

Introduction to Business Chinese

Introduction to Business Chinese Communication

Communication

Key concepts, useful vocabulary, and practical tips for effective interaction in Mandarin-speaking business environments.

1. Why Business Chinese Matters

Reason	Impact
Market size – China is the world’s largest consumer market.	Opens access to billions of potential customers.
Supply chain hub – Many manufacturers and logistics providers operate in Mandarin.	Facilitates smoother negotiations, contracts, and problem-solving.
Cultural credibility – Using the local language signals respect and commitment.	Builds trust, improves relationship depth (guanxi).
Competitive edge – Few non-Chinese speakers can communicate fluently.	Differentiates you from rivals and speeds decision-making.

2. Core Communication Situations

Situation	Typical Goal	Key Phrase Patterns
Greeting & Small Talk	Establish rapport, show politeness.	“?????????” (Nín hǎo! Hǎn gǎoxìng jiàn dào nín.)
Self-Introduction	Clarify role, company, and purpose.	“??...??...??...??...”?
Presenting a Proposal	Explain product/service benefits, persuade.	“?????????????...”?
Negotiating Terms	Reach agreement on price, delivery, payment.	“?????...??”?
Handling Objections	Address concerns, reassure.	“?????????????????”?
Closing a Deal	Confirm agreement, next steps.	“?????????????”?

Introduction to Business Chinese

Situation	Typical Goal	Key Phrase Patterns
Follow-up & Thank you	Maintain relationship, show appreciation.	“?????????????”

Communication

3. Essential Vocabulary & Expressions

Category	Mandarin	Pinyin	English Equivalent
Greetings	??	n? h?o	Hello
	??	nín h?o	Formal hello
Company	??	g?ngs?	Company
	??	bùmén	Department
Roles	???	z?ng j?ngl?	General Manager
	????	xi?oshòu dài?i?o	Sales Representative
Negotiation	??	jiàgé	Price
	??	zhékòu	Discount
	???	jì?ohuò q?	Delivery time
	????	fùku?n f?ngshì	Payment method
Agreement	??	hétóng	Contract
	??	tiáoku?n	Clause
	??	quèrèn	Confirm
Politeness	?	q?ng	Please
	??	xièxiè	Thank you
	???	duìbuq?	Sorry
Relationship	??	gu?nxi	Relationship/network
	??	hézuò	Cooperation
	??	hu?bàn	Partner

4. Structuring a Business Conversation

1. Opening (??)

- Greet and exchange pleasantries.

Introduction to Business Chinese

- Mention mutual contacts or

Communication