21世纪实用商务英语教程

▶ 丛书主编 张立玉

国际商务英语谈判

- ▶张立玉 邓之宇 编著
- ▶[美] Lynnette Diedrich 审订

International Business Negotiarian



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Know-How 21st Century International Business English

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序

自从实行对外改革开放的政策以来,我国与世界各国的商务往来日益增多。随着近年来中国的政治和经济实力不断的提升,特别是中国加人世界贸易组织以来,中国经济以前所未有的深度和广度继续对外开放,日益融入到区域经济和全球经济一体化的框架中,国际间的商务活动和接触愈加频繁。国外著名跨国集团公司、金融机构、工商企业纷纷抢滩中国市场,在中国设立分支机构、分公司及合资企业,引发了新一轮对高素质复合型外经贸人才的需求:要求他们具备良好的英语听、说、读、写、译以及对外交流、沟通的能力,同时熟知外经贸专业知识及国际贸易惯例。所有这些对高等院校在人才培养方面提出了新的挑战,如何充分利用现有教育资源,培养大批社会急需的复合型商贸人才是我们所面临的重大研究课题。

目前,许多高等院校关于如何利用翻译技巧,准确处理商务资料,处理不同信息,进行商务谈判的书籍较少;从文化的角度向读者介绍商务沟通技巧,不同民族商务活动的差异、作用、影响等的实用书籍也不多;此外,随着现代商务活动国际化程度的不断提高,目前全国从事商务领域活动,包括财贸、金融、商务、经济、法律、外交等部门的专业人员和从业人员也越来越多,为了满足当前社会经济发展的需要,也为了满足高等院校师生及从业人员的需要,我们结合近年来国际商务(贸)活动发展趋势及具体案例,从现代商务结合国际贸易的基本原则,从实用的角度向读者推出了《21世纪实用商务英语教程》(Know-How for 21st Century's International Business)丛书。该丛书为"高等教育百门精品课程教材建设计划一类精品项目"。

本套丛书分为八分册,依次为:《国际商务英语中级口语》、《商务旅游英语》、《商务 英语写作技巧》、《外贸英文制单》、《商务英语听说》(上)、《商务英语听说》(下)、 《国际商务英语谈判》、《电子商务英语》。

《国际商务英语中级口语》针对国际商务活动的各个侧面,提供了充分的素材,以使学生掌握真实的、准确的商务知识,并根据口语教学的特点,设置了不同类型的教学形式如热身训练、个人训练、双人训练、小组训练、班级训练等,通过语音练习、实践对话、话题讨论等活动,让学生切实学会在国际商务活动中用英语表达自己,与人交流。书后的参考译文与详解可以帮助学生更好地掌握课堂内容,提高口语表达能力。

《商务旅游英语》力求结合商务工作的实际需要,介绍与中国进行商务贸易的主要国家的风土人情,社交礼仪等,为商务旅游人士,从业人员更好地熟悉不同国家的风俗习惯,礼仪礼节起到引导和指南的作用。

《商务英语写作技巧》涉及国际贸易、国际企业管理和国际市场调研等方面的内容写作。其范文多选自真实的商务往来沟通和原版的英语商务书刊及较有影响的企业网站。



《外贸英文制单》完整而细致地描述了国际贸易中主要单据的种类、功能格式及内容,帮助学习者进一步掌握国际贸易单据缮制的要点,提高实际操作技能,为从事与国际贸易相关的工作打下坚实的基础。

《商务英语听说》(上、下两册)选材新颖,内容涉及日常商务活动的文化、贸易谈判、金融、信息、国际贸易等,具有知识性、实用性、可读性的特点。

《国际商务英语谈判》将外贸业务的基本环节和内容有机结合起来,集知识性、科学性、娱乐性于一体,图文并茂、重点突出、内容新颖。强调实践的重要性,全书始终贯彻以"操练"为主,所选编的语言材料,体现了商务谈判的基本要求以及中国加入 WTO 后与国际接轨的时代特征。

《电子商务英语》涉及电子商务的历史、发展和理论;电子商务企业对客户、企业对企业的运作流程,网上支付,网络安全,电子政务和电子商务的发展前景。

本丛书的作者均在高等学校、研究单位或公司工作,具有丰富的教学、研究和实践经验,其中有的同志在商贸界享有盛名,颇有建树,且编著过相关书籍。在编著该套丛书过程中,作者做了大量的市场调查和案头工作,力求使理论性、实用性、可读性有机结合。

该套丛书内容新颖、概念清晰、理论性和实用性强,通俗易懂、层次配套,其读者对 象虽定位于高等学校商贸英语专业的学生,但对外贸易工作人员、商务管理人员、外企文 员等,也大有裨益。相信该套丛书的出版,定会受到读者的欢迎。

由于商务英语具有极强的实践性、操作性,本套丛书在编写过程中,一方面力争使语言精炼、通俗易懂,同时体系完整,知识系统而全面;另一方面尽可能用图示和配光盘、课件等方法辅以文字说明来准确阐明国际商务的操作程序,以加深和巩固学习者的理解及记忆。2001~2002年我们曾成功地策划和出版了《现代实用商务英语》丛书,该丛书有八册,依次为《商务英语英汉口译》、《商务英语选读》、《国际商务英语初级口语》、《国际贸易结算》、《商务英语英汉口译》(该书为普通高等学校"十一五"国家级规划教材)、《国际贸易进出口实务》、《国际市场营销技术》、《商务合同写作及翻译》。这套丛书一经推出,立即受到大家的好评,这套丛书已重印多次,获得了很好的社会效益和经济效益。根据市场新的需求,和广大读者来信的迫切需要,我们又精心策划组织了《21世纪实用商务英语教程》这套丛书。相信这套丛书的出版定会给广大读者带来新的喜悦和帮助。

编撰本套丛书又是一次新的尝试,因编写人员能力有限,难免在编写中出现一些疏漏 或错讹之处,恳请读者同仁予以批评指正。

> 总主编 张立玉 2006 年7月于武昌珞珈山

前 言

随着我国加入世贸组织(WTO),对外商务活动日益频繁,对外商务谈判也迅速增多。一批批外商涌入我国从事商务活动;一群群中国企业家跨出国门,走向国际市场。然而商务活动离不开商务谈判,商务谈判既是商务活动的重要内容,又是商务活动的必要手段。商务谈判关系到商务活动的成败乃至企业的生存和发展。成功的商务谈判可以产生极大的经济效益和社会效益。因此,要顺利地开展商务活动首先要能够成功地进行商务谈判。要想使商务活动进展顺利,就必须要求谈判简单、清楚、具体、完整,才易于为对方领会、吸收,从而做出相应的反应。掌握国际商务专业英语及其表达方式是从事国际商务活动必备的基本技能。为了帮助从事国际商务谈判人员或有志于商务谈判的人士尽快熟悉和掌握运用这些基本技能,我们编写了《国际商务英语谈判》。

使用对象:本教材的特点是简明、易懂、实用,将商务谈判与英语学习有机结合起来,可作高等院校商务英语专业学生商务英语谈判课程教材,还可供外贸工作人员、商务管理人员、外企人员以及准备参加 BEC 和各类商务英语考试的广大考生自学使用。本书旨在帮助掌握商务谈判的基本用语,了解商务谈判活动背景及常识,熟悉各种商务谈判活动,程序变换,扩充商务知识,扩大专业词汇,训练谈判基本技巧及提高谈判能力和商务谈判分析处理能力。

目标:本教材以实用、适用为原则,提供各种实用商务活动内容,取材真实,内容新颖,信息丰富,有助于进行有效的谈判训练;系统讲解各种商务活动特点及谈判技巧。通过对本教材的学习,学生能了解和掌握商务英语谈判的基本原则和技巧;并能流利地进行商务沟通。

内容编排:本书共12个章节,每个章节都有其独立的商务活动内容,突出介绍了一 些商务谈判活动的基本原则和运作技巧。

体例:每章节由以下几部分组成:

要点(Focus)指出每单元重点。

导入(Getting-in)根据语言学习的规律,为确保各项语言基本能力的协调发展,在 每单元之首,向学生导入该单元学习的商务谈判内容,给学生一定的感性认识。

课文 (Text) 分 Module 1、Module 2 和 Module 3 三部分。均为该单元介绍的商务谈判内容、形式以会话为主。

小常识(ABC for You)介绍一些与商务谈判有关的小常识。

课外活动(Extracurricular Activity)让学生将本章节介绍的商务谈判活动所涉及的 技巧作理性归纳,以加深学习印象和课后复习。

强化练习(Task)课堂练习形式多样,有利于当堂巩固。



背景知识(Background Information)介绍该章节所涉及的商务谈判原则和通例。

实践性教学活动:实践教学是保证本教材教学实施达到预期效果的重要环节,须保证为全部教学的二分之一。本教材建议在可能的情况下,组织学生实地见习一些商务活动(如展销会、洽谈会等);教学中尽可能引用中外商务案例进行讨论与教学。

为了方便读者,本书重点、难点部分在书后还配有中文译文、练习参考答案。本教程 还配有多媒体有声课件光盘。

在编著本书的过程中,作者参考了大量国内外商务谈判的相关书籍和资料,个别地方引用了现成资料,在此特向原作者致以衷心的感谢!

由于作者水平有限,不足之处在所难免,敬请读者批评指正。

张立玉 邓之宇 2006年6月28日于武昌珞珈山

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An Introduction of Business Negotiation

Focus

- The four stages of negotiation
- Ten rules for negotiation
- The four phases of negotiation
- Cooperative style and competitive style
- The basic qualities for good negotiators





Getting-in

Think about the following questions before you read this chapter and make predictions about them. After studying it carefully, check to see how right you have been in making predictions. Did the questions help you to understand the chapter better?

- 1. What is business negotiation?
- 2. What are the four main phases of negotiation?
- 3. What is called a win-win situation?
- 4. How much do you know about the differences between Chinese and American businessmen in business communication style?

- 5. How can people be good negotiators?
- 6. What are the principles that business negotiators shall comply with?



1. Four Main Phases of Negotiation

Negotiation is the part of the sales conversation where bargaining about the conditions of an order takes place. It comes at the end of the sales talk and at the point when the buyer is definitely interested. In international business there are different types of business negotiations, negotiation styles and negotiation situations. There are four main phases of negotiation listed below:

1) The preparing phase

This is where you work out what you want and what your main priorities are. (e.g.: I can let you have a large order, say, five hundred tons.)

2) The debating phase

This is where you try to find out what the other side or the customer wants. You say what you want but you don't say yet what the final conditions are. You use open questions and listen to the customer to try to find out in what areas they may be prepared to move. (e. g.: What are you saying? How much?)

3) The proposal phase

This is the point at which you suggest some of the things you could trade or which you might be prepared to trade, offer or concede. Formulate your proposals in the form of "if..., then...". Be patient and listen to the other side's proposals. (e. g.: If we order 10,000 cases in total, then...)

4) The bargaining phase

This is when you indicate what it is you will actually trade, offer or perhaps concede. In turn you conditionally exchange individual points, along the lines of: "If you are prepared to pay swiftly, then we are prepared to change our delivery scheduled." Remember to write down the agreement. (e.g.: If there's one year guarantee, then we are prepared to ...)

2. Ten Rules for Negotiation

Mr. Johnson, the chief negotiator of GE is holding a two-day seminar on negotiating techniques. At the end of the first morning he gives the group his ten rules for negotiation. Here they are:

- 1) Find out how many points are to be negotiated.
- 2) Start from an extreme position.
- 3) Assume the other person owes you a concession.
- 4) Don't concede without exchange.





- 5) Don't give what you can sell.
- 6) Exaggerate the value of your concessions, minimize the value of the other person's.
- 7) If they insist on "principle", expect a concession in return.
- 8) Only threaten what you are prepared to carry out.
- 9) Don't show disrespect to the other person.
- 10) If you're happy with the result, don't shout "I've won!"

Function Task

1. Read Mr. Johnson's rules and then look at the remarks in list A. These remarks are not good for negotiation. Instead, use phrases from list B, which one would you use in each case?

Example

Instead of a) You see? I knew I'd win!

A

- a) You see? I knew I'd win!
- b) I know what you want to discuss, so, let's start.
- c) I can reduce the price. Does that help?
- d) Delivery? That's no problem, no extra charge?
- e) It's against your policy to give discounts? OK.
- f) What a ridiculous idea!Don't be stupid.
- g) Another half percent? Yes.
- h) This is my final offer. If you refuse, I'll cancel everything.

Say 4) I think we can agree on these terms.

В

- 1) If you increase the order, then we may be able to reduce the price.
- 2) Very well, but if you can't give discount, I'm sure you can extend...
- 3) If you can't accept this, I may have to reconsider my position.
- 4) I think we can agree on these terms.
- 5) I'm afraid that will not be possible.
- 6) May we go through the points to be discussed before we begin?
- 7) Half a percent is a very small amount.
- 8) Delivery? Well it may be possible but only if....
- 2. Translate the following sentences into English ①the preparing phase ②the debating phase ③the proposal phase ④the bargaining phase:
- 1) 如果贵方价格公道、质量好,我们马上订5000件的货。
- 2) 非常对不起,这已经是我们的最低价了。如果你认为此价做不了,我看这笔生意还是 吹了好。
- 3) 我可以向贵方提供至少6000箱的订单。
- 4) 请问贵方采用哪一种支付方式?
- 5) 贵方价格偏高,我们无法接受。





- 6) 我们的红茶很受国外顾客的欢迎,新货还没上市,询价单源源而来。
- 7) 我们打算用橡胶换你们的设备,不知行不行?
- 8) 如果贵方产品有质量保证,我打算将该产品打入我方市场。



Module 1

Text

What Is Negotiation?

Negotiation is a voluntary process of giving and taking where both parties amend their offers and modify their expectations so as to come closer to each other and they can quit at any time. It is an essential part of each transaction. It can be a very trying process that is full of confrontation and concession. For the most part, it comes to the interaction between two sides with a common goal but divergent methods. These methods must be negotiated to the satisfaction of both parties.

Business negotiations proceed through four stages: (a) non-task sounding; (b) task-related exchange of information; (c) persuasion; and (d) concessions and agreements. The first stage, non-task sounding, includes all those activities which might be described as establishing a rapport or getting to know one another, but it does not include information related to the "business" of the meeting. The information exchanged in the second stage of business negotiations regards the parties' needs and preferences, or, stated more precisely, the parties' subjective expected utilities of the various alternatives open to the interactants. The third stage, persuasion, involves the parties' attempts to modify one another's subjective expected utilities through the use of various persuasive tactics. The final stage of business negotiations involves the consummation of an agreement which often is the summation of a series of concessions or smaller agreements.

Despite the consistency of this process across cultures, the content and duration of the four stages differ substantially between the two cultural groups.





Notes:

- 1. voluntary process of giving and taking 自发给予和获取的过程
- 2. amend their offers and modify their expectations 调整其报价和期望值
- 3. a very trying process 一个非常艰辛的过程
- 4. full of confrontation and concession 交织着冲突与妥协
- 5. divergent methods 不同的交易方式
- 6. 商务谈判分为四个阶段: non-task sounding 开局前的试探; task-related exchange of information 交换与谈判目标有关的信息; persuasion 说服; concessions and agreements 让步与同意
- 7. to establish a rapport 建立融洽的关系
- 8. subjective 主观的
- 9. interactants 相互作用的东西
- 10. persuasive tactics 说服技巧
- 11. consummation 圆满成功
- 12. summation 总和, 合计
- 13. consistency 一致性

Task 1

True or False

- 1. Negotiation comes at the beginning of the sales talk at the point when the buyer is definitely interested.
- 2. In international business the types of business negotiations, negotiation styles and negotiation situations are more or less the same.
- 3. Suing defaulting contractors is quite rare.
- 4. If the buyer and the seller both are interested in reaching an agreement in which they take away something positive from the deal, this is called a win-win situation.
- Situations play very important part in business negotiation, they might lead to late delivery, poor performance of a product, component failure or the need to make compensation payments.

Task 2

Situational Dialogues

- Suppose your corporation has done very well in export and import transaction and therefore becomes a well-known enterprise. Mr. Wang comes to talk with you, intending to learn something from you about how to negotiate with foreign businessmen, how to manage foreign business successfully.
- 2. Work in a speaking pair and make a dialogue about the importance of awareness of international business negotiation.



Module 2

Text

Some Issues That Chinese Corporations and Negotiators Need to Address

What are some of the issues that Chinese corporation and business negotiators need to address in order to be successful in today's international business environment? There are several areas of business practice and behavior in China, among Chinese business and commercial entities, which need to be addressed with a view to adapting such practice to be more in tune with generally accepted international standards.

Why should companies and business negotiators in China change their habits, their ways an procedures to conform to international norms, i. e. the foreign way of doing things? Many Chinese people and Chinese companies respond to the suggestion that they should adapt their practices by saying, "But this is China, China is different to other places, we do things differently here." The reason to change, to adapt is that it's a small world—and it's getting smaller. International trade and communications have brought countries and people closer together. Where previously there were national standards now there are international standards. Trade had made countries dependent on each other in economic terms. China is only a relatively new participant in world trade. Basically China has only been an active international trader for the last 15 years. This means that while China was isolated from the rest of the world, say until 1979—other countries moved ahead technologically, economically and in terms of trade relationship and practices. The world is now a very interdependent network of trading alliances and relationships in which nations have internationalized their standards to facilitate trade.

In other words, if China wishes to be a successful participant in international trade, Chinese companies and business people can no longer say, "This is how we do it in China." They must ask, "How do you do it overseas?"

The China domestic market has been a controlled market. The customer has not had very many choices. The seller in China has a captive market—short supply, fixed price, take it or leave it. Although this situation has changed greatly in recent years, there is some room for improvement. The seller in the international market must be flexible on everything to get the business, price, specifications, quality, delivery, etc. China's international traders must adapt from "take it or leave it" to a business philosophy that says: "What the customer wants, the customer gets." A famous slogan for marketing in Western countries is "The customer is always right". This, of course, may not be true, but it reflects the concept of being very responsive to the customers' requirements. Successful traders and marketing companies always satisfy their customers' requirements as

