

Business English
英语商务通

英语 谈判高手

Achieving Success in Business English Negotiations

安玉娟 杨柳青 译

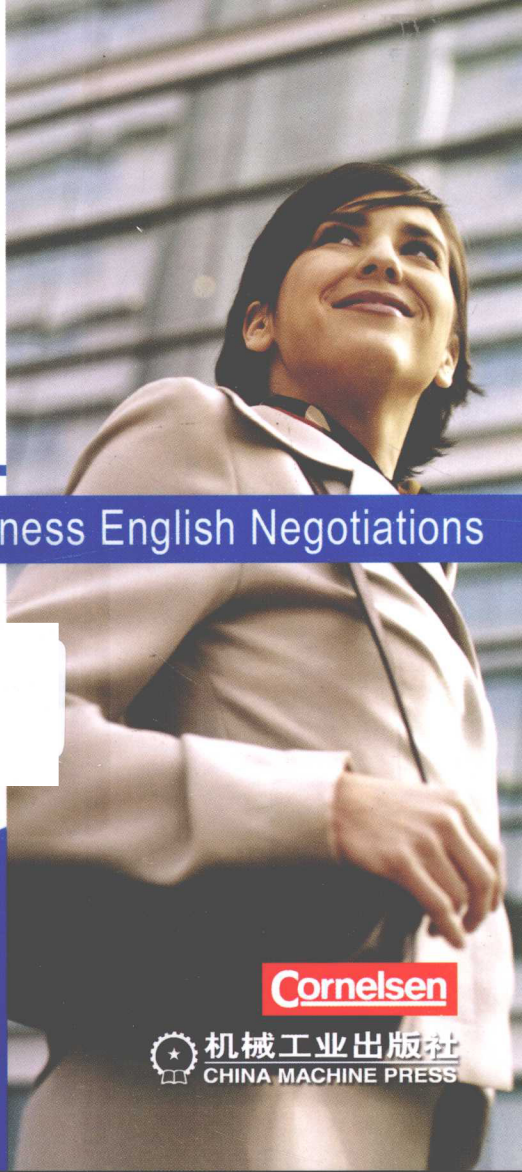


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Preface

在经济全球化的大形势下，商务工作者要掌握英语，学英语的人要懂得商务。此“英语商务通”系列正是把真正的国际商务活动与英语语言和社会交往技能紧密地结合在一起的丛书。

本丛书针对国际商务活动的各种场景、特点和需要，科学细致、全面具体地把商务活动中各个重要的环节分为商务会议、商务谈判、商务沟通、商务演示和商务社交5个方面。每个方面针对不同内容加以详细论述，简化了商务活动中复杂难懂的词汇和句子。书中精选的词汇个个简单易记，朗朗上口；书中所列出的句型是商务活动中最典型、最具有代表性的，只要牢牢记住并针对不同的商业场合稍作修改就能随境使用。书中所展示的商业场景真实生动、浅显易懂，在令你印象深刻、过目不忘的同时，还能极大地提高你的英语水平。

每分册的各单元的编写体例基本一致，具体如下：

1. **Dialogue:** 旨在通过生动的对话及演说，加强具体交际情景下的沟通和交流。它提供了许多真实的案例，同时帮助学习者在语言方面作好充分的准备，提高他们进行有效交际的能力。

2. **Reading**: 中国人在学习商务英语时应该注意跨文化因素, 知道怎样在不同的文化背景下进行有效的沟通。**Reading** 在这方面给予的关注是令人感动的, 它不仅可以增加学习者的文化知识, 而且可以启发他们深入地思考。

3. **Writing**: 该部分提供了具体的实用场景, 使学习者在整个单元学到的语言知识在这一部分得到具体的、综合性的运用。

4. **Vocabulary**: 词汇是语言的基础, 在交流过程中熟练的语言应用能力能够反映出学习者具有良好的语言功底。此部分内容涉及的词汇都是在商务活动中经常用到的, 学习者通过多次实践, 反复积累, 就能达到理想的掌握效果。

5. **Structures**: 本部分提供了和单元主题相关的语言功能练习。每个单元的学习都是由各种不同的任务构成的, 旨在通过各项任务来帮助学生发现问题、解决问题, 主动地学习与各主题相关的交际技巧。

6. **Evaluation**: 此部分内容为自我检测, 是专门为学习者对以上几部分内容的理解程度和掌握情况而设定的, 考查学习者的实际运用能力。学习者可根据自身需要进行多次反复的练习, 最终达到熟练掌握、脱口而出的效果。

下面是每个分册的特点和主要内容。

《英语会议高手》

本书涉及召集会议、开始会议、控制会议、打断对方发言以及结束会议等内容。要成功进行商务英语会议, 可不是一件容易的事。成功的会议活动

源于成功的准备，因此，用系统的商务会议观念去指导实践，用完整的英语语言去进行交流是会议成功的必要条件之一。本书的目的就是帮助读者掌握成功经验，让商务会议完美无缺。

《英语演示高手》

本书以如何准备、开始一场商务演讲作为开场白，内容涉及商务演讲的临场发挥与现场控制技巧，以及如何运用演示工具和如何结束演讲等。它几乎涵盖了整个商务演讲的过程，并以实例与技巧相结合，让商务学习者轻松掌握用英语进行演讲，以及独立设计一套富有吸引力的英语演示讲稿的方法。

《英语谈判高手》

本书涉及准备、开始进行谈判、提出报价并议价和最终达成协议等内容。国际商务谈判是对外经济贸易工作中不可缺少的重要环节，许多交易的完成往往需要经过艰难繁杂的谈判，因此了解谈判的规律、掌握谈判的特点就十分必要。本书既讲述一般商务谈判的技巧，又教你学会简单实用的英语谈判语言。

《英语沟通高手》

本书涉及从如何通过打电话进行有效的沟通，到面对面的交谈，以及向对方介绍自己的互动式的交往，循序渐进地训练学习者自如地处理各种类型的会面交流。本书可让学习者掌握一定的英语语言运用知识并能灵活地将其

用于指导商务会话实践活动，这是提高沟通能力的有效途径，也是成功地进行商务活动的必备条件。

《英语社交高手》

本书涵盖了典型的商务社交场景，包括如何建立联系、在餐厅宴请客人、到办公室参观以及请求帮助为会议作准备等内容。在国际商务活动中，出色运用语言艺术有着十分重要的作用。本书强调在掌握并提高外语语言运用技能的同时，了解各种商务活动，获取商务信息，提高商务社交技能。

毋庸置疑，我们还要在尽可能真实的情景中进行练习，否则不可能学会流畅地表达自己的想法。而随书附赠的 DVD 光盘内容丰富，既包括真人情景演绎的完全环境英语，也设计了大量互动学习任务。相信这套分类详细、实用性强的丛书，能够帮助广大商务工作者和英语学习爱好者在现实工作中真正达到学以致用目的！



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Chapter 1

Getting ready

作准备

In this chapter you will:

- ◆ read a dialogue in which two people set up negotiations
- ◆ read an article about first moves in negotiations
- ◆ write an email to confirm arrangements
- ◆ practise vocabulary and expressions from this chapter of the DVD



Dialogue

A phone call to set up negotiations

Read the dialogue and then complete the memo from Jerry to his assistant, Jane Frears.

A: Hello Maki, Jerry MacKenzie here. I'm calling to let you know that we've been through your proposal and we're ready to discuss it with you.

B: Oh, that's wonderful, Jerry. Why don't you come to our offices in Helsinki to work out the details?

A: That's an excellent idea.

B: I'll also arrange for you to meet the development team and I'd like to personally give you a tour of our production offices.

A: Sounds very interesting, Maki. However, we do need to reach an agreement on some important issues raised by your proposal, particularly about timescales and costs involved. I think we'll need a good half-day of discussions to sort out these points.

B: Sure, I agree completely. Could you come over for two days? Perhaps next week?

A: Unfortunately not, but I think we could come for one full day at the end of

next week, Thursday or Friday. We could talk in the morning and have a tour in the afternoon. Is that possible for you?

B: Thursday's difficult for me, but Friday the 11th would be fine. I can also have my assistant arrange your accommodation.

A: Oh, that would be very helpful. Thanks, Maki.

Memo

To: *Jane Frears*

From: *Jerry MacKenzie*

Re: *Negotiations with Maki Asplund*

Date: _____

Duration: _____

Location: _____

Key points for discussion:

Morning agenda: _____

Afternoon agenda: _____

Accommodation: _____



建立协议的通话

读对话并填写 Jerry 给他的助手 Jane Frears 留的备忘录。

A: 您好, Maki, 我是 Jerry Mackenzie。我打电话是通知您, 我们已经通过了您的方案, 我们准备和您商讨一下。

B: 哦, 太好了, Jerry。那么您来我们赫尔辛基的办公室研究一下细节问题好吗?

A: 这是一个很不错的主意。

B: 我会为您安排一下会见开发团队的事宜。我想先带您参观一下产品办公室。

A: 听起来不错, Maki。但是我们需要在一些重要的方面达成协议, 这些事情都在您的方案里提到过, 特别是时间以及成本问题。我想我们需要半天的时间来讨论解决这个问题。

B: 当然, 我完全同意。您这两天能过来吗? 也许下个星期?

A: 很遗憾, 恐怕我不能在这两天过去。但是我想在下周的周四或周五我们会有一整天有时间。我们上午讨论, 然后下午参观办公室。您觉得可行吗?

B: 星期四恐怕不行, 但是星期五也就是 11 号可以。我会让我的助手安排您的住宿。

A: 那太好了, 谢谢您, Maki。

备忘录

谈判对象: Jane Frears

谈判者: Jerry Mackenzie

回复: 和 Maki Asplund 的谈判

日期: _____

持续时间: _____

地点: _____

谈判重点: _____

上午日程: _____

下午日程: _____

住宿: _____

Reading

Select the correct heading (1 – 5) for each of the paragraphs (A – E) below.

- 1 The conventional strategy
- 2 Proving the theory
- 3 Prepare before you offer
- 4 Who goes first?
- 5 Why it's better to bid first

The opening offer

A _____

Someone has to do it. In every negotiation, one of the parties has to make the first offer. At the beginning of negotiations, both parties are very cautious and no one really wants to make the first move. But eventually someone will have to put forward a proposal. But who has the advantage? Is it better to make an opening offer or to wait and see what the other side puts on the table?

B _____

People often believe that it is better to let the other side make the first move. This traditional approach goes something like this: If you keep your offer secret until the other side has made an offer, there is a chance that the other side will make a much better offer than the one you had planned. If this does happen, you can then pretend that their offer is similar to what you had in mind. On the other hand, if their offer is worse than what you had expected, then you can start to discuss a better deal.

C _____

However, research has shown that this traditional negotiation strategy is all wrong. In fact, those who make opening offers are much more likely to get a satisfactory outcome from the negotiations. Why so? Well, this is because of what psychologists call the “anchoring” effect of opening offers. For example, imagine that you are negotiating a raise with your employer, and that he or she makes the first move by suggesting a 5% increase. This figure may not have been what you had wanted originally, but because it was the first figure mentioned, it sticks in your mind. The 5% will now be the “anchor” for the rest of the negotiations. You may manage to raise it a little, but the final figure will not be very far off 5%. Anchors have a strong effect on negotiations because they make both parties reassess the value of the main issues being discussed.

D _____

A number of psychological studies have demonstrated the anchoring effect. One study asked property experts to suggest an appropriate selling price for a house. Before inspecting the property, they were given a fake evaluation report by another evaluator. Sometimes the fake evaluation was much higher than the real value of the house. Sometimes the fake suggested a much lower figure. In all cases, the fake evaluation influenced the opinion of the expert. The expert's evaluation was always very close to the fake evaluation they had read before seeing the property for themselves. In other words, the figures in the fake evaluations acted as an anchor to subsequent evaluations by the experts.

E _____

The anchor theory suggests that it is to your advantage to make the first offer in any negotiations. Nevertheless, a few words of warning are necessary. Never make an opening offer without doing your research first. You can't make a realistic first offer if you lack information about the other party and what they are likely accept. What if your opening offer is far too high or far too low? The other party may reject it completely. Then what do you do?

为下面的短文选择正确的标题。

- 1 常规战略
- 2 证明理论
- 3 报价前的准备
- 4 谁是第一个?
- 5 为什么首先投标更好

公开出价

A _____

一方不得不先做的事情。在每一次谈判中，一方必须首先给出报价。在第一次商谈中，双方都非常的谨慎，没有一方想先迈出第一步。但是终会有一方不得不提出一个方案。但是谁会是受益者呢？是自己公开开价好呢，还是静观其变等对方开价？

B _____

人们通常认为让对方迈出第一步会更好。传统的方法是这样的：如果你一直向对方保密你的报价，直到对方给出自己的报价，那么就会有一个可能性，就是对方可能出一个比你的原计划更好的报价。如果这种事情出现，那么你就可以假装他的报价和你的想法是很相近的。另一方面，如果他的报价比你预期的要糟，那你们就可以开始商讨一个更好的方案。

C _____

然而，调查显示，这种传统的洽谈方法是完全错误的。实际上，那些作