

谈判英语：商务谈判英语实例（一）PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/131/2021_2022__E8_B0_88_E5_88_A4_E8_8B_B1_E8_c96_131703.htm Dan Smith是一位美国的健身用品经销商，此次是Robert Liu第一回与他交手。就在短短几分钟的交谈中，Robert Liu既感到这位大汉粗犷的外表，藏有狡兔的心思——他肯定是沙场老将，自己绝不可掉以轻心。双方第一回过招如下：D: Id like to get the ball rolling (开始) by talking about prices. R: Shoot. (洗耳恭听) Id be happy to answer any questions you may have. D: Your products are very good. But Im a little worried about the prices youre asking. R: You think we about be asking for more?(laughs) D: (chuckles莞尔) Thats not exactly what I had in mind. I know your research costs are high, but what Id like is a 25% discount. R: That seems to be a little high, Mr. Smith. I dont know how we can make a profit with those numbers. D: Please, Robert, call me Dan. (pause) Well, if we promise future business——volume sales (大笔交易) ——that will slash your costs (大量减低成本) for making the Exec-U-ciser, right? R: Yes, but its hard to see how you can place such large orders. How could you turn over (销罄) so many? (pause) Wed need a guarantee of future business, not just a promise. D: We said we wanted 1000 pieces over a six-month period. What if we place orders for twelve months, with a guarantee? R: If you can guarantee that on paper, I think we can discuss this further. Robert回公司呈报Dan的提案后，老板很满意对方的采购计划.但在折扣方面则希望Robert能继续维持强硬的态度，尽量探出对方

的底线。就在这七上七八的价格翘翘板上，双方是否能找到彼此地平衡点呢？请看下面分解：R: Even with volume sales, our coats for the Exec-U-Ciser wont go down much. D: Just what are you proposing? R: We could take a cut (降低) on the price. But 25% would slash our profit margin (毛利率). We suggest a compromise——10%. D: Thats a big change from 25! 10 is beyond my negotiating limit. (pause) Any other ideas? R: I dont think I can change it right now. Why dont we talk again tomorrow? D: Sure. I must talk to my office anyway. I hope we can find some common ground (共同信念) on this. NEXT DAY D: Robert, Ive been instructed to reject the numbers you proposed. but we can try to come up with some thing else. R: I hope so, Dan. My instructions are to negotiate hard on this deal——but Im try very hard to reach some middle ground (互相妥协). D: I understand. We propose a structured deal (阶段式和约). For the first six months, we get a discount of 20%, and the next six months we get 15%. R: Dan, I cant bring those numbers back to my office——theyll turn it down flat (打回票). D: Then youll have to think of something better, Robert.

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