式、送货时间等因素有所不同。

中国关于推动绿色发展,促进人与自然和谐共生的发展理念

推动经济社会发展绿色化、低碳化是实现高质量发展的关键环节。加快推动产业结构、能源结构、交通运输结构等调整优化。实施全面节约战略,推进各类资源节约集约利用,加快构建废弃物循环利用体系。完善支持绿色发展的财税、金融、投资、价格政策和标准体系,发展绿色低碳产业,健全资源环境要素市场化配置体系,加快节能降碳先进技术研发和推广应用,倡导绿色消费,推动形成绿色低碳的生产方式和生活方式。

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Unit 7 After-sales Communication
售后沟通

Task A Complaints and Disputes
投诉和纠纷

Learning Objectives 学习目标

In this task, you are expected to
该任务中，你将

◇ familiarize yourself with the essential vocabulary associated with complaints and disputes.
熟悉与投诉和纠纷相关的核心词汇。

◇ acquire useful phrases, expressions, and sentences pertinent to complaints and disputes.
掌握与投诉和纠纷相关的实用短语、习惯表达及句型。

◇ learn about how to effectively make product selection and respond to customers' inquiries about complaints and disputes.
学习如何有效地回答客户关于投诉和纠纷的询问。

Scenario 情景

You run a store selling vacuum cup on Lazada. Emily, a Canada customer bought one on September. She sent you a message to complain that the item didn't work well.

您在 Lazada 上经营了一家销售真空杯的商店。加拿大客户艾米丽在九月份购买了一个真空杯，并向您发送了一条投诉消息，称该商品使用效果不佳。

Discussion 讨论

How do we deal with the complaints or disputes from customers? What measures can you take?



Complaints and Disputes [1]

如何处理来自客户的投诉和纠纷？我们可以采取哪些措施？

Set the Task 任务要求

If you work in the customer service department of the vacuum cup store, what can you do to solve the customer's problem and make her satisfied with the product and service again?

假如你在这家真空杯商店的客服部工作，你会如何解决该客户面临的问题，并让她重新对该店铺的产品和服务感到满意？

Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

Deal with Complaints and Disputes from Customers

Dealing with complaints and **disputes** from customers is a critical aspect of running an online shop on platforms. Handling these situations effectively can significantly impact a business's reputation, customer satisfaction, and long-term success. Here outlines some essential strategies for managing complaints and disputes.

Have A Clear and Transparent Customer Support System in Place

Provide easily **accessible** contact information and multiple channels for customers to reach out, such as email, phone, or live chat. Respond to customer inquiries **promptly** and

professionally to show that their concerns are taken seriously.

Listen Actively

Allow the customer to express their **grievances** fully and empathize with their concerns. Showing understanding and **empathy** can go a long way in **diffusing** tension and building a positive relationship with the customer.

Aim for A Swift Resolution

Address the issue promptly and offer solutions to **rectify** the problem. Whether it's providing a refund, offering a **replacement**, or resolving a misunderstanding, resolving the complaint quickly demonstrates the **commitment** to customer satisfaction.

Maintain A Positive Attitude During Interactions

Stay calm, patient, and courteous, even in challenging situations. Avoid engaging in arguments or becoming defensive, as this can **escalate** the issue further.

Document All Interactions with Customers

This documentation can serve as a reference in case of future inquiries or escalation. It also allows for a clear understanding of the issue's history, ensuring consistency in responses and actions.

Consider Offering A Goodwill Gesture

In situations where a customer is dissatisfied despite the resolution, consider offering a goodwill **gesture**, such as a discount on future purchases or a gift card. This act of goodwill shows that the business values its customers and is willing to go the extra mile to **make amends**.

Continuous Improvement

Analyze the root causes of common complaints and take proactive measures to address them. Regularly assess customer feedback and use it to enhance products and services.

In conclusion, addressing complaints and disputes in an online shop requires a customer-centric approach, effective communication, and **swift** and fair resolutions, by which an online shop can build trust, retain customers, and **foster** a positive brand reputation on platforms.

处理顾客投诉和纠纷

处理顾客投诉和纠纷是在平台上经营网店的关键。有效地处理这些情况可以显著影响企业的声誉、顾客的满意度和长期的成功与否。以下概述了一些有关管理投诉和纠纷的重要策略。

建立清晰透明的客户支持系统

为顾客提供易于访问的联系信息和多种渠道，如电子邮件、电话或在线聊天方式，以便顾客能够联系卖家。及时、专业地回复顾客的询问，表明他们的关切受到了卖家的认真对待。

积极倾听

允许顾客充分地表达不满，并对他们的关切表示同情。表现出理解和同情可以缓解紧张氛围，与顾客建立良好的关系。

争取快速解决

及时处理问题，并提供解决问题的方案。无论是提供退款、更换产品还是解决误解，迅速解决投诉能体现出卖家对顾客的承诺。

在与顾客的互动中保持积极态度

即使面对困难情况，也要做到冷静、耐心和礼貌。避免与顾客争论或怀有戒备，否则可能会进一步激化矛盾。

记录与顾客的所有互动

这些记录可以作为未来查询或升级的参考，让你得以清晰地了解问题的历史记录，确保回复和行动的一致性。

考虑示好

有时候即使问题已经得到解决，顾客仍然不满意，这时可以考虑主动示好，比如提供下次购买的折扣或礼品卡。这种善意的举动表明企业重视顾客，并愿意付出额外的努力来弥补过失。

持续改进

分析常见投诉的根本原因，并采取主动措施加以解决。定期评估顾客反馈，用于改进产品和服务。

总之，处理网店中的投诉和纠纷需要以顾客为中心的方法、有效的沟通和快速公平的解决方案，只有这样才能建立信任，留住顾客，并在平台上塑造积极的品牌声誉。

Core Vocabularies 核心词汇

dispute ['dɪspju:t] n. an argument or a disagreement between two people, groups or countries; discussion about a subject where there is disagreement 争论，辩论，争端，纠纷

e. g.

1. The union is in dispute with management over working hours.
工会与资方在工作时间上发生纠纷。

2. The customer raised a dispute regarding the delayed delivery of the product, prompting the Wish platform to intervene and facilitate a resolution between the customer and the seller.
顾客对产品的延迟交付提出了争议，促使 Wish 平台介入，为顾客和卖家提供解决方案。

accessible [əkˈsesəbl] adj. that can be reached, used, seen, etc. 可进入的，可使用的

e. g.

1. These documents are not accessible to the public.
公众无法看到这些文件。

2. The website is designed to be user-friendly and accessible on various devices, ensuring that customers can easily navigate and make purchases from their smartphones, tablets, or computers.
该网站的设计对用户很友好，且在多种设备上可访问，确保顾客可以轻松地在智能手机、平板电脑或计算机上浏览和购买商品。

promptly [ˈprɒmptli] adv. without delay, immediately 迅速地，立即，马上

e. g.

1. She deals with all the correspondence promptly and efficiently.
她迅速有效地处理全部来往信件。

2. The seller needs to process and ship orders promptly, ensuring that customers receive their products in a timely manner.
卖家需要及时处理订单并发货，确保顾客及时收到产品。

grievance [ˈgriːvəns] n. something that you think is unfair and that you complain or protest about 不平的事，委屈，抱怨，牢骚

e. g.

1. Does the company have a formal grievance procedure?
公司有正式投诉程序吗？

2. Trade shrinks as countries pile on barriers in an effort to remedy some grievance, with consumers paying the price.
随着各国纷纷设置关税壁垒来解决一些矛盾，贸易在缩水，消费者正付出巨大的代价。

empathy [ˈempəθi] n. the ability to understand another person's feelings, experience, etc. 同感，共鸣，同情

e. g.

1. We are supposed to treat people with decency, kindness and empathy.
我们应该以体面、善良和同理心待人。

2. Our customer service representatives always show empathy towards customers' concerns, making them feel valued and understood.
我们的客户服务代表总是对顾客的关切表现出同理心，让顾客感到受重视和被理解。

diffuse [dɪˈfjuːz] v. to spread sth or become spread widely in all directions 使分散，使模糊

e. g.

1. Rather than diffusing controversy and polarization, it seems as if statistics are actually stoking them.
统计数据似乎并没有分散争议和两极分化，反而加剧了它们。

2. During a live chat with a dissatisfied customer, the customer support representative managed to diffuse tension by offering a swift and satisfactory solution to resolve the issue.
在与一位不满意的顾客进行实时聊天时，客服代表提供快速且令人满意的解决方案，成功缓解了紧张氛围。

rectify ['rektɪfaɪ] v. to put right sth that is wrong 矫正，纠正，改正

e. g.

1. We must take steps to rectify the situation.
我们一定要采取措施整顿局面。

2. In June, consumer rights protection authorities in Zhejiang Province ordered Li Jiaqi's company to rectify labelling issues for one of its product batches it sold through livestreaming.
今年 6 月，浙江省消费者权益保护部门责令李佳琦公司整改其通过直播销售的一批产品的标签问题。

replacement [rɪˈpleɪsmənt] n. a thing that replaces sth, especially because the first thing is old, broken, etc. 替代品，替换物

e. g.

1. The original furnishings are now in need of replacement.
原来的家具陈设需要更换了。

2. I arranged for a replacement to be sent, thinking we could find out what happened to the previous order later.
我安排重新发货作为替代品，想着我们之后可以搞清此前的订单出了什么事。

commitment [kəˈmɪtmənt] n. a promise to do sth or to behave in a particular way; a promise to support sb/sth 承诺，许诺，保证

e. g.

1. The Afghan government completed its accession to the World Trade Organization in July, reflecting a commitment to fostering trade.
阿富汗政府在今年7月已成功加入世贸组织，展现了其对加速贸易的承诺。

2. The company's commitment to providing quality at a reasonable price has been vital to its success.
这家公司承诺提供质优价廉的货品，这对其成功起了决定性的作用。

escalate ['eskəleɪt] v. to become or make sth greater, worse, more serious, etc (使)逐步扩大，不断恶化，加剧

e. g.

1. Both measures have escalated tensions between the Asian neighbors to new levels.
这两项措施将这两个亚洲邻国之间的紧张局势升级到了新的水平。

2. The fighting escalated into a full-scale war.
这场交战逐步扩大为全面战争。

gesture ['dʒestʃə(r)] n. something that you do or say to show a particular feeling or intention (表明感情或意图的)姿态，表示

e. g.

1. She appeared genuinely surprised by this gesture of affection.
看来她真的被这个爱意的表示惊呆了。

2. We will refund the money as a gesture of goodwill.
我们愿意退款以表示我们的善意。

make amends to do sth for sb in order to show that you are sorry for sth wrong or unfair that you have done(因某事向某人)赔偿，补偿

e. g.

1. He made amends for his rudeness by giving her some flowers.
他送给她一些花，为他自己的鲁莽赔罪。

2. The seller formally apologized and promised to make amends.
卖家正式道歉并承诺做出补偿。

swift [swɪft] adj. (to do sth) happening or done quickly and immediately; doing sth quickly 迅速的，马上做出的

e. g.

1. Swift steamers, and swifter railway trains, contribute to make the journey rapid, safe, and delightful.
乘坐速度较快的轮船和速度更快的火车能使整段旅程费时更短、更安全、也更愉悦。

2. The company has taken swift action against counterfeit and infringing products.
公司已迅速采取行动打击假冒和侵权产品。

foster ['fɒstə(r)] v. to encourage sth to develop 促进，助长，培养

e. g.

1. The club's aim is to foster better relations within the community.
俱乐部的宗旨是促进团体内部的关系。

2. China is fully implementing a new development philosophy featuring innovative, coordinated, green and open development for all, and it is pursuing high-quality development and fostering a new development paradigm.
中国正在全面贯彻创新、协调、绿色、开放、共享的新发展理念，着力高质量发展，构建新发展格局。

1. Read the case and discuss the following questions.
阅读案例并讨论以下问题。

a. Why should customers' complaints and disputes be attached much attention to?
b. What channels can be used when you respond to customers?
c. What are the benefits of documentation when you interact with customers?
d. If you want to make amends to unsatisfied customers, what can you offer as a goodwill gesture?

2. Find the words with the meanings below and write them on the lines. The first letters are given.
根据含义在横线上填单词(首字母已给出)。

(1) p _____ without delay, immediately
(2) d _____ an argument or a disagreement
(3) e _____ the ability to understand another person's feelings and experience
(4) f _____ to encourage sth to develop
(5) s _____ doing sth quickly and immediately
(6) e _____ make sth greater, worse, more serious
(7) a _____ that can be reached, used, seen, etc.
(8) r _____ a thing that replaces sth
(9) c _____ a promise to do sth; a promise to support sb/sth
(10) r _____ to put right sth that is wrong

3. Complete the sentences with the correct form of the words or phrases in the box.
用方框中单词或短语的正确形式完成句子。

empathy	make amends	dispute	diffuse	escalate

accessible	commitment	promptly	rectify	replacement

(1) If a product arrives damaged, our policy is to quickly offer a _____ or refund.

(2) The central bank responded _____ to the economic crisis.

(3) Showing _____ towards dissatisfied customers can help turn negative experiences into positive ones.

(4) The website is designed to be _____ on various devices, allowing customers to shop conveniently.

(5) When a customer raises a _____ over a product, our customer service team will find a suitable resolution.

(6) In the case of any errors or discrepancies, we will address the situation in time and take necessary actions to _____.

(7) The customer service team worked diligently to _____ a tense situation and address the customer's concerns.

(8) Due to the unresolved issues between the two parties, the matter was _____ to the legal department for further investigation.

(9) The CEO reaffirmed the company's _____ to providing exceptional products and service during the annual shareholder meeting.

(10) The manufacturer quickly _____ the pricing error on its website and apologized to affected customers for any inconvenience caused.

Ⅱ. Practical Dialogue 实用对话

The Washing Machine Doesn't Work Well!

A buyer(B) has bought a washing machine online, but it doesn't work well and usually generates some noises. Then she complained a lot to the seller(S).

B: Hi, I'm extremely disappointed with the washing machine I purchased from your online store. It's been giving me a lot of trouble. Firstly, it doesn't work properly, and secondly, it makes strange noises during operation. I expect a resolution to this problem as soon as possible.

S: I apologize for the inconvenience you have faced with the washing machine. We take such issues seriously and are committed to resolving them. Could you please provide more details about the problems you are experiencing? This will help us understand the situation better and offer an appropriate solution.



Washing Machine [2]

B: The machine doesn't seem to clean the clothes thoroughly, even after following the instructions properly. Additionally, it produces loud noises during the wash cycle, which is quite concerning. I have tried troubleshooting based on the user manual, but the issues persist.

S: Thank you for sharing the specifics. I understand your frustration, and I assure you that we will address this matter promptly. To resolve the cleaning issue, I suggest checking the detergent quantity, loading capacity, and selecting the appropriate wash cycle for different fabrics. Regarding the noise, it could be due to a faulty part or an installation problem. We can arrange for a technician to inspect the machine and resolve the issue at your convenience.

B: I appreciate your willingness to help. Please schedule a technician visit at the earliest. The noise is quite disruptive, and I'm concerned about the long-term durability of the machine. I hope the technician can identify and fix the problem effectively.

S: Certainly, I understand your concern. I will arrange for a technician to visit your location within the next two business days. If any parts need to be replaced, we will ensure they are provided promptly.

B: Thank you for your assistance. I look forward to a fully functional washing machine without any issues.

S: You're welcome! We genuinely apologize for the inconvenience caused and appreciate your patience. If you have any further concerns or questions, please don't hesitate to reach out.

洗衣机运行异常

一名买家在网上购买了一台洗衣机，但它运行异常，还会发出一些噪音。随后，她向卖家进行了投诉。

买家：嗨！我对从你们网店购买的洗衣机感到非常失望。它给我带来了很多麻烦。首先，它无法正常工作。其次，在运行过程中会发出奇怪的噪音。我想尽快解决这个问题。

卖家：对于您遇到的洗衣机问题，我深感抱歉。我们非常重视此类问题，会尽力加以解决。您能否提供更多详细信息，以便我们更好地了解情况并提供适当的解决方案？

买家：这台洗衣机似乎无法彻底清洁衣物，即使我按照说明书正确操作也是如此。此外，在洗涤过程中会发出很大的噪音，这令人非常担忧。我已经根据用户手册进行了故障排除，但问题仍然存在。

卖家：感谢您分享具体情况。我理解您的心情。我向您保证，我们将立即解决这个问题。对于清洁问题，我建议您检查一下洗涤剂的数量、装载容量以及为不同面料选择的洗涤模式是否恰当。至于噪音问题，可能是零件故障或安装问题引起的。我们可以在您时间方便的时候安排一名技术员前去检查并解决问题。

买家：感谢您愿意提供帮助。请尽快安排技术员上门检查。噪音非常令人不安，我担心机器能否耐用。希望技术员能够有效地识别和解决问题。

卖家：没问题，我理解您的担忧。我将安排技术员在未来的两个工作日内前去检查。如需更换零件，我们也将及时提供。

买家：感谢您的帮助。我期待拥有一台没有任何问题、功能完备的洗衣机。

卖家：不客气！给您造成不便我们深感道歉。感谢您的耐心等待。如果有任何疑虑或问题，请随时联系我们。

1. Read the dialogue and try to answer the following questions.

阅读对话并尝试回答以下问题。

a. What's wrong with the washing machine?

b. According to the seller's judgement, what may be the cause of the noise?

c. What solution does the seller provide to the buyer?

2. Role-Play

角色扮演

You run a children's clothing store on eBay, and a customer from the United States, Miller, made a purchase of several bestseller children's clothing items in your store on November 5th. On November 25th, you received a complaint email from Miller regarding non-delivery of the goods. Please engage in a role-play conversation with your classmate, explaining the reasons for the non-delivery and outlining the solution.

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

1. defective product	残次品
2. damaged goods	受损货物
3. late delivery	延迟交货
4. poor customer service	服务不佳
5. order cancellation	订单取消
6. refund request	请求退款
7. exchange request	请求换货
8. shipping error	运输出错
9. billing error	结算出错
10. product not as described	产品与描述不符
11. lost shipment	货物丢失
12. quality issues	质量问题
13. poor packaging	包装不良
14. communication problems	沟通问题
15. warranty claim	保修索赔
16. product recall	产品召回
17. privacy breach	侵犯隐私
18. unresponsive seller	卖家不回应

Useful Sentences 实用句型

1. Offering high-quality products and services can minimize the chances of customer disputes.

   提供高质量的产品和服务可以最大程度地减少顾客纠纷。

2. According to the data analysis on eBay platform, late deliveries are one of the common reasons for customer complaints.

eBay 平台的数据分析表明，延迟交货是顾客投诉的常见原因之一。

3. Disputes may arise when customers receive products that differ from their descriptions.

   当顾客收到与网店描述不符的产品时，可能会产生纠纷。

4. Properly trained customer support staff can handle complaints effectively and provide satisfactory resolutions.

   客服人员经过适当培训可以有效处理投诉并提供令客户满意的解决方案。

5. Misleading advertising can lead to dissatisfied customers and negative reviews.

   误导性广告可能导致顾客不满和负面评价。

6. To prevent billing disputes, ensure transparency and accuracy in pricing and invoicing.

   为了避免费用纠纷，在定价和发票中应确保透明度和准确性。

7. A clear and customer-friendly return policy can reduce disputes related to refunds and returns.

   清晰且友好的退货政策可以减少与退款和退货有关的纠纷。

8. Disclose shipping and handling charges clearly during the checkout process to avoid disputes over extra fees.

   结账过程中需清楚地披露运输和处理费用，避免引起关于额外费用的纠纷。

Fulfill the Task 完成任务

Please finish the task based on the information given in scenario at the beginning.
请根据开头情景所给信息完成任务。



Deal with Disputes [3]

Career Tips 职场技巧

What Are the Common Complaints and Disputes from Customers?

Customers can have various complaints and disputes when dealing with products or services.



Common Complaints and Disputes [4]

- **Product Quality**: Customers may complain about receiving products that are damaged, defective, or not meeting their expected quality standards.
- **Late or Non-Delivery**: Complaints can arise when customers do not receive their orders within the promised time or experience issues with delivery, such as lost packages.
- **Poor Customer Service**: Dissatisfied customers may complain about unhelpful or rude customer service representatives, lack of response, or difficulty in reaching customer support.
- **Misleading Advertising**: Customers may feel deceived if the product or service does not match the description or claims made in advertisements.
- **Billing and Pricing Issues**: Complaints may arise due to incorrect billing, unauthorized charges, or discrepancies in pricing.
- **Refund and Return Problems**: Customers may dispute the return policy, experience delays in processing refunds, or face challenges when returning products.
- **Communication Problems**: Dissatisfied customers may complain about poor communication from the company, such as unanswered emails or phone calls.
- **Website or App Errors**: Customers can be frustrated by technical issues on the website or mobile app, such as payment failures or difficulties in using the platform.
- **Warranty and Guarantee Concerns**: Customers may dispute the terms of warranties

or guarantees, particularly when it comes to the repair or replacement of faulty products.

• **Data Privacy and Security**: Complaints may arise if customers feel that their personal information is mishandled or if they encounter security breaches.

• **Communication Language**: Customers in international markets may complain about language barriers or difficulties in communicating with customer support.

• **Shipping and Handling Charges**: Disputes can occur over shipping and handling fees, especially if they are perceived as excessive or unclear.

Glossary 词汇表

1.	defective	[dɪ'fektɪv] adj. 优缺点的，有缺陷的
2.	representative	[reprɪ'zentətɪv] n. 销售代表，代理人
3.	deceive	[dɪ'si:v] v. 欺骗，蒙骗
4.	unauthorized	[ʌn'ɔ:θəraɪzd] adj. 未经许可的
5.	discrepancy	[dɪs'krepənsi] n. 差异，不符合，不一致
6.	faulty	['fɔ:lti] adj. 有错误的，有缺陷的
7.	mishandle	[mɪs'hændl] v. 处理不当
8.	breach	[bri:tʃ] n. 破坏，违背
9.	excessive	[ɪk'sesɪv] adj. 过分的，过度的

常见的顾客投诉和纠纷

顾客在购买产品或使用服务时可能会产生各种投诉和纠纷。

• **产品质量**：顾客可能会抱怨收到的产品有损坏、有缺陷或未达到预期的质量标准。

• **延迟或未送达**：当顾客没有按照承诺的时间收到订单或在送货过程中遇到问题（例如包裹丢失）时可能会投诉。

• **客户服务差劲**：顾客不满意时可能会抱怨客服人员不乐意提供帮助、态度粗鲁、缺乏回应，或者难以联系客服人员。

• **广告具有误导性**：如果产品或服务与广告中的描述或承诺不符，顾客可能会觉得自己被骗了。

• **费用和定价问题**：如果计费有误、不正当收取费用或者价格有出入，都会产生投诉。

• **退款和退货问题**：顾客可能会对退货政策提出异议，经历延迟退款问题，或在退货过程中遇到困难。

• **沟通问题**：顾客不满意时可能会抱怨公司的沟通不畅，如电子邮件或电话未回复。

• **网站或应用程序出错**：顾客可能会对网站或移动应用程序上的技术问题感到困惑，如付款失败或平台使用困难。

• **保修和担保问题**：顾客可能会对保修或担保条款提出异议，特别是在修理或更换有故障的产品时。

• **数据隐私与安全**：如果顾客觉得个人信息处理不当或遇到安全漏洞，就可能会投诉。

- **沟通语言**：国际顾客可能会抱怨与客服人员存在语言障碍或沟通困难。
- **运输和处理费用**：在运输和处理费用方面可能会发生纠纷，特别是客户觉得费用过高或含混不清时。

Task B Reviews and Feedback

评价和反馈

Learning Objectives 学习目标

In this task, you are expected to

该任务中，你将

◇ familiarize yourself with essential vocabulary related to reviews and feedback.

熟悉与评价和反馈相关的核心词汇。

◇ gain practical phrases, expressions and sentences connected to reviews and feedback.

掌握与评价和反馈相关的实用短语、习惯表达及句型。

◇ develop the skills to effectively respond to customers' inquiries about reviews and feedback.

学习有效回答客户关于评价和反馈问题的技巧。

Scenario 情景

You have recently opened a wedding dress customization store on the Alibaba platform. After several months of operation, you received your first order from a German customer named Adele. The customer has confirmed receipt of the order, without leaving any feedback yet. You really hope to receive her positive feedback to build a good reputation for your store.

你在 Alibaba 平台上新开了一家婚纱订制店铺。经过数月经营，你收到了来自德国客户 Adele 的第一笔订单。客户确认收货后尚未留评。你很希望能收到她的好评，为店铺争取好声誉。

Discussion 讨论

Please consider how to guide customers to leave positive feedback when they are satisfied with the product. What key points should be noted during the communication process?

请思考当客户对产品感到满意时，如何引导他/她留好评？在沟通过程中需要注意哪些

要点？

Set the Task 任务要求

Please send an email or message to Adele, asking if she is satisfied with the product and inviting her to leave a positive review.

请给 Adele 发送邮件或留言，询问她对产品是否满意并邀请其留好评。

Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

Encourage Customers to Leave Good Reviews and Feedback

As a customer service representative for an online shop, fostering positive reviews and feedback is vital to building a strong reputation for the brand and shop. Positive reviews not only enhance **credibility** but also attract new customers and encourage repeated business. Here are some strategies to encourage customers to leave good reviews and feedback.



Good Reviews and Feedback [5]

Deliver Exceptional Customer Service

Providing outstanding customer support should be the foundation of every interaction. Ensure that customers' inquiries and concerns are **addressed** promptly, professionally, and with **genuine** care. Going above and beyond to exceed their expectations would create a memorable experience.

Express Appreciation

After every purchase or interaction, express gratitude to the customers for choosing the shop and for sharing their experience. A sincere "thank you" email or note can make customers feel valued and more willing to leave positive feedback.

Incentivize Reviews

Offering small **incentives** like **exclusive** discounts, loyalty points, or gift cards to customers who leave reviews can motivate them to share their opinions. However, it is crucial to ensure that these incentives do not **compromise** the **authenticity** of the feedback.

Make Reviewing Easy

Simplify the review process and provide direct links to popular review platforms in post-purchase emails or on the shop's website, making it convenient for customers to share their experience.

Showcase Positive Reviews

Displaying positive reviews, success stories and **testimonials** from satisfied customers on the shop's website or social media channels can effectively inspire other customers to leave their feedback. Create a **dedicated** section for **showcasing** customer success stories, demonstrating transparency and **trustworthiness**.

Respond to Reviews

Engaging with customers who leave reviews, whether positive or negative, shows that the shop values their feedback. Respond to all reviews professionally, thanking customers for their input and addressing any concerns raised in negative reviews.

By employing these strategies, the online shop can create a customer-centric environment that encourages customers to share their positive experiences, which contributes to earning a **stellar** reputation for the brand and shop in the competitive market of cross border e-commerce.

引导顾客留好评

作为一家网店的客服代表，引导顾客留下好评与积极的反馈对于建立品牌和店铺的良好声誉至关重要。正面的评价不仅增强信誉，还能吸引新客户，并鼓励复购。以下是一些鼓励顾客留下好评与反馈的策略。

提供卓越的客户服务

每一次与顾客互动的基础是提供出色的客户服务。确保及时、专业地回应顾客的咨询和关切，并真诚地对待。超越顾客期望，创造令人难忘的体验。

表达感激之情

在顾客每次购买或互动后表达感谢，感谢他们选择了该店铺并分享了自己的体验。真诚的致谢邮件或留言都可以让顾客感到备受重视，更愿意留下积极的反馈。

激励评价

向愿意留下评价的顾客提供小额奖励，如独家折扣、积分或礼品卡，可以激励他们分享自己的观点。然而，也要注意确保这些激励不会影响反馈的真实性。

简化评价流程

简化评价流程，通过邮购后的电子邮件或在店铺网站上提供热门评价平台的直接链接，让顾客便捷地分享自己的体验。

展示正面评价

在店铺的网站或社交媒体渠道上展示来自满意顾客的正面评价、成功故事和推荐信，可以有效地激励其他顾客留下反馈。要创建专门的板块来展示顾客的成功故事，展示店铺的透明度和可靠性。

回应评价

与留下评价的顾客互动，无论是正面还是负面的评价，都表明店铺重视他们的反馈。专业地回应所有评价，感谢顾客的意见，并解决负面评价中所提出的问题。

通过采取以上措施，网店可以打造一个以顾客为中心的环境，鼓励顾客分享积极的购物体验，从而在跨境电商竞争激烈的市场中为品牌和店铺赢得好声誉。

Core Vocabularies 核心词汇

credibility [kredəˈbɪləti] n. the quality that sb/sth has that makes people believe or trust them 可信性，可靠性

e. g.

1. The core values of our company are credibility, team work, diligence and devotion.
我们公司的核心价值观是诚实守信、团结协作、勤奋努力和乐于奉献。

2. The survey's findings show the Chinese currency is gaining in both usage and credibility across the world.
调查结果显示，人民币在全球的使用量和可信度都在增加。

address [əˈdres] v. to think about a problem or a situation and decide how you are going to deal with it 设法解决，处理，对付

e. g.

1. We must address ourselves to the problem of traffic pollution.
我们必须设法解决交通污染问题。

2. We should pay due attention to the pressing needs of developing countries and advance practical cooperation in such key areas as poverty reduction, food security, development financing and industrialization, in a bid to address uneven and inadequate development.
要关注发展中国家紧迫需求，围绕减贫、粮食安全、发展筹资、工业化等重点领域推进务实合作，着力解决发展不平衡不充分问题。（习近平主席发言）

genuine ['dʒenjuɪn] adj. real; exactly what it appears to be; not artificial; sincere and honest 真的，真实的，真诚的

e. g.

1. He made a genuine attempt to improve conditions.
他真心实意地努力改善环境。

2. Our necklaces are made with genuine pearls.
我家的项链是用真正的珍珠做的。

incentive [ɪn'sentɪv] n. something that encourages you to do sth 激励，刺激，鼓励

e. g.

1. There is no incentive for people to save fuel.
没有使人们节约燃料的鼓励办法。

2. What we're looking most deeply at is just the incentives that the platform naturally provides and the service provides.
我们最关注的只是平台本身和服务提供的激励措施。

exclusive [ɪk'sklu:sɪv] adj. only to be used by one particular person or group; only given to one particular person or group（个人或集体）专用的，独有的

e. g.

1. The hotel has exclusive access to the beach.
这家旅馆有通向海滩的专用通道。

2. We offer wide ranges of exclusive design of our homeware products handmade from Mother of Pearls, Shell and Paua (Abalone skin).
我们提供广泛独特的设计，我们家居产品由珍珠母、贝壳及鲍鱼（鲍鱼皮）手工制成。

compromise ['kɒmprəmaɪz] v. to do sth that is against your principles or does not reach standards that you have set; bring sb/sth into danger or under suspicion 违背(原则);达不到标准;使……陷入危险

e. g.

1. We are not prepared to compromise on safety standards.
我们不愿在安全标准问题上放松。

2. Sustainability means meeting the needs of the present while not compromising the needs of the future.
可持续性意味着满足当前的需求,同时不影响人们未来的需求。

authenticity [ɔːθen'tɪsəti] n. the quality of being genuine or true 真实性;确实性

e. g.

1. The app enables customers to check a product's authenticity by scanning its barcode.
顾客可以用这款应用程序扫描条形码检验产品的真实性。

2. The authenticity and accuracy of inventory data is one of the problems that the e-commerce industry faces today.
如何保证库存数据的真实准确是当今电商行业面临的问题之一。

testimonial [testɪ'məʊnɪəl] n. a formal written statement about the quality of sth; a thing that is given or done to show admiration for sb or to thank sb 推荐信;感谢信

e. g.

1. The catalogue is full of testimonials from satisfied customers.
这份商品目录满篇皆是称心顾客的赞辞。

2. Testimonials help other people understand why a product or a service is good and, of course, makes them want to buy it.
推荐书帮助其他人理解产品或服务好在哪里,当然,也让他们想购买它。

dedicated ['dedɪkeɪtɪd] adj. designed to do only one particular type of work; used for one particular purpose only 专用的,专门用途的

e. g.

1. This room is dedicated to food preparation.
这个房间是专门准备食物的。

2. We fund a dedicated, independent child helpline that provides support and information to hundreds of thousands of children annually.
我们资助一个专门的、独立的儿童热线,每年为成千上万的孩子提供支持和信息。

showcase ['ʃəʊkeɪs] v. to show and display sth 展示,展现

e. g.

1. The albums showcase his production skills.
这些专辑展现了他的制作技术。

2. Cars like General Motors Firebird, Renaud's frigate, Jaguars and of course Mercedes-benz showcase cutting-edge technology for the times.
很多汽车品牌，比如通用汽车、雷诺的护卫舰、捷豹，当然还有梅赛德斯-奔驰，都展现了时代的先进技术。

trustworthiness ['trʌstwɜːðɪnəs] n. the quality of being honest, sincere, etc. 值得信赖，可靠性，可信度

e. g.

1. Emotional maturity is also an indicator of trustworthiness.
情绪成熟也是值得信赖的一个标志。

2. A study found that people greatly valued trustworthiness in their relationships.
一项研究发现，人们非常重视人际关系中的可信度。

stellar ['stelə(r)] adj. excellent 优秀的，精彩的，杰出的

e. g.

1. After several stellar quarters, Microsoft is once again the world's most valuable listed company, worth over $1trn.
在经历了几个出色的季度之后，微软再次成为世界上最有价值的上市公司，市值超过 1 万亿美元。

2. We crave a loving marriage, deeply satisfying and richly rewarding work, a stellar reputation, an ideally fit body and positive social change.
我们渴望有爱的婚姻、令人深感满足且回报丰厚的工作、一流的声誉、完美的身材和积极的社会变革。

1. Read the case and discuss the following questions.

阅读案例并讨论以下问题。

a. What is the foundation of guiding customers to leave a good review?

b. What should be noticed most when offering incentives to customers?

c. How to make the reviewing process easier?

d. What should we do if a customer leaves negative feedback according to the passage?

2. Find the words with the meanings below and write them on the lines. The first letters are given.

根据含义在横线上填单词(首字母已给出)。

(1) g _____ real; not artificial; sincere and honest

(2) a _____ the quality of being genuine or true
(3) i _____ something that encourages you to do sth
(4) s _____ excellent
(5) c _____ to do sth that is against your principles
(6) c _____ the quality that sb/sth has that makes people believe or trust them
(7) s _____ to show and display sth
(8) a _____ to think about a problem and to deal with it
(9) d _____ used for one particular purpose only
(10) t _____ the quality of being honest, sincere, etc.

3. Complete the sentences with the correct form of the words or phrases in the box.
用方框中单词或短语的正确形式完成句子。

showcase	trustworthiness	stellar	genuine	compromise
credibility	testimonial	address	incentive	exclusive

(1) _____ is a crucial factor in building long-term relationships with clients and gaining their loyalty.

(2) The company organized a special event to _____ its latest product lineup to potential investors and customers.

(3) The glowing _____ from a satisfied customer serves as a powerful endorsement of the company's products and services.

(4) The shoes company refuses to _____ on product quality, ensuring that only the best materials are used in manufacturing.

(5) The company offers an _____ discount for loyal customers.

(6) The CEO expressed the _____ appreciation and gratitude towards the employees during the annual company address.

(7) The brand's _____ performance in the market is attributed to the efforts of its skilled and motivated team.

(8) The project manager called for a meeting to _____ the challenges faced during the project.

(9) As an _____ to increase sales, the retailer offers a gift with purchases over a certain amount.

(10) The thorough documentation of the research adds _____ to the study's findings and conclusions.

Ⅱ. Practical Dialogue 实用对话

Positive Feedback on Sneakers

A customer(C) from Australia has bought a pair of sneakers from a store on Alibaba. The salesman(S) is guiding him to leave positive feedback on the product.



Positive Feedback on Sneakers [6]

S: Dear customer, I hope you're enjoying your new sneakers! I noticed you received your order, and I wanted to check in to see how you like them.

C: Hi there! Yes, I received the sneakers, and they look great. I've tried them on, and they fit perfectly.

S: That's wonderful to hear! We're glad you're satisfied with your purchase. Your feedback means a lot to us, and we'd be extremely grateful if you could take a moment to share your thoughts in a review.

C: Sure, I'd be happy to leave a review. Just to clarify, where can I leave the feedback?

S: Thank you so much for your willingness to help! You can leave your feedback on our Alibaba store page. It's a great way for other potential buyers to learn about the quality and satisfaction of our products.

C: Sounds good. I'll make sure to do that later today.

S: Thank you! We always strive to provide the best customer service possible. Your satisfaction is our priority, and we're here to assist you whenever you need it.

C: I appreciate that. I'll write the review and let you know once it's up.

S: Thank you again for your time and feedback. Your review will help other shoppers make informed decisions, and it'll be invaluable for our store's reputation. If you have any questions or need any assistance in the future, don't hesitate to reach out.

C: Not a problem at all. I'm happy to help. Thanks!

S: You're welcome! Have a fantastic day!

客服：亲爱的顾客，希望您喜欢刚买的运动鞋！我注意到您已经收到了订单，想问一下您对它的评价如何。

客户：嗨！是的，我已经收到运动鞋了，看起来很棒。我试穿了一下，尺码非常合适。

客服：太好了！很高兴您对此次购买体验感到满意。您的反馈对我们非常重要，如果您能抽出一点时间在评论中分享您的想法，我们将非常感激。

客户：当然，我乐意写。只是想确认一下，我在哪里可以留下评论？

客服：非常感谢您肯帮忙！您可以在我们阿里巴巴店铺页面留下评论。这将非常有助于其他潜在的买家了解我们产品的质量和满意度。

客户：好的，我稍后就去写评论。

客服：谢谢！我们一直致力于为客户提供最好的服务。您的满意是我们的首要任务。如果您需要任何帮助，我们会随时为您提供支持。

客户：我很感激。我会写下评论，完成后通知您。

客服：再次感谢您肯花费时间给予反馈。您的评论将帮助其他购物者做出明智的决定，对我们店铺的声誉非常有价值。如果您有任何问题或未来需要任何帮助，请随时与我们联系。

客户：没问题，我很乐意帮忙。谢谢！

客服：不客气！祝您度过美好的一天！

1. Read the dialogue and try to answer the following questions.

阅读对话并尝试回答以下问题。

a. Is the customer satisfied with the sneakers?

b. Where is the customer supposed to leave the feedback?

c. What benefits can a positive review bring?

2. Role-Play

角色扮演

Suppose you work in customer service department for a bag store. A customer from Singapore bought one bag from your store, but she didn't give any feedback yet. Please create a dialogue with your classmate.

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

1. customer review	客户评价
2. product feedback	产品反馈
3. positive review	正面评价
4. negative review	负面评价
5. five-star rating	五星评级
6. testimonial	证书
7. user experience	用户体验
8. honest feedback	真实反馈
9. constructive criticism	建设性批评意见
10. verified purchase	验证购买
11. detailed review	详细评价
12. excellent customer service	出色的客户服务
13. high-quality product	高质量产品
14. reliable seller	可靠的卖家
15. prompt shipping	及时发货
16. impressive packaging	包装精美
17. word-of-mouth	口碑

Useful Sentences 实用句型

1. Your comment means a lot to us.
   您的评价对我们来说很重要。
2. Your happiness is our top priority.
   您的满意是我们的首要任务。
3. Positive feedback from customers like you can make a significant difference.
   来自顾客的积极反馈对我们来说意义重大。

4. We believe in the power of customer feedback.
我们相信顾客的反馈之力。

5. A positive review from satisfied customers encourages us to keep delivering excellence.
来自满意客户的积极评论鼓励我们继续追求卓越。

6. Since you are our valued customer, your positive review can help others make informed decisions.
作为我们尊贵的客户，您的积极评论可以帮助其他人做出明智的决定。

7. If you've enjoyed your experience, please share your positive feedback with others.
如果您对购买体验感到满意，请与他人分享一下您的好评。

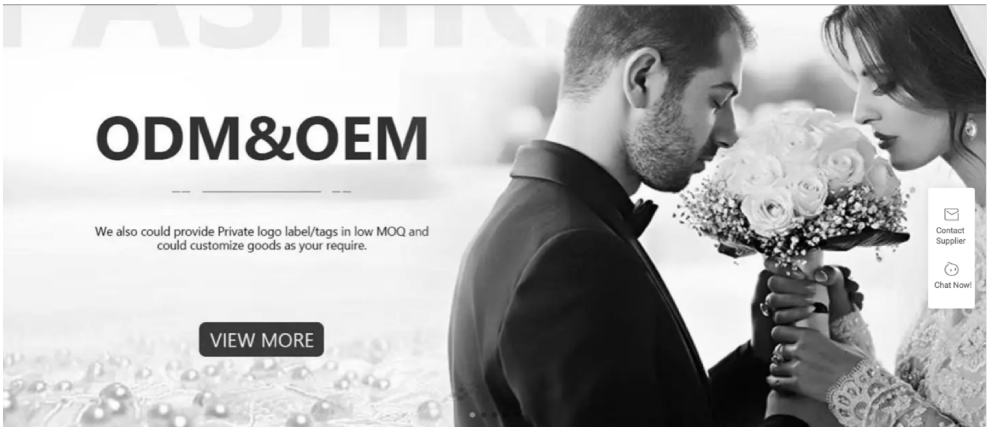
8. We'd greatly appreciate it if you could share your thoughts about our product.
如果您对购买满意，请分享您对我们产品的看法。

9. We are glad to send you a coupon if you leave us a positive comment.
如果您给我们留下好评，我们很高兴送给您一张优惠券。

10. If you are not satisfied, please let us make it right instead of leaving negative comment.
如果您不满意，请不要留下差评，给我们机会改正。

Fulfill the Task 完成任务

Please finish the task based on the information given in scenario at the beginning.
请根据开头情景所给信息完成任务。



Wedding Dress on Alibaba Platform [7]

Career Tips 职场技巧

Tips on Sending Follow-up Emails

When sending follow-up emails asking for good reviews, several important considerations should be kept in mind to ensure the process is effective and respectful of the customers' preferences.



Follow-up Emails [8]

1. **Timing**: Choose an appropriate timing. Avoid sending the request immediately after the purchase, as customers may need time to use and evaluate the product or service. Wait for a reasonable period, such as a few days or a week, before sending the email.

2. **Personalization**: Personalize the follow-up email by addressing the customer by name. Use the customer's past purchase history or interactions to tailor the email, showing that the shop values their individual experiences.

3. **Clarity and Politeness**: Clearly state the purpose of the email and politely request the customer's positive feedback. Use friendly and professional language throughout the message.

4. **Incentives (Optional)**: Consider offering a small incentive, such as a discount on the next purchase or loyalty points, as a token of appreciation for leaving a review. However, ensure that the incentive does not appear as a bribe.

5. **Unsubscribe Option**: Include an easy-to-find unsubscribe option in the email. Respecting customers' preferences is crucial, and some may not wish to receive follow-up emails.

6. **Follow-up Frequency**: Avoid bombarding customers with multiple follow-up emails if they have not responded. One or two follow-ups at appropriate intervals are sufficient.

7. **Thank-you Message**: Whether the customer leaves a review or not, always thank them

for their time and consideration. Show appreciation for their support of the shop.

Glossary 词汇表

1.	follow-up	['fɒləʊ ʌp] n. 追踪，跟踪
2.	preference	['prefrəns] n. 偏好，喜爱
3.	tailor	['teɪlə(r)] v. 制定，订做
4.	token	['təʊkən] n. 象征，标志，表示
5.	bribe	[braɪb] n. 贿赂，行贿
6.	unsubscribe	[ʌnsəb'skraɪb] v. 取消订阅
7.	bombard	[bɒm'bɑːd] v. 轰炸，提供过多信息
8.	interval	['ɪntəvl] n. (时间上)间隔，间歇

发送追踪邮件的几点建议

当发送追踪邮件以索取好评时，需要考虑以下重要事项，确保有效沟通的同时也能尊重顾客的偏好：

1. **时间选择**：选择适当的时间。避免在购买后立即发送请求，因为顾客可能需要时间使用和评估产品或服务。等待一段时间，如几天或一周，然后再发送邮件。

2. **个性化**：通过称呼顾客的名字实现追踪邮件的个性化。利用顾客的过往购买历史或互动情况来订制邮件，显示店铺对他们个人经历的重视。

3. **清晰和礼貌**：明确阐述邮件的目的，并礼貌地请求顾客做出积极评价。在整个邮件中使用友好而专业的语言。

4. **激励(可选)**：考虑提供小额激励措施作为对好评的感激，例如下次购买的折扣或忠诚积分。但是，确保让这种激励不显得像贿赂顾客。

5. **取消订阅选项**：在邮件中包含易于找到的取消订阅选项。尊重顾客的偏好非常重要，有些人可能不希望收到追踪邮件。

6. **邮件跟进频率**：如果顾客未回应，避免频繁发送多个追踪邮件。适当间隔地发送一至两个跟进邮件就足够了。

7. **感谢信**：无论顾客是否留下评论，都要感谢他们为此付出的时间和精力。表达对他们支持店铺工作的感激之情。

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Unit 8 Customer Management
客户管理

Task A Customer Acquisition
客户获取

Learning Objectives 学习目标

In this task, you are expected to :
该任务中，你将

◇ Understand the channels for obtaining cross-border e-commerce overseas customers. .
了解跨境电子商务境外客户获取的渠道。

◇ Learn job skills for acquiring target customers.
学习获取目标客户的工作技巧。

◇ Master practical phrases, expressions, and sentence related to cross-border e-commerce customer acquisition.
掌握与跨境电子商务客户获取相关的实用短语、习惯表达及句型。

Scenario 情景

Li Ming successfully entered a cross-border e-commerce enterprise in Shenzhen, and the company leaders arranged for him to engage in customer service related business, namely developing potential customers and managing old customers. The customers of cross-border e-commerce enterprises are all overseas, how can he explore potential customers?

李明如愿以偿地进入深圳当地的一家跨境电商企业，公司领导安排他做客服相关业务，即对潜在客户进行开发以及对老客户进行管理与服务。跨境电商企业的客户都在境外，怎么样才能挖掘潜在客户呢？

Discussion 讨论

Based on Li Ming's current situation, which channel do you think is the most feasible for him to acquire customers from?

根据李明目前的情况，你认为他从哪一渠道获取客户最为可行？

Set the Task 任务要求

What channels do cross-border e-commerce enterprises acquire customers and discuss how to obtain customers through different channels.

跨境电商企业通过哪些渠道获取客户，讨论如何通过不同渠道获客。

Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

Mainstream media helps cross-border e-commerce enterprises accurately reach global target customers

The world's three major mainstream media, Meta, Google, and TikTok, **conceal** huge traffic value and are important marketing destinations for cross-border e-commerce enterprises, helping Chinese brands reach global target customers widely and accurately.

Meta, as the world's largest social media platform, has over 3.5 billion monthly active users. Its products such as WhatsApp, Messenger, Instagram, and Facebook are almost all **frontline** social media platforms and have great influence worldwide. Meta, with its huge traffic advantage, powerful visual effects, and precise advertising positioning, helps advertisers advertise in Europe, America, Southeast Asia, and Latin America and achieve their ideal business goals.

Google is the world's largest search engine, with search coverage covering over 250 countries and occupying over 70% of the global market. In addition, Google has 9 major products, each with over 1 billion users. Among them, YouTube, which can offer long and short videos, as well as a commission sharing strategy for advertising, has become the most popular platform among new internet celebrities. At the same time, Google Ads' intelligent algorithm technology can analyze millions of signals in real-time, thereby displaying the appropriate advertising content to the right customers at the right time.

TikTok, as the world's most growing short video platform, has surpassed 1 billion monthly active users in just 4 years, occupying a young group with strong user stickiness

and activity, unleashing emerging consumer potential. TikTok has excellent content creation soil and rich creative support, providing users with immersive experiences through real-life shooting of products and trial scenarios. Native content reaches user scenarios and achieves full link conversion.

The first step in cross-border e-commerce operation is to attract and attract customers. So, how to attract and attract customers? Besides the mainstream media mentioned earlier, what are the other ways to attract customers? With these questions, we enter the study of this task.

The following will explain how to obtain accurate customers from four aspects.

Ⅰ. Content marketing

Content marketing strategy is the most commonly used customer acquisition method. If users are compared to animals, then content is a food that attracts animals, and we need to produce high-quality content to attract potential customers. High quality content marketing should have the following points: (1) The content provided is from the **perspective** of users, publishing what they want and valuable content; (2) Related to one's target customer market; (3) Through articles, users can go through the entire purchasing process; (4) Having a certain marketing strategy in it can attract users to enter the store for browsing; (5) Can solve corresponding problems and concerns for users, enhance their trust and loyalty to the brand.

1. Self media platform

A self media platform is a place that already has a large amount of traffic, such as domestic platforms such as NetEase, Penguin, Baijia, and Sohu, as well as foreign platforms such as Medium and Blogger. Sellers can know in advance which self media platforms are commonly used in the target customer market and publish them through writing articles. The content published on these platforms needs to meet the needs of local users. Meeting this requirement will ensure that your article spreads quickly and the scope of **dissemination** continues to expand, and potential customers will also be attracted to enter your store during the dissemination process.

2. Audio and short video

People tend to quickly receive a shorter piece of information in a short period of time in their daily lives. Audio and short videos can effectively solve this problem. According to the survey, people in the United States and other regions tend to use TikTok, YouTube, Podcast and other platforms during break time and commuting time, which is **equivalent** to Tiktok in China. Therefore, sellers can make good use of this condition to clearly and accurately express the content they want to express to users through audio and short videos. Compared to the content expressed in the article, this is more rich, reliable, and complete.

Ⅱ. Search engine promotion

SEO mainly improves website ranking through keywords. When sellers are writing articles or posting short videos, it is best to choose keywords with high traffic and conversion rates for their titles or content. Of course, the keywords you choose should not only be high traffic, but also be practical and related to the products you sell. Otherwise, although you have attracted enough traffic to your store or website, it will be useless if you cannot convert them. The key to using SEO **drainage** is to produce high-quality content. For example, if the seller sells summer fans, the published content and keywords should be related to fans, summer, and other aspects as much as possible, such as # Cool Summer #, # Summer Wind #. After a period of time, the SEO ranking on the website will increase significantly.

Ⅲ. Social media

The mainstream social software in China includes WeChat, Xiaohongshu, Tiktok, etc. In foreign countries, it mainly includes Facebook, Twitter, LinkedIn, Instagram, etc. Attract potential customers to **proactively consult** by promoting product videos and photos on the platform. Users spend about a quarter of their day using social media, providing sellers with **intangible** convenience. By browsing product introductions and captured images, users have a high possibility of further entering and browsing product details pages. With a certain amount of browsing, products can also increase sales. The purpose of marketing through social media is to establish a good **reputation**, which is a way to have close contact with users. By relying on users' trust in themselves, they can **unconsciously** help themselves promote their store, and the traffic will continue to increase.

Ⅳ. Advertising

Attractive and quick to remember advertisements are also a great way to attract customers. When users want to have a detailed understanding of the information in the advertisement, they will search for relevant content through SEO search keywords, which improves SEO ranking and increases the likelihood of purchase, and can easily increase brand **awareness**, killing two birds with one stone. High quality soft articles can effectively capture users' pain points, understand their needs, bring high traffic and conversion rates to their store or website, and increase their profits.

主流媒体助力跨境电商企业精准触达全球目标客户

全球三大主流媒体 Meta、Google、TikTok 隐藏巨大的流量价值，是跨境电商企业营销重地，帮助中国品牌广泛精准触达全球目标客户。

Meta 作为全球最大的社交媒体平台，月活用户超 35 亿，旗下的产品如 WhatsApp、messenger，Instagram 和 Facebook 几乎都是一线社交平台，在全球范围内拥有极大的影响

力。Meta 凭借巨大的流量优势、强大的视觉效果及精准的广告定位，帮助广告主在欧美、东南亚、拉美进行广告投放并实现理想的商业目标。

Google 是全球最大的搜索引擎，搜索覆盖面涵盖全球 250 多个国家，占据全球 70%以上的市场。此外，Google 旗下拥有 9 大产品，每个产品均超过 10 亿用户，其中旗下的 YouTube 可以做长视频、短视频，还有广告的分佣策略，已成为最受新晋网红青睐的平台。同时 Google Ads 的智能算法技术能够实时分析数以百万计的信号，从而在恰当的时间向恰当的客户展示恰当的广告内容。

TikTok 作为全球增势最强的短视频平台，仅用 4 年时间突破 10 亿月活用户，占位年轻群体，用户粘性及活跃度极强，释放新兴消费潜力。TikTok 拥有极佳的内容创造土壤与丰富的创意支持，以真人体验拍摄产品和试用场景给用户沉浸式体验，原生内容触达用户场景，实现全链路转化。

跨境电商运营的第一步就是引流获客，那么，如何进行引流获客？除了上文提到的主流媒体，还有哪些引流获客方式？带着这些问题，我们进入本任务的学习。

下文将从 4 个方面为你讲解如何获取精准客户。

一、内容营销

内容营销策略是运用最多的获客方法。如果将用户比作成动物，那么内容就是吸引动物过来的一种食物，我们需要生产优质的内容来吸引潜在客户。优质的内容营销应该具备以下几点：(1)提供的内容是从用户的角度出发，发表他们想要的、有价值的内容；(2)与自己的目标客户市场有关联；(3)通过文章可以贯穿用户的整个购买过程；(4)具有一定的营销策略在其中，可以吸引用户进入店铺浏览；(5)能为用户解决相应的问题和担忧，提升用户对品牌的信任度和忠诚度。

1. 自媒体平台

自媒体平台是一个本身就会拥有大量流量的地方，例如国内的网易号、企鹅号、百家号、搜狐号等平台，国外的 Medium、Blogger 等平台。卖家可以事先了解目标客户市场常用的自媒体平台有哪些，通过撰写文章方式发布。在这些平台中发布的内容需要符合当地用户的需求，满足这点要求你的文章将传播速度快，传播范围不断扩大，潜在客户也会在传播的过程中被吸引进入你的店铺。

2. 音频、短视频

人们在日常更倾向于在短时间内快速接受一条较短的信息。音频和短视频可以很好的解决这个问题。根据调查发现，美国等地区人们倾向于在休息时间、上下班时间刷 TikTok、Youtube、Podcast 等平台，相当于是国内的抖音。因此卖家可以很好的利用这个条件，将想要表达的内容通过音频、短视频的方式清晰、准确地表达给用户。这跟文章相比所表达地内容更加丰富、可靠、完整。

二、搜索引擎推广

SEO 主要是通过关键词来提升在网站的排名。卖家在写文章或者发布短视频的时候标题或内文最好选择一些流量大转化率也高的关键词。当然选择的关键词不能仅仅是流量大的，还需要贴合实际且与销售的商品有关联，不然虽然吸引了足够多的流量进入自己的店铺

或网站，但是不能转化还是无用功。运用 SEO 引流的关键是生产高质量的内容。例如：卖家是销售夏季风扇的，那么发表的内容和关键词尽量与风扇、夏天等方面相关，如＃清凉一夏＃，＃夏天的风＃，一段时间后在网站上的 SEO 排名就会提高不少。

三、社交软件

国内的主流社交软件有微信、小红书、抖音等，国外主要是 Facebook、Twitter、LinkedIn、Instagram 等。通过在平台上宣传产品的视频、照片来吸引潜在客户主动来咨询。用户在使用社交软件的时间约占一天的四分之一，这给卖家提供了无形的便利，用户通过浏览产品的简介和拍摄的图片，有很大的可能性会进一步进入并浏览商品详情页，商品有了一定的浏览量也可以增加销售量。通过社交软件进行营销的目的是建立起自己良好的口碑，这是与用户近距离接触的一种方式。通过用户对自己的信任可以无意识的帮助自己宣传店铺，一传十，十传百，流量会不断增加。

四、广告

吸引人、能快速记忆的广告也是很好获客的一种方法。当用户想要详细的了解广告内的信息时，会通过 SEO 搜索关键词进行搜索相关内容，这提高了 SEO 排名还能增加购买的可能性，并且能轻松提高品牌的知名度，一举两得。比较优质的软文可以很好的抓住用户的痛点，明白用户的需求，给自己的店铺或网站带来较高的流量及转化率，更能增加自己的收益。

Task

Please investigate the ways in which sellers on different cross-border e-commerce platforms attract customers and answer the following questions.

1. Briefly explain how the seller you surveyed attracted customers and which type of customer acquisition method they belong to.

2. What emerging ways of attracting customers have emerged in the cross-border e-commerce market in recent years, and what are the representative enterprises?

3. What do you think is the most important factor that determines the success of cross-border e-commerce sellers in acquiring customers?

任务

请调研不同的跨境电商平台卖家的引流获客方式，并回答以下问题。

1. 简要说明你调研的卖家是通过什么引流获客的，属于哪一种获客方式。

2. 近几年跨境电商市场上出现了哪些新兴的引流获客方式，代表企业有哪些？

3. 你认为决定跨境电商卖家能够成功获客的最重要因素是什么？

Core Vocabularies 核心词汇

conceal [kən'si:l] vt. prevent from being seen or discovered 隐藏；隐瞒；

e. g.

1. Data mining can find the conceal relationship among data.
数据挖掘能发现数据之间隐藏的联系。

2. This overall figure conceals wide divergences between the main industrial countries
这项综合数据掩盖了主要工业国家间的巨大分歧。

frontline ['frʌnt,laɪn] n. 前线；锋线

e. g.

1. Frontline workers risk their own health to save people. I think that's incredibly respectable.
一线工作者冒着自身的健康风险去救助他人。我认为这点非常值得尊敬。

2. Intellectual property problem is a frontline problem in international community.
知识产权问题是目前国际社会的前沿问题。

perspective [pər'spektɪv] n. a particular attitude towards sth；观点；态度

e. g.

1. Keeping a positive perspective can help her stabilize her emotions.
保持积极态度能帮助她稳定自己的情绪。

2. It is important not to let things get out of perspective.
重要的是不要把事情轻重倒置。

dissemination [dɪ,semɪ'neɪʃn] n. the act of dispersing or diffusing something；传播；宣传

e. g.

1. The dissemination of error does people great harm.
谬种流传，误人不浅。

2. Application and Dissemination of a Kind of Functions in Analysis
分析学中一类函数的推广与应用。

equivalent [ɪ'kwɪvələnt] adj. equal in value, amount, meaning, importance, etc. (价值、数量、意义、重要性等)相同的；相等的

e. g.

1. Under these conditions the conservation of energy is equivalent to the conservation of mass.
在这种条件下，能量守恒和质量守恒是相等的。

2. Send □ 20 or the equivalent in your own currency.
寄 20 欧元或等值的贵国货币。

drainage ['dreɪnɪdʒ] n. the process by which water or liquid waste is drained from an area 排水;排水系统

e. g.

1. The area has good natural drainage.
这个地区有良好的天然排水系统。

2. The bricks were bedded in sand to improve drainage.
沙里埋入砖块,以改进排水系统。

proactively [ˌprəʊ'æktɪvlɪ] adv. 积极;主动地;前摄的;有前瞻性

e. g.

1. Trending reports that help to proactively plan for future capacity.
趋势报告,有助于为未来的容量制定前瞻性的计划。

2. Ability to cope with job pressure and resolve problems proactively.
有能力应付工作的压力和积极主动地解决问题。

consult [kən'sʌlt] v. to look in or at sth to get information 咨询;查阅

e. g.

1. If you are in any doubt as to whether you should be doing these exercises, consult your doctor.
如果你拿不准是否应进行这种锻炼,咨询一下医生好了。

2. You shouldn't have done it without consulting me.
你不该不和我商量就做了这件事。

intangible [ɪn'tændʒəbl] adj. that does not exist as a physical thing but is still valuable to a company 无形的(指没有实体存在的资本性资产)

e. g.

1. There are intangible benefits beyond a rise in the share price.
除股价上升之外还有无形利益。

2. As the intangible asset, has the value function.
作为无形资产,具有价值功能。

reputation [ˌrepju'teɪʃn] n. To have a reputation for something means to be known or remembered for it. 名声;名誉

e. g.

1. They are an established company with a good reputation.
他们是一家地位稳固、信誉良好的公司。

2. The school has a reputation for high standards of discipline.
这所学校因纪律严格而名闻遐迩。

unconsciously [ʌn'kɑːnʃəsli] adv. without awareness 不知不觉地;无意地

e. g.

1. Learning strategies are used by learners consciously or unconsciously.
学习策略被学习者有意或无意地使用着。

2. Consciously or unconsciously, you made a choice.
不管是有意还是无意，你已作出了选择。

awareness [əˈwernəs] n. knowing that sth exists and is important; 认识；意识

e. g.

1. The campaign is designed to increase public awareness of the issues.
这场运动旨在提高民众对这些问题的认识。

2. It is important that students develop an awareness of how the Internet can be used.
重要的是学生逐渐懂得如何使用互联网。

Ⅱ. Practical Dialogue 实用对话

Customer: Hi there! I came across your products on TikTok and I'm really interested in purchasing some. Can you tell me more about the materials and uses of the items?

Li Ming: Hello! Thank you for your interest in our products. I'd be happy to provide you with more information. Could you please let me know which specific item you're interested in?

Customer: Sure! I saw a video of a beautiful ceramic vase that caught my eye. Can you tell me what it's made of and how it can be used?

Li Ming: Of course! The ceramic vase you saw is made of high-quality porcelain. It's handcrafted by skilled artisans in China and features intricate designs. This type of vase is commonly used for decorative purposes, such as displaying flowers or as an art piece on its own.

Customer: That sounds great! Is it fragile? I'm worried about it breaking during shipping.

Li Ming: We take extra care in packaging our products to ensure they arrive safely. The ceramic vase is well-padded and protected to minimize the risk of damage during transit. However, I understand your concerns, and we also offer shipping insurance for added peace of mind.

Customer: That's reassuring to hear. How long does shipping usually take, and do you provide tracking information?

Li Ming: Shipping times can vary depending on your location and the shipping method chosen. Typically, it takes around 7-14 business days for international orders to arrive. We provide tracking information so that you can keep an eye on your package's progress from

the moment it leaves our warehouse until it reaches your doorstep.

Customer: Perfect! How can I place an order? Do you accept credit cards?

Li Ming: To place an order, you can simply click on the product link in the TikTok video description, which will direct you to our website. We accept various payment methods, including credit cards, PayPal, and bank transfers. Once your payment is confirmed, we will process your order and provide you with the shipping details.

Customer: Great! I'm excited to make a purchase. Thank you for your help.

Li Ming: You're welcome! If you have any more questions or need further assistance, feel free to reach out. We're here to help. Thank you for choosing our products, and we look forward to serving you!

Customer: Thank you, and have a wonderful day!

Li Ming: You too! Have a great day!

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

1. target customer group	目标客户群体
2. brand positioning	品牌定位
3. marketing campaign	营销活动
4. online sales	线上销售
5. offline sales	线下销售
6. promotional activities	优惠活动
7. social media	社交媒体
8. advertising placement	广告投放
9. growth potential	增长潜力
10. potential customers	潜在客户
11. conversion rate	转化率
12. sales revenue	销售额
13. brand image	品牌形象
14. promotional activities	促销活动
15. brand publicity	品牌宣传
16. user experience	用户体验
17. user profile	用户画像

Useful Sentences 实用句型

1. Sign up for our email list to get the latest updates and news about our products.
   加入我们的电子邮件列表，以获得有关我们产品的最新更新和新闻。
2. Join our social media community to stay up-to-date on the latest trends and special offers.
   加入我们的社交媒体社区，以了解最新的趋势和特价优惠。
3. Follow us on Instagram to see our latest products and behind-the-scenes updates.
   在 Instagram 上关注我们，查看我们最新的产品和幕后更新。
4. Check out our Facebook page for exclusive fan only offers and giveaways.
   查看我们的 Facebook 页面，获得仅粉丝专享的独家优惠和赠品。
5. Tweet at us for a chance to win a free sample or gift with your next order.
   在 Twitter 上向我们发推文，获得下次订购时免费样品或礼物的机会。
6. Our products are perfect for gift-giving this holiday season.
   我们的产品非常适合在节日期间作为礼物赠送。
7. Check out our clearance section for deeply discounted items at a fraction of the price.
   查看我们的清仓区，以极低的价格购买到深度打折的商品。
8. Save even more when you bundle your order with friends or family.
   当你与朋友或家人一起捆绑订购时，可以节省更多。
9. Don't miss out on this limited-time offer, order now!
   不要错过这个限时优惠，立即订购！
10. Our products are always in stock, ready for immediate shipping.
    我们的产品总是库存充足，随时准备发货。

Fulfill the Task 完成任务

1. Find the words with the meanings below and write them on the lines. The first letters are given.

根据含义在横线上填单词(首字母已给出)。

(1) p _____ a particular attitude towards sth

(2) d _____ the act of dispersing or diffusing something;

(3) u _____ without awareness

(4) I _____ that does not exist as a physical thing but is still valuable to a company

(5) e _____ equal in value, amount, meaning, importance, etc.

(6) a _____ knowing that sth exists and is important

(7) c _____ to look in or at sth to get information

(8) r _____ to have a reputation for something means to be known or remembered for it

(9) c _____ prevent from being seen or discovered

2. Complete the sentences with the correct form of the words or phrases in the box.
用方框中单词或短语的正确形式完成句子。

shop	late	send	hide	select
exclusion	premier	top-rate	convenient	promote

(1) Shop our _____ of top-quality essentials for your daily routine, all at unbeatable prices.

(2) Get your hands on our _____ items, tried and tested by real people just like you.

(3) Explore our range of unique gifts and mementos, perfect for _____ across the globe.

(4) Score big with our discounts and _____ , saving you money on all your favorite items.

(5) Become a regular customer and enjoy _____ exclusive perks with every purchase you make.

(6) Save time and money with our one-stop _____ experience for all your daily essentials.

(7) Enjoy the _____ of shopping from home with our user-friendly platform and fast, reliable shipping options.

(8) Get connected with your favorite brands and discover the _____ trends with our curated collections.

(9) The group's core business is _____ quality alcoholic beverages.

(10) Discover our _____ gems and limited-time offers for an experience you won't forget.

3. Please design a customer acquisition plan based on the product shown in the figure below, and try to design the corresponding content and keywords.
请根据下图所示产品设计获客方案，并试着设计相应的内容文案和关键词。



Little Yellow Duck Water Cup [1]

Career Tips 职场技巧

In the context of globalization, the cross-border e-commerce industry is thriving, but consumers are facing trust issues. How can consumers trust the product quality and service reliability of a cross-border e-commerce without a physical store? Building trust has become the key for cross-border e-commerce enterprises to win consumers. Below, we will share how cross-border e-commerce builds trust and reveal the key techniques for building credibility.

1. The importance of trust

Trust is the core factor in consumer purchasing decisions, and it is particularly important for cross-border e-commerce. Consumers need to believe in the quality of products, the reliability of services, and the security of transactions. Building trust can enhance consumer loyalty to the enterprise, promote repeat purchases, and spread word-of-mouth.

2. Difficulties and challenges in trust building

There are some difficulties and challenges in building trust in cross-border e-commerce. Including language and cultural differences, logistics transportation time, after-sales service, etc. Enterprises need to fully recognize these challenges and adopt corresponding strategies to solve them.

3. High quality products and services

Providing high-quality products and services is the foundation for establishing reputation. Cross border e-commerce enterprises should ensure that product quality meets standards, provide accurate product descriptions and detailed usage instructions. In addition, timely response to customer inquiries and complaints, and providing fast and

efficient after-sales service are also crucial.

4. Transparent information disclosure

Transparency is one of the key elements in building trust. Enterprises should provide true, accurate, and detailed product information and pricing information, including product ingredients, production locations, prices, etc. In addition, customer evaluations and **feedback** should also be open and transparent to increase consumer trust.

5. Secure payment method

A secure payment method is a necessary condition for building trust. Cross border e-commerce enterprises should provide multiple payment options and ensure the security and reliability of the payment process. Adopting encryption technology and security authentication to protect customers' personal and financial information, preventing fraud and data leakage.

6. Social media influence

Social media plays an important role in building trust and credibility. Cross border e-commerce enterprises should actively use social media platforms to interact and communicate with consumers. Publish authentic product reviews and share user experiences, establish good interactive relationships with consumers, and enhance brand image and trust.

7. Establishing partnerships

Establishing solid partnerships with reputable suppliers, logistics companies, and payment institutions also helps to enhance consumer trust in cross-border e-commerce. The reputation and reliability of partners will win trust and praise for the enterprise.

How to establish trust in cross-border e-commerce is a key issue. By providing high-quality products and services, transparent information disclosure, secure payment methods, social media influence, and establishing partnerships, cross-border e-commerce enterprises can establish a reliable reputation and win the trust and loyalty of consumers. In the fiercely competitive global market environment, building trust is an important strategy for cross-border e-commerce enterprises to achieve long-term development.

在全球化的背景下，跨境电商行业蓬勃发展，但消费者面临着信任问题。在没有实体店面的情况下，消费者如何相信一家跨境电商的产品质量和服务可靠性？建立信任成为了跨境电商企业赢得消费者的关键。下面分享跨境电商如何建立信任，并揭示建立信誉的关键技巧。

一、信任的重要性

信任是消费者购买决策的核心因素，对于跨境电商来说尤为重要。消费者需要相信产品的质量、服务的可靠性以及交易的安全性。建立信任可以增强消费者对企业的忠诚度，促进重复购买和口碑传播。

二、信任建立的难点和挑战

在跨境电商中建立信任存在一些难点和挑战。包括语言和文化差异、物流运输时间、售后服务等。企业需要充分认识这些挑战，并采取相应的策略来解决问题。

三、优质产品与服务

提供优质的产品和服务是建立信誉的基础。跨境电商企业应确保产品质量符合标准，提供准确的产品描述和详尽的使用说明。此外，及时响应客户的咨询和投诉，并提供快速、高效的售后服务也是关键。

四、透明的信息披露

透明度是建立信任的关键要素之一。企业应提供真实、准确、详尽的产品信息和定价信息，包括产品成分、生产地点、价格等。此外，客户评价和反馈也应公开透明，以增加消费者的信任。

五、安全的支付方式

安全的支付方式是建立信任的必备条件。跨境电商企业应提供多种支付选项，并确保支付过程的安全性和可靠性。采用加密技术和安全认证，保护客户的个人和财务信息，防止欺诈和数据泄露。

六、社交媒体影响力

社交媒体在建立信任和信誉方面发挥着重要作用。跨境电商企业应积极运用社交媒体平台，与消费者进行互动和沟通。发布真实的产品评价和用户体验分享，与消费者建立良好的互动关系，提升品牌形象和信任度。

七、建立合作伙伴关系

与有声誉的供应商、物流公司和支付机构建立稳固的合作伙伴关系，也有助于增强消费者对跨境电商的信任。合作伙伴的信誉和可靠性将为企业赢得信任和好评。

跨境电商如何建立信任是一个关键的议题。通过提供优质的产品与服务、透明的信息披露、安全的支付方式、社交媒体影响力以及建立合作伙伴关系，跨境电商企业可以建立可靠的信誉，并赢得消费者的信任和忠诚。在全球化竞争激烈的市场环境下，建立信任是跨境电商企业实现长期发展的重要策略。

References 参考网址

[1] http://www.zhe2.com/note/557797849723

Task B Customer Maintenance

客户维护

Learning Objectives 学习目标

In this task, you are expected to :

该任务中，你将

◇ Understand relevant knowledge of cross-border e-commerce customer relationship management..

了解跨境电商客户关系管理相关知识。

◇ Learn customer relationship management and dispute resolution skills and establish service awareness.

学会客户关系管理和纠纷处理技巧，树立服务意识。

◇ Master practical phrases, expressions, and sentence related to cross-border e-commerce customer maintenance.

掌握与跨境电子商务客户维护相关的实用短语、习惯表达及句型。

Scenario 情景

Xiaoming has successfully passed the internship assessment and become a formal employee at a cross-border e-commerce enterprise in Shenzhen. On Monday, he arrived at the office as usual and the first thing he did was to turn on the computer to check customer emails or leave messages. He found that there were many customer messages in the backend. After classifying and filtering the customer's message information, Xiaoming selected the following three for urgent processing.

Customer message from Brazil:

"I wrote to you twice and you had more than 10 days to answer It is objective you do not want to solve this issue One of the packages arrived weeks ago, the other did not."

Customer message from Russia:

"Unfortunately, you sent me wrong products I've ordered SMD1317-20LEDs 15w, received 42LEDs 5W. Third times difference in power I'm very upset, because, I always receive corn pounds with low power This time I'm triple upset, because you sent the wrong bugs If you need I can send you the link to the video."

Customer message from the Middle East:

"Checked the goods and as evidenced by the photos attached the goods are faulty, barely touched the pieces are broken, so I ask for a partial refund of 16 USD."

小茗在深圳某跨境电商企业已顺利通过实习期考核，成为正式员工。周一，他和往常一样来到办公室，第一件事就是打开计算机查阅客户邮件或留言。他发现后台有不少客户的留言，小茗在对客户的留言信息进行分类和筛选后，选取了以下 3 份进行加急处理。

来自巴西的客户留言：

I wrote to you twice and you had more than 10 days to answer. It is obvious you do not want to solve this issue. One of the packages arrived weeks ago, the other did not.

来自俄罗斯的客户留言：

Unfortunately, you sent me wrong products. I've ordered SMD1317-20LEDs-15w, received 42LEDs-5W. Third times difference in power. I'm very upset, because, I always receive corn bulbs with lower power. This time I'm triple upset, because you sent the wrong bulbs. If you need I can send you the link to the video.

来自中东的客户留言：

Checked the goods and as evidenced by the photos attached the goods are faulty, barely touched the pieces are broken, so I ask for a partial refund of 16 USD.

Discussion 讨论

1. What are the customer demands from Brazil, Russia, and the Middle East?

2. How should Xiaoming respond to customers from Brazil, Russia, and the Middle East?

1. 来自巴西、俄罗斯、中东的客户诉求分别是什么?

2. 小茗应如何回复来自巴西、俄罗斯、中东的客户?

Set the Task 任务要求

If you are a customer service representative for a product on a cross-border e-commerce platform, how do you handle responding to customer complaints?

假如你是跨境电商平台上某一产品的客服代表,如何做好客户维护从而提升客户满意度呢?

Prepare for the Task 任务准备

Ⅰ. Case Study 案例学习

Template for Customer Maintenance

常用客户维护的模板

1. Pre sales. 售前

(1) When customers visit the store and inquire about product information.

当客户光顾店铺,并询问商品信息时。

Hello, my dear friend. Thank you for your visiting. Hope you can find the products you need in our store. If you need any assistance, please feel free to contact me. Thanks again.

(2) When urging customers to place orders due to low inventory.

库存不多,催促客户下单时。

Dear X,

Thank you for your inquiry.

Yes, we have this item in stock. How many do you want? Right now, we only have lots of the X color left. Since they are very popular, the product has a high risk of selling out soon. Please place your order as soon as possible. Thank you!

Best regards,

(name)

(3) Respond to customer bargaining.

回应客户砍价。

Dear X,

Thank you for your interests in our item. I am sorry but we can't offer you the price you asked for. We feel that the price listed is reasonable and has been carefully calculated and leaves me limited profit already.

However, we'd like to offer you some discounts on bulk purchases. If your order more than X pieces, we will give you a discount of xx% off.

Please let me know if you have any further questions. Thanks.

Sincerely

(name)

(4) Out of stock.

断货。

Dear X,

We are sorry to inform you that this item is out of stock at the moment. We will contact the factory to see when they will be available again. Also, we would like to recommend to you some other items which are the same style. We hope you like them as well. You can click on the following link to check them out.

http://www.×××××.com

Please let me know for any further questions. Thanks.

Sincerely

(name)

(5) Promote new products.

推广新品。

During customer consultation, customer service personnel can recommend best-selling products in their store based on their own experience.

在客户咨询期间,客服人员可根据自己的经验,为客户推荐自己店铺热销的商品。

Hi friend,

Right now Christmas is coming, and Christmas gift has a large potential market. Many buyers bought them for resale in their own store, Its high profit margin product, here is our Christmas gift link, Please click to check them, if you want to buy more than 10 pieces, we also can help you get a whole-sale price. Thanks.

Regards

(name)

2. In sale. 售中

(1) Regarding payment.

关于支付。

Choose a third-party payment method and remind customers that the product discount is about to end.

选择第三方支付方式，提醒客户商品折扣快要结束了。

Hello X,

Thank you for the message. Please note that there are only 3 days left to get 10% off by making payments with Escrow(credit card, Visa, Mastercard, money bookers or Western Union). Please make the payment as soon as possible. I will also send you an additional gift to show our appreciation.

Please let me know for any further questions. Thanks.

Best regards,

(name)

(2) Merge payments and modify prices.

合并支付及修改价格。

Dear X,

If you would like to place one order for many items, please first click "add to cart", then "buy now", and check your address and order details carefully before clicking "submit". After that, please inform me, and I will cut down the price to US $ XX. You can **refresh** the page to continue your payment. Thank you.

If you have any further questions, please feel free to contact me.

Best Regards,

3) Remind customers to make payment as soon as possible.

提醒客户尽快付款。

Dear X,

We appreciated your purchase from us. However, we noticed you that you haven't made the payment yet. This is a friendly reminder to you to complete the payment transaction as soon as possible. Instant payments are very important ; the earlier you pay, the sooner you will get the item.

If you have any problems making the payment, or if you don't want to go through with the order, please let us know. We can help you to resolve the payment problems or cancel the order.

Thanks again! Looking forward to hearing from you soon.

Best Regards,

(Your name)

(4) Customs duties.

海关税。

Dear X,

Thank you for your inquiry and I am happy to contact you.

I understand that you are worried about any possible extra cost for this item. Based on

past experience, import taxes falls into two situations.

First, in most countries, it did not involve any extra expense on the buyer side for similar small or low-cost items.

Second, in some individual cases, buyers might need to pay some import taxes or customs charges even when their purchase is small. As to specific rates, please control your local customs office.

I appreciate for your understanding!

Best Regards,

(Your name)

(5) The customer bought the wrong product.

客户买错商品。

It is recommended to keep the original product and give customers a discount to **repurchase** the correct product.

建议保留原商品，给客户折扣，使其重新购买正确的商品。

Dear X,

Thanks for your message. I am sorry to hear that you bought the wrong item.

Usually we don't accept item returns without any defects. However as you need one item # xxx(item number), I advice you to send us ×××(how much money), hope you can understand we did offer you a great discount. In this way, there is no need for you to return the previous wrong item and we will resend you a correct item.

As you know, if you return it back, you need to take it to the post office and pay for the **postage** and **restocking** fee. Once we received the return, we will arrange the reshipment. That will take about 2 weeks for you to get a new item or refund.

What do you think? If you agree, here is our account: (correct PayPal account). Once you send the money please tell me here, and I will arrange the reshipment in time. If you don't agree, please let me know, i will offer you other solution.

Regards,

(Your Name)

(6) The customer requests an exchange before shipping after payment.

付款后发货前客户要求换货。

Due to different product values, customers need to make up for the price difference.

由于商品价值不同，所以需要客户补差价。

Dear X,

Thanks for your mail and please find the following item ID: ×××××××.

If this is the item you want, please pay…as price difference. If you can accept that, I will send a money request to your email, please check it.

Once you have paid for it, please let me know, I will keep an eye on it.

Any problem please contact me freely, I will try my best to help you.

Best Regards.

(Your Name)

3. After sales. 售后

(1) Logistics encountered problems.

物流遇到问题。

Dear X,

Thank you for your inquiry. I am happy to contact you.

We would like to confirm that we sent the package on 16 Jan,2012. However we were informed package did not arrive due to shipping problems with the delivery company. We have resent your order by EMS; the new tracking number is:×××. It usually takes 7 days to arrive to your destination. We are very sorry for the inconvenience. Thank you for your patience.

If you have any further questions,please feel free to contact me.

Best Regards,

(Your name)

(2) Return and exchange issues.

退换货问题。

Dear friend,

I'm sorry for the inconvenience. If you are not satisfied with the products,you can return the goods back to us.

When we receive the goods,we will give you a **replacement** or give you a full refund. We hope to do business with you for a long time.

We will give you a big discount in your next order.

Best regards,

(Your name)

(3) Request customer feedback.

请求客户给予评论。

Dear friend,

If you are satisfied,we sincerely hope that you can take some of your precious minutes to leave us a positive comment and 5-star Detailed Seller Ratings, which are vital importance to the growth of our small company.

Besides,PLEASE DO NOT leaves us 1,2,3 or 4-star Detailed Seller Ratings because they are equal to negative feedback. Like what we said before,if you are not satisfied in any regard,please tell us.

Best regards,

(Your name)

(4) Customs speed is slow.

海关速度慢。

Dear friend,

Yes, Actually we can send these items to Italy. However, there's only one problem. Due to the Spain and Italy Customs are much stricter than any other Europe Countries, the parcels to these two Countries often meet "Customs **Inspection**".

That make the shipping time is hard to control. As our former experience, normally it will take 25 to 45 days to arrive at your Country. On the other hand, due to near Xmas days, most of our customers are buying for Xmas gifts. But we can't ensure the parcels can arrive Italy in time.

Is that ok for you ? Waiting for your reply.

Sincerely,

(Your name)

Task

Please conduct research on cross-border e-commerce platforms to collect more knowledge and skills related to cross-border e-commerce customer relationship management and customer maintenance, and answer the following questions.

1. What are the channels for communicating with buyers and what business scenarios are each suitable for.

2. What communication and service **philosophy** should cross-border e-commerce customer service personnel use to handle **disputes**?

3. How do you think customer relationship management can effectively avoid disputes?

任务

请进行跨境电商平台调研，收集更多有关跨境电商客户关系管理和客户维护的相关知识技能，并回答以下问题。

1. 与买家沟通的途径都有哪些，每种途径适用于怎样的业务场景。

2. 作为跨境电商客服人员应该以怎样的沟通和服务理念处理纠纷？

3. 你认为怎样做好客户关系管理从而有效避免纠纷？

Core Vocabularies 核心词汇

template ['templət] n. a thing that is used as a model for producing other similar examples 样板；属性；模板方法

e. g.

1. If you need to write a lot of similar letters, set up a template on your computer.
如果你需要写许多类似的信件，就在计算机上设一个模板。

2. You can use the template file as starting point.
您可以使用模板文件作为起始点。

maintenance ['meɪntənəns] n. activity involved in maintaining something in good working order 维护;维修;保养

e. g. 1. There is a backlog of repairs and maintenance in schools.
对各学校的修缮和维护工作积压了一堆。

2. In 1911 a maintenance worker at the Louvre walked out of the museum with the "Mona Lisa", hidden under his smock.
1911 年,一名维修人员把"蒙娜丽莎"藏在工作服下带出了卢浮宫。

bargaining ['bɑ:rgənɪŋ] n. discussion of prices, conditions, etc. with the aim of reaching an agreement that is acceptable 讨价还价;商讨

e. g. 1. After much hard bargaining we reached an agreement.
经过一番艰难的讨价还价,我们达成了协议。

2. Exporters are in a strong bargaining position at the moment.
目前出口商在洽谈中处于有利地位。

refresh [rɪ'freʃ] v. become or make oneself fresh again;〈计〉刷新;给(蓄电池)充电;提醒

e. g. 1. Click here to refresh this document.
点击此处以刷新文件。

2. It made a refreshing change to be taken seriously for once.
总算有一次受到认真对待,这变化真是令人耳目一新。

repurchase [ri'pɜrtʃəs] v. buy what had previously been sold, lost, or given away; 回购;购回;股票回购

e. g. 1. Chapter 1 introduce the basic theory of the treasury bonds repurchase.
本文第一章对国债回购的基本理论进行了介绍。

2. This paper utilizes the bond repurchase interest rate date to test these theories.
本文利用中国银行间债券回购数据对期限结构理论进行了实证检验,从而否定了合理预期理论。

postage ['poʊstɪdʒ] n. the cost of sending a letter, etc. by post. 邮资;邮费

e. g. 1. For foreign orders postage is extra
国外订单邮费另计。

2. The price includes postage and packing.
本价格包括邮资和包装费。

restocking [ˌriːˈstɑːkɪŋ] v. 补充(货源);更新(旧物品)

e. g. 1. Back on Flatbush Avenue, Pong is busy restocking his shelves with cucumbers and coconuts.
回到弗拉特布什大道上,庞正忙着往货架上补充黄瓜和椰子。

2. One is massive restocking after the widespread factory closures of 2008.
一是 2008 年大批工厂倒闭后,企业大举补充库存。

encountered [ɪnˈkaʊntərd] v. If you encounter problems or difficulties, you experience them. 遭遇,遇到

e. g. 1. I had never encountered such resistance before.
我以前从未遇到过这么大的阻力。

2. We have encountered major problems.
我们遇上了大问题。

replacement [rɪˈpleɪsmənt] n. the act of replacing one thing with another, especially sth that is newer or better 更换;替换;替代品

e. g. 1. She will continue in her present job until a replacement can be found.
在找到替换人员以前,她将继续做她目前的工作。

2. Replacement parts couldn't be found for love or money
替换零件怎么都找不到。

feedback [ˈfiːdbæk] n. response to an inquiry or experiment. 反馈;反馈的意见(或信息)

e. g. 1. Continue to ask for feedback on your work
继续征求对你的工作的反馈意见。

2. You need feedback to monitor progress.
你需要利用反馈信息来监控进展。

inspection [ɪnˈspekʃn] n. the act of looking closely at sth/sb, especially to check that everything is as it should be. 检查;视察

e. g. 1. After an inspection, the inspectors must publish a report.
在视察之后,视察者必须发表一份报告。

2. The documents are available for inspection.
这些文件可供查看。

philosophy [fəˈlɑːsəfi] n. a particular set or system of beliefs resulting from the search for knowledge about life and the univers. 哲学；人生哲学；哲学体系；思想体系

e. g.
1. That's a philosophy I could live by.
那就是我所信奉的人生哲学。

2. There was a very basic similarity in our philosophy
我们的人生哲学在根本上很相似。

disputes [dɪˈspjuːts] n. /v. If two or more people or groups are in dispute, they are arguing or disagreeing about something. 争端；纠纷

e. g.
1. The union is in dispute with management over working hours.
工会与资方在工作时间上发生纠纷。

2. The cause of the accident was still in dispute.
事故的原因仍在争议之中。

Ⅱ. Practical Dialogue 实用对话

Customer: Hello, I recently purchased a handmade vase from your shop on Amazon, but I'm not quite satisfied with the color and size. I would like to return it, please.

Li Ming: Hi there! I'm sorry to hear that you're not completely satisfied with the vase. I understand your concerns. May I ask what specifically you're not happy with?

Customer: The color of the vase is slightly different from what I expected, and it's a bit smaller than I imagined. I was hoping for something a bit larger and in a different shade.

Li Ming: I apologize for any inconvenience caused. Handmade products can sometimes have slight variations in color and size. However, I would like to offer you a solution that might meet your needs. How about considering keeping the vase and allowing me to make it up to you in our next transaction?

Customer: Hmm, I'm not sure. Can you provide more details about your offer?

Li Ming: Of course! If you decide to keep the vase, I will provide you with a discount on your next purchase. Additionally, I can assure you that I will personally oversee the production process of your next order to ensure that it meets your expectations.

Customer: That sounds reasonable. Can you give me more information about the discount and how we can proceed with the next transaction?

Li Ming: Absolutely! I can offer you a 20% discount on your next purchase as a gesture of goodwill. To proceed, I will create a personalized coupon code for you to use on

our website or any other platform you prefer. You can use this code during checkout to apply the discount to your order.

Customer: That sounds fair. I appreciate your understanding and willingness to make it right. Please go ahead and create the coupon code for me.

Li Ming: Thank you for your understanding as well. I will create the coupon code and send it to you via email within the next 24 hours. Is there anything else I can assist you with?

Customer: No, that will be all. Thank you for your help.

Li Ming: You're welcome! If you have any further questions or concerns, please don't hesitate to reach out to me. Have a great day!

Ⅲ. Accumulation 日积月累

Useful Phrases and Expressions 实用短语及习惯表达

38. return and exchange policy	退换货政策
39. promotional activities	优惠活动
40. product reviews	产品评价
41. quick processing	快速处理
42. after-sales consultation	售后咨询
43. customer satisfaction	客户满意度
44. customer feedback	客户反馈
45. customer loyalty	客户忠诚度
46. after-sales service	售后服务
47. customer satisfaction	客户满意度
48. customer relationship management	客户关系管理
49. customer feedback	客户反馈
50. price competition	价格竞争
51. quality assurance	品质保证
52. pre-sales consultation	售前咨询
53. after-sales support	售后支持
54. after-sale guarantee	售后保障
55. user stickiness	用户粘性

Useful Sentences 实用句型

1. I can show you how to use the product if you need help.
   如果需要的话，我可以向你展示如何使用这个产品。"
2. I can check the status of your order for you if you provide the order number.
   如果您提供订单号，我可以帮您查看订单状态。
3. Here are some discount coupons you can use for your next purchase.
   这里有一些您下次可以使用的折扣优惠券。
4. Let me know if you have any questions or concerns.
   如果您有任何问题或疑虑，请让我知道。
5. We value your feedback and would love to hear what you think of our products and services.
   我们重视您的反馈，并希望听到您对我们产品和服务的看法。
6. Thank you for your patronage, we hope to serve you again soon.
   感谢您的惠顾，我们希望很快能再次为您服务。
7. I am experiencing a problem with my order. I would like to cancel my order.
   我遇到了一些与订单相关的问题。我想取消我的订单。
8. Please contact customer service at [phone number] to cancel your order.
   请通过［电话号码］联系客户服务取消您的订单。
9. We have shipped your package and tracking information will be emailed to you once it is available.
   我们已经发货了您的包裹，一旦有追踪信息可用，将通过电子邮件发送给您。
10. Please provide us with more information about the issue you are experiencing and we will do our best to assist you.
    请提供更多关于您遇到的问题的信息，我们将竭尽所能为您提供帮助。

Fulfill the Task 完成任务

1. Find the words with the meanings below and write them on the lines. The first letters are given.

根据含义在横线上填单词(首字母已给出)。

(1) p _____ the cost of sending a letter, etc. by post.

(2) d _____ arguing or disagreeing about something.

(3) r _____ buy what had previously been sold, lost, or given away

(4) f _____ response to an inquiry or experiment.

(5) t _____ a thing that is used as a model for producing other similar examples

(6) r _____ the act of replacing one thing with another, especially sth that is newer or better

(7) I _____ the act of looking closely at sth/sb, especially to check that everything is as it should be.

(8) b _____ discussion of prices, conditions, etc. with the aim of reaching an agreement that is acceptable

(9) p _____ a particular set or system of beliefs resulting from the search for knowledge about life and the universe.

(10) m _____ activity involved in maintaining something in good working order

2. Complete the sentences with the correct form of the words or phrases in the box.
用方框中单词或短语的正确形式完成句子。

prompt	retail	construction	strives	responsible	
satisfy	choose	complete	please	except	loyal

(1) Your trust is our _____ ,and we promise to always uphold our commitment to excellence in customer service.

(2) We understand that your time is valuable, and we promise to respond _____ to any concerns or issues you may have.

(3) Thank you for _____ us as your preferred online _____. We promise to continue providing the best shopping experience possible.

(4) We appreciate the opportunity to serve you and hope to have the _____ of doing so for many years to come.

(5) We are committed to always providing the best possible experience for you and your family, and we will never stop _____ to meet your needs.

(6) We are committed to providing _____ customer service and look forward to the opportunity to exceed your expectations.

(7) We value your _____ and would love the opportunity to continue serving you and meeting your needs.

(8) We want to ensure that you are _____ satisfied with your purchase, and we will do what it takes to make that happen.

(9) Your _____ is our top priority, and we will do whatever it takes to ensure you are happy with your purchase.

(10) We appreciate your business and value your feedback, both positive and _____.

3. Browse the websites of three major cross-border e-commerce platforms, Amazon, AliExpress, and Shopee, inquire with customer service personnel, analyze their customer service characteristics, and generate training reports.

浏览亚马逊、速卖通、Shopee 三大跨境电商平台网站，向客服人员询问，分析其客户服务特色，并形成实训报告。

Career Tips 职场技巧

Sellers who engage in cross-border e-commerce should have a feeling that the cost of developing a new customer is usually much higher than maintaining an old customer, and this has been specifically proven to be a difference of up to five times. In addition, data shows that a stable old customer can usually bring about 8 potential customers. Therefore, for friends who have already joined cross-border e-commerce, maintaining existing old customers is undoubtedly the most cost-effective job.

The interaction between people is very delicate, and a casual word or action may make the other person feel dissatisfied. Xiao Ai has a deep understanding of this. At the end of 2022, she accidentally learned that a client wanted to purchase 800000 yuan of office supplies and went through various channels. Finally, she successfully contacted this client. After confirming the transaction intention, she flew to the client's city with the company samples for a special visit. After seeing the sample, the customer was very satisfied and decided to sign the order. However, due to the need to approve the signing procedures, the other party set the signing time for three days. Thinking of a three-day window gap in the middle, Xiao Ai felt uneasy and suggested to the client to shorten the signing interval. She hoped to receive a written commitment on the spot. Unexpectedly, the customer felt distrusted and directly cancelled the contract. The order, which had been waiting for nearly half a year, was unexpectedly destroyed in the last three days. Similar problems do not only occur to Xiao Ai:

@Donald Duck loves to eat fish: He was about to sign a contract, but he made a few mistakes on WhatsApp and lost the 132W order. He has been working for nothing for the past two months. I really need to take a warning this time.

@Pang Dahai: I have already lost two orders this week because I couldn't reply to the phone in a timely manner. Although it's not a big order, it really hurts

@Toy King A: Don't get angry with customers! Don't be angry with customers! The customer is God! Customers often do not provide us with a second chance to make mistakes in front of them, not just by saying sorry.

Is it impossible to make up for any mistakes made during customer interactions? What can be done to minimize losses?

1. Respond promptly. After an event occurs, reacting quickly can intervene and control

the continued fermentation and expansion of negative emotions, thereby reducing negative impacts. At the moment of realizing the problem, take the first action and express it to the customer in a timely manner. Firstly, convey a non-evasive attitude to the other party to prevent the situation from further fermenting.

2. Actively acknowledge problems and propose reasonable solutions. Avoidance is not a reasonable way for adults to solve problems. Admit the problem generously and submit practical and feasible solutions to the other party, treat the "accident" as a "matter", and turn the "problem" into an "answer" to solve it.

3. Do a good job in "after-sales" details and services. Getting users who have lost trust to change their minds is not just a matter of words. The proposal of the plan is only the first step, and meticulous "after-sales" service is the key. Replacing pale words with concrete actions, doing a good job of every detail in the "after-sales" process, asking customers for feedback in a timely manner, and quickly adjusting one's work direction based on feedback are important steps to regain customers' trust in us.

4. Accumulate more 'trust currencies'. Customer **maintenance** work is a long-lasting battle, and one cannot wait for customer disappointment before responding. Every communication and exchange with customers is a process of gaining trust currency for oneself. The more trust currency one saves, the more conducive it is to dealing with crises and challenges. Therefore, in daily work, we should cherish every opportunity to communicate with users, grasp the details and scale, accumulate more trust currency, and lay the groundwork for potential problems in the future.

As adults, we do not evade or become discouraged in the workplace. We always think from the perspective of our clients and clarify the details of our work, which is the long-term way to operate. A timely apology and sincere solution are undoubtedly the lowest cost solutions for recovering customers who have made work mistakes during the customer docking process. But don't forget to always remind yourself that taking precautions and avoiding unnecessary work mistakes is the first choice for work status.

做跨境电商的卖家应该都有感觉，开发一个新客户的成本通常远高于维护一个老客户，而这一点也被具体证实为存在高达五倍的差额。除此之外，有数据显示，一个稳定的老客户通常能带来 8 个左右的潜在客户。因此对于已经加入跨境电商的朋友们来说，维持好已有的老客户无疑是性价比最高的工作内容。

人与人的相处很微妙，不经意间的一句话、一个动作也许就会令对方感到不满。这一点，小艾同学更是深有体会。2022 年底，她无意间得知有位客户想要采购 80 万的办公用品，辗转各种渠道，她终于成功的与这位客户取得了联系。确定交易意向之后，她带着公司样品专程飞到客户的城市拜访。看到样品后客户非常满意，决定签单，但由于要审批签约手续，对方将签约时间定在了三天后。想到中间有三天的空窗期，小艾心里隐隐不安，于是向客户提出将签约间隔缩短，她希望当场可以得到一份书面的承诺。没想到，客户却觉得遭到了不信任，直接取消了签约。等待了将近半年的订单，竟然毁在最后的三天。类似的问题不止发生在小艾同学身上：

@唐老鸭爱吃鱼：本来都快签约了，但是就在 whatsapp 上说错了几句话，就丢了 132W 的单，这俩月都白干了。这次真的要引以为戒了。

@胖大海：这周因为没能及时回电话已经丢了两单，虽然不是大单，但真的心痛啊……

@A 玩具大王：不能跟客户生气！不能跟客户赌气！客户是上帝！客户往往不会为我们提供第二次重来的机会，在客户面前犯了错，不只是说声 sorry 那么简单。

难道在客户交往过程中出现错误就没办法弥补了吗？怎样做才能将损失降到最小？

1、及时做出反应。事情发生后，迅速地反应，可以干预并控制负面情绪的继续发酵和扩大，从而降低负面影响。意识到问题的一瞬间率先做出动作，及时向客户做出表达，首先向对方传递一个不逃避的态度，制止事情进一步发酵。

2、积极承认问题＋合理的解决方案。逃避不是成年人解决问题的合理方式。大大方方地承认问题所在，并向对方提交切实可行的解决方案，将“事故”当作“事情”去处理，把“问题”变成“答案”去解决。

3、做好“售后”细节和服务。让已经失去信任的用户回心转意并不只是口头上说说那么简单。方案的提出只是第一步，细致的“售后”服务才是关键。用具体的行动代替苍白的言语，把“售后”过程的每一步细节做好，及时向客户询问意见，并根据反馈快速调整自己的工作方向，才是使客户重新对我们产生信任的重要的一步。

4、累积更多“信任货币”。客户维护工作是一场持久战，不能等到客户失望才做出反应，与客户的每一次沟通交流，都是在为自己赢得信任货币的过程，自身储蓄到的信任货币越多，就越有利于应对危机和挑战。因此，在日常的工作中，要珍惜每一次跟用户沟通交流的机会，把握好细节和尺度，累积更多的信任货币，为之后可能遇到问题做好铺垫。

身为成年人的我们，在职场中不逃避，不气馁，始终站在客户的角度思考问题，厘清工作细节，才是长久的经营之道。客户对接过程中出现了工作失误，及时的道歉和诚恳的解决方案固然是挽回客户的最低成本方案。但是别忘了时刻提醒自己，防患于未然，避免不必要的工作失误才是工作状态的首选。