

外经贸版

国际商务英语系列

商务英语谈判

SPOKEN ENGLISH FOR
BUSINESS NEGOTIATION

秦川 主编



中国对外经济贸易出版社
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前 言

《商务英语谈判》是一本中高级英语口语用书。它适合具有一定英语基础，目前从事或准备从事对外贸易工作的人员使用，可以用作外贸英语口语教材，也可以用作外贸工作人员与外商业务谈判时的参考手册。

《商务英语谈判》共分三大部分。

第一部分为商务谈判各种场合一般性用语，细分为14项。

第二部分为与外商的业务洽谈。按业务环节分为17个单元，从外商入境直至机场送行，包括了外贸工作各个主要方面。每个单元选列若干对话，体现该业务环节谈判时应该表达的最基本内容，业务谈判人员在实际工作中可以参考使用。每个单元后还提供了有关该业务环节的一些常用句，弥补洽谈中覆盖不到的内容。

第三部分为附录，精选了一些最基本、最常用的资料，供业务人员业务谈判时参考。

本书采用中英对照形式，省去前后翻阅注释，使用时更加直观方便。

《商务英语谈判》由秦川主编，王晶参加编写，最后由李琦对全书进行校对。限于编者水平，纰缪之处难免，恳请读者批评指正。

编 者

2003年5月



CONTENTS 目 录

PART I	GENERAL EXPRESSIONS	商务谈判一般用语	(1)
PART II	BUSINESS NEGOTIATIONS	商务谈判	(13)
Unit One	Arrival of Foreign Businessmen	外商到达	...	(13)
Unit Two	At the Hotel	在旅馆	(22)
Unit Three	Telephone Call	打电话	(31)
Unit Four	Business Call	业务访问	(40)
Unit Five	Introduction of Products	产品介绍	(52)
Unit Six	Inquiry	询价	(66)
Unit Seven	Offer	报价	(81)
Unit Eight	Counter Offer	还盘	(94)
Unit Nine	Commission	佣金	(110)
Unit Ten	Payment Terms	付款	(118)
Unit Eleven	Packing	包装	(130)
Unit Twelve	Insurance	保险	(138)
Unit Thirteen	Shipment	装船	(148)
Unit Fourteen	Agency	代理	(160)
Unit Fifteen	Signing the Contract	签订合同	(168)
Unit Sixteen	Complaints and Claims	投诉与索赔	...	(179)
Unit Seventeen	Parting	道别	(192)
PART III	APPENDIXES	附录	(199)
附录 1	常用外经贸术语		(199)
附录 2	世界各国主要港口		(207)

附录 3	出口商品成本核算法	(209)
附录 4	几种常用计量换算表	(210)
附录 5	数字表达法	(211)

PART I GENERAL EXPRESSIONS

商务谈判一般用语

1. Starting a talk 开始会谈

Now that we are all here, let's begin the talk, shall we?

现在人都到场了,咱们开始,怎么样?

What do you think if we begin now?

现在我们开始,好吗?

If you don't mind, I think we'd better begin right away.

你要是不介意,我们就开始吧。

Suppose we get down to business now?

现在我们开始怎么样?

Let's get straight down to the problem.

我们直截了当谈问题吧。

Well, I know you're all extremely busy, so why don't we get started?

我知道你们都特别忙,干嘛不开始呢。

As we are familiar with each other, let's come straight to the point.

大家都是熟人,我们就开门见山吧。

We've gone too far off the point. Let's return to the topic under discussion.

咱们离题太远了,还是回到正题上来吧。

Let's have a word about delivery, OK?

咱们谈谈交货问题,好不好?

Let's have a talk over the question of payment terms, if you don't mind.

您要是不反对,我们就谈谈付款条件。

Speaking of mode of payment, can you advise me of your general practice in this respect?

谈到付款方式,能否告诉我,你们这方面通常怎么做?

2. Outlining one's talk 介绍谈话轮廓

Before I begin, let's make it clear that it's only a non-formal talk. 在开始前,我先说明一下,这只是个非正式会谈。

To begin with, I'd like to make a brief introduction of the current market situation.

一开始,我想简单介绍一下当前市场情况。

I'd like to begin by telling you about the latest development of the market.

我想先向大家谈谈市场的最新发展情况。

First, let me outline the current problems we are facing.

首先,我来大概介绍一下当前面临的问题。

First of all, we have to settle our disputes about the quality of your supplied goods.

首先,我们要解决双方关于供货品质的分歧意见。

Secondly, I'd like to look at the causes of the damage.

其次,我想分析一下造成货损的原因。

Thirdly, we'll see if our solution is workable.

再次,我们来看看解决问题的方法是否可行。

I will then go on to describe the main features.

而后,我将阐述其主要特征。

After that, we'll try to find out the ways to solve these problems.

这以后,我们将设法寻找解决这些问题的方法。

Following that, we'll go into details of these accidents.

再往下,我们将对这些事故进行深入研究。

Following on from there, I'll suggest some possible solutions.

继而,我将提出一些可能的解决方法。

Next, I'll spend a few minutes looking at the other methods available now.

而后,我要花点时间探讨其他可采用的方法。

Finally, I'd like to conclude by recommending a few changes in packaging.

最后,我想对包装材料变更提出一些建议,并以此结束我的发言。

Last but not least, we'll discuss how to carry out the contract smoothly.

最后但并非最不重要的是,我们将讨论如何顺利执行合同。

3. Moving the talk on to the next issue 谈话转入下一个议题

Now let's move on to the next issue, which is how to compensate for the loss.

现在我们转到下一个议题:如何赔偿损失。

If you'll allow me, let me go on to the question of improving sales performance.

如果允许的话,我想接着谈谈改善销售的问题。

Now that the problem of payment terms has been dealt with, I'm eager to know if you can effect shipment in May?

现在付款方式问题解决了,我很想知道你能否5月份装运。

I'm glad we have arrived at a complete agreement on the clauses discussed so far.

There remains only the question of packing.

很高兴我们各项条款讨论取得完全一致意见,剩下就只是包装问

题了。

What shall we discuss next? I suggest we have a word about insurance.

我们接下来讨论什么呢?我建议谈谈保险问题。

Next, we'd like to hear the comments by everyone present at the meeting.

下面我想听取出席会议每位先生的意见。

Now I'd like to turn to the possible solutions.

现在我想把话题转向能够采用的解决问题的方法。

4. Referring to the previous talk 提及前面谈过的话题

I think I have made it very clear that D/A is absolutely impossible.

我想我已经说得很明白了,承兑交单绝对不行。

You said just now that competition could be very sharp.

你刚刚说竞争可能会是极其激烈的。

Earlier, you mentioned that this kind of products are in great demand on the international market.

先前你提到这种产品在国际市场上需求量很大。

Did you propose a change in the material of packaging?

刚刚你曾建议改换包装材料,是吗?

Correct me if I am wrong, but weren't you suggesting that we put these words down in the contract as a separate clause?

如果我说得不对请指正,不过你刚刚是否建议这些文字在合同中另列条款?

A moment ago, you mentioned something about the design of the packing. Will you detail it a bit?

刚才你提到包装设计的问题,能否详细谈谈?

As I said just now, any money spent now would give you greater savings in the long run.

如我刚才所说,从长远看,今天花费的钱会为你以后节省更多的钱。

5. Asking for repetition or explanation 请求重复或解释

Will you repeat it, please?

请再说一遍,好吗?

Would you mind saying it again?

请再说一遍。

I beg your pardon?

请再说一遍。

I'm sorry I didn't catch your meaning. Will you say it again?

对不起,我没明白你的意思。请再说一遍。

I don't understand what you say.

我不明白你说什么。

I'm sorry I don't follow you.

对不起,我不懂你的话。

Will you speak a little more slowly?

请说慢一点。

Will you slow down a bit? I can't follow you.

请说慢一点,我听不懂。

Will you explain what you mean?

请解释一下你的意思。

Could you be more specific?

能否再具体些?

6. Interrupting other people's talk 打断别人谈话

Sorry to interrupt you, but will you first let us know your idea of annual sales?

对不起打断您的话,不过请先谈谈您对年销售量的看法。

May I interrupt you a moment?

打断您一会儿,可以吗?

Excuse me for interrupting you. I hope you will explain yourself in more detail.

对不起打断您的话,希望你解释能更详细点。

If you don't mind, may I say one word here?

请别介意,我可以插一句话吗?

Just a moment, please. Allow me to say something here.

请稍停一下,允许我插几句话。

7. Asking for opinions 征求意见

What do you think of it?

你认为怎样?

What's your opinion on this matter?

你对这个问题有什么看法?

Please tell me frankly your opinion.

请坦率直言你的意见。

How do you see things like this?

你对这类事情怎么看?

How did you find /like/enjoy the performance?

你认为演出怎样?

How do you like changing the color to light blue?

把颜色改为淡蓝色,你认为怎样?

What do you say to (making) transshipment at Hong Kong?

在香港转船,你意见怎样?

How would you like it to be?

你希望是什么样?

Do you agree to this change? I'd like to hear your opinion about it.

你同意这一改变吗?我想听听你的意见。

We are old friends. Please don't hesitate to speak out your mind.

都是老朋友了,有什么就说什么,不用顾虑。

Will you let me know your comments on our new design?

请把你对我们新设计的意见告诉我。

Your comments and criticisms are always welcome.

欢迎评论和批评。

We welcome all sorts of criticism.

我们欢迎各种批评。

We'd like you to give us your suggestions.

希望把您的建议告诉我。

8. Expressing one's view 表达自己意见

I think the market is going to take a downward trend.

我认为市场将呈现下跌趋势。

In my opinion, we should defer a decision until we know more about the facts.

我认为,我们在了解更多事实之前,暂不作出决定。

My opinion is you should look after the new customers as well as the old ones.

我认为,你们在关照老客户的同时,也应该关照新客户。

To my mind, his suggestion is worth trying out.

我认为,他的建议值得一试。

Quite frankly, I don't think the color is to our customers' taste.

坦率地说,我认为颜色不符合客户的爱好。

Don't you think the delivery could be advanced?

你不认为交货期可以提前吗?

I should say your products are overpriced.

我得说你们产品价格定得太高。

I'm afraid your price is a bit on the high side.

恐怕你们价格稍有偏高。

I'm sure at this price level, our products will bring you a handsome profit.

我相信按照这个价格水平,我方产品会为你方赢得丰厚利润。

To be honest with you, we've received another offer at a much lower figure.

老实说,我们收到另一个报盘,价格低得多。

It seems to me your price is much too high. /Your price seems much too high.

我认为,你方价格太高。/你方价格看来太高。

9. Expressing agreement 表示同意

Good idea! I totally agree with you.

好主意!我完全同意你的意见。

We are all for your suggestion as to how to render better service.

我们完全同意你关于提供更好服务的建议。

I think you are right.

我认为你是对的。

Excellent! That's exactly what I think.

好极了!那恰恰是我所想的。

That sounds reasonable. We need to get the best possible deal.

听上去有道理。我们应该获得最好的交易条件。

I share your views.

我同意你的意见。

I support your opinion.

我支持你的意见。

I've no objection.

我没反对意见。

I'm in favor of your proposal.

我赞成你的意见。

Suits me fine.

这对我合适(我同意)。

10. Expressing disagreement 表示不同意

I'm sorry, I disagree with you there. I don't think that's the way with it.

对不起我不同意你。我认为那不是办法。

This works against common sense. I don't go along with it for one minute.

这有悖常理。我一点也不同意。

I'm totally against the proposal of making transshipment at Hong Kong.

我完全反对在香港转船的建议。

I wouldn't say that. I think it's only a matter of time.

我不认为如此,我认为这只是个时间问题。

I don't like the idea of substituting Type No. 15 for the portion undelivered.

我不同意未交货部分改用 15 型代替。

It's absolutely impossible. I really can't accept the idea.

这完全不可能。我实在不能接受这个主意。

11. Persuading your client 劝说客户

If I were you, I would book a small order as a trial.

如果我是你,我会少量试订一批。

If I were in your position, I would allow partial shipment.

如果我处在你的地位,就会同意分批装运。

Why not buy a small lot and put them on trial?

干嘛不少量买一批试试呢?

Why don't you look at it this way? It's more expensive, but much better value for money?

为什么不这么看呢:它是贵一点儿,但它物超所值呀。

I'd advise you to look into the matter immediately.

我建议你立即调查这一事件。

I think you'd better weigh up the advantages carefully before rejecting our offer.

我认为,拒绝我方报盘前,你最好先慎重权衡其有利条件。

I don't think you should miss this opportunity to update your equipment.

我认为你不应该错过这个更新设备的机会。

After you have tried it out, I'm sure you'll agree that this is a very good product.

经过试用,你肯定会同意这是个很好的产品。

I can't force you to make a deal, but I can assure you that our product has the edge on the competition.

我不可能强迫你买,但是请相信我们的产品是具有竞争力的。

You're right to be cautious, but owing to the limited supply available at present, we suggest you act quickly.

谨慎当然不错。但是,目前可供数量有限,建议你及早采取行动。

I don't want to sound pushy, but you'll have to decide soon.

我不想好像在催促你一样,不过你的确要快些作出决定。

Do you understand that this offer is only open for three days?

你要知道本报盘有效期仅为三天。

I understand your concerns, but remember that the offer ends next week.

我理解你担忧之处,但别忘了报盘下周失效。

You may trust me that any money spent now will bring you big profits in future.

相信我,今天投入的钱今后会为你带来巨大的利润。

Could you think about our proposal again?

你能否再考虑一下我们的建议呢?

I hope you'll give a second thought to this matter.

希望你再考虑考虑这个问题。

Could you reconsider the matter in some other light/from a different angle?

能否从其他角度重新考虑这个问题呢?

Isn't there any way to change your decision?

有没有办法改变你的决定呢?

12. Avoiding a definite reply 回避明确答复

I'm afraid I can't give you a definite reply now.

恐怕我现在无法给你一个明确的答复。

I can't make a decision right now.

我现在无法作出决定。

I just need some time to think it over.

我需要时间考虑考虑。

We are still a little unsure about the prospect, though.

不过,我们对于前景还是有点不能确定。

There are certain points that I'll have to consider very carefully.

有些问题我得慎重考虑。

That may well be so. I'm not sure.

很可能是这样的。我不敢确定。

It all depends.

这得看情况而定。

13. Emphasizing one's points 强调自己观点

I must stress that the goods were strictly inspected before shipment