# 商务谈判实例(一)

来源：网络 作者：海棠云影 更新时间：2024-06-09

*Dan Smith是一位美国的健身用品经销商，此次是Robert Liu第一回与他交手。就在短短几分钟的交谈中，Robert Liu既感到这位大汉粗犷的外表，藏有狡兔的心思？？他肯定是沙场老将，自己绝不可掉以轻心。双方第一回过招如下：D: ...*

Dan Smith是一位美国的健身用品经销商，此次是Robert Liu第一回与他交手。就在短短几分钟的交谈中，Robert Liu既感到这位大汉粗犷的外表，藏有狡兔的心思？？他肯定是沙场老将，自己绝不可掉以轻心。

双方第一回过招如下：D: I\'d like to get the ball rolling（开始）by talking about prices. R: Shoot.（洗耳恭听）I\'d be happy to answer any questions you may have. D: Your products are very good. But I\'m a little worried about the prices you\'re asking. R: You think we about be asking for more?(laughs) D: (chuckles莞尔) That\'s not exactly what I had in mind. I know your research costs are high, but what I\'d like is a 25% discount. R: That seems to be a little high, Mr. Smith. I don\'t know how we can make a profit with those numbers. D: Please, Robert, call me Dan. (pause) Well, if we promise future business？？volume sales（大笔交易）？？that will slash your costs（大量减低成本）for making the Exec-U-ciser, right? R: Yes, but it\'s hard to see how you can place such large orders. How could you turn over（销磬）so many? (pause) We\'d need a guarantee of future business, not just a promise. D: We said we wanted 1000 pieces over a six-month period. What if we place orders for twelve months, with a guarantee? R: If you can guarantee that on paper, I think we can discuss this further.

本文档由站牛网zhann.net收集整理，更多优质范文文档请移步zhann.net站内查找