

如何处理外国商人要寄样品的要求 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/33/2021_2022__E5_A6_82_E4_BD_95_E5_A4_84_E7_c28_33872.htm 对于一些小客和新客，我一般是这样做的：向客人说明我们很乐意随时免费推荐最新潮的产品款式给他们，以吸引更多的客户和生意。但我们又面临负担大数目快递费用的困扰。如果客人愿意为我们分担快递费的话(例如提供到付账号)，将是对我们工作极大的支持。这样我可以多推荐一些有新意的样品给客人。当然，为帮助客人节约快递费，我们推荐新东西给客人都会从实用性考虑，在寄出之前都会通知客人(照片给客人看)，客人看过确定需要后才寄出。我想这种方式对于一些真正有意开拓生意的客户会有一定的效果的。而对于那些大客老客，尽管他们每年和我们的生意额很大，我一般还是会出以下这封信件给客户的。 Dear Sirs, Firstly thank you for your continuous supports in the past years, we wish both business snowballing in the coming years. As per the summing-up made by our financial department in the last half year, the statistics showed that we had a very heavy burden on sample cost. Just as you know, during the past years we supplied the small qty samples to our customer free of charge. In this way, we not only had to pay the samples cost in our factory, but also pay for the postage to express courier, such as UPS, FedEx, however, our profit is getting smaller and smaller. Under the above-mentioned situation, we find it is getting difficult to run business in this way. In order to solve this matter in a reasonable way, we hope our customer could help to share the cost by paying the

postage. So could you please inform us your account number of UPS or FedEx or other express by return? So that we could send samples by your account number, while we will supply the samples which are free of charge in normal small quantity as before. We believe this will do favor to develop the business between us. Most of our customers are doing in this way now. We sincerely hope it will be also workable to you. Please kindly comment the new way and advise us your A/C No. Thank you for your cooperation. Looking forward to hearing from you soon.

客人收到此信后，就算还是不肯负担邮费，也不再会随意要样品了。其实要求运费到付并不是一件坏事，我们愿意提供样品说明我们做生意的诚意，而对方承担样品运费可以表明客人是否真正有做生意的诚意。向国外邮寄样品，如样品本身不是很昂贵的话，基本上大部分费用是花在邮寄费上。因此，坚持邮费由客户支付，样品免费提供，这样，双方都承担一定的费用，对双方都有一个约束。如对方是真想做生意，一定会答应这个要求。若对方坚持费用全部由我方支付的话，就要考虑对方的诚意和信誉了。最好在寄出样品前，先向快递公司打听大约要多少运费，通知客人说我们将以运费到付的方式寄样品，费用约多少，这样让客人心里就有个底，有些情况下也可以考虑各付一半运费。的确寄样是个比较棘手的问题，不寄怕失去潜在客户，寄又怕样品一去不回，并且有些公司的样品价值不菲或对方要量较大时，更是难下决定！我也曾遇到过很多类似的问题，后来我的处理原则：第一：要求对方承担运费，特别是快件；第二：要求对方提供传真或E-mail，而不仅仅是一个电话，以便有据可查；第三：价值不菲或数量较大时，要求对方付一半样

品费。当然如果是长期客户就算了；第四：在发样后定期与其联系，以便确认对方对样品质量、外观和结构的不同要求，这才是发样品的目的！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