

谈判英语 一日通

赠180分钟
超值CD

讲不过人家，样样都吃亏
真实谈判范例、致胜秘诀、商场术语
谈判英语一日立刻上手
让你
商场上，掌握主权；国际上，抢得商机

Thomas R. Pellegrine 著
张中倩 译



科学出版社
www.sciencep.com

谈判英语

一日通

Negotiating

Thomas R. Pellegrine 著

张中倩 译

科学出版社

北京

授权图字：01-2004-6731

本书原出版者爱迪生国际文化事业股份有限公司，经授权由科学出版社在中国大陆地区独家出版发行。

图书在版编目 (CIP) 数据

谈判英语一日通 / (英) 佩莱格里尼 (Pellegrine, T.R.) 著.
—北京: 科学出版社, 2005
ISBN 7-03-014811-8
I. 谈… II. 佩… III. 谈判—英语—口语 IV. H319.9
中国版本图书馆 CIP 数据核字 (2004) 第 141697 号

责任编辑: 胡升华 郝建华

责任印制: 钱玉芬 / 封面设计: 张 放

科学出版社 出版

北京东黄城根北街16号

邮政编码: 100717

<http://www.sciencep.com>

新蕾印刷厂 印刷

科学出版社发行 各地新华书店经销

*

2005 年 1 月第 一 版 开本: A5 (890×1240)

2005 年 1 月第一次印刷 印张: 6 1/2

印数: 1—6 000 字数: 198 000

定价: 22.00 元 (含 1CD)

(如有印装质量问题, 我社负责调换〈环伟〉)

前言 >>>>>

成功谈判 · 商场无敌

商场局势诡谲多变，如何在瞬息万变的环境中，顺利胜出，能说流利的英语及熟悉谈判的技巧，是成功的关键。尤其在国际谈判场合，与多国人士打交道，若能用地道的英语行话洽谈，首次交锋，便让对方知难而退，为自己及所属公司谋取更多福利，打场漂亮的商场舌战，顺利完成任务。

资深作家托马斯先生，总结在美国多年的商场实战经验，写出《谈判英语一日通》这本内容丰富的著作，让所有内行人看门道，提升英语谈判能力；初级者，能在作者循循善诱及精心设计的内容中，快速一窥谈判的殿堂，并用最地道、实用的美国行话进行会谈，不论是在日常的会面场合，还是正式的谈判桌前，您都能借着托玛斯的引导，轻松开启谈判成功之门。

书中内容深入浅出，每一页、每一句都是专业人士的经验结晶，在每个单元的开始处，都有中文及英文的“背景介绍”，完全以临场实务为原则。更搭配精质CD，将实况对话收录其中，让您临场会话一气呵成，“背景介绍”则如同听故事一般，搭配着宜人的轻音乐，轻松学习，快速进阶。

本书学习重点

一、For Your Information **背景介绍**：融会作者十年商场经验，为读者做详尽的谈判战略分析！

二、Dialog **范例对话**：为了方便读者的全面吸收，本书特别将主要单词用粗斜体标出，方便您记忆。同样地，为了体

贴分秒必争的读者们，对话部分也附上一针见血的中文译解，增加您对谈判用语、惯用语的印象与熟悉度。

三、Tipsy 谈判停看听：数十则最符合谈判情境的解析，根据对话使用时机与实际临场状况，将主要单词用粗斜体标出，方便您记忆。最原汁原味的英语说明，除了为读者补充谈吐用语，也是最方便的谈判技巧秘诀！

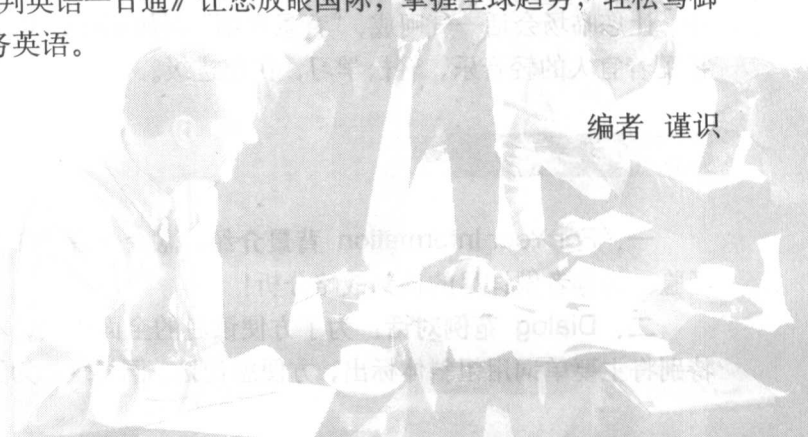
四、Vocabulary 重要词汇：上百个最符合商务情境的单词，是您谈判时最不可或缺的关键字汇，除了补充单词，也搭配几个常用短语，谈判大补帖绝对不能错过！

有别于一般市面上的英语书籍，本书在词汇、对话及贴切中译之外，更加上作者实际经验谈的“背景介绍”及拆招解招的“谈判停看听”。读者只要融会贯通，定能悠游于国际谈判场合，从容谈出新商机！

英语的表达方式丰富且多元，而这正是这个语言趣味的地方。借由本书，相信您增加的不只是实用的词汇，更可以流畅谈话，轻松融入外国商场的交际圈。

不论是谈判术语、商务研讨、产品介绍或议价筹码等等，《谈判英语一日通》让您放眼国际，掌握全球趋势，轻松驾御商务英语。

编者 谨识



目 录

【前言】成功谈判·商场无败

Chapter 1

Daily Negotiations1
日常谈判

Chapter 2

Sometimes It's Fast and Easy.....15
快速、简单的谈判

Chapter 3

Playing Fair.....29
公平交易

Chapter 4

Honesty is the Best Policy 41
诚实是上策

Chapter 5

Motivation..... 47
动机

Chapter 6

Lawyers As Professional Negotiators 57
谈判专家——律师

CONTENTS

Chapter 7

Asking the Right Questions 69

恰当提问

Chapter 8

The Non-Dealer 87

谈判傀儡

Chapter 9

Preparing for the Negotiation Session 101

准备谈判

Chapter 10

Increase the Quantity 113

增加数量

Chapter 11

Modify the Delivery Date 119

修改交货日期

Chapter 12

Alter the Point of Delivery 123

改变交货地点

目 录

Chapter 13

Alter the Schedule of Payments.....131

改变付款日期

Chapter 14

Alter the Time Frame.....137

改变时间日程

Chapter 15

Dream Chips or Give Away Chips.....145

虚张声势的谈判筹码

Chapter 16

Countering Give Away Chips.....167

回应虚张型筹码

Chapter 17

Negotiations Staff Who to Bring.....179

谈判成员的筛选

Chapter 18

Friendly Helpful Lawyers.....195

友善助人的律师

Chapter 1

Daily Negotiations

日常谈判





Disk 4-1

For Your Information

背景介绍

Negotiations aren't just for business; they lie at the heart of all human **interaction**. They make it possible for society to **function**. Unless you're a **hermit** living in a cave, you negotiate things every day from the time you get up, until you go to bed. At home, people **negotiate** the restaurant they go to, the movie they see, the TV program they watch, who showers first, and who goes to the market. At work, we negotiate who uses the **copy machine** first, and who watches the phone during lunch.

谈判不只是为了做生意,它们根植于所有人类的沟通活动中,使社会得以运作。除非你是一个住在洞穴里的隐士,否则你每天从早上起床到睡觉为止,都得谈判。在家中,人们会为了要去哪家餐厅、看哪部电影、哪个电视节目、谁先洗澡、谁该去超市买东西而商量、决议。在工作上,我们得讨论谁先用复印机、谁该在午餐时间留下来接电话……。

Our day is one continuous negotiation, and it's likely none of them **involve** money. We're so used to negotiating that we don't even think about it, it's how we live peacefully together. We learn in childhood that things are a value for

value trade off.

我们每天的生活就是不断的商议,而这些商议都和金钱无关。我们太习惯和他人商议,所以这样的动作几乎成了我们的反射动作,商议、谈判正是人们得以和平相处的原因。我们在孩童时期就学到了每件事都有价值,都可以当作是谈判筹码。

To get what we want, we have to **trade** what we have, and we take that idea into adulthood. It's great if things stay like that your entire life. If all negotiations were performed with the honesty kids use in the **playground**, there'd be no need for this book. But, sometimes they don't. Things have been **kicked up** a few **notches**, and some negotiators don't **play fair**. This book will tell you what's going on, and how to handle it.

要得到自己想要的东西,我们就必须拿自己拥有的东西去交换,而我们也把这种思想模式带到了成人阶段。如果事情能够一辈子都是这样该多好。如果谈判时,大家都秉持着孩提时代玩耍时的诚实态度,这本书就没有存在的必要。但是有时候,人们并不会诚实相待。事情改观了,有些谈判人员并不会公平就事论事,而本书将会为你解析情况,并给你一些应对的方法。

There are no set pattern negotiations in English that you



must follow. It's **determined** by the local **customs** and the players involved. I've seen **minor points** take days of **hard talking**, and once negotiated a three hundred thousand dollar contract during a two-hour lunch. We spent five minutes on the deal, the rest on other **topics**.

英语谈判并没有必须遵守的既定模式,全凭当地的规矩和相关人员而定。我曾为一些小事情,费尽唇舌谈判了好几天;但也有一次,只花了两个小时的午餐时间,便谈成了总值三十万美金的合约。真正在谈生意只花了5分钟,其他时间都在谈其他的事。

The following are examples of day-to-day negotiations we perform without thinking. The first shows Jack and Mary as children at play working things out. In the second one, Jack and Mary are a couple planning an evening out. The third shows Jack and Mary as coworkers **cooperating** to keep things running smoothly.

下面这几个对话,是我们不自觉中就会进行的日常生活谈判。第一个对话是孩提时代的杰克和玛莉,他们正想解决事情。第二个对话中,杰克和玛莉是一对情侣,他们在商量晚上要去哪里。在第三个对话中,杰克和玛莉是同事,他们讨论该如何在工作上配合得尽善尽美。

Dialog 1

Disk 1-2

This dialog is between Jack, who's pretty good at playing chess, and his friend and next-door neighbor Mary, a member of the school chess club. Jack promised to play chess with Mary on Monday after school, to help her get ready for a **competition** if she **did the dishes** for him on Sunday. Mary did the dishes and now Jack needs to **keep his promises**.

这个对话发生在杰克和玛莉之间。杰克相当擅长国际象棋，他的隔壁邻居玛莉是学校国际象棋社的社员。杰克答应星期一放学后，要和玛莉下国际象棋，帮助她准备竞赛，条件是玛莉星期天要帮他洗碗。玛莉照做了，现在杰克该实践自己的诺言了。

Jack

I'm going to the park to play baseball with the guys.
我要去公园和大伙儿打棒球。

Mary

But you promised to play chess with me this afternoon.
可是你答应今天下午要和我一起下国际象棋。

Jack

Yeah, but that was before the guys asked me to join the team.

对啊，可是我之前不知道他们会邀我加入球队啊。

Mary

So what?

那又怎样？

Jack

You know how much I want to **be on the team**, and now there's an **opening** for me.



你知道我多想要加入球队，现在正好有一个名额可以给我。

If I don't go to practice today, they'll get someone else, and I'll miss my chance.

如果我今天不去练习的话，他们会去找别人，那我就会错过这次机会。

Mary

I don't care about baseball, you know I need to practice for the chess **championship**, and you promised to help me if I washed the dishes for you last Sunday, and I did.

我才不管棒球，你知道我得为这次的国际象棋冠军赛练习。你答应过，只要我上星期日帮你洗碗的话，你就会帮我，而我已经洗碗了。

Jack

I know, and I will.

我知道，我会帮你的。

Mary

When?

什么时候？

Jack

After baseball practice.

棒球练习完以后。

Mary

By then, it will be dinnertime, then homework and then your TV show is on. You're going to **break your promise**.

可是那时候就是晚餐时间了，然后你又要做功课、看电视，你一定会不守信用。

Jack

No, I won't, I'm going to **skip** TV tonight and **work on** your chess game with you if that's okay with you?

我不会背信的。我今晚不看电视，和你一起下国际象棋，你说好不好？

Mary

Well, I'd rather do it the way we **set up**, but if you promise to give me your best game, it's okay with me. 我比较喜欢原来的约定，不过如果你保证会好好地陪我下棋，那就可以。

Jack

No problem. I'll play as hard as I can and give you an extra game to say thanks.

没问题。我一定使出全力，再多陪你下一场，以示回报。

Dialog 2

Disk 1-3

Jack and Mary are now grown up and dating. Their friendship is as strong as ever and there's a strong **bond** between them, so their dialog is relaxed and flows pretty freely. It's more like a married couple than young adults dating to get to know each other.

杰克和玛莉长大了，现在他们是一对情侣。他们的友谊非常坚固，彼此的默契很好。他们的谈话也很自在、随意，不像是交往中的年轻男女，反倒像一对恩爱的夫妻。

Mary

Let's have seafood tonight and then go see the new movie at the Mall Cinema.

我们今晚吃海鲜，然后再去“摩尔戏院”看最新上映的电影。



Betsy told me it's a beautiful love story and I shouldn't miss it.

贝希说那是一部唯美爱情文艺片，我绝对不能错过。

Jack

Oh, Goodness, please not again. That's what we did last week.

噢，天啊，别又来了。我们上个星期也是这样过的。

Mary

No, we didn't. Last week we went to see that movie about a man's struggle against mental illness.

才没有呢！上星期我们看的电影，是在讲一个男人对抗心理疾病痛苦挣扎的过程。

Jack

Right, it was a **chick flick**, just like this one, so what's the difference?

没错，那是你们女生看的电影，这部也一样。哪里不同？

8

Besides, this is the last week for the third movie in the **Destroyer** series and I want to see that on a big screen. 再说，《毁灭者》第三集这礼拜就要下档了，我希望能在大银幕上看这部电影。

Action movies need to be seen in a theater on a big screen. 动作片就是要在电影院的大银幕上看。

Mary

Oh, yeah, and I did promise to see it with you if we went to that movie last week. But you liked that movie, didn't you?

对啦，我的确答应过你，如果上周去看那部片子的话，

就陪你去看这部电影。可是你应该很喜欢那部片吧？

Jack

Oh, sure, it was great. I had popcorn for dinner and paid the price of a movie ticket to get a two-hour nap.

喔，当然，真是棒透了。我的晚餐是爆米花，买了电影票却睡了2个小时。

Mary

It wasn't that bad, and you're the one that **insisted on** skipping dinner. We went to an excellent restaurant.

没那么糟吧，是你自己说不要吃晚餐的；我们去的那家餐厅很棒啊。

Jack

That place doesn't have a single meat dish. Just fish and shellfish and you know I don't like fish that much.

那里一道肉食都没有，只有鱼类和贝类，你知道我不是很喜欢吃鱼。

Mary

And I don't like meat that much. The only meat I eat is chicken.

可是我不是很喜欢吃肉，我只吃鸡肉而已。

Jack

But when I pick the restaurant, we go to a place that has both chicken and fish. I always respect your food **preferences**.

但是我选餐厅时，我都会选供应鸡肉和鱼的餐厅。我一向都很尊重你对食物的喜好。

Mary

Well, I suppose that, to be fair, you should get to pick the movie and we can go to a restaurant that serves meat.