

实用谈判英语：价格底线巧探出实用英语考试 PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/558/2021\\_2022\\_\\_E5\\_AE\\_9E\\_E7\\_94\\_A8\\_E8\\_B0\\_88\\_E5\\_c96\\_558572.htm](https://www.100test.com/kao_ti2020/558/2021_2022__E5_AE_9E_E7_94_A8_E8_B0_88_E5_c96_558572.htm) 在价格的谈判过程中

，如何能不动声色的探出双方的价格底线并为自己所用，使自己的公司受益？下面的小例子希望能给您一些提示。 Dan 和Robert正在谈判折扣，他们是如何摸出双方的底线的呢？请看下面分解： R: How about 15% the first six months, and the second six months at 12%, with a guarantee of 3000 units? D: That ' s a lot to sell, with very low profit margins. R: It ' s about the best we can do, Dan. (pause) We need to hammer something out (敲定) today. If I go back empty-handed, I may be coming back to you soon to ask for a job. (smiles) D: (smiles) OK, 17% the first six months, 14% for the second. R: Good. Lets iron out (解决) the remaining details. When do you want to take delivery (取货)? D: We ' d like you to execute the first order by the 31st. R: Let me run through this again: the first shipment for 1500 units, to be delivered in 27 days, by the 31st. D: Right. We couldn ' t handle much larger shipments. R: Fine. But I ' d prefer the first shipment to be 1000 units, the next 2000. The 31st is quite soon -- I can ' t guarantee 1500. D: I can agree to that. Well, if there ' s nothing else, I think we ' ve settled everything. R: Dan, this deal promises big returns (赚大钱) for both sides. Let ' s hope it ' s the beginning of a long and prosperous relationship. 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)