

# 谈判

## 单词

词汇	发音	词性	翻译
basic	[us]ˈbersɪk [uk]ˈbersɪk	adj.	基本的, 基础的
bulk	[us]bʌlk [uk]bʌlk	noun	大块, 主体
clarify	[us]ˈklærəfaɪ [uk]ˈklærəfaɪ	verb	澄清, 说明, 阐明, 讲清楚
contract	[us]kənˈtrækt [uk]kənˈtrækt	noun	合同
durable	[us]ˈdʊərəbl [uk]ˈdʊərəbl	adj.	耐用的
enormous	[us]ɪˈnɔːrməs [uk]ɪˈnɔːrməs	adj.	巨大的, 庞大的
invoice	[us]ˈɪnvɔɪs [uk]ˈɪnvɔɪs	noun	发票; 发货清单; 服务费用清单
model	[us]məˈdl [uk]ˈmɒdl	noun	型号, 样式
negotiate	[us]niˈɡoʊʃiəɪt [uk]niˈɡəʊʃiəɪt	verb	商议; 谈判; 协商
offer	[us]ˈɔːfər [uk]ˈɒfə(r)	noun	提供, 提议
preliminary	[us]prɪˈlɪmɪneri [uk]prɪˈlɪmɪneri	noun	初步的行动、事件、措施等
process	[us]ˈprəʊses [uk]ˈprəʊses	noun	过程, 程序, 步骤, 工序
solid	[us]səˈlɪd [uk]sɒlɪd	adj.	牢靠的, 有信誉的, 可靠的
specific	[us]spəˈsɪfɪk [uk]spəˈsɪfɪk	adj.	明确的, 特定的, 具体的
standard	[us]ˈstændərd [uk]ˈstændəd	adj.	普通的, 正常的, 一般的
upgrade	[us]ʌpˈɡreɪd [uk]ʌpˈɡreɪd	verb	升级; 更新, 安装程序更新的版本或用更新的零件替换系统零件 (计算机用语)
vendor	[us]ˈvendər [uk]ˈvendə(r)	noun	小贩; 推销员
crash	[us]kræʃ [uk]kræʃ	verb	死机、系统崩溃
productive	[us]prəˈdʌktɪv [uk]prəˈdʌktɪv	adj.	生产的, 生产性的, 多产的
flexible	[us]ˈfleksəbl [uk]ˈfleksəbl	adj.	柔韧的, 灵活的, 易弯曲的, 可变通的
old-fashioned		adj.	旧式的, 过时的
dependable	[us]dɪˈpendəbl [uk]dɪˈpendəbl	adj.	可靠的
powerful	[us]paʊərfl [uk]paʊəfl	adj.	强有力的, 强大的, 有权的, 强健的
discount	[us]ˈdɪskaʊnt [uk]ˈdɪskaʊnt	noun	折扣
finalize	[us]ˈfaɪnəlaɪz [uk]ˈfaɪnəlaɪz	verb	完成, 确定
accept	[us]əkˈsept [uk]əkˈsept	verb	答应, 允准
total	[us]ˈtoʊtl [uk]ˈtəʊtl	noun	总数, 合计
service	[us]ˈsɜːrvɪs [uk]ˈsɜːrvɪs	noun	service
confirm	[us]kənˈfɜːrm [uk]kənˈfɜːrm	verb	确认

## 准备谈判

让我们准备谈判。

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[JOAN] Okay. Let's get started. The purpose of this meeting is to talk about upgrading our computers.  
[JOAN] We also need to prepare for tomorrow's meeting with the vendor.  
[SIMON] Yes. Nancy Keagan from Compunow. I think Compunow has the kind of computers we need, and at a reasonable price.

[JOAN] So, let's make sure we're all on the same page regarding quantities and cost. Todd?

[TODD] I expect we'll need about 35 new laptops over the next 12 months. I want laptops so that people can move around and talk to each other more.

[SIMON] That's a great idea. It's noisy in the office sometimes. If people can move to a quieter area, they can be more productive.

[JOAN] So, how many computers do you need, Simon?

[SIMON] I anticipate my team will need 15 desktop computers in the next year. Compunow's SF-36 would be perfect.

[SIMON] It does a great job with large databases, and doesn't often slow down or crash.

[JOAN] I see. So, all together, you two foresee a need for 50 computers over the next year. Um, Todd, have you looked at Compunow's laptops?

[TODD] Yes, and I talked to some people over at Sunset Computers. They love the PF-30s. They're powerful and reasonably priced.

[JOAN] Mm-hmm. How reasonably?

[TODD] Well, Sunset bought theirs for 800 dollars each.

[JOAN] Hmm. That's a bit high. We need to negotiate a better price. Simon, how much are the SF-36s?

[SIMON] The standard model starts at 900.

[JOAN] That's quite reasonable.

[SIMON] But we need something with more memory and a larger hard drive. The one I want costs about \$1100.

[JOAN] Let's, um, take a break. I'll have a look at the budget and see if I can make these numbers work. I'll come get you if there's a problem.

[TODD] Okay.

[SIMON] Sure.

upgrading    升级  
 vendor    供应商  
 productive    富有成效的  
 crash    崩溃  
 negotiate    谈判  
 standard model    标准型号  
 memory    内存  
 hard drive    硬盘  
 budget    预算

阅读公司备忘录。

请把词条移至正确的间隔处。

Re: planned computer upgrade

As you all know, we have a very limited (budget) right now. We would love to (upgrade) our computers to help all our employees become more (productive) . Unfortunately, we've been unable to (negotiate) a reasonable price with the (vendor) . It looks like we will have to stay with the standard (model) .

Thank you.

请选择正确的词。

My computer doesn't have enough ( upgrade / memory / model ) to run the software.

A 2 percent increase in the ( crash / vendor / budget ) isn't enough.

We need to find a new ( vendor / budget / crash ) to make our software.

We only need the standard ( productive / model / crash ) .

The new software has made the team more ( memory / upgrade / productive ) .

My computer ( crashed / upgraded / budgeted ) , and I couldn't finish my work.

How much will it cost to ( upgrade / memory / vendor ) all our computers?

All of the information is on my hard ( crash / model / drive ) .

**Truth:** memory; budget; vendor; model; productive; crashed; upgrade; drive

带'what'的陈述句	
<b>what</b> 一词常常用在问题开头。	
What's so great about their computers?	他们的电脑有什么了不起的地方？
但是，你可在表述开头使用 <b>what</b> ，用于强调。请看以下两条表述。含有 <b>what</b> 的表述语气更重。	
Their computers are powerful and dependable.	他们的电脑功能强大而且非常可靠。
What's so great about their computers is that they're powerful and dependable.	他们的电脑了不起的地方在于功能强大，而且非常可靠。
请注意，含有句子主语的 <b>what</b> 从句之后使用动词 <b>be</b> 。	
What we need to do is upgrade our software.	我们需要做的是升级软件。
What you should try is outsourcing the work to a vendor.	你应当尝试的是把这项工作外包给供应商。

请把词条移至正确的间隔处。

Good afternoon, everyone. Thank you all for coming. (What) we are here for today (is to negotiate) a final price on our computer order. The (negotiations) are close, but we are not there yet. What I suggest we do (is review) where we were at the end of the last meeting and go from there. (What's) most important (is that we have) a deal by the end of this meeting. So let's get started.

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[SIMON] That's a great idea. It's noisy in the office sometimes. If people can move to a quieter area, they can be more productive.  
[JOAN] So, how many computers do you need, Simon?  
[SIMON] I anticipate my team will need 15 desktop computers in the next year. Compunow's SF-36 would be perfect.  
[SIMON] It does a great job with large databases, and doesn't often slow down or crash.  
[JOAN] I see. So, all together, you two foresee a need for 50 computers over the next year. Um, Todd, have you looked at Compunow's laptops?  
[TODD] Yes, and I talked to some people over at Sunset Computers. They love the PF-30s. They're powerful and reasonably priced.  
[JOAN] Mm-hmm. How reasonably?  
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[JOAN] Hmm. That's a bit high. We need to negotiate a better price. Simon, how much are the SF-36s?  
[SIMON] The standard model starts at 900.  
[JOAN] That's quite reasonable.  
[SIMON] But we need something with more memory and a larger hard drive. The one I want costs about \$1100.  
[JOAN] Let's, um, take a break. I'll have a look at the budget and see if I can make these numbers work. I'll come get you if there's a problem.  
[TODD] Okay.  
[SIMON] Sure.

make sure     确定  
does a great job     干得不错  
take a break     休息一下  
make these numbers work     让这些数据起作用

含有 <b>make</b> 、 <b>do</b> 和 <b>take</b> 的搭配	
搭配指两个或多个通常一同使用的词语。准确地理解搭配，有助于使你的口语更流利，对你的阅读和聆听技能也有帮助。	
以下是使用动词 <b>make</b> 的一些搭配：	
Do you think we're making headway in the negotiations?	你觉得我们的谈判是否有进展？
We really need to make a decision today.	我们今天必须做出决定。
I think we finally made a breakthrough in the negotiations.	我认为我们终于在谈判中取得了突破。
以下是使用动词 <b>do</b> 的一些搭配：	
It's important to do research before negotiations begin.	谈判开始前必须开展研究。
It's been a pleasure doing business with you.	非常荣幸与你做生意。
You did very well. Congratulations!	你做得非常好。祝贺你！
I want you to do your homework before the meeting tomorrow.	我要你在明天的会议之前做好功课。

以下是使用动词 <b>take</b> 的一些搭配：	
They're trying to take advantage of us!	他们试图利用我们！
Our vendor takes good care of us.	我们的供应商服务非常周到。
There's no need to rush. Take your time.	不必仓促行事。慢慢来。
I want you to take the lead in the negotiations.	我要你在谈判中起带头作用。

阅读一名谈判人员发送给经理的电子邮件。

请选择正确的答案。

Negotiation update  
From: [ann.greggs@VXL.com](mailto:ann.greggs@VXL.com) To: [bill.smithers@VXL.com](mailto:bill.smithers@VXL.com)  
Hi, Bill. A quick update to make sure you know what's going on with the negotiations: As you know, Fred Thompson is taking the lead for our team. He's doing a great job. I'm telling you, nobody takes advantage of that guy! We made some real headway today. I think we can do business with them. No final deal yet, but we're close. We can definitely make the numbers we talked about work. Thanks. Ann

请把词条移至正确的间隔处。

Hi, Bill.

A quick update to (make sure) you know what's going on with the negotiations: As you know, Fred Thompson is (taking the lead) for our team. He's doing a great job. I'm telling you, nobody (takes advantage of) that guy! We made some real (headway) today. I think we can (do business with) them. No final deal yet, but we're close. We can definitely (make) the numbers we talked about work.

Thanks.

Ann

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[TODD] Okay.  
[SIMON] Sure.

on the same page regarding quantities and cost 数量和成本方面彼此意见一致  
I expect we'll need ... 我预计我们将会需要.....  
I anticipate my team will need ... 我预期我的团队将需要.....  
foresee a need for 预测需要

请听音频。请把词条移至正确的间隔处。

Okay. I just want to make sure we're all (on the same page) regarding our negotiating position. I (anticipate) that the (negotiations) will be difficult, but I also (foresee) reaching a deal with the (vendor) . In the end, I (expect) them to decrease their price by at least 15 percent.

## 表明你的公开立场

现在我们将致力于我们的开始立场。

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[JOAN] So, Nancy, as I told you in my email, over the next 12 months we need 50 computers: 35 laptops and 15 desktops.  
[JOAN] We're looking at your PF-30 laptops and the SF-36 desktops. I, uh, also gave you some prices.  
[NANCY] Yes, and thanks for the detailed information. I uh, suggest that we begin by going over your needs.  
[NANCY] But, uh, would you clarify a couple of points for me? First, how did you choose these particular computers? We, uh, sell a lot of different models.  
[SIMON] I chose the SF-36 because it's powerful, and it has a solid reputation for being durable. They're pretty much state of the art.  
[NANCY] Yes, they're great computers.  
[TODD] I, uh, chose the PF-30. They use them at Sunset Computers. They love them because they're lightweight and tough.  
[NANCY] Doesn't IXW now own Sunset?  
[JOAN] That's right.  
[NANCY] And, in your email, you said that you just need a basic laptop for your employees?  
[JOAN] Yes.  
[NANCY] So, where did you get the price of \$800 for the PF-30 laptop? Our lowest price for those is \$900.  
[TODD] Umm, I'm not sure that I understand. I was told that Sunset paid 800 for them.  
[NANCY] Well, I'm afraid there's been a misunderstanding somewhere. We never sell them for lower than 900.  
[JOAN] Hmm. Thirty-five PF-30s at \$900 each would be ... over \$30,000. That would be an enormous problem for our budget.  
[JOAN] And, um, we were expecting a lower price because we're buying so many computers.  
[NANCY] Well, you have to understand, I have some limitations.  
[JOAN] So there's really no way you can go below 900?  
[NANCY] No. I'm afraid not. But I am confident we can work something out. We just have to be a little more flexible.

powerful 功能强大的  
solid reputation 卓著的声誉  
durable 耐用  
state of the art 最先进  
lightweight 重量轻  
tough 坚固  
basic 基本  
enormous 巨大的  
flexible 灵活的

请把词条移至正确的间隔处。

I have to say, I'm not very happy with the purchase I made. I bought a very (basic) laptop computer. I wanted something that I could use outdoors, like when I go camping. The company has a (solid) reputation, and the price was very (reasonable) . The advertisement said the machine was tough and (durable) for the outdoors. The first time I dropped it, it broke. I'm going to try to (negotiate) a refund with the company.

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Over the next 12 months, we need ... 我们在未来 12 个月需要.....

We never sell them for lower than 900. 我们的卖价从未低于 900。

That would be an enormous problem. 那将是个大问题。

We were expecting a lower price. 我们当时期待更低的价格。

You have to understand ... 你必须理解.....

I have some limitations. 我面临一些局限。

be a little more flexible 稍微灵活一点

表明你的立场	
谈判开始时，必须清楚地表明你的公开立场。使用以下表达：	
Let me begin by saying we need 75 machines over the next six months.	首先，我们在未来 6 个月里需要 75 台机器。
To begin with, you have to understand we have tough budget limitations.	首先你必须明白，我们的预算非常吃紧。
I'm confident that we can work something out.	我有信心拿出一办法。
We were expecting a better offer from you.	我们期待你能更加灵活。
We have certain limitations, but we'll try to be flexible.	我们面临一些局限，但会尽量灵活一点。

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Would you clarify a couple of points? 你能不能澄清几点?  
 Doesn't IXW now own Sunset? 日落公司现在不属于 IXW 吗?  
 I'm not sure that I understand. 我拿不准我是否明白了。  
 There's been a misunderstanding. 一直存在误会。  
 You have to understand ... 你必须理解.....  
 So there's really no way ... 所以确实不可能.....

澄清	
你在谈判中的目标是得到你想要的东西。谈判过程中，在必要时多次阐明你的立场，以便达成你的目标。用此类问题来得到澄清：	
Could you clarify a point for me?	你可否为我澄清一点？
I'm not sure I fully understand your point.	我拿不准是否完全明白你的观点。
What exactly do you mean by discount?	你所谓的折扣到底是什么意思？
Could you be more specific?	你能说得更具体一点吗？
So what you're saying is, there's no way you can deliver immediately?	那你的意思是，你完全没办法立刻交货？

用此类表述来进行澄清：	
So, just to clarify, we cannot go that low.	说明一下，我们做不到那样的低价。
So, to put it another way, the more you buy, the less you pay.	换句话说，你买得越多，付的钱就越少。
What I'm saying is, we can offer you a small discount.	我说的是我们可以给你小幅的折扣。
To be more specific, we can discount the price by 10%.	更具体地说，我们可以给价格打 10% 的折扣。
What we mean is, that won't be possible.	我们的意思是那是不可能的。

请选择正确的词。

So, just to ( understand / mean / clarify ) , we cannot.

So, to ( clarify / put / mean ) it another way, a 20% discount.

What I'm ( meaning / saying / putting ) is, the price is too high.

Could you ( mean / clarify / say ) a point for me?

What exactly do you ( way / say / mean ) by that?

Could you be more ( mean / clarify / specific ) ?

**Truth:** clarify; put; saying; clarify; mean; specific

## 谈判

现在我们将要协商交易的条款。

观看视频，学习语言用法。 [https://cns2.ef-cdn.com/juno/13/12/33/v/131233/GE\\_9.2.3\\_v2.mp4](https://cns2.ef-cdn.com/juno/13/12/33/v/131233/GE_9.2.3_v2.mp4)

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[TODD] So what do you propose we buy?  
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preliminary offer 初步报价  
 bulk discount 大宗折扣  
 full price 全价  
 general office laptop 普通办公笔记本电脑  
 accept 接受  
 check with 核实一下  
 finalize 完成

请把词条移至正确的间隔处。

At the beginning of negotiations, their (preliminary offer) was

**475 per general office laptop. That's (full price)! Obviously, we couldn't (accept) that. Then, because we wanted to buy 175 machines, they offered us a (bulk discount) of 425 per machine.**

阅读课文，然后回答问题。



**Negotiate to win-win!\*\*\*\***

The best kind of negotiation ends in a win-win situation.

That is, both sides feel that the final deal was good for them. There are specific negotiating strategies that can be used. First, separate the people from the negotiations. Don't let emotions and personalities get in the way of an agreement. Second, don't focus too much on preliminary offers. Try to understand what will be good for both sides. Third, work with the other side to find solutions that will lead to a win-win result. Finally, be honest and fair. Look at the facts on both sides. Try following these steps to increase your chances of a win-win result.

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Let's look at your preliminary offer. 让我们来看看一下你的初步报价。  
 A bulk discount's out of the question. 大宗折扣毫无可能。  
 Help us out here. 帮我们一把。  
 I want to work with you. 我希望与你合作。  
 Here's what I can do. 我可以这样做。  
 I propose that you not buy ... 我提议你不要购买.....  
 Let me get this straight. 让我把这个弄明白。  
 So what do you propose we buy? 那你建议我们买什么?  
 What would you say if I offered ...? 如果我报价....., 你觉得怎么样?  
 I think I'd probably accept. 我觉得我可能会接受。

谈判 谈判中会出现很多讨价还价。用此类表达来谈论报价和提议：	
Your preliminary offer was much higher than we expected.	你的初步报价远远超出我们的预期。
I propose that you buy a different model.	我提议你购买另一种型号。
What do you propose that we do?	你建议我们怎么办？
My offer is 300 units at \$250 each.	我的报价是 300 件，每件 250 美元。

用此类表达来拒绝报价或提议：	
I'm afraid that price is out of the question.	这个价格恐怕毫无可能。
I'm sorry, but we can't offer that kind of discount.	抱歉，但是我们无法提供那样的折扣。
There's just no way we can accept your offer.	我们完全无法接受你的报价。
用此类表达来还价：	
I have a counteroffer for you. How about 20%?	我给你还个价。20% 怎么样？
What would you say if I offered \$500?	如果我报价 500 美元，你觉得怎么样？
Would you consider increasing the quantity?	你会考虑增加数量吗？

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I can't confirm this today. 今天我无法确认。  
 I'll have to check with my boss. 我需要向我的老板核实一下。  
 I want more information. 我需要更多信息。  
 Why don't we meet later in the week? 不如我们这周找个时候见一面？

完成说话者用来延误做出决定的句子。

请把词条移至正确的间隔处。

I can't (decide) this on my own. I'll have to (check with) my boss first.

I can't (confirm) this today. I don't know if we have enough money in the budget.

I want (more information) on this computer. I can't (make a decision) yet.

We need more time. Why don't we (meet later) in the week?

## 达成交易

我们将要转到谈判的结束部分。

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[NANCY] So, my boss confirmed that \$600 for the PF-29 is okay.  
[JOAN] I'm glad to hear it.  
[SIMON] Me, too. I've been talking with a few friends who use the PF-29, and they recommend it.  
[JOAN] So, let's take a moment and review what we've agreed to so far.  
[NANCY] Okay. This is what I have:  
[NANCY] Over the next year, IXW will buy 35 PF-29 laptops at \$600 per unit, and 15 SF-36 desktops, at 1,100 per unit. The total of both purchases is \$37,500.  
[JOAN] Good! That's what I have, too. Now, let's talk about the next steps. What about the, uh, ordering and payment process, and the service plan?  
[NANCY] Well, it's simple. When you decide you want computers, you call me. After a delivery, we'll send an invoice, standard 30-day payment.  
[JOAN] Okay.  
[NANCY] We offer a standard one-year service plan that covers parts and labor - no charge to IXW - and I'll send a contract for you to review in a couple of days. Just call me if there's a problem.  
[JOAN] Well. I think that we're all in agreement.  
[JOAN] Nancy, it's been a pleasure working with you.  
[TODD] Yes. Your suggestion to go with the PF-29 broke the deadlock.  
[SIMON] Absolutely.  
[NANCY] Thanks. I look forward to building a long term relationship with IXW. I'll be in touch.

total     合计  
payment process     支付流程  
service plan     服务方案  
invoice     发票  
standard     标准  
covers parts and labor     包含零件和人工  
no charge     免费  
contract     合同

请把词条移至正确的间隔处。

Your purchase includes a (standard) two-year (service plan) . If you have any problems with your machine, the plan covers (all parts and labor) . There is (no charge) to you. All of this information is in the (contract) .

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My boss confirmed that ...     我的老板确认.....  
Let's take a moment and review ...     我们花时间来回顾.....  
This is what I have.     我的报价是这样的。  
Over the next year, IXW will ...     明年, IXW 将会.....  
The total of both purchases is ...     两笔采购合计总额为.....  
That's what I have, too.     这也是我能支付的价格  
Now, let's talk about the next steps.     现在, 我们来谈谈接下来的步骤。  
What about the ...? .....怎么样?

阅读一名谈判人员发送给老板的电子邮件。

请选择正确的答案。

Negotiation - summary and next steps  
From: [carol.smythe@blueskies.net](mailto:carol.smythe@blueskies.net) To: [sam.vogle@blueskies.net](mailto:sam.vogle@blueskies.net)  
Hi, Sam. Just wanted to take a moment and review the results of our negotiations. This is what I have: The vendor has confirmed that they can deliver 250 laptops at **850 per unit. That's down from the full price of** 925. Delivery would be over the next three months. The total purchase price is

**212,500. The next step is for them to send us the contract. You will need to sign that. Oh, one question: The standard service plan is for two years. Are we interested** 30 per unit to make that a three-year service plan? Let me know before they write up the contract. Thanks. Carol

请把词条移至正确的间隔处。

Hi, Sam.

Just wanted to take a moment and (review) the results of our negotiations. This is what I have: The vendor has (confirmed) that they can deliver 250 laptops at **850 per unit. That's down from the full price of** 925. Delivery would be over the next three months. The (total) purchase price is \$212,500.

The next (step) is for them to send us the contract. You will need to sign that. Oh, one question: The (standard) service plan is for two years. Are we interested in paying an extra \$30 per unit to make that a three-year service plan? Let me know before they write up the (contract) .

Thanks.

Carol 撰写一次谈判的总结。内容可能是你的工作内容、你自己购买的物品或者对本单元电影内容的概括。初步报价是多少？谈判中发生了什么？最终达成了怎样的交易？输入到输入框。写100-150个词。

Example:

but we really loved it. The price was \$240,000. We didn't have that much money, so we made an offer of \$200,000. The owner made a counteroffer of \$230,000. We said that we were sorry, but we just didn't have the money. We also told the owner how much we loved the house and wished her good luck. We continued to look at other houses, but couldn't find anything we loved. Then, suddenly, we heard from the owner. The house was ours for \$200,000. I asked her why. She said that one other couple had offered more, but she decided to sell it to us because we loved the house so much. We were very happy in that house.

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[JOAN] Nancy, it's been a pleasure working with you.  
[TODD] Yes. Your suggestion to go with the PF-29 broke the deadlock.  
[SIMON] Absolutely.  
[NANCY] Thanks. I look forward to building a long term relationship with IXW. I'll be in touch.

I think that we're all in agreement. 我想我们意见完全一致。  
It's been a pleasure working with you. 非常荣幸与你合作。  
broke the deadlock 打破僵局  
I look forward to building ... 我期待建立.....  
I'll be in touch. 我会与你联系。

请把词条移至正确的间隔处。

OK, so we're finally (all in agreement) about the quantity and the bulk discount. I want to thank the vendor for increasing the discount. That seemed to (break the deadlock) . So, next steps: The vendor will send us the contract to review next week. Then delivery of the units will begin in about two weeks. Honestly, it's (been a pleasure) working with all of you. I (look forward to) building a strong relationship between our companies.

