

商务谈判：介绍销售能力 PDF转换可能丢失图片或格式，建议阅读原文

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Botany Bay是家生产高科技医疗用品的公司。其产品“病例磁盘”可储存个人病例；资料取用方便，真是达到“一盘在手，妙用无穷”的目的。这种产品可广泛应用于医院、养老院、学校等。因此Pacer有意争取该产品软硬件设备的代理权。以下就是Robert与Botany Bay的代表，Mark Davis，首度会面的情形：

M：Mr. Liu, total sales on the Medic-Disk were

US\$100,000 last year, through our agent in Hong Kong. R：Our

research shows most of your sales, are made in the Taipei area. Your agent has only been able to target the Taipei market (把.....作为

目标市场)。M：True, but we are happy with the sales. Its a new product. How could you do better? R：Were already

well-established in the medical products business. The Medic-Disk would be a good addition to our product range. M：Can you tell

me what your sales have been like in past years? R：In the past three years, our unit sales have gone up by 350 percent; profits have

gone up almost 400 percent. M：What kind of distribution capabilities (分销能力) do you have? R：We have salespeople

in four major areas around the island, selling directly to customers.

M：What about your sales? R：In terms of unit sales, 55 percent are still from the Taipei area. The rest comes from the Kaohsiung,

Taichung, and Tainan areas. Thats a great deal of untapped market

potential (未开发的市场潜力), Mr. Davis. 100Test 下载频道开

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