

商务谈判英语

(中级)

Business Negotiation English

(Intermediate)

杨静宽 编

上海外语教育出版社

图书在版编目(CIP)数据

商务谈判英语. 中级/杨静宽编. —上海: 上海外语教育出版社, 2002

ISBN 7-81080-475-8

I. 商… II. 杨 III. 贸易谈判—英语—口语—教材
IV. H319.9

中国版本图书馆 CIP 数据核字(2002)第 032100 号

本书由上海汽车工业教育基金会资助

出版发行: 上海外语教育出版社

(上海外国语大学内)

责任编辑: 孙 骊

印刷者:

经 销: 新华书店上海发行所

开 本: 850×1168 1/32 印张 字数 千字

版 次: 2002 年 月第 版 2002 年 月第 次印刷

印 数: 册

书 号: ISBN7-81080-475-8/G·249

定 价: . 元

本版图书如有印装质量问题,可向承印(订)厂调换

前 言

中国加入世贸组织之后,中国与世界各国的经济交往势必更趋频繁。会有越来越多的外国企业涌入中国,也会有越来越多的中国企业走出国门。中外各方在进行经济交往中,免不了要进行商务谈判。

一般来说,在国际商务谈判中大多是使用英语。但是,要获得谈判的成功,光懂英语还远远不够,也必须掌握相关的业务知识和谈判策略。本书就是试着将三者结合起来,希望读者通过使用本书,一方面能提高英语水平,特别是口语能力,另一方面,又能对外贸谈判的过程有一个比较全面的认识,既学习外贸的基础知识,又了解谈判的基本策略。

本书根据外贸实务,由简至繁,共分初级、中级和高级三册。并配有录音磁带。每一单元的编排方法几乎与课堂上老师的教学方法相同。每个单元从“情景对话”开始,让读者一方面练习听力,另一方面对本单元要学的内容有一个大概的了解;接下来的“词汇解释”帮助读者扫除生词障碍,掌握一些单词的用法;再接下来根据对话的情景列出若干“实用句子”,旨在帮助读者举一反三,灵活运用;最后的“自己操练”目的是帮助读者巩固复习这一单元的内容。

本书可作为外经贸专业学生和各类从事外经贸工作人员的学习用书,而且特别适合于有志从事外贸工作的英语自学者使用。

本书在编著出版过程中有幸得到了许多人的帮助。编者在此特别要感谢本书的责编孙骊教授和编者的导师薛蕃康教授,他们对本书进行了认真的审阅,并提出了许多宝贵的意见。另外,编者还要感谢上海外语教育出版社和上海外语音像出版社对本书出版

的大力支持。在编写本书过程中,编者参考了许多有关的书籍和资料,在此特向原作者深表谢忱。编者更要特别感谢上海汽车工业教育基金会对出版此书给予的资助。

由于编者水平有限,书中错误在所难免,恳请读者和专家批评指正。

编 者
2001 年于
上海外国语大学

CONTENTS

目 录

UNIT 1	Enquiries	1
	询盘	
UNIT 2	Offers and Counter-offers	12
	发盘及还盘	
UNIT 3	Payment	23
	支付方式	
UNIT 4	Shipment	33
	装运	
UNIT 5	Acceptance	44
	接盘	
UNIT 6	Processing with Customer's Materials	53
	来料加工	
UNIT 7	Compensation Trade	62
	补偿贸易	
UNIT 8	Barter Trade	75
	易货贸易	
UNIT 9	Sole Agency (I)	83
	独家代理	
UNIT 10	Sole Agency (II)	94
	独家代理	
UNIT 11	Sole Agency (III)	106
	独家代理	

UNIT 12	Claims (I)	116
	索赔	
UNIT 13	Claims (II)	127
	索赔	
UNIT 14	Invitation to Tender	137
	招标	
练习参考答案.....		144
课文参考译文.....		170

UNIT 1

Enquiries

情景对话

Heath 先生是英国皮革制品进口商。现在,他经英国商会介绍,来到上海土畜产进出口公司,希望与该公司建立业务关系。

H: Good afternoon ! I'm Alan Heath from England. Here's my card.

Y: Good afternoon, Mr. Heath. My name is Yang Yong-ming. Yang is my family name. You may simply call me Yang if you like.

H: Nice to meet you, Mr. Yang.

Y: Me, too. What can I do for you?

H: We're one of the leading importers of leather products in Britain. We learned your name and address from British Chamber of Commerce in China. We would like to open up business relations with you.

Y: We would only be too pleased to enter into business relations with you. We have been specializing in the export of leather products for over thirty years. Our products have won wide popularity in many parts of the world.

Could you tell me what in particular you are interested in ?

H : We're thinking of importing handbags. We would like to make an enquiry about them.

Y : Good. We have some samples in our showroom. Would you like to have a look at them ?

H : Certainly.

Y : This way, please.

(after visiting the showroom)

Y : Now you've seen our samples, what do you think of them ?

H : I should say the quality is all right. But I think the color and design may not be to the taste of our market.

Y : Well, we also accept orders against customer samples if the order is a sizable one. Just tell us the color and design you have in mind. We'll manufacture them according to your samples.

H : That's great. Could you give me some rough idea of your price ?

Y : Here's our latest price list. The prices are FOB Shanghai and they are subject to our final confirmation. Besides, please note that for a special order the minimum quantity for each design is 5,000 pieces, or the price will go up by 20 %.

H : I see. When can we expect delivery ?

Y : Delivery will usually be made one month after receipt of the covering letter of credit. But for special orders, it might take two months.

H : What mode of payment do you usually accept ?

Y : We only accept confirmed, irrevocable sight L/C.

- H : Could I have some discount if the order is a large one ?
- Y : Well, we usually give a 5% discount if the order is over 8,000 pieces.
- H : That's good. Another thing. How long does it usually take to send us your return sample ?
- Y : About two weeks. We'll pass your sample on to the manufacturer as soon as we receive it. The manufacturer may usually need a week or so to complete the return sample. Then we'll send it to you for confirmation. Once we've got your confirmation, we'll inform the manufacturer and they'll start the production.
- H : By the way, where's the factory located ?
- Y : It's in Changzhou, Jiangsu Province, not very far from Shanghai. If you would like to make an inspection tour of the factory, we can arrange that for you.
- H : That'll be great. But first of all, we'll have to discuss the question with our clients. May I have a copy of the price list and catalogue ?
- Y : Sure. Here you are.
- H : Thank you for your help. I'll come back to discuss it in greater detail with you.
- Y : Thank you for your enquiry. If you have any other questions, please feel free to call me anytime.
- H : Thank you. Goodbye !
- Y : Goodbye !

词汇解析

1. family name 姓

“姓”的另一英语表达方式是“surname”。

first name / given name 名

My name is Julia Spencer. Julia is my first name. 我叫

Julia Spencer. Julia 是我的名字。

2. Chamber of Commerce 商会

3. to open up business relations with somebody 与某人建立
业务关系

We hope to open up business relations with your firm in
the line of textiles. 我们希望在纺织品经营方面与你们
建立业务关系。

“与某人建立业务关系”的英语表达方式还有：

to enter into business relations with somebody

to set up business relations with somebody

to establish business relations with somebody

to enter into business connections with somebody

to commence business with somebody

to do business with somebody

to start business with somebody

4. to specialize in 专门经营

We specialize in the export of light industrial goods. 我
们专营轻工业品的出口。

“专门经营”的英语表达方式还有：

to handle

Here's the catalogue that will tell you the lines we han-
dle. 这是我们的产品目录,可以告诉你我们经营的项目。

to deal in

Our company deals mainly in medicines and health pro-
ducts. 我们公司主要经营医药保健品。

5. to win wide popularity 深受欢迎

Our products has won wide popularity in Europe. 我们

的产品在欧洲深受欢迎。

“深受欢迎”的英语表达方式还有：

to enjoy popularity

to enjoy wide acceptance

to sell well

to be much sought after

6. enquiry / ɪnˈkwaɪəri / n. 询价

to make an enquiry for / about something 就某物询价

to send an enquiry sheet 寄询价单

enquire / ɪnˈkwaɪə / v. 询价

to enquire for something 就某物询价

The goods you enquire for are our best-sellers. 你提出
询价的商品是我们的畅销品。

to enquire of somebody about something 询问某人某事

The buyer enquired of the seller about the capacity of
the factory. 买方向卖方询问这家工厂的生产能力。

7. to the taste of somebody 符合某人的喜好

I think the color and pattern of your products are quite
to the taste of our consumers. 我认为你们产品的颜色
和花样相当符合我国消费者的喜好。

8. to go up (价格) 上涨

Oh, your price this year has gone up by 20%. 哦, 今年
你们的价格上涨了 20%。

9. return sample 回样

有时也称 counter sample 对等样品

10. to pass something on to somebody 把某事转达给某人

We'll pass your comments on to the manufacturer. 我
们会将你们的意见向生产厂方转达。

11. to make an inspection tour 考察

We'll make an inspection tour round Europe next month

to see if it is possible to extend our export business there. 我们下个月准备去欧洲考察,看看是否有可能扩大我们产品在那儿的出口。

12. in detail 详细地

I'll tell you in detail the result of the talk in my report.
我将会在报告中详细告诉你会谈的结果。

实用句子

接受来样加工

一般来说,国际货物买卖中的样品,大多由卖方提供,称为‘凭卖方样品买卖’(sale by seller's sample),但凭买方样品达成交易也不少见,称为‘凭买方样品成交’(sale by buyer's sample)。在实际操作时,卖方通常根据买方的来样仿制或选择质量相近的样品提交买方,即提交‘回样’或称‘对等样品’请买方确认,而并不直接按买方样品成交。在以买方来样作为交接货物的质量依据时,为防止发生意外纠纷,一般应在合同中明确规定。如果发生由买方来样引起的工业知识产权等第三者权利问题时,与卖方无关,概由买方负责。

卖方在介绍自己的经营范围时,若要表示可以接受特殊订单,即可以根据来样加工,可以说:

We also take special orders. That is, we can design machine tools for special purposes. 我们也接受特殊订单。即我们可以为顾客设计特殊用途的机床。

We also take orders for furniture made according to the specifications you propose. 我们也接受按照你方提出的规格制造家具的订单。

If you can tell us the color and design you have in mind, we'll change them accordingly. 要是你能告诉我你想

要的颜色和花样,我们可以相应进行修改。

We can also accept orders against customer samples specifying design, specifications and packaging requirements. 我们也接受按来样制作的订单,即我们可以根据客户提供的花样、规格和包装要求生产。

We can also make tablecloths according to the patterns you give us. 我们也可以根据你们提供的花样制作台布。

We can arrange production to meet the national characteristics and special tastes of different countries. 我们可以根据不同国家的国情和特殊爱好来安排生产。

Please note that for special orders we have a minimum quantity requirement. It should be no less than 500 dozen for each pattern. 请注意,对特殊订单我们有最低数量要求。每种花样订购数量应不低于 500 打。

询问来样加工

买方若要询问卖方有关来样加工的事宜时,可以说:

Is it possible for you to make silk scarves according to the patterns and specifications we give you? 你方是否有可能根据我方提供的花样和规格生产真丝围巾?

Do you take special orders? That is, do you make machines according to the specifications we set forth? 你们是否接受特殊订单? 我的意思是说你们是否可以根据我们提供的规格生产机床?

Could the articles be made specially for our market, that is, according to the samples given? 可以为我们的市场定做产品吗? 我的意思是说可以按我们提供的样品定做吗?

Do you have a minimum quantity requirement for a spe-

cial order ? 对特殊订单,你们有最低数量要求吗?

索取价格单及样品

买方在询价结束时索要目录、价格单或样品。一般来说,对轻工业产品或日用品,可索取样品以作参考,但对重工业产品或大型的轻工业产品,则索要目录。买方若要索取价格单及样品可用以下表达方式:

Could I keep the price list ? 我可以保留这份价格单吗?

Would you please leave me the price list ? 你可以给我这份价格单吗?

May I have a copy of your price list ? 我可以要一份价格单吗?

It would be very helpful if you could give an actual sample of your products. 要是你能给我一份实物样品的话,会很有帮助的。

Our clients ask for an actual sample of your products.

Would you be kind enough to give me one ? 我方客户索要实物样品。你能给我一件吗?

We would be very grateful if you could give me a sample of your latest design. 要是你能给我们你方最新产品的样品,我们将非常感激。

动动脑筋

I. 请用下列单词或词组完成句子:

(enjoy wide acceptance, enquire about, make an enquiry, in detail, pass ... on to ..., to the taste of, specialize in, enquiry sheet, open up, go up)

1. The goods you are _____ are sold out.

2. We will make an offer immediately after receiving your _____.
3. We write you this letter in the hope of _____ business relations with you.
4. We _____ the export of eiderdown products.
5. Chinese teas _____ in the world.
6. I would like to _____ for all-cotton men's shirts.
7. I'm sure this product is _____ young people.
8. The cost of production has _____ in the past year, but our price remains the same.
9. Could you _____ my suggestion _____ someone in authority?
10. Although I have explained it to her _____, she still couldn't understand it.

II. 请听录音,并完成下列对话:

假设你是上海家用纺织品进出口公司的外销员刘伟,现在你正在接待来自加拿大的客户 Alex Carter 先生。

C: Good morning, sir. I'm Alex Carter from Canada. Here's my business visiting card.

L: _____. (很高兴见到你, Carter 先生。我叫刘伟,刘是我的姓,就叫我刘好了。) And here's my name card.

C: Nice to meet you, too, Mr. Liu. We are one of the leading importers of home textiles in Canada. We would like to establish business relations with you.

L : _____. (我将非常乐意与贵公司做生意。我们经营家用纺织品的出口已有三十多年的历史。我们的产品深受欧美客户的欢迎。)

C : We're thinking of importing some all-cotton embroidered bed covers. Could you show me some of your samples ?

L : _____. (当然可以。在我们的陈列室里陈列有许多样品,请这边走。)
(*after visiting the showroom*)

L : _____. (你觉得我们的产品怎么样 ?)

C : I think the quality of the goods meets our requirement, but I don't like the color and pattern.

L : _____. (嗯,我们可以根据你们的要求生产,你只需告诉我方你们想要的颜色和花样。)

C : That's great. Could you give me a rough idea of the price ?

L : _____ (当然可以。这是我们的报价单。价格单上所有的价格都是上海离岸价,以我方最后确认为准。)

C : Thank you. May I have a copy of your catalogue and price sheet so that I could discuss the matter with my customers ?

L : _____ (当然可以,这就是。)

C : Thanks. I'm sure I'll come here for another meeting after my discussion with our customers.

L : _____ (谢谢光临。欢迎你再来。)

Ⅲ. 请口译下列对话 :

A : 下午好。我叫 Mike Ball, 从美国来。这是我的名片。

B : 很高兴认识你, Ball 先生。我叫吴明。

A：我也很高兴结识你，吴先生。

B：请坐。

A：谢谢。

B：我能为你做些什么？

A：我们是美国最大的纺织品进口商之一，与美国许多大商店有着业务关系。我这次来的目的是想了解一下是否有可能与贵公司建立业务关系。

B：我们将很乐意与贵公司做生意。我们是中国最大的服装制造商之一，有着多年生产服装的经验。我们公司生产的服装畅销世界许多地方。

A：我能看一下你们的产品吗？

B：当然可以。在我们的样品陈列室里陈列有我们的许多产品。请这边走。

A：谢谢。

B：你觉得我们的产品怎么样？

A：不错，我想其中一些产品在我们市场可能会有销路。

B：听你这么说我感到很高兴。你能告诉我你对什么特别感兴趣吗？

A：我对你们的休闲服装特别感兴趣。但我想问一下你们是否接受特殊订单，我的意思是说按我方设计的样式生产？

B：如果订货量大的话，可以接受。

A：对于特殊订单，你们的最低订货量是多少？

B：不低于 2,000 打。

A：我明白了。你能给我一份报价单和产品目录吗？

B：可以。不过要是你现在有什么具体询价的话，我们马上可以报价。

A：谢谢。我想把价格单和产品目录先带回去和我们的客户商谈一下，我一定还会再来详谈。

B：好的，谢谢你的光临。希望我们有机会合作，并期望再次见到你。