

商 务 网 络 培 训 系 列 教 材

商务谈判英语口语

ORAL
ENGLISH
FOR
BUSINESS
NEGOTIATION

主 编 王乃彦

副主编 李富森 刘长声



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前 言

随着经济全球化进程的加快,我国同世界各国的商务活动日趋频繁,并在经济贸易领域与国际全面接轨。为了适应这一新的形势,社会急需既具有一定的国际贸易知识,又具有相当英语水平的复合型国际商务人才。较高的商务英语交际能力和娴熟的商务英语沟通技巧,已成为新经济时代商务人员必备的专业技能之一。本书以实用为目的,从买卖双方不同角度介绍谈判技巧和交际方法,注重培养学生灵活运用英语知识和商务知识进行各种商务活动的能力。适用对象为从事国际商务活动的专业人员和国际贸易、商务英语等专业的学生。

本教材为中华人民共和国商务部网络培训系列教材之一,简明实用,针对性强,内容涉及国际商务活动及交易磋商各环节,包括询盘、报盘、价格、包装、佣金、折扣、装运交货、支付、合同、保险、营销、广告、索赔、仲裁、商检、进口许可证、商标、专利、合资、代理、加工、招标、投标、并购等诸方面。特别是加入了目前国际商务领域最新的贸易方式及做法。每个单元由背景知识介绍、对话示例、专业术语介绍、常用句型表达及谈判技巧等内容组成。

本教材由王乃彦任主编,李富森、刘长声任副主编,房玉靖、刘玉玲、梁晶、姚颖参加编写。

本教材的编写得到了《国际商报》社副社长刘德标及培训部主任王强的指导和支持,在此表示感谢。

编 者
2008 年 5 月

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Unit 1

Enquiry and Offer

I . General Introduction

An enquiry is a start in business transactions and it means to ask if the exporter can supply the goods he/she is interested in. A great number of business transactions start with enquiry. To the exporter, an enquiry is important because it often establishes a new and perhaps very valuable connection. When the exporter receives such an enquiry, he/she will reply whether or not he/she can supply the goods. When the exporter sends out information about what he is ready to sell, he gives the exact price, quality and quantity of the goods he is able to supply. This is an offer. In an offer the exporter always states the exact name and specifications of the commodities, the price, the currency in which payment is to be made, the terms of payment and delivery terms and other necessary information.

An offer is a proposal of terms and conditions presented in a potential contract by one party, called the offeror, to another party, called the offeree. In order for the agreement to be binding, the offeree must first accept the offer; otherwise there is no legal contract.

Like an enquiry, an offer that can be made by the seller is customarily called "selling offer", in which such wording as "can supply", "supply", "offer" or "offer firm" is mostly used. In general, it is the seller, the offeror, who offers the sale of certain commodities to the buyer, the offeree.

II . Dialogues

Dialogue 1

A: Good morning, Mr. Johnson. Would you tell me which items you are

keen on?

B: All of your products are fantastic. I'm especially interested in Art. No. 5.
How is the supply position?

A: All the articles displayed here are available. Generally speaking, we can supply from stock.

B: I should say that we think highly of your products.

A: I'm very glad to hear that. We are very confident that our products will find a good market in your country.

B: There's no problem about it. Here is our enquiry note. Please quote us your lowest price, CIF Rotterdam.

A: I'll look into your requirements first and let you have our firm offer tomorrow. You'll surely find our price favorable.

B: I hope so.

A: How soon do you want your goods to be delivered?

B: Early October.

A: OK. See you tomorrow then.

Dialogue 2

A: Can you show us your catalogue?

B: Certainly. Here's a catalogue for some of our popular items.

A: Thank you. We're quite interested in some of your products. Here's an enquiry sheet we've drawn up.

B: Thanks. We'll take a closer look at it.

A: How about the supply position of your products?

B: We have a steady supply for most of them.

A: Do you quote FOB or CIF?

B: We usually quote on a CIF basis.

A: The market at our end has become pretty competitive. In order to sell successfully there, your goods will have to be competitive in price as well.

B: You'll find our prices very attractive.

A: Would you give us an offer for Art. No. 16 CIFC 5% London now?

B: What's the quantity you wish to order?

A: We'd like to start with 20,000 pieces. It's an attractive quantity, do you think so?

B: When do you want the goods to be delivered?

A: Could you make it for May?

B: I think we should be able to manage. OK. So now we can offer you 20,000 pieces. For Art. No. 16 at US\$ 80 per piece CIPC 5% London for shipment in May.

A: Thank you. How long will this offer be open?

B: It's valid for three days.

A: I'll study your offer with my colleagues and give you a definite reply in three days.

B: I'll be waiting for your reply.

Dialogue 3

B: Good morning.

A: Good morning. Now, shall we discuss something more concrete?

B: Okay.

A: I was wondering if you would give us a response to our fax enquiry.

B: Certainly. We are pleased to offer you 120,000 pieces cotton poplin blouses at US\$ 18.80 each, FOB Shanghai. The blouses will be packed in plastic bags, every 5 dozen to a corrugated cardboard box. They will be delivered in two consignments of 60,000 each, the first lot by August 15 and the second by September 15. The terms of payment will be the same as those in the previous contract, that is, sight credit.

A: Thank you very much for your offer. We'll give it serious consideration. As it'll take us some time to calculate, may I suggest we take a break? Then we can give you an answer this afternoon.

B: Fine. We'll be waiting for your reply. See you then.

III. Technical Terms

catalogue	商品目录
sample	样品
offeror	发盘人
offeree	受盘人
sample book	样品本
enquiry	询价/询盘

quotation	报价
offer	报盘
price list	价目表
supply sb. with sth.	供应某人某货
place an order	订货
FOB price	离岸价格
supply from stock	供应库存货,供现货
out of stock	无库存,无现货
be in short supply	供应短缺

IV. Useful Sentences and Expressions

1. Would you tell us what quantity you require so that we can work out the offer?
能否谈谈你方需要的数量,以便我方报盘?
2. We are thinking of placing an order for 500 tons.
我们打算订购 500 吨。
3. I'd like to have your lowest quotation CIF San Francisco.
希望你方报 CIF 旧金山最低价。
4. All the quotations on the list are subject to our final confirmation.
报价单上的所有价格以我方最后确认为准。
5. If your price is favorable, we can book an order right away.
如果你方价格优惠,我们可以立即订货。
6. All these articles are our best selling lines.
这些商品都是我们最畅销的。
7. Our products are of the best quality and the lowest price.
我方产品物美价廉。
8. I'm sure these commodities will find a ready market in your area.
我相信这些商品在你地区会畅销的。
9. At your request, we are offering you the following items. This offer will remain open for 3 days.
按你方要求,我方报盘如下,此报盘有效期三天。
10. We can supply from stock and will have no trouble in meeting your delivery date.
我方可供现货,按你方要求的交货期交货没问题。

V. Related Information

Business negotiation is an important part of conducting an export transaction. It is the dealings between seller or exporter and buyer or importer in order to reach an agreement on the price, quantity, quality, payment and other terms or conditions of a sale. Evidently, the conclusion of a sales contract results from the business negotiation to the satisfaction of both parties.

Business negotiations are carried out either by writing or verbally. In the latter case, traders talk about the terms or conditions of a sale with each other in person or by telephone. The foreign merchant may call on the domestic trader upon invitation, or the exporter will make a visit to an overseas importer on his own account. Business talks are also held at international fairs where businessmen all over the world can negotiate with one another over export and import trading. Through verbal negotiations, trading transactions between Chinese and foreign merchants are concluded in large amounts at the China Export Commodities Fair in Guangzhou twice a year.

Unit 2

Price Bargaining

I. General Introduction

In business negotiations, price bargaining is of greatest importance. The seller, on the one hand, wants to sell at a high price and a secure term of payment; the buyer, on the other hand, wants to buy at a low price and an earlier delivery date. So the seller's quotation is often much higher than what the buyer has expected. In this case, if the seller and the buyer want to conclude a transaction, they must drive a hard bargain. So great patience is needed and in order to put the business through, both the seller and buyer should have a perfect understanding of each other's position.

II. Dialogues

Dialogue 1

- A: Mr. Stevenson, we've been involved in the tea business for many years. How is the business going?
- B: Not bad, really. We've done pretty well over the years. This time I'm prepared to order a much larger quantity. But for an attractive order, I'm expecting you to offer me a lower price. Will you give me a lower price if my order is large?
- A: A lower price? Sorry, but you don't really mean that, do you? You want us to lower our price though the market price is going up? When I gave you the previous quote, I made it very clear that if there's a change in the market, our quotation will follow. Now you see, the market price has risen in a spiral. We can't match our previous offer, and we certainly can't go lower.

B: Then what is the lowest price?

A: USD185 per case. We can't make any further concessions.

B: I'm not used to bargaining. But your price is too high for us to accept. It would be very difficult for us to push any sales if we just take the price.

A: The price we offered is more favourable than the quotations you can get from our competitors, if you take quality into consideration.

B: Since we're likely to place sizable orders, we hope that you will make some special concessions. You know, our order is for a much larger quantity.

A: May I ask what your idea of a much larger quantity is?

B: Say, 1,500 cases.

A: You can hardly call it a large quantity, can you?

B: Perhaps not, but still it is an order of some size. I'm sure you certainly appreciate the painstaking efforts we've made in pushing the sale of your tea in our market.

A: Then what's your idea of price?

B: The best we can do is USD155 per case.

A: I'm afraid that's quite impossible. You can't expect us to reduce the price to that extent just for the purpose of supporting your efforts.

B: I think you are well informed about the market. You know that some other Asian countries are selling the same at cheaper prices. So our counter-offer is in line with the world market.

A: Price can't be taken separately from quality. In terms of quality, I don't think that the goods of other brands can compare with ours. It's the excellent quality that makes it worth the difference in price. You know, better quality means a higher price.

B: I agree that yours are of better quality. You know, we wouldn't have turned to you for an offer if it weren't for the good quality of your products. But your price is still on the high side even if we take quality into consideration. So, I think it unwise for either of us to insist on his own price. How about each making a further concession so that business can be concluded?

A: You want to drive me bankrupt! The largest cut we can offer is 3 percent.

B: So you really don't see your way to get it down a bit?

A: No, I'm sorry. This is our rock-bottom price. If you find it unworkable,

I'm afraid I have to call the deal off. Just now we made a move. To have this business concluded, you'll also have to move, okay?

B: It seems there is nothing more I can do but take up your offer. But we accept your price only if you can make an earlier shipment.

A: No problem. I'm glad that we've settled the price.

Dialogue 2

A: I'd like to get the ball rolling by talking about prices.

B: I'd be happy to answer any questions you may have.

A: Your products are very good. But I'm a little worried about the prices you're quoting.

B: You think we are asking for more?

A: That's not exactly what I had in mind. I know your research costs are high, but what I'd like is a 25% discount.

B: That seems to be a bit too high, Mr. Smith. I don't know how we can make a profit with that.

A: Please, Mr. Zhang. Well, if we promise future business — volume sales — that will slash your costs, right?

B: Yes, but it's hard to see how you can place such large orders. How could you turn over so many? We'd need a guarantee of future business, not just a promise.

A: We said we wanted 1,000 pieces over a six-month period. What if we place orders for twelve months, with a guarantee?

B: Even with volume sales, our costs won't go down much.

A: Just what are you proposing?

B: We could take a cut on the price. But 25% would slash our profit margin. We suggest a compromise — 10%.

A: That's a big change from 25%! Can't you go any further?

B: I'm afraid it's the best we can do.

A: OK. In that case, we'll think it over and give you an answer soon.

Dialogue 3

A: We understand that you're in the market for vinyl paint. You know we are one of the leading manufacturers in America and shall be pleased to be of

any help to you if you need.

- B: I wonder if this is the best time. There is much more vinyl paint on the world market than actually is required at present, so the price of this kind of product is tending downward. Look, here is the quotation in today's newspaper. The price has plummeted over the last two days.
- A: It's just a normal fluctuation, I think. Now it has hit the bottom and will soon pick up. I would advise you to make the purchase at once.
- B: I don't think it's just a normal fluctuation, and I'm not too sure whether it has touched the bottom; the fact is that the price is continuously going down. But if you could come up with a really competitive price, we might be able to place an order with you. Are you prepared to offer your lowest price?
- A: We can offer you 5,000 tons of vinyl paint of first grade at USD 1,160 per ton CFR China port for delivery in September. I hope you will find these terms satisfactory.
- B: Thank you for your offer, Mr. Vigor. But I'm afraid your price is out of line. Higher than current market price.
- A: Out of line? I'd be rather surprised. I admit the present market is very unfavourable to us. But this won't last long. It only occurred in this time period. It cannot represent the trend.
- B: Maybe we hold different points of view on the trend of the current market price. But to be frank with you, all the offers we have received from Europe are below USD 1,100.
- A: But you must take quality into consideration when you compare prices. Have you compared our quality with theirs? Are they in the same class? Ours is the best worldwide.
- B: I accept that; the quality is indisputable; but I'm sure that you, as a big supplier, know better the supply position in the world market. It's only in view of our long-standing business relations that we come here to purchase from you.
- A: OK, since the international market is low, I'd like to adjust our price downward by 50 dollars to USD 1,110 per ton. We hope this revised price will enable you to place an order.
- A: Alright, with a view to long-term interests, I agree to conclude the

transaction at the price you suggested.

B: I appreciate your efforts and cooperation and hope that this will be the forerunner of other transactions in future.

A: So do I.

III. Technical Terms

counteroffer	还盘
rock-bottom price	底价/最低价
cut the price	减价/削减价格
meet each other halfway	折中/互让一半
retail price	零售价格
wholesale price	批发价格
reduce the price	减价
make a reduction	减价
make a concession	让步
fluctuation	波动

IV. Useful Sentences and Expressions

1. It would be very difficult for us to push any sales if we buy it at this price.
如果按此价格购买,我们推销起来会比较困难。
2. The price of this commodity has gone up a lot in the last few months.
该商品的价格在过去几个月间大幅度上涨。
3. Your price is higher than those we got from elsewhere.
你方价格比起我们从其他地方获得的价格要高。
4. With respect to quality, I don't think that the goods of other brands can compare with ours.
从质量上讲,我想其他品牌的商品无法和我们的相比拟。
5. If you have taken everything into consideration, you may find our quotation lower than those you can get elsewhere.
如果把各种因素都考虑进去的话,您会发现我们的报价比他出的要低。
6. I'm afraid we can't reduce our price to the level you indicated.
恐怕我们很难将价格降至你方要求的程度。
7. I'm afraid we will have to call the whole deal off if you still insist on

your original quotation.

如果你方硬要坚持最初报价的话,恐怕这笔交易只好告吹了。

8. The best we can do is to reduce the price by 2%.

我们最大限度只能减价 2%。

9. To be frank with you, your counter-offer wouldn't even cover our production cost.

坦率地说,你方还盘的价格都不够我们的生产成本。

10. If your order is large in quantity, we will consider giving you preferential treatment by offering a special price.

如果你方订货数量够大的话,我们可以考虑给你方优先对待,报给你方一个特殊价格。

V. Related Information

A counter-offer is an offer made by an offeree to an offeror, accepting some terms and changing other terms. It can be made verbally or in writing. Like an offer, a counter-offer is also of two kinds, one with engagement and the other without engagement. As to the former, all the three elements—being clear, complete and final—that constitute an offer with engagement are applicable just the same. It is binding on the maker of the counter-offer in the same way as firm offer.

A counter-offer, in fact, is a rejection to the offer. Hence, it is a new offer and, at the same time, the original offer lapses. In a counter-offer a new price as well as other new terms is suggested. When used, it is often simply worded with only the new suggested terms stated. In order to make certain that the other terms embodied in the original offer remain unchanged, the date and /or reference number of the original offer is usually so referred to in the counter-offer as to be no mistaking what it is aimed at.

Unit 3

Commission and Discount

I. General Introduction

Commission is a fee paid to an agent or broker for negotiating a sale, based on a percentage of the selling price. Though it may be calculated in the same way, a commission differs from a discount, which is paid to those who take title to the goods being sold in the form of an amount to be deducted from a payment that is due, as a reward for paying cash, buying in quantity, making early payment, or granting some other advantage to the seller. Both commission and discount are general practices often employed in foreign trade to promote exporting and win keen trade competitions.

II. Dialogues

Dialogue 1 At the Customs

A: Hello, Mr. B, glad to meet you at the fair.

B: So am I. Take a seat, please.

A: Thank you. It seems your business is prosperous. There are so many customers here.

B: Yes, not too bad. Our sales are going up year after year. And we still have a large potential production capacity.

A: Well, do you think of choosing a commission representative or agent abroad to promote your sales?

B: That's a good idea.

A: We are willing to be your agent in Malaysia for sewing machines. What's your idea?

B: It coincides with our desire.