

实用英语：超经典的商务谈判范例 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/646/2021_2022__E5_AE_9E_E7_94_A8_E8_8B_B1_E8_c96_646038.htm 商务谈判实例(一)

Dan Smith是一位美国的健身用品经销商，此次是Robert Liu第一回与他交手。就在短短几分钟的交谈中，Robert Liu既感到这位大汉粗犷的外表，藏有狡兔的心思——他肯定是沙场老将，自己绝不可掉以轻心。双方第一回过招如下：D：I'd like to get the ball rolling(开始)by talking about prices。R：Shoot.(洗耳恭听)I'd be happy to answer any questions you may have。D：Your products are very good. But I'm a little worried about the prices you're asking。R：You think we about be asking for more?(laughs) D：(chuckles莞尔) That's not exactly what I had in mind. I know your research costs are high, but what I'd like is a 25% discount。R：That seems to be a little high, Mr. Smith. I don't 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 it's hard to see how you can place such large orders. How could you turn over(销罄)so many? (pause) We'd 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 商务谈判实例(二) Robert回公司呈报Dan的提案后，老板很满意对方

的采购计划.但在折扣方面则希望Robert能继续维持强硬的态度，尽量探出对方的底线。就在这七上七下的价格翘翘板上，双方是否能找到彼此地平衡点呢?请看下面分解：R：Even with volume sales，our coats for the Exec-U-Ciser won't go down much。D：Just what are you proposing? R：We could take a cut(降低)on the price. But 25% would slash our profit margin(毛利率).We suggest a compromise——10%。D：That's a big change from 25! 10 is beyond my negotiating limit. (pause) Any other ideas? R：I don't think I can change it right now. Why don't we talk again tomorrow? D：Sure. I must talk to my office anyway. I hope we can find some common ground(共同信念)on this. NEXT DAY D：Robert，I've been instructed to reject the numbers you proposed. but we can try to come up with some thing else。R：I hope so，Dan. My instructions are to negotiate hard on this deal——but I'm try very hard to reach some middle ground(互相妥协)。D：I understand. We propose a structured deal(阶段式和约). For the first six months，we get a discount of 20%，and the next six months we get 15%。R：Dan，I can't bring those numbers back to my office——they'll turn it down flat(打回票)。D：Then you'll have to think of something better，Robert。商务谈判实例(三) Dan上回提议前半年给他们二成折扣，后半年再降为一成半，经Robert推翻后，Dan再三表示让步有限。您知道Robert在这折扣缝隙中游走，如何才能摸出双方都同意的数字呢?他从锦囊里又掏出什么妙计了呢?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) O.K. , 17% the first six months , 14% for the second?! 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