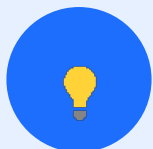


# 电商英语：技能提升与实践应用

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01

# 电商英语基础知识与词汇

# 核心词汇与短语：电商行业必备



## E-commerce

- Online shopping
- Digital commerce
- Cross-border e-commerce



## Product description

- Features
- Benefits
- Specifications



## Customer service

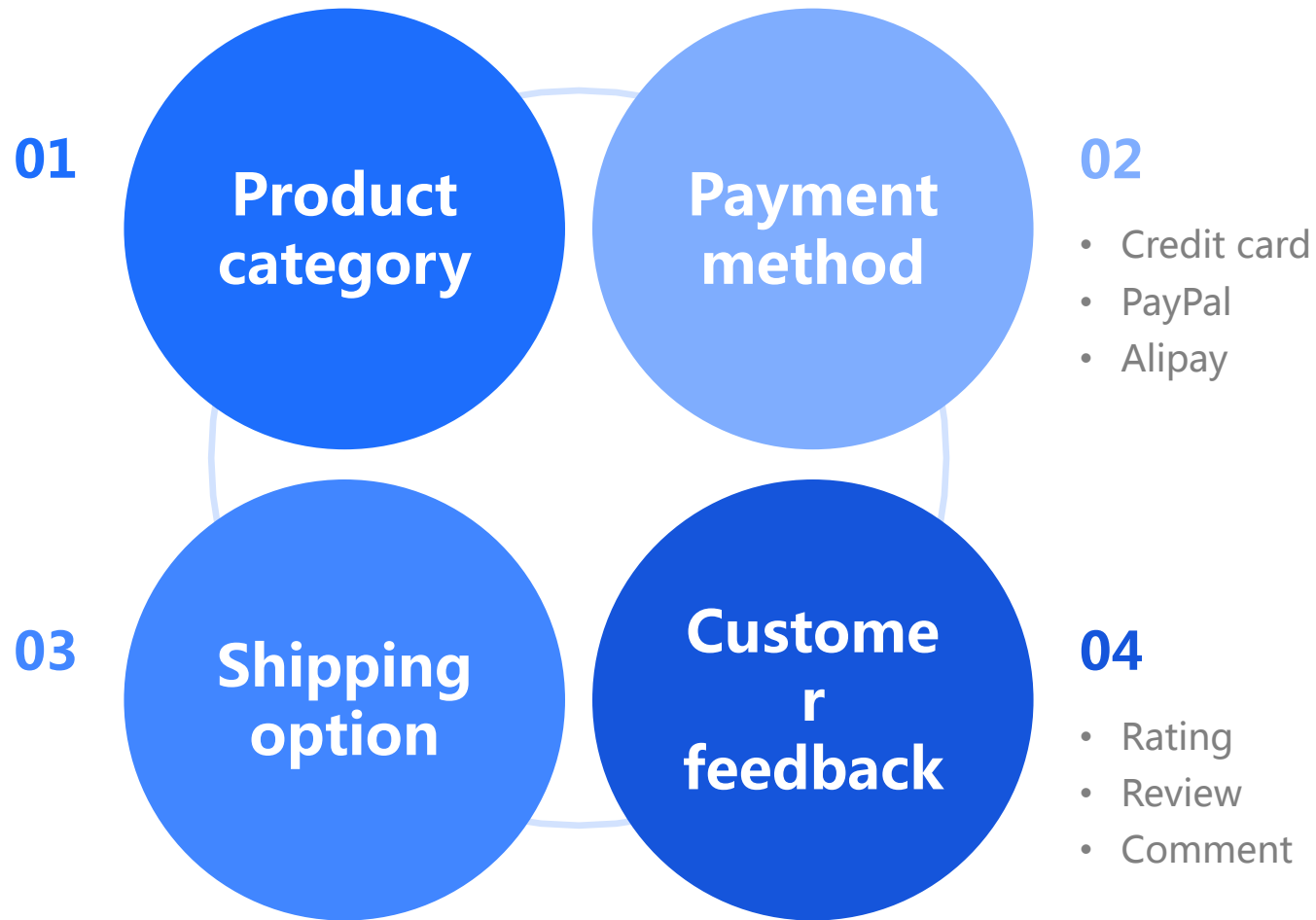
- Order tracking
- Return policy
- Warranty information



## Marketing promotion

- Discount codes
- Free shipping
- Limited time offer

# 行业术语与表达：精确描述电商概念



# 实用电商语句：提升沟通效率

01

## Greeting customers

- Hello, welcome to our store!
- Thank you for visiting our website!
- How may I assist you today?

02

## Discussing products

- This product has excellent quality.
- The color is true to the website's picture.
- It's a best-seller in our store.

03

## Handling inquiries

- I'm sorry, but we don't have that item in stock.
- We offer free shipping on orders over \$50.
- I will process your return within 3 business days.

—  
02

# 跨境电商平台与操作

# 主流跨境电商平台简介

Amazon

- Largest e-commerce platform in the world
- Sells a wide variety of products
- Offers FBA (Fulfillment by Amazon) service

Alibaba

- B2B platform connecting buyers and suppliers
- Offers Alipay as a payment method
- Hosts the annual Alibaba Global Trade Festival

eBay

- Online auction and fixed-price marketplace
- Offers payment protection for buyers
- Has a strong presence in the United States and Europe

# 平台操作与运营：提高业务水平

## Product listing

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- Conduct keyword research
- Write accurate and compelling product descriptions
- Include high-quality product images

## Order

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### management

- Process orders promptly
- Update order status in a timely manner
- Communicate with customers about shipping and delivery

## Customer service

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- Respond to customer inquiries in a professional manner
- Handle returns and exchanges according to company policy
- Seek customer feedback and improve service quality



# 跨境电商案例分析：学习成功之道



## Case study 1: Amazon success story

- Analysis of key factors contributing to success
- Insights on product selection and marketing strategies
- Discussion of supply chain management and customer service



## Case study 2: Alibaba growth strategy

- Examination of B2B business model and platform features
- Analysis of international expansion and localization efforts
- Discussion of future prospects and challenges

—  
03

# 电商英语沟通技巧与礼仪

# 书面沟通技巧：清晰表达观点

01

## Use formal language

- Avoid slang and colloquial expressions
- Use proper grammar and punctuation

02

## Be concise and clear

- Keep sentences short and to the point
- Avoid using jargon and industry-specific terms

03

## Use active voice

- Make subjects and verbs agree
- Avoid passive voice whenever possible

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