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Chapter One: Business Greetings

Part 1: 第一天上班(Dì yī tiān shàngbān) First day of work

Key Learning Points Preview:

你 (nǐ) and 您 (nín): pron. you



Speaking Chinese in a business setting is often challenging. Let's see a dialogue below.

Lǐ Qiáng: Nǐhǎo, nǐ shì xīn lái de ba? Rúguŏ wŏ méi jì cuò, nǐ jiào Jiékè, duì ma?

李强: 你好,你是新来的吧?如果我没记错,你叫杰克,对吗?

Li Qiang: Hello, aren't you a newcomer here? If I'm not mistaken, you must

be Jack, right?



Chapter One: Business Greetings

Jié Kè: Shì de, zhè shì wŏ dì yī tiān shàngbān.

杰克: 是的,这是我第一天上班。

Jack: Yes, I am. It's my first day here.

Lǐ Qiáng: Nǐhǎo, wǒ shì zhège gōngsī de zŏng jīnglǐ, wǒ jiào Lǐ Qiáng!

李强: 你好, 我 是 这个 公司 的 总 经理,我 叫 李强!

Li Qiang: How do you do! My name is Li Qiang, I am the general manager of this

company.

Jié Kè: Nínhăo, Lǐ Zŏng, jiùyăng nín de dàmíng.

杰克: 您好, 李总, 久仰 您的大名。

Jack: How do you do! Mr. Li, I've heard a great deal about you.

Lǐ Qiáng: Bùgăndāng, hěn gāoxìng jiàn dào nǐ!

李强: 不敢当, 很高兴 见到你!

Li Qiang: I'm much obliged, it's a pleasure to meet you.

Jié Kè: Jiàn dào nín wŏ yě găn dào fēicháng róngxìng.

杰克: 见到您我也感到非常 荣幸。

Jack: I'm honored to meet you, too.

Lǐ Qiáng: Nǐ shì Měiquó rén, duì ba? Nǐ de hànyǔ jiăng de hěn bú cuò!

李强: 你是美国人,对吧?你的汉语讲得很不错!

Li Qiang: You are American, aren't you? Your Chinese is pretty good!



Chapter One: Business Greetings

Jié Kè: Ò, xièxie, nín guòjiǎng le! 杰克: 哦,谢谢,您 过奖 了! Jack: Oh, thanks! You flatter me.

Lǐ Qiáng: Wǒ dàibiǎo wǒmen gōngsī quántǐ yuángōng huānyíng nǐ de jiārù. 李强: 我代表 我们 公司 全体 员工 欢迎 你的加入。 Li Qiang: I would like to welcome you on behalf of all the staff in this company.

Jié Kè: Zhēn shì wàn fēn gănxiè nín! Chūláizhàdào, yǐhòu yào ràng nín fèixīn le, 杰克: 真是万分感谢您!初来乍到,以后要让您费心了, qǐng nín duōduō guānzhào! 请您多多关照!

Jack: Thanks a million. I just got here, so please take care of me in the future.

Lǐ Qiáng: Nǐ tài kèqi le. Wǒ xīwàng nǐ zài zhèlǐ gōngzuò yúkuài! 李强: 你太客气了。我希望你在这里工作愉快!Li Qiang: Not at all. I hope you will enjoy working here.

Jié Kè: Xièxie, wǒ xiāngxìn wǒ huì de. 杰克: 谢谢,我相信 我会的。 Jack: I appreciate it. I'm sure I will.

Key Learning Points

你 (nǐ) and 您 (nín): pron. you



Chapter One: Business Greetings

"你 (nǐ)" and "您 (nín)" are two personal pronouns in Chinese which are represented by the same word "you" in English. "您 (nín)" is the respectful form of "你 (nǐ)" and is often used to refer to those who are older or have a higher rank.

Examples

Zǒng jīnglǐ, nínhǎo, zhè shì nín yào de cáiliào.

1. A: 总 经理, 您好, 这 是 您 要 的 材料。

Hello, general manager, this is the material you wanted.

Hǎode, xièxie.

B: 好的,谢谢。 Ok, thank you.

Hāi, nǐ míngtiān xiàwǔ yǒu shíjiān ma? Wǒmen qù dǎ lánqiú ba.

2. A: 嗨,你 明天 下午 有 时间 吗? 我们 去 打 篮球 吧。 Hi, are you free tomorrow afternoon? Let's play basketball.

Hǎoa, méiwèntí.

B: 好啊,没问题。 Sure, no problem.



To listen to the recordings of the dialogues, please go to

http://www.echineselearning.com/blog/shangwu-wenhou-business-greetings-beginner



Chapter One: Business Greetings

Vocabulary:

- 久仰 (jiǔyǎng): v. to hear much about somebody
- 荣幸 (róngxìng): adj. be honored
- 费心 (fèixīn): v. to give a lot of care
- 初来乍到 (chūláizhàdào): v. to have just arrived
- 美照 (guānzhào): v./n. care/attention/concern
- 客气 (kèqi): adj. courteous



Chapter One: Business Greetings

Part 2: 久仰大名(Jiǔyǎng dà míng) I've heard so much about you.

Key Learning Points Preview:

问候 (wènhòu): n./v. greeting/ to send one's regards to

久仰 (jiǔyǎng): v. I've heard so much about you



Greetings are the first part of a conversation between people during business exchanges. We greet people differently depending upon the circumstances.

To greet people we are meeting for the first time, the most standard expressions are: "你好 (nǐhǎo) hello," "很高兴认识您 (hěn gāoxìng rènshí nín) glad to meet you," "见 到您非常荣幸 (jiàn dào nín fēicháng róngxìng) it's a great honor to meet you." Both "你 (nǐ)" and "您 (nín)" mean "you" in English, but they are different in Chinese. "您 (nín)" shows full respect to others, and is generally used to address elders or your boss, while "你 (nǐ)" is often used to address peers.



Chapter One: Business Greetings

To greet an acquaintance, one should choose words that are casual and informal. For example, "好久不见了 (hǎo jiǔ bú jiàn le) long time no see," "又见面了 (yòu jiànmiàn le) see you again," "你气色不错 (nǐ qìsè búcuò) you have a good complexion."

To greet a prestigious person, the standard ways of addressing them are "久仰 (jiǔyǎng) I've heard so much about you," or "幸会 (xìnghuì) I'm fortunate to meet you."

Key Learning Points

问候 (wènhòu): n./v. greeting/ to send one's regards to

The character "问 (wèn)" means to ask and "候 (hòu)" means to wait, but here "候 (hòu)" means to greet.

Shāngwù wènhòu hěn zhòngyào, yòng de bú qiàdàng kěnéng huì yǐnqǐ wùhuì. 商务 问候 很 重要, 用 的 不 恰当 可能 会 引起 误会。 Business greetings are quite critical because if they are used in an inappropriate way, they can create misunderstanding or embarrassment between people.

久仰 (jiǔyǎng): v. I've heard so much about you

The character "久 (jiǔ)" refers to a "long duration of time" and "仰 (yǎng)" refers to "look up to".



Chapter One: Business Greetings

Example

Jiùyǎng dàmíng, jīntiān zhōngyú jiàn dào nín le.

A: 久仰 大名, 今天 终于 见 到 您 了。
I've heard so much about you. Finally, I get to see you today.

Wǒ yě hěn gāoxìng jiàn dào nín.

B: 我也很高兴见到您。 Nice to meet you, too.



To listen to the recordings of the examples, please go to

http://www.echineselearning.com/blog/business-greeting-etiquette-intermediate

Vocabulary:

熟人 (shúrén): n. people whom you know very well







第二章: 商务介绍礼仪

Chapter Two: Business Card Exchanges and Introduction

Key Learning Points Preview:

介绍 (jièshào): v./n. to introduce/introduction

年龄 (niánlíng): n. age

名片 (míngpiàn): n. business card



In China, the first "介绍 (jièshào) introduction" is crucial in business relationships. It is a stepping stone for successful business cooperation.

There are two main principles about the "順序 (shùnxù) order" you must follow. One is related to gender. That is, in China, we usually introduce the men to the ladies before introducing the ladies to the men in order to show "尊敬 (zūnjìng) respect" towards the ladies. The other principle is related to "年龄 (niánlíng) age" and seniority. We usually introduce the lower positioned people to the higher positioned first, in order to show respect towards the latter.



第二章: 商务介绍礼仪

Chapter Two: Business Card Exchanges and Introduction

When exchanging your "名片 (míngpiàn) business card," you should pass your business card with both hands toward the receiving side. You should also take the other's business card with both hands.

Key Learning Points

介绍 (jièshào): v./n. to introduce/introduction

"介 (jiè)" literally means between,and "绍 (shào)" literally means to connect. But in the word "介绍 (jièshào)," the two characters both mean to introduce.

Example

Qǐng yǔnxǔ wǒ xiàng nín jièshào wǒmen de dŏngshìzhǎng – Chén xiānsheng.

A: 请 允许 我 向 您 介绍 我们 的 董事长 一 陈 先生。 Please allow me to introduce our chairman to you–Mr. Chen.

Nínhǎo, Chén xiānsheng, hěn róngxìng jiàndào nín!

B: 您好, 陈 先生, 很 荣幸 见到 您! Hello, Mr. Chen, it's an honor to meet you.

年龄 (niánlíng): n. age

"年 (nián)" literally means year and "龄 (líng)" means age. There are some well-known quotations from The Analects of Confucius regarding "年龄 (niánlíng) age."

"三十而立 (sānshí érlì)" means "At thirty, a man should have planted his feet firmly upon the ground."



第二章: 商务介绍礼仪

Chapter Two: Business Card Exchanges and Introduction

"四十不惑 (sìshí bú huò)" means "At forty, a man should no longer suffer from perplexities," etc.

Example

Nín de niánlíng bǐ wǒ dà.

您 的 年龄 比 我 大。

You are older than I.

名片 (míngpiàn): n. business card

"名 (míng)" literally means name and "片 (piàn)" represents the meaning of "卡片 (kǎpiàn) card."

Example

Míngpiàn shàng yìn zhe wò de qiyè dìzhi hé diànhuà hàomă.

名片 上 印着我的企业地址和 电话 号码。

My business address and phone number are printed on the business card.



To listen to the recordings of the examples, please go to

http://www.echineselearning.com/blog/business-etiquette-business-card-exchanges-and-introduction-beginner

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