



# Chapter 23

# Export Marketing



# Objectives

# Objectives

- A.** To be fully aware of the necessity of export marketing and communications;
- B.** To grasp the main idea and the structure of the text;
- C.** To master the usage of key special terms, words and phrases in this chapter;
- D.** To conduct a series of listening, speaking, reading, writing and translating activities concerning the theme of the chapter.



# Introduction

# Introduction

**Exporting is the process of providing the right product, in the right place, at the right time, at the right price, in which there must be many variables. This chapter gives you some instructions on how to understand the consumers and their needs.**



# 参考译文

出口营销是一种在适当地点、适当时间以适当价格提供适当产品的过程。在这个过程中一定有很多不确定的因素。如何了解消费者和市场需求？本章将给你一些指导。





# Main points of the text

# Main points of the text

- 1. the definition of exporting**
- 2. many variables in exporting**
- 3. exporting to meet the needs of customers**





# Background & terminology

# Background and terminology

**customer satisfaction:** 顾客满意度

**physical distribution :** 物资流通, 货物流通  
**transportation and storage**

**end user :** 最终用户, 制成品的最终消费者

**marketing channel :** 销售渠道



# Background and terminology

marketing mix 营销组合



“The marketing mix” means factors that help a company or firm sell its products. Four elements are normally distinguished: getting the right product to the market; selling the product at the right price; ensuring that the promotion is right—that is,

# Background and terminology

advertising and marketing for the product; and ensuring that the product is distributed to the most convenient place for customers to buy it.

“营销组合”是指有助于公司推销其产品的各种因素。通常有四种要素要区分开来：将适当的产品投入市场；以适合的价格销售产品；确保促销方法适当——即广告和营销方式要得当；确保产品发送到客户最方便购买的地方。

# Background and terminology

**manufacturing**



**an industry in which mechanical power and machinery are employed**

**制造, 制造业, 制成品**

# Background and terminology

## product presentation



**a formal product introduction** 正式的  
产品介绍，产品展示

**Product presentation:  
Styling/design & packaging  
Purposes**

# Background and terminology

**To bring products to a customer's notice;**

**To give the product a “brand image”;**

**To identify the company that made the product.**



# Background and terminology

publicity



the act, process, or occupation of disseminating information to gain public interest

宣传，宣传效用





# Background and terminology

## Publicity/communications

To find the best media and techniques

Advertising; trade fair, personal selling

Sales literature: leaflets, catalogues, price lists

Newspapers

Advertisements on TV

Radio

# Background and terminology

styling



花[式]样, 设计

# Background and terminology

packaging



the act, process, industry, art,  
or style of packing

包装, 包装材料

# Background and terminology

intermediary



one that acts as an agent between persons or things

媒介：在人或事物之间充当中介的人

# Background and terminology

## Maslow's Hierarchy of needs

Figure 6.



Our needs: eat,  
drink, sleep, health,  
fun, friends,  
esteem,  
achievement...

# Background and terminology

## Safety Needs

A need to be free of the fear of physical danger and deprivation of the basic physiological needs;/ a need for self-preservation (able to maintain their property and/or job so they can provide food and shelter tomorrow and the next day)

# Background and terminology

## Social or Affiliation Needs

Since people are social beings, they have a need to belong and to be accepted by various groups (strive for meaningful relations with others)

# Background and terminology

## Esteem Needs

Want to be more than just a member of their group; the need for esteem-both self-esteem and respect and recognition from others (producing feelings of self-confidence, prestige, power, and control; begin to feel they are useful)



# Background and terminology

## Self-Actualization Needs

The need to maximize one's potential, whatever it may be. A musician must play music, a poet must write, a general must win battles, a professor must teach. The desire to become what one is capable of becoming.

# Background and terminology

**What a man can be, he must be.**

**Different ways to achieve self-actualization:  
In one person, the desire to be an ideal mother; in another, it may be expressed in managing an organization; in another it may be expressed athletically; in still another by playing the piano. In combat, a soldier may put his life on the line and rush a machine-gun nest in an attempt to destroy,**

# Background and terminology

knowing full well that his chances for survival are low. He is not doing it for affiliation or recognition, but rather for what he thinks is important. In this case, you may consider the soldier to have self-actualized; to be maximizing the potential of what is important to him at that time.

# Background and terminology

The way self-actualization is expressed can change over the life cycle. For example, a self-actualized athlete may eventually look for other areas in which to maximize potential as his or her physical attributes change over time or as his or her horizons broaden.



# Language points

# Language points

In your life time, whether or not you are conscious of it, you are or will be selling.



在你一生中，无论你是否意识到，你正在或即将进行推销。

(1) “whether (or not)”引导一个让步状语从句

# Language points

例如:

**Whether (or not) we like a particular piece of news, all we have to do is sit in front of the tube and 'let it happen'.**

不管我们喜欢不喜欢一条消息,我们所能做的只是坐在电视机前,'让它过去'。

**(2) “...you are or will be selling.”是“...you are selling or you will be selling.”的省略形式。**



# Language points

be conscious of 知道，有察觉的

He was conscious that he must do all this.

他知道必须干这些事。


She was not conscious of his presence in the room.

她不晓得他在这房间里。



# Language points

Manufacturers sell the products they make and farmers, the produce they grow.



制造商销售他们制造的产品，农民销售他们栽种的农产品。

# Language points

1. “(that) they make” 是定语从句，修饰“products”;
2. “and farmers, the produce they grow.” 是 “and farmers (sell) the produce (that) they grow.” 的省略形式。本句中“produce”是名词，发音时，重音在前，意为“农产品(farm produce, especially fresh fruits and vegetables)”。

# Language points

Theaters sell entertainment, insurance companies sell financial protection against future loss, and ideas urging action can be sold, too.



剧院推销娱乐产品，保险公司兜售预防不测的金融保险，甚至某些敦促人们采取行动的提议也可以销售。

句中有两个后置定语：“against future loss”修饰“protection”；现在分词短语“urging action(敦促采取行动)”修饰“ideas”。

# Language points

Exporting is the process of providing the right product, in the right place, at the right time, at the right price.



出口是一种在适当地点、适当时间以适当价格提供适当产品的过程。

句中“providing...price”是动名词短语，用作介词of的宾语。在动名词短语中，有三个并列的介词短语，作它自己的状语。

# Language points

This is a good definition as anyone cannot agree on a single definition.



这是一个很好的定义，因为不是任何人都  
会同意某一个定义的。

句中连词“as”引导原因状语从句；在原因  
状语从句中，采用了一个部分否定句型。  
这里列举部分否定的其它情况：

# Language points

**1. All that glitters is not gold.**

闪光的并非都是黄金。

**2. Both answers are not right.**

并非两个答案都对。



# Language points

Perhaps the main reason why people find exporting so difficult to define is because there are so many variables in the marketing mix.



也许人们发现出口很难下定义的主要原因是因为在营销组合中，有很多的变数。

本句是一个复合句，“why”引导的从句是定语从句，修饰“reason”；“because”引导的从句是表语从句。

# Language points

**Exporting is a word which encompasses all the business activities required to get your product from the factory to the final consumer.**



出口这个词囊括了获取产品所需要的从工厂到最终消费者之间所有的商业活动。



# Language points

**encompass: to constitute or include: 构成, 包括:**

**a survey that encompassed a wide range of participants. 一份包括了广泛参与人的评论**

**“required...consumer”是过去分词短语, 用作后置定语, 修饰“activities”。**

# Language points

Marketing seeks to maximize your profits and your customer satisfaction—by getting the marketing mix right.



营销行为追求的是利益最大化和客户满足度的最大化——通过采用正确的营销组合。句中“maximize”是及物动词，后跟有两个并列的宾语，所以翻译成了两个“最大化”。

# Language points

**maximize: to increase or make as great as possible:** 最大化: 使增加(扩大)到最大限度:  
**maximize the profit/efficiency**  
**customer satisfaction:** 顾客满意度

# Language points

These variables include product, presentation, publicity, physical distribution, price and channels.



这些变数包括产品、展示、宣传、商品流通、价格与销售渠道。

# Language points

In commerce, distribution refers to the physical movement of commodities into the channels of trade and industry. Physical distribution is how we transport and store the product from the seller to the buyer.

在商业方面，“distribution”是指商品的实体流动并进入贸易和工业渠道。货物流通是指从销售者到购买者的销售过程中如何运输和储藏产品。

# Language points

## competition



rivalry between two or more businesses striving for the same customer or market; a test of strength, skill, ability etc. 竞争, 比赛

1. Competition for the overseas market 争夺海外市场

# Language points

2. There was intense **competition** between journalists to get the story.  
记者们为获得消息而进行了激烈的竞争。

3. They believe that **competition** in business benefits the consumer.  
他们认为商业竞争对消费者是有好处的。

# Language points

to admire



to regard with pleasure; wonder, and approval; to think or look at with pleasure and respect

钦佩，赞赏，羡慕



# Language points

1. You may not like him, but you have got to **admire** his persistence.

你可以不喜欢他，但是你不佩服他那种坚韧的精神。

2. She is always looking in the mirror, **admiring** herself!

她常常对着镜子自我欣赏。

# Language points

The first-class product should be provided together with its function, its basic design and its qualities, etc.



提供一流的产品应配有产品功能、基本设计和产品质量等等。

“be provided with” 意为“被提供；被配备”，例如：

They are ill provided with food. 他们的食品不足。

# Language points

The design elements affect how a product looks rather than how it works.



设计要素会影响产品的外观，而不是它的性能。

“rather than”是连词，其后或接从句，或名词词组，或形容词(词组)，或其它，取决于它前面的结构，“rather than”的两端要求用平行的结构。

# Language points

例如:

**These shoes are comfortable rather than pretty.**

这双鞋不好看，但是舒服。

**He depends on you rather than on me.**

他依靠你，而不是依靠我。



# Language points

They considered it practicable to remain where they were rather than to push on across the river.

他们认为原地不动比较符合实际，而不是强行过河。

He was engaged in studying rather than reading the newspaper.

他在研究报纸而不是在读报纸。

# Language points

That is, being oriented to the needs of customers rather than the needs of products.

也就是说，要针对消费者的需求，而不是针对产品的需求。

# Language points

Publicity is to stimulate demand through a variety of techniques, including advertising, trade fair, personal selling and so on.



宣传是通过各种手段，包括广告、交易会、个人销售等等，来刺激需求。

**Stimulate:** To rouse to activity or heightened action, as by spurring or goading; excite.

# Language points

stimulate sb. to further efforts  
(=stimulate sb. to make greater efforts)  
激励某人作更大的努力

Alcohol stimulates the action of the heart. 酒刺激心脏的活动。

Exercise stimulates the flow of blood. 运动促进血液流动。



# Language points

We have to take into account where we sell it, who we sell it to, and our competitors' prices.



我们必须考虑在何地销售产品，将产品销售给谁，还要考虑竞争者的价格。

“take...into account” 把.....考虑进去，句中“where we sell it, who we sell it to, and our competitors' prices” 用作“take”的宾语，

# Language points

where 和who 引导的从句为宾语从句，而两个宾语从句又与名词词组“our competitors' prices”平行。

to take account of sth. /to take ...into account 考虑；顾及

We must **take** local conditions **into account**.

我们必须考虑当地的条件。

# Language points

In judging the progress he has made in his studies, we must **take account of** the fact that he has been working under great difficulties for several months.

在评价他在学习中取得的进步的时候，我们必须考虑这个事实，即连续几个月他一直都在很困难的情况下工作。

# Language points

**Channels mean the intermediaries through which we reach the end-user.**



货物流通是指从销售者到购买者的销售过程中如何运输和储藏产品。

**intermediary: One that acts as an agent between persons or things; a means.**

媒介：在人或事物之间充当中介的人；一种手段

# Language points

Exporting means being concerned with people and their needs.



出口意味着关注人以及他们的需求。

to be concerned with 牵涉到, 关注, 担心

1. His work **is concerned with** the preparation of documents for exports.  
他的工作牵涉到为出口制作单证。

# Language points

2. The firm's financial status is concerned with the interests of its stockholders.

这个公司的财政状况关系到股东的利益。

3. He didn't seem in the least to be concerned with what she was saying.

对她所讲的话，他似乎一点也不感兴趣

# Language points

That is, being oriented to the needs of customers rather than the needs of products.



也就是说，要针对消费者的需求，而不是针对产品的需求。

# Language points

to be oriented to 适应于...

1. Our products must **be oriented to** the needs of the market.

我们的产品必须适应市场的需要。

2. The first days of school are meant for the freshmen to **be oriented to** campus life.

上学的头几天要让新同学适应校园生活





# Language points

But once a basic need has been covered customers become more choosy



但是一旦基本需求被满足之后，消费者会变得更加挑剔。

**cover: satisfy; meet** 满足

**choosy: very careful in choosing;**

**highly selective**

审慎选择的；非常讲究的

# Language points

A satisfied customer is one who is pleased with what he has bought.



那种对他所买的东西感到高兴的客户才叫做满意的客户。

# Language points

to be pleased with 对...喜欢,感到满意

1. We are very pleased with her decision.  
我们对她的决定很满意。

2. I am very much pleased with what he  
has done.  
我对他所做的事非常满意。

# Language points

It is important to know what he needs and what will please him, and when and how his needs are changing, because we must be ready to change our product in the same way.



重要的是要了解消费者的需求，了解什么可以取悦消费者，以及他的需求何时以何种方式发生变化，因为我们必须时刻准备相应地改变我们的产品。

# Language points

本句的结构：**it** 是形式主语，不定式短语“**to know ... changing**”是实际的主语，**because** 引导原因状语从句。由疑问代词和疑问副词引导的三个平行的从句“**what he needs and what will please him, and when and how his needs are changing**”用作“**know**”的宾语

# Language points

be ready to do something 预备、即将做某事

1. The two sides **are ready to** start their negotiations.

双方准备开始谈判了。

2. He **is ready to** do anything on earth to better his fortunes.

他准备采取一切措施来改善他的命运。



# Summary

# Summary

Exporting is the process of providing the right product, in the right place, at the right time, at the right price. There are many variables in exporting. We can alter them in order to achieve the best marketing. These variables include product, presentation, publicity, physical distribution, price and channels. Exporting means being concerned with people and their needs.



# Summary

**That is, being oriented to the needs of customers rather than the needs of products. It is important to know what the customer needs and what will please him, and when and how his needs are changing, because we must be ready to change our product in the same way.**





# Comprehension questions

# Comprehension questions

1. How do you define the word “exporting”?
2. Do you agree that everybody is or will be selling? Why?
3. What is the purpose of marketing?
4. There are many variables in exporting. What do they include?
5. What is the purpose of publicity?
6. What are the main variables in the marketing mix?



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