

单证员考试辅导：还盘技巧 PDF转换可能丢失图片或格式，
建议阅读原文

https://www.100test.com/kao_ti2020/449/2021_2022__E5_8D_95_E8_AF_81_E5_91_98_E8_c32_449693.htm基本上90%的客户会有还价的要求，怎么面对客户的还价，我做了以下的接招总结。当然在具体的业务操作中还要，具体问题具体分析！

1 以退为进：这个价格我们也能做，但是如果按这个价格做的话，质量会有所下降，请客户考虑！ Example: we can also accept price at USD 200 .however, the quality will be lowed than the one I have introduced to you at price USD 220 .pls considerate it ! Besides , I would like to tell you . we can even accept the price lower than USD 200 . it is another model XX. The offer of this model is USD 175 . Only adjudge from the appearance . they are very similar . but they are completely of quality . they difference between the two model are listed as following : 1 2 3 the price difference is USD 20 . and we can supply you one year guarantee . So could you tell me what you and your customers should pay the super quality ? what is the result of the $20/360=??????$ The reason why I have not introduce the products priced USD 175 originally is that I think the quality is the heart of the products . if your customer would like to do business with you is not depend on the price , just depend on the quality。 if you can search a products of high quality , they will do not care too much about the price .

分析：第一步，明确告诉客户我们也能做这个价格，但质量会有所不同。第二步，如果可能推荐类似但价格比较低的产品。如果可能要比客户的目标价格低，至少是要等于。第三步，让他自己考虑选择那一个产品。将

两个产品的不同之处罗列出来。可以将差价除以产品的保质期限，那样会得到一个很小的数字，记得，这个数字让客户自己算，他会觉得和你在几个美分上计较很可笑。第四步，解释一下为什么以前没有把那个低价格的产品介绍给他。尽量让客户感觉你是在为他的长期生意着想。适用度：基本上对所有的客户合适

2 刺激：我们正在和你们国家的最大的该产品的进口商合作.我们给他的也是这个价格 Example : dear sir , we have already carefully considered your counter-proposal . however , I am very regret that I can not accept your price . Actually , we have already exported many containers to xx . we have very good cooperation ship with XX company , which is one of the biggest importer of XX products . Now , this company import around X containers from us every month . you are our new customer , and your trial order is not very big . however , you share the same price with this company . I have enclosed the B/L copy of this company ' s order , pls kindly check. so we hope that you can accept our last offer . I have enclosed the P/I for your confirmation again . pls kindly keep us informed if you have paid deposit payment , so that we can arrange production asap .

分析：第一步，明确告诉客户我们不能接受这个价格 第二步，我们给某某公司的也是这个价格（确认该公司确实比较大，至少要比还价的这家公司大）。他已经买了很多货了。而你是第一次买，量也并不大（潜台词：我给你这个价格已经够对得起你了，你就别还了）。第三步，为使对方相信可以将该国大公司的提单COPY件，合同COPY件，或者是OEM的话，产品照片放在附件中。第四步，将合同付上要求确认。适用度：该市场上已经有比较大

的客户，有一定的局限 3 哭穷：原材料上涨，退税降低，利润本身已经很低了…… Example: dear friend, we have already carefully considered your counter-proposal. however, I am very regret that I can not accept your price. bbs.cnexp.net & not.tually, I have already given you the best offer, it leave us with only the smallest of margins. As you known, now the market is very competitive. the raw material of the XX products has been increased, I think you have already heard from other suppliers. 2 the drawback of the XX products will be 11% instead original 13%. so it is we do not make concession, it is our government can not let us give you concession again. we hope that you can understand our situation clearly, and accept our best offer. 分析：第一步，明确告诉客户我们不能接受这个价格 第二步，分析原因 第三步，希望接受我们的最后报价 适用度：价格确实已经是不能再降了，有一定的局限 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