

全国应用型本科商务英语系列规划教材

实用外经贸谈判英语教程

(第二版)

A Practical English Course for
International Business Negotiations
(Second Edition)

廖瑛 廖越英 主编



对外经济贸易大学出版社
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**A Practical English Course for
International Business Negotiations**

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出版说明

经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇，也提出了更多的挑战。为了更好地推动商务英语本科专业的发展，对外经济贸易大学出版社组织编写了这套“全国应用型本科商务英语系列规划教材”。

面对经济全球化和中国加入 WTO 之后社会对人才需求的新形势，高等院校本科商务英语的人才培养应该定位在“培养德、智、体、美、劳全面发展，英语语言基础扎实，具有较强的英语交际能力，具备基本的商务与文秘知识和业务能力，知识面宽，具有创新精神，知识、能力、素质协调统一，面向经贸、外事、涉外企业、跨国公司、教育等行业，能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。本系列教材从当前形势需求出发，力求培养具有扎实的英语基本功，掌握国际商务基础理论和知识，善于跨文化交流与沟通，能适应经济全球化，具备国际竞争力的复合型英语人才。

本套“全国应用型本科商务英语系列规划教材”适用于全国应用型本科院校商务英语专业、英语专业的商务/应用/外贸英语方向以及财经类专业的学生，内容包括《商务英语听说》《商务英语阅读》《商务英语写作》《商务英语函电》《商务英语翻译》《国际商务制单》《实用外经贸谈判英语教程》等。

本系列的编撰者们不仅具有丰富的语言教学经验，而且具备商务活动的实践经验，他们集教学经验和专业背景于一身，这是本套商务英语系列教材编撰质量的有力保证。

此外，本套教材配有辅导用书或课件等立体化教学资源，供教师教学参考（请登录 <http://www.uibep.com> 获取）。

对外经济贸易大学出版社
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再版前言

由湖南大学外国语学院廖瑛教授主笔的《实用外经贸谈判英语教程》自出版以来，深受读者欢迎。为适应全球经济一体化和我国对外贸易发展的需要，应出版社的邀约，对此书修订再版。

全书分两个部分，第一部分为谈判中应注意的事项(Points for Attention in International Business)，包括谈判前的准备工作，谈判策略，文化差异对谈判的影响，外贸谈判中的语言交际技巧和国际贸易实务简介等共七课；第二部分为谈判实践(Practice on International Business Negotiations)，从第八课会见美国贸易代表团到建立业务关系，询盘与报盘，还盘、递盘与反还盘，接受与订货，包装与装运，付款与交货，商检、保险与仲裁，投诉、索赔与理赔，代理与签约，合资办企业，贯穿外经贸谈判的基本过程。由于谈判双方所在国家相距遥远，面对面的谈判有很多不便之处，百分之九十以上的买卖都是由书信(包括传真和电子邮件)往来完成的。因此，针对同一谈判内容，每一课设有若干封信函，以适应书面谈判的需要。这次修订是在保持原书体例的基础上，对书中小部分的内容进行了修订和调整。为方便教师教学及读者自学，原书的姊妹篇《实用外经贸谈判英语教程辅导用书》不再出版，本书的辅导用书、练习题答案及课件等请登录<http://www.uibep.com> 下载。

全书融外贸谈判知识与英语语言技能为一体，重点突出、实用性强，可作为高等学校外经贸、国际商务谈判、国际金融、国际旅游、酒店与宾馆管理、电子商务、外企业管理、商务英语等专业的教材。同时，对从事外经、外贸、外事及合资企业工作的业务人员、管理人员、翻译人员、公关文秘人员提高商务英语的写作能力有很大的实用价值。

本教程主要由湖南大学外国语学院廖瑛教授主笔，修订工作主要由长沙学院外语系廖越英、朱洁华完成。参加修订工作的还有周炜、谭敏、禹金林、阳兰梅、王青、陈可、李丽平、刘莹、胡志雯、李碧萍、戴原人等。在本书编著和修订过程中，还参考了国内出版的有关书籍和资料，从中获益。在此一并致以深深谢意。

本教材若有不妥之处，敬请各位同仁、读者不吝赐教，批评指正。

编 者

2017年1月于长沙

前 言

中国加入世界贸易组织以来,其经济发展已融入全球经济一体化的进程。这就赋予世界各国人民更多的机遇,在科学技术和商贸经济各领域里进行广泛的国际合作与交流。英语在这种合作与交流中起着重要的桥梁作用。培养既有扎实的英语语言基础,又懂一定的商贸知识的复合型人才成了时代的需要。《实用外经贸谈判英语教程》一书是作者根据自己长期进行商务英语教学、外事工作和业余商贸谈判的实践经验和理论知识,为高等院校相关专业的学生和外事外贸工作者编著的一本实用外贸谈判英语教科书。

全书分两个部分,第一部分为谈判中应注意的事项(Points for Attention in International Business),包括谈判前的准备工作,谈判策略,文化差异对谈判的影响,外经贸谈判中的语言交际技巧和国际贸易实务简介等共七课;第二部分为谈判实践(Practice on International Business Negotiations),从第八课会见美国贸易代表团到建立业务关系,询盘与报盘,还盘、递盘与反还盘,接受与订货,包装与装运,付款与交货,商检、保险与仲裁,投诉、索赔与理赔,代理与签约,合资办企业,贯穿外经贸谈判的基本过程。由于谈判双方所在国家相距遥远,面对面的谈判有很多不便之处,百分之九十以上的买卖都是由书信(包括传真和电子邮件)往来完成的。因此,针对同一谈判内容,每一课设有若干封信函,以适应书面谈判的需要。实际上,本教程将书面谈判和口头谈判交织在一起,是一部标准的“函电与谈判”教材,适合不同读者在不同的情况下使用。无论是书面谈判还是口头谈判,均按谈判进展的程序,上下文相互衔接,宛如一幅完整的生活画卷。并且,本教程配有由外国专家录制的光盘和录音带,使读者一闻其声,如临其境。耳闻目睹者,易懂易学,便于记忆,收效更佳。全书根据两个部分的不同要求,配有相应的书面和口头练习,以达到巩固课文、扩展知识的效果。本教程有辅导用书,课文译文和练习答案均在该书之中,以方便教师备课和自学者参考。

本教程适用于高等学校(包括高职高专)的公关、文秘、外贸、旅游、商务英语、应用英语、酒店管理、涉外会计、涉外经济、国际金融、国际经济技术合作等专业作商贸谈判英语的口语教材和外贸英语函电写作教材,也适用于外贸、银行、海关、进出口贸易公司、生产和出口产品的厂矿、企业、专业单位的公关文秘人员、外贸业务工作者、国际营销人员、口译工作者,海关业务员以及与外商打交道的厂长、经理、政府官员作外贸业务英语口语及应用文写作培训教材,同时适用于广大读者做自学教材,上述人员若能熟读此书,运用自如,足以胜任本职工作。

本教程由湖南大学外国语学院商务英语系硕士研究生导师廖瑛教授编著,湖南商务职业技术学院的温雪梅副教授、湖南工业大学的扶丽华副教授协助进行,参加编著工作的还有李红、王晓成、周慧、邱飞燕、毛春华、禹金林、胡志雯、阳兰梅、廖越英、周炜、李碧萍等。在编著过程中,作者参考了国内外出版社的有关书籍和资料,从中获得

了很大的启示,甚至少数地方还引用了其相关内容,在此谨致谢意。

由于编著者水平有限,书中不妥之处在所难免。欢迎同行专家和广大读者不吝赐教。

廖 瑛

2010年6月于湖南大学外国语学院

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Part I

Points for Attention in International Business Negotiations

Lesson 1

The Preparations for International Business Negotiations

1. Introduction

We all know that in international business it is mostly through negotiations that exporters and importers bridge the difference and reach a fair and mutually satisfactory deal. After business negotiations, if the buyers and the sellers of a transaction reach an agreement, they will sign a written contract which shall function as basis for the performance of rights and obligation by the two parties. Once the contract is effectively concluded according to the law, the parties concerned should perform the contract strictly. So we can say business negotiation plays a basic role in conclusion of a contract, has direct influence on the implementation of a contract, and has a great bearing on the economic interest of the parties concerned.

International business negotiation refers to a wide range of international business activities. As far as international investment, import and export of products, machinery, equipment, technology, etc. are concerned, international business negotiation is a consultative process between governments, trade organizations, multinational enterprises or private firms. In a word, it is a consultive process between the buyers and the sellers. Business negotiation is conducted either by correspondence or by face-to-face talk, involving all kinds of terms and conditions of a sales contract including quality, quantity, packing, shipment, payment, insurance, inspection, claims, arbitration and force majeure, etc. Generally speaking, business negotiation contains four steps: inquiry, offer, counter-offer and acceptance, among which offer and acceptance are two indispensable steps for reaching an agreement and concluding a contract. Negotiations on some special trading mainly involve the following elements such as processing and assembling trade, compensation trade, technology importation and joint venture, etc.

Business negotiations can go through face-to-face, telephone or letters and e-mail.

2. The Preparations Before Business Negotiations

International business negotiations involve different respects and the contents are very complicated. In order to achieve a favorable outcome from the negotiations, the negotiators of both parties should make efficient preparations, which can be divided into three aspects:

1) Defining the aims for negotiation

Defining the aims for negotiations means that the negotiators should know their desired results well according to their own practical conditions so as to avoid manipulation by their counterparts.

Before business negotiations, there are three different aims to be decided: the best aim, the satisfactory aim and the acceptable aim. The best aim is the ideal aim that will benefit you best and help you achieve all desired results planned before the negotiation. If the world market is beneficial to you, as a negotiator, you should seize every opportunity to firmly maintain the desired objectives from the beginning to the end until obtaining the best aim. When you find it difficult to get the best aim, as a negotiator, you had better make a good preparation to get your second aim—the satisfactory aim, which is fair to both parties, although it provides you with lower interests than the best aim. When you find you have no advantages in the world market, or you have met a skillful negotiator in the business activities, or you have to export or import some products, you have to face the reality—to accept the third aim, i.e. the acceptable aim gradually. However, you should always remember that this should not let your counterpart know.

2) Getting necessary information

Whether you are the exporter or the importer, you should learn as much information as possible about the market that you want to enter, the potential clients and the competitors you will deal with before you join the negotiation. Only by doing so, you will know your counterparts quite well and take the initiative in business negotiation. In order to obtain the information concerned, market research should be made necessarily, which involves the following:

- ① Making use of trade statistics published by most countries to learn the size or potential size of the market for your products or service.
- ② Trying to have a good command of the language and culture, local conditions and customs, social backgrounds and relevant government policies, esp. the policy to foreign trade of the countries of the target market.
- ③ Being sure to know the geographical conditions and features, communication and transportation of the target market so as to push the sales of certain products.
- ④ Being sure to know the target market conditions, such as the demands and supplies of

the commodities, the changes of the prices, the number and ability of the competitors, etc.

3) Making a practical negotiation plan

It is very important to make a practical negotiation plan after establishing the aim for negotiation and getting necessary information. When you draw up the plan, you should pay attention to the following points:

① Designing an agenda most suitable to you and letting all the negotiators be very familiar with the plan.

② Comparing your own agenda with your counterpart's when you have got his agenda and considering how to adopt new strategies and tactics which should be used with caution.

③ Choosing the location of negotiation which is favorable to you, for example, choosing the "home court" which is convenient for you to get the information; or at least choosing a neutral location which is equally convenient to both parties.

④ Forming the astute negotiating team.

Negotiation is a team sport. It requires the specialized skills, communication ability, team spirit and gamesmanship found in any professional sporting event. If a negotiating team is structured properly and is deployed in an effective and timely manner, it can play a critical role in achieving victory at the bargaining table.

If you expect your negotiating team to be effective, it must be organized at an early date, preferably as the first step in preparing for a transaction. The members can foresee the areas covered by the negotiations, and have the technical expertise to deal with the problems effectively. They should also be compatible in temperament with one another.

A. The selection and size of the negotiating team

The negotiation team should include members in each of the following areas:

★ commercial: responsible for the negotiation on price, delivery terms, and commercial policy of risk taking

★ technical: responsible for the area concerning specification, program and methods of work

★ financial: responsible for terms of payment, credit insurance, bonds and financial guarantees

★ legal: responsible for contract documents, terms and conditions of contract, insurance, and legal interpretation

If it is an important negotiation, the negotiating team will be comprised of negotiators responsible for the above mentioned areas. Other members for the negotiation include some functional specialized. The negotiator's function is to negotiate, while the functional specialists provide specialized advice or information.

For negotiation of lesser significance, one negotiator would cover two areas after having been fully briefed on the subject with which he was less familiar. For instance, the legal negotiator might cover the financial area. Team of four could be reduced to two; it should not

be reduced to one, no matter how well qualified the negotiator is.

However, the negotiating team should not be too large. At any time it should not exceed five. It becomes extremely difficult for the team to be kept under control if the team number is beyond five. Besides, it is difficult for its activities to be directed towards a single outcome. Arguments are likely to develop between members of the team themselves during the negotiation session.

It is preferable that a negotiator has the support of an assistant to make notes, do calculations and remind him of any points that he has missed. This does not leave him to handle the whole bargaining process by himself.

B. Team leader

Reference has been made specifically to the sales manager or the chief buyer as two obvious examples when choosing a team leader. However, there are also numerous other occasions when an alternative candidate will be proposed.

The negotiating team leader should possess sufficient knowledge of all the problems involved in the negotiation—commercial, technical and contractual to enable him to make an intelligent contribution to each item discussed and to direct and coordinate the activities of the functional specialists.

The duties of the team leader are to select the remainder team members, prepare the negotiating plan, conduct the negotiations and make decisions on (the timing and level of) concessions, selection of trade-off items (against the other), etc. He is also to bargain with the other side, and ensure that the bargain is properly recorded and issue the negotiating report.

Additionally, a leader has more general functions to perform. He is the person who generates enthusiasm in his team, maintains the morale under all conditions and obtains the maximum contribution from each member by his own example.

C. Mental attitude adjustment

The team members must learn that the opponent and its representatives are adversaries although they may be friendly. They can and will seek to take financial and contractual advantage of your firm at virtually every opportunity.

New Words and Expressions

- | | |
|-----------------------------|------------------------|
| 1. multinational enterprise | 跨国公司 (企业), 多国公司 |
| 2. correspondence | <i>n.</i> (互通的) 信函, 通信 |
| 3. processing trade | 加工贸易 |
| 4. assembling trade | 装配贸易 |
| 5. compensation trade | 补偿贸易 |
| 6. specialized skills | 专业技能 |

7. communication ability		沟通能力
8. gamesmanship	<i>n.</i>	克敌制胜的策略, (用以取胜又不犯规的) 小动作或方式
9. delivery terms		交货条款
10. credit insurance		信用保险
11. bonds	<i>n.</i>	保证金
12. terms and conditions		各项条款

Comprehension Exercises

1. Answer the following questions:

- 1) Why do we say that business negotiation plays a basic role in conclusion of a contract?
- 2) What is international business negotiation?
- 3) What does business negotiation mainly refer to?
- 4) What steps does business negotiation contain and which are the indispensable steps for reaching an agreement and concluding a contract?
- 5) Do you know some special trades except the import and export trade?
- 6) Why should negotiators establish the aims for negotiations?
- 7) What aims should be established before business negotiation?
- 8) When should negotiators accept the third aim?
- 9) What main information should the negotiators get before negotiation?
- 10) What does the market research involve?
- 11) What is very important after establishing the aim for negotiation and getting information?
- 12) What should the negotiator do when he knows the agenda of his counterpart's?
- 13) What does the phrase "home court" mean?
- 14) What does the phrase "neutral location" mean?
- 15) How to form an effective negotiating team?
- 16) What members should the negotiation team include?
- 17) Tell me the different functions between the negotiator's and specialists.
- 18) How do we demand the negotiators for negotiation of lesser significance?
- 19) What knowledge should the negotiation team leader possess?
- 20) What are the duties of the negotiating team leader?
- 21) How do the team members adjust their mental attitude?

2. Translate the following sentences into Chinese:

- 1) Negotiation is a dynamic process of adjustment. In import and export trade operations, the buyer and the seller confer together to reach a mutually satisfying agreement on a matter of common interest. This is because each of the parties has his own objective in trade

operations, e.g. the seller intends to sell the goods/services at a higher price, while the buyer intends to buy the same goods/services at a lower price. Each party presses for the attainment of its own goal. However, some elements of cooperation must be presented, otherwise there will be no agreement at all and the opportunity to take part in the activity will be lost.

- 2) The dual elements of conflict and cooperation are described here: it is in the mutual interest of participants to come to some agreements and this provides a cooperative aspect; however, the interests of participants are opposed, and this is the basis for rivalry. The negotiator is pulled in two directions at the same time: towards holding out for more with the risk of losing all; towards agreeing to his opponent's demands and securing the bargain with sacrificing the chance of a possible higher reward.
- 3) The two parties need to adjust themselves by exchanging their ideas on the common interest, then the negotiation begins. Over a span of time, a final agreement is reached. Maybe neither of the parties is wholly satisfied but both recognize that it is more beneficial for them to agree than to disagree. Negotiation has its end result on a basis profitable to both parties.

3. Translate the following sentences into English:

- 1) 许多谈判失败的原因都是一方或另一方的准备工作不充分, 因此在谈判开始之前谈判人员充分的准备工作就显得尤为重要。要使谈判取得最大限度的成功, 准备工作必不可少。总之, 在谈判场上, 谈判前的准备工作无可替代。
- 2) 在国际贸易中, 之所以强调准备工作的重要性, 是因为它的复杂性。它所牵涉的活动跨越国界, 所牵涉的交易可能必须通过外语进行, 且可能受到国外法律、习俗和规定的限制。因此, 谈判者须考虑文化差异。当进行外汇交易时, 谈判者必须考虑汇率波动的问题。在与外方谈判之前, 国外/世界市场行情和国际贸易的风险亦属于谈判者应当研究的范畴。

Lesson 2

Negotiation Strategies on International Business (1)

1. Introduction

International business negotiation is a process that is complicated, arduous, and of course interesting in international business activities. You will meet with not only the language barrier, the foreign trade policies of various countries, the life styles of customers coming from every part of the world, but also the changes of the world market, powerful opponents for negotiation and different negotiation styles and tactics, which may bring some difficulties in your negotiations, but give you great joy and satisfaction once you overcome those difficulties.

Tactics are always thought of as specific ploys used in a certain situation to achieve some advantages. This is what we call situation tactics. However, another class of tactics relates to the attitudes the negotiators (for both sides) have towards each other, so this is referred to as attitudinal tactics.

In adopting such tactics, one party intends to create conditions under which the personal interaction between the negotiators leads the negotiation to agreement. The terms agreed upon are closer to his viewpoint than to the Opponent's, and at least satisfy his minimum negotiating objective. Besides, in the long-term continuing relationship between the two sides, the Opponent accepts the result without a feeling of resentment.

2. Attitudinal Strategies

At the beginning of the negotiation, the initial attitudes of the negotiators of both sides range from reserved cordiality to concealed hostility.