

BBC Learning English – Ask About Britain

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Career in Sales 销售行业

Helen: Welcome to another BBC Learning English Ask About Britain programme where we answer your questions about British life and culture. I'm Helen.

Jean: And I'm Jean.

Helen: This week our question is from Sun Yi, she's from Shanghai.

Jean: Sun Yi 的问题是什么呢?

Insert

I'm interested in a career in sales, can you tell me more about this industry and what employers are looking for.

Helen: So career in sales.

Jean: Sun Yi 想多了解一下销售业, 以及业界的雇主在招聘雇员时都会注重哪些方面。

Helen: I put Sun Yi's question to Chris Conway. He is the international sales director for an electronics company and has had plenty of experience in this area.

Jean: 那么 Chris 这位专家为我们又做了什么样的解答呢?

Helen: First, Chris talked about his own sales experience.

Insert

There're many different sales roles. From my own personal experience, I'm involved in a more technical sales role. I had to have a number of years of engineering experience. And then to be come more commercially aware. So sales isn't an area that someone can immediately jump into, it depends on what you're selling.

Jean: I see, Chris 说销售这个行当可没有听上去那么简单。

Helen: That's what he says. For Chris he had to gain experience in engineering before he could do the sales job.

Jean: 就是说销售人员必须了解所销售的产品有关详尽细节。

Helen: Then to be come more commercially aware.

Jean: 要有商业意识 **commercially aware**.

Helen: **Chris' view is that a sales person will need to spend time learning about the product or service before doing the actual sales role.**

Jean: 他认为销售这一行是不能鲁莽的就投身进来 **jump into**.

Helen: **So if you have learnt about what you're selling, what are the key skills you'll need?**

Insert

Most certainly for sales, it's all about communication and building relationships. Those relationships are the key to the success that you'll have in sales.

Jean: 看来沟通是关键。

Helen: **Yes, a good sales person knows how to communicate with his clients and build relationships.**

Jean: 要和客户建立牢固的关系 **strong relationships**.

Helen: **And the strong relationships with clients will translate to good sales figure. And it's not just about communicating with clients.**

Insert

The ability to be able to communicate with people on many different levels is required and something that can be acquired in time. But the person has to be personable and open and friendly and a good listener. I think in general for them to be successful in sales.

Jean: 原来与人沟通也要分很多不同的层面，只和高端管理层对话是不够的。

Helen: **No, it's important to be able to communicate to everyone. If you are not a born communicator, don't worry. Chris feels that it's a skill that can be acquired in time.**

Jean: **Acquired** 得到、获得的。这一门技能花时间就能学得到。Chris 认为，一位好的销售人员也要有足够的亲和力 **personable**.

Helen: **He also needs to be open, friendly and a good listener.**

Jean: 他也应该是一个开朗、友好、善于倾听的人。那么我们下面来回答 Sun Yi 问题的第二个部分, **what are the employers looking for in their staff. Let's hear from Chris again.**

Insert

What employers want to see in general is ability and enthusiasm. With those two things, you can actually make a difference in the company.

Helen: **That's quite simple and easy to understand. Chris thinks that there're two key elements.**

- Jean: **And these two things are ability 能力 and enthusiasm 热忱。**这两个素质说起来容易，不过要是让我们能够具体的表现出来，就不是那么简单的事情了。
- Helen: **I agree. Chris used the phrase ‘to make a difference’, it’s commonly used and it gives people a positive feeling about their actions.**
- Jean: 这确实是一个很有用的说法，去创造出一种不凡 **to make a difference**。听上去是给人一种很积极向上的感觉。
- Helen: **Well, I hope we’ve answered Sun Yi’s question about starting a career in sales.**
- Jean: 也请大家别忘了经常到我们的网站来看看，我们的网站就是 www.bbcchina.com.cn.
- Helen: **And you can email us with questions at chinaelt@bbc.co.uk. Bye for now.**
- Jean: **See you next time.**

Glossary

involve 参与	ability 能力
role 角色	enthusiasm 热忱
commercially aware 有商业意识	to make a difference 去创造一种不凡
jump into 鲁莽投入	technical 技术的
communication 沟通	acquire 获得