

商务谈判英语

(高 级)

Business Negotiation English

(Advanced)

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前 言

中国加入世贸组织之后,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,还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。每个单元以‘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习用书,而且特别适合于有志于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

PART 1	Import of a Complete Plant	1
	成套设备进口谈判	
UNIT 1	Terms of Price	3
	价格条件	
UNIT 2	Terms of Payment	15
	支付方式	
UNIT 3	Delivery	27
	交货	
PART 2	Joint Venture	43
	合资谈判	
UNIT 4	Seeking Information	45
	了解情况	
UNIT 5	On Investment	57
	投资	
UNIT 6	Marketing	70
	营销	
PART 3	Technology Transfer	81
	技术转让谈判	
UNIT 7	Terms of Price	83
	价格条件	

UNIT 8	Terms of Payment	94
	支付方式	
UNIT 9	Delivery of Technical Documentation	105
	技术资料的交付	
UNIT 10	Technical Service and Personnel Training...	115
	技术服务和人员培训	
练习参考答案		125
课文参考译文		168
主要参考书目		190

PART 1

Import of a Complete Plant

成套设备进口谈判

UNIT 1

Terms of Price

Background Information

If a Chinese factory wants to import a complete plant from a foreign company, it can entrust the business to some trade agent such as the China National Complete Plant Import & Export Corporation. It can also get in touch with foreign suppliers by itself.

Before contacting any foreign supplier, the importing party should make a careful selection of suppliers to whom it is going to send its inquiries. The name and address of suppliers can be obtained from the Bank of China, the commercial counselor's office of the Chinese Embassy in foreign countries, or the commercial counselor's offices of foreign embassies in China as well as from publications of trade associations or on the Internet.

It is usually unwise for the importing party to send the same inquiry to too many suppliers, which could give the false impression that there is a great demand for this kind of equipment. As a rule, it is only appropriate for the importing party to send the same inquiry to three or four suppliers in different countries. After receiving offers from the suppliers, the importing party should make a close study and

analysis of the offers received so as to determine the most suitable supplier. When comparing the offers, the importing party should not merely consider the price but also take into consideration other relevant trade terms such as the mode of payment, technical service and personnel training.

It is sensible for the importing party to keep in touch with the other suppliers while negotiating with the one chosen, because making use of the competition among rival candidates is always the most effective negotiating strategy an importer can resort to.

Situational Dialogue

A Chinese factory is going to import a complete plant for a woollen textile mill from Britain. Mr. He, the project manager of the factory, is discussing the price terms with Mr. Smith, marketing manager of a British company.

S: Hello, Mr. He. It's a pleasure to see you again.

H: It's my pleasure to see you again, too, Mr. Smith.

S: I believe you have received our proposal regarding the woollen textile project. I think it's always more convenient to discuss things face to face.

H: Yes. I hope we can come to an agreement this time.

S: Me too. But it requires efforts by both sides to accomplish that.

H: Quite right. Shall we come straight to the point right now?

S: Fine. I believe you have studied our proposal. Could you

let me know how you feel about it in very general terms ?

H : Thank you very much for sending us the proposal. But we think we need to discuss in greater detail some of the points such as price, the mode of payment, etc.

S : They are certainly open for discussion. Shall we discuss them one by one, beginning with the price ?

H : I don't have the slightest objection.

S : I think you must agree that our quotation is quite attractive.

H : I'm afraid I can't agree with you there. We have received offers from some other suppliers which are much lower than yours.

S : If you take the quality of our machines into consideration, you will find our price quite fair and reasonable.

H : I agree that yours are certainly of good quality, but there cannot be such a big gap between your price and those of other suppliers just because of good or better quality.

S : You must be aware that the design of our equipment is very advanced and it was not developed until the mid-1990's. I believe the price is very attractive.

H : I'm not so sure of that. To tell you honestly, there's keen competition here. We are also discussing our need with two other companies.

S : I believe we'll win the project as you will no doubt find our price very competitive if you take everything into consideration.

H : I think it's unwise for you to insist on the original price. To be frank, successful business depends very much on the price. If you hang on to your original offer, we'll

have no alternative but to buy from some other supplier.

S: What do you think is an acceptable price then?

H: To conclude the deal, you should at least reduce the price by 20%.

S: 20%? It's beyond the limits of what I can discuss. I'm afraid I have to talk to my office first.

H: Please do. We'll wait for your reply.

(two days later)

S: After our talk the other day, I immediately contacted my home office. I've been instructed to inform you that we are and have always been sincere in doing business with you, but the gap between your counter offer and our price is too wide.

H: We are also sincere in hoping to conclude the deal with you. And we believe our counter offer is quite well-founded. It is in line with the international market price.

S: In order to conclude the business, may I suggest that we meet each other halfway?

H: You mean you will reduce the price by 10%?

S: Yes. That's really our rock-bottom price. We can't make any further concessions.

H: But I think it's still a bit too high. If we can meet each other halfway once more, I think we can call it a deal.

S: You certainly have a way of talking me into it. All right, I accept.

H: I'm very glad that we've now come to an agreement on price. We'll go on to the other items at our next meeting.

S: Yes. I hope everything will be smooth-going then.

Words and Expressions

1. come straight to the point — make a prompt and clear statement of what is meant, wanted, etc.

You don't have to speak in a roundabout way ; you'd better come straight to the point.

2. hang on to — hold something tightly

If you hang on to your old way of doing things, you'll get nowhere.

3. well-founded — based on facts, well-grounded

4. talk somebody into doing something — persuade somebody to do something

He has talked the seller into giving him a 5% discount.

Do It Yourself

- I. Please listen to the tape and try to complete the following dialogue :

Suppose you were Mr. Zhao from the China National Complete Plant Import and Export Corporation. Now you're discussing the price of an import project with Mr. Dupont, marketing manager of a French Company.

D : Good morning, Mr. Zhao.

Z : _____ (早上好, Dupont 先生。昨晚睡得好吗?)

D : Yes, very well. I'm now fully recovered from the jet lag and ready to discuss business with you.

Z : _____ (很好。让我们现在就开始谈生意。)

D : I believe you have studied our proposal about the tube mill project. What do you think of it ?

Z : _____ (仔细地研究了你们的项目建议书后, 我们觉得有一些地方需要进一步讨论一下。)

D : Good, further discussion will certainly be useful. The purpose of my coming here is to discuss the proposal with you further.

Z : _____ (首先, 我们觉得你们的报价比我们所期望的高得多。)

D : If you take everything into consideration, you will find that our price is very competitive.

Z : _____ (坦率地说, 我们也在和其他一些公司谈这一项目。他们所报的价格比你们的低得多。因此, 这一项目是否谈得成功主要取决于你们的价格。)

D : But you have to admit that our equipment is of superior quality. If you take quality into consideration, you will find that the price is fair and reasonable.

Z : _____ (要是你们坚持原来的报价, 恐怕谈成项目的可能性极小, 因为你们的报价大大超出了我们的预算。)

D : How much is your budget ?

Z : _____ (对不起, 我不能告诉你。这是机密。)

D : Then could you give me some idea of the price you regard as acceptable ?

Z : _____ (为了做成生意, 你们应该至少减去 25%。)

D : 25% ? You're not kidding ? It's impossible for us to reduce the price to such a great extent. But to pull through the business, we are willing to cut the price by 10%.

Z : _____ (但是你们的价格还是比我们期望的要高一点。要是你们能再减去 10% 的话,我们就有可能达成一致了。)

D : Do you mean a 20% cut ? To be frank, it's impossible. We would rather not join in the project than make such a big cut.

Z : _____ (我们大家折中一下,比方说你再减去 5%,你看如何? 这样生意就能做成了。)

D : OK, to show our sincerity in doing business with you, we accept your counter-bid. I hope this transaction will pave the way for more future business.

Z : _____ (我很高兴我们就价格问题达成了协议。)

II. Please translate the following dialogue into English orally :

A : 你好, Thompson 先生。我们很高兴你能亲自来和我们谈这一项目。

B : 我们觉得面谈有利于我们双方进一步了解,便于问题的解决,而且效率也高。

A : 确实如此 !

B : 我想你们一定已经研究过了我们的项目建议书。我能了解一下你们的看法吗 ?

A : 谢谢你们寄给我们建议书。看了之后,我们觉得在有些方面还需要交换意见,达成共识。

B : 我们的建议书只是为谈判提供一个基础。我们当然欢迎你们提出看法。

A : 首先,我们觉得你们的报价太高,几乎要比其他的供应商高出 20%。

B : 但是你得承认,我们产品的质量很高。而且要是你把一切考虑在内的话,你会觉得我们的报价是公平合理的。

A：但是其他供应商提供的产品的质量也不错，完全符合我们的生产要求，所以我们的生意是否能做成，主要取决于价格。

B：那你们认为什么样的价格是可以接受的呢？

A：我们认为要做成交易，你们至少应该降价 15%。

B：坦率地告诉你，降价 15% 我们是不可能接受的。但是为了表示我们的诚意，我们愿意作出一些让步，降价 8%。

A：我们还是认为你们的价格太高。

B：可是这已经是我们的最低价了。我们没法再进一步降价了。

A：要是这样的话，那我们只能到别处去购买了。

B：好吧，为了做成这笔生意，我就破例再降价 2%。要是你们再不满意的话，我也无能为力了。

A：很好，我们接受。

III. Please translate the following part of a contract into Chinese：

Contract (I)

Contract No.：

Signing Date：

Signing Place：

The Buyer：

The Seller：

This Contract is made by and between the Buyer and the Seller, whereby the Buyer agrees to buy and the Seller agrees to sell the undermentioned commodity according to the terms and conditions stipulated below：

1. COMMODITY, SPECIFICATIONS, QUANTITY

AND UNIT PRICE :

2. TOTAL VALUE :

3. COUNTRY OF ORIGIN AND MANUFACTURER :

4. PACKING :

To be solidly packed and suitable for long distance air, ocean and land transportation and multi-handling and well protected against breakage, dampness, moisture, shock, rust and rough handling. All dangerous goods should be packed in accordance with international standards. The Seller shall be liable for any expense and loss attributable to inadequate or improper protective measures taken by the Seller in regard to the packing.

5. SHIPPING MARK AND SIGNS :

98YVZQ-0232026CH

SHANGHAI, CHINA

On the surface of each package, the package number, measurements, gross weight, net weight, the lifting position, the above shipping mark and the wordings “FRAGILE”, “RIGHT SIDE UP”, “HANDLE WITH CARE” and “KEEP DRY” shall be stenciled with fadeless paint.

6. TIME OF SHIPMENT :

7. PORT OF SHIPMENT :

8. PORT OF DESTINATION :

9. TERMS OF SHIPMENT :

The Seller shall arrange the carriage of the goods according to the INCOTERMS 1990.

10. SHIPPING ADVICE :

The Seller, immediately after the completion of the loading of the commodity, shall notify the Buyer by fax of the Contract number, name of commodity, quantity, gross weight, invoice value, name of carrying vessel and date of departure. If any package has weight of above 7 metric tons, length of over 10m, width of over 3.4 m or height of over 2.35 m, the Seller shall advise the Buyer of the weight and measurements of each package for further transportation after delivery. In case of dangerous commodities, the Seller shall notify the Buyer by telex or fax of their nature and the method of handling them.

11. INSURANCE :

To be covered by the Seller for 110 percent of the invoice value against All Risks and War Risk and Strike Risk as per Institute Cargo Clauses.

12. PAYMENT :

See Appendix 2

13. TECHNICAL DOCUMENTS :

13.1 One complete set of the following technical documents written in English shall be packed and dispatched with each consignment :

13.1.1 Wiring instructions, diagrams of electrical connections and mechanical connections.

13.1.2 Spare parts catalogues.

13.1.3 Quality Certificate as stipulated in Clause 15.1.

13.1.4 Installation, operation, maintenance instruction manuals.

13.2 The Seller shall in addition send to the Buyer by