

商务谈判实例(三) 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_95_86_E5_8A_A1_E8_B0_88_E5_c96_646352.htm 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?! R: Good. Let ' s iron out (解决) the remaining details. When do you want to take delivery (取货) ? D: We ' d like you to execute the first order by the 31st. R: Let me run through this again: the first shipment for 1500 units, to be delivered in 27 days, by the 31st. D: Right. We couldn ' t handle much larger shipments. R: Fine. But I ' d prefer the first shipment to be 1000 units, the next 2000. The 31st is quite soon ---- I can ' t guarantee 1500. D: I can agree to that. Well, if there ' s nothing else, I think we ' ve settled everything. R: Dan, this deal promises big returns (赚大钱) for both sides. Let ' s hope it ' s the beginning of a long and prosperous relationship. 相关推荐：#0000ff>商务谈判实例(二) #0000ff>商务谈判实例(一) #0000ff>商业信函的7个“ C ”原则

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