



高职高专工作过程导向系列规划教材·商务英语类

# 实战商务英语谈判

主编 / 张春玲



冶金工业出版社

[www.cnmp.com.cn](http://www.cnmp.com.cn)



高职高专工作过程导向系列规划教材·商务英语类  
商务英语系列总主编：束景妆

# 实战商务英语谈判

主 编 张春玲  
副 主 编 蒙永坚 刘 莉 罗 虹  
语言顾问 Kyle Free

北 京  
工 业 出 版 社  
2009

## 内 容 简 介

本书以工作过程为导向,以商务谈判流程为主线,构建12个谈判模块,呈现了进出口贸易谈判过程中需要掌握的核心业务知识、语言技能和谈判技巧。本书可自成一体,也可以与冶金工业出版社出版的《实战商务英语口语》(共2册)自然衔接,形成较完善的商务活动学习体系,使学生通过商务旅行,学会如何走出国门、寻找商机,通过商务接待,学会如何将客户请进来,通过商务谈判,学会与客户直接进行业务磋商,直至签订贸易合约。

本书共分12个单元,所选谈判案例新颖翔实、语言简洁生动,突出知识的系统性和实用性,强调实践能力的培养。全书主要内容包括:谈判前的准备阶段、谈判过程(询盘、报盘、价格磋商、货款支付、保险、包装、规格质量、货物交付、成交签约)、合同履行(信用证操作、投诉与索赔等)。每单元均设计学习目标、谈判简介、正文、实践操作等内容,书后附有译文,可供自学者使用。

本书可作为高职高专商务英语、国际贸易、营销等专业的商务谈判教材,也可作为外贸企业工作人员的岗位培训教材。

## 图书在版编目(CIP)数据

实战商务英语谈判/张春玲主编. —北京:冶金工业出版社, 2009.6

ISBN 978-7-5024-5010-6

I. 实… II. 张… III. 贸易谈判—英语 IV. H31

中国版本图书馆CIP数据核字(2009)第096237号

出 版 人 曹胜利

地 址 北京北河沿大街嵩祝院北巷39号, 邮编100009

电 话 (010)64027926 电子信箱 postmaster@cnmip.com.cn

责任编辑 刘 源

ISBN 978-7-5024-5010-6

北京天正元印务有限公司印刷, 冶金工业出版社发行, 各地新华书店经销

2009年6月第1版, 2009年6月第1次印刷

787mm×1092mm 1/16, 11.75印张, 274千字, 180页, 1-3000册

28.00元

(本书如有印装质量问题, 本社发行部负责退换)

# 前 言

“实战商务英语谈判”是高职院校商务英语、国际商务、市场营销等相关外贸专业的一门骨干课程。

以工作过程为导向的《实战商务英语谈判》教材是为贯彻落实国家教育部《关于实施国家示范性高等职业院校建设计划，加快高等职业教育改革与发展的意见》（教高〔2006〕14号）和《关于全面提高高等职业教育教学质量的若干意见》（教高〔2006〕16号）文件精神，根据当前高等职业教育教学实际，结合当前社会经济发展趋势对商务英语人才培养提出的更高要求，在充分研究现有相关教材的基础上，打破传统的教材编写理念，以培养职业能力为核心，以工作实践为主线，以工作过程（项目）为导向，重新序化课程内容，采用案例、项目、任务驱动等模式进行编写，将陈述性知识穿插于程序性知识之中，做到陈述性（显性）知识与程序性（默会）知识并重，突出实用性和实践性，接近真实岗位和工作需要，实现理论与实践一体化，使学生掌握进出口业务谈判应具备的商务知识、语言知识和谈判知识，为学生今后从事进出口业务打下基础。

本书在单元内容上设置如下：

全书共分12个单元，包括谈判前的准备、询盘、报盘、价格磋商、交货、支付、规格、包装、保险、成交、审证改证及索赔。每个单元分为业务简介、正文、实训3个部分，书后配有课文译文，可供学生自学之用。另外，本书还配有电子课件，供教师教学使用。本教材在内容设计上针对我国进出口业务的实际需要，结合高等职业教育的特点，坚持“实用为主，够用为度”的原则，通过典型的外贸谈判实例，展示了国际商务谈判的特点、规律、原则及相关技巧，突出重要谈判环节的关键内容，强化谈判技巧和语言技能的训练，将商务知识、谈判知识与语言知识有机结合起来，使学生在提高英语水平的基础上，学会运用谈判技巧解决商务谈判的实际问题，培养学生综合运用知识来思考问题、解决问题的能力。

本书具有如下特色：

（1）全书以进出口贸易谈判的工作过程为主线，以实际谈判任务为驱动，以培养学生职业能力为目的，精心设计教材的内容，紧扣当前高职教育改革的特点，充分体现以工作过程为导向原则的新一轮教材改革趋势。

（2）每个单元包括业务简介、正文和实训3个部分，集中阐述一个谈判专题。业务简介主要阐述本单元的工作任务、工作程序和工作要求等说明性内容，使学生明确本单元的谈判任务以及完成谈判任务应具备的贸易知识、谈判知识、语言知识和相关工作技能。正文为3个谈判案例，从不同的角度展示谈判的过程，使学生具体形象地了解到本轮谈判如何组织，工作程序如何安排，谈判问题如何解决等，也就是说，让学生通过案例，清楚地看到贸易知识、谈判知识、语言知识和相关工作技能是如何在谈判中有机组合的。实训部分则针对该单元的重点和难点，精心设计各项实训任务，侧重对课文的理解，语言技能的操练，其中案例分析为实训部分的亮点，素材多取自对外贸易实例，学生通过实际操练，





再与实际谈判的结果进行比较,可获得比较接近实际的真实体验,激发学生的学习兴趣,强化学生对商务知识的掌握、谈判策略的理解和相关语言技巧的运用,达到活学活用、触类旁通的目的。

(3) 所用英文表达力求浅显通俗,易于理解,与业务紧密结合,强调语言为贸易服务的理念。

本书由张春玲任主编,蒙永坚、刘莉、罗虹任副主编,朱琳、赵兴珍、唐灿、李芳、常丽平参加编写。外籍专家 Kyle Free 任本书语言顾问。

由于编者水平所限,书中如有不足之处敬请使用本书的师生与读者批评指正,以便修订时改进。如读者在使用本书的过程中有其他意见或建议,恳请向编者(bjzhangxf@126.com)踊跃提出宝贵意见。

编 者

# Contents

<b>Unit 1 Preparation for Business Negotiations</b>	1
Introduction	1
Dialogue One	2
Dialogue Two	4
Dialogue Three	6
Practice	8
<b>Unit 2 Enquiry</b>	14
Introduction	14
Dialogue One	15
Dialogue Two	16
Dialogue Three	18
Practice	19
<b>Unit 3 Making an Offer</b>	26
Introduction	26
Dialogue One	27
Dialogue Two	28
Dialogue Three	30
Practice	31
<b>Unit 4 Price Negotiation</b>	37
Introduction	37
Dialogue One	38
Dialogue Two	40
Dialogue Three	41
Practice	43
<b>Unit 5 Delivery</b>	50
Introduction	50
Dialogue One	51
Dialogue Two	52
Dialogue Three	54
Practice	55





<b>Unit 6 Payment</b>	61
Introduction	61
Dialogue One	62
Dialogue Two	64
Dialogue Three	65
Practice	67
<b>Unit 7 Specifications</b>	72
Introduction	72
Dialogue One	73
Dialogue Two	74
Dialogue Three	75
Practice	77
<b>Unit 8 Packing</b>	82
Introduction	82
Dialogue One	83
Dialogue Two	84
Dialogue Three	85
Practice	86
<b>Unit 9 Insurance</b>	93
Introduction	93
Dialogue One	94
Dialogue Two	96
Dialogue Three	98
Practice	100
<b>Unit 10 Acceptance</b>	107
Introduction	107
Dialogue One	108
Dialogue Two	110
Dialogue Three	113
Practice	114
<b>Unit 11 Check and Amend the L/C</b>	119
Introduction	119
Dialogue One	120
Dialogue Two	121
Dialogue Three	122
Practice	123



<b>Unit 12 Complaints &amp; Claims</b> .....	128
Introduction .....	128
Dialogue One .....	129
Dialogue Two .....	131
Dialogue Three .....	133
Practice .....	135
课文译文 .....	142







# Unit 1

## *Preparation for Business Negotiations*

### **Objectives**

After completion of this unit, you should be able to:

1. Know the rules for setting up negotiation goals.
2. Know the rules for making a feasible negotiation plan.
3. Know how to prepare for business negotiations.
4. Know how to obtain necessary information about interested products as well as your opponent's company before beginning negotiations.
5. Know how to properly introduce your company and products to your counterparts.
6. Compose conversations of getting information based on the situations given.

### **Introduction**

International business negotiations involve many different aspects and some of the content is very complicated. In order to achieve a favourable outcome from the negotiations, the negotiators of both parties should make efficient preparations:

1. Establishing business relations with others and choosing counterparts.
2. Getting as much information as possible about the negotiations.
3. Establishing targets for negotiations.
4. Making a feasible negotiation plan.

So, it is very important for negotiators to learn as much as possible about the target market and the potential clients or partners they will deal with before negotiations. If the importers are in the market for certain products, they have to get a lot of information on them, make comparisons among the similar ones on the market, and find out which one can meet their requirements. Finally, they can begin negotiations. Only when they fulfill the above can they begin the negotiation process.



**Consider the following:**

1. How can you look for a prospective partner/client and establish a good business relationship with him to maintain and expand your business?
2. How can you get information you need to know?
  - 1) Do market research
  - 2) Make research into the firm concerned
3. Through which channels can you get the above information?
4. Besides in writing, how can you get information of your counterpart's company and products, through face-to-face or phone conversations?
5. How do you set up targets according to the situation?
  - 1) The best target
  - 2) The intermediate target
  - 3) The acceptable target
6. How do you make a negotiation plan?
  - 1) The agenda
  - 2) The location of the negotiation
7. What should you pay attention to when making a plan?

Be simple, clear, specific, and give some leeway.
8. If you were a seller, how could you introduce your company, products, and grasp the opportunity to do business?

**Negotiation tips:**

It's not enough to know what you want from negotiation. You also need to anticipate what the other party wants (double think). The smart negotiator also tries to anticipate what the other party thinks you want (triple think).

## Dialogue One

### Company Introduction

*Mr. Grant is interested in establishing a joint venture<sup>1</sup> with a Chinese partner and he is invited to Nanhai Peanut Oil Co. Ltd. by Mr. Zhang, vice-president. Mr. Grant is taking the opportunity to get information about the company. How does Mr. Zhang introduce his company?*

(A: Mr. Zhang

B: Mr. Grant)

A: I understand this is your first visit to our corporation.

B: Yes, and also my first visit to China.

A: I hope you've had a pleasant trip.

B: Yes, I did. Now, let's get to the point<sup>2</sup>. What is the name of your company?



- A: It is Nanhai Peanut Oil Co. Ltd. Three years ago it was transformed into a stock company.
- B: Oh, I see. What is your company's main product<sup>3</sup>?
- A: Our leading product<sup>4</sup> is "Lidi" Peanut Oil. It sells fast in many big cities all over China and has recently been exported to Europe where it enjoys great popularity<sup>5</sup>.
- B: Great. How much is your annual production<sup>6</sup> of peanut oil?
- A: We produce more than 300,000 tons every year. This figure has been increasing rapidly in these several years. You know, our success in trade depends completely on the superior quality of our products<sup>7</sup>.
- B: That's great. Are there any other products in your company?
- A: Yes. Besides peanut oil<sup>8</sup>, we also produce other edible oil<sup>9</sup>, eggs, vegetables, and animal food to meet the market demands<sup>10</sup>.
- B: Good. How many departments are there in your company?
- A: Our stock company consists of eight departments: Production, Purchasing, Finance, Auditing, Investment & Securities, Marketing, Personnel, and R&D.
- B: How many employees do you have?
- A: We totally have 600 employees so far.
- B: Good. You see, we're interested in establishing a joint venture with a Chinese partner. It seems that your company is one of our choices.
- A: I'm sure we will be your best choice.
- B: I hope so. But one more thing I'd like to know is your financial standing<sup>11</sup>.
- A: I can assure you that we have a sound financial standing. You can consult our bankers, the ICBC<sup>12</sup>, Shenzhen. They can provide you with information about our business and finances.
- B: That sounds good. May I ask about your capital?
- A: Yes, our registered capital<sup>13</sup> is RMB30 million. We were listed on the Shenzhen Stock Exchange a year ago, and presently have a market capitalization of RMB50 million yuan. Last year our net profit was 11 million yuan.
- B: Very impressive. Thank you for your information.
- A: You're welcome. We look forward to your positive news.

## Notes

1. joint venture      合资企业
2. Let's get to the point.  
    让我们进入正题。
3. main product      主要产品
4. leading product    主要产品
5. enjoy great popularity    享有盛誉

## Notes

Chinese table-cloths have enjoyed great popularity on the European market.  
中国台布在欧洲市场享有盛誉。

6. annual production 年产量

7. superior quality of the product 产品的优良品质

8. peanut oil 花生油

9. edible oil 食用油

10. meet the market demand 满足市场的需求

meet v. 应付; 需求

They failed to meet the deadline.

他们未能按时完成。

meet a customer's requirement 满足顾客的需求

11. financial standing 财务状况

12. ICBC (the Industrial and Commercial Bank of China) 中国工商银行

13. registered capital 注册资金

## Dialogue Two

### Getting Information at the Fair

*At a Guangzhou Trade Fair, a Spanish buyer called Jose Garcia is in the market for Chinese clothes and comes to the stand. Ms. Qian is receiving him warmly.*

(A: Ms. Qian

B: Jose Garcia)

A: Good morning, sir. It seems that you are interested in our products. Is there anything I can do for you?

B: Yes. My name is Jose Garcia, I'm from Spain, and this is my business card.

A: Glad to meet you. And would you like to have a look at the patterns?

B: Yes, please. Please show me the latest products.

A: Here are some samples of different patterns<sup>1</sup>. What exactly are you after<sup>2</sup>?

B: I would like something elegant with some oriental characteristics<sup>3</sup>.

A: We specialize in<sup>4</sup> producing suits and I'm sure you've come to the right place.

B: Really? I'd like to know something more about this product. For example, what can you tell me about the manufactured materials<sup>5</sup> and design?

A: The product is made of 100% cotton, the material feels soft and smooth. Also, it is designed in Tokyo, which is modern and elegant in fashion<sup>6</sup>. It is a very popular item<sup>7</sup> this



year, sold widely in big stores in China and chain stores<sup>8</sup> in other countries as well.

B: Great. How about the sizes and colours?

A: Look. Five colours are available: pink, blue, yellow, green, and white, and we can offer all sizes from "S" to "XXL".

B: Good. What about the quality?

A: Absolutely reliable. You see, it is excellently tailored<sup>9</sup>. What's more, it can wear longer than others because of its special material. The quality of our products is much admired in the European market. I can assure you that no other product is more competitive than ours.

B: It sounds good, but what about the price?

A: Compared with other makers our price is quite moderate. Here are the price list<sup>10</sup> and catalog<sup>11</sup>.

B: Thanks. Would you mind telling me more about your company? Is your company a state-operated one?

A: Yes. It is a large state export-oriented enterprise.

B: Oh, I see. What do you mainly deal in?

A: We mainly deal in the process and import & export of garments.

B: What is your main item?

A: Ready-made garments, especially suits. We have been in this line since 1990 with more than 17 years' experience.

B: Good. What about the size of your company?

A: We have five specialist subsidiaries<sup>12</sup> at home and six permanent representative offices<sup>13</sup> abroad. We have also set up two joint ventures on the home market.

B: Would I be able to visit your company sometime?

A: Of course, you are welcome. If you fix the time, we'll arrange it for you.

B: Thank you. I'll call you.

A: OK. We look forward to hearing from you.

## Notes

1. different patterns      不同款式

2. What exactly are you after?

您需要了解些什么呢?

3. with some oriental characteristics      具有东方的特性

4. specialize in      专营

We specialize in the import and export of textiles.

我们专营纺织品的进出口业务。

Mr. Wang has been specializing in product design.

王先生一直从事产品设计。

## Notes

5. manufactured material      用料
6. modern and elegant in fashion      式样新颖大方
7. a very popular item      非常流行的款式
8. chain store      连锁店
9. excellently tailored      加工精良的  
类似表达: skillful manufacture      制作精巧
10. price list      价目表  
由厂商定期或不定期向客户或社会发布的, 一般有固定价格的商品售价表, 供买方订货时参考。内容有: 商品名称、规格、价格和交货条件等。除非另有说明, 价目表对印发人无约束力。
11. catalog      *n.*      商品目录  
常见的宣传商品的材料还有:  
illustrated catalog      带有插图或照片的商品目录  
pamphlet      商品小册子  
brochure      商品小册子
12. specialist subsidiary      专业附属公司
13. permanent representative office      常驻办事处

## Dialogue Three

### Product Introduction by Phone

*Mr. Liu, a clerk from a Chinese Automobile Company, is on the telephone introducing a new model of car to his old client, Mr. Martin.*

(A: Mr. Liu

B: Mr. Martin)

A: Hello. This is Liu. Can I speak to Mr. Martin, please?

B: Oh, hello, Liu. How are you?

A: Fine, thanks. How is your business?

B: We've been quite busy. Do you have any good news?

A: We have a new model XX-17 on offer. I thought that you might be interested in it.

B: Wonderful. I really appreciate your information. Can you tell me more?

A: Of course. Have you received our latest pamphlet?

- B: Yes. But how does it compare with your old models?
- A: A great improvement compared to the old ones, especially in design and materials; it's more solidly built and has a better finish<sup>1</sup>.
- B: Good. What's the major attraction this time?
- A: As you know, our cars have been very popular on the Russian market. I'm sure the high quality, sporty look, and reasonable price are certainly major attractions. Another great feature is the trend-setting, sleek body style<sup>2</sup> that will have a strong appeal to the young people.
- B: It sounds attractive. What are the characteristics?
- A: It has competitive features, can reach speed of 80km/h<sup>3</sup> in 6 seconds, and has an advanced brake system<sup>4</sup> which can stop the car on a dime<sup>5</sup>.
- B: What about the gas mileage<sup>6</sup>?
- A: The 4-cylinder engine<sup>7</sup> faithfully provides 80km/g<sup>8</sup> on the highway and 40km/g in the city.
- B: Good. Do you guarantee the supply of spare parts<sup>9</sup>?
- A: Certainly. We always have our customer's interests at heart<sup>10</sup>.
- B: Great. How long is the warranty<sup>11</sup>?
- A: We usually guarantee our products for 2 years.
- B: 2 years? But how about the maintenance after the warranty expires<sup>12</sup>?
- A: All repairs are billed at cost<sup>13</sup>.
- B: OK, I see. Thank you. Could you please send us some more literature? I'll look into it and discuss it with my colleagues.
- A: I'll do it soon. But we really hope that you can come to our workshop and have a wonderful experience here.
- B: Yeah. OK. Thank you once again. Bye.
- A: OK. We're looking forward to seeing you again. Bye.

## Notes

1. It's more solidly built and has a better finish.  
结构更坚固，外漆更光亮。
2. trend-setting, sleek body style      标新立异、流畅的外型
3. 80km/h = 80 kilometers per hour      80 公里/小时
4. brake system      刹车系统
5. stop on a dime      紧急刹车
6. gas mileage      1 加仑汽油所行驶的里程
7. 4-cylinder engine      4 个汽缸的引擎
8. 80km/g = kilometers per gallon      80 公里/加仑，即每 80 公里耗油 1 加仑



## Notes

9. spare part      (机器等的) 备件
10. We always have our customer's interests at heart.  
我们时刻都以顾客的利益为重。
11. warranty      *n.*      保修期, 担保  
The vacuum cleaner has a 5 year warranty.  
真空吸尘器有 5 年的保修期。  
They'll repair the washer without charge because it is still under warranty.  
他们会免费修理洗衣机, 因为还在保修期。
12. expire      *v.*      期满  
The L/C expires on December 15.  
信用证到 12 月 15 日期满 (有效期至 12 月 15 日)。
13. All repairs are billed at cost.  
所有的维修只收取成本费。

## Practice

### Task 1 Questions

#### Introduction

1. What kind of abilities do you think a negotiator should have?
2. Do you think "hearing ability" is important in a negotiation? Why or why not?
3. Do you think good preparation is crucial to a negotiation? Give your reasons.

#### Dialogue One

1. What is the company's main product?
2. How many employees does the company have?
3. How much is the annual production of peanut oil?

#### Dialogue Two

1. What is the buyer interested in?
2. What size and colours can the seller offer?
3. What does the seller mainly deal in?

#### Dialogue Three

1. Is Mr. Martin an old client?
2. Why does Mr. Liu phone Mr. Martin?
3. Do you think Mr. Martin will pay a personal visit to the workshop? Why?

## Task 2 Language Practice

### I. Translate the following into English.

1. Your price is too high, and we cannot accept.

Now it's your turn -

- a. 你们的报价太高, 对你们的报盘我们不感兴趣。
- b. 你们的报价太高, 我们无法销售你们的产品。
- c. 你们的报价太高, 我们恐怕不能接受。

2. Please inform us as soon as you make decision.

Now it's your turn -

- a. 请告知我方目前你方对什么产品感兴趣。
- b. 请告知我方是否要我方进一步提供情况。
- c. 请告知我方何时才能供应这种商品。

3. We look forward to hearing from you.

Now it's your turn -

- a. 我期望在交易会再次见到你方代表。
- b. 我期望收到你方的答复。
- c. 我期望收到你方信中所提到的样品和价目表。

### II. Translate the following sentences into English orally.

- 1. 我们的产品一直出口欧洲, 且享有很高的声誉。
- 2. 请放心, 其他的产品在价格上不如我们的产品有竞争力。
- 3. 我们的产品保修期为3年。
- 4. 过了保修期, 所有维修只收取成本费。
- 5. 我们时刻都以顾客的利益为重。
- 6. 你们的食用油年生产量是多少?
- 7. 你们公司的财务状况及注册资金如何?
- 8. 你们的产品有什么优势? (superiority)
- 9. 数码相机近几年非常畅销。(digital camera)
- 10. 这种产品都有哪些规格呢? (specification)
- 11. 请您谈谈贵公司的情况。
- 12. 你们的产品有哪些亮点?
- 13. 有关于这种产品的说明书吗?
- 14. 你们如何保证质量监督? (ensure quality control)
- 15. 我带您看看样品间/车间/展品。
- 16. 你们用什么原材料? 来自哪里?
- 17. 你们每年都花很多钱进行研究和开发吗?
- 18. 工厂每年总产量是多少? (annual output)
- 19. 我们正向世界各国出口全系列的丝织品, 其中真丝服装最好卖。(a full range of ...)
- 20. 欢迎您试一试。