



新世纪高职高专

商务英语专业系列规划教材

世纪商务英语

谈判口语

第三版

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Q1

Why do you think the seller and the buyer would spend most of their time in bargaining prices during the business negotiation?

The price of goods reflects the profit of the seller and the cost of the buyer. So the price of goods is certainly among the chief terms discussed in business negotiation and the seller and the buyer would spend most of their time in bargaining prices during the business negotiation.



Q2

What does it mean to say price bargaining does not mean merely negotiating price but means negotiating all the terms and conditions?

It means that the seller and the buyer need to negotiate all the terms and conditions during the price bargaining because the price of the goods is related to all the other terms and conditions of the contract. Any change in these terms would result in price adjustment. So the seller needs to be very careful in quoting the price to the buyer and needs to state necessary terms on which the price is quoted.



Q3

What should be made clear when the seller and the buyer talk about price during business negotiation?

When talking about price during business negotiation, the seller and the buyer usually need to make clear the following points: 1. The trade terms on which the price is quoted; 2. The liabilities of the seller and the buyer under the price terms; 3. The commission and/or discount in the quoted price; 4. The price adjustment in the price clause of the contract.





A: This price is quite a bit higher than you quoted last time.

B: We're sorry, but we've had a slight price increase here.

A: Slight? No, I don't think so. But I do think the price you quoted rather on the high side. I wouldn't call this slight.

B: The cost of production has increased by 10% during the last few months. We've had to increase our prices on this item by just 8%.

A: It seems to me that it's rather high. I'll have to check with my boss.

B: I'm sure you'll find that we are very competitive now.

Notes:

“I wouldn't call this slight”中的 would 是假设语气，全句的意思就是“我可不认为这是小小的涨价而已”；“check with sb.”是指“与某人磋商”的意思。

Drill 1

翻 译



A: 这次的价格比上次要贵了一些。

B: 真抱歉，不过我们也只涨了一点点而已。

A: 一点点？我不觉得。我觉得你们报的价确实偏高了，这根本不是一点点的问题。

B: 过去几个月里生产成本上涨了 10%，而我们不得已也只加了 8% 而已。

B: 在我看来这价格相当高了。我得和我们的老板先谈谈。

A: 我敢说你们一定会发现我们的价格是很有竞争性的。





A: Are these new prices acceptable for you, then?

B: We still think the price on Item No. 5 is too high.

A: No. Actually that's about the best we can do on that.

B: It seems that we're not going to be able to get together on price.

A: Why not? We can talk it over some more. Let's see if we can work it out to your satisfaction.

B: Your offer is much higher than your competitor's.

A: I'll check back with my head office for you. I'll let you know as soon as I get an answer.

Notes:

“talk it over some more”意思是“再好好谈谈这事”。所以“再好好考虑考虑这事”可以译为“to think it over some more”。类似的表达还有“talk about it some more”; “work out”这里指“解决(问题)”的意思; competitor 这里指“同性质的其他公司”

Drill 2

翻 译



A: 那么, 这些新价格可以接受了吧?

A: 我们仍然认为第五项产品的价格太高了。

B: 不是的, 事实上那差不多是我们所能开出的最低价了。

A: 看来在价格上我们的看法是无法一致了。

B: 怎么会呢? 这个我们还可以再谈谈的。我们来看看是否有什么办法能让你满意。

A: 你们的报价比起其他公司高出太多了。

B: 这个我回头会跟总公司查核一下, 一有消息就立刻通知您。





A: Well, I have discussed your offer with my colleagues and we find the price you quoted rather on the high side.

B: Before we discuss prices, may I draw your attention to the costs of our manufacture? Perhaps we could return to the question of prices later?

A: Yes, go ahead.

B: Here is a fact sheet to explain our costs of manufacture. You will see from the fact sheet that the costs of our manufacture have risen for the last 6 months. Our offer was based on reasonable profit, not upon wild speculation.

A: But I believe we could sell a lot more for you if you would agree to reduce prices by 10%.

B: Unfortunately, it would be very difficult to reduce them by 10%, I'm afraid. But all being well, there's a good chance of reducing them by 2%.

Notes:

speculation 原意指“投机买卖”，这里指漫天要价；“all being well”是“ If all is(was) well”的变异形式，意指“如果不发生意外的话”，常用在人们对自己的承诺表示谨慎的时候；“there's a good chance of sth./ doing sth.”指“某事 / 做某事的可能性很大”

Drill 3

翻 译



A: 我已经和我的同事们讨论了你方的报价并且认为你方报价偏高。

B: 在我们讨论报价之前, 能否请您考虑一下我们的生产成本呢? 或者我们可以呆会儿再回头来谈这个报价问题?

A: 行啊!

B: 我们在这给您列了一张清单来说明我们的各项生产费用。从这个单子上您可以看出, 过去 6 个月里生产成本一直在不断地增加。我们的报价是以合理的利润为根据的, 绝不是漫天要价。

A: 但是如果你们可以降价 10%, 相信我们可以帮你们销得更多。

B: 很不好意思, 要降 10% 恐怕太难了, 但如果没什么意外的话, 降 2% 倒还是有可能的。





A: I'd like to know if you could reduce prices by 10%.
B: I'm sorry. We can't handle these price decreases of yours.
A: But I don't think we'll be able to pay these prices.
B: We may be able to work out a better deal for you.
A: Such as?
B: We can give you a discount if you order for immediate shipment.
A: What are your discount terms?
B: 2/10, net/30.
A: Let's see, that means a 2% discount if paid within ten days.
B: Yes. And full payment is due within 30 days.
A: Let's talk about it some more.

Notes:

“these price decreases of yours”是“these price decreases”和“your price decreases”的合并表现；“a better deal”这里指“较好的办法”；“2/10, net/30”读作“two by ten, net by thirty”。此处的“net”作“实价、净额”解。整句意思是10天内付款，有2%的折扣，30天内付款，就没有折扣了；due在这里是“应该支付”之意，作形容词用。

Drill 4

翻 译



A: 我想知道你们能否降价 10%。

B: 对不起，我们没办法接受你们的降价提议。

A: 但是我觉得你们这种价钱我们没法接受啊。

B: 我们也许可以想出一个对你有利的办法。

A: 譬如说？

B: 如果你的订单是马上出货的话，我们可以给您打个折。

A: 你们的折扣条件是什么？

B: 10 天两折，30 天净价。

A: 哦，那就是说如果 10 天内付款，有 2% 的折扣。

B: 是的，如果 30 天内付款就没有折扣了。

A: 那我们再谈吧。





- A: I'm glad that you could see us today.
B: Yes, we only have one more item to take care of.
A: That's right. We have to work out the final price.
B: It's time to get down to business now?
A: Uh-huh! I've got good news for you.
B: What is it?
A: The head office agreed to the lower price you asked for.
B: Great! Can we expect the same price as last time?
A: Oh, yes. No problem about that.
B: Good. Now we can go ahead and write up the order.

Notes:

第二句中的“only”，其位置通常都放在所修饰或强调的词、片语或句子的前面，但现代英语中有将“only”置于动词前面的趋势，尤其是在会话中。例如“I'm only going for two days.”而不是“I'm going for only two days.”。不过，“only”所强调的部分（如本例句中的“one”），在发音上要加重，以表示强调之意；“write up the order”这里指“下定单”。

Drill 5

翻 译



A: 真高兴您今天能来。

B: 是啊, 要谈的只剩下一项了。

A: 没错, 我们得把最后的价格敲定。

B: 那现在就入正题啦?

A: 嗯。有个好消息要告诉您。

B: 什么好消息?

A: 总公司已接受你们提出的较低价格了。

B: 太好了! 价钱能够和上次的一样吗?

A: 哦, 可以。没问题的。

B: 好。现在我们就可以下订单了。





A: What is your best price on this item?

B: \$ 23.5 per pair.

A: What are your other discount terms?

B: We give a 2% discount for cash.

A: Is that all?

B: Yes, that is the best we can do.

A: That will be fine with us. We'll be ordering in just a few days.

B: Fine. I'll start the paperwork for your order right away.

Notes:

“best price”指对客户所报出的“最低价”；请注意“give a 2% discount”中不定冠词“a”的用法；“We'll be ordering in just a few days”可翻译为“我们过几天就下订单”；paperwork是“文件处理、业务处理”的意思。

Drill 6

翻 译



A: 这一款商品的最低价是多少？

B: 每双 23.5 美元。

A: 你们的折扣条件是什么？

B: 付现的话折扣 2%.

A: 最多就这样吗？

B: 是的，这是我们的最低价了。

A: 这价钱还行吧。过几天我们就下订单。

B: 好啊，那我马上就为你们的订单做准备了。





English for Chinese Typical Business Expressions

1. 你方价格太高了点。 / 你们的价格偏高太多。 / 价格太高做不开。 / 这个价格不可行。 / 比我们预期的价钱高了些。 / 你方价格远比我们预料的高。

- ◆ Your price is / sounds a bit too high.
- ◆ Your price is too much on the high side.
- ◆ Your price is too high to work on.
- ◆ The price appears unworkable.
- ◆ That's a little more than we were expecting to pay.
- ◆ Your price is much higher than we expected.





English for Chinese Typical Business Expressions

2. 有一家韩国厂商报给我们的价格比贵公司便宜了 10%。 / 很遗憾我方客户认为你方价格难以接受。
/ 要劝说客户接受这个价格很难。 / 我们最多也只能给到 25 美元。 / 除非你们减价 5%，否则
我们无法接受你方报盘。 / 这个价格与市场水平不符，我们无法接受。

- ◆ A Korean manufacturer has offered us a price ten percent lower than yours.
- ◆ We very much regret that our clients find your prices unacceptable.
- ◆ It's difficult to persuade our clients to buy at such a price.
- ◆ The most we can offer is \$25.00.
- ◆ We can't accept your offer unless the price is reduced by 5%.
- ◆ This price is out of line with the market. We can't accept it.





English for Chinese Typical Business Expressions

3. 可以更便宜点吗？/ 不能再便宜一点吗？/ 少算一点好吗？/ 请您再少算一些好吗？/ 你觉得你可以把价钱降低到什么程度？/ 这是您的最低价吗？/ 能否降价 5%？/ 可否降到每台（件，双）23 美元？/ 每台（件，双）23 美元怎么样？

- ◆ Will you make it a little (bit) cheaper?/Can't you make it cheaper?
- ◆ Will you reduce the cost?
- ◆ Could you give us more of discount?
- ◆ How much do you think you could bring the price down?
- ◆ Is this your best price?
- ◆ Will you reduce your price by 5%?
- ◆ Would you please cut the price down to \$ 23 per unit?
- ◆ How about \$ 23 per unit?





English for Chinese Typical Business Expressions

4. 那么，就五块五美金吧。 / 那么，就少算 10% 吧。 / (便宜)10% 还是可以的。 / 我给您一个特别优惠价吧。 / 我减价 3 美元以回应你们的还价。 / 为促进交易，我们破例接受你方价格。 / 为了今后的交易，我们接受你的还盘。 / 为了使谈判开展，我们允许你一定数量的折扣。

- ◆ Then, we'll make it \$5.50.
- ◆ Then, We'll make a ten percent discount.
- ◆ Ten percent might be possible.
- ◆ Let me make you a special offer.
- ◆ I'll respond to your counter-offer by reducing our price by three dollars.
- ◆ To encourage business, we exceptionally agree to your price.
- ◆ With an eye to future business, we accept your counter offer.
- ◆ To start the ball rolling, we'll allow you a quantity discount.





English for Chinese Typical Business Expressions

5. 这是可能的最低价格了。 / 我们报的已经是最低价格了。 / 我们已是以成本价供应了。 / 这个价格已经是相当合理了。 / 我们的价格已经计算得很精确了，进一步降价是不可能的了。 / 我们不能再降价了。 / 很抱歉，这个价格没有再商量的余地了。

- ◆ This is the lowest possible price.
- ◆ We're already quoting our lowest price.
- ◆ We're selling at cost already.
- ◆ The price is quite reasonable.
- ◆ Our price has been narrowly calculated and it is impossible to make any further reduction.
- ◆ We cannot make any further discount.
- ◆ I'm afraid that there is no room to negotiate the price.





English for Chinese Typical Business Expressions

6. 原料涨价了，这样的价钱我们没法做。 / 由于原料价格上涨，我们不得不提价。 / 由于原料价格上升，我们也被迫调整价格。 / 价格上涨是由于原材料成本上升。 / 原材料价格近年来上升了很多。我们得把成本考虑在内。

- ◆ Raw material prices have risen, so we can't sell our product at that price.
- ◆ We have to raise the price because the cost of raw materials rose.
- ◆ Because of the price hike in raw materials, we were forced to adjust our prices, too.
- ◆ The price is going up, owing to the rise in the cost of raw materials.
- ◆ The price of raw material has been going up a great deal in recent years. We have
- ◆ to take the cost into consideration.





English for Chinese Typical Business Expressions

7. 和其他同质量的商品相比，我相信您一定会发现我们的价格是合理的，也是非常具有竞争力的。 / 如果不是为了我们之间的友好关系，我们是不会考虑报这么低的价格的。 / 上述价格包括你方 2% 佣金。 / 此报盘着眼于扩大销路因而很能做得开。 / 虽然是贵，但长期看来有利。

- ◆ Comparing with other goods of similar quality, I'm sure you'll find that our prices are reasonable and very competitive.
- ◆ If it were not for the friendship between us, we would not have quoted such a low price.
- ◆ The above price includes your commission of 2%.
- ◆ This offer is based on an expanding market and is workable.
- ◆ It's expensive, but it's better in the long run.





English for Chinese Typical Business Expressions

8. 价格会变动吗？ / 价格照旧。 / 这次仍然依旧价卖出。

- ◆ Will the price vary?
- ◆ The price has stayed the same.
- ◆ We'll sell it at the same price this time.



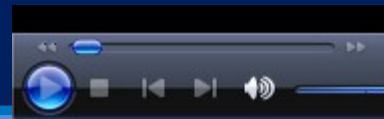


English for Chinese Typical Business Expressions

9. 大家都知道，汇率几乎天天都在浮动。这个问题你打算如何处理？ / 通常我们是用美元做买卖的。我们希望以美元付款。 / 一两分的汇率浮动还不算严重，但如果比这更多我们就吃不消了。

- ◆ As everyone knows, the exchange rate fluctuates almost daily. How do you intend to handle the problem?
- ◆ We usually do business in dollars. We'd like to pay in US dollars.
- ◆ A one- or two- cent fluctuation in exchange rate is not serious, but if it fluctuates more we'll be in trouble.





English for Chinese Typical Business Expressions

10. 我觉得双方都坚持自己的价格是不明智的。为了弥补价格差异，我们最好彼此都做些让步。 / 如果你方坚持自己的价格，不作让步，那我们就没有必要再谈下去了。 / 我的意思是双方稍加妥协，各让一半。 / 这样好不好？你在原报价上减少 5%，我则在原还价上增加 5%。

- ◆ I think it unwise for either of us to insist on our own price. To fill the gap between our prices, we'd better make a concession each other.
- ◆ If you insist on your price and refuse to make any concession, there will be not much point in further discussion.
- ◆ I mean both parties should compromise a little and meet each other half way.
- ◆ How about this? You take 5% off the original offer, and I add 5% on the counter offer.





1. (Mr. Michell and Mr. Zhong are negotiating on prices. Mr. Michell is making a counter offer.)

M: What's your price for Electric Heaters?

Z: US \$ 45 per set FOB Guangzhou. We can supply from stock.

M: It's a high price. I have another offer for a similar product at a much lower price.

Z: You know, Mr. Michell. The cost of production has increased by 10% each year during the last few years.

M: But I can pay 10% less for such an item elsewhere.

Z: I can assure you that our price is most realistic. A trial sale will convince you of what I say.

M: If you can go a little lower, I'd be able to give you an order right now. You see, I have here a client who intends to buy 5,000 sets. But price he allows me is only 40 dollars per set.

Z: 40 dollars? This price is absolutely out of the question. You cannot get the goods anywhere at this price.

翻译





1. (Mr. Michell and Mr. Zhong are negotiating on prices. Mr. Michell is making a counter offer.)

M: But 40 dollars is their final bid and I can't help it. I hope you will give it a second thought. 5,000 sets is no small figure, is it?

Z: Well, since it is a big order, I think I'll allow you a discount of 5%. That is, 42.75 dollars per set.

M: I accept.

Z: It's quite a bargain. I hope you will appreciate it.

M: Thank you for your cooperation.

Z: But it will leave us very little margin of profit. I hope our first supply will induce your clients to place regular orders with us in future.

M: In the long run, you'll not lose by it. Don't you think so?

Z: I hope so.

翻译



Notes

1. offer 报盘, 这里主要是指报价。
2. increased by 10% 增加了 10%。要注意这个表达与 increase to... 的区别: 前者指“增加……”, 后者指“增加到……”。增加了多少幅度一般用介词“by”, 但如果是指增加到某个具体的数目要用介词“to”。相同的用法也适用于动词“reduce”。如: Please reduce the amount of your L/C by USD 520. (请将信用证金额减少 520 美元。)
3. convince sb. of sth. 使某人相信某事, 令某人对某事有信心
4. out of the question 根本不可能的 (根本谈不上), 想都别想的
5. bargain 做名词意思是“交易, 买卖, 物美价廉的东西”, 做动词意思则是“议价, 讨价还价”。这里用作名词, 意思为“一宗便宜的交易”。
6. margin of profit 这里指“利润空间”。
7. in the long run 是一句习语, 意思是“从长远看来 (归根到底), 最终”。



M: 电热器每台多少钱?

Z: 45 美元。广州装运港交货价。现货供应。

M: 价格太高了。我得到类似产品的另一种报价, 价格低得多。

Z: 米歇尔先生, 你要知道, 过去几年中生产成本每年都上涨 10% 。

M: 但我在其他地方少花 10% 就可以买到这种产品。

Z: 请放心我们的报价是最实际的。试着销售一下你就会相信我的话不假了。

M: 如果您能稍微降一点价, 我马上就可以订货。您瞧, 我手头上有位客户打算买 5,000 台, 可他给我的价格是 40 美元一台。

Z: 40 美元一台? 这个价格根本行不通。您在哪儿也买不到这个价。

M: 可 40 美元是他们的最后出价, 我也没办法。我希望您能再考虑一下。5,000 台可不是个小数字, 是吧?

Z: 既然是个大订单, 我就让您 5% 的折扣吧。也就是说, 每台 42.75 美元。

M: 我接受了。

Z: 这可真是非常便宜了, 希望你能体会到这一点。

M: 谢谢您的合作。

Z: 不过我们的利润就微乎其微了。希望我们第一次供货会使得您的客户今后能经常向我们订货。

M: 从长远看, 您不会吃亏。您说呢?

Z: 希望如此吧!





2. (Mr. Lakins and Mr. Liang are doing bargaining at the negotiating table.)

L: Your price is much higher than you quoted last time.

L: As you ask for special packing and delivery, our price should include the extra charges. You can't expect us to keep to the original price, can you?

L: You must know that all companies are cutting their prices in order to get a large market share.

L: That's right. But extra services deserve extra pay. With the special packing and delivery you require, I don't think any other company can offer such a competitive price as ours.

L: To be honest, we won't be able to make a profit at your price. Can't we find a price that is good for both sides?

L: You know Mr. Lakins, we don't do much bargaining. We go in for business on the basis of mutual benefit.

L: Sellers never admit their prices to be higher than their competitors. But I'm afraid this time if you don't bring your price into line with the prevailing market, you'll stand no chance.

L: You seem to be hinting at something. As our old customer and friend, you might very well speak out your mind in a more direct way.

L: By all means. In my opinion, you must reduce your price by 5% in order to stand competition from other suppliers.

翻译





2. (Mr. Lakins and Mr. Liang are doing bargaining at the negotiating table.)

L: 5%? I'm afraid you are asking too much. To tell the truth, ours is the rock-bottom price.

L: We have had a very good relationship over the past years. I think this transaction would be more promising if you could make an appropriate reduction.

L: OK. Considering our good cooperation, we are prepared to make some concessions.

L: Then how much can you go down?

L: 1% off the original price.

L: 1% ? Your reduction is too modest. Can you take one more step forward and give us 3%?

L: 3% won't leave us anything.

L: I think it unwise for us both to insist on our own views. How is this, then? To pull this transaction through, let's meet halfway? You see, joint efforts would help carry us each one more step forward.

L: You certainly have a way of talking me into it, Mr. Lakins. All right, I give up. Let's meet each other half way. Our maximum is 2%. We can't go any further.

L: All right. As a token of our sincerity, we accept the price.

翻译



Notes

1. keep to 坚持, 遵守, 信守
2. market share 市场份额
3. deserve 应受, 值得, 应该得到
4. go in for 动词短语, 意思是“追求, 参加, 从事”。
5. prevailing 流行的, 盛行的, 现行的
6. stand no chance 没机会。相同地, stand a chance 的意思就是“有机会”。
7. hint at 暗示, 示意, 略微提及
8. speak out one's mind 说出某人的心里话, 直抒胸臆
9. by all means 原意是“尽一切办法, 务必”, 这里指“尽量做到直截了当”。
10. stand 经受, 忍受
11. rock-bottom price 底价, 最优惠价
12. more promising 这里指更有把握。
13. concession 让步, 妥协
14. meet halfway 双方各让一半
15. talk sb. into sth./ doing sth. 说服某人做某事
16. token 象征



L: 你方价格比上次报价高多了。

L: 由于你方要求特别包装和发运, 我们的价格就把额外的费用包含在内了。你总不能还要求我们维持原价吧。

L: 你要明白, 所有公司都在减价, 以便获得更多的市场份额。

L: 没错。可是, 额外劳务就得有额外费用。你方要求特别包装和发运, 我想哪个公司也不可能提供像我们这样有竞争性的价格吧。

L: 坦率地说, 按照你方价格我们将无利可图。我们能否找到一种彼此都有利可图的价格呢?

L: 拉金斯先生, 你知道, 我们不喜欢讨价还价。我们做生意从来讲究互利。

L: 卖主从来不会承认他们的价格比对手高。不过这一次如果你的价格不降到与市场一致, 恐怕就没希望了。

L: 好像你话中有话。作为老客户, 你不妨直截了当, 想说什么就说什么嘛?

L: 那我就直说了。我认为要想经得起对手竞争, 你方价格必须降低 5% 。



L: 5% ? 你太过分了吧。老实说, 这是我们的底线了。

L: 过去几年我们双方合作愉快, 如果这次您能适当降价, 交易将大有前途。

L: 好吧。鉴于你我良好的合作关系, 我们愿意做些让步。

L: 能降多少呢?

L: 在原价基础上降 1% 。

L: 1% ? 太少了吧。能不能再多让点, 给 3% ?

L: 3% 我们就一点利都没有了。

L: 我认为双方都固执己见是很不明智的。你看这样行不行? 为了达成交易, 双方再各让一半怎么样? 你瞧, 共同努力会使得我们彼此向前迈进一步。

L: 你这人说服别人还真有一套。得, 我放弃。咱们各让一半。最多 2% , 不能再少了。

L: 行。为表示我们的诚意, 我们接受了。

Situational Information:

Mr. Chen, the sales manager of Guangdong Light Industrial Products Import & Export Corporation, and Miss Li, his assistant, are talking with Mr. Smith, an old customer from Overseas Trading Corp., America, about the offer from Mr. Chen to sell sports shoes to Overseas Trading Corp., for \$ 25(U.S) per pair. This offer, Mr. Chen said, was based upon an expanding market and was reasonable and competitive. There was some heat discussion about the prices, upon which Mr. Smith and Mr. Chen found little to agree.

Role 1. Suppose you are Mr. Chen. You and Miss Li, your assistant, are going to persuade Mr. Smith to accept your offer. Try to complete the following dialogue with some of the drills and expressions in Part II and III. The Chinese in the brackets are for your reference only.

S: To tell you the truth, we are greatly surprised at the price you offer us. This price is quite a bit higher than it was last time.

L: We're sorry, but we've had a slight price increase here.

S: Slight? No, I don't think so. But I do think the price you quoted rather on the high side. I wouldn't call this slight.

C: (在讨论价钱之前, 能否请您考虑一下我们的成本呢? 由于原料价格上涨, 我们不得不提价 8% 。)

L: Actually that's about the best we can do on that.

S: I'm afraid I can't agree with you there. A Korean manufacturer has offered us a price ten percent lower than yours.

L: When you compare the prices, you must take everything into consideration. Our products are of high quality.

C: (和其他同质量的商品相比, 我相信您一定会发现我们的价格是合理的, 也是非常具有竞争性的。)

S: I grant that yours are of better quality. But still I don't think we'll be able to pay these prices.

C: (这个我回头再跟总公司查核一下, 也许我们可以想出一个对你有利的办法。)

S: OK, let's talk about it some more.

翻译



- S: To tell you the truth, we are greatly surprised at the price you offer us. This price is quite a bit higher than it was last time.
- L: We're sorry, but we've had a slight price increase here.
- S: Slight? No I don't think so. But I do think the price you quoted rather on the high side. I wouldn't call this slight.
- C: (Before we discuss prices, may I draw your attention to the costs of our manufacture? Raw material prices have risen, so we've had to increase our prices on this item by just 8%.)
- L: Actually that's about the best we can do on that.
- S: I'm afraid I can't agree with you there. A Korean manufacturer has offered us a price ten percent lower than yours.
- L: When you compare the prices, you must take everything into consideration. Our products are of high quality.
- C: (Comparing with other goods of similar quality, I'm sure you'll find that our prices are reasonable and very competitive.)
- S: I grant that yours are of better quality. But still I don't think we'll be able to pay these prices.
- C: (I'll check back with my head office for you. We may be able to work out a better deal for you.)
- S: Ok, Let's talk about it some more.



Role 2. Suppose you are Miss Li. You and Mr. Chen, your boss, are going to persuade Mr. Smith to accept your revised price. Try to read aloud and practice the underlined sentences in the following dialogue.

L: Good morning, Mr. Smith. I'm glad that you could see us today.

S: Yes, we only have one more item to take care of.

C: That's right. We have to work out the final price.

L: Let's get down to business now. Are these new prices acceptable for you?

S: It seems to me that it's still rather high. I have checked with my boss. I believe we could sell a lot more for you if you would agree to reduce the prices by 10%.

C: It would be very difficult to reduce them by 10%, I'm afraid. But there's a good chance of reducing them by 5%.

S: Can't you make it cheaper?

L: How much do you think you could bring the price down?

S: How about \$ 23 per unit?

C: The most we can offer is \$23.50.

L: This is the lowest possible price. We're selling at cost already.

S: Then, we'll make it \$23.50.



Role 3. Mr. Chen and Miss Li are negotiating with Mr. Smith about the price of their products and Mr. Smith is trying to persuade them to reduce the price by 10%. Now, suppose you are an interpreter and try to interpret for them.

S: It seems that we're not going to be able to get together on price.

L: 为什么不行呢？

S: The prices and discounts are problems for us.

C: 由于原材料的成本上升，我们不得不提价。

S: Your price is much higher than your competitor's. A Korean manufacturer has offered us a price ten percent lower than yours.

C: 很不好意思，要降 10% 恐怕太难了，但如果没什么意外的话，降 2% 倒还是有可能的。

S: We can't sell our product at that price. Will you make it a bit cheaper?

C: 恐怕已经没有什么议价的空间了。

L: 不过如果你们可以马上订货并装运，我们可以给您一个折扣。

S: What are your other discount terms ?

C: 10 天两折， 30 天净价。

L: 那就是说如果 10 天内付款，有 2% 的折扣？

C: 是的。但如果 30 天内付款就没有了。

S: We'll have to think it over some more. I'll let you know as soon as I get an answer.

翻译



S: 看来在价格上我们的看法似乎无法一致。

L: Why not?

S: 问题在于价格和折扣

C: We have to raise the price because the cost of raw materials rose.

S: 你们的价钱比起其他公司来高出太多了，有一家韩国厂商报给我们的价格比贵公司便宜了 10% 。

C: Unfortunately , it would be very difficult to reduce them by 10%, I'm afraid. But all being well, there's a good chance of reducing them by 2%.

S: 这样的价钱我们没法做，可以更便宜一点吗？

C: I'm afraid that there is no room to negotiate the price.

L: But we can give you a discount if you order for immediate shipment.

S: 你们的其他折扣条件如何？

C: 2/10, net/30.

L: That means a 2% discount if paid within ten days.

C: Yes. And full payment is due within 30 days.

S: 好吧，容我们考虑一下，一有结果我就通知你们。



Role 4. Form a group of 2 to 4, try to work out a dialogue related to the theme of this unit and then perform it in class.

