

Useful Terms and Sentences 过关秘笈



秘笈一 专业术语

make business negotiation	进行商务谈判
face-to-face negotiation	面对面谈判
negotiation by telephone	电话谈判
negotiation by E-mail	电邮谈判
take a cut on the price	降价
hammer something out	敲定
establish business relations	建立业务关系
come to terms	达成协议
peg to	盯住
sales volume	销量
reach some middle ground	折中让步
pick up the tab	承担费用
printing industry	印刷业
offer prices	报价
concession	让步
make a concession to sb.	向某人作出让步
stock materials	库存
frustration	挫败
expand products	拓展业务
catalogue	目录
quotation	报价
in compliance with	遵照
achieve a win-win result	达到双赢
sole agency	独家代理
textiles department	纺织部
household linens	家用亚麻布

beneficial collaboration	互利互助
business-volume sales	大笔交易
distributor	经销商, 分销商
beneficial relationship	互惠关系
illustrated catalogue	配有插图目录
raise the price	调整价格
make alternative arrangement	做出调整
close the deal	成交
on your part	就你而言
come into effect	生效
be of service	提供服务
delivery problems	配送问题
mend the order	修改订单



秘笈二 常用句式

面对面谈判常用句式
<p>1. I really appreciate your time. 感谢您抽出时间（与我们见面）!</p> <p>2. Shall we get down to business? 我们现在可以开始了吗?</p> <p>3. OK. Shall we go over what we've talked about today? 需要回顾一下今天我们谈到的具体内容吗?</p> <p>4. I look forward to seeing you again. 期待再次与您会面!</p> <p>5. You could try to speak a little slower. 请您尽量放慢说话速度。</p> <p>6. I could not catch your question. Could you repeat it, please? 我没听清楚你们的问题, 能重复一次吗?</p> <p>7. All right. I will send the information on a piecemeal basis as we acquire it. 好, 我们收齐之后会立即寄给你。</p> <p>8. Actually, my interest was directed more towards what particular markets you foresee for our product.</p>

事实上，我关心的是贵公司对我们产品市场的考量。

9. It will help me understand the point you are trying to make.

这会帮助我了解你们的重点。

10. Could you please explain the premises of your argument in more detail?

你能较详细说明你们的论据吗？

电话谈判常用句式

1. Thank you for calling ABC trade corporation.

感谢你致电 ABC 贸易公司。

2. Frankly, we can't agree with your proposal.

坦白地讲，我们无法同意您的提案。

3. Speaking of mode of payment, can you advise me of your general practice in this respect?

谈到付款方式，能否告诉我，你们这方面通常怎么做？

4. I'll be looking forward to hearing from you.

我期盼你的回音。

5. I'm calling to ask you some questions about payment.

我打电话来问一下有关支付的问题。

6. I'm sorry, I misunderstood you. Then I go along with you.

哦，对不起，我误解你了。那样的话，我同意你的观点。

7. We've been here for more than two hours on the phone and we're no closer to a deal than when we started.

已经电话谈了两个多小时了，却一点进展都没有。

8. I'm afraid I can't give you a definite reply on the phone now.

恐怕现在电话里我无法给你一个明确的答复。

9. If you would like to set up an appointment during non exhibit hall hours, please call me.

如能安排于非展出时间面谈，烦请电复。

电邮谈判常用句式

1. Thank your for your letter of the 16th of this month.

感谢你本月 16 日的来函。

2. We have drawn up a draft agreement that is enclosed. Please examine the detailed terms and conditions and let us know whether they meet with your approval.

现随信附上协议草稿，请查实各项条款，惠复为盼。

3. We understand from our trade contacts that your company has reestablished itself and is once again trading successfully in your region. We would like to extend our congratulations and offer our very best wishes for your continued success.

同行中获悉贵公司复业，生意发展迅速。得闻喜讯，不胜欢欣。

4. Since we last traded, our lines have changed beyond recognition. We'd like to enlarge and look forward to hearing from you.

自上次合作至今，产品款式变化极大。我方意欲扩大业务，特此奉告，并候复音。

5. Thank you for your letter of 2 November. We are delighted to hear that you are pleased with the refurbishment of your hotel.

从 11 月 2 日的来函得悉阁下对贵饭店的整修感到满意。

6. I enclose an illustrated supplement to our catalog. It covers the latest designs which are now available from stock.

函寄配有插图的商品目录附页，介绍最新设计的产品。

7. We greatly appreciate your letter describing the assistance you received in solving your air-conditioning problems.

承蒙来信赞扬本公司提供的空调维修工程服务，欣喜不已。