

商务谈判实例(七) PDF转换可能丢失图片或格式，建议阅读原文

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Botany Bay是家生产高科技医疗用品的公司。其产品“病例磁盘”可储存个人病例；资料取用方便，真是达到“一盘在手，妙用无穷”的目的。此产品可广泛使用于医院、养老院、学校等。因此Pacer有意争取该产品软硬件设备的代理权。以下就是Robert与Botany Bay的代表，Mark Davis，首度会面的情形：

M: Mr. Liu, total sales on the Medic-Disk were U.S.\$ 100,000 last year, through our agent in Hong Kong. R: Our research shows most of your sales, are made in the Taipei area. Your agent has only been able to target the Taipei market (把.....作为目标市场)。M: True, but we are happy with the sales. It's a new product. How could you do better? R: We're already well-established in the medical products business. The Medic-Disk would be a good addition to our product range. M: Can you tell me what your sales have been like in past years? R: In the past three years, our unit sales have gone up by 350 percent. profits have gone up almost 400 percent. M: What kind of distribution capabilities (分销能力) do you have? R: We have salespeople in four major areas around the island, selling directly to customers. M: What about your sales? R: In terms of unit sales, 55 percent are still from the Taipei area. The rest comes from the Kaohsiung, Taichung, and Tainan areas. That's a great deal of untapped market potential (未开发的市场潜力), Mr. Davis. 相关推荐：#0000ff>商务谈判实例(六) #0000ff>商务

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