BEC Word List

Vocabulary List

Vocabulary and example	Write it

client n. /ˈklaɪənt/

a person or company that pays for professional services

Family: clientele (n.) **Use it with:** key client · client meeting **Tip:** Client is common for services; customer for shops and products.

The lawyer meets new **clients** on Mondays.
这位律师每周一会见新**客户**。

customer n. /ˈkʌstəmə/

a person or company that buys goods or services

Family: custom (n.) **Use it with:** regular customer · customer service

The **customer** asked for a refund.
这位**顾客**要求退款。

sales representative phrase /seɪlz ˌreprɪˈzentətɪv/

a person whose job is to visit or call customers to sell products

Family: sales rep (informal)

Our **sales representative** will visit you next week.
我们的**销售代表**下周会去拜访你。

target n. /ˈtɑːgɪt/

an amount of sales or a result that you aim to reach

Use it with: meet a target · set a target · sales target **Tip:** Meet, reach or hit a target.

We met our sales **target** for the third quarter.
我们完成了第三季度的销售**目标**。

quote n./v. /kwəʊt/

the price a supplier says it will charge for a job

Family: quotation (n. formal) **Use it with:** give a quote · get a quote

We asked three companies for a **quote**.
我们请三家公司提供了**报价**。

discount n. /ˈdɪskaʊnt/

an amount taken off the usual price

Use it with: offer a discount · get a discount

We offer a 10% **discount** on orders over 500 units.
订购超过 500 件可享受 10% 的**折扣**。

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special offer phrase /ˈspeʃl ˈɒfə/

a product sold at a lower price than usual for a short time

Use it with: on special offer

Printers are on **special offer** this week.
本周打印机正在**特价促销**。

order n./v. /ˈɔːdə/

a request to supply goods, or to ask for goods

Use it with: place an order · cancel an order · order form

We **ordered** 300 chairs from the supplier.
我们从供应商那里**订购**了 300 把椅子。

invoice n. /ˈɪnvɔɪs/

a document that lists goods or services and how much must be paid

Family: invoice (v.) **Use it with:** send an invoice · pay an invoice

Please pay the **invoice** within 30 days.
请在 30 天内支付**发票**上的款项。

refund n./v. /rɪˈfʌnd/

money returned to a customer who is not happy with a product

Use it with: full refund · ask for a refund

The shop gave me a full **refund**.
商店给我全额**退款**了。

complaint n. /kəmˈpleɪnt/

a statement that something is wrong or not good enough

Family: complain (v.) **Use it with:** make a complaint · deal with a complaint

We received a **complaint** about late delivery.
我们收到了一起关于送货延迟的**投诉**。

apologise v. /əˈpɒlədʒaɪz/

to say that you are sorry for something

Family: apology (n.) **Use it with:** apologise for · sincere apologies **Tip:** AmE: apologize. Apologise for + noun or -ing.

We **apologise** for the delay to your order.
我们为你的订单延误**道歉**。

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compensation n. /ˌkɒmpənˈseɪʃn/

money or something else given to someone because of a loss or problem

Family: compensate (v.) **Use it with:** offer compensation · claim compensation

The airline offered **compensation** for the cancelled flight.
航空公司为取消的航班提供了**赔偿**。

after-sales service phrase /ˈæftə seɪlz ˈsɜːvɪs/

help a company gives customers after they have bought a product

Good **after-sales service** keeps customers coming back.
良好的**售后服务**能让客户再次光顾。

warranty n. /ˈwɒrənti/

a written promise to repair or replace a product if it breaks within a set time

Family: guarantee (n.) **Use it with:** under warranty · extend a warranty

The laptop has a two-year **warranty**.
这台笔记本电脑有两年的**保修期**。

loyalty n. /ˈlɔɪəlti/

when customers keep buying from the same company

Family: loyal (adj.) **Use it with:** customer loyalty · loyalty card · brand loyalty

The card rewards customer **loyalty** with points.
这张卡通过积分奖励顾客的**忠诚度**。

satisfaction n. /ˌsætɪsˈfækʃn/

the good feeling when something is as you wanted

Family: satisfied (adj.) · satisfy (v.) **Use it with:** customer satisfaction · satisfaction survey

Customer **satisfaction** has risen to 92%.
客户**满意度**已上升至 92%。

retailer n. /ˈriːteɪlə/

a business that sells goods to the public in shops or online

Family: retail (n./adj.) **Use it with:** online retailer · large retailer

The **retailer** has 200 stores across China.
这家**零售商**在中国各地有 200 家门店。

wholesaler n. /ˈhəʊlseɪlə/

a business that buys large amounts of goods and sells them to shops

Family: wholesale (n./adj.)

We buy our rice from a **wholesaler**.
我们从一家**批发商**那里购买大米。

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Vocabulary and example	Write it

distributor n. /dɪ'strɪbju:tə/

a company that supplies goods from producers to shops

Family: distribute (v.) · distribution (n.) **Use it with:** sole distributor · distribution network

We need a **distributor** in Germany.
我们需要一家德国的**经销商**。

outlet n. /'aʊtlet/

a shop or place where a company sells its goods

Use it with: retail outlet · factory outlet

The brand sells through 50 **outlets** in the city.
这个品牌在城里通过 50 个**销售网点**销售产品。

e-commerce n. /i: 'kɒmɜ:s/

buying and selling goods on the internet

Family: online sales (n.) **Use it with:** e-commerce platform

E-commerce now makes up a third of our sales.
电子商务现在占我们销售额的三分之一。

turnover n. /'tɜ:nəʊvə/

the total value of the goods or services a company sells in a period

Family: revenue (n.) **Use it with:** annual turnover · increase turnover **Tip:** See staff turnover (list 3) for the other meaning.

Annual **turnover** reached 40 million yuan.
年**营业额**达到 4,000 万元。

negotiate v. /nɪ'gəʊʃɪeɪt/

to discuss something to reach an agreement

Family: negotiation (n.) · negotiator (n.) **Use it with:** negotiate a deal · negotiate a price

We **negotiated** a lower price with the supplier.
我们与供应商**谈判**，争取到了更低的价格。

deal n. /di:l/

a business agreement

Family: deal (v.) **Use it with:** close a deal · make a deal · a good deal

The two companies signed a five-year **deal**.
两家公司签署了一项为期五年的**协议**。

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Vocabulary and example	Write it

follow up phrase /ˈfɒləʊ ʌp/

to contact someone again after a first meeting or message

Family: follow-up (n.) **Use it with:** follow up on · a follow-up email

I'll **follow up** with a call next week.
我下周会打电话**跟进**。

lead n. /liːd/

information about a person or company that might become a customer

Use it with: generate leads · sales lead

The trade fair gave us forty new sales **leads**.
贸易展览会给我们带来了四十条新的销售**线索**。

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