

商务谈判：协定和约 PDF转换可能丢失图片或格式，建议阅读原文

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商务谈判：协定和约  
Dan上回提议前半年给他们二成折扣，后半年再降为一成半，经Robert推翻后，Dan再三表示让步有限。您知道Robert在这折扣缝隙中游走，如何才能摸出双方都同意的数字呢？他从锦囊里又掏出什么妙计了呢？请看下面分解：

R：How about 15% the first six months, and the second six months at 12%, with a guarantee of 3000 units？  
D：Thats a lot to sell, with very low profit margins.  
R：Its about the best we can do, Dan. ( pause )  
We need to hammer something out ( 敲定 ) today. If I go back empty-handed, I may be coming back to you soon to ask for a job. ( smiles )  
D：( smiles ) O.K., 17% the first six months, 14% for the second？  
R：Good. Lets iron out ( 解决 ) the remaining details. When do you want to take delivery ( 取货 )？  
D：Wed like you to execute the first order by the 31st.  
R：Let me run through this again：the first shipment for 1500 units, to be delivered in 27 days, by the 31st.  
D：Right. We couldnt handle much larger shipments.  
R：Fine. But Id prefer the first shipment to be 1000 units, the next 2000. The 31st is quite soon I cant guarantee 1500.  
D：I can agree to that. Well, if theres nothing else, I think weve settled everything.  
R：Dan, this deal promises big returns ( 赚大钱 ) for both sides. Lets hope its the beginning of a long and prosperous relationship.

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