

谈判实例：洽谈磁质石膏护垫合作-1 PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/500/2021\\_2022\\_\\_E8\\_B0\\_88\\_E5\\_88\\_A4\\_E5\\_AE\\_9E\\_E4\\_c96\\_500641.htm](https://www.100test.com/kao_ti2020/500/2021_2022__E8_B0_88_E5_88_A4_E5_AE_9E_E4_c96_500641.htm) 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合作。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，我们就来看看两人是如何开始谈判：

ROBERT: We found your proposal quite interesting, Mr. Hughes. We ' d like to weigh the pros and

cons ( 衡量得失 ) with you. KEVIN: Mr. Robert Liu, we've looked all over Asia for a manufacturer. your company is one of the most

suitable. ROBERT: If we can settle a number of basic questions, I

' m confident in saying that we are the most suitable for your needs.

KEVIN: I hope so. And what might be the basic questions you have?

ROBERT: First, do you intend to take a position in ( 投资于.....

) our company? KEVIN: No, we don ' t, Mr. Liu. This is just

OEM. ROBERT: 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. KEVIN: If you can guarantee continuing

quality, we can sign a commitment for 75,000 pieces a year, for five

years. ROBERT: At U.S. \$1000 a piece, we ' ll make an average

return of just 4%. That ' s too great a financial burden for us.

KEVIN: I ' ll check the number later, but what do you propose?

ROBERT: 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](http://www.100test.com)