

商务写作范文：如何向客户进行询盘(2) 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_95_86_E5_8A_A1_E5_86_99_E4_c85_497266.htm

1. 文体介绍 在对外贸易中，询盘，也叫询价（inquiry或enquiry）是买方或买方对于所要购买或出售的商品向另一方作出的询问。询盘是交易的起点，可以分为：普通询盘（a general inquiry）：索取普通资料，诸如：目录（a catalogue）、价目表或报价单（a price-list or quotation sheets）、样品（a sample）、图片

（illustrated photo prints）等。具体询盘（a specific inquiry）：具体询问商品名称（the name of the commodity）、规格（the specifications）、数量（the quantity）、单价（the unit price FOB... CIF...）、装船期（the time of shipment）、付款方式

（the terms of payment）等。询盘一般多为买方向卖方发出，买方通过询盘信，简明扼要的向卖方了解一般的商品信息。

利用E-mail写询盘信，无须写的过分客气，只需具体、简洁、措词得体。有的询盘信开门见山，直截了当说明订购打算，希望对方给予一定优惠条件；有的询盘信则以征询信息的方式，不许下订货诺言，以避免结果未订购可能形成的日后交易中的障碍。

2. 实用范例 Subject: Enquiry Dear Sir, We are interested in buying large quantities of steel screws in all sizes. We would be obliged if you would give us a quotation per kilogram C&F Liverpool, England. It would also be appreciated if you could forward samples and your price-list to us. We used to purchase these products from other sources. We may now prefer to buy from your company because we understand that you are able to

supply larger quantities at more attractive prices. In addition, we have confidence in the quality of your products. We look forward to hearing from you by return E-mail. Sincerely, Xxx

3、参考译文 主题：询盘 亲爱的先生：本公司有意大量购买各型号钢螺钉，欲知每公斤运抵英国利物浦的成本价运费价格。如蒙惠赐上述报价单，不胜感激。如能惠寄样本和价格表，亦必感激不尽。本公司素来从其他公司购买此类货物，闻悉贵公司货物质优价廉，故欲与贵公司建立合作关系。盼复。你真真诚的xxx

4、典型句型 (1) Could you give us some idea about your price? 请介绍贵方的价格好吗? (2) Do you offer FOB or CIF? 你们报船上交货价还是到岸价? (3) How long does your offer remain valid/firm/open? 你们的报价多长时间有效? (4) Will you let us know what your terms of payment are? 能否告知贵方付款条件? (5) Please make us an offer within this month since we have made an inquiry for your products. 我们已对你们的产品进行询价，请在本月内给予报盘。 (6) Please send us your best offer by Internet stating payment terms and time of shipment. 请用互联网向我们报最优价，说明支付条件和装运期。 (7) Full information as to prices, quality, quantity available and other relative particulars would be appreciated. 请详告价格、质量、可供数量及其它有关情况。

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