

提供
训练

得体的商务谈判英语

模板
风格

最新即学即用

成功商务谈判英语

English for Business
Negotiation

MP3

浩瀚 主编



北京语言大学出版社
BEIJING LANGUAGE AND CULTURE
UNIVERSITY PRESS

最新即学即用 成功商务谈判英语

English for Business Negotiation

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To the Reader 致读者

《最新即学即用成功商务谈判英语》是为广大商务人士精心编写的一本商务英语口语学习用书,全书内容丰富,针对性强,涵盖了从谈判起始到谈判结束的全过程,旨在为读者再现商务谈判的基本内容以及完整的商务谈判流程,并帮助广大商务人士提高英语交际水平。

本书在编排上有四大精彩特色:

1. 课前热身——为读者提供商务谈判中应注意的行为规范和商务知识,便于读者在实际场景中更好地提高自身素质。

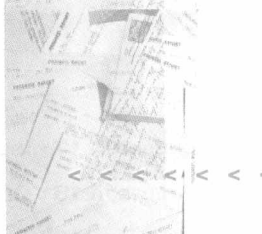
2. 妙语连珠——收录了与单元主题相关的词汇,帮助学习者轻松掌握相关表达。

3. 对答如流——设计了在商务谈判中最常用到的简短对话,帮助学习者掌握基本句型,加强练习,学以致用。

4. 情景会话——真实的英文情景会话,将学习者引入到谈判场景之中,在练习中获得知识和经验,一定会给您的工作带来极大的便利。

本书适合具有初、中级英语水平的学习者使用,配有光盘一张。特邀外籍专家朗读,发音标准,语速适中。

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To the Reader 致读者

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商务谈判前的准备

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Lesson 1 Making an Appointment with Your Business Associate 约定谈判对象

Warming up

课前热身

电话预约应遵循的原则

- 电话约定不必说得太细，只要讲清自己的身份，并表示希望见到对方即可。
- 按照英语国家的习惯，接电话的人要首先报出自己的身份。
- 在英语国家，人们常常表示感谢，所以在英语中表达感谢的方式也很多。

Useful Words and Expressions

妙语连珠

trade [treɪd] 贸易，交易

commercial [kə'mɜːʃəl] 商业的

opportunity [ˌɒpə'tjuːnɪti] 机会，机遇

particularly [pə'tɪkjʊləli] 特别，尤其

represent [ˌreprɪ'zent] 代表

contact ['kɒntækt] 联系

recommend [ˌrekə'mend] 推荐，介绍

connection [kə'nekʃn] 联系，关系

mind doing... 介意做……

for your reference 供贵方参考

appointment [ə'pɔɪntmənt] 约会

inconvenience [ˌɪnkən'viːnjəns] 不方便

look forward to 期待

timetable ['taɪm,teɪbl] 时刻表；时间表

to one's convenience 为了某人的方便

unexpected [ˌʌnɪks'pektɪd] 想象不到的；突如其来的

Short Dialogues

对答如流 

1. **International Products. May I help you?**

I'd like to speak to Mr. Johnson.

Q 国际产品公司,我能帮您什么忙吗?

A 我想和约翰逊先生通话。

2. **I would like to make an appointment with you, possibly, this week. How does that sound?**

I've planned to be away on business this week. How about next week?

Q 我想约您本周见一面,不知您意下如何?

A 这周我已安排了出差。下周怎么样?

3. **I am Jack from the ABC Company. I would like to speak with someone who is responsible for imports.**

I suppose the person you want is James Smith of our International Marketing Department. Please wait for a moment. I will transfer your call to him.

Q 我是ABC公司的杰克。我想找负责进口的人员。

A 您应该是要找我们的国际销售部的詹姆斯·史密斯。请稍候,我将为您转接。

4. **Mr. Smith, I'm calling to confirm an appointment with you. Your secretary, Miss Yang, made it with me the day after tomorrow.**

OK. Is it 9:30 next Monday morning at my office?

Q 史密斯先生,我打电话是要确认一下我们的约会。您的秘书杨小姐把时间定在后天。

A 好的。是下周一上午九点半在我的办公室吗?

5. **I will be expecting you then.**

So see you then.

Q 我那时会等您的。

A 那我们到时候见。

UNIT 1

6. Thank you for calling. Have a nice weekend.

Thank you. You, too. Good-bye.

7. I am sorry. I'm afraid I have to cancel our appointment.

That's all right. It's understandable.

Q 谢谢您打电话来。周末愉快。

A 谢谢，也祝您周末愉快。再见。

Q 我很抱歉。恐怕我不得不取消我们的约会。

A 没关系。可以理解。

Situational Dialogues

情景会话

Dialogue 1

A: Hello, Li Qing speaking.

B: Good morning, Miss Li. This is Bill Brown.

A: Good morning, Mr. Brown.

B: I have just got a fax from my head office about the agency agreement.

Would it be possible for us to meet sometime tomorrow morning?

A: I'm afraid I won't be available tomorrow morning. How about two o'clock tomorrow afternoon?

B: Well, let me see... Oh yes, I think I can manage.

A: Good. I'll be expecting you at 2:00 tomorrow afternoon in my office.

B: All right. See you then. Good-bye.

A: 您好！我是李清。

B: 您好！李小姐。我是比尔·布朗。

A: 您好！布朗先生。

B: 我刚刚收到一份总公司有关代理协议的传真。明天上午我们见一面好吗？

A: 恐怕明天上午我没空。明天下午两点怎么样？

B: 哦，我查一下我的时间安排……啊，行。我想可以。

A: 好。那么，明天下午两点我在办公室等您。

B: 好。明天见。

Dialogue 2

A: Hello, International Trade Corporation.

B: Hello, may I talk to Mr. John Smith, please?

A: Hold on, please.

C: Hello, Smith speaking. Who is calling?

B: Good morning, Mr. Smith. This is Li Qing.

C: Li Qing?

B: Yes. We met at Mr. Brown's office two months ago. Do you remember?

C: Yes, I remember now. So what can I do for you?

B: Mr. Smith, I'd like to make some trading arrangements with your corporation. So I am wondering if I could come and meet with you at 10:00 a. m. tomorrow.

C: I'm afraid I have an appointment at 10:00.

B: Then, how about 3:00 p. m. tomorrow?

C: I am sorry, but I have another appointment at that time.

B: When can I expect to meet you then?

C: Maybe in a week or so. I'll give you call.

B: I look forward to your call.

A: 喂, 国际贸易公司。

B: 喂, 请给我找一下约翰·史密斯先生可以吗?

A: 请稍等。

C: 喂, 我是史密斯。您是哪位?

B: 早上好, 史密斯先生。我是李清。

C: 李清?

B: 是的。我们两个月前在布朗先生的办公室见过面。您还记得吗?

C: 是的, 我想起来了。您找我有什么事吗?

B: 史密斯先生, 我想同你们公司制定一些贸易上的协议。所以不知道我是否能在明天上午十点见您。

C: 恐怕十点钟我已有约会。

B: 那么明天下午三点如何?

C: 很抱歉, 我那个时间也有约。

B: 那我什么时候能与您会面?

C: 大概一周左右吧。我会给您打电话的。

B: 我盼望您的回电。

Dialogue 3

A: (*Phone, ringing.*) Hello! This is Mingdu Company. May I help you?

B: May I speak to your manager, please?

A: May I know who's calling?

B: This is Mr. White.

A: Which company are you from?

B: ABC Corporation. I'm the representative of ABC in China. May I know who this is?

A: This is Miss Liu, secretary of our general manager, Madam Li Guo.

B: May I speak to Madam Li?

A: Sorry, she is out for a meeting.

B: When will she be back?

A: I'm not sure. Could you leave a message please?

B: I'd like to discuss some business with her. When is a good time to contact her? May I have her phone number at home?

A: Sorry, I don't know. Why don't you call back again tomorrow?

B: OK. I'll call her tomorrow.

A: (电话铃声) 喂! 这里是名都公司。要我帮您吗?

B: 我可以和你们经理通话吗?

A: 我能知道您是哪位吗?

B: 我是怀特先生。

A: 您是哪家公司的?

B: ABC 集团公司。我是 ABC 公司驻中国的代表。您是谁?

A: 我是刘小姐, 我们总经理李果女士的秘书。

B: 我能和李女士说话吗?

A: 对不起, 她出去开会了。

B: 她什么时候回来?

A: 我不确定。请您留言好吗?

B: 我想同她谈生意方面的事儿。什么时候能找到她? 我能知道她家的电话号码?

A: 对不起, 我不知道。您为什么不明天再来电话呢?

B: 好的。明天我再打电话。

Dialogue 4

A: Hello, Beijing Foreign Trade Corporation. May I help you?

B: Good morning. Can you put me through to Manager Liu?

A: Who is speaking, please?

B: Mr. Brown from New York.

A: Hold on, please. I'll put you through.

C: This is Liu Hua speaking.

B: Hello, Miss Liu.

C: Hello, Mr. Brown.

B: Thank you for your entertainment last Sunday.

C: You're welcome.

B: I am just wondering if I can make an appointment to discuss our business matters.

C: Sure, just tell me when you're free.

B: What about the day after tomorrow?

C: Let me check. Hum, that will be Friday. How about 10:00 a.m. ?

B: Fine. Thank you.

C: OK, let's meet at 10:00 a. m. on Friday. See you.

B: See you Friday.

A: 喂，这里是北京对外贸易公司。您有什么事吗？

B: 早上好。请找刘经理接电话。

A: 请问您是哪位？

B: 我是纽约的布朗先生。

A: 请不要挂电话，我给您转过去。

C: 我是刘华。

B: 您好，刘小姐。

C: 您好，布朗先生。

B: 谢谢您上周日的款待。

C: 不客气。

B: 我想知道能不能约您谈谈我们的生意。

C: 当然可以。告诉我您什么时候方便。

B: 后天怎么样？

C: 让我看看。那就是星期五。上午十点好吗？

B: 很好。谢谢。

C: 好，咱们星期五十点见。再见。

B: 星期五见。

Lesson 2 Market Research 市场调查

Warming up

课前热身

市场调查的作用

- 市场调查是市场营销活动的出发点，是增强企业活力的重要途径。企业可以根据市场调研，分析研究产品的生命周期，确定开发新产品，整顿或淘汰老产品，制定生命周期各阶段的市场营销策略，根据消费者对产品价格变动的反应和竞争的价格策略，确定合适的售价。企业也可以通过市场调研，发现消费者的潜在需求，从而不断开拓新的市场，决定最佳的市场定位，树立良好的企业形象。

Useful Words and Expressions

妙语连珠



rundown [ˈrʌndaʊn] 概要，综述
 precious [ˈpreʃəs] 宝贵的，贵重的
 survey [səˈveɪ] 调研
 brand [brænd] 商标，牌子
 demographics [ˌdiːməˈɡræfiks] 人口统计数据
 source [sɔːs] 来源
 competition [ˌkɒmpɪˈtɪʃən] 竞争
 compare [kəmˈpeə] 比较
 fluctuate [ˈflʌktʃueɪt] 波动
 analysis [əˈnæləsɪs] 分析
 client [ˈklaɪənt] 客户
 international market 国际市场

home market 国内市场
 market share 市场占有率，市场份额
 sales figures 销售数据
 marketing policy 营销策略
 be familiar with... 对……熟悉
 on good terms (与……) 关系好
 take actions 采取行动
 distribution channel 分销渠道
 open up a new market 开拓新市场
 statistics 统计资料
 field investigation 实地考察

Short Dialogues

对答如流 

1. How is the market situation in your country?

We had achieved great success in exporting mechanical and electrical products in recent years.

Q 贵国的市场状况如何？

A 我们最近几年在机电产品出口方面取得了很大成功。

2. How has our latest model been accepted?

It's been very well accepted. There's still a great demand for your old model, too.

Q 我们最新型号的销售情形如何？

A 好极了。而旧型号的需求量也依然很大。

3. Do you think our products are competitive enough in an international market?

Price wise, yes. But in terms of its guaranteed service over a long period of time, I would say no.

Q 您认为我们的产品在国际市场上有足够的竞争力吗？

A 就价格来讲，可以的。但从长期售后服务方面来看，我就要说不行了。

4. What's your monthly production capacity for this model?

This one is manufactured only for the domestic market, so let me see... it would be approximately fifty thousand.

Q 贵公司这个型号每月的产量是多少？

A 这一型号的制造仅供应国内市场，因此，让我想想看……大约是五万吧。

5. Do you have overseas plants as well?

Yes, we have one in America and two in Thailand. We're building another in Mexico.

Q 你们国外也有工厂吗？

A 是的，美国有一家，泰国有两家。现在要在墨西哥另建一家。

6. Do you have any particular plan to help them to open up new markets?

Yes, we have decided to strengthen market research and gather more information from various resources.

7. Have you tried this kind of detergent yet?

Yes, once. It washes quite clean. Nevertheless, I can't stand the smell. It is really nauseating.

8. May I know why you've chosen this brand? The price is higher than that of others on the market.

Let me see. It washes clothes clean. I needn't soak them for too long, you know.

9. What's your market share?

If I'm not mistaken, it was over 85 percent last year.

10. Do you have any idea how textile markets are going nowadays?

It's so so, not too bright, not too dark, I should say.

Q 你们有没有特别的计划帮助他们打开新的市场?

A 有,我们决定加强市场调查并从各种渠道搜集更多信息。

Q 您试过这种洗涤剂吗?

A 试过一次。它洗得很干净。但是,我忍受不了那种气味,它使我想呕吐。

Q 能告诉我您为什么选择这个牌子吗?它的价格可是比市场上的其他同类商品要高。

A 让我想想,用这种洗涤剂,衣服洗得很干净。您知道,我不用浸泡衣服很长时间。

Q 贵公司的市场占有率是多少?

A 如果我没搞错的话,去年超过了85%。

Q 您是否知道目前的纺织品市场状况?

A 马马虎虎,我应该说不很好,也不很坏。

Situational Dialogues

情景会话 

Dialogue 1

A: Good morning, sir. I'm the market surveyor from ABC company. Could you spare me a few minutes?

B: I'm sorry. I'm very busy. Maybe next time.

A: I only need five minutes. Our company would like to hear your comments on our products.

B: OK, only five minutes.

A: Thank you very much. Are you using any of our company's products at present?

B: Yes, I am using your company's laptop.

A: Good. Then what do you think about it?

B: Well, generally speaking, it's not bad.

A: Would you please be more specific?

B: The color and the design are good. But I think there is still room for improvement in performance.

A: Could you please put it in detail?

B: I mean occasionally it will break down for some reason. I have sent it for repair once, but the repairman could not find anything wrong.

A: I will go back and check out that for you. But I can assure you that the quality of our company's product is of the first class.

B: I hope so. Are there any other questions?

A: No, thank you. Thank you very much for your kind cooperation. Here is a small present for you. Wish you good luck!

B: Thank you.

A: 早上好, 先生。我是 ABC 公司的市场调查员。您能抽出几分钟时间吗?

B: 不好意思, 我很忙。下次吧。

A: 我只需要五分钟。我们公司想听听您关于我们公司产品的意见。

B: 好吧, 就五分钟。

A: 非常感谢。您现在使用我们公司的产品吗?

B: 是的, 我在用贵公司的手提电脑。

A: 太好了, 那您有什么意见吗?