

商务谈判实例(五) PDF转换可能丢失图片或格式，建议阅读原文

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Robert在前面的谈判最后提出签约十年的要求，Kevin会不会答应呢？如果答案是否决的话，Robert又有何打算？他一心为公司的利益打算，极力争取技术转移地协定，而对方会甘心出让此项比金钱更珍贵的资产吗？请看以下分解：

K: We can ' t sign any commitment for ten years. But if your production quality is good after the first year, we could extend the contract and increase our yearly purchase. R: That sounds reasonable. But could you shed some light on ( 透露 ) the size of your orders? K: If we are happy with your quality, we might increase our purchase to 100,000 a year, for a two-year period. R: Excuse me, Mr. Hughes, but it seems to me we ' re giving up too much in this case. We ' d be giving up the five-year guarantee for increased yearly sales. K: Mr. Liu, you ' ve got to give up something to get something. R: If you ' re asking us to take such a large gamble ( 冒险 ) for just two year ' s sales, I ' m sorry, but you ' re not in our ballpark ( 接受的范围 ) . K: What would it take to keep Pacer interested? R: A three-year guarantee, not two. And a quality inspection ( 质量检查 ) tour after one year is fine, but we ' d like some of our personnel on the team. K: Acceptable. Anything else? R: We ' d be making huge capital outlay ( 资本支出 ) for the production process, so we ' d like to set up a technology transfer agreement, to help us get off the ground ( 取得初步进步 ) . 相关推荐：

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