



普通高等教育“十一五”国家级规划教材

21 世纪实用商务英语教程

丛书主编 张立玉

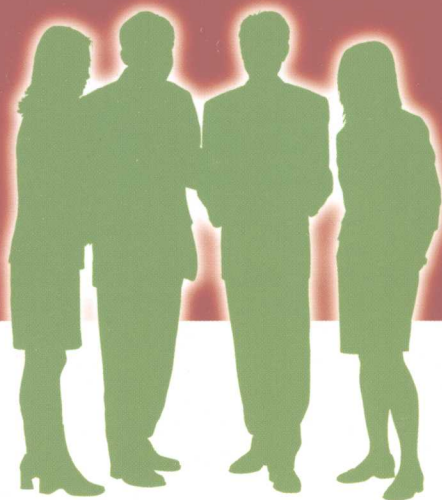
商务谈判英语

主 编 张立玉

副主编 邓之宇 石定乐

English for

Business Negotiation



WUHAN UNIVERSITY PRESS

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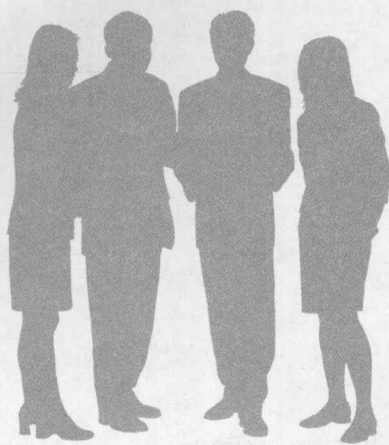
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前 言

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以及企业的生存和发展,成功的商务谈判可以产生出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。为了使商务进展顺利,要求谈判简洁、清楚、具体、完整,才能达到预期目标。国际商务谈判是一门综合艺术,要求谈判人员具备国际商务活动综合基本技能——国际贸易基本常识、商务文化和跨文化交际理念和技能以及必备的语言技能。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国际商务谈判原理和技能,我们精心编写了《商务谈判英语》。该教材将商务谈判与英语学习有机结合,便于教学和自学,具有简明、易懂、实用的特点。

使用对象: 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。

教材宗旨: 本书旨在帮助读者掌握商务谈判基本用语,熟悉各种商务谈判活动,了解商务谈判活动背景及常识、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。本教材以实用、适用为编写原则,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,系统地掌握各种商务活动特点及谈判技巧。通过对本教材的学习,读者能了解和掌握国际商务谈判的基本原则和技巧,并能流利地用英语进行商务沟通、完成商务谈判。

内容编排: 16 个章节,每个章节都有其独立的商务活动内容,突出介绍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): 指出每章节的重点。

导入 (Tuning-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,在每章节之首,向学生导入该章节学习的商务谈判内容,给学生较深的感性认识。

谈判知识 (Sourcing-up): 介绍该章节所涉及的商务谈判知识。

谈判实战 (Haggling-over): 分 Case I 和 Case II 两部分。介绍该章节的商务谈判内容,形式以会话为主。

谈判实践 (Tuning-out): 分为总结 (Summing-up)、归纳 (Sorting-out)、强化练习 (Practicing) 三部分。通过总结、归纳和形式多样的课堂练习,巩固该章节教学要点,尤其值得注意的是这部分提供了相应环节典型的谈判素材,便于读者在实践中进行移植。

谈判策略 (Flash): 介绍一些商务谈判策略与技能。



相关词语和术语 (BBS): 补充一些与各章节内容相关的词汇和术语。

单元自测 (Refreshing): 促进读者自主学习, 总结自己在本章节所学到的知识要点、常用表达词语、感受最深的内容以及不足之处, 并鼓励读者按五个等级进行自我评定。

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。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、博览会、谈判等); 教学中应尽可能引用案例进行讨论与教学。

为了方便读者, 本书在书后还配有练习参考答案。本教程还配有多媒体有声课件光盘。

在编著本书过程中, 作者参考了大量国内外有关书籍和资料, 个别地方引用了现成资料, 在此特向原作者表示衷心的感谢!

由于作者水平有限, 不足之处在所难免, 敬请读者批评指正。

作者

2009年5月于武昌珞珈山

I think it is a collection of significant events in international trade. As you see, the world watches in awe as China reclaims a place as a great power. It's easy after the first seconds of reading this book to only think about how it affects you. This book *English for Business Negotiation* delivers an entertaining account and perspective on international trade negotiation. It is an excellent resource to students, educators, and commercial affair enthusiasts.

The book included content, organization and reference sources. We could hardly find any editing errors and organizational incongruities.

The author, professor Liyu Zhang, a modern practical business English scholar, specialized in this area with an emphasis on its practical value.

The construction of the book meshes well with its organization and lends itself successfully to the study of practical business English. The organization of this course allows the reader to easily follow the route of the business English. Each chapter consists of four sections: Tuning-in; Sourcing-up; Haggling-over; Tuning-out; which fit logically into the topic of the chapter. All chapters are composed of several defining parts that maintain a sense of continuity throughout the volume.

Fortunately, you find this book. It is a good place to start your learning, both for its introduction to international trade, and for its documentation of the practical business English.

Young Liu

刘阳：哈佛大学 FAS 学院博士，师从美国总统奖获得者邱程桐教授门下。摩根士丹利银行高级策略研究员，亚洲经济文化战略研究专家。



Contents

Chapter 1	On Pricing	1
	Tuning-in	1
	Sourcing-up <i>Haggling Is a Strategy</i>	2
	Haggling-over	4
	Case I A Making an Enquiry	4
	Case I B Price Haggling	5
	Case II CIF or FOB	6
	Tuning-out	8
	Section A Summing-up	8
	Section B Sorting-out	8
	Section C Practicing	11
	Flash <i>An Introduction to Negotiation</i>	13
	BBS	14
	Refreshing	15
Chapter 2	On Quality and Quantity	16
	Tuning-in	16
	Sourcing-up <i>Quality and Quantity</i>	17
	Haggling-over	18
	Case I A Talk on Quality	19
	Case II A Talk on Quantity	21
	Tuning-out	23
	Section A Summing-up	23
	Section B Sorting-out	24
	Section C Practicing	26
	Flash <i>Listening Technique</i>	29
	BBS	31
	Refreshing	32
Chapter 3	On Packing	34
	Tuning-in	34



Sourcing-up <i>Packing</i>	35
Haggling-over	39
Case I The Packing of Air-conditioners	39
Case II The Packing of Women's Pajamas	41
Tuning-out	42
Section A Summing-up	42
Section B Sorting-out	43
Section C Practicing	44
Flash <i>Non-verbal Devices Valued for Negotiation</i>	46
BBS	48
Refreshing	49
 Chapter 4 On Logistics	 50
Tuning-in	50
Sourcing-up <i>Logistics</i>	51
Haggling-over	54
Case I A Talk on Freight	54
Case II A Talk on Partial Shipment	56
Tuning-out	59
Section A Summing-up	59
Section B Sorting-out	59
Section C Practicing	61
Flash <i>Right Attitudes Towards Counterparts</i>	67
BBS	68
Refreshing	69
 Chapter 5 On Insurance	 70
Tuning-in	70
Sourcing-up <i>Marine Insurance</i>	72
Haggling-over	74
Case I A Talk on Insurance Rate	74
Case II A Talk on Insurance for an Order	77
Tuning-out	79
Section A Summing-up	79
Section B Sorting-out	79
Section C Practicing	81
Flash <i>Face-saving Technique in Negotiation</i>	86
BBS	87
Refreshing	89



Chapter 6	On Payment	90
	Tuning-in	90
	Sourcing-up <i>The Payment Terms in International Trade</i>	91
	Haggling-over	93
	Case I Payment by D/P	93
	Case II Payment by L/C	96
	Tuning-out	98
	Section A Summing-up	98
	Section B Sorting-out	99
	Section C Practicing	102
	Flash <i>Avoiding Stereotyping Individuals</i>	105
	BBS	106
	Refreshing	107
Chapter 7	On Complaint and Claim	108
	Tuning-in	108
	Sourcing-up <i>Complaints and Claims</i>	109
	Haggling-over	111
	Case I A Making a Complaint for Inconformity	111
	Case I B Making a Complaint for Delay of Payment	112
	Case II A Lodging a Claim	112
	Case II B Settling a Claim	114
	Tuning-out	116
	Section A Summing-up	116
	Section B Sorting-out	116
	Section C Practicing	119
	Flash <i>Strategy Depends on Preparation</i>	123
	BBS	124
	Refreshing	125
Chapter 8	Revision and Consolidation I	126
	Part One Self-assessing	126
	Part Two Group-work	134
Chapter 9	On Arbitration	142
	Tuning-in	142
	Sourcing-up <i>Arbitration</i>	143
	Haggling-over	145



Case I A Talk to Settle the Dispute	146
Case II A Talk with a Dispute Settlement Expert	147
Tuning-out	149
Section A Summing-up	149
Section B Sorting-out	149
Section C Practicing	150
Flash <i>Anchoring Technique in Negotiation</i>	153
BBS	155
Refreshing	156
 Chapter 10 On Agency	 157
Tuning-in	157
Sourcing-up <i>Agency</i>	158
Haggling-over	161
Case I Appointing an Agent	161
Case II Settling an Agency Agreement	163
Tuning-out	167
Section A Summing-up	167
Section B Sorting-out	167
Section C Practicing	169
Flash <i>Framing Technique in Negotiation</i>	173
BBS	175
Refreshing	176
 Chapter 11 On Signing a Contract	 177
Tuning-in	177
Sourcing-up <i>Signing a Contract Is Not the End</i>	178
Haggling-over	179
Case I A Discussion on Stipulations of the Draft	179
Case I B Let's Check All the Clauses Before Signing the Contract	180
Case II Signing a Contract	182
Tuning-out	184
Section A Summing-up	184
Section B Sorting-out	184
Section C Practicing	188
Flash <i>Relief Technique and Deadlock</i>	191
BBS	192
Refreshing	195



Chapter 12 On Inviting Tender and Bidding	196
Tuning-in	196
Sourcing-up <i>ABC About Invitation of Tender and Bid</i>	198
Haggling-over	199
Case I A How Much Can We Guarantee Our Participation in the Tender?	199
Case I B Can You Tell Me More About Your Products?	200
Case II Here's How I Select and Bid for Tenders	202
Tuning-out	203
Section A Summing-up	203
Section B Sorting-out	204
Section C Practicing	205
Flash <i>Techniques of Avoiding, Deferring and Abeyance</i>	209
BBS	210
Refreshing	211
 Chapter 13 On Processing and Assembling Trade	212
Tuning-in	212
Sourcing-up <i>Processing with Customer's Design or Samples</i>	213
Haggling-over	214
Case I A We Are Very Interested in the Processing Business ...	214
Case I B Let's Talk About Assembling in Detail	215
Case II A We Are More than Pleased to Improve Our Present Products and Develop New Products	216
Case II B We Are Willing to Cooperate with You in This Line	217
Tuning-out	219
Section A Summing-up	219
Section B Sorting-out	219
Section C Practicing	221
Flash <i>Language Skills at Negotiating Table</i>	224
BBS	226
Refreshing	227
 Chapter 14 On Technology Transfer	228
Tuning-in	228
Sourcing-up <i>A Brief Picture About ITT</i>	234
Haggling-over	235
Case I A Technology Has a Price Tag	235



Case I B The Royalty Should Not Be Higher than the Standard International Rate	237
Case II Using Technology as a Means for Adapting and Surviving	238
Tuning-out	240
Section A Summing-up	240
Section B Sorting-out	240
Section C Practicing	243
Flash <i>Dovetailing—Asking for Their Preference</i>	248
BBS	249
Refreshing	250
Chapter 15 On Joint Venture	251
Tuning-in	251
Sourcing-up <i>A Joint Venture Is a Legal Organization</i>	252
Haggling-over	254
Case I A Talk on the Forms of Business Organizations	254
Case II A Talk on Setting up a Joint Venture in China	256
Tuning-out	259
Section A Summing-up	259
Section B Sorting-out	259
Section C Practicing	263
Flash <i>Getting-in Step</i>	267
BBS	269
Refreshing	270
Chapter 16 Revision and Consolidation II	271
Part One Self-assessing	271
Part Two Group-work	277
附录:	288
练习参考答案	288
参考书目	317

Chapter 1

On Pricing

Focus

- A general picture of negotiation
- The category of negotiation
- Price-haggling strategy
- Price-haggling skills



Tuning-in

1. A trading company is purchasing soybeans from a Canadian trading company for underline distributors. A reasonable price, of course, is expected. What should the buyer in the trading company be expected to do? Heading for bargaining, you may say for sure. Right, but how? *If you are the buyer, which way you are taking for preference?*

- A. Asking the supplier for quote and then taking it.
- B. Asking the supplier for quote and then cutting it by half.
- C. Asking the distributors for a price sounding ideal for marketing, then insisting 50% of it as the price.
- D. Asking for the data related to cost of manufacturing, then making out the target price.

If you take all except A, you are a quite good trader; at least, you know a deal needs negotiating before it is set.

2. Discussion.

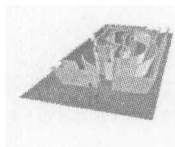
- 1) Have you had some satisfying experience in price-haggling?
- 2) If not then the most unsatisfying ones?

Share with your partners and try to identify the factors that made a good / sucking bargain or bargains.

3. With the development of world trading, professionalism is of essence for business people, of which, the negotiation skills are part of the integration. And this course



book is aiming to help you develop the negotiation skills. The first thing for negotiation is price-haggling. Even before you start this course, you surely have had some experience in price-haggling on various occasions. And then the following part of the course will be much easier for you for certain.



Sourcing-up

Haggling Is a Strategy

Haggling is an evolving marketplace skill. In practice, it goes back centuries, to times when the vendor-cart and booths were the only sources of market trading activity and goods exchange. Today, we find that bargain hunting and sale shopping are viable adventures for discounts at retail stores; however, garage sales, auctions, flea markets, and booth sales are prime opportunities to learn the art of haggling. Haggling is often associated with bantering, price debates, and auction-style environments. The (often) uncomfortable, face-to-face negotiations of pricing quickly become competitive, thrilling, and at times, risky. The lure of “the best bargain” is enticing with its accompanying haggling process; the strategy of haggling really is based on simple bargaining roundtable strategies.

Understanding the key components of haggling can help you build a strong set of skills for your bargaining efforts. When you can accurately gauge the seller’s “hunger,” you can gain a significant advantage. Haggling requires understanding your own motive; without your baseline, or “set point” price in mind for a particular product, you’ll quickly fall into the trap of being out-priced, or losing the item to a price you may not have had to pay for. Buyer’s remorse is the worst felt when you know you could have gotten a better price if you had just been patient, or taken different steps in your strategy. The winning streaks will come with time, but you can best prepare by following these simple steps to a valuable haggling strategy:

- Learn to bid VERY low: This is a technique that will surprise you more often than not. If you bid extremely low in some cases, the sellers may completely reconsider their first offer. Sometimes this makes them even stop and reflect; maybe they’ve priced too high, and are unaware of the true value; maybe they’ve overlooked something. Whatever the case may be, you can start out by completely undercutting the initial offer, giving you the chance to gauge the sale with better accuracy.
- Play the inspector: Make sure to touch, feel, and account for any flaws or legitimate defects on the product. This will provide you a chance for leverage so you can secure a lower price easily.



- Choose your own add-ons: This helps to “seal the deal” by creating additional value for you. If the seller really will not negotiate on price, offer to take it off their hands by adding another item for the same price. This may also help bring down the price just a few notches, depending on how desperate they are to sell the item.
- Settle for second best: If you’re eyeing an item that the seller has turned down a bid from another customer, listen in and consider your own pitch. If you can outdo them, go for it! This is your time to put your price strategies to the test.

Learning the art and science of haggling takes time; you will need to practice in different environments, with different people, and learn many lessons along the way. Being able to read and accurately gauge people is a learned skill, and haggling is a prime opportunity to be competitive, focused, and deliberate in your actions. The above key steps and skills can help you create the best pricing and buying situation for you. Don’t ever give up, even at the toughest negotiation; you’ll fare better on your haggling ventures in the long run!

Notes

1. to evolve 经历不断变化而发展
e. g. Haggling is an evolving marketplace skill.
价格谈判是一项贸易技能，要经过不断实践才能获得。
2. vendor cart 流动小贩的售货车
3. enticing with 因……而诱人
4. to banter 轻松幽默地谈话
5. auction-style environment 这里指像拍卖那样喊价，气氛热烈。
6. lure 诱惑力，魅力
The lure of “the best bargain” is enticing with its accompanying haggling process; the strategy of haggling really is based on simple bargaining roundtable strategies.
所谓“最得意的谈价”之所以令人觉得有诱惑力就在于谈判的过程；其实谈价的策略实实在在就是建立在最简单的讨价还价谈判策略上。
7. to gauge 评估，测量
8. streak 短时期
e. g. The winning streaks will come with time... 不断讨价还价，总会有收获……
9. legitimate 合理的，允许的
10. leverage 优势
11. a few notches 一些
12. to listen in 偷听，注意听
13. pitch 手段，策略
14. out do 胜出一筹
15. deliberate 深思熟虑，仔细谈论



16. baseline 基线
17. a set point price 最基本的要价
18. being out-priced 被压价, 价叫不上去
19. play the inspector 多观察
20. add-on 附加物, 附加装置
e. g. to choose your own add-ons 选择自己独具的附加条件
21. to settle for 满足于
e. g. settle for second best 乐于接受退而求其次的状况
22. in the long run 最后
23. to fare well 交好运
e. g. You'll fare better on your haggling ventures in the long run! 你终究会在谈价时越来越成功的。
24. viable 可行的, 可望成功的



Haggling-over

After going through the following cases, try to pick up the expressions you think helpful in negotiation on price.

Case I A Making an Enquiry

Mr. Andrews, an importer from an Italian trading corporation, is discussing on the price with Mrs. Zhao, a supplier for soybeans.

Andrews: When can we have your firm FOB price, Mrs. Zhao? Or your final and firm offer for soybean?

Zhao: I understand you are interested in our goods, Mr. Andrews. And we'll work out the firm offer tomorrow. Would you be free to come at ten a. m. tomorrow?

Andrews: Yes, that's set. I'll be here then.

Zhao: Our offer remains free for three days.

Andrews: If your price is favorable and my commission is reasonable, I can place the order very soon.

Zhao: I am sure you'll find our price favorable. Now, you see, soybeans market is up greatly. For our long-term contacts, we still offer favorable discount.

Andrews: I am glad to hear so.

Zhao: What else can I do for you, Mr. Andrews?

Andrews: Some of my clients would like to make distribution for India fabric products. I wonder if you can introduce me to some one in this line?





Zhao: Your friend is mine, too. Ha! I'll make an appointment for you with Susan, who has a lot of contacts in fabric.

Andrews: Thank you a lot.

Zhao: With pleasure.

Notes

1. firm offer 实盘价
2. commission 佣金
3. CIF 到岸价
4. FOB 船上交货价/离岸价
5. to make distribution 经销

Case 1 B Price Haggling

Mrs. Zhao makes a firm offer for soybean. Mr. Andrews is wondering whether there is any room for reduction, so he is now making a counter-offer.

Andrews: Mrs. Zhao, we have got your firm offer and wonder if there is some room for lowering.

Zhao: Our offer is 312 Euro dollars per ton, CIF Dalian, and you may have noticed this quotation is lower than the current market price.

Andrews: I am afraid I can't agree with you. We have quotation from our other supplying sources. As you know, we do not import with soybean as we mainly depend on our native source.

Zhao: Well, what is a competitive price for you, name it, will you?

Andrews: I suggest somewhere around 280 Euro dollars per ton CIF Dalian. You see, that's a price we both can benefit.

Zhao: I am afraid it is impossible for us to enter your counter offer. You have wide contacts, this is for certain, but I am sure you can't get an offer unreasonably made like this.

Andrews: Mrs. Zhao, no doubt your offer is not in line with international market.

Zhao: Considering the quality, our offer is really an inexpensive one.

Andrews: What our contacts can offer is also of top quality.

Zhao: I really don't see how the business could be pulled through, Mr. Andrews, could we meet each other halfway?

Andrews: But the price our side gave is a fair one. There is no point that we purchase the same for a higher price.

Zhao: I am surprised. Wouldn't it be better to settle on the price of 298 Euro dollars? That type of soybeans will find a ready market in China.

Andrews: Well, if you accept our offer for 285 Euro dollars, we will advise our end-