

汇率下跌，我们如何调价？

新年伊始，人民币汇率以大涨之势打开 2021，让众多电商企业家黯然神伤。其中，人民币对美元破 6.5 关口，为两年半以来首次，持续刷新 2018 年 6 月以来新高。

汇率变动属于客观不可抗力，谈涨价也应该客观，是我们迫不得已，所以是客观原因导致的客观诉求。这是我们跟客户谈涨价的谈判基调和底气，害怕被客户否决或者害怕影响合作，其实我们应该打消这个顾虑，因为涨价不是我们的主观意愿，是客观诉求。弄清楚这点，就不会心虚了。汇率问题跟客户谈调价的肯定是老客户，如果是新客户，直接报调整后的价格即可。

一、客户不会听你说的，客户只相信真实看到的，所以我们可以将汇率网站发送给客户，实时看到汇率变动情况，若让客户接受涨价，调价规则也需要公平，有两种情况，一种是上调价格，一种是下调价格

二、汇率已经下跌了好几个月了，但是我们从来没有跟你谈涨价，因为你是我们的老客户，我们不想随意跟你说涨价，我们一直在等待汇率回升，但是时间过去几个月了，汇率一直在下跌，作为业务合作伙伴，我们要相互支持，我们的利润只有 5-8% 左右，我们愿意给 1-2% 折扣，与客户共同协商解决方案，灵活应对。

第一封因为汇率原因要涨价

Dear Xxx,

Wish you have a nice day and everything goes well.

I am not sure if you have noticed the exchange rate, USD and RMB exchange rate has been falling, down to 6.4 now, you can see that in the Currency Website:

<https://www.xe.com/currencycharts/?from=USD&to=CNY&view=1D>



USD and RMB exchange rate falls, that means our profits are decreasing, or even losing money. It's kind of difficult for us.

Regard of this, today our company held a meeting to discuss a solution that is fair to both of us, based on the current exchange rate, if the exchange rate decreased (for example from 6.4 to 6.0), then:

- 1) If the exchange rate is from 6.4 to 6.1, then we would keep the same price for you.
- 2) If the exchange rate is lower than 6.1, then we would have to increase the cost according to the new exchange rate.
- 3) If the price is 6.7 higher, we will reduce the price for you.

Sure if you could share me some ideas of the exchange rate or some other related knowledge would be highly appreciated, I do believe you must have much richer experience than me, thank you very much.

Best Regards

Yours Xxx.



第二封邮件: 被客户拒绝之后的进一步沟通, “用情”。

Dear Xxx,

Thank you very much for your kind reply.

The loss caused by exchange rate changes should not be undertaken by any of us, but it does exist objectively and affects our business, we can not ignore it.

As you know, the exchange rate has been falling for several months, but we have never raised the price for you because you are our regular customer and we hope to not bother you as much as possible.

But other suppliers have raised prices with their customers last month, we have been waiting for the exchange rate to rise so that we do not need to increase the price, but unfortunately, the exchange rate is still falling.

I discussed with our company about the exchange rate issue, our company would love to support you in it.

Anyway, as business partners, we sure have to support each other with reasonable profits, now we have only around 5-8% profits in this order, so our company would love to share half of the cost, that means our company would love to give a 2% discount, I really hope you can share your best understanding on it.

Your reply on the confirmation would be very helpful for us to move the order forward.

Looking forward to your kind reply.

Best Regards

Yours Xxx.