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商务谈判：先决条件 Robert说明公司在行销与技术上的基础后，终于取信了Mark，也为谈判迈开成功的第一步。在谈判佣金与合约期限这类议题之前，Robert想先确定一些条件，包括独家代理权

与Botany Bay所能提供的协助。你知道Robert运用了哪些技巧，才不会让Mark以此作条件来威胁Robert让步？我们看看Robert怎么说：

M：Mr. Liu, what kinds of sales do you think you could get？ R：Well, to begin with, wed have to insist on sole agency in Taiwan. We believe we could spike（激增）sales by 30% to 40% in the first year. But certain conditions would have to be met.

M：What kinds of conditions？ R：Wed need your full technical and marketing support. M：Could you explain what you mean by that？ R：Wed like you to give training to our technical staff；wed also like you to pay a fee for after-sales service.

M：Its no problem with the training. As for service support, we usually pay a yearly fee, pegged to（根据）total sales. R：Sounds OK, if we can come to terms（达成协议）on how much is fair. As for marketing support, we would like you to assume 50% of all costs.

M：Wed prefer 40%. Many customers learn about our products through international magazines, trade shows, and so on. We pick up the tab（付款）for that, but you get the sales in Taiwan. R：Well think about it, and talk more tomorrow.

M：Fine. Wed like you to tell us about your marketing plans. 100Test 下载频道开通，各类考试题

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