

常用商务谈判：商务谈判实例(二) PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/497/2021_2022__E5_B8_B8_E7_94_A8_E5_95_86_E5_c85_497107.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. 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