

SellingAgent销售代理 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_SellingAge_c96_500704.htm According to the power the principal has delegated to a selling agent, the agent may just introduce the potential customer to the principal or actually negotiate and conclude the contract between the two parties. They have the following characteristics: a) An agent can only operate within the marketing territory authorized by the principal. b) An agent does not carry stock. The goods are carried only as consignment inventory. Payment is based on delivery to the ultimate buyer. c) The principal (exporter) sets the retail price, retains title and controls the goods. d) The profit and risk of loss remains within the principal, unless the agent is a del credere one. e) Agents are usually paid with commission. 按照委托人所授予其代理人的权利，销售代理可能只负责向委托人介绍潜在客户或者实际谈判并签订双方间的合同。代理人有以下几个特点：a)代理人只能在委托人所授权的代理区域内执行代理业务。b)代理人本身不储存货物。代理人手中的货物均为代销的货物，待最终的买主付款后，委托人才能收到货款。c)委托人（出口商）决定货物的零售价格，拥有所有权并控制货物。d)委托人既享有利润有承担亏损风险，除非代理人为保付代理。e)代理人的报酬通常为佣金。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