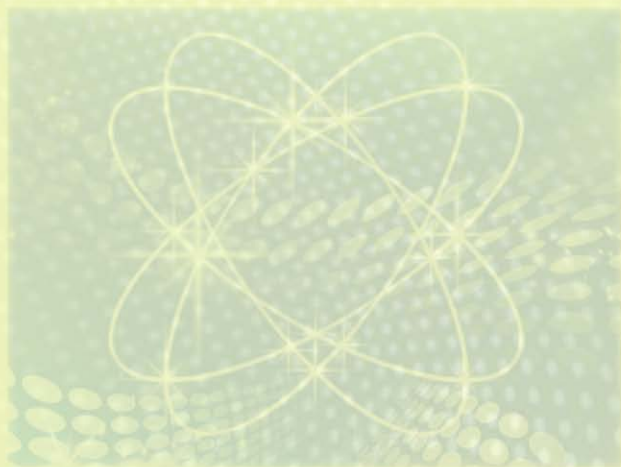


新编商务英语谈判技巧

丁丽军 吴 静 冷小利 主编



江西高校出版社

高职高专商务英语系列教材

新编商务英语谈判技巧

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编者的话

随着世界经济一体化进程的加速,在我国经济与贸易领域发生的国际商务谈判活动也日趋频繁。国内人才市场对于具备英语语言运用能力和国际商务谈判能力人才的需求也不断增加。编写本教材旨在为高职高专院校商务英语专业学生学习国际商务谈判知识,熟悉跨文化交流的要求,掌握跨文化交流的技巧,提高国际商务谈判能力提供有效的训练指南与训练素材。

全书分 16 个单元,涵盖国际商务谈判的各个方面,其中包括谈判目标的建立、谈判信息的收集、国际商务谈判的原则、谈判的质量要求及在不同场景下与不同谈判主题的谈判技巧介绍和对应的练习。

本教材结合商务英语专业的培养特点,各单元内容丰富,既提供了专业性较强的知识讲解,也配备了简单实用的语言和专业练习;既体现了专业知识讲授的特点,也兼顾了科学的语言教学方法。教材专业性强、实用性突出,适合高职院校商务英语专业及经贸类相关专业学生使用,也可作为具有初、中级英语水平学习者的业余学习材料。

本书在编写过程中,参考了一些相关的教材与书籍的内容,在此一并表示诚挚的谢意。

编者
2010 年 1 月

前 言

《高职高专商务英语系列教材》是根据教育部制定的《高职高专教育基础课程教学的基本要求》和《高职高专教育专业人才培养目标及规格》的要求编写而成的。

本系列教材面向高职高专院校国际商务、经济管理类等相关专业编写而成的。充分体现了以就业为导向、市场需求为己任及学以致用用的原则;努力符合本学科的课程设置要求;本教材所选内容全面、新颖,把科学性、实用性和通用性结合起来,较好地解决了传统教材中存在的“所学非所用”和“所用非所学”的问题,给学生提供了一个模拟仿真的商务环境,使之毕业后能直接上岗。可以说系列教材是集教育界的教师们多年来的职业教学经验,在理论体系,组织结构和阐述方法等方面都做了一些新的尝试,特别是在突出实践教学环节,强调实用性和可操作性方面有其创新之处。

系列教材共含九册,《新编经贸英语会话》、《新编外贸英语函电与实训》、《新编外贸单证与实训》、《新编商务谈判技巧》、《新编商务英语听说》、《新编经贸英语阅读》、《新编英语应用文写作》、《新编求职英语》和《新编英语翻译技巧》。

《新编经贸英语会话》旨在最大限度地强化学生的语言沟通能力,最大限度地帮助学生将英语语言知识和经贸类专业知识有机地结合起来,使学生在模拟的外贸环境中,掌握大量的专业术语及操作技能。从而达到培养学生的经贸英语的综合运用能力和贸易业务的实际操作能力。

《新编外贸英语函电与实训》以外贸业务流程为脉络,系统地介绍了外贸业务交往中外贸英语函电的基本知识及写作技能,并以英文信函的格式全面展示了外贸业务从建立业务关系、询盘、报盘、还盘、接受到签订合同、催开或修改信用证、运输、保险、投诉、索赔和理赔等一系列业务情景。为了便于学生在学习过程中将外贸业务知识的学习与英语函电的学习紧密结合起来,本书还将同一笔交易中进出口双方当事人在不同交易阶段相互往来的多封英文信函编入一处。

《新编外贸单证与实训》详细地讲解了各种单证的制作方法和技巧;尽量做到理论部分简明扼要、通俗易懂;实训部分内容翔实、新颖、可操作性强;内容涵盖了最新的常用的各种外贸单证。强调讲授最新的制单规范和相关的国际贸易惯例,培养学生的综合制单能力。

《新编商务谈判技巧》精选简单实用的英语谈判技巧内容,突出语言的典型性和谈判场景的实用性,使学生了解基本的英语谈判技巧和跨文化交际原则。全书共分4章:商务谈判概述、商务谈判的类型与内容、商务谈判准备、商务谈判。

《新编商务英语听说》旨在培养学生英语语言的综合运用能力。内容包括出差、闲聊、租房、上网购物、商务礼仪、参观工厂、洽谈业务、交易会、财务事项、投资业务、观光、道别、求职、国际物流、保险与索赔、公共关系等。

《新编经贸英语阅读》旨在训练学习者通过阅读英语文章获取基础的经济与商务知识的能力。课文均选自国内外最新的经济与商务信息,内容包括基础经济理论介绍,银行业及信用卡服务、国际贸易潮流、电子商务、股票市场及税收等方面。选材内容既有经典的专业基础理论,又有最近的时事报道。还为阅读主课文 TEXT A 配备了大量的商务英语短语翻译、回答问题等不同形式的练习,以供学习者进行扎实的专业术语及基础语言训练之用。每单元课文后均附有词汇表与注释,方便学习者查阅。

《新编英语应用文写作》提供了各种常见、常用的应用文范例及实训写作指导,包括了最常见的英语应用文的写作特点、方法和要求等等,内容全面,是一本操作性很强的实用教材,也是广大英语学习者和教研工作者的良师益友。

《新编求职英语》旨在让学生了解求职的各个环节,运用现有的英语综合知识进行有效的求职活动。教材以求职的整个过程为线索,从英文招聘广告、求职信、英文履历、求职申请表的填写、如何进行网络求职、面试礼仪及面试技巧等方面给学生进行全面系统地指导,使学生对英文求职的内容和程序有较清晰的了解,并在附录中对求职过程中的关键部分所使用的句子、语气、方法及礼仪都给出了详细的例句和样例供学生学习与模仿,增强学生在求职过程中的信心和勇气。

《新编英语翻译技巧》共分两部分,即笔译与口译。笔译部分包括翻译概论、笔译技巧、词义选择、引申和褒贬、词类的转换、语序的变换、正反、反正译法、增译、减译法、否定句的译法、从句的译法、长难句的译法,以及色彩、习语的文化内涵比较与翻译,和新词汇的翻译等。口译部分包括口译的概述、基本技巧和口译的实践等。

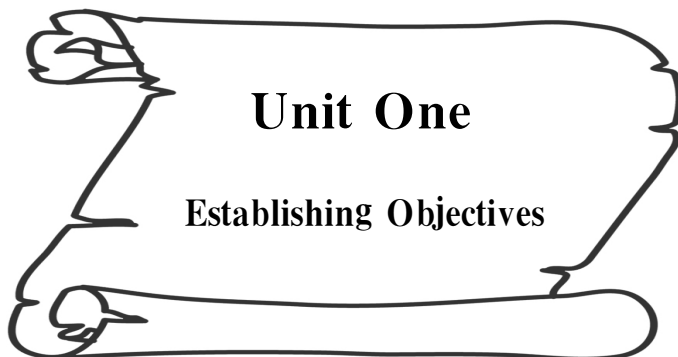
本系列教材的编写得到了全国各兄弟院校及相关专家们的鼎力相助和悉心指导,在此谨致谢忱。由于能力和水平有限,不当之处在所难免,恳请各兄弟院校和读者在使用本教材的过程中给予批评和指正。

编 者

2009 年 1 月 8 日

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Section I Negotiation Dialogues(对话)

Part A

Taylor: Linda, is everything going well for tomorrow's meeting with Mr. Johnson?

Linda: Yes, everyone had been told by external memo. I've also made sure of the meeting schedule with each presenter, personally.

Taylor: Great. We don't want any big problems.

Linda: I know such a big account could easily be lost through a tiny mistake.

Taylor: You're so right. Mr. John is a tough negotiator, so we need to pay extra attention to detail. Are all the audio-visual aids ready?

Linda: Yes. There were a few flaws with the slide presentation but they've all been taken care of.

Taylor: You'd better double-and triple-check, just to make sure.

Linda: I'll do it right. I'll spend the rest of the day proofreading all supporting documentation.

Taylor: Who'll do your regular duties?

Linda: Miss Chen from accounting will take over my regular duties.

Taylor: Well then, now I'd like to set the meeting schedule once and for

all.

Linda: OK. First we've got a little time for general introductions, then introductions of each presenter to Mr. John.

Taylor: Fine. And by the way, I think it would look more professional for you to call me Mr. Taylor.

Linda: I'll keep that in mind. After the intros, David Smith will open with a ten to fifteen minute demo.

Taylor: Tell him to be sure it doesn't go over fifteen unless Mr. John has a lot of questions.

Linda: I know westerners generally don't like to wait until after a presentation to start asking questions, so I've asked Mr. Smith to use a flexible format.

Taylor: After the demo, each of the other presenters will follow as scheduled, no changes there. And I'd like to set up a lunch right after the meeting, for Mr. Li and Mr. John. I think Mr. John may have some questions only Mr. Li can answer.

Linda: I'll tell Mr. Li. It's a little short notice, but I think it can be arranged.

Part B

A: Nice to see again, Mr. Green. How's everything going?

B: Fine, thanks. How's everything with you?

A: Good, thank you. Please have a seat.

B: Thanks. Now I'd like to know if Article A105 is available.

A: Yes. We have a large stock of the goods.

B: Would you please give me a quotation? If your price is favorable, I can place the order.

A: It depends on the quantity you request. Our average price is US \$ 100 dollars per ton.

B: Your quotation is worth considering. By the way, if I want to place an order for the goods, when would be the earliest delivery date?

A: If you place your order with us in a week or so, we can ship the goods in May.

B: Thank you for your help.

A: Its my pleasure.

Section II Negotiation Tips (谈判知识)

谈判方案是指在谈判开始以前对谈判目标、谈判议程、谈判策略预先所做的安排,是指导谈判人员行动的纲领,在整个谈判过程中起着非常重要的作用。一般来说,谈判方案应尽量简明扼要、具体和灵活,便于记忆。谈判方案中应确定谈判的主题、目标、议程和地点。谈判主题是谈判活动的中心,一般情况下,一次谈判只有一个主题。而谈判目标的确定可分为三个层次:

第一层次:最低目标。它是谈判必须实现的目标,是谈判的最低要求,宁愿谈判破裂也没有讨价还价、妥协让步的可能;

第二层次:可以接受的目标。它是指在谈判中可努力争取或做出让步的范围,如果说第一层次的目标可以用一个点来表示的话,第二层次的目标则是一个区间范围。这个层次的目标是要争取实现的;

第三层次:最高目标,也叫期望目标。它是谈判中所追求的最高目标,也是对方所能忍受的最高程度。它也是一个点,如果超过这个目标,往往要冒谈判破裂的危险,因此谈判人员应充分发挥个人的才智,在最低目标和最高目标之间争取尽可能多的利益。

由于每份谈判合同中都会包含有少则十多个、多则几十个的条款,每个条款都有一些具体的成交区间,各个条款的要求之间就会有一定相容的问题。对方可能会满足你的某些要求,但也要求你在另一些条款上做出让步,这就要求谈判目标下的各个条款之间彼此保持协调一致。

谈判议程和时间的确定也至关重要,对于分歧不大的议题应力求在较短时间内解决,以免“拣了芝麻,丢了西瓜”。谈判议题的多少主要由交易的复杂程度决定,谈判议题及顺序应由谈判小组事先充分研究后做出一个策划。要注意的是把所有该谈的问题都列举出来,不要遗漏。另外,对于自己不愿谈的议题,不要列入谈判议题中去。确定主要议题和次要议题,划分后应进行严格的保密。如我方的议题与对方的议题发生冲突时,应仔细比对,以便发现对方是否故意遗漏一些对其不利的问题。在确定议题顺序时,不要随便向对方做出让步,这样会使对方认为你软弱可欺,很可能在后面的谈判中得寸进尺,采取强硬的谈判策略,使自己处于被动地位。在确定议题顺序时安排好说话顺序,其次,安排好提问,确定何时提问,由谁提问,用什么问句提。最后,安排好打岔,确定如何打岔,比如上厕所、中途休息等,安排打岔暗语,如手势、表情、语言

等。

国际商务谈判中可供选择的谈判地点有三种类型,即己方所在地,国外交易对手所在地和第三方所在地。谈判双方一般深知谈判地点选择的重要性,都想争取在己方所在地谈判,这样就占据天时地利的优势,因此往往在谈判地点的选择上陷入僵局,尤其是在双方彼此怀有敌意的情况下容易出现这种状况。而打破这种僵局的途径不外两种:一是轮流做东;二是选择对双方都有利的中立地。

谈判的房间要求大小适中、宽敞明亮、典雅大方、安静舒适,使人以轻松愉快的心情参加谈判,座次的安排要突出主谈人,一般来讲,主谈人的座位在正中间,其他人按重要性先后次序,分列主谈人的两侧。

制订方案时切忌以下几点:(1)不知己知彼;(2)对市场行情和谈判内容不了解、不熟悉;(3)谈判方案冗长、混乱、复杂、僵硬;(4)谈判目标过高,缺乏弹性;(5)目标保密不严,事先泄密。

Section III Useful Expressions for Negotiation

Part A

Expressions from the dialogues

Take over

- (1) Who will take over your duties when you leave for the negotiation with James Company?
- (2) Colin Lamb has taken over responsibility for this project.
- (3) She took over as a chief negotiator two weeks ago.

Once and for all

- (4) We cannot settle the dispute once and for all.
- (5) Let's set the agenda once and for all.
- (6) He closed his shop once and for all, and retired.

(At) short notice

- (7) Unfortunately it was at such short notice that we were unable to make the delivery until this Sunday.
- (8) We expect to find it increasingly difficult to do so at short notice

- because our budgets are under mounting pressure.
- (9) These alternatives will not always be available at short notice but it might be possible to plan for them.
 - (10) In negotiating table, things change at such short notice and you have to be flexible.

Part B

Negotiating expressions

In case of asking for reconsideration (希望对方重新考虑)

- (1) Could you reconsider our proposal?
- (2) Could you think about our proposal again?
- (3) Could you think over the matter one more time?
- (4) Isn't there any way to change your plan?
- (5) I'd like you think about this problem one more time.
- (6) I see what you mean, but I more appreciate your reconsideration about this.
- (7) That's essential. I think you need talk with your boss, for we can't give in about that.

In case of uncertain reply (不便明确回答)

- (8) That depends.
- (9) I need time to consult with my colleagues.
- (10) I can't reach a decision by myself at this time.
- (11) I'll convey your proposal to my boss and see what he says.
- (12) I'm afraid I can't give the answer to that at the moment.
- (13) I'm not in a position to say yes or no.
- (14) I don't have the authority to decide on this alone.
- (15) Could we talk about that later?
- (16) Would it be all right to give you an answer tomorrow?
- (17) There are certain points that I'll have to consider very carefully.
- (18) It's impossible for me to give a definite answer now.
- (19) You'll give us more time on this one.
- (20) I must refer this to my board.

Section IV Exercises

1. Translating the following paragraph into Chinese

In establishing the objects, it is necessary to consider minimum requirements (最低要求), constraints (the maximum we can produce are 3,000 units per month), the best choice (2,000 of item A and 1,000 of item B would give us the most efficient mix), and other desirable outcomes. To list all the meaningful objectives in each of these four areas it is useful to use the five W's and the H:

- (1) WHO can contribute to and who will be affected by this negotiation?
- (2) WHAT are the maximum and minimum targets we will seek?
- (3) WHEN must we conclude this negotiation and when would we like to conclude?
- (4) WHERE is the best place for us to negotiate?
- (5) WHY has the buyer selected us to negotiate with — does this suggest any bargaining strengths for our side?
- (6) HOW willing are we to make concessions and how will we seek counter-concessions from the other party?

2. Translating the following dialogue into English

张:格林先生,今天上午您大概就想开始谈生意吧。我们是不是讨论一下议事日程?

格林:好的,你们有什么想法?

张:依我看,明天我们先讨论下半年的零部件进口问题,因为目前的合同

快要到期了,需要制定一个新的合同。

格林:我们愿意听听您的建议。

张:然后,我们再讨论新的零部件进口的可能性,由于公司的发展,我们需要购买一些新型的零部件。如果价格合理,我们仍希望从贵公司购买。

格林:我们很愿意为你们提供优质的零部件。考虑到我们两家的友好合作关系,我们会给一个合理的报价。

3. Reading Comprehension

Negotiating tactics

Seven principles of establishing objectives and targets

- 1) Be sure not to begin negotiating without a clear idea as to what your targets and objectives are, or what information you need in order to establish them.
- 2) Set high targets, allowing plenty elbow room if you should find it necessary to make concessions.
- 3) Do your homework. Be sure you can justify your rationale for your objective or target to the extent that the buyer will perceive it as realistic, even if it is high.
- 4) Develop a worksheet for negotiations objective setting, particularly for larger, more complex negotiations.
- 5) For team negotiations, get the input from each team member, then obtain a firm commitment from each to support the objectives and targets you have set.
- 6) Prepare to negotiate within your own team and organization, to

establish high targets, as you will with the buyer organization in the actual negotiations.

- 7) Check your targets and objectives for each negotiation with your management to make certain of the minimum requirements and to gain support for your negotiating range(s).

Questions:

- (1) What should you do before establishing targets or objectives?
- (2) What should each team member do?
- (3) What should you do if you have no authority to make the final decision?

Understanding the negotiating styles and cultures

An executive's style at the negotiating table is usually characterized as formal or informal. References to style focus on the way a negotiator talks to others, uses titles, dresses, speaks, and interacts with other persons. A negotiator with a formal style insists on addressing the other team by their titles, avoids personal anecdotes, and refrains from questions touching on the private or family life of members of the other side. An informal style of a negotiator tries to start the discussion on a first-name basis, quickly seeks to develop a personal, friendly relationship with the other team, and may take off his jacket and roll up his sleeve when deal making begins in earnest. Each culture has its own formalities, which have special meaning. They are another means of communication among the persons sharing that culture. For an American or an Australian, calling someone by his first name is an act of friendship and therefore a good thing. In other cultures, such as the French, Japanese, or Egyptian, the use of a first name at a first meeting is an act of disrespect and therefore a bad thing.

Negotiators in a foreign culture must take care to respect appropriate formalities. As a general rule, it is always safer to adopt a formal posture(姿态) and gradually move to an informal state.

Questions: