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https://www.100test.com/kao_ti2020/271/2021_2022__E5_9B_BD_E9_99_85_E5_95_86_E5_c85_271676.htm 你来我往价格战 Buy and Sell Robert回公司呈报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，尽量探出对方的底限。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？请看下面分解：

----- 英文正文

----- Robert: Even with volume sales, our costs for the Exec-U-Ciser wont go down much. Dan: Just what are you proposing? Robert: We could take a cut on the price. But 25% would slash our profit margin. We suggest a compromise - 10%. Dan: Thats a big change from 25! 10 is beyond my negotiating limit. Any other ideas? Robert: I dont think I can change it right now. Why dont we talk again tomorrow? Dan: Sure. I must talk to my office anyway. I hope we can find some common ground on this. (next day) Robert, Ive been instructed to reject the numbers you proposed. but we can try to come up with something else. Robert: I hope so, Dan. My instructions are to negotiate hard on this deal - but Im trying very hard to reach some middle ground. Dan: I understand. We propose a structured deal. For the first six months, we get a discount of 20%, and the next six months we get 15%. Robert: Dan, I cant bring those numbers back to my office - theyll turn it down flat. Dan: Then youll

have to think of something better, Robert.

----- 中文翻译

----- R: 即使是大量销售，我们的‘健你乐’生产成本仍然无法降低太多。 D: 那你的建议是...？ R: 敝公司可以降价。但是七五折会过度削低我们的毛利。我们建议双方各让一步 - 九折。 D: 那跟七五折差太多了！九折实在超出我的谈判限度。有其它方案吗？ R: 我现在没办法决定。这样吧，我们何不明天再谈？ D: 可以。反正我也得和公司方面讨论一下。希望我们能够达成共同协议。 R: (次日)Robert，奉上头指示，我得否决你所提的折扣，但我们还是可以找出其它可行的办法。 D: 希望如此，Dan。上面指示我要强硬地谈这笔生意 - - 但我一直想达成折衷的方案。 R: 我了解。那么我们提议阶段式的协议。前半年先给我们八折，后半年，则打八五折。 D: 我没办法向公司报告这样的数字 - - 他们一定会打回票的。 R: 那你就得想出更好的法子！ 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