



广东外语外贸大学国际服务外包人才培养系列教材

Shangwu Huitan Jiqiao Yingyu

商务会谈技巧英语

朱文忠 主编



暨南大学出版社
JINAN UNIVERSITY PRESS





C13070209

广东外语外贸大学国际服务外包人才培

H319.9
2101

Shangwu Huitan Jiqiao Yingyu

商务会谈技巧英语

朱文忠 主编



北航

C1678967



暨南大学出版社
JINAN UNIVERSITY PRESS

中国·广州

图书在版编目 (CIP) 数据

商务会谈技巧英语/朱文忠主编. —广州: 暨南大学出版社, 2013. 8
(广东外语外贸大学国际服务外包人才培养系列教材)
ISBN 978 - 7 - 5668 - 0516 - 4

I. ①商… II. ①朱… III. ①商务谈判—英语—口语 IV. ①H319.9

中国版本图书馆 CIP 数据核字(2013)第 054816 号

出版发行: 暨南大学出版社

地 址: 中国广州暨南大学

电 话: 总编室 (8620) 85221601

营销部 (8620) 85225284 85228291 85228292 (邮购)

传 真: (8620) 85221583 (办公室) 85223774 (营销部)

邮 编: 510630

网 址: <http://www.jnupress.com> <http://press.jnu.edu.cn>

排 版: 广州市天河星辰文化发展部照排中心

印 刷: 湛江日报社印刷厂

开 本: 787mm × 1092mm 1/16

印 张: 10

字 数: 185 千

版 次: 2013 年 8 月第 1 版

印 次: 2013 年 8 月第 1 次

印 数: 1—2000 册

定 价: 28.00 元

(暨大版图书如有印装质量问题, 请与出版社总编室联系调换)

008050810

中国对外翻译出版公司

《商务会谈技巧英语》编委会

主 编：朱文忠

副主编：周杏英 侯香勤

编 者：朱文忠 周杏英 侯香勤

付丽敏 莫 琴 张雅琪 查 蔚

总 序

自 21 世纪以来,我国承接美欧日等国家和地区的国际服务外包呈加速发展之势。2012 年,我国承接国际服务外包执行金额为 336.4 亿美元,现已成为全球第二大服务外包接包国。伴随着服务外包产业的迅速发展,我国能熟练从事国际服务外包业务中高端人才的短缺问题日益突显出来。因此,尽快培养国际服务外包产业所需的中高端人才,已成为促进我国服务外包产业持续、快速和健康发展的当务之急。

广东外语外贸大学国际服务外包研究院和国际服务外包培训基地是全国普通高等院校中最早成立的有关国际服务外包研究和人才培训的专门机构。2009 年 10 月以来,国际服务外包研究院承接国际服务外包的理论研究和政府咨询等课题 40 余项,发表论文 200 余篇。目前,广东外语外贸大学国际服务外包研究院已成为华南地区国际服务外包理论研究中心、政府决策咨询智库。四年来,广东外语外贸大学国际服务外包培训基地共培训软件架构师、软件测试工程师和网络工程师等 IT 类高校“双师型”教师 150 余人;培养和培训 ITO、BPO、KPO 等适用型大学毕业生 2 000 余人;为 IBM、西艾、从兴等服务外包企业定制培训服务外包商务英语和相关业务流程专业人才 500 余人;培训服务外包企业和政府中高层管理人员 500 余人。经过几年来对服务外包人才培养模式与实践的有益探索,广东外语外贸大学国际服务外包培训基地已成为广东省服务外包“双师型”教师资源库、大学毕业生适用型人才交付中心、企业和政府管理人员短期进修中心。

广东外语外贸大学作为广东省国际服务外包高端人才培养基地,为更好地发挥其在国际化人才培养上的优势,进一步提高国际服务外包人才培养的质量,特组织专家学者编写了本套教材。本套教材包括《服务外包企业战略管理》、《服务外包项目管理》、《服务外包客户关系管理》、《商务沟通英语》、《商务会谈技巧英语》、《商务谈判日语》、《商务交际日语》、《软件开发中级英语阅读与写作教程》和《软件测试中级英语阅读与写作教程》,共 9 本。

培训服务外包产业所需的中高端人才是一项系统工程,其中,编写出能够既反映服务外包发展理论,又符合服务外包发展实践的教材就尤其重要。



我们希望本套教材的出版能够及服务外包人才的培养尽一份力量；同时，我们也真诚地欢迎各位读者对本套教材的不足之处提出修改的意见和建议，以期进一步提高我们教材编写的质量。

广东外语外贸大学国际服务外包人才培养系列教材编委会

2013年5月

前 言

伴随我国经济的快速发展和对外开放的进一步深化,国际货物贸易、服务贸易与投资业务迅猛发展。与此同时,国际商务会谈活动也愈发频繁地发生。在此大背景下,高等院校争相开设了商务谈判课程,学生的学习积极性也越来越高;社会各界人士,特别是进出口公司和国际化企业的管理者和职员学习英语商务谈判知识的热情也十分高涨。此书正是为了适应这一形势发展的需要,特意为社会各界读者编写的一本实用性较强的图书。

本书由几位长期从事外语、外经贸、金融管理教学和科研的教授及学者编写而成。有些编者还长期从事国际贸易或金融管理工作,具有较丰富的商务理论和实践经验。本书2012年度还被推荐为广东外语外贸大学国际服务外包培训基地系列教材之一。本书的编写力求创新和务实,希望成为学习者不可或缺的工具书和参考资料。

本书主要具备以下特色:

第一,内容丰富并具有系统性。

本书共分为13章,话题基本涵盖了国际商务谈判所涉及的各方面重要内容,特别是当代企业商务活动中可能涉及的各种具体的谈判项目或问题,从市场营销、价格谈判、结算方式谈判、兼并联合项目谈判、融资谈判、招标投标谈判、代理业务谈判,到服务外包项目谈判,几乎所有主要谈判项目的问题都包含其中。另外,每一章均安排有商务会谈的基本知识、国际文化差异和注意事项介绍。此内容也具有系统性,论述了世界上重要国家和地区的文化特征,以及与其进行商务谈判时应该注意的文化差异。

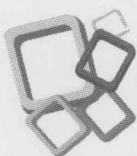
第二,选题努力突破传统。

本书力求突破传统谈判类书籍的选题结构,舍弃了惯常的欢迎宴会、接待、访问、游览等一般内容,把重点放在各种谈判项目的会谈专业知识介绍、会谈技巧介绍、常用句型和术语介绍等内容上,这些内容对商务谈判本身又具有较强的实战性、针对性和实用性。

第三,编写格式力求创新。

本书的编写采用独特的格式,力求创新。本书的每一章基本包括下面几





大部分：①本章学习目的，②背景知识介绍，③谈判技巧简介，④情景对话，⑤常用表达法，⑥关键术语，⑦实用练习，⑧国别文化差异介绍等。同时，有些内容，如实用练习，又不拘泥于单一的格式，在总体框架保持基本一致的前提下，体现出一定的多样性和灵活性。

第四，全英编写且难度适中。

本书使用英语编写，关键术语和词汇备有汉语翻译，且语言文字做到浅显易懂，使学习者更加容易学习、理解和掌握，这样不仅有利于学习者掌握商务谈判方面的知识技能，也有利于学习者提高英语表达能力。另外，本书的每一个情景对话都短小精悍，使用语言难度适中。因此，本书的适用范围很广，适合外经贸企业员工、高等院校学生，以及其他社会各界人士用于阅读、参考、培训、学习。

本书由朱文忠、周杏英、侯香勤、付丽敏、莫琴、张雅琪、查蔚等几位经验丰富的教授和青年学者编写，但由于时间仓促，本书的编写难免存在不足之处，敬请读者批评指正。

编者

2013年1月26日



Contents

总 序	1
前 言	1
Chapter 1 Product Marketing	1
Chapter 2 Price	14
Chapter 3 Packing & Shipment	26
Chapter 4 International Settlement	37
Chapter 5 Credit and Investment	50
Chapter 6 Corporate Alliances and Acquisitions	61
Chapter 7 Technology Transfer	73
Chapter 8 International Project Management	86
Chapter 9 International Insurance	99
Chapter 10 Bidding	109
Chapter 11 Outsourcing	118
Chapter 12 Agency	128
Chapter 13 Arbitration	137
Suggested Keys to Application Exercises	149



Chapter 1

Product Marketing

Learning Objectives

- Background information of product marketing and promotion
- Dialogues in product marketing and promotion
- Key terms and expressions in product marketing and promotion
- Culture tips in negotiating with Americans

Background Knowledge

Product promotion as a part of product marketing activities can effectively speed up the process of new products entering into the markets. When the customers have very little knowledge about the new products in the markets and give little active response to them as expected, a timely promotion can blaze a trail quickly within a comparatively shorter period.

Product promotion can defend and compete against the rivals' promoting activities effectively. When the rivals are extending their products in a big way, an untimely counteracting step will cause you to lose a proportion of market shares. Hence, product promotion is also an effective weapon in defending and competing against your competitors.

Product promotion can effectively stimulate the customers' purchasing and imbed to them the concepts favorable to your company. When the customers are wandering in the numerous commodities of the same kind, hesitating in making the final decision of purchasing, timely promotion of your products will bring an unexpected effect. In this sense, promotion is much more important to those products of various kinds and in scorching competition.

Product promotion can effectively influence the middlemen's, especially the retailers' trading behavior. It is extremely important for the manufacturers to keep





good relations and cooperations with them. Thereby, manufacturers often adopt many ways of promotion to urge the middlemen, especially the retailers to make favorable management decisions.

Advertising and promotion are important parts of the international marketing programs for the firms competing in the global market place. More and more companies are recognizing that an effective promotional program is important for companies competing in foreign markets. However, in addition to its importance, many companies are realizing the challenge and difficulties they face in developing and implementing advertising and promotion programs for international markets.

Companies planning on marketing and advertising their products or services abroad might face an unfamiliar marketing environment and customers with a different set of values, customs, consuming patterns and habits, as well as differing purchase motives and abilities. Different creative and media strategies as well as changes in other elements of the advertising and promotional program are often required for foreign markets.

Just as with domestic marketing, companies engaging in international marketing must carefully analyze and consider the major environmental factors of each market in which they compete. The major environmental factors affecting international marketing include economic, demographic, cultural, and political / legal variables. A country's economic conditions indicate its present and future potential for consuming. Marketers must consider a variety of demographic factors including income levels and distribution, age and occupation distributions of the population, household size, education, and employment rates. Demographic data can provide insight into the living standards and lifestyles in a particular country, which can be helpful in planning an advertising campaign.

Another extremely important aspect of the international marketing environment is the culture of each country. Among the most important cultural variables for marketers to consider are the language, the customs, the tastes, the attitudes, the lifestyles, the values, and the ethical/moral standards of each society. Nearly every country exhibits cultural differences that influence both the needs and wants of consumers and also how they go about satisfying them. Marketers must be sensitive to foreign cultures not only in determining what products and services that can be sold but also in communicating with the local people.

Advertising is often the most effective method of communicating with potential



buyers and creating markets in other countries. International advertisers often have problems with language. The advertiser must know not only the native tongue of the country but also the nuances, idioms, and subtleties of the language.

In addition to language, advertisers can encounter problems with the connotative meaning of signs and symbols used in their messages. Problems arising from language diversity and differences in the signs and symbols can usually be best solved with the help of local expertise. Marketers should consult local employees or use an ad. agency that is well versed in the local language and can help verify that the advertiser is saying what he/she wants to say.

Religion is another aspect of culture as it affects norms, values, and behavior patterns. The political/legal environment in a country is one of the most important factors influencing the advertising and promotional programs of international marketers.

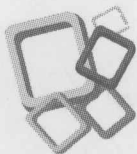
In recent years, a great deal of attention has been focused on global marketing. Product standardization and global marketing enable companies to roll out products faster into the world market.

The “think global, act local” approach appears to be the dominant strategy used by many international advertisers. Many companies are taking what might be called an “in-between approach” by standardizing their products and basic marketing strategy but localizing their advertising messages. Rather than using a global advertising message that will be seen by diverse markets, advertisers are tailoring their ad. executions to local cultures and situations.

Many companies prefer centralization of the international advertising and promotion function whereby all decisions such as agency selection, research, creative strategy, and campaign development, media strategy, and budgeting are done at the firm’s home office. The centralized approach can result in considerable cost savings, as it reduces the need for staff and administration at the local subsidiary level. Under a decentralized organizational structure, marketing and advertising managers in each market have the authorities to make their own advertising and promotional decisions. This approach is often used when companies believe local managers know the local marketing situation in foreign countries the best. The combination of both approaches allows for consistency and uniformity in a company’s international advertising, yet still permits local input and adaptation of the promotional program.

It is also important for advertisers to conduct research on consumers’ reactions to the advertising appeal and execution style they plan to use in foreign markets. Advertising





and communication objectives should be formulated based on the marketing strategy and market conditions in foreign markets.

The other way for the international advertisers to reach audiences in various countries is through the use of international media that have multi-market coverage.

Situational Dialogues

Dialogue 1

(A is a consultant. B is Li Ming, a marketing manager of a trading company.)

A: Good morning, Mr. Li, I'm glad to learn that you want to market your product abroad.

B: Yes, we have a good product and it should be in demand in other countries. But I don't know how to begin.

A: Generally speaking, when you plan to sell goods in a new market, you should do market research to find out whether there is any demand for your product, what sort of competition you will meet, and the local preferences as well.

B: But I am far away from the market. How can I carry out the market research?

A: You can employ a local specialist to do the market research for you. You need to find out why consumers buy, where and for what purpose. You can also test a market by mailing your catalogue and price list to your potential customers to find out their reactions. Another way to assess the market potential is to take a stand at a trade fair to exhibit your products and to see what response you get from prospective customers.

B: Can we place advertisements in magazines or newspapers in the particular area?

A: Yes, of course. You need to influence the people there to buy your products. I suggest that you should get in touch with the local advertising agency with experience in sales campaigns and having good contacts with local agencies. They know the business and the local conditions much better than you. They will help you decide whether you should use TV and radio advertising, magazines and trade papers, or mail order and direct selling for your products.

B: That's a good idea. We have to make sure that money is spent where it is most likely to produce results.

A: You're right. You can have promotional programs combining advertising with purchase incentives to increase sales.

B: How can we handle those promotional programs?



A: Promotional programs may involve direct mail, catalogues, exhibits, advertisements, in-store displays and special events. Purchase incentives include discounts, samples, gifts, rebates, and coupons.

B: Well, I now have a much clearer idea how we should do to market our products abroad. Thank you very much for your information.

A: You're welcome.

Dialogue 2

A: Mr. Li, I know that it is important to expand into new markets or enter into new fields of business activities. But what sort of information should I look for?

B: First, you've got to find out whether there is any demand for your products and what competition you will meet. Then you have to know the local conditions and preferences, that is, government regulations, business customs and practices, and cultural background.

A: That's true. There are still wide variations in taste, customs, behavior and expectations between consumers in different markets. Then how can we get all the necessary information about a new market and a new customer?

B: Information about a new market and a new customer can be obtained through different channels. The Internet is widely used in business activities. By getting online you can get a lot of valuable information.

A: Are there any official organizations which can provide me information about new markets and new customers?

B: Yes. Banks, Chamber of Commerce and Commercial Counselor's Office can be helpful in building business connections. They can provide advice about the size of markets, their location and also such things as price sensitivity and import controls in specific areas.

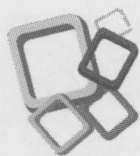
A: Can I get some information from the newspapers and magazines?

B: Yes. You might also get some information from some trade publications and export magazines. They can provide financial data about the volume and value of specific products exported to and imported from any single country in the world. They will help you compare specifications, functions, quality and packaging of products.

A: We intend to go global. Then, how should we enter overseas markets in the first place?

B: There are various methods depending on your different situations.





- A: Can you be more specific?
- B: You may use an intermediary, such as export agent, to deal with buyers in the overseas market.
- A: Can we have direct export?
- B: Yes, you can handle your own exports by setting up overseas sales offices. You can also sell the rights to use manufacturing process, trademark or patent for a fee or royalty. In services such as hotels, you may negotiate a management contract with a local business authorizing it to run the hotels on its behalf.
- A: Can we work together with a local firm to develop a particular market?
- B: Sure. You can establish a joint venture in a foreign country with a local firm. You can also buy a local firm, or set up your own manufacturing subsidiaries abroad.

Dialogue 3

- A: I know that advertising and promotion are important parts of export marketing. But I am not familiar with the different approaches of advertising. What will be the good approaches to show my products?
- B: Well, the purpose is to attract people's attention. I think the first thing you should do is to decide what media you should use and when you should place advertising in the media.
- A: Can you be more specific?
- B: The methods you will use to display the products depend both on what the products are and how much you want to spend on advertising. They should enable the marketer to communicate the message in the most effective manner to the largest number of potential customers at the minimum cost.
- A: Should I advertise my products on TV?
- B: You might consider placing advertisement on TV because TV provides the opportunity to combine visual images, sound, motion, and color to develop creative and imaginative appeals. Since TV gives marketers a chance to reach mass markets and often at very good cost efficiencies; it is a particularly popular medium among companies selling mass consumption products.
- A: What about radio advertisement?
- B: One of the main strengths of radio as an advertising medium is its low cost. Another potential advantage of radio is that it allows listeners to use their imagination when receiving a commercial message. The largest radio audiences



occur during the early morning and in late afternoon drive time.

A: Do you think newspapers and magazines are useful tools to present my products?

B: Yes. Newspapers and magazines may be able to convey more information and may keep the message available to the potential buyer for a much longer time. Newspapers are an especially important medium to local advertisers and particularly to retailers, because newspapers provide advertisers opportunities to reach all segments of population with their advertising messages.

A: How about outdoor advertising?

B: Outdoor advertising is one of the more pervasive communication forms, particularly in an urban or suburban area. Billboards and posters can make a quick and strong impression on the consumers. They remain successful because of innovation through technology. Nowadays, three-dimensional forms and extensions are used to attract attention.

A: Could we use booklets, letters, and catalogues for direct mail advertising?

B: Yes. But you should build up a mailing list of possible customers for direct mail advertising.

A: What should be the size of my advertising budget?

B: That depends on how much your competitors spend, on the market potential, as well as on the media you plan to use. Generally speaking, an advertising budget may vary from 5% to 25% of your total sales.

A: I see. Thank you very much for your information.

Useful Expressions and Sentence Patterns

- With the improved competitiveness of the company, there is no reason why we shouldn't go international.
- We can price our products at a level lower than that of our competitors so as to gain acceptance in this new market.
- I think the first thing to do is to find out what media you should use and when you should place advertising in the media. Very often two or more media are used together.
- With the increasingly intense competition in the domestic market, it is imperative for the company to exploit overseas markets.
- Whatever you want to market, it'll pay you dollars for cents to do thorough market research.





- Before carrying out mass marketing, it'll pay to do market research and test marketing first.
- A: How do you promote your products and services?
B: We largely depend on word-of-mouth publicity.
- A: According to the results of our market research, customers aren't particularly loyal to any brand of this kind of product.
B: It means that we may attract some customers from our competitors if we do a good job in advertising, publicity, personal selling, and sales promotion.
- A: What sort of media shall we select to advertise a product?
B: It depends on the nature of the product. TV and radio commercials are best for some products, while billboards and trade journals suit others.
- A: Do you do any direct selling, that is, knocking on the doors of your customers and selling the product direct to them?
B: No, we set up special sales counters in large department stores and select retail outlets for consignment sale.
- Don't neglect all kinds of industrial shows and exhibitions. You could make yourself known in the commercial circle.
- Advertising can help build product recognition, but the product itself builds the image.
- A: TV is much more effective, but it will cost a lot of money.
B: It is worth doing so as long as the result is satisfactory.
- Advertising can be used to create images and symbolic appeals for products and services.
- In recent years, many marketers have recognized the importance of tailoring their marketing to meet the needs, and demand trends of different market segments.
- Marketing and advertising are often major contributors to social trends and changes in consumers' lifestyles and values.
- An advertising agency is a service organization that specializes in the planning and execution of advertising programs for its clients.
- An advertising agency staff may include artists, writers, media analysts, researchers, and others with specific skills, knowledge, and experience that can be used to help market the client's products or services.
- The rules and regulations of various countries often mean marketers must develop separate consumer sales promotion programs for each country.
- Many companies and brands rely heavily on visual appeals that are easily

