

ENGLISH FOR FOREIGN TRADE NEGOTIATION 外贸商谈英语

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外贸商谈英语

English for Foreign Trade Negotiation

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前 言

商务谈判可以理解为，~~谈判~~双方为达成一笔交易，提出交易的内容和条件，通过洽谈~~协商~~达成一致的过程。

商务谈判既是一门科学，~~又~~是一门艺术。~~涉外~~商务谈判更是如此。要成功地把握好一次~~涉外~~商务谈判，既要谈判货物有深刻的认识，又要掌握好商务谈判的特点，还要运用外语恰当地表达。在谈判过程中，善于从对手的举止言谈中获取信息情报，适时调整策略，还需要相应的交际经验。而谈判的最终结果、谈判利益的划分，最终取决于市场行情，取决于谈判双方的实力对比。然而，谈判人员还是有很大的余地影响谈判结果，直至影响双方今后的业务关系发展。在实际商务谈判中，谈判者首先要营造和谐、坦诚的气氛——这属于交际艺术，随后进入正题要运用商务知识，探讨彼此的立场，解决谈判中遇到的棘手问题——这属于商务谈判本身，含有许多科学成分。在这一阶段，有许多谈判原则帮助谈判者掌握谈判的得失。开诚布公，考虑对方的合理要求是基本准则。以此为基础，双方阐明各自的情况、看法，提出可供

选择的方案及提出这些方案的标准，就可以成功地推动谈判向着互利合作的局面发展。

商务交涉的中心环节是围绕着合同条款进行谈判。完整的合同条款一般由商务条款、技术条款、带有法律性质的保证条款及附件组成。商务条款可以和其他条款分开谈判，以明确每次谈判的内容。

涉外商务谈判包括的领域很广，其中外贸商谈最为常见。在外贸谈判中，最主要的是价格条款。价格条款谈判实质上是至关双方利益的焦点，但其它条款的安排又直接或间接地影响双方利益。有时候，双方由于各自条件或情况不同，更关注其它重要条款，比如交货期、支付方式等，就会在价格上作出让步。因此 整个商务谈判虽有主次条款之分，但又相互影响，最终影响合同条款的签订和履行。

涉外商务谈判采取的形式主要有口头和书面两种，有时还需要将这两种形式结合起来，最终达成书面协议，即合同。运用英语从事商务谈判，首先要熟练掌握这两种表达形式。更进一步的要求是能准确理解、掌握，并用英语书写商务合同。因而，学习商务英语，应着重于三个方面：商谈（通称的外贸口语）、函电、商务合同。并且，这三个方面要相互补充、相互促进，才能达到涉外商务谈判的功效。

有鉴于此，本书最核心的内容是用英语进行商务谈判、商务交涉，特别是用英语表达外贸业务。本书各章正文是采用实际商务谈判的方式设计而成，包括一般商务的各个主要环节，同时还包括常见的交际谈话情景安排。为便于读者更好地掌握这些商务英语表达及实际商务谈判查询准备之用，在每章实际商务谈判情景之后，分门别类地列出例句。这些例

句实用性强，眉目清楚，使用方便，在面世的同类体裁中尚不多见。为帮助读者进一步了解外贸业务知识及专业用语，增强理解、表达外贸业务英语能力，还配备了阅读材料，介绍外贸业务及相关内容的基础知识、业务洽谈等。这些阅读材料既可丰富读者商贸英语方面的词汇及表达，又可辅助读者弄清外贸业务的内涵，从而帮助读者更有效地运用英语进行商务谈判。在内容安排上，根据商务谈判（包括外贸商谈）主次关系，重点突出了商务合同的业务谈判，适当安排商务交涉的主要环节，并兼顾商务谈判中的交际方面，从而显出本书的特点：体例新颖、自成体系、中心突出、主次分明、信息量大、实用性强、使用方便。

因此，本书既可以作外贸口语的教材，又可作非专业人员自学用书，还可作实际商务谈判的资料库。

由于编写时间仓促，参考资料有限以及受编者水平限制，书中缺点、遗漏、不妥之处在所难免，恳请读者和专家批评指正。

编 者

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PART ONE 第一部分

Reception 接待

Chapter

1

At the Airport

Conversations

1. Receiving a Foreign Businessman

A: Excuse me. but are you Mr. Green?

B: Yes, I am Green from the Eastern Chemical Corporation.

A: Welcome to China . Mr. Green. I'm Zhou Feng from the Machinery Corporation. My manager sent me here to meet you.

B: Miss Zhou, I'm sorry to have given you so much trouble.

A: No trouble at all. It's my pleasure. Did you have a good trip?

B: Yes, it was a very smooth flight. I travelled by CAAC from London. and enjoyed the trip very much.

A: I'm glad to hear that.

B: I have heard plenty about China in London and I am very glad to be here now.

A: Do you wish to go into town by taxi or by airway's bus?
The bus leaves in every fifteen minutes from the airport to our corporation. Would you like me to have your luggage first?

B: Yes. Let's see my luggage checks. Oh. I'm sorry. I can't seem to find them.

A: You can't take the suitcases out without the checks.

B: I must have lost the checks.

A: Aren't they stapled to your ticket folder?

B: I didn't look there. Oh, here they are.

(A moment later, they got their luggage and went through entry formalities. They were waiting for a bus.)

A: You have gone through all the formalities smoothly and quickly. It seems a good beginning.

B: I think so. I hope I will have a pleasant stay here.

A: I'm sure you will. Are you used to the weather here, Mr. Green?

B: Yes, quite. It's similar with that of my hometown.

A: Then you are lucky. Mr Green, that's our bus. Let me help you with your luggage.

B: Thank you very much.

A: This way, please.

2. At Customs House

A: Do you have anything to declare?

B: No. All I have are a few sample products.

- A: Do you have an invoice for them?
- B: Yes.
- A: May I see it, please?
- B: Certainly. Here it is.
- A: Your luggage is all here, isn't it?
- B: Yes, a briefcase, a travelling bag and a suitcase.
- A: Please bring your luggage here for inspection. Will you show me your declaration form, please?
- B: Here you are, officer.
- A: Your briefcase is exempted from examination. Will you open this suitcase, please?
- B: Certainly. I have only personal effects there.
- A: Have you got any spirits or tobacco?
- B: I've got some cigarettes and two bottles of whisky.
- A: How many packets of cigarettes?
- B: Eight packets.
- A: That's not in excess of the duty-free allowance. Well, I see you have two cameras and eight electronic calculators.
- B: Yes. One camera for personal use and the other is intended to be a gift. The electronic calculators are samples for the corporation.
- A: Each passenger is allowed one camera duty-free. You'll have to pay duty for the other one. As for the samples they are dutiable. I'll release them on condition that you submit a written statement on your exit by the corpora-

tion receiving the samples.

B: Well, where shall I pay the duty for the camera?

A: Please wait a moment. I'll make out the duty memo.....

There you are. Take this and pay the man over there.

The other camera you use needs declare. Be sure to put down its mark, model and serial number.

B: Yes. I'll do that. But I wonder why so much in detail?

A: You see, it is allowed in only for your personal use during your stay here and you'll have to take it out on leaving.

The details help identification, thus expediting both entry and exit formalities.

B: I got it, thank you.

A: How long are you planning to be here?

B: About two weeks.

A: Fine. I hope you enjoy your stay.

B: Thank you, officer.

New Words and Expressions

CAAC 中国航空公司

staple vt. 用钉书机装订

folder n. 折迭式印刷品

entry formality 入关手续

sample product 样品

Customs House 海关

briefcase n. 手提箱

declare vt. 申报

declaration n. 申报

be exempted from 免去, 免除
personal effects 个人用品
in excess of 超过
duty-free allowance 免税额
electronic calculator 电子计算器
dutiable adj. 需要付税的
submit a written statement 提交书面报告
release vt. 放行
duty memo 关税表
serial number 货号
identification n. 辨认
expedite vt. 加快(进程); 迅速处理

Useful Sentences

一、相互认识

1. May I introduce myself? My name is
2. May I introduce you to our manager, Mr. Green?
3. Let me introduce you. This is Mr. White.
4. A: Have you met Miss Joe?
B: Yes, we have met.
5. A: Do you know Mr. Froster?
B: No, we haven't.
6. Aren't you Mr. Smith from England?
7. Mr. Park, I'd like you to meet Mr. Liu, my colleague.
He is the sales manager of our corporation.
8. I'm a department chief from the chemical corp.
9. I'm an interpreter from the China Council for the Promo

tion of International Trade.

二、见面问候

1. How do you do? I'm very glad to meet you.
2. How do you do? Nice to meet you.
3. I'm pleased to meet you.
4. It's certainly a pleasure to meet you.
5. I'm delighted to meet you, Mr. Green. I've heard so much about you from my manager.

三、再次相会问候

1. It's very nice to see you again.
2. I'm pleased to meet you again.
3. I'm delighted to see you again.
4. Good to see you again. How's every thing going?
5. Do you know me, Mr. Peter? We have met each other in your company last time.
6. I don't know if you remember me. I'm Jones.
7. A: It's a pleasure to see you again.
B: Thank you. How have you been?
A: We've been quite busy, thanks.
8. A: Good morning, Mr. White. How are you?
B: Fine, thanks. And you?

四、问候旅途情况

1. A: How was your flight? Did everything go all right?
B: Not bad, but I'm a little tired.
2. A: Did you have a safe trip?
B: Yes, it's comfortable, but there was a little bit of tur-

bulence.

3. A: Did you have a good flight?

B: Yes. It's a very pleasant trip.

4. Did you enjoy your trip? How are you?

五、安排住宿

1. A: Did you make a reservation for a hotel tonight?

B: Yes. I've booked a room at the Grand Hotel.

2. A: Forgive me for not asking you before: but have you made hotel reservations?

B: No. you see the trip is so sudden.

3. A: Shall I take you to the Hotel now?

B: Yes. that would be great.

4. A: You must be tired after such a long trip. Shall I take you straight to our inn?

B: Yes. that's good.

5. Where do you plan to stay? Or where are you going to now?

6. Would you prefer a Western-style hotel or a Chinese style inn?

7. I'd like to try a Chinese inn.

8. A: Where did you stay last time? Would you like to go to the same hotel?

B: Yes. that's right.

9. A: Shall I get a room for you at Great Wall Hotel?

B: Yes. that will be fine.

六、帮忙提行李

1. Let me carry your baggage for you.
2. A: Let me take your luggage.
B: Oh, that's all right, I can manage.
3. A: Please don't bother. I'm sure I can manage.
B: Well, at least let me take one of them.

七、叫车与上车

1. I have a car waiting outside to take you to your hotel.
2. There's a car waiting for you.
3. Please come this way.
4. Please follow me.
5. I'll bring my car here, so please wait a moment.
6. Let me call a taxi.
7. Please get in the back.
8. Let me put your bags in the trunk.

八、在海关

1. Would you please fill out this declaration form?
2. A: Do you have anything to declare?
B: No, I have nothing but a few personal effects.
3. May I see your declaration form?
4. Would you please get your luggage ready for inspection?
5. Please keep the Customs declaration well with you.
6. I'm afraid this is not allowed to be taken out of this country.
7. I'm sorry to tell you that you need to pay duty on these articles.

九、旅途中谈天气