

商务谈判：价格拉锯战 PDF转换可能丢失图片或格式，建议
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https://www.100test.com/kao_ti2020/252/2021_2022__E5_95_86_E5_8A_A1_E8_B0_88_E5_c85_252469.htm 商务谈判：价格拉锯战 Robert回公司呈报了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。就在这七上八下的价格翘翘板上，双方是否能找到彼此的平衡点呢？请看他们的过招经过： 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 dealbut Im trying 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 officethey ll turn it down flat（断然拒绝）。 D： Then youll have to think of something better, Robert. 100Test 下载频道开通，各类考试题目直接下载。详细请访问

