



专业商务 谈判英语

邹莉/编著

快速充电

即学即用



远方出版社

TOP時尚英語 —

专业商务谈判英语

祝 影 编著

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序 言

随着我国对外开放的需求与发展，国内一些企业逐渐打入国际市场，与国外交往的机会越来越多，国外企业到我国从事商业活动的机会亦在不断地增加。英语作为国际商业社会中的共同语言，在各种各样的商业活动中扮演着十分重要的地位。

本书《专业商务谈判英语》本着讲求实用和技能的原则，将语言技能与相关的事务技巧融为一体，着重介绍了谈判专家进行商务谈判时的各个环节及各种常用的基本句型，并配有详实的实战演习，让读者读了此书能掌握谈判英语的常见表达方式，熟悉必要的谈判技巧，真正达到学以致用目的。同时本书对商务英语中经常会接触的各种商务书信的写法也作了较为全面的介绍和示范，是白领人士及英语爱好者必不可少的经典法宝。

全书共分为两个部分。第一部分是专业谈判英语，第二部分是不可缺少的商务书信。专业谈判英语主要针对在商务谈判中经常出现的一些环节，诸如与客户打交道的商谈、产品的代理、索赔、投诉、投标等过程作了解说与示范。不可缺少的商务书信主要介绍了各种体例的商务书信诸如：催款信函、社交函、询问函、订货函、推销函、祝贺函等不同的写法及要注意的事项。

希望此书能为活跃于商业舞台的白领一族及英语爱好者们助一臂之力，使你们任意地驰骋在英语的天空里。

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第一部分

专业谈判英语

一、商谈

1、初次商谈

FIRST MEETING

初次商谈，要说明你带了样品，并能提供样品做参考，因为样品的说明力最大。最好能把价目单带去，也提供一份其他公司的价目单，这样就更具说服力了。

1. My name's Simon. I've an appointment with Mr. Han.

我的名字是西蒙，我和韩先生有约会。

2. Mr. Han's on the phone. Could you wait for a moment?

韩先生在接电话，您能等一下吗？

3. Thank you.

谢谢你。

4. Mr. Simon is here.

西蒙先生来了。

5. Yes?

喔。

6. If you just come with me, Mr. Han will see you now.

请跟我来，韩先生马上要接见你。

7. Thank you very much.

非常感谢。

8. I've heard quite a lot about your company.

久仰贵公司大名。

9. Likewise.

彼此，彼此。

10. Here are samples of some of our new products.

我里有一些我们新产品的样品。

11. Very appealing.

很吸引人。

12. I have another appointment now.

我现在另有约会。

13. Give me a call tomorrow.

明天请你打个电话给我。

2、继续商谈

SECOND MEETING

1. Good to see you again.

能再见到你真高兴。

2. Me too.

我也是。

3. Well, you'll be pleased to hear that your products interest us.

Prospects for sales seem to be quite good in the US.

你^{一定}很高兴知道我们对你们的产品很感兴趣。在美国这种产品有很好的前景。

4. Wonderful.

好极了。

5. The main problem is the price. The market here is highly competitive, so we must be careful.

问题就在价格方面。你知道这里的市场竞争得很厉害，所以我们不得不从长计议。

6. I agree. Look, it's lunch time. Let's continue our discussion over lunch.

我同意。唉呀，午饭时间到了，我们一起用餐再继续谈好吗？

7. Yes. That'd be fine.

好呀。

3、讨论合约

DISCUSSING A CONTRACT

1. Let's discuss an agreement.

我们来讨论合约的问题

2. Fine. What have you in mind?

好，你把意思说出来吧。

3. The item is too short for us to make a profit. We suggest a three

year contract.

如果合约的期限太短，我们很难有利可图。我们建议签一个三年的合约。

4. Yes, I see. What sort of commission do you have in mind? 委托 → 佣金

嗯，关于佣金的问题，你有什么意见？

5. Ten percent.

百分之十。

6. Well, ten percent seems reasonable.

百分之十的佣金合理。

4、签定合约

SINGING A CONTRACT

1. Well, we've gone over the contract.

我们已经看过合约了。

2. We expect you to do your utmost to achieve the highest market 最大限度

渗透 penetration for our products. penetrate

我们希望你们尽力而为，替我们推销货品。

3. Of course. I think that covers everything. Will you join me in a

toast to the success of our agreement? 举杯

当然，我想差不多了吧。现在我们来喝一杯祝我们事业成功。

4. With pleasure.

好极了。

5. Well, here's to our success.

祝我们成功。

6. To our success

为我们的成功干杯。

Dialogue 1

A: By the way, what about commission?

顺便问一下，你们打算给多少佣金？

B: Generally, we don't allow any commission. Considering this is a new product, we'll allow you a bit as an exception.

一般来说，我们不支付佣金，考虑到这是新产品，我们将破例支付给你们一点。

A: How much will you offer?

给多少？

B: We'll give you a 2% commission.

我们给你 2%。

A: 2% is really too little.

2%真是太少了。

B: What's your idea then?

那你们打算要多少？

A: You see, it will cost us a lot to push the sale of your product. I think if you could grant us 5% commission on the selling price, we would be most satisfied.

你知道，为了推销你们的产品，我们要耗费大量资金，我想，如果你们能给我们销售价的 5%，那就太好了。

B: This's impossible. Let's end our bargain at the rate of 3% . What would you think? 订约

这是不可能的，让我们压到 3%，你们看如何？

A: Well, if you insist.

如果你们坚持，就只好如此了。

B: You may deduct your 3% commission from the L/C to be opened. /d: dɪkt/ 扣除
你们可以在即将开出的信用状中扣除 3% 的佣金。

A: OK, we will.

好的，我们会的。

.....

Dialogue 2

A: We'll increase our turn over if you appoint us as your sole agent.

We expect a 10% commission, of course.

只要你方指定我方为你们的独家代理，我们可以增加营业额。

当然，我们也希望得到 10% 的佣金。

B: What's the total annual turnover you could fulfill?

你们能完成的年销量是多少？

A: 2,000,000 pieces every year.

2,000,000 件。

B: Commission is usually given as a percentage of the total value of a transaction. Our agents in other areas usually get a 4~5% commission on the total of business.

佣金我们通常按成交金额的百分比计算。我们其它地区的代理商通常只从每笔成交额中得到 4% ~ 5% 的佣金。

A: As you know, we do business on a commission basis, we need a lot of money to advertise your products. It's so costly. A 10% commission won't leave us much.

如你所知，我们是通过得到佣金来做生意的。我们为你们的产品做广告得花许多钱，这是很费钱的。10% 的佣金对我们不算宽裕。

B: Our price is worked out according to the costings. A 10% commission means an increase in our price. Since we have made concession in price, We'll give you a 3% commission. This is the best we can do.

我们的价格是按成本计算的。给 10% 的佣金就意味着要提高价格，因为我们在价格上已让了步，所以只能给 3% 的佣金，不能再高了。

A: The commission you give is too little.
你们给的佣金太少了。

B: Let's put it in this way. I suggest that we should sign a sole agency agreement on this item for a duration of two years. The transaction is 1,000,000 US dollars in the first year, ^{/dʒuː'reɪfən/ 协议} 1,500,000 ^{/22/} US dollars in the second year. The area is in California of the United States. Commission is 5%. Is that right?

这样办好不好，我建议我们签一个专销这种产品的独家代办协议，为期两年，成交额第一年为 1,000,000 美元，第二年为

1,500,000 美元，销售地区是美国的加利福尼亚，佣金 5%，行不行？

A: You are sure hard on me. Well, I'll accept that.

你真苛刻，好吧，就这样办。

.....

二、代理 (agency)

代理，指根据协议，售货方委托他人在协议规定的地区和期限内，就指定的商品代为向第三者推销、招揽生意，签订合同或办理有关交易的各项事宜。当事双方属委托代理关系，而非买卖关系。

1. We hope to handle as an agent the goods you are exporting now, because we have been commanding an extensive domestic market in this line.

我们希望代理你方现在出口的商品，因为我们已在支配这类商品的广大内销市场。

2. I'm here today to apply for sole agency of your product in our market.

我这次来，是想要求当贵公司在我国市场上的独家代理。

3. Having obtained a reputable position and thorough knowledge of trade, we are sure that any consignment entrusted to us will be executed to your full satisfaction.

我们相信，任何委托给我们办理的货物都会执行得令你方完全满意，因为我们具有良好的声誉和贸易知识。

4. If you are not get represented here in Tokyo, we should be interested in acting as your sole agent.

假如贵公司在东京还没有代理，我们有意做贵公司的独家代理。

5. Having a wide and varied experience in the trade, we are convinced that we are in a position to take good care of your import business as a buying agent in the most effective manner.

我们具有广泛而多样的贸易经验，相信能胜任购货代理，把你们的进口业务做好。

6. I'm well acquainted with local conditions and have excellent business connections.

我非常熟悉当地条件，有极好的业务关系。

7. We're offering a general agency for our textiles in America.

我公司征求一位在美国的纺织品总代理商。

8. We're looking for a young man who can start selling for us immediately.

我方需要一位能立刻为我们开展销售活动的年轻人。

9. After paying due consideration to your proposals and investigating your business standing, we have decided to appoint you as our agent in the district you are defined, subject to the following terms and conditions.

在对你方建议作了这当考虑和调查了你方的商业信誉后，我们决定委任你方为所指定地区的代理人，但一定要按照以下的条款。

10. In connection with the question of sole agency, we should like to know your plan for promoting the sales of our products.

关于独家代理问题，我想了解一下你方为推销我产品的计划。

11. If you will continue your efforts in pushing the sale of our products, we shall be glad to discuss the matter of sole agency with you.

如果你方愿意继续努力推销我方产品，我们将乐意与你们讨论独家代理业务问题。

12. We're happy to appoint you as our representative and look forward to mutually beneficial association.

我们很高兴任命你为我公司的业务代表并期待彼此有利的交往关系。

13. As our sole agency, you are not expected to sell any other competitive line of goods in this market.

作为我方独家代理，你方不能在这个市场销售任何与我方有竞争性的产品。

14. I thank you for your confidence. I am ready to accept your representation in New York.

我非常感谢您的信任，现准备接受作贵公司在纽约的业务代表。

15. We very much appreciate the efforts you have made to build up a market for our products and will continue to support you in your sales activities.

对你方为我方产品开拓市场做出的努力，我们深为感激，并将继续对你的销售活动给予支持。

16. As regards the question of agency, in our opinion, we both had better leave it in obedience pending the development of business.

以待