

外贸商务英语第一篇:如何与老外进行英语商务谈判 PDF转换  
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[https://www.100test.com/kao\\_ti2020/243/2021\\_2022\\_\\_E5\\_A4\\_96\\_E8\\_B4\\_B8\\_E5\\_95\\_86\\_E5\\_c29\\_243388.htm](https://www.100test.com/kao_ti2020/243/2021_2022__E5_A4_96_E8_B4_B8_E5_95_86_E5_c29_243388.htm) 与外商进行商务谈判时大多用英语进行，所以这个时候我们要注意避免跨国文化交流产生的歧义，交谈时尽量用简单、清楚、明确的英语，不说易引起对方反感的话语，如下列这些词语中就带有不信任色彩，可能会使客户不愿积极与我们合作。“to tell you the truth”，“I'll be honest with you...”，“I will do my best.”“it's none of my business but...”。为了避免误会，我们可用释义法确保沟通顺利进行。如，“we would accept price if you could modify your specifications.”我们还可以说：“If I understand you correctly, what you are really saying is that you agree to accept our price if we improve our product as you request.”最后，为确保沟通顺利的另一方法是在谈判结束前作一个小结，把到现在为止达成的协议重述一遍并要求对方予以认可。另外在商务谈判还应注意下列问题：1、“会听”要尽量鼓励对方多说，向对方说：“yes”，“please go on”，并提问题请对方回答，使对方多谈他们的情况。2、巧提问题用开放式的问题来了解进口商的需求，使进口商自由畅谈。

“can you tell me more about your company?”“what do you think of our proposal?”对外商的回答，把重点和关键问题记下来以备后用。进口商常常会问：“can not you do better than that?”对此不要让步，而应反问：“what is meant by better?”或“better than what?”使进口商说明他们究竟在哪些方面不满意。进口商：“your competitor is offering better terms.”3、使

用条件问句用更具试探性的条件问句进一步了解对方的具体情况，以修改我们的发盘。典型的条件问句有“ what...if ”，和“ if...then ”这两个句型。如：“ what would you do if we agree to a two-year contract ? ” “ If we modify your specifications, would you consider a larger order? ”

(1) 互作让步。只有当对方接受我方条件时，我方的发盘才成立。

(2) 获取信息。

(3) 寻求共同点。如果对方拒绝，可以另换其它条件，作出新的发盘。

(4) 代替“ no ”。“ would you be willing to meet the extra cost if we meet your additional requirements ? ” 如果对方不愿支付额外费用，就拒绝了自己的要求，不会因此而失去对方的合作。

(一) It is a condition of this letter that the name of this Bank will not be disclosed in the event of our report being passed on to your clients. 译文：本函有一个条件，即在把我们的报告转交你们的客户时，请勿泄露本行的名称。这段话是出自银行对某项咨询的回复信函。此类复信一般包括三部分：1) 陈述事实；2) 表示意见；3) 提醒对方所提供的资料是绝密及不负责任的。上面的句子属于第三部分。本句中的it是形式主语，其主语是that.....从句。 pass on hand or give sth to sb else to others 传递；转交 Example We will pass on your decision to the buyer. 其他表达方式：1. Please note that this information is furnished without any responsibility on our part and should be held strictly confidential. 2. Please note that the information is furnished at your request without any responsibility whatsoever on the part of this Bank or on any of its officers. 3. May we ask that you treat this information as strictly confidential without responsibility on our part. (二) Should you be prepared to reduce your limit by say 10%

we might come to terms. 译文：如果你方愿意减价，譬如说减10%，也许能达成交易。这句话是在讨价还价中常用到的句子。在双方的谈判中，价格是一个很重要的环节，婉转地提出自己的意见可以使自己处于主动地位。 say 10%是let us say 10%的简化。 be prepared to.....准备做.....事 Example We are not prepared to change the terms. limit n.限度(在外贸业务中有时用来指价格，即价格限度) Example: Your limit is too high to permit business. come to terms达成交易。类似说法有come to business close a bargain close a deal等等。 100Test 下载频道开通，各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)