

外销员外贸外语辅导：价格让步回函外销员考试 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/644/2021_2022__E5_A4_96_E9_94_80_E5_91_98_E5_c28_644877.htm 把外销员站点加入收藏夹 欢迎进入：2009年外销员课程免费试听 点击进入免费体验：百考试题外销员在线考试中心 更多信息请访问：百考试题外销员、百考试题论坛外销员 下面有一个例子，将告诉你如何给客户写价格让步回信。

20 January 2008 Kee & Co., Ltd 34 Regent Street London, UK Dear Sirs: Thank you for your letter of 20 January 2008. We are disappointed to hear that our price for Flame cigarette lighters is too high for you to work on. You mention that Japanese goods are being offered to you at a price approximately 10% lower than that quoted by us. We accept what you say, but we are of the opinion that the quality of the other makes does not measure up to that of our products. Although we are keen to do business with you, we regret that we cannot accept your counter offer or even meet you half way. The best we can do is to reduce our previous quotation by 2%. We trust that this will meet with your approval. We look forward to hearing from you. Yours faithfully, Tony Smith Chief Seller

参考译文 先生: 二零零八年元月二十日来函收到，不胜感激。得知贵公司认为火焰牌打火机价格过高，无利可图，本公司极感遗憾。来函又提及日本同类货品报价较其低近百分之十。本公司认同来函的说法，然而，其他厂商的产品质量绝对不能与本公司的相提并论。虽然极望与贵公司交易，但该还盘较本公司报价相差极大，故未能接受贵公司定单。特此调整报价，降价百分之二，祈

盼贵公司满意。 谨候佳音。 销售部主任 托尼.斯密思谨上
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