

外销员外贸外语辅导：外贸业务常用报价英语外销员考试

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1、报实价 This is to confirm your telex of 6 April 1997, asking us to make you firm offers for rice and soybeans Camp. f singapore, for shipment during July/August 1997. This offer is firm, subject to the receipt of your reply before 1 June 1997. Please note that we have quoted our most favourable price and are unable to entertain any counter offer. With regard to soybeans, we advise you that the few lots we have at present are under offer elsewhere. If, however, you were to make us a suitable offer, there is a possibility of our supplying them. As you know, of late, it has been a heavy demand for these commodities and this has resulted in increased prices. You may, however, take advantage of the strengthening market if you send an immediate reply. 1997年4月6日有关查询大米和大豆新加坡到岸价的电传已收悉。今日上午电传报价：精白米300公吨，每公吨成本加运费新加坡到岸价为2400澳元。于1997年7或8月装运。以上实价需由贵公司于1997年6月1日前回复确实。该报价为最优惠价，恕不能还价。本公司与客户正洽售一批大豆交易，若贵公司愿意报以适当买价，本公司乐意出售。近来该产品需求热烈，令价格上涨。请贵公司把握机会，尽早落实定单为盼。

2、主动报价 This time last year you placed an order for type BS362 12-volt sealed batteries. This is discontinued line which we had on offer at the time. We now have a similar product on offer, Type CM233. It occurs to us that you might be interested. A de***ive leaflet is

enclosed. We have a stock of 950 of Type CN233 which we are selling off at GB £ 28 each. We can offer a quantity discount of up to 15%, but we are prepared to give 20% discount for an offer to buy the complete stock. We are giving you this opportunity in view of your previous order. We would appreciate a prompt reply, since we will put the offer out in the event of your not being interested. 去年此时贵公司所订购的BS362型号12伏密封电池，现已停止生产。现有同类型产品CN233，存货共950件，特惠价每件28英镑。贵公司如感兴趣，敬请参看随附之简介说明。大批订购可获八五折优惠，整批购入则可享八折特惠。为感谢贵公司以往惠顾，特此给予订购优惠。亟盼立即回复，如贵公司未欲订购，本公司亦能尽早另作安排。

3、敦促买主接受报价 We refer to our quotation of 4 September and our mail offer of 20 October regarding the supply of Flame cigarette lighters. We are prepared to keep our offer open until the end of this month. As this product is in great demand and the supply limited, we would recommend that you accept this offer as soon as possible. 关于火焰牌打火机的供应事宜，本公司曾于9月4日报价和于10月20日邮寄报盘。现特此通知，该报盘的有效期在本月底结束。该货品市场需求量极大，供货有限。宜从速接受该报价为荷。

4、还价 We are in receipt of your letter of 31 July offering us 100 metric tons of polished rice at A\$1 , 200 per metric ton on the usual terms. We regret to inform you that our buyers find your price much too high. We are informed that some lots of American origin have been sold here at a level about 30% lower than yours. We do not deny that the quality of Australian rice is slightly better but the difference in price should, in

no case, be as large as 10%. To facilitate the transaction, we counter offer as follows, subject to your reply being received by us before 30 September 1996. 100 metric tons of polished rice, 1996 crop, at A\$1,050 per metric ton CIF Singapore, other terms as per your letter of 31 July. As the market price is falling, we recommend your immediate acceptance.

承蒙7月31日来函报盘100公吨精白米，以每公吨1200澳元和按一般条件交易，谨此致谢。然而，买主认为报价太高。本公司得悉本地现正出售的美国大米，价格较上述报盘约低30%。无可否认，澳洲大米品质较佳。然而，价格相差理应少于10%。为达成交易，现谨还价如下，并以1996年9月30日以前收到贵公司答复为实：1996年产精白米100公吨，每吨新加坡到岸价1050澳元，其余条件按贵公司7月31日来函为准。有见市场价格不断下跌，拟请立即接受上述还价。

5、拒绝还价条款

Thank you for your letter of 10 October. We are surprised to hear that you consider our price for tin plate sheets too high. Much as we would like to do business with you, we regret to say that we cannot entertain your counter offer. The price we have quoted is quite realistic. We would point out that we have received substantial orders from other sources at our level. If you could improve your offer, please let us know. Since supplies of this product are limited at the moment, we would ask you to act quickly. We assure you that any further enquiries from you will receive our prompt attention.

多谢10月10日来函。得悉贵公司认为锡片价格太高，颇感意外。本公司所报价钱相宜，其他客户皆大批订货。虽亟欲与贵公司达成交易，无奈未能接受贵公司的还价，实属遗憾。若蒙修改还盘条款，还请赐知。现

时该产品供应有限，尚请从速采取行动。欢迎随时询价，以效微劳。

6、对价格作出让步 Thank you for your letter of 29 December 1995. 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 qualityof the other makes does not measure up to that of our products.Although we are keen to do business with you, we regret that wecannot 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.

1995年12月29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10%。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。虽然亟望与贵公司交易，但该还价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2%，祈盼贵公司满意。

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