

Useful Terms and Sentences 过关秘笈



秘笈一 专业术语

vague	模糊的
restrained	拘谨的, 内敛的
arrogant	傲慢的
conservative	保守的
standoffish	冷淡的, 不友好的
win-win	双赢的
cost-effective	合算的
time-consuming	耗时的, 旷日持久的
assertively	独断地, 断言地
opponent	对手
middleman	中间人
consensus	共识
commitment	承诺
hierarchy	等级制度
etiquette	礼节
hassle	(激烈的) 争论
convention	惯例, 习俗
punctuality	守时
hospitality	热情好客
workaholics	工作狂
bargaining / haggling	讨价还价
Afrikaners	南非白人
red tape	繁文缛节
collective decision-making	群体决策
thorough preparation	充分准备
straightforward approach	简单的方法
direct confrontation	直接对抗
non-verbal expression	非语言表达

business lunch	工作午餐，商业午餐
prearranged agenda	预先的安排
ambiguous response	模棱两可的回答
mutual trust	相互信任
stubborn temper	犟脾气
rock bottom price	最低价
bottom line	底线
material success	物质成功
aggressive tactics	攻击性策略
superiority complex	优越感
legal consciousness	法律意识
time efficiency	时间效率
package deal	一揽子交易，整批交易
social class	社会阶层
boom economy	繁荣的经济
dress codes	着装规范
target company	目标公司
as a prelude to	作为……的前奏
show one's hand	摊牌
knock down	砍价
attach importance to	重视……
beat about the bush	旁敲侧击，拐弯抹角
make a bid	投标
confer with	协商，交换意见
leave room for	留下……的余地
get to the point	直截了当地说



秘笈二 常用句式

美国商人常用谈判句式
1. Business is business. 公事公办。

<p>2. Time is money. 时间就是金钱。</p> <p>3. If you can guarantee that on paper, I think we can discuss this further. 如果你们能做书面保证，我想我们可以再详谈下去。</p> <p>4. If you think you have a better idea, shoot. 如果你觉得还有比这更好的意见，请尽管直说吧！</p> <p>5. Our quality is far beyond comparison. 我们的质量是无与伦比的。</p> <p>6. I'm confident in saying that we are the most suitable for your needs. 我敢说我们的条件是最适合贵公司的。</p> <p>7. Come on, give me a break on this. 别这样，你就让点价吧。</p> <p>8. Hey, don't try to rip me off. I know what this is worth. 别想宰我！我识货！</p> <p>9. Let's compromise. 让我们还是各退一步吧。</p> <p>10. We have another plan. 我们还有一个计划。</p>

巴西商人常用谈判句式

<p>1. I suggest that we take a break. 我建议休息一下。</p> <p>2. We need a break. 我们需要暂停一下。</p> <p>3. Let's recess and return in an hour. 咱们休会，一个钟头后再继续。</p> <p>4. May I suggest that we continue tomorrow? 我建议明天再继续，好吗？</p> <p>5. We can postpone our meeting until tomorrow. 我们可以把会议延迟到明天。</p> <p>6. We can work out the details next time. 我们可以下次再来解决细节问题。</p>

德国商人常用谈判句式

<p>1. As long as you honor my terms, we do business. 只要你遵守我的条件，我们就可以做生意。</p> <p>2. If I find out you screwed me over, then I find another supplier. 一旦发现你们欺骗我，我会立即换厂商。</p> <p>3. If you break faith and try to take advantage, I'll find someone else to work with.</p>

若你背信或想占便宜，我就会找别人。

4. We'd need a guarantee of future business, not just a promise.

我们需要的是将来业务的保证而非承诺。

5. We'd be willing to sign a commitment.

我们愿意签署承诺书。

阿拉伯国家商人常用谈判句式

1. Is this negotiable?

还有商量的余地吗？

2. I'm sure there is still some room for negotiation.

我肯定还有商量的余地。

3. Your price is far beyond our expectations.

你们价格远远超乎我们的意料。

4. I'm sorry to say we can't close business at that price.

我很抱歉，以这样的价格我们无法成交。

5. It's still too modest.

降幅仍是太小了。

6. But quality is not everything.

但是，质量不代表一切啊！

澳大利亚商人常用谈判句式

1. If you can give us a little discount, we can start up a long-term relationship.

如果你能再给些折扣，我们可以达成一个长期合作关系。

2. If you can guarantee continuing quality, we can sign a commitment for 75,000 pieces a year, for five years.

如果你能保证质量的稳定性，那我们可以签订一份5年的合同，每年75 000件。

3. If we are happy with your quality, we might increase our purchase to 100,000 a year, for a two-year period.

如果我们对你们产品质量满意，我们可能会签订一份为期两年的合同，并且采购量每年增加到10万。

4. We can't sign any commitment for ten years. But if your production quality is good after the first year, we could extend the contract and increase our yearly purchase.

我们不可能一次性签订十年长约。但如果你们在第一年里所供产品质量良好，我们可以考虑延长合同期限，并增加年度采购数量。