

全国应用型本科商务英语系列规划教材

# 商务英语谈判

*E*nglish for Business  
Negotiation

顾渝 编著



对外经济贸易大学出版社

University of International Business and Economics Press

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## English for Business Negotiation

顾 渝 编著

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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。为了更好地推动全国应用型本科院校商务英语专业的发展,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、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”。

本系列教材面向全国应用型本科院校,以培养学生的商务英语应用能力为目标。教材编排均根据全国应用型本科院校课程设置而定,适用于应用型本科院校商务英语专业、财经专业和英语专业商务/应用/外贸外语方向的学生。内容包括:《商务英语综合教程 1-4》《商务英语听说》《商务英语口语》《商务英语口译》《商务英语阅读》《商务英语写作》《外贸英语函电》《商务英语翻译》《商务英语谈判》《商务知识导读》《国际经贸文章选读》《跨文化交际基础》《国际商务礼仪》《进出口贸易实务》《国际商务制单》和《国际贸易理论与实务(英文版)》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。

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# 前 言

随着二十一世纪全球国际化步伐的加快，中国国际经济与贸易不断刷新纪录，2012年外贸总额已位列世界第一。每年，外资到中国投资，中资去国外开拓市场，国内外大大小小各种商品交易会和专业展销会你方唱罢我登场，呈现在我们眼前的是经济领域一片忙碌的景象。同时，互联网和国际国内物流的发展又推动了网上商务的突飞猛进，国际商务业已突破瓶颈，正从沿海发达城市向内陆广大的区域推进。中国对既具备国际商务知识又精通英语的复合型人才的需求呈不断上升之势。

用英语进行商务谈判是复合型人才必不可少的技能。本书旨在为商务英语和国际贸易专业学生、初入行的从事国际经济交流与合作的专业人士学习商务谈判知识、技巧、技能等提供参考。本书注重知识与技能的结合，突出特点是既有商务谈判知识背景、要点内容、与外商进行有效交际的方法介绍，又有具体的谈判常用英语句型和谈判案例及分析。一册在手，读者即可学到从事商务谈判所需基本知识、专业术语和技能，还能进行模拟商务谈判。通过全方位的训练，为将来参加商务谈判实战树立信心，为促进国际间的经济活动往来和中国对外经济贸易的发展出一份力。

本书内容分三大部分，一、谈判准备；二、国际贸易；三、国际经济合作。第一部分 1-6 章：1. 商务礼仪，2. 电话沟通，3. 介绍与问候，4. 商务接待，5. 企业介绍，6. 产品介绍。第二部分 7-13 章：7. 询盘与报盘，8. 价格，9. 付款方式，10. 包装，11. 运输，12. 签约，13. 投诉与处理。第三部分 14-15 章：14. 并购，15. 许可协议。各章具体分为 4 节：1. 准备，2. 常用句型，3. 谈判案例与分析，4. 生词与惯用语，5. 分组模拟谈判练习。

本书另有配套《商务英语谈判辅导用书》和 PPT 课件可作参考。

读者凡具备基本的商务知识和英语专业基本语言知识和技能水平，可以完成本书的学

习。教师可具体根据学时要求和教学对象选用所需章节。对分组模拟谈判练习环节，教师可根据学时情况安排学生在课内或课外准备，随后在课堂安排部分学生进行模拟谈判演示，其他学生现场点评，教师总结，以帮助学生巩固和提高各章所学知识。

本书是编著者多年商务实践及教学经验的总结，在编写过程中也参考了书后所列作者的著作或文章，美国的 Dan Whittmore 教授和 John L. Bradley 博士、顾斐泠女士等朋友提供了很多宝贵资料，在此一并致谢！由于个人学识及成书时间所限，错漏在所难免，敬请广大读者朋友不吝指正。

顾 渝

五邑大学外国语学院

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## PART ONE

# PRE-NEGOTIATION

communication methods.

- Learn how to use the communication methods.
- Use business etiquette expressions used in communicating with people in social settings.
- Learn the skills and key points about business manners through cases and case analysis.





# CHAPTER 1

# Business Manners



## Objectives

- Learn the definition of business negotiation and the effective communication methods.
- Know how to behave properly in the business world.
- Be familiar with the expressions used in communicating with people in social settings.
- Learn the skills and key points about business manners through cases and case analysis.



## Lead-in

Excellent manners make good things happen. Knowing how to act gives confidence. Confidence gives one an edge over one's competition.

### 1.1 Before You Begin

It can be said that business is the basis of human relationships. International business activities are viewed from two sides—the buyer and the seller. There are four major categories of the international business environment: geographic conditions, cultural and social factors, political and legal factors, and economic conditions. Don't assume that your own ways of doing business apply in other countries and cultures. Be cautious until you know the culture you're dealing with, and take an active role in learning about it. Success in learning about international business requires knowledge of history, geography, foreign language, culture, and study skills.

*Negotiation* is a process of potentially opportunistic interaction by which two or more parties, with some apparent conflict, seek to do better through jointly decided action than they could otherwise. It is a voluntary process of give and take where both parties modify their offers and expectations in order to come closer to each other. *Business negotiation* has its prominent place in international trade because any transaction is in some way negotiated even though on a limited range of issues. Negotiation is one of the vital organs of business. Good negotiation skills are central to business, and without them, business will fail. Business negotiation should be ethical, which means that it is a process of guided transformation that occurs through dialogical exchange aiming at an optimal agreement that responds fairly to the co-negotiators' aspirations as persons of equivalent moral worth. Business must be conducted in a manner sincerely respectful of the shared humanity, dignity, and worth of all people.

#### Non-verbal communications

How we say things to others—and how we present ourselves to others—is often just as important as what we say. Nonverbal signals, such as facial expressions, body movements, style and cleanliness of dress, etc. play a critical role in determining how others respond to us as we go through our daily lives.

Good business etiquette makes it easy to work together. Knowing how to act in a well-mannered way will make you be more confident of your behavior. Confidence gives one

an advantage over one's competition<sup>①</sup>. In the world of business that extra confidence can mean greater career success. Every company has unwritten and written codes of behavior. Act too formally you appear stuffy. Not formal enough you appear unsophisticated or even rude. Observe how people around you behave and act like them to fit in especially when you are new on the job. Your best choice is to wait until your boss or someone experienced in the office leads the way.

People form an impression of you from the way you speak and behave—not just from the way you do your work. People in different countries have different ideas of what sounds friendly, polite or sincere—and of what sounds rude or unfriendly! Good manners in our culture may be considered bad manners in another. Your body language, gestures and expression may tell people more about you than the words you use.

Culture is the accepted behaviors, customs, and values of a society. A society's culture has a strong influence on business activities. The main cultural and social factors that affect international business are language, education, religion, values, customs and social relationships. Cultural differences are important factors to take notice of when people are engaged in international trade, since a miss in behavior might cause a loss in business. Behaviors usually involve eye contact, personal space in a conversation, the tone of voice when speaking, etc.

### ***Eye contact:***

Maintaining appropriate eye contact during a conversation is very important, as it communicates respect and interest. Too much or too little eye contact often creates an uncomfortable feeling in the person you are talking to and this can create problems in communication. Good eye contact helps your audience develop trust in you, thereby helping you and your message appear credible. Poor eye contact does exactly the opposite. It is a wise business communicator that makes a point of attempting to engage every member of the audience by looking at them.

In England, maintaining eye contact is necessary, especially when trying to emphasize important points. In America, people practice “look them right in the eye”. Yet this practice does not go over well in some places, and could be considered rude or even belligerent. In some cultures, it is deemed a sign of respect to deliberately avoid eye contact. A comparative study of communication model shows in per 10 minutes' talking, the number of direct eye contact is 1.3,

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① competition: the people or businesses who are competing with a particular person or business in a particular market

3.3 and 5.3 for Japanese, American and Brazilian respectively.

***Tone:***

Don't talk too loudly. In England people speak in a moderate tone. Talking loudly and shouting is unacceptable there. Yet during argument, if people from the Middle East stand up shouting loudly, waving their arms and crying, it is not an unusual show of indignation, but rather a habitual behavior.

***Personal space:***

The amount of space separating some people from others is one key element in nonverbal expression. Maintain appropriate personal space between the participants in a conversation. In England a wide distance is often maintained. Americans are used to personal space, and can become uncomfortable if that personal space is breached. They are probably most comfortable standing 2.5-4 feet away from another person during conversation. In some cultures, it is acceptable to stand closer. 2 feet is the usual choice for Chinese. Arabs, Mediterraneans and Latin Americans like to stand close to people when they talk. The space between them is about 1 foot. If an American, who may not be comfortable at close space, backs away from an Arab, this might incorrectly be taken as a negative reaction.

***Smoking:***

The etiquette of smoking involves consideration for others. Smoking is now forbidden in most offices. Don't smoke in someone's office without first asking for permission. If no ash trays are present do not even ask. Even in your private office you may smoke as you like, before you light up, ask any visitors if they mind your smoking. If smoking is permitted, be careful not to offend others.

***Appearance:***

Remain calm and poised. When seated, sit upright in your chair. Do not lounge in a chair or slump down. That is regarded as rude and uncaring. Do not play with things on the table or "doodle". Drink from a glass—not a can.

***Dress code:***

A *dress code* is a set of rules about the type of clothes people are allowed to wear. A dress



code gives guidelines about the type of clothes that you should or should not wear to work or to certain events. These guidelines can be written rules, or they can be informal ideas of what is acceptable to wear. A company dress code tells employees of that company what they should or should not wear to work. This may include rules such as men should wear suit jackets, shirts or ties or women may not wear short dresses or skirts. Wear clothes that meet the dress code. If your boss is wearing roll-up sleeves, you can probably wear the same. If they don't, avoid it. If you wear your clothes in a way that shows that you care about yourself, your job and your clients, you create a professional image. It is the impression you want the client or customer to form when he or she looks at you or the business you work for.

### ***Appointments:***

Arrive a few minutes ahead of time and walk in on time. In business men and women help each other as needed. Do not engage in conversational small talk—keep to the point at hand. The host stands up to signal that the meeting is over. Walk a visitor out of the office to the elevator or exit, or ask your secretary to show someone out. Never allow important visitors to find their own way out, especially if your office is in a maze of corridors.

### ***Attending special events:***

Most people end up attending conferences, trade shows, evening parties or other work-related special events at least once in a while. Industry events such as these are great places to make contacts in your field and to find out more about what's going on at other companies. In fact, your company may be paying your way to the event in part so that you will learn more about your industry. Certain guidelines exist for how to act when you're at one of them. When you're at a conference or a trade show, your actions are not completely your own. People you meet will see you as a representative of your company. Make sure you conduct yourself in a way that's fair to the company you represent. Be careful. You are "at-work". Anything you say or do will be remembered.

Conversation is an important part of your professional image. An employee who is at ease with conversation is an asset to a company. Interrupting anyone in the middle of a sentence is rude, even if another person is dragging on interminably, or even if you know what you have to say is more important or more interesting. Before a gathering, prepare some good topics for conversation. Pay attention to the following dos and don'ts at formal social events:

Dos	Don'ts
<ul style="list-style-type: none"> <li>◆ Know the names of important visitors and show respect.</li> <li>◆ Be prepared for “small talk”.</li> <li>◆ Be prepared to listen.</li> <li>◆ Make comments about how much you like working for your company or make other positive comments.</li> <li>◆ Discuss interesting and exciting news that's public information.</li> <li>◆ Ask others about their work and hobbies.</li> <li>◆ Accept compliments gracefully. When someone offers a compliment say “Thank you.”</li> </ul>	<ul style="list-style-type: none"> <li>◆ Don't talk with your mouth full.</li> <li>◆ Don't interrupt.</li> <li>◆ Don't drink too much.</li> <li>◆ Avoid making negative comments about your company.</li> <li>◆ Avoid these topics                             <ul style="list-style-type: none"> <li>∪ Confidential information,</li> <li>∪ Health,</li> <li>∪ Technical issues,</li> <li>∪ Controversial subjects,</li> <li>∪ How much things cost,</li> <li>∪ Misfortunes,</li> <li>∪ Questionable stories,</li> <li>∪ Gossip.</li> </ul> </li> </ul>

**Communication challenges:**

One of the most challenging aspects of international business is effective communication. Conducting business with people in foreign countries is often hampered by language barriers. It can be quite difficult to conduct business when two people from different languages and cultures are communicating.

In business, people have to deal in person with all kinds of people. You may have to use English when talking to different people within your company who don't speak your language: these may be colleagues or co-workers, superiors or subordinates. And you may also have to deal in English with people from outside the organization: clients, suppliers, visitors and members of the public. The relationship with a person determines the kind of language you use. This relationship may even affect what you say when you meet people.

Negotiators engaged in international business should have international skills which involve having the ability to understand foreign cultures and markets, speak foreign languages, and live for extended periods of time in other parts of the world. Effective communication skills are the basic requirement for business people. Introduce yourself and your business in a way that makes other people want to know more. If you are at the meeting room in front of a large audience to deliver your speech, it is very important for you to have self-confidence and to

make yourself attractive so as to avoid stage fright.

### ***Effective communication methods:***

Effective communication can be realized by adopting a positive approach and the you-attitude. By “positive approach”, we mean that what the customers are pleased to hear is what you can do for them and not what you cannot do. By “you-attitude”, we mean looking at a business matter not only from your own standpoint but also from that of your listener; we mean considering his needs and expressing your readiness to satisfy them (as far as you can). Positive approach and the you-attitude help to create or to strengthen goodwill and will influence your listener’s attitude towards you and your company.

Notice the following examples of the negative and positive approach:

- 1) We cannot ship your sofa until December 1.
- 2) Your sofa will be shipped on December 1.

In the first sentence, not only the negative approach is used but also the we-attitude. It tends to make people to have the unpleasant thought that the seller’s shipment is delayed. Whereas the second sentence brings in the you-attitude and people will feel more pleasant because the shipment date is fixed. It is a positive approach.

To people engaged in international business, the diversity of languages and associated possible misunderstandings mean that extreme care should be extended to communication, to ensure that the correct meaning is conveyed every time. Pay attention that in usual talks, there is no problem to nod or say “yes”. However, in business negotiations, you must avoid nodding or saying “yes” offhandedly. When you do so, you might mean that you understand the customer’s inquiry, yet he may misunderstand it as OK. Besides, do not think that “they might have got what I mean.” It is not easy for us to convey in English all what we want to say and every sentence is very important, so we must learn the basic expressions and use straightforward manner in the conversations for international trade.

Business manners at work also involve telephone calls and introductions and greetings which will be covered separately in the next two chapters of this book.

## **1.2 Useful Expressions**

### **A.**

1. Good afternoon, ladies and gentlemen, and a special welcome to our guests today.
2. Ladies and gentlemen, I would like to introduce to you our guest speaker.

3. Mr. Sikri is visiting us from Bombay. Thank you for coming.
4. Betty Walker from the Marketing Department is also here. We're glad you could make it.
5. Now let's get started.

**B.**

1. I would like to open this meeting by passing out an agenda.
2. Let us begin with a presentation of the new proposal.
3. The agenda for this meeting is as follows: first...
4. The reason I have called this meeting is to...
5. We need to review a proposal we have received from our international division in Hong Kong.

**C.**

1. That's a good idea.
2. That's an interesting point. but I don't agree.
3. I don't think that will work.
4. I have an idea. Why don't we invite him to see our plant?
5. I am confident this plan will work.

**D.**

1. I'm sorry. I did not follow you.
2. Sorry, but could you kindly repeat what you just said?
3. Excuse me, would you mind repeating that, please?
4. I could not catch your question. Could you repeat it, please?
5. It would help if you could try to speak a little slower.

**E.**

1. Did you say you work for Mega Technology?
2. I've heard lots of interesting things about your new product.
3. Is it really going to revolutionize the frozen-burrito industry?
4. Has your company done any research in this field?
5. Your presentation this morning was very good.