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https://www.100test.com/kao_ti2020/473/2021_2022__E9_87_91_E 8_9E_8D_E8_8B_B1_E8_c67_473200.htm 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 在这七上七八的价格翘翘板上,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 'II have to think of something better, Robert. 100Test 下 载频道开通,各类考试题目直接下载。详细请访问

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