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Dan Smith是一位美国的健身用品经销商，来向Robert Liu的公司采购货品。这是他们第一次交手。在短短几分钟的交谈中，双方都感到对方是久经沙场的老将。谈判就在拉锯中开始了。双方第一回过招如下：

D：Id like to get the ball rolling（开始）by talking about prices. R：Shoot（洗耳恭听）。Id be happy to answer any questions you may have. D：Your products are very good. But Im a little worried about the prices youre asking. R：You think we should be asking for more？（laughs）D：（chuckles）Thats not exactly what I had in mind. I know your research costs are high, but what Id like is a 25% discount. R：That seems to be a little high, Mr. Smith. I dont know how we can make a profit with those numbers. D：Please, Robert, call me Dan.（pause）Well, if we promise future business volume sales（大笔交易）that will slash your costs（大量减低成本）for making the Exec-U-ciser, right？R：Yes, but its hard to see how you can place such large orders. How could you turn over（销罄）so many？（pause）Wed need a guarantee of future business, not just a promise. D：We said we wanted 1000 pieces over a six-month period. What if we place orders for twelve months, with a guarantee？R：If you can guarantee that on paper, I think we can discuss this further.

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