

外销员外贸外语辅导：Counteroffer还盘外销员考试 PDF转换可能丢失图片或格式，建议阅读原文

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Brief Introduction 还盘也叫还价。接盘人在收到一项报盘后，往往会对其中的某些内容不能完全同意，于是会提出不同的要求。这种口头或书面的要求一经提出，原来的报盘即刻失效，于是交易在还盘的基础上重新开始。还盘的内容不单是指价格。对支付条件、装运期等主要条件提出不同的建议，也都属于还盘性质。一笔交易的成立，有时要经历多次还盘和反还盘的过程。

Basic Expressions

1. Our counteroffer is as follows. 我们还盘如下。
2. Our counteroffer is well founded. 我们的还价是很合理的。
3. Your counteroffer is not up to the present market level. 你的还价是不符合目前市场价格。
4. Please make us your best possible counteroffer. 请给我们你们最好的还盘。
5. The price you offer is not in line with the prevailing market. 你方报价与现行市场价不合。
6. It ' s impossible for us to entertain your counteroffer. 我们不能接受你方的还价。
7. I ' m sorry. The difference between our price and your counteroffer is too wide. 很遗憾，我们的价格与你方还盘之间的差距太大。
8. This is our rock - bottom price, we can ' t make any further reduction. 这是我方的最低价格，我们不能再让了。
9. How about meeting each other halfway? 能不能互相做出让步？
10. If you accept our counteroffer, we ' ll advise our users to buy from you. 如您能接受我们的还盘，我们就劝用户向你方购买。
11. As a rule, the larger the order, the lower the price. 买得越多，价格越便宜，这是个惯例。
12. I appreciate

your counteroffer but find it too low to accept. 谢谢你的还价，我觉得太低了无法接受。 13. We ask for indulgence for 6 days to make a counteroffer. 我们要求宽限六天以便做出还价。 14. We regret to note that you have turned down our counteroffer. 我们很遗憾，知道你方已拒绝了我方的还价。 Conversations Dialogue 1

A: This is our rock - bottom price, Mr. Li. We can ' t make any further concessions. B: If that ' s the case, there ' s not much point in further discussion. We might as well call the whole deal off. A: What I mean is that we ' ll never be able to come down to your price. The gap is too great. B: I think it unwise for either of us to insist on his own price. How about meeting each other half way so that business can be concluded? A: What is your proposal? B: Your unit price is 100 dollars higher than we can accept. When I suggested we meet each other half way, I meant it literally. A: Do you mean to suggest that we have to make a further reduction of 50 dollars in our price? That ' s impossible. B: What would you suggest? A: The best we can do will be a reduction of another 30 dollars. That ' ll definitely be rockbottom. -- 李先生，这是我方的最低价格，不能再让了。 -- 如果是这样的话，那就没有什么必要再谈下去了，我们是不是干脆放弃这笔生意算了！ -- 我的意思是说我们的价格永远不可能降到你方提出的水平，差距太大了。 -- 我想我们双方都坚持自己的价格是不明智的，能不能互相做出让步？各方都再让一半，生意就能成交了。 -- 你的建议是？ -- 你方提出的单价比我们可以接受的价格高出100美元，我说的各让一半，是名副其实的一半。 -- 你是说让我们再减价50美元吗？办不到！ -- 你的意见呢？ -- 我们最多只能再

减30美元，这可真是最低价了。 B: That still leaves a gap of 20 dollars to be covered. Let ' s meet each other half way once more, then the gap will be closed and our business completed. A: You certainly have a way of talking me into it. All right, let ' s meet half way again. B: I ' m glad we ' ve come to an agreement on price. We ' ll go on to the other terms and conditions at our next meeting. A: Yes, there ' s one other point I wish to clear up. B: What is it? A: My friends in business circles all seem to be of the opinion that the U.S. import and export corporations have become more flexible in doing business recently. B: Yes, they ' re right. In fact, we have either restored or adopted international practices in our foreign trade. -- 这样还剩下20美元的差额呀。我们再一次各让一半吧。这样差额就可消除，生意也就做成了。 -- 你真有办法，把我说服了。好吧，我们再各让一半。 -- 双方在价格上达成了协议，我感到很高兴。在下一次谈判中，我们再研究其他条款。 -- 好。不过我还想澄清另一个问题。 -- 什么事？ -- 商界的许多朋友好像觉得美国的进出口公司在贸易中做法更加灵活了。 -- 正是这样。事实上，最近我们在国际贸易中恢复或采用了国际惯例和习惯做法。 A: I ' m glad to hear that. With a view to expanding and further enhancing the bilateral relations between our two parties, and in particular, exchanging timely views on specific problems in the execution and enforcement of contracts, is it possible for us to have a representative that could stay permanently in Washing- ton D.C.? B: Basically speaking, yes, we welcome the establishment of repre- sentative offices by foreign companies in Washington D.C.Of course, there are more details to be attended to.

We cannot settle it in a few words. A: Yes, of course. I ' ll call my home office tonight and let them know about it. When do we meet again? B: How about tomorrow morning at 9? A: Good. I ' ll come back tomorrow, and we can then discuss it more specifically. -- 听到这一点，我很高兴。为了发展和巩固我们双边之间的关系，特别是为了在执行合同过程中就具体问题及时交换意见，我们能不能派出代表常驻华盛顿？ -- 从根本上讲，可以，我们欢迎外国公司在华盛顿设立代表处，当然还有一些细节问题需要处理。这个不是三言两语就可以解决的。 -- 那当然。我今晚打电话给国内公司，向他们报告这件事，我们下一次什么时候见面？ -- 明天上午九点钟怎么样？ -- 好，我明天再来，这样我们可以更具体地讨论这件事。 Dialogue 2 A: Mr. Brown, I ' m anxious to know about your offer. B: Well, we ' ve been holding it for you, Mrs. Perless. Here it is. Five hundred cases of black tea, at 20 pounds per kilogram, C.I.F. Liverpool. Shipment will be in July. A: That ' s a high price! It will be difficult for us to make any sales. B: I ' m rather surprised to hear you say that, Mrs. Perless. You know the price of black tea has gone up since last year. Ours compares favorably with what you might get elsewhere. A: I ' m afraid I can ' t agree with you there. India has just come into the market with a lower price. B: Ah, but everybody in the tea trade knows that US ' s black tea is of top quality. Considering the quality, I should say the price is reasonable. A: No doubt yours is of high quality, but still, there is keen compe- tition in the tea market. I understand some countries are actually lowering their prices. -- 布朗先生，我很想知道你们的报盘情况。 -- 佩利丝女士，我们还

一直为你保留着这一报盘。这个就是：500箱红茶，成本加运费保险费到利物浦价，每公斤20英镑，七月装船。 -- 价格太高了！我们很难销售。 -- 佩利丝女士，你这么说我很吃惊。你知道从去年以来红茶价格已经上涨。我们的价格比起你从别处可以买到的价格是较为优惠的。 -- 这点我恐怕不能同意。印度正刚好打入市场，价格比较低。 -- 不过，茶叶商人都知道美国红茶质量好。结合质量考虑，我认为这个价格很合理。 -- 毫无疑问，你们的红茶质量上等，但是茶叶市场竞争激烈。我知道有的国家实际上正在削价抛售。

B: So far our commodities have stood the competition well. The very fact that other clients keep on buying speaks for itself. Few other teas can compare with ours either for flavor or color. A: But I believe we ' ll have a hard time convincing our clients at your price. B: To be frank with you, if it weren ' t for our good relations, we wouldn ' t consider making you a firm offer at this price. A: All right. In order to get the business, I accept. B: I ' m glad that we ' ve settled the price. A: Now about the quantity. You said you could offer me only 500 cases, which I think is not enough. Last year we sold 700 cases, and I ' m sure I can do better this year. I hope you can offer me at least 800 cases. -- 目前为止，我们的商品都是经得起竞争的。其他客户不断地向我们购买就证明了这一点。在香味或色泽方面，其他品牌的红茶很难与我们的红茶媲美。 -- 不过我认为很难说服我们的客户们接受你方的价格。 -- 坦率地说，如果不是为了我们之间的友好关系，我们本来不会考虑以这个价格报实盘的。 -- 好吧，为了达成交易，我接受了。 -- 很高兴我们就价格问题达成了协议。 -- 现在谈谈数量问题。你说

只能供应500箱，这不够，去年我们销售了700箱，今年肯定能销售更多，我希望你至少能报800箱。 B: Because of the rapid growth of both our domestic and foreign markets, our production hasn't been able to go forward at an equal pace with the demand. 500 cases are the best I can offer you at present. A: I see. But if I don't take care of the supply of my market, my customers will naturally turn somewhere else for their needs. B: Sorry, I don't think we can offer you more than 500 cases this year. As a matter of fact, we have made a special effort to get even these 500 cases for you. A: All right. We'll take the 500 cases this time. But I do hope you can supply more next time. B: We'll see if we can do better next year. -- 由于国内外市场迅速发展，我们的生产已赶不上需求。目前我最多能报500箱。 -- 我知道。不过如果我不能充分供应市场的话，我的顾客势必会从别处购货。 -- 很抱歉，我想今年供应不可能超过500箱了。事实上，供应这500箱我们还做了特别的努力。 -- 好吧，这次我们就接受500箱，但希望下次你方能多供应些。 -- 那得看明年我们能否多供应一些。 Dialogue 3 A: Mr. Brown, let's have your firm offer now. B: Gladly. Here's our offer, 310 Francs per ton, F.O.B. Marseilles. You will notice the quotation is much lower than the current market price. A: I'm afraid I disagree with you there. We have quotations from other sources too. And, as you well know, we mainly rely on our own resources. Our own chemical industry has expanded rapidly. We import a certain amount of chemical fertilizer only when the price is reasonable. B: Well, then, what's your idea of a competitive price? A: As we do business on the basis of mutual benefit, I suggest

somewhere around 270 Francs per metric ton F.O.B. Marseilles. B: I ' m sorry the difference between our price and your counter- offer is too wide. It ' s impossible for us to entertain your counter- offer, I ' m afraid. A: Mr. Brown, you no doubt have wide contacts. I don ' t think I have to stress that our counter - offer is well founded. It is in line with the international market. B: I don ' t see how I can pull this business through, Mrs. Wang. Let ' s meet each other half way. Mutual efforts will carry us a step forward. -- 布朗先生，现在给我们报实盘吧。 -- 好的。这是我们的报盘：每吨310法郎，马赛船上交货价。你会注意到我们的价格比目前市价低很多。 -- 恐怕我不能同意这一点。我们也接到了其他地方的报盘。你知道，我们主要靠自己的货源供应，我国的化工工业已迅速扩大。只有在价格合理时，我们才进口部分化肥。 -- 那好吧，你认为什么价格具有竞争力？ -- 我们都是在互利的基础上做交易，我建议每公吨马赛船上交货价为 270法郎左右。 -- 很遗憾，我们的价格与你方还盘差距太大了，恐怕不可能接受你们的还盘。 -- 毫无疑问，布朗先生，你们的联系很广泛，我无须再三说明我们的还盘是很有根据的。它符合国际市场的行情。 -- 王小姐，我不知道怎样才能把这生意做成。我们各让一半吧，共同努力才能使我们前进一步。 A: Now Mr. Brown, what we have given is a fair price. B: Well, how ' s this? We accept your price provided you take the quantity we offer. A: I ' m surprised, Mr. Brown. Wouldn ' t it be better to settle on the price first before going on to the quantity? If you accept our counteroffer, we ' ll advise our users to buy from you. B: Then perhaps you could give me a rough idea of the amount needed? A: It ' ll be somewhere

around 50,000 tons. B: All right, Mrs. Wang. As a token of friendship, we accept your counteroffer for ammonium sulphate for 50,000 tons, at 270 French Francs per metric ton F.O.B. Marseilles.

A: I ' m glad we have brought this transaction to a successful

conclusion. B: I appreciate your efforts and cooperation and hope that this will be the forerunner of other transactions in future. A:

Thank you. We ' ll be waiting for your confirmation. -- 布朗先生

，我们出的价格是公平合理的。 -- 这样办好不好：如果你方

接受我们的数量，我们就接受你方的价格。 -- 布朗先生，你

这么说出乎我的意料。在讨论数量前，我们先解决价格问题

不更好吗？如果你接受我们的还盘，我们就推荐用户向你方

购买。 -- 那么也许你可以给我一个大概的数量？ -- 大约五万

吨左右。 -- 好吧，王小姐，作为友谊的表示，我们接受你方

对五万吨硫酸铵的还盘，即每公吨马赛船上交货价270法郎。

-- 我很高兴，我们已成功地达成了交易。 -- 我感谢你方的努

力和合作，并希望这笔交易将只是今后更多交易的开始。 --

谢谢你，我们等待你方的确认。 100Test 下载频道开通，各类

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