

实力派



上班族英语

Power up Your Workplace English

- 收集最典型的谈判语言
总结最重要的谈判技巧

商务谈判 说英语范例大全

EFFECTIVE
EXPRESSIONS
for

Amanda Crandell Ju ©著
巨小卫 ©译

BUSINESS
NEGOTIATIONS

全面真实地再现国际商务情景

帮你完成语言储备，满怀信心走向国际商务舞台！

- Part 1 谈判的5个关键步骤
- Part 2 谈判的4个重要技巧
- Part 3 谈判中的常见错误及防范策略
- Part 4 建立信任关系
- Part 5 贸易谈判

>>

- Part 6 成交
- Part 7 合资谈判
- Part 8 房地产谈判
- Part 9 股市交易
- Part 10 专利、薪资等谈判

MP3
录音光盘
包括所有情景对话的美音朗读

外文出版社
FOREIGN LANGUAGES PRESS



中青院 11 000662939

商务谈判 说英语范例大全

Amanda Crandell Ju ©著

巨小卫 ©译

EFFECTIVE
EXPRESSIONS *for*
BUSINESS
NEGOTIATIONS



 外文出版社
FOREIGN LANGUAGES PRESS

图书在版编目 (CIP) 数据

商务谈判说英语范例大全 / (美) 巨 (Ju, A. C.) 著, 巨小卫译. —北京: 外文出版社, 2011

(英语职业人)

ISBN 978-7-119-07348-4

I. ①商… II. ①巨…②巨… III. ①商务谈判-英语-口语 IV. ①H319.9

中国版本图书馆 CIP 数据核字 (2011) 第 235660 号

责任编辑 李 媛

装帧设计 红十月设计室

印刷监制 冯 浩

实力派上班族英语

商务谈判说英语范例大全

作 者 Amanda Crandell Ju (美)

翻 译 巨小卫

出版发行 外文出版社有限责任公司

地 址 中国北京西城区百万庄大街 24 号

网 址 <http://www.flp.com.cn>

电 话 008610-68320579 (总编室)

008610-68995852 (发行部)

印 刷 北京和谐彩色印刷有限公司

经 销 新华书店/外文书店

开 本 787mm × 1092mm 1/16

印 张 22.75

字 数 334 千字

版 次 2012 年 1 月 第 1 版 第 1 次印刷

书 号 ISBN 978-7-119-07348-4

定 价 39.00 元 (平)

邮政编码 100037

电子邮箱 flp@cipg.org.cn

008610-68995883/5964 (编辑部)

008610-68996183 (投稿电话)

建议上架: 商务英语 英语口语

版权所有 侵权必究 如有印装问题本社负责调换 (电话: 68995960)

Preface

Ever felt like you were about to be eaten alive at the negotiation table? Negotiation strikes fear into the hearts of many, especially if the negotiation requires the use of a second language. If the thought of facing a negotiation setting makes your knees start knocking and sweat start pouring, or even if you would just like to hone your negotiation skills in vernacular English, then this book is for you!

Because negotiation isn't only about the words you say, this book is skill focused. In this way, readers have practical topics that will help them learn pertinent vocabulary and the way people actually talk in all kinds of negotiation settings. More importantly, they can learn the skills and principles that will make them into formidable negotiators.

With real spoken English dialogues in each of the 50 topics, the reader will also learn to communicate in a real world way. Since each topic is independent of the others, readers can focus on the areas that are most expedient for them, and study step by step. And because the information is presented in a straightforward and practical way, you can put your newly developed language and negotiation skills to work for you in your business and personal life right away.

For the well prepared, the negotiation process doesn't have to be frightening. This book can help you develop both the language fluency and negotiation ability necessary to make your way through negotiation battles effortlessly. In your next negotiation, instead of feeling fearful, you can be empowered.

Best of luck!

Amanda Crandell Ju

Contents

目录

Part 1 Five Key Steps in Principled Negotiation 谈判五个关键步骤

- 1 Separate the people from the problem 将人和事区分开来 / 2
- 2 Focus on the interests behind the positions 关注立场背后的利益 / 11
- 3 Invent options for mutual gain 创造双赢的选择 / 19
- 4 Use independent standards 使用独立的标准 / 26
- 5 Consider best alternative if negotiation doesn't reach agreement
无望达成协议时考虑最佳备选方案 / 34

Part 2 Four Negotiation Skills to Master 谈判四个重要技巧

- 6 Don't negotiate against yourself 别为难自己 / 44
- 7 Offering a choice 给对方提供选择 / 52
- 8 Never prove the other person wrong 不要试图证明别人的错误 / 60
- 9 Don't give a concession away without receiving one in return
没有回馈就不要做出让步 / 68
- 10 Establishing limits before you start your negotiation
谈判开始前设好限制条件 / 77

Part 3 Most Common Mistakes in Negotiation — How to Avoid Them 谈判中的常见错误及防范策略

- 11 Beginning your negotiation too soon 过早开始谈判 / 86
- 12 Not negotiating with the right person 没有找对谈判对象 / 94
- 13 Not being flexible on a position — locking on 固执己见，不会变通 / 103
- 14 Feeling helpless or powerless 感到无助或无能为力 / 111
- 15 Worrying about losing control of the negotiation 担心丧失主动权 / 119
- 16 Forgetting your goals or losing track of getting to them 遗忘目标或偏离方向 / 127
- 17 Too much worrying about the other party's feelings or goals
过多考虑对方的感受和目的 / 135

- 18 Mind going blank — brain freeze 大脑一片空白 / 143
- 19 Falling for physical manipulations 受物质因素干扰 / 149
- 20 Losing sight of closing the deal 忽略了收尾 / 157

Part 4 Building Relationships of Trust 建立信任关系

- 21 Meeting and Receiving 会面和迎接 / 166
- 22 Introductions 相互介绍 / 172
- 23 Attending conventions 参加会议 / 178
- 24 Small talk — breaking the ice 通过聊天打破陌生 / 184
- 25 Finding out more — how to let the other party know you're interested
了解更深-让对方知道你感兴趣 / 189

Part 5 Trade Negotiation 贸易谈判

- 26 Starting inquiry negotiation 开始询盘 / 196
- 27 Agreement on price 价格协议 / 202
- 28 Discussing transportation issues and shipping options 讨论运输和货运 / 208
- 29 Discussing payment options 讨论支付选择 / 214
- 30 Checking on shipment status 核实货运状态 / 220

Part 6 Sealing the Deal 成交

- 31 Making concessions 作出让步 / 228
- 32 Discussing the bottom line 讨论底线 / 234
- 33 Accepting and confirming the terms 确认并接受条件 / 240
- 34 Closing the deal 成交 / 246
- 35 Quality control issues 质量监控事宜 / 252

Part 7 Joint Venture 合资

- 36 Finding a partner 寻找合伙人 / 260
- 37 Showing interest 表示有兴趣 / 266
- 38 Discussing terms 谈条件 / 272
- 39 Establishing a foreign office 设立驻外办事处 / 278

Part 8 Real Estate 房地产

- 40 Getting started 初步洽谈 / 286
- 41 Property evaluation and selection 房产评估和筛选 / 292
- 42 Making an offer 出价 / 298
- 43 Closing the deal 成交 / 304

Part 9 Stock Market 股市

- 44 Buying / selling stocks 买卖股票 / 312
- 45 Short selling 卖空 / 318
- 46 International markets 国际市场 / 324

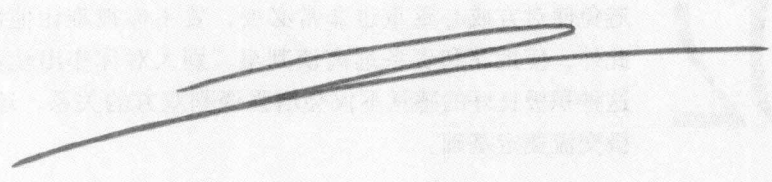
Part 10 Other Negotiation Topics 其他谈判

- 47 Technology transfer 技术转让谈判 / 332
- 48 Copyright and patents 版权和专利谈判 / 338
- 49 Employment negotiation 雇用谈判 / 344
- 50 Negotiating salary and benefits 工资和福利谈判 / 350



PART 1

Five Key Steps in Principled Negotiation 谈判的五个关键步骤



1

Separate the people from the problem 将人和事区分开来

做 生意要和不同类型、不同背景的人打交道，甚至遇到一些极难对付的家伙。即便是那些你认为根本就不值得尊重，或者你原本就蔑视的人，你也要时刻提醒自己把人和事区分开。

01 不要把你对某人的负面印象带入谈判中

对大部分人来说，把情绪和自我价值观带入沟通交流是自然而然的，因此，有意识地将人和事区分开对谈判的成功有着举足轻重的作用。当你把对某人的负面印象带入到谈判中，那你的辨别力和判断力就会大打折扣。

02 尽量避免使对方感觉受到批评或攻击

避免使对方戒心重重也非常必要，要不你很难让他们来配合谈判。此外，使批评和责备远离谈判桌，别人对你作出让步就更容易些。这种积极良好的感觉不仅会增强谈判双方的关系，还会给未来的积极交流奠定基础。

03 提出一些和对方的价值观相符的条件和建议

设身处地为他人着想，而非在主观意识下就认为对方的言谈举止不怀好意。遇到问题时不要一味责怪对方，而是要寻找一些和对方的价值观相符的条件和建议。一旦冲突发生，要给对方些许时间来“消气”。如果你自己感到心烦意乱，那就应当休息调整一下。

谈判产生分歧

- 1) I can see that we **have some conflict** here.
我发现我们真是有些分歧了。
- 2) We've been over this **time and time again**.
关于这个问题的讨论我们已经反复多次了。
- 3) There's really **no room for negotiation** here.
在这个问题上已经没有任何回旋余地了。
- 4) We were **having problems agreeing** about the contract's timeframe.
在合同的时间框架上我们有了分歧。
- 5) I get so **upset with** this guy that we end up actually **letting angry words fly**.
我对他实在是忍无可忍，我们最后都吵起来了。
- 6) I am **having a really tough time** getting through the negotiation on this contract.
在这个合同的谈判上，我确实感到非常棘手。

常用表达

have some conflict 有分歧
 time and time again 反反复复
 no room for negotiation 没有回旋余地
 have problems doing 在……方面产生问题
 get upset with 对某人生气
 let angry words fly 吵起来
 have a really tough time 感到非常棘手

指责对方

1) You're going about it **all in the wrong way**!

在这个问题上你彻头彻尾的错了。

2) I think your demands on the delivery date are **unreasonable**

我觉得你对交货时间的要求有些不合情理。

3) It's **not that** there are that many problems **hanging us up** on the deal, **but it's just that** the jerk I have to deal with from the other side keeps being obtuse about every little detail.

倒不是事情本身给我们带来问题，而是在谈判中我要应付的那个笨蛋，他对每个细节的反应都相当迟钝。

4) We can't **promise anything on** the delivery date because you haven't been reasonable in other areas of the negotiation.

至于交货时间，我什么都不能保证，因为在谈判中的其他方面您根本就不通情达理。

常用表达

be all in the wrong way 从头到尾都错了

unreasonable 不理智的，不合情理的

It's not that... but it's just that... 倒不是……而是……

hang us up 给我们带来问题

promise on... 在……方面做保证

稳定情绪，缓和气氛

1) Let's talk about what we can do to **solve our problem**.

我们可以谈谈怎么才能解决我们的问题。

2) Let's **take a little break** before we get back to this area.

我们休息下再继续吧。

- 3) See if we can address your concerns in another way.
试试看能不能换一种方式解除你的担忧。
- 4) It's natural to have problems with people sometimes.
在和别人交流中出现问题是正常的。
- 5) Don't let it get you down
不要就此沮丧失落。
- 6) Perhaps we shouldn't focus on whether or not the demands are reasonable.
我们先不要将那些要求是否合情理作为焦点。
- 7) I can feel that you are frustrated about some of the terms of our agreement, is that right?
我能感到您对协议中的一些条款有些不满，是吗？
- 8) I know that we haven't seen eye to eye on all these issues, but we can iron out these problems if we work together on things.
我知道在所有这些议题上我们的意见不尽相同。但如果我们一起努力，我们一定能够将这些问题都理顺。

常用表达

- solve our problem 解决问题
- take a little break 休息一会儿
- see if...试试看能不能……
- address your concerns 解除你的担忧
- have problems with 与……发生矛盾
- get you down 让你沮丧
- focus on 集中于……
- be frustrated about 为……感到沮丧
- the terms of our agreement 合同中的条款
- seen eye to eye on 意见一致
- iron out these problems 解决问题，平息矛盾

提出可行建议

- 1) Let's look and see what areas are **workable**.
我们一起来看看有哪些方面是可行的。
- 2) Let's talk about some options that will **work for us both**.
让我们谈一些你我都适用的选择。
- 3) I know the timeframe on this contract is a **problem area** for us.
我知道该合同的时间框架是我们的问题。
- 4) That sounds like a **good way to start**.
那听上去倒是一个不错的切入点。
- 5) If he is **insistent on two weeks**, **find out why**.
如果他仍然坚持两周的时限，你就该找出为什么他要如此。
- 6) It seems that you **have a few reasons why** two months is not possible.
I **have a few reasons why** two months is necessary.
看上去你一定有些道理来说明为什么两个月不可能，我也有些原因来证明两个月是必要的。

常用表达

workable 可行的，易操作的
work for us both 对双方都适合
problem area 问题范围
a good way to start 好的切入点
be insistent on 坚持……
find out why 找出为什么如此
have a few reasons why 有……的道理

情景对话 1

Example Dialogue

对话场景：两个同事讨论最近谈判的经验。Larry 不喜欢他的谈判对象，Jane 提醒他要将人和事区分开来，让对方感到你是想解决问题，而不是想冒犯他。

Larry: I am having a really tough time getting through the **negotiation**¹ on this contract. It's not that there are that many problems hanging us up on the deal, but it's just that the **jerk**² I have to deal with from the other side keeps being **obtuse**³ about every little detail. Sometimes I get so upset with this guy that we end up actually letting angry words fly.

Jane: Are you serious? If that's true, then you're going about it all in the wrong way! You've got to realize that the problems you are having aren't going to be solved unless you work together with him, even if he is a **complete**⁴ jerk. What kinds of things do you say to each other?

Larry: Well, we were having problems agreeing about the contract's **timeframe**⁵. His **demands**⁶ were totally **unreasonable**⁷, so I told him so. I said "You're crazy if you think I can make a two week deadline. You're being unreasonable!"

Larry: 在这个合同的谈判上，我确实走过了一段艰难的历程。倒不是事情本身带给我们很多问题，而是在谈判中我要应付的那个笨蛋，他对每个细节的反应都相当迟钝。有时候我对他实在是忍无可忍，我们最后都吵起来了。

Jane: 你是认真的吗？如果是真的，那在这个问题上你就彻头彻尾的错了。你要知道就算他是个十足的笨蛋，但除非你和他合作，否则你的问题无法解决。你们彼此都说了些什么？

Larry: 在合同的时间框架上我们有了分歧，他的要求完全是无稽之谈，所以我就这样告诉他了。我说：“如果你觉得我能将两周作为时限的话，那只能证明你疯了。你真是不可理喻！”

Jane: It would have been much better to say something like, "I know the timeframe on this contract is a problem area for us. Let's talk about some **options**⁸ that will work for us both." If he is **insistent**⁹ on two weeks, find out why. Then see if you can **address**¹⁰ his concerns in another way.

Larry: Yeah, that would have been better. He just makes me so angry sometimes.

Jane: When he does make you angry, it's okay to tell him about how you feel. You can say something like "I feel very **frustrated**¹¹ with the problems we are **encountering**¹² here. Let's take a little break before we get back to this area." Then take a breather until you aren't so **emotional**¹³.

Larry: Good idea.

Jane: It's natural to have problems with people sometimes. But don't let it get you down.

Jane: 如果当时你告诉他“我知道关于该合同的时间框架是我们的问题。让我们谈一些你我都适用的选择。”那会效果好得多。如果他仍然坚持两周的时限，你就该找出为什么他要如此。然后尝试看能不能换一种方式解决。

Larry: 是的，那效果应该是会好很多。不过他有时候让我有些怒不可遏。

Jane: 当他确实让你生气的时候，告诉他你的感受是可以的。你可以说些“在这方面遇到问题让我很沮丧，我们休息下再继续吧。”之类的话。这时可以短暂休息，让自己的情绪稳定下来。

Larry: 好主意。

Jane: 在和别人交流中出现问题是正常的，但是不要就此沮丧失落。

必备词汇

1. negotiation 谈判
2. jerk 笨蛋
3. obtuse 迟钝的
4. complete 十足的
5. timeframe 时间框架
6. demand 要求
7. unreasonable 不合情理的

8. option 选择
9. insistent 坚持的
10. address 解决（问题）
11. frustrated 沮丧的
12. encounter 遇到
13. emotional 情绪化的

情景对话 2

Example Dialogue

对话场景：Buyer（买手）和 Supplier（供货商）谈判当中有许多冲突。Supplier 觉得烦了不愿意让步，Buyer 还是将人和事区分开来，邀请 Supplier 一起来解决问题。

Buyer: Let's get back to the **issue**¹ on our **delivery**² date. We've just got to get our product delivered within a two-month timeframe. There's really no **room**³ for negotiation here.

Supplier: We've been over this time and time again. We can't **promise**⁴ anything on the delivery date because you haven't been **reasonable**⁵ in other areas of the negotiation.

Buyer: Okay, I can see that we have some **conflict**⁶ here. I know that we haven't seen eye to eye on all these issues, but we can iron out these problems if we work together on things. I can feel that you are frustrated about some of the **terms**⁷ of our **agreement**⁸, is that right?

Supplier: Yes, I think your demands on the delivery date are unreasonable.

Buyer: 让我们重新回到交货时间的议题上，我们必须把我们的交货时间确定在两个月内，在这个问题上已经没有任何回旋余地了。

Supplier: 关于这个问题的讨论我们已经反复多次了，至于交货时间，我什么都不能保证，因为在谈判中的其他方面上您根本就不通情达理。

Buyer: 我发现我们真是有些分歧了，我知道在所有这些议题上我们的意见不尽相同。但如果我们一起努力，我们一定能够将这些问题都理顺。我能感觉到您对协议中的一些条款有些不满，是吗？

Supplier: 是的，我觉得你对交货时间的要求有些不合情理。

Buyer: Well, perhaps we shouldn't **focus**⁹ on whether or not the demands are reasonable, but let's talk about what we can do to solve our problem.

Supplier: What problem?

Buyer: Well, it seems that you have a few reasons why two months is not possible. I have a few reasons why two months is **necessary**¹⁰. Let's look and see what areas are **workable**¹¹.

Supplier: Okay. That sounds like a good way to start.

Buyer: 那我们先不要将那些要求是否合情理作为焦点,我们可以谈谈怎么才能解决我们的问题。

Supplier: 什么问题?

Buyer: 看上去你一定有些道理来说明为什么两个月不可能,我也有些原因来证明两个月是必要的。我们一起来看看有哪些方面是可行的。

Supplier: 好的,那听上去倒是一个不错的切入点。

必备词汇

- | | |
|---------------------|-------------------|
| 1. issue 议题 | 7. term 条款 |
| 2. delivery 交货 | 8. agreement 协议 |
| 3. room 余地 | 9. focus 集中 |
| 4. promise 许诺 | 10. necessary 必要的 |
| 5. reasonable 通情达理的 | 11. workable 可行的 |
| 6. conflict 冲突, 矛盾 | |