
PART I GENERAL EXPRESSIONS

商务谈判一般用语

1. Starting a talk 开始会谈

Now that we are all here, let's begin the talk, shall we?

现在人都到场了，咱们开始，怎么样？

What do you think if we begin now?

现在我们开始，好吗？

If you don't mind, I think we'd better begin right away.

你要是不介意，我们就开始吧。

Suppose we get down to business now?

现在我们开始怎么样？

Let's get straight down to the problem.

我们直截了当谈问题吧。

Well, I know you're all extremely busy, so why don't we get started?

我知道你们都特别忙，干嘛不开始呢。

As we are familiar with each other, let's come straight to the point.

大家都是熟人，我们就开门见山吧。

We've gone too far off the point. Let's return to the topic under discussion.

咱们离题太远了，还是回到正题上来吧。

Let's have a word about delivery, OK?

咱们谈谈交货问题，好不好？

Let's have a talk over the question of payment terms, if you don't mind.

您要是不反对,我们就谈谈付款条件。

Speaking of mode of payment, can you advise me of your general practice in this respect?

谈到付款方式,能否告诉我,你们这方面通常怎么做?

2. Outlining one's talk 介绍谈话轮廓

Before I begin, let's make it clear that it's only a non-formal talk.

在开始前,我先说明一下,这只是个非正式会谈。

To begin with, I'd like to make a brief introduction of the current market situation.

一开始,我想简单介绍一下当前市场情况。

I'd like to begin by telling you about the latest development of the market.

我想先向大家谈谈市场的最新发展情况。

First, let me outline the current problems we are facing.

首先,我来大概介绍一下当前面临的问题。

First of all, we have to settle our disputes about the quality of your supplied goods.

首先,我们要解决双方关于供货品质的分歧意见。

Secondly, I'd like to look at the causes of the damage.

其次,我想分析一下造成货损的原因。

Thirdly, we'll see if our solution is workable.

再次,我们来看看解决问题的方法是否可行。

I will then go on to describe the main features.

而后,我将阐述其主要特征。

After that, we'll try to find out the ways to solve these problems.

这以后,我们将设法寻找解决这些问题的方法。

Following that, we'll go into details of these accidents.

再往下，我们将对这些事故进行深入研究。

Following on from there, I'll suggest some possible solutions.

继而，我将提出一些可能的解决方法。

Next, I'll spend a few minutes looking at the other methods available now.

而后，我要花点时间探讨其他可采用的方法。

Finally, I'd like to conclude by recommending a few changes in packaging.

最后，我想对包装材料变更提出一些建议，并以此结束我的发言。

Last but not least, we'll discuss how to carry out the contract smoothly.

最后但并非最不重要的是，我们将讨论如何顺利执行合同。

3. Moving the talk on to the next issue 谈话转入下一个议题

Now let's move on to the next issue, which is how to compensate for the loss.

现在我们转到下一个议题：如何赔偿损失。

If you'll allow me, let me go on to the question of improving sales performance.

如果允许的话，我想接着谈谈改善销售的问题。

Now that the problem of payment terms has been dealt with, I'm eager to know if you can effect shipment in May?

现在付款方式问题解决了，我很想知道你能否 5 月份装运。

I'm glad we have arrived at a complete agreement on the clauses discussed so far.

There remains only the question of packing.

很高兴我们各项条款讨论取得完全一致意见，剩下就只是包装问

题了。

What shall we discuss next? I suggest we have a word about insurance.

我们接下来讨论什么呢？我建议谈谈保险问题。

Next, we'd like to hear the comments by everyone present at the meeting.

下面我想听取出席会议每位先生的意见。

Now I'd like to turn to the possible solutions.

现在我想把话题转向能够采用的解决问题的方法。

4. Referring to the previous talk 提及前面谈过的话题

I think I have made it very clear that D/A is absolutely impossible.

我想我已经说得很明白了，承兑交单绝对不行。

You said just now that competition could be very sharp.

你刚刚说竞争可能会是极其激烈的。

Earlier, you mentioned that this kind of products are in great demand on the international market.

先前你提到这种产品在国际市场上需求量很大。

Did you propose a change in the material of packaging?

刚刚你会建议改换包装材料，是吗？

Correct me if I am wrong, but weren't you suggesting that we put these words down in the contract as a separate clause?

如果我说得不对请指正，不过你刚刚是否建议这些文字在合同中另列条款？

A moment ago, you mentioned something about the design of the packing. Will you detail it a bit?

刚才你提到包装设计的问题，能否详细谈谈？

As I said just now, any money spent now would give you greater savings in the long run.

如我刚才所说，从长远看，今天花费的钱会为你以后节省更多的钱。

5. Asking for repetition or explanation 请求重复或解释

Will you repeat it, please?

请再说一遍,好吗?

Would you mind saying it again?

请再说一遍。

I beg your pardon?

请再说一遍。

I'm sorry I didn't catch your meaning. Will you say it again?

对不起,我没明白你的意思。请再说一遍。

I don't understand what you say.

我不明白你说什么。

I'm sorry I don't follow you.

对不起,我不懂你的话。

Will you speak a little more slowly?

请说慢一点。

Will you slow down a bit? I can't follow you.

请说慢一点,我听不懂。

Will you explain what you mean?

请解释一下你的意思。

Could you be more specific?

能否再具体些?

6. Interrupting other people's talk 打断别人谈话

Sorry to interrupt you, but will you first let us know your idea of annual sales?

对不起打断您的话,不过请先谈谈您对年销售量的看法。

May I interrupt you a moment?

打断您一会儿,可以吗?

Excuse me for interrupting you. I hope you will explain yourself in more detail.

对不起打断您的话,希望你解释能更详细点。

If you don't mind, may I say one word here?

请别介意,我可以插一句话吗?

Just a moment, please. Allow me to say something here.

请稍停一下,允许我插几句话。

7. Asking for opinions 征求意见

What do you think of it?

你认为怎样?

What's your opinion on this matter?

你对这个问题有什么看法?

Please tell me frankly your opinion.

请坦率直言你的意见。

How do you see things like this?

你对这类事情怎么看?

How did you find /like/enjoy the performance?

你认为演出怎样?

How do you like changing the color to light blue?

把颜色改为淡蓝色,你认为怎样?

What do you say to (making) transshipment at Hong Kong?

在香港转船,你意见怎样?

How would you like it to be?

你希望是什么样?

Do you agree to this change? I'd like to hear your opinion about it.

你同意这一改变吗?我想听听你的意见。

We are old friends. Please don't hesitate to speak out your mind.
都是老朋友了,有什么就说,什么,不用顾虑。

Will you let me know your comments on our new design?
请把你对我们新设计的意见告诉我。

Your comments and criticisms are always welcome.
欢迎评论和批评。

We welcome all sorts of criticism.
我们欢迎各种批评。

We'd like you to give us your suggestions.
希望把您的建议告诉我。

8. Expressing one's view 表达自己意见

I think the market is going to take a downward trend.
我认为市场将呈现下跌趋势。

In my opinion, we should defer a decision until we know more about the facts.

我认为,我们在了解更多事实之前,暂不作出决定。

My opinion is you should look after the new customers as well as the old ones.

我认为,你们在关照老客户的同时,也应该关照新客户。

To my mind, his suggestion is worth trying out.
我认为,他的建议值得一试。

Quite frankly, I don't think the color is to our customers' taste.
坦率地说,我认为颜色不符合客户的爱好。

Don't you think the delivery could be advanced?
你不认为交货期可以提前吗?

I should say your products are overpriced.
我得说你们产品价格定得太高。

I'm afraid your price is a bit on the high side.

恐怕你们价格稍有偏高。

I'm sure at this price level, our products will bring you a handsome profit

我相信按照这个价格水平,我方产品会为你方赢得丰厚利润。

To be honest with you, we've received another offer at a much lower figure.

老实说,我们收到另一个报盘,价格低得多。

It seems to me your price is much too high. / Your price seems much too high.

我认为,你方价格太高。/ 你方价格看来太高。

9. Expressing agreement 表示同意

Good idea! I totally agree with you.

好主意!我完全同意你的意见。

We are all for your suggestion as to how to render better service.

我们完全同意你关于提供更好服务的建议。

I think you are right.

我认为你是对的。

Excellent! That's exactly what I think.

好极了!那恰恰是我所想的。

That sounds reasonable. We need to get the best possible deal.

听上去有道理。我们应该获得最好的交易条件。

I share your views.

我同意你的意见。

I support your opinion.

我支持你的意见。

I've no objection.

我没反对意见。

I'm in favor of your proposal.

我赞成你的意见。

Suits me fine.

这对我合适(我同意)。

10. Expressing disagreement 表示不同意

I'm sorry, I disagree with you there. I don't think that's the way with it.

对不起我不同意你。我认为那不是办法。

This works against common sense. I don't go along with it for one minute.

这有悖常理。我一点也不同意。

I'm totally against the proposal of making transshipment at Hong Kong.

我完全反对在香港转船的建议。

I wouldn't say that. I think it's only a matter of time.

我不认为如此,我认为这只是个时间问题。

I don't like the idea of substituting Type No. 15 for the portion undelivered.

我不同意未交货部分改用 15 型代替。

It's absolutely impossible. I really can't accept the idea.

这完全不可能。我实在不能接受这个主意。

11. Persuading your client 劝说客户

If I were you, I would book a small order as a trial.

如果我是你,我会小量试订一批。

If I were in your position, I would allow partial shipment.

如果我处在你的地位,就会同意分批装运。

Why not buy a small lot and put them on trial?

干嘛不小量买一批试试呢?

Why don't you look at it this way? It's more expensive, but much better value for money?

为什么不这么看呢：它是贵一点儿，但它物超所值呀。

I'd advise you to look into the matter immediately.

我建议你立即调查这一事件。

I think you'd better weigh up the advantages carefully before rejecting our offer.

我认为,拒绝我方报盘前,你最好先慎重权衡其有利条件。

I don't think you should miss this opportunity to update your equipment.

我认为你不应该错过这个更新设备的机会。

After you have tried it out, I'm sure you'll agree that this is a very good product.

经过试用,你肯定会同意这是个很好的产品。

I can't force you to make a deal, but I can assure you that our product has the edge on the competition.

我不可能强迫你买,但是请相信我们的产品是具有竞争力的。

You're right to be cautious, but owing to the limited supply available at present, we suggest you act quickly.

谨慎当然不错。但是,目前可供数量有限,建议你及早采取行动。

I don't want to sound pushy, but you'll have to decide soon.

我不想好像在催促你一样,不过你的确要快些作出决定。

Do you understand that this offer is only open for three days?
你要知道本报盘有效期仅为三天。

I understand your concerns, but remember that the offer ends next week.

我理解你担忧之处,但别忘了报盘下周失效。

You may trust me that any money spent now will bring you big profits in future.

相信我，今天投入的钱今后会给你带来巨大的利润。

Could you think about our proposal again?

你能否再考虑一下我们的建议呢？

I hope you'll give a second thought to this matter.

希望你再考虑考虑这个问题。

Could you reconsider the matter in some other light/from a different angle?

能否从其他角度重新考虑这个问题呢？

Isn't there any way to change your decision?

有没有办法改变你的决定呢？

12. Avoiding a definite reply 回避明确答复

I'm afraid I can't give you a definite reply now.

恐怕我现在无法给你一个明确的答复。

I can't make a decision right now.

我现在无法作出决定。

I just need some time to think it over.

我需要时间考虑考虑。

We are still a little unsure about the prospect, though.

不过，我们对于前景还是有点不能确定。

There are certain points that I'll have to consider very carefully

有些问题我得慎重考虑。

That may well be so. I'm not sure.

很可能是这样的。我不敢确定。

It all depends.

这得看情况而定。

13. Emphasizing one's points 强调自己观点

I must stress that the goods were strictly inspected before shipment

with your representative on the spot.

我必须强调,货物装船前经过严格检验,而且你方代表也在场。

Let me emphasize how necessary it is to abide by the contract.

我要强调,遵守合约是十分必要的。

I can't stress enough the disastrous consequences of breach of contract.

我必须强调,违约会带来严重后果。

I must call your attention to the distinction between these two samples.

我要提请你注意两个样品之间的差异。

14. Ending a talk 结束会谈

I'm afraid our time is up. Let's call it a day.

时间到了。我们今天到此为止。

We have to close today's discussion now.

今天讨论到此结束。

Let's stop here. We'll go on with the talk this afternoon.

我们到此结束。下午再接着讨论。

Let's discuss it in more detail tomorrow.

我们明天再详细讨论。

PART II BUSINESS NEGOTIATIONS

商务谈判

Unit One Arrival of Foreign Businessmen

外商到达

Meeting a guest you've never met 迎接未见过面的客人

Dialogue 1

Ling: Sorry to interrupt you. But you must be Mr. Moon from the United States?

凌 请问,您一定是美国来的莫恩先生吧?

Moon: Yes, I am Simon Moon. You are... ?

莫恩 是的。我是西蒙·莫恩。您是……?

Ling: Allow me to introduce myself. I'm from the Garments Import and Export Corporation. My name is Ling Jing. Here's my name card.

凌: 请允许我自我介绍一下。我是服装进出口公司的职员。我叫凌敬。这是我的名片。

Moon: How do you do, Mr. Ling?

莫恩 您好,凌先生。

Ling: How do you do, Mr. Moon? Glad to meet you. Let me help you with your luggage.

凌: 您好,莫恩先生。见到您很高兴。我来帮您提行李。

Moon: Oh, thank you very much.

莫恩 谢谢。

Ling: We've been expecting you ever since you faxed us the date of your arrival.

凌：自从您传真告诉我们您的到达日期以来，我们一直都在盼望着您。

Moon: Thank you, Mr. Ling. I've been looking forward to this trip. It's been my wish to see your beautiful country with my own eyes. And I'm glad to say this dream of mine has eventually come true.

莫恩：谢谢你，凌先生。我一直在期待这趟旅行。很长时间以来我就希望亲眼看看你们美丽的国家。我很高兴这个愿望终于实现了。

Ling: I hope you'll enjoy your stay here and see more about China, Mr. Moon.

凌 希望您在这里过得愉快，多多了解中国，莫恩先生。

Moon: Thank you. I'm sure I will have a wonderful time here.

莫恩：谢谢。相信我会过得很愉快的。

Ling: Now, Mr. Moon, it's a long way to China. I am afraid you must be very tired after more than ten hours' flight.

凌 莫恩先生，来中国路很远，想必经过十几个小时飞行您一定很累了。

Moon: Yes, I am, rather. But I'll be all right by tomorrow morning and ready for business.

莫恩 是的，挺累的。不过明天就会复原，可以谈业务了。

Ling: Then Mr. Moon, if all is ready, we'd better start for the hotel.

凌 那么，莫恩先生，如果没什么其他事，我们就去旅馆吧。

Moon: I'd like to. Let's go.

莫恩：好的。我们走吧。

Ling: This way, please. Our car is waiting over there.

凌：这边走。我们汽车在那儿。

Dialogue 2

Miller: It's nice of you to come and meet me at the airport, Mr.
Chin Huan.

米勒 谢谢您来机场接我,秦桓先生。

Qin: Believe me, it's a pleasure to meet friends coming from afar.

秦桓：请相信我，有朋友从远方来是件愉快的事。

Miller: The pleasure is mine. Now will you show me where the luggage claim area is?

米勒：这是我的荣幸。请问行李认领处在哪里？

Qin: It's just over there. How many pieces of luggage do you have?

秦桓：就在那边。您有几件行李？

Miller: Only one suitcase.

米勒 就一件手提箱。

Qin: Let's go and claim the luggage then

秦桓 咱们去认行李吧。

Miller: Let's.

米勒 好的。

Qin: Did you have a good flight?

秦桓 米勒先生,旅途还好吧？

Miller: Just wonderful. Good food and good service.

米勒 很好。饮食好,服务好。

Qin: Anyhow, I think you'd like to freshen up a bit and take a rest
to overcome the jet lag.

秦桓 尽管如此,我想您一定愿意稍加休息,恢复一下,调整时差。

Miller: Yes, indeed. But, how's your business these days?

史密斯的确如此。不过,最近你们业务怎样?

Qin: Can't complain. Owing to sharp increase in demand, sales are up recently. As a matter of fact, we find it difficult to meet the demand of the market.

秦桓:没什么好抱怨的。由于需求急剧增长,销售大幅度上升。实际上,我们很难满足市场需要。

Miller: But do you think it's a general trend?

米勒:您认为这是一种总体趋势吗?

Qin: No, I don't think so. Reports have it that there will be a slump during the next few weeks, especially when taking into consideration the impact of the September 11th terrorist attacks.

秦桓:恐怕不是。有报道说今后几周行情会下跌,尤其是考虑到9·11恐怖袭击事件的影响。

Miller: Look, there comes my suitcase.

米勒:瞧,那是我的手提箱。

Qin: Let me help you with it.

秦桓:我来替您拿。

Miller: I can manage all right. It's not so heavy as it looks.

米勒:不用了。我自己能行。这箱子不像看上去那么重。

Qin: Our car is in the parking lot. I'll go and bring it around. Just wait here

秦桓:我们汽车在停车场。我去把它开过来。您这儿等着。

Meeting a delegation 迎接代表团

Dialogue 3

(Wu is waiting at the exit of the airport, holding a sign board on which is written MR. SMITH FROM CANADA)

(吴在机场出口处,手中拿一块纸板,上面写着:加拿大史密斯)

先生。)

Smith: (Coming towards Wu) I'm Smith, John Smith from Canada.

史密斯(走向吴)我是史密斯,加拿大的约翰·史密斯。

Wu: How do you do, Mr. Smith? Glad you've come. My name is Wu Dong. My company has assigned me to be your host here in Shanghai.

吴:您好,史密斯先生。很高兴您能来。我是吴东。公司委派我作为您在上海期间的接待人员。

Smith: Thank you, Mr. Wu. Let me introduce you. This is Mr. George Quince. This is Mr. David Copperfield. They are my colleagues.

史密斯:谢谢。我来给您介绍一下。这位是乔治·昆士先生。这位是大卫·科波菲尔先生。他们是我的同事。

Wu: Welcome to Shanghai.

吴 欢迎来上海。

Meeting an old friend at the airport 在机场与老朋友见面

Dialogue 4

Wang: How are you, Mr. Jackson?

王 你好吗,杰克逊先生?

Jackson: Fine. How are you?

杰克逊 挺好的。你呢?

Wang: Fine, too. Very pleased to see you again.

王:我也挺好。十分高兴又和你见面了。

Jackson: It's almost two years since we last met, if I'm not mistaken.

杰克逊:如果没记错,我们上次见面是两年前的事了。