# **尚**多英语谈判

辅导用书

English for Business
Negotiation Reference Book

顾 渝 编著

全国应用型本科商务英语系列规划教材

# 商务英语谈判

辅导用书

# English for Business Negotiation Reference Book



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对外经济贸易大学出版社 中国•北京



#### 图书在版编目 (CIP) 数据

商务英语谈判辅导用书/顾渝编著.一北京:对外经济贸易大学出版社,2014 全国应用型本科商务英语系列规划教材 ISBN 978-7-5663-0931-0

I. ①商… Ⅱ. ①顾… Ⅲ. ①商务谈判 - 英语 - 高等学校 - 教学参考资料 Ⅳ. ①H31

中国版本图书馆 CIP 数据核字 (2013) 第 298176 号

ⓒ 2014年 对外经济贸易大学出版社出版发行

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#### 商务英语谈判 <sup>辅导用书</sup>

#### **English for Business Negotiation**

Reference Book

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对外经济贸易大学出版社 北京市朝阳区惠新东街10号 邮政编码: 100029 邮购电话: 010-64492338 发行部电话: 010-64492342 网址: http://www.uibep.com E-mail: uibep@126.com

北京市山华苑印刷有限责任公司印装 新华书店北京发行所发行成品尺寸: 185mm×230mm 13.75 印张 276 千字 2014 年 1 月北京第 1 版 2014 年 1 月第 1 次印刷

ISBN 978-7-5663-0931-0 印数: 0 001-1 000 册 定价: 25.00 元

### 出版说明

经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇,也提出了更多的挑战。为了更好地推动全国应用型本科院校商务英语专业的发展,对外经济贸易大学出版社组织编写了这套"全国应用型本科商务英语系列规划教材"。

面对经济全球化和中国加入 WTO 之后社会对人才需求的新形势,高等院校本科商务 英语的人才培养应该定位在"培养德、智、体、美、全面发展,英语语言基础扎实,具有 较强的英语交际能力,具备基本的商务与文秘知识和业务能力,知识面宽,具有创新精神, 知识、能力、素质协调统一,面向经贸、外事、涉外企业、跨国公司、教育等行业,能从 事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、 教学、科研及管理工作的高级应用型专门人才"。

本系列教材面向全国应用型本科院校,以培养学生的商务英语应用能力为目标。教材编排均根据全国应用型本科院校课程设置而定,适用于应用型本科院校商务英语专业、财经专业和英语专业商务/应用/外贸外语方向的学生。内容包括:《商务英语综合教程1-4》《商务英语听说》《商务英语口语》《商务英语口译》《商务英语阅读》《商务英语写作》《外贸英语函电》《商务英语翻译》《商务英语谈判》《商务知识导读》《国际经贸文章选读》《跨文化交际基础》《国际商务礼仪》《进出口贸易实务》《国际商务制单》和《国际贸易理论与实务(英文版)》等。

本系列的编撰者们不仅具有丰富的语言教学经验,而且具备商务活动的实践经验,他们集教学经验和专业背景于一身,这是本套教材编撰质量的有力保证。

此外,本套教材配有辅导用书或课件等立体化教学资源,供教师教学参考。

对外经济贸易大学出版社 外语图书事业部 2014年1月

### 前言

随着二十一世纪全球国际化步伐的加快,中国国际经济与贸易不断刷新纪录,2012年外贸总额已位列世界第一。每年,外资到中国投资,中资去国外开拓市场,国内外大大小小各种商品交易会和专业展销会你方唱罢我登场,呈现在我们眼前的是经济领域一片忙碌的景象。同时,互联网和国际国内物流的发展又推动了网上商务的突飞猛进,国际商务业已突破瓶颈,正从沿海发达城市向内陆广大的区域推进。中国对既具备国际商务知识又精通英语的复合型人才的需求呈不断上升之势。

用英语进行商务谈判是复合型人才必不可少的技能。本书旨在为商务英语和国际贸易专业学生、初入行的从事国际经济交流与合作的专业人士学习商务谈判知识、技巧、技能等提供参考。本书注重知识与技能的结合,突出特点是既有商务谈判知识背景、要点内容、与外商进行有效交际的方法介绍,又有具体的谈判常用英语句型和谈判案例及分析。一册在手,读者即可学到从事商务谈判所需基本知识、专业术语和技能,还能进行模拟商务谈判。通过全方位的训练,为将来参加商务谈判实战树立信心,为促进国际间的经济活动往来和中国对外经济贸易的发展出一份力。

本书内容分三大部分,一、谈判准备,二、国际贸易,三、国际经济合作。第一部分1-6章: 1. 商务礼仪, 2. 电话沟通, 3. 介绍与问候, 4. 商务接待, 5. 企业介绍, 6. 产品介绍。第二部分7-13章: 7. 询盘与报盘, 8. 价格, 9. 付款方式, 10. 包装, 11. 运输, 12. 签约, 13. 投诉与处理。第三部分14-15章: 14. 并购, 15. 许可协议。各章具体分为5个步骤: 1. 话题问答, 2. 常用句型, 3. 谈判案例与分析, 4. 自由谈判练习, 5. 分组模拟谈判练习与提示。

本书可作《商务英语谈判》一书的教学辅助用书,也可作自学之用。另配 PPT 课件

供教师教学时参考。

读者凡具备基本的商务知识和英语专业基本语言知识和技能水平,可以完成本书的学习。教师可具体根据学时要求和教学对象选用所需章节。对分组模拟谈判练习环节,教师可根据学时情况安排学生在课内或课外准备,随后在课堂安排部分学生进行模拟谈判演示,其他学生现场点评,教师总结,以帮助学生巩固和提高各章所学知识。

本书是编著者多年商务实践及教学经验的总结,在编写过程中也参考了书后所列作者的著作或文章,美国的 Dan Whittmore 教授和 John L. Bradley 博士、顾斐泠女士等朋友提供了很多宝贵资料,在此一并致谢!由于个人学识及成书时间所限,错漏在所难免,敬请广大读者朋友不吝指正。

三大部分。一、读判准备、二、国际贸易、三、国际经济合作。第一部分

: 1、商务礼仪。2、电话沟通、3、介绍与问候。4、商务资待、5、企业介绍、6、产品

签约。13. 授诉与处理。第三部分 14-15章: 14. 并购。15. 许可协议。各章具体分为

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· 本书可信《商务英语谈判》一书的数学辅助用节。也可作自学之用。另图 PPT 课件

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# PART ONE

## **PRE-NEGOTIATION**

PART ONE

PRE-NEGOTIATION

**CHAPTER 1** 

### **Business Manners**





Explain Section 1.1 to the students, and ask them to discuss and answer the following questions.

#### 1.1 Before You Begin

1. Why is knowledge of "history" and "geography" required for the "success in learning about international business"?

Consider how a historic event has affected international business, how early Chinese traded with other areas of the world; consider European colonization and the Industrial Revolution.

Teachers are suggested to prepare a map poster that shows locations of the major trading partners of China.

#### 2. What is "business negotiation"?

Business negotiation is a process of guided transformation that occurs through dialogical exchange aiming at an optimal agreement that responds fairly to the co-negotiators' aspirations as persons of equivalent moral worth.

#### 3. Why is good business etiquette important for people engaged in business?

Good business etiquette makes it easy to work together. Knowing how to act in a well-mannered way will make you be more confident of your behavior. Confidence gives one an advantage over one's competition. In the world of business that extra confidence can mean greater career success.

#### 4. How to understand "a society's culture has a strong influence on business activities"?

For example, in Spain and parts of Latin America, businesses traditionally were closed for several hours in the middle of the day for a long lunch or a period of rest.

# 5. How can too much or too little eye contact create an uncomfortable feeling in the person you are talking to and create problems in communication?

For example, too little eye contact can make the other persons think you are not interested in what they are saying, that you are not listening, or that you are upset with them. Too much eye contact can make you be perceived as "strange", be interpreted as an invasion of privacy, or communicate an inappropriately high level of attraction or interest.

#### 6. What do you think is the "right" amount of eye contact?

The "right" amount of eye contact you should maintain during a conversation depends on several things, including culture (in some Asian countries, for example, it is considered impolite to maintain eye contact with someone who holds authority over you), the closeness of the relationship (more eye contact is appropriate in close relationships), and whether you are speaking or listening.

In most relationships, however, it is appropriate to spend most of the time looking at the

other persons' eyes when they are speaking, and between one-quarter and one-half of the time maintaining eye contact with the other person when you are speaking. Such eye contact should be made in an attentive manner, as opposed to an intense staring or disinterested glance.

# 7. Can you give an example to show the written rule for dress code or the informal ideas of what is acceptable to wear?

For instance, a company may have a written rule that you may not wear jeans to work, or employees may just feel that they should wear more formal trousers instead of jeans. They know that if they wear jeans to work, they will look out of place.

#### 8. Why are "controversial subjects" not suitable for small talk?

Because when you don't know others' stand, controversial subjects might spoil your conversations.

# 9. How to understand "The relationship with a person determines the kind of language you use. This relationship may even affect what you say when you meet people"?

For example, it's not appropriate to say "Hi, how are you?" when meeting the Managing Director of a large company or to say "Good morning, it's a great pleasure to meet you" when being introduced to a person you'll be working closely with in the same team.

# 10. What communication methods are used in the following sentences? What effects have been brought by such methods?

- 1) We close the café every night at 11:30 so that we can go home.
- 2) The café will remain open until 11:30 P.M. for the convenience of our customer.

Of course the above two sentences are exaggerated in order to show the effects brought by different communication methods. In Sentence 1), the word "close" shows the "negative approach", and "we can go home" shows the "we-attitude"; while in Sentence 2), "remain open" shows the "positive approach" and "for the convenience of our customer" reflects the "you-attitude". Customers would prefer that Sentence 2) be used in communicating with them even though the two sentences have the same meaning that "at 11:30 the café ceases to be in operation for the day."



Students read Section 1.2 Useful Expressions and Teachers explain the details.

#### 1.2 Useful Expressions

#### A. Opening a meeting 100 Valo boy lade old nation a sound vam vasques a sounded to

- 1. Good afternoon, ladies and gentlemen, and a special welcome to our guests today.
- 2. Ladies and gentlemen, I would like to introduce to you our guest speaker.
- 3. Mr. Sikri is visiting us from Bombay. Thank you for coming.
- 4. Betty Walker from the Marketing Department is also here. We're glad you could make it.
- 5. Now let's get started.

#### B. Expressions for the host

- 1. I would like to open this meeting by passing out an agenda.
- 2. Let us begin with a presentation of the new proposal.
- 3. The agenda for this meeting is as follows: first...
- 4. The reason I have called this meeting is to...
- 5. We need to review a proposal we have received from our international division in Hong Kong.

#### C. The language of meetings

- 1. That's a good idea.
- 2. That's an interesting point, but I don't agree.
- 3. I don't think that will work.
- 4. I have an idea. Why don't we invite him to see our plant?
- 5. I am confident this plan will work.

#### D. Asking for help

- 1. I'm sorry. I did not follow you.
- 2. Sorry, but could you kindly repeat what you just said?
- 3. Excuse me, would you mind repeating that, please?
- 4. I could not catch your question. Could you repeat it, please?

- 5. It would help if you could try to speak a little slower. Total add of the askes two breezes
- E. Small talk
- 1. Did you say you work for Mega Technology?
- 2. I've heard lots of interesting things about your new product.
- 3. Is it really going to revolutionize the frozen-burrito<sup>©</sup> industry?
- 4. Has your company done any research in this field?
- 5. Your presentation this morning was very good.
- F. Cooperation
- 1. We would be glad to start business with you.
- 2. We also hope to expand our business with you.
- 3. I'd appreciate your kind consideration in the coming negotiation.
- 4. I can assure you of our close cooperation. Wellenge of insulface me Levillagorous
- 5. We are happy to be of help.



#### Step 3

- —Ask pairs or groups of students to read 1.3 Sample Dialogues.
- —Explain the steps of the dialogues or make some comments on the skills or key points used by each side.

#### 1.3 Sample Dialogues

#### A. Text

#### Steps and comments

B; T: Tom; M: Michelle; C: Carlos; P

Polite and suitable expressions in an informal meeting among five colleagues

B: We need to decide whether to take that business trip to Europe or not. Basically, it is a decision to

① frozen-burrito: 冻卷饼

expand our sales into the European market. I'd like to hear your ideas. I'd like to hear your ideas. I'm in favor of it. It's a great idea. It will put I'm in favor of it. It's a great idea. T: us ahead of the competition. M: Personally, I'm against. I don't think it's Personally, I'm against. cost-effective. C: It's an interesting idea, but I'm undecided. I It's an interesting idea, but I'm still don't think we have fully analyzed all the undecided. risks involved. I vote against it. I agree with Carlos. I would like to suggest I agree with Carlos. I would like to P: that we look again at our total marketing suggest that ... budget for the year. Do we have the money to do a good job? Okay, let's look at our budget again. T: Personally, I am confident the benefits will outweigh the costs. Sorry, Tom, I cannot agree with you. I don't Sorry, Tom, I cannot agree with you. M: think it will work. How can we be sure of our future profitability? All we can do is to work up pro formas. P: Excuse me, Michelle, would you mind Excuse me, Michelle, would you mind repeating that? repeating that? Sure. What I'm saying is that ... M: Sure. What I'm saying is that I don't know if we can really evaluate whether our profits will be greater than our costs. Okay. Let's stop here. I think we have serious Okay. Let's stop here. B: disagreement at this point. Let's take another look at the budget over lunch, and continue our discussion this afternoon.

В.	Text	Steps and comments		
	B: Bob Schmidt; R: Roger;	Proper and improper behaviors before		
	K: Karen Laval; F: Foster	the formal meeting		
B:	Good afternoon, Roger.	B calls his boss by his first name		

the guest.

Roger. In some offices first names are never used.

introduces Bob, the host, to Karen,

- R: Hello, Bob. We missed you for lunch.
- B: Yeah, I've got to do some of the things for tomorrow.
- R: Karen, you sit here on my right. Karen Laval, R handles the introduction well. He this is Bob Schmidt who joined us a couple of months ago. Karen is our new Canadian representative, Bob.
- How do you do, Bob? K:
- B: Hi, good to meet you ... Ash tray somewhere?
- B's greeting is informal. It's impolite to smoke without asking for other's permission.

R calls his secretary Mrs. Foster. So

she should address her boss as Mr.

- R: Karen, do you mind if Bob smokes?
- K: I'd appreciate it if he's keeping it on the other side of the room.
- R: Oh, Mrs. Foster, I'd like you to meet Karen Laval. Mrs. Foster, my secretary. She made all your travel arrangements.
- K: How do you do, Mrs. Foster.
- I'm pleased to meet you. F:
- The travel arrangements are fine. K:
- F: Thank you.
- K: Well, the wake-up call came about half an hour late this morning. So, I may be a little slow starting.

Small talk before the formal meeting

C.	Text	Steps and comments	
	B: Bob; K: Karen	Proper and improper behaviors in a meeting of two	
B:	Karen, I'm sorry for being so late. Traffic this	B is late for the meeting with Karen.	
	morning was so terrible.	(Improper!)	
K:	Well, I do have another appointment in a few	In business, men and women help each	

moments. So I like to discuss our order so that we can look up all the details today. Here, let me help you off your coat.

B: Oh, sure. Before we get started, I just have to say what happened with the football game Sunday.

Oh, that's settled, is it? We will get the order to you by the 15th next month.

K: Great. I really need to call it a day today. Do you think you could find your way out of here?

B: I see, right outside your office, left in the corner. OK, I'll make another appointment to finalize the order.

K: I'll have to get back to you on that.

B: Oh, OK. Bye!

K: Bye! why content with the water that the western and the world by the Restern I dilke you to meet Karen R calls and the secretary that the secr

other.

B is already late for the meeting, so it's improper for him to still have small talk.

It's impolite to let visitors find their own way out.

D.	Text	Steps and comments
	T; R; S	Proper small talks during a conference tea break
T:	Last time I saw you, you were having lunch	Small talk about the superior
	with the superior. How's she doing?	
R:	She's doing pretty well. She's starting a	
	family, which means we have to start over	

S: Oh, I started a family last year and I'm still on the job. Did you hear that the MoTyre has plans to have four new satellite offices?

with her replacement again.

T: I heard people there are having a take-over. Sherry delivered a report to Dan this morning that had a summary of what has to be done. I will send it over if you're interested.

Small talk about another company

Small talk about a take-over