



全国高职商务英语专业实践系列规划教材



国际商务英语

谈判实务

INTERNATIONAL BUSINESS ENGLISH

NEGOTIATION PRACTICE

丛书总主编 许进 宫军

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湘潭大学出版社



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谈判实务

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总 序

经济全球化、科技一体化、文化多元化时代的到来使得社会对应用复合型外语人才的需求不断扩大,由此带来了商务英语专业教育在我国快速发展。目前,我国大部分普通高校开设了商务英语专业,90%以上的高职院校也开设了商务英语专业。

商务英语是专门用途英语(ESP)的一个重要分支,其最终目标是培养学生在商务工作环境中运用语言进行交际的能力,因此,商务英语教学既是一种语言教学,更是一种专业技能教学。高职商务英语教学特点首先是有明确的目的、应用于特定的职业领域;其次是有涉及与该职业领域相关的专门化内容。从这个意义上讲,高职商务英语教学更倾向于言语功能和语言活动,更加重视对学生的商务英语交际与操作能力的训练。因此,实训环节不仅是高职商务英语专业课程体系的重要组成部分,也是实现其高素质应用型人才培养目标的可靠支撑。

商务英语实践教学应是一个涵盖了语言训练、商务沟通能力培养、商务知识及技能形成和巩固的教学体系。而目前高职商务英语专业实践教学中存在的主要问题之一就是教材建设的滞后。市场上高职商英专业系列教材并不少见,但是供本专业实践教学配套使用的教材几乎难觅踪影。

湘潭大学出版社秉着服务专业教学的精神、着眼未来市场发展潜力,非常执着地开展了本套实践系列教材组编工作。来自湖南省30多家高职院校相关专业的系主任、商英专业带头人和骨干教师被邀请共同参与了教材丛书编写的研讨和编撰。我们将丛书定位于服务高职商务英语专业实践教学和高职专业技能抽查工作,结合国际商务工作过程中典型情境任务所需核心技能和知识来设计教材模块和大纲,突出实践技能在教材框架中的主线地位。

本套教材围绕商务英语专业核心技能设定能力分项,每一册教材的内容侧重一个能力分项的教学和训练,尽量避免教材内容的交叉和重复。具体分册有:《国际商务听说仿真实训教程》、《外贸英语函电实训教程》、《商务英语写作实训教程》、《商务英语翻译实训教程》、《商务英语信息阅读与检索》、《国际商务单证实训教程》、《国际商务英语谈判实务》;另外结合参编学院商务英语专业的特色培养编撰了两本综合实训教材:《国际商务交际与沟通实训教程》和《商务英语综合技能实训教程》。

本套丛书教材设计和编撰的特点是:

1. 体现工作过程导向、项目任务驱动的职业教育教学设计理念

丛书各分册的编撰设计以国际贸易或涉外商务工作为主线,以工作项目或案例作为教学引导,以仿真的典型工作任务为媒介,力求在内容组织和教学活动方面较为真实地再

现工作情境和工作过程。

2. 遵循“实用为主、够用为度”的原则,促进形成“教、学、做合一”模式

丛书以相关职业岗位实际所需知识和技能为依据,针对高职学生的英语语言基础、学习能力和认知特点选择和编撰典型、实用的专业知识和技能训练项目,避免内容过全、过深、过细;针对重点、难点设有标注、解释或中文评注,易于学生理解掌握;将重点教学项目分解成若干个子任务,分步骤地呈现在单元教学内容中,能为师生提供课堂训练的有效引导,促进形成“教、学、做合一”的教学模式。

3. 实施校企合作开发,保证教材内容的实践性和时效性

来自各学院的双师型教师以及职场一线专家组成了该套教材的编撰团队,他们既具有扎实的商贸英语专业水平又强于实际操作,从而能针对职业和岗位工作的实践操作需求,优化教材结构和内容;同时也有助于从企业一线获得现时的工作任务样本、行业信息、专业资料等,保证了本套教材的内容具有较强的时效性。

4. 注重内外兼修,形式新颖灵活,凸显个性特色

丛书根据相关课程和教学内容需求,采用任务单、图表、图标、主题图像、案例呈现等多种形式呈现主体内容和任务训练,形式灵活多样,体现特色设计;另外教材采用双色印刷,排版设计美观,这些都将作为教材的亮点受到广大使用者的欢迎。

撰写一套好的丛书教材绝非易事。湘潭大学出版社通过多方努力集中湖南省各高职院校商英专业的优势师资组成教材编撰团队,并多次召集编委、主编和主要编撰人员进行交流研讨,投入了大量的人力物力。此举目的不仅是要打造为高职商务英语实践教学服务的精品教材,同时也为各参编学校和教师提供了一个难得的交流平台;大家在一起共同探讨,为商务英语专业课程建设和专业发展出谋划策。我想,基于这样的组织和理念下编撰的教材应该是经得起市场和时间考验的。

谨此,感谢所有编者老师们的辛勤付出与合作支持,对给予我们指导和帮助的湖南大学外国语学院胡凌博士、湘潭大学出版社以及来自相关行业和企业的一线专家们也一并表示衷心的感谢。

不必讳言,本套教材的缺点在所难免。我们欢迎广大读者不吝指正,这也有助于教材的不断完善和推广。

总主编 许进

2013年10月10日于长沙

前言

课程介绍

“国际商务英语谈判”是商务英语和国际贸易专业的一门专业必修课程。通过对语言、相关外贸知识和商务谈判策略等综合技能培训,一方面能提高读者的英语水平,特别是口语表达能力,另一方面,又能对国际商务谈判过程有一个比较全面的认识,既能学习商务谈判基本用语,又了解谈判的基本策略和外贸基础知识。

编写目的

中国加入世贸组织之后,中国与世界各国的经济交往势必更趋频繁。会有越来越多的外国企业涌入中国,也会有越来越多的中国企业走出国门。中外各方在进行经济交往中,免不了要进行商务谈判。基于此目的,出版社专门组织国内多所高职院校中长期从事国际商务英语谈判教学一线骨干教师以及外资、中外合资公司管理者合作编写该实务教程。

本书以“实用、适用”为编写原则,既强调语言技能培训,又注重外贸基础知识和谈判策略的培养。本教材提供了大量的商务模拟谈判实例,有利于读者进行有效的谈判训练,它既可作为外经贸专业学生和各类从事外经贸工作人员的学习用书,也特别适合有志于从事外贸工作的英语自学者使用。

内容简介

本书采用工作过程为导向,从实际案例出发,以项目引导、任务驱动的方法进行编写,实现“教”、“学”、“做”一体化。

体例:本书共设10项目,每个项目分为6个核心模块,编排方法几乎与老师技能训练方法相同,紧扣国际贸易操作实际流程。

背景知识(Background Knowledge):每个项目从“背景知识”开始,让读者对本项目有一个大概的了解。

模块一案例分析(Case Study):旨在帮助学生国际商务谈判某个具体流程有个大概了解。

模块二交际示范(Model Dialogues):帮助学生扫除生词障碍,掌握一些相关的商务谈判基本用语和贸易术语。

模块三谈判策略(Negotiation Strategies):以便学生掌握国际商务谈判某个具体流程的谈判策略。

模块四模拟谈判对话(Simulated Negotiations):要求在拟定的谈判情境下,运用所学的商务贸易谈判知识和语言技能进行商务模拟谈判,真正做到“学以致用”。

模块五技能操练(Professional Drills):目的是帮助学生巩固复习这一项目中所学的内容。

模块六实用句子(Useful Sentences):旨在帮助读者举一反三,灵活运用。

知识链接(Knowledge Linking):每个项目的最后部分设置有“知识链接”,帮助学生扩充视野,掌握相关的商务谈判礼仪和主要国家的谈判风格和习惯,领略与其谈判的要诀。

为了方便读者,本书后面配有对话参考译文和练习参考答案。

创新点

本书打破了局限于理论的传统框架和知识传授型的编写方式,将重心转至技能操作和实际运用方面,注重国际商务谈判技能和综合素养的培养。与以往教材相比,本书具有以下特色:

1. 针对性

本书是由多名在高等职业院校长期从事国际商务英语谈判教学的一线教师和长期从事商务工作的企事业人员共同编写而成的,很好地把商务谈判策略、外贸知识和商务工作实际要求结合起来,引入商务技能抽查标准,突出对学生能力培养的针对性、明确性和有效性。

2. 新颖性

本书融语言技能、外贸知识、商务谈判策略为一体,打破了局限于讲述商务谈判策略,或者只注重商务英语技能(听说能力)训练,体现了外经贸专业培养应用型、具有岗位群适应能力人才的要求。

3. 实用性

本书按照任务驱动式结构编写而成。教程分为10个项目,每个项目下设6个操作模块,每个模块下面设置操作任务,使学生通过项目的分解来认识商务谈判的流程,通过模块的构建逐渐掌握相关商务谈判技能,通过任务的分析与操作来掌握相关语言知识,增强对相关外贸知识的理解,最终达到提高自身国际商务谈判素质与能力的目的。

结 语

本书由戴日新副教授、周新云副教授主编,许进教授担任总主编。龚婧、于捷、王湘敏老师担任副主编。编写分工如下:

Project 1 Establishing Business Relationship (湖南商务职业技术学院 黄琦)

Project 2 Inquiries (岳阳职业技术学院 龚婧)

Project 3 Offers and Counter-offers (湖南外国语职业学院 廖玉平)

Project 4 Acceptance and Order (湖南外国语职业学院 于捷)

Project 5 Terms of Payment (岳阳职业技术学院 戴日新)

Project 6 Packaging (湖南商务职业技术学院 蔡永丰)

Project 7 Shipment (长沙商贸旅游职业技术学院 谭红波)

Project 8 Insurance (湖南商务职业技术学院 邱桂林)

Project 9 Complaints and Claims (湖南安全职业技术学院 唐艳华)

Project 10 Signing a Contract (湖南安全职业技术学院 庞果)

Appendixes (岳阳职业技术学院 戴日新)

校稿和统稿工作由岳阳职业技术学院戴日新、龚婧和王湘敏老师完成。

本书的编写得到了湘潭大学出版社的大力支持,参考并借鉴了国内外出版的有关书籍和相关网站资料,谨在此一并表示衷心的感谢!

由于编者水平和经验有限,书中难免存在错误和缺点,敬请国内外专家和广大读者批评指正。

编 者

2014 年 2 月

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PROJECT ONE

Establishment of Business Relations



----- *Background Knowledge* -----

In business world, to establish business relations with prospective dealers is the first step and preparation for business negotiation. If a foreign-trade firm needs extensive business connections to maintain or expand its business activities in foreign countries, the persons in charge must first of all find out whom they are going to deal with. Some information about the potential buyers or sellers can be found through such channels as the internet, trade fairs, banks, advertisements, Chinese commercial counselor's offices in foreign countries, etc.

And then try to do everything possible to seek new customers to enlarge their business scope and turnover. So the skills of greeting and introducing a company or products seems to be very important in the initial contact, and some good manners and culture factors in communication should be also considered during the period of establishing business relations with them.

Training Objectives

1. Be able to know how to greet with customers.
2. Be able to master the essential negotiation strategies on the establishment of business relations.
3. Be able to know how to describe the company to customers
4. Be able to know how to introduce the products to customers

Lead-in Program & Tasks

Hunan Men's Shirts Import and Export Corporation wants to enlarge the business activities with oversea potential companies named American CD Company. Now Hunan Men's Shirts Import and Export Corporation is preparing for establishing business relations with them.

Please complete the following tasks according to the above situation:

1. Making an initial contact;
2. Introducing companies and products;
3. Establishing business relations successfully.

Section One Case Study

Directions: Read the following case and analyze the problem with at least 100 words.

Case: The sales manager of American CD Company in China wanted to negotiate with marketing manager of Hunan Men's Shirts Import and Export Corporation in the hope of establishing business relationship with each other. This was the first face-to-face meeting between two parties. The talk began with the usual "How do you like China" questions. After about five minutes of this chatting, the sales manager of HMSIE Corp. was patiently introducing his company's products to them. But the American looked quite simply at his watch, showing he was absent minded and paid no attention to the products, and they spent very little time on talking details on products and company. As a result, the final came to an unsatisfactory result.

Your analysis should be written according to the following clues:

1. Case analysis
2. Solution
3. Suggestion or Summary

Section Two Model Dialogues

Dialogue 1 Meeting and Receiving

Xiao Liang is the marketing manager of Hunan Men's Shirts Import and Export Corporation, and Mr. Smith is marketing manager of the American CD Company. They meet for the first time.

X: How do you do!

S: How do you do!

X: What can I do for you?

S: Oh, yes. I'm Smith from American CD Company.

X: Nice to meet you, Mr. Smith. My name is Xiao Liang. Here's my card.
Take a seat, please.

S: Thank you.

X: Would you like to tell me what you are interested in?

S: Well, we've learned that you specialize in the export of men's shirts.
We are thinking of importing some Chinese silk shirts.

X: This is just our line. We are one of the leading exporters of silk shirts in China. And our company has various kinds of silk shirts available for export.

S: That's fine. Could I have a look at your catalogues?

X: Of course. These are our latest samples.

S: Ok, thank you. I would like to make a close study of your products. I think we'll see again very soon. Bye.

X: Bye.

►Notes:

1. **export** vt.& vi. 出口 n. 出口; 出口物
2. **import** vt. 进口; n. 进口; 进口商品
3. **specialize in** 专门从事; 专攻

Our company specializes in the export of shoes. 我们公司专做鞋子出口生意。

Many students specialize in engineering. 许多学生专攻工程学。

4. line n. 行业, (一类) 货物

We have been in this line for many years. 我们经营这一行多年了。

5. various a. 各种各样的

variety n. 品种; 多样; 种类

6. available a. 有效的, 可得的; 可利用的; 空闲的

7. catalogue n. (商品) 目录

8. make a close study 仔细研究

I will make a close study of the catalogue. 我要仔细研究一下这个目录。

► Task

Complete the sentences with the words and phrases in Dialogue 1.

catalogue line leading variety exhibits

1. We are one of the _____ exporters of silk shirts in China.
2. May I have your _____?
3. We've been in this _____ of business for nearly fifty years.
4. Our company has a _____ of the models.
5. Could I have a copy of your _____?

Dialogue 2 Making a Further Discussion

After Xiao Liang has made the initial contact with Mr. Smith, he invites Mr. Smith to visit his company and make a further discussion before negotiation.

X: Mr. Smith, Nice to see you again.

S: Nice to see you again.

X: Let me show you around our company.

S: That's fine. I want to know all the styles of your silk shirts first.

X: Ok, have you seen the display of our products in the exhibition hall?

S: Yes. I had a look just now. I found some of the exhibits to be fine in quality and beautiful in design.

X: You know, we've been in this line for more than thirty years. It is one of the leading import and export companies in our country; there are

more than 300 types of shirts in the company, and all our products are of the latest style, high quality and low price.

S: The qualities of your products have really impressed me most.

X: All our products are export-oriented. Up to now, we have cooperated with more than twenty countries all over the world.

S: We are interested in your silk shirts, and we'd be pleased to enter into business relationships with your firm.

X: That's great. We can hold more talks later on to discuss the details.

S: Sure.

►Notes:

1. exhibition n. 展览

exhibit n. 展览品; 展示会 vt. 展览; 显示

Art Exhibit 美术展览馆; 艺术展 toy exhibit 玩具展品

exhibit poster 展场海报

2. of the latest style 最新式样

latest 是 late 的最高级, 表示“最晚的, 最近的”

the latest catalogue 最新目录; the latest price list 最新价目表

3. quality n. 质量

4. cooperate vi. 合作, 配合, 协助

5. be interested in... 对……感兴趣

I'm interested in the quality of your products.

我对你们产品的质量感兴趣。

6. enter into business relationships with... 与……建立业务关系

We will enter into business relationships with the silk company.

我们将与那家丝绸公司建立业务关系。

7. hold talks 举行会谈, 为正式用语。

They were scheduled to hold talks with him Wednesday.

他们定于星期三和他举行会谈。

8. detail n. 详述; 各种细节

►Task

Complete the following dialogue, using the words, phrases and sentence structure mentioned in the Dialogue 2.

Suppose you are Mr. Zhang, a salesman from Hunan Silk Import and Export Corporation. You are talking with Mr. Alex, a businessman from Great