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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，尽量探出对方的底线。就在这七上七下的价格翘翘板上，双方是否能找到彼此地平衡点呢？请看下面分解：

R: Even with volume sales, our coats for the Exec-U-Ciser won't 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: That's a big change from 25! 10 is beyond my negotiating limit. (pause) Any other ideas? R: I don't think I can change it right now. Why don't 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, I've 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 deal——but I'm try 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 can't bring those numbers back to my office——they'll turn it down flat(打回票). D: Then you'll have to think of something better, Robert.

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