

商务英语email高手-讨价还价\_还盘 PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/284/2021\\_2022\\_\\_E5\\_95\\_86\\_E5\\_8A\\_A1\\_E8\\_8B\\_B1\\_E8\\_c85\\_284378.htm](https://www.100test.com/kao_ti2020/284/2021_2022__E5_95_86_E5_8A_A1_E8_8B_B1_E8_c85_284378.htm) 1. 文体介绍还盘

( counter-offer ) ,也叫还价，是贸易往来中（主要是对价格）的磋商（ negotiation ）过程。当买、卖双方，不能接受对方所提供的某项贸易条件时，可以通过还盘说明原因，表示遗憾，或建议对方给予一定让步。贸易条件逐项在这个过程中一一确定，直至交易达成。2. 实用范例（1） Subject:

Counter-offer Dear Sir, We have been very pleased with your product, as you know. However, we find that we can obtain a price of \$4.00 per hundred with a local firm. This is fifty cents per hundred lower than your price. If you can see your way clear to meeting these figures we would be pleased to place with you an order that will carry us for the rest of this year. That order is likely to be one of the largest that we have ever placed with you. Sincerely, Xxx  
主题：还盘  
亲爱的先生：你知道，我们对你的产品一致都很满意。但发现，在当地一家公司可以得到每一百个价格为4美元的这种产品，比你们每一百个的价格少50美分。如果你们能设法找出原因并使价格也达到这样的标准，我们就乐意向你们提出一项可以执行到本年底的订货。而且该项订货就可能是我们从来也没有向你们提出过的最大订货之一。你真诚的，xxx（2

） Subject: We regret that we cannot accept your counter-offer. Dear Sir, In reference to your E-mail of August 1, we cannot make a better offer than the one we suggested to you, we feel that offer itself is most generous under the circumstances. In checking our books, we find

that you have purchased from us twice as much the first three months of this year as you did in the first three months of last year. This indicates to us that you have been successful in retailing our merchandise. We hope that upon reconsideration you will be able to accept our offer. We have been very pleased to have you on our list of accounts.

Best regards,

Xxx主题：拒绝还盘亲爱的先生：关于你8月1日的电子邮件所谈价格，我们认为不能再报比那更低的价格了。处于当前情况下，他本身就说明是最慷慨的价格了。经查对我们的账目发现，你们今年的头3个月在我处所购的货物是去年同期的两倍。这就说明，你们零售我们的货物方面是取得了成就的。因此希望你们经过重新考虑后，能够接受我们的该项报价。我们已很乐意的将你们的名字留在我们的账目上了。你真真诚的，xxx3.典型句型

a. I think that the price of your products is on high side. 我认为你方价格偏高。

b. With your price I ' m afraid you ' ll stand very little chance of obtaining the business. 按你这个价格，恐怕你获得这笔交易的机会甚小。

c. To have this business concluded, you need to lower your price at least by 10 percent, I believe. 我认为要达成这笔交易，你至少要降价10%。

d. Our price is reasonable, compared with that in the international market. 我们的价格与国际市场上的价格相比还是合理的。

e. The price of ..is acceptable, provided you increase the quantity of your order to ..... 价我方可以接受，但条件是你方应奖订货数量增至.....

f. Let ' s meet each other halfway. 我们各让一半吧！

4 . 商务写作小练习请就上一期提供的报盘，写一封还盘进行讨价还价！

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