**【3】报价跟进及价格谈判模板**

**报价跟进邮件（1）**

Dear John,

In order to enable you have a better understanding about our product, I have attached some pictures of our product here in this mail, please kindly take a view of it.

Please note that the pictures attached here are for your reference only, we will make the production strictly according to your specific requirement.

Looking forward to hearing from you.

Sincerely,

Lily

**报价跟进邮件（2）**

Dear John,

For your further reference, I am attaching the Specification Date Sheet of our [Product name] here in this mail, please take a view of the attached file.

Hope these information will be helpful for you.

Sincerely,

Lily

**客户下单前讨价还价的回复（不能降价）**

Dear John,

Thanks for your email.

You know, except for giving you our lowest possible price, we need to use the best material to guarantee the quality of the product, we are a company focusing on long term cooperation instead of doing one time business, we need to give you and your client the best quality product with the best material. The price we quoted for you are already our bottom price, we can’t compromise on the the quality of material, and we are unable to reduce the price now.

But, if you can increase the quantity to one 40′HQ, the unit logistic cost will be lower, and we will be able to give you 1% discount. Enclosed please find the PI for both one 20′GP and one 40′HQ. Please compare the difference and let us know your decision.

By the way, because of the Chinese New Year holiday, our factory will stop working from 8th Feb – 5th March. If your deposit could be made within this week, we will do our best to make the delivery before our new year holiday, although it is quite a difficult job. If you are going to place the order later on, most probably the shipment could only be made when we get back to work from the new year holiday, that will be in the middle of March.

Waiting for your information.

Sincerely,

Lily

**客户下单前讨价还价的回复（适当降价）**

Dear John,

Thanks for your fast reply.

We do appreciate your efforts on this tender, we hope you can win it and we will spare no efforts to assist you to win this tender.

You know, except for giving you our lowest possible price to win this order, we need to use the best material to guarantee the quality of the product. We are a company focusing on long term cooperation instead of doing one time business, we need to give you and your client the best quality product with the best material. Therefore, we can’t compromise on the material, and it will be very difficult for us to reduce the price.

But considering this is a tender and in order to start our cooperation from now on, we’d like to give you our “cost price” and leave no profit margin in our side to assist you win this tender. Attached please find our rock bottom quotation with “cost price”:

We hope our efforts could help you win this tender, and hope to hear from you soon!

Sincerely,

Lily