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https://www.100test.com/kao_ti2020/460/2021_2022__E5_A4_96_E8_B4_B8_E4_B8_9A_E5_c29_460021.htm [现场一] Dan Smith是一位美国的健身用品经销商，此次是Robert Liu第一回与他交手。就在短短几分钟的交谈中，Robert Liu既感到这位大汉粗犷的外表，藏有狡兔的心思——他肯定是沙场老将，自己绝不可掉以轻心。双方第一回过招如下：D: I ' ' d like to get the ball rolling (开始) by talking about prices. R: Shoot. (洗耳恭听) I ' ' d be happy to answer any questions you may have. D: Your products are very good. But I ' ' m a little worried about the prices you ' ' re asking. R: You think we about be asking for more?(laughs) D: (chuckles莞尔) That ' ' s not exactly what I had in mind. I know your research costs are high, but what I ' ' d like is a 25% discount. R: That seems to be a little high, Mr. Smith. I don ' ' t know how we can make a profit with those numbers. D: Please, Robert, call me Dan. (pause) Well, if we promise future business——volume sales (大笔交易) ——that will slash your costs (大量减低成本) for making the Exec-U-ciser, right? R: Yes, but it ' ' s hard to see how you can place such large orders. How could you turn over (销罄) so many? (pause) We ' ' d need a guarantee of future business, not just a promise. D: We said we wanted 1000 pieces over a six-month period. What if we place orders for twelve months, with a guarantee? R: If you can guarantee that on paper, I think we can discuss this further. [现场二] 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. [现场三]Dan上回提议前半年给他们二成折扣，后半年再降为一成半，经Robert推翻后，Dan再三表示让步有限。您知道Robert在这折扣缝隙中游走，如何才能摸出双方都同意的数字呢？他从锦囊里又掏出什么妙计了呢？请看下面分解：R: How about 15% the first six months, and the second six months at 12%, with a guarantee of 3000 units? D: That's a lot to sell, with very low

profit margins. R: It ' ' s about the best we can do, Dan. (pause)
We need to hammer something out (敲定) today. If I go back
empty-handed, I may be coming back to you soon to ask for a job.
(smiles) D: (smiles) O.K., 17% the first six months, 14% for the
second?! R: Good. Let ' ' s iron out (解决) the remaining details.
When do you want to take delivery (取货)? D: We ' ' d like you
to execute the first order by the 31st. R: Let me run through this
again: the first shipment for 1500 units, to be delivered in 27 days, by
the 31st. D: Right. We couldn ' ' t handle much larger shipments.
R: Fine. But I ' ' d prefer the first shipment to be 1000 units, the
next 2000. The 31st is quite soon ---- I can ' ' t guarantee 1500. D: I
can agree to that. Well, if there ' ' s nothing else, I think we ' ' ve
settled everything. R: Dan, this deal promises big returns (赚大钱
) for both sides. Let ' ' s hope it ' ' s the beginning of a long and
prosperous relationship. [现场四]今天Robert的办公室出现了一个
生面孔——Kevin Hughes, 此人代表美国一家运动产品公司,
专程来台湾寻找加工。接洽的加工产品是运动型“磁质石膏护垫”,
受伤的运动员包上这种产品上场比赛,即可保护受伤部位,且不妨碍活动。
现在,我们就来看看两人的会议现况: R: We found your proposal quite interesting, Mr. Hughes.
We ' ' d like to weigh the pros and cons (衡量得失) with you.
K: Mr. Robert Liu, we ' ' ve looked all over Asia for a
manufacturer. your company is one of the most suitable. R: If we can
settle a number of basic questions, I ' ' m confident in saying that
we are the most suitable for your needs. K: I hope so. And what
might be the basic questions you have? R: First, do you intend to take

a position in (投资于.....) our company? K: No, we don't, Mr. Liu. This is just OEM. R: I see. Then, the most important thing is the size of your orders. We'll have to invest a great deal of money in the new production process. K: If you can guarantee continuing quality, we can sign a commitment for 75,000 pieces a year, for five years. R: At U.S. \$1000 a piece, we'll make an average return of just 4%. That's too great a financial burden for us. K: I'll check the number later, but what do you propose? R: Here's how you can demonstrate commitment to this deal. Make it ten years, increase the unit price, and provide technology transfer. 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