

商务谈判实例(二) PDF转换可能丢失图片或格式，建议阅读原文

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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。就在这七上七八的价格翘翘板上，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. 100Test 下载频道开通，各类考

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