

商务谈判实例(八) PDF转换可能丢失图片或格式，建议阅读原文

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Robert说明Pacer在行销与技术上的基础后，终于取信了Mark，也为此谈判迈开成功的第一步。在谈判佣金鱼合约期限这类议题之前，Robert想先确定一些条件，包括独家代理权与Botany Bay所能提供的协助。你知道Robert运用了哪些技巧，才不会让Mark以此作条件来威胁Pacer让步？我们看看Robert怎么说：

M: Mr. Liu, what kinds of sales do you think you could get? R: Well, to begin with, we ' d have to insist on sole agency in Taiwan. We believe we could spike (激增) sales by 30% to 40% in the first year. But certain conditions would have to be met. M: What kinds of conditions? R: We ' d need your full technical and marketing support. M: Could you explain what you mean by that? R: We ' d like you to give training to our technical staff. we ' d also like you to pay a fee for after-sales service. M: It ' s no problem with the training. As for service support, we usually pay a yearly fee, pegged to (根据) total sales. R: Sounds OK, if we can come to terms (达成协议) on how much is fair. As for marketing support, we would like you to assume 50% of all costs. M: We ' d prefer 40%. Many customers learn about our products through international magazines, trade shows, and so on. We pick up the tab (付款) for that, but you get the sales in Taiwan. R: We ' ll think about it, and talk more tomorrow. M: Fine. We ' d like you to tell us about your marketing plans. 相关推荐：#0000ff>商务谈判实例(七)

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