

敢说英语口语系列丛书

敢说

商务谈判英语



韩江红 钟乐平 主编

英汉对照 经典会话
情景交流 触类旁通
建立自信 走向成功



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敢说英语口语系列丛书

敢说 **商务谈判英语**
ENGLISH

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内容提要

当今的商务领域中，“谈判”是交易的第一步。谈判人员要在“谈判”中取得成功需要具备什么样的条件呢？他们应具备专业知识、谈判技巧、谈判策略、团队配合、应变能力以及最重要的一项：语言表达能力。涉外谈判中一口流利地道的英语是主事者最好的利器。而学习者若想成功地表情达意，惟有以实际情境为基础进行练习，才能学到用英语进行谈判的实际语言技巧。这正是本书的最大特色——在真实情境中用英语谈判，讲纯正的谈判术语。

全书分为三部分，模拟各种商务谈判，使读者能够根据“场景”随机应变。本书力求将语言技能与相关事务技巧的传授融为一体，在帮助读者提高英语能力的同时，又能把谈判事务的操作过程展现给大家。





敢说

商务谈判英语

SPEAKING LOUDLY

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SPEAK ENGLISH FOR BUSINESS NEGOTIATIONS



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商务谈判与谈判

372-150-16-100281



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第一部分 商务实战谈判

UNIT 1 Sales Promotion 产品推销



DIALOGUE

对话 1

A: Ah, yes, this is the model I was interested in.

B: I should be very happy to give you further information you need on it.

A: Yes, what are the specifications?

B: If I may refer you to page eight of the brochure, you'll find all the specifications there.

A: Ah, yes. Now what about service life?

B: Our tests indicate that this model has a service life of at least 66,000 hours.

A: Is that an average figure for this type of equipment?

B: Oh, no, far from it. That's about 5,000 hours longer than any other make in its price range.

A: That's impressive. Now what hap-

A: 哦,是的,这就是我感兴趣的那种样式。

B: 我很乐意提供您所需的更多的相关信息。

A: 好的,都有哪些规格呢?

B: 请您看一下手册的第8页,在那儿您可以看到所有的规格。

A: 哦,好的。那使用寿命呢?

B: 我们的实验表明这种样式的产品至少可以使用 66000 个小时。

A: 这是这种设备的平均数据吗?

B: 不是的,它比平均数据高出许多。这种样式比在它的价格范围内的其他任何样式都要高出 5000 个小时左右。

A: 不错。不过如果这种设备在我们





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SPRING 2005

pens if something goes wrong when we're using it?

B: If that were to happen, just contact our nearest office and he'll send someone round immediately.

A: I see. Do you offer discounts for regular purchases?

B: Yes, we do indeed. Our usual figure is around 8%, but that depends on the size of the order.

A: Yes, of course. Well, thank you very much, Jack.

使用的时候发生故障,该怎么办呢?

B: 一旦发生那样的情况,同我们最近的办事处联系,他会马上派人过去的。

A: 明白了。如果长期购买,你们提供折扣吗?

B: 是的,我们当然提供。通常的折扣是 8% 左右,但还是要根据订货量来定。

A: 那当然了。好了,非常感谢你,杰克。



DIALOGUE

对话 2

A: Good morning. This is Li Ming's office. Can I help you?

B: Good morning. Could I speak to the Export Manager, please?

A: Speaking. Who's calling, please?

B: This is David Miller from Walters Trading Company, calling from New York. I got your phone number from the Commercial Counselor's Office of the Chinese Embassy here. I learn that you are the leading exporter of Chinese arts and crafts.

A: That's right. What can I do for you?

B: We are interested in stuffed animals made in China. These toys are sold very well here. We are a big supplier

A: 早上好。这是李明的办公室。有事儿吗?

B: 早上好。我可以同出口部经理通话吗?

A: 我就是。您是哪位?

B: 我是沃尔特斯贸易公司的大卫·米勒,从纽约给您打电话。我是从驻此地中国大使馆商务参赞处得知了您的电话号码。我得知贵公司是中国工艺品的大出口商。

A: 正是。我能为您做些什么吗?

B: 我们对中国的填充动物玩具很感兴趣。这些玩具在这里销路很好。

口语必备

for the Northeast market here. I'm thinking that we'll have some business opportunities.

A: Yeah, I'm sure. How much do you know about our toys? Do you have anything you are particularly interested in?

B: Oh, actually I have little information about your toys.

我们是这儿东北地区市场的大供货商。我想我们两家公司将会有一些业务往来。

A: 是的,我想会的。您对我们的产品知道多少呢? 您对什么产品特别感兴趣?

B: 哦,事实上我对你们的产品知道的不多。



DIALOGUE

对话 3

A: I'm glad to meet you in person.

B: I'm glad to have the pleasure of meeting you, too. Now what can I do for you?

A: Well, as you know we're very interested in developing new markets, we believe your expert opinion will help us a lot. Would you give us some advice about the marketing of our products?

B: At the moment it would seem to us that it is impossible to give you a definite answer.

A: My biggest concern now is business promotion. Can you give me some tips?

B: There are a lot of ways to push sales in U. S. A. For example, try to make yourself known by TV ads.

A: 很高兴见到你。

B: 我也很荣幸见到你,能帮你什么忙吗?

A: 噢,你知道我们对开拓新市场很感兴趣,我们相信您的专业意见会对我们帮助很大,你能不能就我们的产品销售提些建议?

B: 现在来讲我们似乎还不能给你们一个明确的答复。

A: 我最关心的是产品的促销。你能提些建议吗?

B: 在美国有许多促销方式。例如,通过电视广告让外界了解你们。



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英语口语交际

SPRING 1995

A: Advertisement on TV will cost a lot of money, I suppose.

B: But for a new company, such expenses are absolutely necessary.

A: I know. Now, let's discuss on advertising campaign for our company's products.

B: As you know, in order to guide our campaigns to success in the new market, we should work out a careful plan.

A: Could you put it in detail?

B: I think the first thing is what media we should use and when we should place advertising in the media. Very often in a campaign, two or more media are used together. The purpose of our advertising is to draw foreign customers' interest and keep hold of their attention, so that they may do some thing in return.

A: What media do you recommend then?

B: I think television is much more effective if it doesn't matter for us to pay a little more money.

A: Well, it's worth doing so long as the result is satisfactory. But when shall we take this advertisement?

B: How about the beginning for this fall?

A: All right.

B: Furthermore, don't neglect all kinds of

A: 我想电视广告会花我们一大笔钱。

B: 但对一个新公司来讲,这笔费用是绝对必要的。

A: 这我知道。我们谈一下我们公司的广告战问题吧。

B: 你知道,为使我们在新市场的广告战大获全胜,我们应制定一个详尽的计划。

A: 你能不能详细说一下?

B: 我想首先我们应讨论一下选择使用何种广告媒体以及在何时播出。在广告战中经常同时使用两种或更多的媒体。我们广告的目的就是引起外商的兴趣,并紧紧抓住他们的注意力,反过来他们也可以从中得到好处。

A: 你推荐什么媒体呢?

B: 如果对我们来讲多花点儿钱无关紧要的话,电视广告效果要好得多。

A: 只要效果令人满意,值得一试。那我们何时做广告呢?

B: 今年初秋怎么样?

A: 好吧。

B: 而且不要忽视各种工业品展览会,

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industrial shows and exhibitions. You will make lots of business friends there.

A: Only yesterday, I received an invitation to a machinery show. I think I should go and have a look.

B: Right. And go to as many social events as possible, and to make yourself known in the commercial circle.

A: Do you think I should visit some retailers?

B: If you want to do a wholesale business, don't go to retailers. Retail sales can only be your supplementary business.

A: That is to say I should aim at big importers and chain stores.

B: You get the point. They have good reputations and may place regular orders of big quantities.

在那你会交到许多商界朋友。

A: 昨天我还收到一份参观机械展览的邀请。我想我应该去看一看。

B: 好,另外还要尽量参加社会活动,让商界了解你们。

A: 我是不是应该拜访几位零售商?

B: 如果你们想做批发生意,不要去拜访零售商。零售只能作为补充。

A: 这就是说,我应该面对大的进口商和连锁店。

B: 你说对了。他们的信誉很好,可以长期大量订货。



DIALOGUE

对话 4

A: I'd like to talk a little more about advertising. I think it has an important part to play in production promotion. Would you agree with that?

B: Oh, yes. I certainly would. I see advertising as an essential part of the entire process of marketing. And I think it has an independent function.

A: 我想多谈一谈广告的问题。我认为广告对促进生产发挥了很重要的作用,你同意吗?

B: 我同意,当然同意。我把广告看做整个营销过程的一个重要组成部分。而且我想广告还有它独立的功能。



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A: I'm especially interested in the role of image, public relations and advertising in the production promotion. Would you like to tell me the relationships between them?

B: Yes, that's a fascinating area. And an area that is extremely important in the entire process of successful merchandising, especially the matter of public relations and image.

A: It's really a matter of establishing trust, isn't it? There is a close relationship between building a reputation and establishing what we call good will. Am I right?

B: Yes. We all know what it is when a company has it and we clearly know when a company doesn't have it.

A: I think we all know that.

B: The same thing applies to a product, too. And that's why I think that specific product advertising has only limited effectiveness. Good advertising is vital to call attention to a product and introduce new products. But in the long run it's image that really counts.

A: I understand. Public relations play a role in building image, both product image and company image.

B: Yes, advertising can help build pro-

A: 我尤其对于企业形象、公关和广告在促进生产中的作用感兴趣,你能给我介绍一下它们之间的关系吗?

B: 可以,这是个诱人的领域。这个领域在成功推销的整个过程中是至关重要的,尤其是对公关和企业形象。

A: 公关和企业形象确实能建立起信任,对吗? 建立信誉和创建企业信誉有密切的关系,对不对?

B: 对,我们都清楚当一家公司建立起了信誉,它意味着什么;同时,我们更清楚如果公司没有了信誉,它又意味着什么。

A: 我想我们都了解这一点。

B: 这也同样适用于一件产品。所以我认为特定的产品广告,其效果亦是有限的,好的广告对于唤起人们对产品的注意和介绍新的产品是重要的。然而长远看来,企业形象才是真正重要的。

A: 我明白了。公关在建立产品形象和公司形象两方面都发挥了重要作用。

B: 是的。广告能帮助识别产品,而

duct recognition, but product itself builds image.

产品本身就是形象。



DIALOGUE

对话 5

A: New Tech Computers Limited, Sandy Roy speaking.

B: Hello, Miss Roy, this is Chris Chan from Image Office Equipment Limited.

A: Yes?

B: I understand that your company has recently opened and I want to let you know about the type of services we offer at image. I realize how hard it can be to get a new business settled in.

A: No kidding! This office is in chaos!

B: Miss Roy, we have several consultants on staff available to design workstations for any type of business.

A: I have had a few desks already.

B: We can help you use the furniture you have now to its full potential and suggest equipments you may want to purchase to maximize space and efficiency.

A: How much is a consultation?

B: The consultation is free. We send someone in to look at your work space and they make up a proposal for you.

A: 新科技电脑股份有限公司,我是仙迪·罗伊。

B: 喂,罗伊小姐,我是形象办公室文化用品公司的陈姬丝。

A: 怎么了?

B: 我知道贵公司最近开张,想为您介绍我们所提供的一些服务。我知道创业的艰苦。

A: 正是,这个办公室混乱得很呢!

B: 罗伊小姐,我们有几个设计顾问专门进行办公室设计。

A: 我已经有几张写字台了。

B: 我们可以帮助你尽量利用现有的家具,并配全其他用具,以最大化地利用空间和提高效率。

A: 设计顾问收费多少?

B: 是免费的。我们派人到你的工作地点,然后做一份计划书。你可接纳或拒绝建议,也可根据你的预



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You can accept or reject the proposal, or you can modify it to make it meet your budget. Office furniture is very important because it creates the whole look and feel of your business. It affects your customers' first impression.

A: This sounds like exactly what I need.

When can a consultant come by?

B: Is tomorrow at nine in the morning okay?

A: That's fine. I'll expect you then.

算做出更改。办公室的家具很重要,它决定了公司的外观形象和氛围,更会影响顾客的第一印象。

A: 这正是我所需要的。设计顾问何时可以到访?

B: 明早 9 点好吗?

A: 好的,那么到时见。



DIALOGUE

对话 6

A: Hello, is Mr Dale Jenner here?

B: Yes, I'm Dale Jenner, can I help you?

A: I'm Hazel Fung of Standard Computers Limited. I come to discuss how you can make better use of computers in your business. Would you mind if I come in and talk to you for a few moments?

B: Of course not, come on in.

A: You own a home-based catering business, right, Mr Jenner?

B: Yes, that's right.

A: Do you have a computer now?

A: 你好,请问德尔金纳先生在吗?

B: 我是德尔金纳,有什么事吗?

A: 我是标准电脑公司的冯海柔,我是来与您讨论一下如何在您的业务中更有效地运用电脑的。我可以进来和您谈谈吗?

B: 好的,请进来。

A: 金纳先生,您经营家庭式酒席承办生意,是吗?

B: 对的,没错。

A: 您使用电脑吗?





B: Yes, I got it several years ago. It's a 586 processor.

A: What sort of software do you use on it?

B: Well, I use a spreadsheet programme as well as a word processing programme, but I know they're both pretty old and out-dated.

A: Have you considered upgrading your system?

B: Yes, but I'm not sure what exactly I would need. I've done okay with what I have so far though.

A: Have you considered adding a painting programme to your software? It would allow you to make up your own flyers and banners for advertising. You can even make your own business cards with some programmes.

B: That would be a definite bonus.

A: You might also want to upgrade your hardware because it is pretty outdated now. You'd probably want more hardware and RAM, a faster modem, and a faster processor. Do you have a CD-ROM drive?

B: No.

A: You might want to add a CD-ROM drive, too, because most new software programmes are coming out on CD.

B: 是的,我几年前已经使用了。是586的处理器。

A: 您用哪种软件呢?

B: 我用电子制表和文字处理程序,但我知这些都有点儿过时了。

A: 您有没有想过把系统升级?

B: 有,但我不清楚我需要什么,现在这些程序还可以满足我的需要。

A: 您是否想过加一个绘图应用软件? 您可利用它来设计广告传单和横幅等,您还可以自制公司名片。

B: 那很不错!

A: 您可能也想把硬件升级,因为它也已过时了。您可能需要多些硬件和记忆体、更快的调制解调器和处理器,您有只读光碟驱动器吗?

B: 没有。

A: 那么您可能需要加一个只读光碟驱动器,因为大部分的软件程序都储存在光碟里。





敢说

商务英语情景对话

302-454-6620

B: This sounds great, but how much would all this cost ?

A: Probably less than you think because you have all the basic components already. If you like, I can have a look at your computer and then check out some prices for you and make up an estimate.

B: Ok, that would be nice. Come into my office and I'll show you my computer.

B: 这很好,但要多少钱?

A: 大概比您想像中的便宜,因您你早已有了基本的组合。如果您愿意的话,我可以看看您的电脑,并替您作一个估价。

B: 好的,很好。请来我的办公室看看电脑吧。



DIALOGUE

对话 7

A: Hello, my name is Shirley Yip, I'm with Weston Public Speaking Courses Institute. I have an appointment to see Mr Aaron Anthony.

C: Right this way, please.

A: Good afternoon, Mr Anthony, I'm Shirley Yip, we spoke on the phone earlier today.

B: Yes, of course, Miss Yip, pleased to meet you.

A: I've brought some more information about the different types of public speaking programmes we offer to companies. The most popular one is our one-day programme. It can be done in eight hours on a Saturday or

A: 你好! 我是威斯顿公开演说课程公司的叶雪莉,我与艾朗安东尼先生预约了。

C: 请到这里边。

A: 安东尼先生,午安。我是叶雪莉,我们今天早些时候在电话中交谈过。

B: 是的,叶小姐。很高兴与你会面。

A: 我带了一些适合公司员工的公开演说课程资料。最受欢迎的是一天的课程。这可以是星期六的8小时课程或者分为两个4小时的夜间课程。当然,这个课程不如我们的长期课程讲得深入,但仍

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