

用英语对付价格(2) PDF转换可能丢失图片或格式，建议阅读原文

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Thank you for your letter of 29 December 1995. We are disappointed to hear that our price for Flame cigarette lighters is too high for you to work on. You mention that Japanese goods are being offered to you at a price approximately 10% lower than that quoted by us. We accept what you say, but we are of the opinion that the quality of the other makes does not measure up to that of our products. Although we are keen to do business with you, we regret that we cannot accept your counter offer or even meet you half way. The best we can do is to reduce our previous quotation by 2%. We trust that this will meet with your approval. We look forward to hearing from you.

1995年12月29日来函收到，不胜感激。得知贵公司认为火焰牌打火机价格过高，无利可图，本公司极感遗憾。来函又提及日本同类货品报价较其低近10%。本公司认同来函的说法，然而，其他厂商的产品质量绝对不能与本公司的相提并论。虽然亟望与贵公司交易，但该还价较本公司报价相差极大，故未能接受贵公司定单。特此调整报价，降价2%，祈盼贵公司满意。谨候佳音。

7、加价前作出优惠  
Due to the rise in the world price of paper, from 1 April of next year, prices for our products are due to increase by 10% across the board. Since you are a valued customer of long standing, we wish to give you the opportunity to beat the price increases by ordering now at the current prices. In addition, we are willing to give you a discount

of 5% on all orders of more than GB £ 20 , 000. We are aware that you do not have sufficient warehousing for large quantities of reserve stock. In the circumstances, we would be prepared to hold paper for you to be delivered at your convenience. There will be no charge for warehousing at this end. We believe that you will see the advantages of this arrangement, which will save you at least 15% on paper purchases in the coming year. We look forward to your early reply.

鉴于全球的纸张价格上升，自明年4月11日起，本公司中的货品价格将全面提升10%。本公司中万分感激贵公司长期以来的支持，特此建议在价格调整前提早订购货品。凡订购金额超过20,0000英镑，更可获得九五折优若未能腾出地方存放纸张，本公司中乐意免费提供存货服务，直至贵公司有所安排。此次减价特别优惠顾客，提早订购可减少来年购买纸张至少15%的支出。期待着你的复音。

8、提出降价要求以便订货

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. 你知道，我们对你的产品一直都很满意。但发现，在当地一家公司可以得到每百个价格为4.00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数字标准，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。

9、订货前说

明要求降价原因 We are aware of the fact that your office uipment is among the best on the market. We realize that your materials are of the very highest quality and that you pay the highest wages in the field. Nerertheless , we would prefer handing lower quality goods if we could get a lower price. Our customers do not demand the standard of quality that you put into your equipment. If we are to continue doing business with you we must ask for a reduction in price in price in order that we may achieve a higher volume of sales. We shallwait for a price from you before we decide where to place out next order. 我们所知道的事实是，你们的办公设备是市场上最上等的。所采用的技术资料是最高级的，同时在本地区中你们所付出的工资也是最高的。然而，如果我们能够在价格上得点便宜，则宁可经营质量标准。假若需要和我们继续做买卖，就得要求你们价格减少7.5%，以使我们的销售额有所提高。在决定下次向哪里去订货以前，我们等待着你们在价格方面的回音。

10、再次要求削价 We regret that it is not possible to accept the reduced price you offer. It was very kind of you to suggest meeting us half way, but thiwill not be enough to compensate for our increased overhead and advertising. Unless you see your way clear to grant us an additional reduction in price, we may have to discontinue our very pleasant arrangement with you. 非常感到抱歉，我们不能接受你们减价以后的报价。你们关于满足我们一半要求的建议很好。但这仍不足以弥补我们所增加的企业管理费 and 广告费。除非你们能够设法答应给我们进一步减价，否则，我们不得不中断我们之间很愉快的协议。

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