

## Useful Terms and Sentences 过关秘笈



### 秘笈一 专业术语

determine a negotiation target	确定谈判目标
formulate negotiation strategies	制定谈判策略
arrange negotiation agenda	安排谈判议程
determine the negotiation place/site	确定谈判地点
set up a negotiation group	成立谈判小组
determine the division of labor	确定人员分工
prepare negotiation materials	准备谈判资料
blank text for negotiation contract	谈判合同空白文本
make emergency plan	制定谈判预案
the best target	最高期望目标
acceptable target	可接受目标
bottom target	最低限度目标
time schedule	时间安排
determine the negotiating issues	确定谈判议题
the general principles of the agenda	通则议程
the detailed principles of the agenda	细则议程
the site of our party	我方所在地
the site of counter-party	对方所在地
the site of the third party	第三方所在地
meeting room	会议室
hotel	酒店
cafe	咖啡厅
prevent from intercepting or leaking commercial secret	防止窃听或泄露商业机密
division	分工
professional knowledge	专业知识
negotiating experience	谈判经验
leader of negotiating team	谈判组长
technical adviser	技术专家
financial adviser	财务专家
law adviser	法律专家
logistics staff	后勤保障人员

background information	背景资料
technical information	技术资料
emergence	突发事情
emergency plan	应急预案
negotiation agenda	谈判议程
negotiation strategies	谈判策略
negotiation situation analysis	谈判形势分析
warm start strategy	和谐式开局策略
strategies of Making Concessions	让步策略
strategies of deadlock	僵局策略
strategies of side-stepping	回避策略
strategies of making “walk-way” power	保留退出谈判的策略



## 秘笈二 常用句式

商务谈判计划制定常用句式	
制定谈判目标	<p><b>1. The best target:</b> we will sell our products to ABC company according to our offer and establish long-term relation with ABC company. 最理想目标：按照我方的报价，将我方的产品卖给 ABC 公司，并和对方建立长期的合作关系。</p> <p><b>2. The acceptable target:</b> A discount of 5% will be given, if the counterparty buy a large amount of products from our company. 可接受目标：如果对方购买的产品数量大，我方将给予对方 5% 的折扣。</p> <p><b>3. The bottom target:</b> The largest discount we may give to the counter party is no more than 9%, or the cooperation between us will be terminated. 最低目标：我方最大折扣将不能大于 9%，否则我们的合作将终止。</p>
双方利益	<p><b>1. Interests of Party A:</b> We are required to import some cars at a lower price. <b>甲方利益：</b>我方要求以低价进口汽车。</p> <p><b>Benefits of Party B:</b> We will sell our products at the highest price in order to increase our profits <b>乙方利益：</b>为了获得利益，我方将以最高价卖出我方的产品。</p> <p><b>2. Our interests:</b> We hope to expand our production scale and advocacy efforts through international cooperation, so as to create a broader overseas market and increase the global awareness of our company. <b>我方利益：</b>我方希望通过国际合作来扩大我们的产品范围和宣传工作，</p>

	<p>便于开拓一个更广阔的海外市场，来增强我们公司的国际识别度。</p> <p><b>Benefits of counter-party:</b> We will develop our market by introduction of new varieties of tea.</p> <p>对方利益：我方将通过引进各种新的茶叶品种来开拓市场。</p>
双方优势	<p><b>1. Our advantage:</b> We are selling the tea produced in the beautiful Fujian. Nowadays, our company has developed a business mode, led by foreign trade and integrated by agriculture, industry and trade. Our mission is to promote Chinese tea, pioneer Fujian tea, and provide tea products that are natural, healthy and delicious; the vision is to enhance values of our brand, employees and company with outstanding quality to achieve sustainable development and become the leading enterprise in Fujian tea industry.</p> <p>我方优势：目前，我公司出售产于风景优美的福建的茶叶。我们公司形成了一个由外贸业领衔，工、农、贸易结合的商业模式。我们的任务是推广中国的顶级茶叶——福建茶叶，我们所销售的茶叶是自然、健康、好喝的茶叶；我们的愿景是提高我们的品牌价值，为了获得可持续发展和成为福建茶叶的领军企业，员工和公司都秉持品质一流的理念。</p> <p><b>2. Our disadvantages:</b> The export of small package tea ranked first in our country, but poor sales of high-end tea gifts in foreign countries.</p> <p>我方劣势：小包装茶叶的出口在国内排名第一，但高端茶叶在国外市场销量不好。</p> <p><b>3. Advantages of counter-party:</b> British Lipton has run the tea business for many years. In the UK, British Lipton owns 40% of the market share and is renowned over the world. There are enough idle funds which could be used for the tea investment. The aggregate investment budget is up to 3 million yuan. The company can choose tea suppliers from different countries.</p> <p>对方优势：英国的立普顿公司经营茶叶生意很多年。在英国，英国的立普顿公司拥有茶叶市场 40% 的份额，世界闻名。该公司拥有富余资金用于茶叶投资。其投资预算总额达 300 万元。该公司能够从不同国家选择供应商。</p> <p><b>4. Disadvantage of counter-party:</b> the various unknown risks in the search for a new tea market.</p> <p>对方劣势：在寻求茶叶市场中存在各种各样不可预料的风险。</p>
预计策略	<p><b>1. Warm start strategy</b></p> <p>和谐式开局策略</p> <p>Make a few pleasantries before entering into the substance of the meeting and talk a few topics not related to the transaction. The two parties discuss their cooperation through emotional resonance and create a more</p>

	<p>harmonious atmosphere for both parties in the negotiations.  在进入谈判实质之前进行寒暄，说一些和谈判无关的话题。谈判双方通过情感共鸣讨论合作事宜，为双方创造一个较为和谐的谈判氛围。</p> <p><b>2. Strategies of making concessions</b>  让步策略  We may make some concessions within reaching our interests, when we bargain with the counter-party.  在达到我方利益范围内，在和对方讨价还价时，可以做出一些让步。</p> <p><b>3. Strategies of deadlock</b>  僵局策略  We may just come to a halt in a negotiation and talk about other topics, when both parties don't want to make any concessions.  当我们在谈判中双方都不想做出让步时，我们可以先停下来，转入其他话题。</p> <p><b>4. Strategies of making "walk-way" power</b>  保留退出谈判的策略  When the counter-party want us to make larger concessions than what we can not do, we may declare our standing, and we may stop negotiation and we still have other customers who can cooperate with us.  当对方要求我方做出我方无法接受的更大让步时，我方可以表明立场，以及停止谈判，并表示还有其他可与我方合作的客户。</p> <p><b>5. Strategy of side-stepping</b>  回避策略  When we do not want to answer the counterparty's questions, we may just ask the counterparty another question as a reply.  当我方不想直接回答对方问题时，我们可以提问对方另一个问题作为回答。</p>
<p>议程</p>	<ol style="list-style-type: none"> <li>1. The negotiation of the first stage will be hold on December 3rd, 2017 in the meeting room of our company.  第一阶段的谈判将于 2017 年 12 月 3 日在我公司的会议室举行。</li> <li>2. The negotiation of the second stage will be hold on December 7th, 2017 in the meeting room of Xi'an Hotel.  第二阶段的谈判将于 2017 年 12 月 7 日在西安宾馆的会议室举行。</li> <li>3. The negotiation of the third stage will be hold on December 9th, 2017 in the meeting room of our company.  第三阶段的谈判将于 2017 年 12 月 9 日在我公司的会议室举行。</li> <li>4. We'll arrive at Shanghai Dahua Company Ltd. on November 3rd, 2017 for a stay of a week.  我方将于 2017 年 11 月 3 日到达上海大华有限公司，待一周。</li> </ol>

	<p>5. We will have a visit firstly to Shanghai Dahua Company Ltd. after we arrive at Shanghai. 在我方到上海后，我方要先到达大华贸易有限公司参观。</p> <p>6. The sales representatives of counterparty will briefly introduce the sales volume of its products in recent years. 对方公司的销售代表将对其公司近几年产品的销量情况做一个简单的介绍。</p> <p>7. The detailed negotiation will be arranged on the second day of the agenda. 具体的谈判将于谈判日程的第二日举行。</p> <p>8. A big Welcome dinner will be hold after today's negotiation. 今天谈判结束后将进行盛大的欢迎晚宴。</p> <p>9. The contract will be signed by both parties at 16:00 in the last afternoon of our stay in Xi'an, if the negotiation succeeds. 如果谈判成功，双方将于我方在西安的最后一天的下午四点签合同。</p>
<p>资料准备、合同准备</p>	<p>1. We should prepare the relevant legal information, such as Contract Law, United Nations Convention on Contracts for the International Sale of Goods and Economic Contract Law of the People's Republic of China. 我们应该准备相关的法律信息，如《合同法》《联合国国际货物买卖合同公约》《中华人民共和国合同法》等。</p> <p>2. We should prepare relevant automotive technical information. 我们应该准备相关的汽车技术信息。</p> <p>3. We should analyze the automotive industry on the international market, the stock market, and stock market in Chinese market and so on. 我们应该分析汽车产业在国际市场、股票市场及国内股票市场的行情。</p>