



新基点 (New Benchmark) 全国高职高专院校商务英语系列规划教材

NEW BENCHMARK

国际商务谈判

International Business Negotiation

肖文萍 主编



对外经济贸易大学出版社
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国际商务谈判

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出版说明

“新基点 (New Benchmark) 全国高职高专院校商务英语系列规划教材”是对外经济贸易大学出版社联合全国重点职业学院的骨干教师推出的一套全新的商务英语系列教材。本套教材适用于全国高职高专院校英语专业商务/应用/外贸英语方向以及财经类专业的学生。

目前高职教育提出了“工学结合、项目为中心、案例驱动教学、边讲边练”为核心理念。本套教材就是贯彻这个理念,着眼于提高学生实际操作能力和就业能力的目的,采取了模块化、多案例、互动式、重实训的编写方式,让学生在理论够用的基础上,在实训环节上有所突破。

我国高职高专教育的培养目标是以能力培养和技术应用为本位,其基础理论教学以应用为目的、够用为尺度、就业为导向;教材强调应用性和适用性,符合高职高专教育的特点,既能满足学科教育又能满足职业资格教育的“双证书”(毕业证和技术等级证)教学的需要。本套教材编写始终贯彻商务英语教学的基本思路:将英语听说读写译技能与商务知识有机融合,使学生在提高英语语言技能的同时了解有关商务知识,造就学生“两条腿走路”的本领,培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材包括《商务英语综合教程》(1-4册)、《商务英语听说》(1-2册)、《商务英语口语》(1-2册)、《国际商务报刊选读》、《商务英语写作》、《商务英语翻译》、《国际商务函电》、《国际商务谈判》、《国际商务制单》、《国际商务英语模拟实训教程》、《商务礼仪》、《英语应用文》、《跨文化交际》、《英美概况》、《旅游英语》、《酒店英语》、《物流英语》、《财经英语》、《文秘英语》、《会计英语》、《餐饮与服务英语》、《劳动与社会保障英语》等。本套教材不是封闭的,而是随着教学模式、课程设置的和课时的变化,不断推陈出新。

本套教材的作者不仅具有丰富的商务英语教学经验,而且具有本专业中级以上职称、企业第一线工作经历、主持或参与过多项应用技术研究。这是本套教材编写质量的重要保证。

此外,本套教材配有教师用书或课件等立体化教学资源,供教师教学参考,请登陆 www.uibep.com 获取。

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前 言

《国际商务谈判》是基于一定口语基础的专业口语教材，既可作为大专院校中级水平的学生学习商务谈判的口语教材，也可供广大在职的外贸工作人员或有些英语基础、有志做外贸工作的自学者使用。

《国际商务谈判》编辑的基本思路是：把商务英语教学中的英语语言教学作为主旨，商务活动作为背景。通过《国际商务谈判》的学习，能够掌握基本的外贸谈判方面的知识、常用的英语表达方式、基本的国际贸易常识和常用的谈判技巧。初步形成对知识、语言和技巧的运用能力。能够进行简单的有关外贸方面的谈判，培养分析问题和解决问题的能力，同时培养团队合作精神，从而提高从事国际贸易谈判人员的综合素质。

全书分为十二个单元，包括了国际贸易谈判中所涉及各个基本环节；按照谈判活动的发生顺序编辑为询价、报价、订购、介绍规格、磋商价格、议付货款、讨论运输、包装和保险、签订合同、修改和延展信用证、索赔。

《国际商务谈判》和现有的同类教材相比有以下几个特点：

1. 在内容安排上按活动划分，共分为三大活动，即课前活动、课上活动和课后活动。课前活动主要是引导学生做好预习。学生通过参考本单元最后的“专业术语”和“相关表达方式”来完成挑选单词拼术语和连线等练习，从而对于即将学习的专业术语有一个初步的认识，然后通过课堂活动的对话学习和模拟练习就可掌握一些基本的专业术语。

2. 在本教材的编写过程中要求编者尽可能多参考已有的教材，吸纳各种书籍的优点。在编写对话时，在保障逻辑通顺的情况下，第一段对话力求编入更多的专业术语和常用的表达方式；第二段对话介绍经常发生的案例；第三段展示一些谈判技巧。对话中下划线部分为关键词语，目的是让学生重点掌握。

3. 本教材最大程度地满足学生提高实践能力和考取职业资格证书的要求，在课堂活动和练习的编排上既有 BEC 和 CNBEC 的题型模拟训练，又有谈判模拟的情景设计。

4. 本教材的第三个特点是在教材的后面增加了“谈判技巧”的介绍，每课的谈判技巧都和本单元的内容相关。并且以简洁、生动的形式出现，可以使感觉有趣、容易学、容易记和容易用。

5. 本教材的另一特点是在课后活动部分添加了“相关知识介绍”。可以使读者提前了解或课后复习在本标题下谈判需要用到相关知识，以避免不理解相关原理而死记硬背并因此不会应用等问题。也可供自学的学生和外面工作人员学习。

6. 本教材还有一个特点就是虽然配有参考书，却将练习的答案放在了本教材的后面。一是方便学生查询，而且，有教师帮助的情况下可以不购买参考书，二是方便只需

要其中一本书的读者进行购买。因为参考书和本教材的关系是即密切相关，又可单独使用。它们在内容的安排上是一致的，只是教材强调基本知识的学习和基本能力的培养，而辅导书是为老师授课或学生学习做参考；为想进一步学习的学生提供更多的知识源泉；为在职的外面的工作人员查询所需知识提供方便。

本书另配有 PPT 课件，可登陆 [www. uibep. com](http://www.uibep.com) 下载。

本教材的四位编者中有三位有企业翻译和谈判的工作经验，并且在编写过程中查阅了大量的资料，努力将同类教材的各个优点在本教材中集中体现。本教材的全体作者也在此向所有参考书的编者表示衷心的感谢。希望本教材能给在校大学生和在外贸岗位上工作的年轻人提供一些帮助。

编者

2010 年 8 月

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Unit One

Making Enquiry

Objectives

After finishing this unit, you should be able to:

- ✓ Know the important role of making enquiries in a business negotiation;
- ✓ Learn how to make oral enquiries and the tactics of making proper enquiries;
- ✓ Have some knowledge of the information covered in different enquiries;
- ✓ Have a good command of words and expressions related to enquiry.

Part I Pre-class Activities

● Task Description

Enquiry is usually the first step involved in international trade negotiation. An enquiry is a request for information regarding certain commodity and the trade terms as well. Potential buyers or customers may make enquiries by letter, fax, e-mail and telephone, or through face-to-face negotiation to request brochures, sample products, catalogues, price list or other information which will help them decide whether to buy a particular product. According to the needs of a prospective buyer, he may make requests for price lists or catalogues, such requests can be called **general enquiries**; other requests for information concerning certain goods, price terms, packing conditions, time of shipment, mode of payment, insurance, etc. are called **specific enquiries**.

In this unit, you are going to learn what an effective enquiry is, what information would you expect to get in an enquiry, how to make a proper oral enquiry and how to handle an enquiry, etc.

● Warming-up

Task 1

Work in groups, check “√” the items that might be included in an enquiry. Discuss which one is general enquiry and which specific enquiry is.

☐ the name of the commodity

☐ quality

☐ quantity

☐ price list

☐ sales confirmation

☐ catalogue

☐ delivery date

☐ terms of payment

☐ foreign investment

☐ packing

☐ the supply of the commodity

☐ insurance

☐ quotation sheet

Task 2

Read the following sentences, decide in which situation each sentence will be used, and put the number into the right category. Then practice in pairs with these sentences.

1. Can I have a copy of your price list?
2. How long will it take you to deliver the goods?
3. Could you give us some idea of your price?
4. What is the minimum we would have to order?
5. Our quality is high, and high quality goods mean high prices.
6. Could you advance the date of shipment?
7. I'd like to have your lowest quotations, CIF New York.
8. Do you quote FOB or CIF?
9. What's the size of your order?
10. We will place an initial order for 10,000 units.

| Price | Shipment | Quality | Quantity |
|-------|----------|---------|----------|
| | | | |

Task 3

Read the following expressions and match the English and the Chinese according to their meanings. The first one has been done for you.

| | |
|---------------------------|------|
| the name of the commodity | 报价单 |
| price list | 产品样品 |
| catalogue | 保险 |
| delivery date | 商品名称 |
| terms of payment | 价目表 |
| packing | 交货日期 |
| insurance | 支付条款 |
| quotation sheet | 包装 |
| sample products | 商品目录 |

Task 4

Sense the negotiations on enquiry by reading and interpreting the following dialogues into English. Which dialogue is about a general enquiry? Which is a specific enquiry?

Dialogue 1

- A: 您好! 我们对你们的产品 FA302 和 FH211 感兴趣, 希望您报最低价。
B: 谢谢您的询盘。这是我们的 FOB 价目表, 您看价格是非常具有竞争性的。
A: 你们允许佣金吗? 通常我可以从其他供应商那里拿到 3% 的佣金。
B: 通常我们不给佣金。但如果订单大的话, 可以商量。
A: 好的。两个型号的产品各订 1,000 台, 这数量挺大的吧? 如果销售好的话, 我再续订。
B: 您希望什么时候交货?
A: 8 月份吧, 这样能便于我们销售。
B: 没问题。
A: 你们什么时候能报盘?
B: 明天早上。

Dialogue 2

- A: 我看过你们的样品了, 对你们的纯棉衬衫感兴趣。我想了解你们能提供的产品、销售条件, 比如支付条件、装运等。
B: 我们供应不同款式不同尺寸的纯棉衬衣。而且在这一领域已有多年的经验。
A: 能否说一说价格情况?
B: 这是我们最新的价格表。我们的价格非常具有竞争性, 尤其是与欧洲及其他地区的价格相比更具优越性。
A: 你们能根据我们的规格要求生产订货吗?
B: 可以。我们公司满足客户个性需求。

A: 好的, 谢谢。如我公司再需进一步的了解, 我会联系您。

B: 我希望我们能合作做生意, 期待您早日回复。

Part II Class Activities

● Sample Dialogues

Words and Phrases

exhibit *n.* 展览品, 陈列品, 展品

catalogue *n.* 产品目录

item *n.* 条款, 项目, 产品

price list 价目单

superior *adj.* 较高的, 上好的

competitive *adj.* 有竞争力的

machinery *n.* 机器, 机械

hardware *n.* 五金器具, 硬件, 部件

initial *adj.* 最初的, 初始的

trial *adj.* 试验的, 试用的

irrevocable *adj.* 不可取消的

blouse *n.* 宽松的上衣

be subject to *v.* 受支配, 从属于, 可以……的

valid *adj.* 有效的, 有根据的

plus *prep.* 加上

FOB free on board 离岸价/船上交货

sample *n.* 标本, 样品

embroidery *n.* 刺绣, 装饰

impressive *adj.* 给人印象深刻的

substantial *adj.* 实质的, 丰富的

favorable *adj.* 有力的, 赞成的

quotation *n.* 报价单

discount *n.* 折扣

commission *n.* 佣金

inventory *n.* 存货, 财产清册

receipt *n.* 收到, 收据, 收条

sight draft 即期汇票

indication *n.* 指示, 迹象, 暗示

confirmation *n.* 证实, 确认, 批准

D/A 承兑交单

letter of credit 信用证

CIF cost, insurance and freight 成本加
保险费加运费



Dialogue 1 At the Fair

Mr. Chen, a sales manager from China Oriental Imp. & Exp. Corp., is seeking business opportunity at Canton Fair. He is interested in some products made in Germany. Mr. Schoeman, a German manufacturer of hardwares is having a conversation with Chen. (S: Mr. Schoeman, C: Mr. Chen)

S: Good morning, sir. My name is Hans Schoeman, anything I can help?

C: Morning, I'm Chen Long from China Oriental Imp. & Exp. Corp. I've seen your exhibits and catalogues, and I'm interested in your products, they are really attractive.

- S: Oh, thank you for saying so. What particular items are you more interested in?
- C: I like items No. 537 and 542. I'm sure they will find a ready market in our country. May I have your price lists?
- S: Sure, here you are. All the goods we provide are of superior quality at highly competitive prices.
- C: Yes, I hope so, but I must compare them with others. (*After looking at the prices*) To be frank with you, I still think your prices are a little bit higher especially when comparing with those from Japan or America.
- S: Well, if you take the quality into consideration, you will find our prices are quite competitive even comparing with those from anywhere else. Everyone knows that machinery and hardware made in Germany are of best quality in the world.
- C: Could you give me your lowest quotations?
- S: Would you please tell me your expected quantity? Large order will get a lower price.
- C: Well, I will place an initial order for 5,000 units for each item. It is only my trial order this time, if they sell well on Chinese market, we'd like to place a substantial order with you in the future.
- S: OK. In order to encourage the business between us, we will consider your requirements and try to give you our best prices.
- C: Thank you, Mr. Schoeman. By the way, can you show me the sample of item No. 551 in the catalogue? It looks good, too.
- S: Sorry, Mr. Chen, one of our customers ordered 10,000 units of this product just now and we gave him the sample as a gift. Maybe you could visit our office tomorrow, I can show you more samples of our goods and we may have a further discussion on your order.
- C: That's a good idea. Will 10 o'clock tomorrow morning be OK?
- S: Sure, that'll be fine. Here's my name card, you can find the address and telephone number of our office on it. I'll be waiting for you at our office then.
- C: Thank you. Here is mine. So see you tomorrow.



Dialogue 2 At the Office

The next day, Mr. Chen comes to Mr. Schoeman's office; he visits the show room and then has a conversation with Mr. Schoeman. (C: Mr. Chen, S: Mr. Schoeman)

- S: Take a seat please, Mr. Chen. Would you like some coffee or tea?
- C: Tea, please. Thank you.
- S: So, how do you like our products?
- C: Very impressive, I even want to increase my order.
- S: That's good, I'm glad to hear that. You know, larger order means more favorable price.

- C: OK. I will order another 5,000 units for item No. 551. I hope you could give me your lowest quotation.
- S: No problem. How about this, we may offer you 5% discount for each item, and that's the price we only give to our regular customers, small orders can hardly get this discount. This is the best price we can do.
- C: (*After considering the prices*) Well, I really appreciate your efforts, I accept your quotations. By the way, can I get commission?
- S: I'm sorry. We don't allow any commission. But if your order is large enough in the future, we may take it into consideration.
- C: Are these prices on CIF basis?
- S: Yes, but we can also give you prices on FOB basis if you like.
- C: OK. Thanks. Do you have all these products in stock?
- S: Yes, of course, we can assure you of the supply of our products, our company has a very effective inventory system.
- C: That sounds good. How long will it take you to deliver the goods?
- S: Our usual practice is the prompt shipment upon the receipt of the letter of credit.
- C: Could you accept a payment of D/A?
- S: Sorry, we only accept irrevocable L/C payable by sight draft against presentation of shipping documents.
- C: Well, I can't decide immediately. I will call my head office in Shanghai and consider the terms carefully. I will call you tomorrow. All right?
- S: No problem. I'm looking forward to hearing from you soon.



Dialogue 3 Ask for Indication of Price

Another guest from Germany, Mr. Schneider is talking with Mr. Chen, he is interested in Chinese silk blouses and wants to place an order with Mr. Chen. (C: Mr. Chen, S: Mr. Schneider)

- S: Good morning. My name is Harry Schneider. I am from one of the major textile import companies in Hamburg, Germany. I like your silk blouses, they are beautiful. I'd like to have your lowest quotations, CIF Hamburg, Germany.
- C: Thanks for your enquiry, Mr. Schneider. I'm Chen Long, and here's my name card (*They exchange name cards*). I'm very glad to hear you saying so. Could you please tell me the possible size of your order so that we can work out the offer?
- S: OK. Could you give me an indication of the price first?
- C: Here are our price lists, they are on CIF basis. All the prices on the list are subject to our final confirmation.

- S: Could you quote me on FOB basis?
- C: Yes. We can give you both FOB and CIF. You can compare them and decide which price is better for you.
- S: How long does your offer remain valid?
- C: It's valid for three days. When can you decide the quantity you require?
- S: Well, it depends on your price. To be honest with you, Mr. Chen, we have a steady demand for high quality silk blouses. They sell well in the big cities in Germany. So we need a good supplier. However, some of the quotations we have received from other sources are lower than yours. Your price is rather on the high side and obviously far from competitive.
- C: Then what do you think would be a competitive price?
- S: How about \$18.5? It's already \$1 higher than other quotations.
- C: Oh, no, Mr. Schneider. Our blouses certainly deserve more than that. Our silk blouses are proving very popular in European and American areas. People like the new designs and especially the embroidery, they are one hundred percent natural silk and all the embroideries are handmade. Plus, the orders we have received from overseas customers have doubled in the last two years, I think this is the best evidence of our high quality and reasonable prices.
- S: Could you give me your catalogues together with some samples so that I can study them carefully? If your products are really of high quality, I will come back and place a big order with you.
- C: Certainly. You will find our products are the best as compared with those from other suppliers. I'm waiting for your good news.

● Free Talk

Directions: In this assignment, you will be asked to give a short talk on a business topic for about 2 minutes.

How to make an effective enquiry?

- Be well prepared in relative knowledge for talk;
- Practice according to the relations with the seller;
- Practice according to the situations you are in.

● Role-play

Directions: In this assignment, you will be asked to make a business conversation for about five minutes with your partner according to the given information.

Party A

Situation: Mr. Yao and Mr. Smith are talking about the price of Ice Cream Machine at the trade fair.

Tips for you:

- You are Yao Ming, the manager of Machinery Import & Export Co., Ltd in Shanghai.
- You
Enquire about the price of Ice Cream Machine;
Ask for FOB price;
Express that the price isn't favorable;
Give your decision in a few days.

You start the conversation

Party B

Situation: Mr. Yao and Mr. Smith are talking about the price of Ice Cream Machine at the trade fair.

Tips for you:

- You are Mr. Smith from Germany, the manager of Dorst Co., Ltd (Machinery Manufacturer).
- You
Quote the price for Ice Cream Machine at US\$ 530 per set, CIF Shanghai;
Tell Mr. Yao the FOB price is US\$ 490 per set;
Recommend Mr. Yao to accept the offer;
Mention that the offer is only open for three days.

Your partner starts the conversation

Part III Post-class Activities

Task 1

Directions: Please complete the sentences with substitution drills.

Drill 1

Would you please... ?

- tell me what items you are interested in
- quote us your lowest prices for the goods
- give us the price list with specifications

— send us a complete set of your latest catalogue

Drill 2

Could you also tell me the ... you desire?

— patterns

— date of delivery

— number of the items

— quantity of the commodities

Drill 3

I'd like to have your lowest quotations, ...

— FOB Shanghai

— FAS Hong Kong

— CFR San Francisco

— DES Long Beach, California

Drill 4

... an indication of price.

— I hope you can give me

— You don't mind giving ..., do you?

— I was wondering if you could give me

— Would it be possible for you to give me

Drill 5

... is \ are subject to our final confirmation.

— The prices of these commodities

— The delivery date of these goods

— The availability of the airline ticket

— The final delivery date of this consignment

Task 2

Directions: Interpret the following sentences into English.

1. 这些商品能马上供应吗? 我们希望先看一看样品。
2. 接到你们的询价后, 我们可以马上报价。
3. 这种商品型号很多, 你们要哪一种?
4. 如果需要的话, 我们可以按照你们的要求, 接受特殊订货。
5. 你们的价格太高了, 令人难以接受。
6. 我们的产品都是上等货, 当然价格会有所不同。
7. 你能提供一个参考价吗?
8. 感谢贵方询盘, 请告诉我方贵方所需要数量以便我方报价。

9. 等您确定了订货数量之后, 我们可以详细讨论价格问题。
10. 如果贵方价格有竞争性, 质量上乘, 装运期可接受, 我们将大量订购。
11. 你们通常多长时间交货?
12. 我想了解贵方付佣金的惯例。
13. 我们可按客户的规格供货。
14. 我的一个客户寻购 100 箱红茶。
15. 我们是大型纺织品经营商, 如果你们的商品价格适中, 在我们地区会有很好的市场。

Task 3

Directions: Discuss the following questions. The answers are open.

1. Do you know the forms of enquiries?
2. How to respond to an enquiry effectively?

Part IV Supplementary Materials

● Relative Knowledge

Quotation

C.F. (cost and freight) contracts require the seller to deliver the merchandise destined for the buyer to the carrier and pay the freight. The contract or sales price includes the cost of the merchandise and the freight. Title passes, if not otherwise agreed, when delivery to the carriage is made. The risk of loss is then on the buyer. The buyer may pay the freight if not paid by the seller. In this case the buyer will deduct the freight charges from the purchase price.

C.I.F. (cost, insurance and freight) contracts require the seller to deliver the goods to the carrier and pay the freight to the point of destination. He must then send to the buyer, an insurance policy covering the shipment, the bill of lading and to show that the freight was paid. When the seller has done all of these things, the title passes.

An F.O.B. (free on board) contract or F.A.S. (free alongside the ship) passes the title to the buyer when seller makes delivery at the point of destination, as named in the contract. For example, when a contract called for delivery of cargo of sugar "F.O.B.S.S. Marimba, Havana," title to sugar passed when delivery was made on board the S.S. Marimba, Havana. From that point on, the responsibility for shipping charges and risk of shipment is on the buyer.