

商务英语口语实训教材

第 2 册

# 商务谈判 与国际贸易会话

主 编 冉隆德 陈严春 董 礼 周 茜  
顾 问 梁瑞雄 徐恩宏  
主 审 汤义贤 李弼苍



暨南大学出版社  
JINAN UNIVERSITY PRESS



# 商务英语口语实训教材

## 第 2 册

# 商务谈判 与国际贸易会话

主 编 冉隆德 陈严春 董 礼 周 茜  
副主编 胡菊花 陈 勇 丛 蕊 蓝 兴  
编 委 王恩科 王晓艳 黄海霞 张佑明



暨南大学出版社  
JINAN UNIVERSITY PRESS

中国·广州

## 图书在版编目 (CIP) 数据

商务谈判与国际贸易会话 (第2册) / 冉隆德, 陈严春, 董礼, 周茜主编. — 广州: 暨南大学出版社, 2011. 9

(商务英语口语实训教材)

ISBN 978 - 7 - 81135 - 839 - 1

I. ①商… II. ①冉…②陈…③董…④周… III. ①商务—英语—口语—教材  
IV. ①H319. 9

中国版本图书馆 CIP 数据核字 (2011) 第 078694 号

出版发行: 暨南大学出版社

---

地 址: 中国广州暨南大学

电 话: 总编室 (8620) 85221601

营销部 (8620) 85225284 85228291 85228292 (邮购)

传 真: (8620) 85221583 (办公室) 85223774 (营销部)

邮 编: 510630

网 址: <http://www.jnupress.com> <http://press.jnu.edu.cn>

---

排 版: 广州市天河星辰文化发展部照排中心

印 刷: 广州市怡升印刷有限公司

---

开 本: 787mm × 1092mm 1/16

印 张: 10.25

字 数: 249 千

版 次: 2011 年 9 月第 1 版

印 次: 2011 年 9 月第 1 次

---

定 价: 28.00 元 (含光盘)

---

(暨大版图书如有印装质量问题, 请与出版社总编室联系调换)

## Preface

### 序 言

21 世纪是科技与经济的世纪。科技的不断创新与经济的全球化是推动当今社会发展的两大动力。经济全球化和我国加入 WTO, 科学技术的接力性和拓展性, 新经济理论、制度、模式的创建, 国际交往与合作在更多的国家之间、在更广泛的领域迅速发展和深入, 都赋予了外语教学和外语人才新的内涵, 同时也提出了更高的要求。

学生坚实的外语基础知识的形成有赖于学生本人的勤奋和智慧, 除此之外, 我国外语教育的指导思想和实践以及广大外语教师的思想观念对学生知识的学习与获得及其是否适应时代的要求, 起着极大的导向作用。我们认为, 外语教学的根本任务和永恒主题是主动适应和促进国家的经济、科技、社会发展, 提高国民的素质; 加强国际交往与合作, 吸收、消化、升华和创新人类一切智慧结晶和优秀成果。外语教学和研究如果偏离了这一主题, 就会走弯路, 甚至会误入歧途。

综合性大学, 理、工、农、医、财经、师范类院系和各类职业技术学院是我国科学家、工程技术专家、高级技师、各类大师、建设者和领导人的摇篮。这些高校的学生将是经济全球化, 我国加入 WTO, 促进国际交往、合作、和谐的参与者、实践者和创新者; 是我国尽快走向世界、融入世界, 加快自主创新、知识创新, 提高自主研发能力的中坚力量。他们的外语素质和自主交流能力将在很大程度上决定着这些方面的进程和结果。

新中国成立以来, 特别是改革开放以来, 国家和各类高校十分重视外语教学, 每年都投入大量人力、物力和财力, 学生也投入大量时间和精力学外语, 但效果一直不尽如人意。一些专家学者惊呼: “我国高等教育中最失败的是外语和体育!” 有的领导指出, “经过 20 多年的大学英语教学, 学生学成了‘哑巴英语’”; “我国外语教学费时较多, 收效较低, 学生不满意, 用人单位不满意, 家长也不满意”。对这些评价和批评, 外语界有些专家和学者可能持有异议, 但我国高校学生外语口语表达不佳却是一个不争的事实。

就“哑巴英语”而言, 其主要指的是外语院系的学生能用英语进行日常会话、礼仪接待, 而听不(大)懂、不(大)会说经贸、科技、国际交往与合作、金融、管理等方面的专业英语; 理、工、农、医和财经类等院系的学生, 除了备考大学英语四、六级考试外, 既不(大)会说生活用语、礼仪接待英语, 也不(大)会用英语与同行交流科技、经贸、管理等方面的知识。究其原因, 大致有以下几个方面: ①长期以来, 各类高校不够重视学生的口语训练。②某些外语类院系把英语口语的学习内容主要局限在生活用语、礼仪接待方面。③外语口语教材和教学有两大弱点, 一是没有突破日常会话、礼仪接待内容; 二是试图突破日常会话、礼仪接待的内容, 但其中的商务、经贸、科技、管理等知识如蜻蜓点水, 显得零散, 学生无法学到较系统、知识面较广的专业口语知识。④一些学者把学生的外语基础知识局限在外语语言体系本身及人文外语基础知识方面, 长期忽视用外语表述的经贸、科技、管理、国际交往与合作、跨文化交流等方面的外语基础知识。⑤某

些外语教材,一本书有十多个单元,每个单元含有多达十七八个练习,却很少有口语练习,口语篇章严重偏少,影响了学生学习更高层次、更广博的外语及口语知识,导致学生知识面窄,适应能力差。⑥邓小平同志指出,高等教育的关键,一是教师,一是教材。他精辟地阐释了学生学什么比如何学更重要的教学原则,并画龙点睛地说明了教师的关键作用。目前,我国外语教学在把握和执行这一原则中偏差颇大。

有鉴于此,我们在平时积累的基础上,花了一年半的时间,组织编著了一套“商务英语口语实训教材”,共五册:①《商务礼仪接待与外贸基础会话》,主要内容:建立商务关系,在广州国际会展中心的广交会,公司招待,商务宴请,理查到达伦敦,亨利在美国。②《商务谈判与国际贸易会话》,主要内容:商务谈判,洽谈电风扇的价格,艰难的谈判,我们应该努力消除分歧,国际贸易,进出口商务谈判,国际商务,补偿贸易,服务贸易。③《市场营销、公司管理与投资融资会话》,主要内容:公司在海外如何获利;工商企业的市场营销;在汽车展会;跨国公司;公司的国际竞争力;合资企业;品牌与诚信;投资:发展经济的发动机;在国外投资;项目融资。④《高新技术、技术转让与国际工程合作》,主要内容:电子化生活,数字技术,计算机模拟,智能机器,世界转基因农作物的发展和前景,高新技术展览,柔性制造,技术转让,国际工程项目。⑤《商务合同、国际商法与世贸组织》,主要内容:商务合同,国际商务的法律方面,公司法,美国的税务会计,WTO 协议,WTO 反倾销协议。

我们编著此教材的理念:高校学生只有通过学习较系统、知识面涵盖较广的商务英语口语知识,结合工作单位具体业务英语知识,不断丰富、更新,才能适应经济全球化条件下的国际贸易、国际交往与合作等工作和活动;突出篇章,未设练习,重在实训;商务英语、经贸、管理类专业以及外语类院系的学生应把重点放在商务英语口语的学习和训练上,这是因为各类商务谈判,商务活动,国际工程合作,合同的签署与实施过程,国际贸易,国际交往,各国高层互访,中欧、中非、亚太经合组织、上海合作组织、东盟经济圈一系列高峰论坛,从语言的角度来讲,主要是通过口语、口译实现的;英语口语教材内容的重点应放在经贸、科技、金融、管理、国际交往与合作、跨文化交流等方面;英语口语学习要突破专业界限,各个专业学生都应学习口语,因为在经济全球化环境下,他们将有可能成为国际型人才或创新型人才、科学家、工程技术人员、文化使者,会有大量机会与外国友人、同行、外商交往,这样英语口语自主交流能力就十分重要。

本套书的特点:商务英语口语知识系统,由浅入深、涵盖面广、语言地道、知识丰富、内容新颖、实用性强。每册书后还有词汇拓展、句式展示、商务单证。本书以模块化方式编著,不同类型商务英语内容相对集中,学生(员)可根据学习和工作实际需要,五册书全学,或选其中之2~3册学习,或在每册书中选数篇会话重点学、突击学。

本套书可作为大学经贸类、管理类、外语类、理工类专业本科生、研究生的口语、口译课教材,也可作为各类职业技术学院、民办高校、成人教育学院、社会外语培训机构的口语实训教材,适合英语翻译工作者、经贸人士、涉外企业营销人员、三资企业和涉外机构从业人员、相关公务员、金融机构职员、涉外律师、高级技师等使用,同时也是自学英语口语人士的良好益友。

编写组成员在承担繁重教学任务的同时,挤出宝贵的时间,全身心投入,充分利用寒

暑假、双休日、节假日，克服重重困难，认真查阅、收集资料，一丝不苟地进行编著，反复校对，成功编著出了这套知识较系统、内容较丰富、注释较翔实、话题较集中、形式较实用的“商务英语口语实训教材”。本套书凝聚了编著者的辛勤劳动和智慧。其中冉隆德教授[1967年毕业于四川大学外语系英语专业，在中国科学院盐湖所工作21年，翻译了一百余万字的科技文献资料；在国内外中英版杂志上发表译文、论文70余篇；接待过来自美国、英国、澳大利亚、新西兰、加拿大、德国、日本、瑞士等国家以及联合国等国际组织的50多位科学家和学者，为其中30多人次的学术报告及两次国际学术会议担任口译；1985年作为中国科学院硫酸钾考察团成员兼翻译访问澳大利亚；1981—1987年曾在2003年国家最高科学奖获得者刘东生院士领导的中科院与澳大利亚国立大学第四纪合作项目中任翻译，受到刘院士的书面好评；还参加过3个中美合作科研项目（任翻译）；1989年获中科院自然科学三等奖，1991年获青海省科技进步二等奖；1981年担任美澳阿尼玛卿山登山旅游队翻译；1987—2008年在重庆工商大学从事中层管理、教学、科研工作，共出版编著8本，其中5本为教材，教学经验丰富，科技、经贸知识比较全面]担任本套书的总策划，负责全部资料的收集、查阅，组织编写，参加具体编写工作，精心指导编写组每个成员注释会话，并进行认真仔细的校对。参加编著工作的还有：重庆文理学院外国语学院院长刘安洪（副教授）以及陈勇、王德易，广东科技学院的卢兆强（副教授）、徐更生（副教授）、初兴春（讲师、教务处副处长）、陈严春（讲师、教学科长）、罗玲华（暨南大学硕士）、董礼（上海海事大学硕士）、胡菊花（上海外国语大学硕士）、丛蕊（东北财经大学硕士）、禹婷婷（中南大学硕士）、刘东辉（长沙理工大学硕士）、王晓艳（华中师范大学硕士）、欧肖萍、徐泉（广东外语外贸大学硕士）等。

本教材还是校企、校校结合的产物。参加本书编著工作的还有重庆市外贸局国际商务师余世民先生（1967年毕业于四川大学外语系英语专业，从事进出口贸易达三十余年），他对教材内容的编写提出了宝贵的建议；重庆工商大学外语学院院长李文英教授、副院长王恩科博士、外事处副处长周茜副教授等。

本书由汤义贤教授（1968年毕业于武汉大学英语系，长期从事高等教育工作，分别担任长江大学、广东科技学院外语系主任、专业带头人，教学经验丰富，科研成果丰硕）、美籍华人李弼苍先生（在美国从事商贸工作近30年，长期奔忙于美国以及中国香港、台湾、大陆，商务实践经验丰富，精通商务英语）担任主审。

本书由广东科技学院党委书记兼常务副院长梁瑞雄以及徐恩宏教授担任顾问。

在本书的编写过程中，我们得到广东科技学院领导、教务处、科研处的关心和支持。

任何一种在一定时期起过积极作用的教材，随着历史的发展和社会需要的更新，会逐渐暴露其缺点，乃至被淘汰。它们的使命不可能是持久的，而只能适应一定环境，迎合一定的社会需要。它们的质量也只有以其教学和社会效果来检验，不断改进、创新才是教材发展的成功之路。

由于工作条件及编著者的水平、知识和经验有限，书中的错误在所难免，热忱欢迎专家、学者、同行及广大读者赐教。我们表示衷心感谢！

“商务英语口语实训教材”编写组

2011年5月18日于广东

## Contents

## 目 录

Preface 序言 .....	1
------------------	---

## Part One: Business Negotiation 商务谈判

1. Business Negotiation 商务谈判 .....	2
2. Tips for Negotiation 谈判诀窍 .....	3
3. Your Price Is Really High 你方价格实在过高 .....	6
4. Can We Meet Each Other Half Way? 我们各让一半好吗? .....	7
5. You've Come a Long Way to Meet Me 你从遥远的地方来与我做生意 .....	9
6. This Is Our Counter-offer 这是我方的还盘 .....	11
7. You'll Drive Us Bankrupt If You Raise the Price Any Further 如果你方进一步提价, 会把我方逼到破产的地步 .....	12
8. I'm Afraid That There Is No Room for Any Reduction in Price 我恐怕没有降价的余地/空间了 .....	13
9. Talking on the Prices of Electric Fans 洽谈电风扇的价格 .....	14
10. We Have Never Done Business on Such Terms 我们从来没有按这种条件成交过 .....	18
11. We Insist on This Customary Practice 我们要求遵守这个惯例 .....	20
12. We Agree to Use Payment by D/P at Sight 我们同意采用即期付款交单方式 .....	21
13. Impossible to Make Any Further Concession 不可能再做让步 .....	23
14. There May Be Some Truth in What You Say 你所说的可能有些是实情 .....	25
15. The Terms Are Rather Harsh on Us 条款对我方过于苛刻 .....	26
16. What Is Your Usual Practice in Giving Commission? 在支付佣金方面, 你们通常是怎么做的? .....	27
17. Quality and Design Not Suitable 质量和设计不合格 .....	29
18. Goods Guaranteed to Be Up to Export Standards 确保商品达到出口标准 .....	30



19. Poultry Not Up to Our Standards 禽制品未达到我方标准 .....	32
20. The Content Not Up to Your Own Standard 含量没有达到你方自己的标准 .....	34
21. To Make Sure That the Packing Is Seaworthy 确保包装适合海运 .....	35
22. Keep Making Improvements in Packing 在包装上不断改进 .....	37
23. Different Articles Require Different Packing 不同的商品要求不同的包装 .....	39
24. Great Demand on Shipping Lately 最近对海运需求很大 .....	41
25. To Advance Early Shipment to Early April 把装运时间提前到四月上旬 .....	43
26. Another Possibility to Ensure a Prompt Delivery 其他确保迅速交货的可能性 .....	44
27. A Tough Negotiation ( I ) 艰难的谈判之一 .....	45
28. A Tough Negotiation ( II ) 艰难的谈判之二 .....	48
29. To Approach Suitable Companies to Form a Consortium 寻求合适的公司组成财团 .....	49
30. To Persuade a Company to Join the Consortium 说服一家公司加入财团 .....	51
31. We Shall Do Everything to Help the Project 我们将尽一切努力帮助这个项目 .....	53
32. We Want These Firms with Us All the Way 希望这些公司始终如一和我方保持一致 .....	55
33. What We Want Is Something Really Suitable 我们需要的是真正适合当地条件的帮助 .....	57
34. All the Plateau Needs Is Solar Panels 整个高原都需要太阳能电池板 .....	59
35. Our End Users Made a Protest 我们的最终用户提出了抗议 .....	60
36. The Case Is Too Serious to Be Overlooked 情况严重不容忽视 .....	62
37. We Should Try to Iron Out Our Differences 我们应该努力消除分歧 .....	64
38. What If We Change to "All Risks"? 我们改投“综合险”如何? .....	66
39. We Refuse to Indemnify You for the Losses 我们拒绝赔偿你们的损失 .....	68
40. I Don't Think Insurers Need Be Liable 你方保险公司不应该承担责任 .....	69
41. To Include an Arbitration Clause in the Contract 必须在合同中写入仲裁条款 .....	72
42. No Objection to Arbitration Conducted in China 不反对在中国执行仲裁 .....	74

## Part Two: International Trade 国际贸易

43. International Trade ( I ) 国际贸易之一 .....	77
44. International Trade ( II ) 国际贸易之二 .....	79



45. Export Business Negotiation ( I ) : Preparing for Export Business	
出口商务谈判之一：出口商务谈判准备 .....	81
46. Export Business Negotiation ( II ) : Procedures in Business Negotiation	
出口商务谈判之二：商务谈判程序 .....	82
47. Export Business Negotiation ( III ) : Concluding the Contract	
出口商务谈判之三：签署合同 .....	85
48. Import Business Negotiation ( I ) : Preparations	
进口商务谈判之一：准备 .....	86
49. Import Business Negotiation ( II ) : Conducting Import Business Negotiation	
进口商务谈判之二：实施进口商务谈判 .....	89
50. Import Business Negotiation ( III ) : Concluding an Import Contract	
进口商务谈判之三：签署进口合同 .....	91
51. Import Business Negotiation ( IV ) : Implementing an Import Contract	
进口商务谈判之四：履行进口合同 .....	94
52. International Business 国际商务 .....	98
53. Preparations and Plans for Exporting 出口准备和计划 .....	101
54. Exporting 出口 .....	102
55. Importing 进口 .....	105
56. Compensation Trade ( I ) 补偿贸易之一 .....	107
57. Compensation Trade ( II ) 补偿贸易之二 .....	108
58. In a Good Position to Enter into Compensation Trade	
有足够能力进行补偿贸易 .....	110
59. To Earn Foreign Exchange to Offset Our Hard Currency	
我们要赚取外汇补偿硬通货 .....	112
60. To Resort to More Flexible Ways of Business	
寻求更灵活的交易方式 .....	114
61. Processing with Given Materials 按提供的原料加工 .....	116
62. Processing Shoes with Supplied Materials 按来料加工鞋子 .....	118
63. Assembling with Provided Materials 按来件/料装配 .....	119

64. Assembling Video Recorders with Supplied Components 按来件装配录像机 .....	120
65. Trade in Service 服务贸易 .....	122
66. Discussion on a License Trade Agreement ( I ) 许可证贸易协议谈判之一 .....	125
67. Discussion on a License Trade Agreement ( II ) 许可证贸易协议谈判之二 .....	128

### Part Three: Appendices 附录

1. Expanding Words and Phrases 词汇拓展 .....	132
2. Drills of Sentences 句式展示 .....	142
3. Business Document 商务单证 .....	144
References 参考文献 .....	156

# Part One

## Business Negotiation

# 1

## 商务谈判

## 1. Business Negotiation

### 商务谈判

A: Last year we had a market share of 10.3 percent. We increased sales of our main brand by 13 percent. We sold over 850,000 sets of Color TV, our most popular product. Next year we want to increase our market share to 11.5 percent and sell over 1,100,000 units of Color TV. What advice can you give me if I want to do business with Russian companies?

B: Well, firstly, you must understand that Russians are very good hosts. They like to entertain foreign guests, so allow plenty of time for informal parties and cultural events. Secondly, they will try to establish a personal relationship with you, a friendly relationship. They need to know you as a person before they do business with you. They need to trust you.

A: Then how about the negotiation?

B: I advise you to be well prepared before a negotiation. Russians usually ask a lot of technical questions about your product or service, so it's good to have a technical person in your team. It's also a good idea to have a Russian adviser. When you first visit a Russian company, take senior people with you. And at a final negotiation, a top executive should lead your team. When they negotiate, Russians start with an extreme position. I mean, for example, if they are trying to buy something from you, they usually offer a very low price to begin with. If they're selling, they ask a really high price. What do you do? Well, take an extreme position yourself. If they ask you the price of something, give them a really high price!

A: Why do Russians pay special attention to information?

B: Russians value information. They think information is power, so they do not tell you everything. It's important to be patient. Russians take a long time to make a decision, and there's always a lot of paperwork to deal with.

A: Any more?

B: Another thing, you must watch Russians carefully and study their body language. This is very important. Finally, remember that Russians are emotional people. Sometimes emotions are more important than facts.

### Notes

(1) We increased sales of our main brand by 13 percent. 我们主要品牌产品的销售增加了13%。

(2) very good hosts 非常好的主人

(3) They like to entertain foreign guests, so allow plenty of time for informal parties and cultural



events. 他们（俄罗斯人）喜欢招待外国客人，所以在一些非正式聚会和文化活动中有大量时间。

- (4) ... they will try to establish a personal relationship with you, a friendly relationship. .... 他们会努力与你建立一种友好的个人关系。
- (5) They need to know you as a person before they do business with you. They need to trust you. 他们在与你做生意前要了解你这个人，他们需要信任你。
- (6) a Russian adviser 俄罗斯顾问
- (7) take senior people with you 带上资深人士
- (8) And at a final negotiation, a top executive should lead your team. 在谈判的最后阶段，你方谈判队伍中应有一位最高级别的经理为领导。
- (9) When they negotiate, Russians start with an extreme position. 在谈判时，俄罗斯人开始时很极端。
- (10) take an extreme position yourself 你自己可采取极端方式
- (11) Russians value information. 俄罗斯人重视信息。
- (12) They think information is power. ... 他们认为信息就是力量.....
- (13) there's always a lot of paperwork to deal with 常有大量文字工作要处理
- (14) Russians are emotional people 俄罗斯人是重情感的
- (15) Sometimes emotions are more important than facts. 有时候情感比事实更重要。

## 2. Tips for Negotiation

### 谈判诀窍

A: When you go into a negotiation, do you always expect to win?

B: I guess the honest answer is that I always have a clear expectation of what I expect to achieve, and I guess I would like to always win. Let me illustrate that for you. Something that was sort of shared with me early in my career was the mnemonic L-I-M and that's Like, Intend, Must. What would I like to do, what would I intend to do, and what must I do? And this is probably well illustrated by a recent contract that we negotiated in the UK with a major leisure company. And I guess our "like" was, we would like to win the business there and then, in the negotiation on that day. I guess our "intend" was that we must leave that group thinking that we are a very professional and competent outfit who can best meet their needs.

A: How about "must"?

B: Well, I guess our "must" was, we must have done enough to keep the dialogue open and ensure that our competitor didn't win the business on that day. So, the short answer is you don't always expect to win—but I certainly expect to deliver the objective that we went in to achieve.

A: Could you give me some tips for negotiating?

B: Yes. I think everybody has their own tips. But these are things that have worked for myself and the people I've worked with, and it's more around avoiding classic errors. And I guess the first one is to identify who the decision maker is. I've lost count of the occasions at every level, from first-line salesman through to board director, board to board negotiations, where I've seen fantastic presentations, superb dialogue and the person that's been sitting across the table, so to speak, is not the decision maker. So that's the first tip, make sure you know who you're talking to.

A: What about the next one?

B: The second one is that all salesmen, if they're good salesmen, tend to be very enthusiastic about what they're selling. That could be a product or a service, or even a social occasion, but it's all selling at the end of the day. And in their enthusiasm they focus on their need, rather than the buyer's need. So, for example, in our own case I've seen on many, many occasions people basically go straight to the point—We're here to sell you Coca-Cola, it's the world's number one brand, you must want it.

A: Any problems?

B: Well. What they haven't done is to establish the buyer's need. So, for example, the buyer's need may be in a grocery store that they want to supply the world's number one brand to encourage consumers to come in and purchase their range of products. The manager of a ball bearing factory might want a vending machine because if he supplies a free, or discounted refreshment service it keeps his union employees happy. So the important thing is to understand the buyer's need. Now, it's not impossible to sell without establishing that need. But it tends to mean you'll never have a long term relationship. So, for example, again the workplace example, I could come in, bang, sell you a Coca-Cola vending machine, pay you maybe a small royalty. Because I never established your need, if another soft drinks supplier walks through the door and just offers you more money, you will probably switch.

A: If we established the consumers need, then what would happen?

B: Whereas if we'd established the fact that all you were interested in was offering a service and you wanted it to be as hassle free as possible, we could have tailored our offering. So I think that's very important. My favorite one and I'm probably in danger of doing it myself now, is once you've made the sale, shut up. I think it's very important: close the sale, reinforce the buyer's decision—everybody likes to feel they've made a good decision—and then leave.

## Notes

(1) I guess the honest answer is that I always have a clear expectation of what I expect to achieve... 我认为诚实的回答是：我对预想要达到的目标有一个清晰的预期……

(2) Let me illustrate that for you. 让我为你说明白这一点。

- (3) Something that was sort of shared with me early in my career was the mnemonic L-I-M and that's Like, Intend, Must. 在我早年的职业生涯中, 在一定程度上能与我分享的东西就是 L-I-M, 即喜欢 (like)、意向 (intend) 和必须 (must)。
- (4) a major leisure company 大休闲公司
- (5) And I guess our "like" was, we would like to win the business there and then, in the negotiation on that day. 我认为我们所喜欢的是, 我们想要赢得这次生意, 接着在那天就进行了谈判。
- (6) I guess our "intend" was that we must leave that group thinking that we are a very professional and competent outfit who can best meet their needs. 我认为我们的意向 (打算) 是我们必须留下我们才是最能够满足他们需求的, 非常专业、非常有能力的全班人马的共同想法。
- (7) ... I certainly expect to deliver the objective that we went in to achieve. ... 我当然期望促进我们为之努力的目标获得成功。
- (8) I've lost count of the occasions at every level. ... 我已记不清在每个层次有多少场合……
- (9) even a social occasion 甚至一个社会特殊场合
- (10) in their enthusiasm they focus on their need, rather than the buyer's need 在热情的工作中, 他们把注意力集中在他们的工作需求上, 而不是顾客的需求上
- (11) What they haven't done is to establish the buyer's need. 他们没有建立顾客的需求。
- (12) grocery store 杂货店
- (13) purchase their range of products 购买他们的系列产品
- (14) The manager of a ball bearing factory might want a vending machine because if he supplies a free, or discounted refreshment service it keeps his union employees happy. 一位滚珠轴承厂的经理想要一台投币式自动售货机, 因为如果他提供免费或打折的食物和饮料, 就能使工会雇员高兴。
- (15) it tends to mean you'll never have a long term relationship 现在的趋向意味着你们绝不会有一种长期的关系
- (16) ... again the workplace example, I could come in, bang, sell you a Coca-Cola vending machine, pay you maybe a small royalty. ... 再举一个销售地点的例子, 我能直接进来卖给你一台可口可乐自动售货机, 也许向你支付一小笔使用费 (提成费)。
- (17) you will probably switch 你可能会转向其他供应商
- (18) you wanted it to be as hassle free as possible 你想要使它尽可能没有困难 (麻烦)
- (19) we could have tailored our offering 我们可以定制服务
- (20) My favorite one and I'm probably in danger of doing it myself now, is once you've made the sale, shut up. 我最喜欢做的, 也许正是我自己现在冒险做的事: 一旦你已销售, 就关门好了。
- (21) I think it's very important: close the sale, reinforce the buyer's decision. ... 非常重要的是: 结束销售, 增强顾客的购买决心……

### 3. Your Price Is Really High

#### 你方价格实在过高

Scott (S) is an Australian importer for textiles. Chang (C) is a Chinese exporter. They are haggling over the price of printed poplin. Scott thinks the price is really too high.

S: Now, Mr Chang, I've compared your quotation with the prevailing market prices and with that of other origins, and I find your price is really high.

C: But this is the best quotation we can make. We consider it a rock-bottom price indeed.

S: I'm sorry to hear that. But we still find no way to accept your quotation.

C: Mr Scott, I think you will agree that our products are of the best quality compared with similar products in the world. What's more, they are brightly colored and beautifully designed.

S: I agree. But you know, no material, however attractive, will sell well if it's too expensive. We must always bear in mind the fact that all of us are operating in a highly competitive world market.

C: Well then, what's the price you would pay?

S: The best we can accept is US \$ 280 per bale, CIF Sydney.

C: Did you say 280?

S: Precisely.

C: But, the best we can do is to reduce our price by \$ 10 and I should think we could strike a deal at \$ 310.

S: I do appreciate the effort you're making towards reaching an agreement, but frankly speaking, the gap between your price and mine is still enormous. I really don't see how we can go above \$ 290.

C: Sorry, we may not be able to sell anything near that price.

S: That would be a pity, indeed.

C: One thing I want to make clear is whether the quantity you ordered can be bigger.

S: If that is the question, then the answer is yes. I would order 300 bales more.

C: Then, the price will be US \$ 295 per bale, CIF Sydney.

S: Is it possible 290?

C: I couldn't have said it any more.

S: I'm in a difficult position. It's beyond my capability to decide it.

C: In that case, let me think it over. Now I have to say that my rock-bottom price is US \$ 292 per bale, CIF Sydney. Anything lower than this is impossible.

S: All right. Considering our newly-established business relationship and the good quality of your product, I accept your lowered price of \$ 292 per bale, CIF Sydney to be delivered in July



this year.

C: Then, with this settled, I hope we will have no difficulty in reaching an agreement concerning terms of payment.

S: I hope so.

## Notes

- (1) haggle 讨价还价
- (2) printed poplin 印花府绸
- (3) quotation 报价
- (4) prevailing market prices 现行市场价格
- (5) other origins 其他出口商, 其他供货商 (货源)
- (6) rock-bottom price 最低价
- (7) brightly colored and beautifully designed 色彩靓丽、设计精美
- (8) bear in mind 记住
- (9) are operating 做生意
- (10) bale 大包, 大捆
- (11) CIF Sydney 悉尼到岸价 (CIF—Cost, Insurance and Freight, 成本、保险费加运费价)
- (12) strike a deal 达成协议, 做成交易, 敲定一笔交易
- (13) gap 差异
- (14) I really don't see how we can go above \$ 290. 我真的不知道报价高于 290 美元, 我们如何能达成协议呢?
- (15) make clear 讲清楚, 表明
- (16) beyond my capability 超出了我的能力范围
- (17) terms of payment 付款条件 (款)

### 4. Can We Meet Each Other Half Way?

#### 我们各让一半好吗?

Miss Stella (S) is a textile dealer from Edinburgh. Mr Yang (Y) is a textile exporter in China. They are in the display room watching the samples. Miss Stella wants a trade discount. Mr Yang tries to persuade Miss Stella to meet each other half way.

S: What do you have there, Mr Yang?

Y: Some of our new products. Would you like to have a look at the patterns?

S: Yes, please.

Y: Here they are, Miss Stella.