

## Section 4 讨价还价 Bargaining

### Useful Words

### 第1步 熟悉词汇

- |   |  |
|---|--|
| <b>1</b> bargain ['bɑ:gən] 讨价还价           | <b>2</b> quote [kwəʊt] 开价              |
| <b>3</b> offer ['ɒfə(r)] 报价               | <b>4</b> reduce [rɪ'dju:s] 减少          |
| <b>5</b> dicker ['dɪkə(r)] 讲价钱            | <b>6</b> argue ['ɑ:gju:] 争吵            |
| <b>7</b> negotiate [nɪ'gəʊʃieɪt] 协商       | <b>8</b> compromise ['kɒmprəmaɪz] 折中   |
| <b>9</b> purchase ['pɜ:tʃəs] 购买           | <b>10</b> acceptable [ək'septəbl] 可接受的 |
| <b>11</b> afford [ə'fɔ:d] 买得起             | <b>12</b> inquire [ɪn'kwaɪəri] 询价      |
| <b>13</b> haggle ['hægl] 讨价还价             |  |
| <b>14</b> overpriced [ˌəʊvə'praɪst] 定价过高的 |  |

### Useful Sentences

### 第2步 牢记句型

#### 现学现用万能句

- ☺ How much is this? 这个多少钱?
- ☺ Can you come down on the price a bit? 价格可以便宜一点吗?
- ☺ How about ... off? 打……折怎么样?
- ☺ I found your prices are more expensive than others.  
我发现你的价格比其他人的要贵。
- ☺ I'd buy this if it were cheaper. 再便宜点我就买了。
- ☺ This is the final price. 这是最低价了。
- ☺ I can go down a little, but not that much.  
我可以再降点儿, 但不会那么多。

**1** How much is this? 这个多少钱?

- How much does this cost? 这个要花多少钱?
  - What does this cost? 这个要花多少钱?
  - What is the price of this? 这个的价钱是多少?
- 

**2** How much is it on sale? 这个怎么卖啊?

- I'd like to know how much discount I can get?

我想知道我能得到多少折扣?

◇ on sale 出售, 廉价出售

---

**3** How about 20% off? 打 8 折怎么样?

- It's twenty percent off the regular price. 这个打 8 折。
- This is a discount price. 这是打过折的价钱了。
- All goods in this store are 50% off. 本店所有商品都打五折。

◇ regular ['regjələ(r)] *adj.* 常规的

---

**4** But I've seen this cheaper in other places.

但是我在别的地方看到过更便宜的。

- I think I can get a cheaper one somewhere else.  
我想我在其他地方能买到更便宜的。
  - I found your prices are more expensive than others.  
我发现你的价格比其他人的要贵。
- 

**5** Can you go down a little? How about 50 dollars?

你能降点儿吗? 50 美元怎么样?

- I'd buy this if it were cheaper. 再便宜点我就买了。
- I'll give you half that, those look stale.  
那个我给你半价, 那些看起来都不新鲜了。

◇ go down 下降

stale [steɪl] *adj.* 不新鲜的

---

**6** Lower the price, and I'll consider it. 价钱低一点我才会考虑。

- I'll consider it if you cut down the price.

## Chapter 4 日常购物生活

如果你降低价钱的话我才会考虑。

- If you reduce the price, maybe I'll take it.

如果你降低价钱，或许我会买了。

✧ consider [kən'sɪdə(r)] v. 考虑      cut down 削减，减少

---

### 7 Check out the price tag! It costs 1,000 dollars. What a rip-off!

看清楚价格标签！要 1000 美元呢，这简直就是敲诈！

✧ price tag 价格标签      rip-off ['rɪpɔ:f] n. 敲竹杠，敲诈

---

### 8 That's almost cost price. 这几乎就是成本价了。

- This is the final price. 这是最低价了。
- Our prices are rock bottom. 我们的价格是最低的。
- We never overcharge. It's a fair price to pay.

我们从来不过多要价，这个价格很公道。

✧ cost price 成本价      final price 最低价，最终价格

✧ rock bottom (物价等) 最低点

✧ overcharge [ˌəʊvə'tʃɑ:dʒ] v. 对……要价过高

---

### 9 That's the final price, take it or leave it.

这是最低的价格了，买不买随你。

- I'm not budging here, that's the final price.

我这里不让价，那是最低价了。

✧ take it or leave it 买不买随你      budge [bʌdʒ] v. 让步，妥协

---

### 10 I can go down a little, but not that much.

我可以再降点儿，但不会那么多。

- Maybe a couple bucks cheaper but that's way too much!  
也许可以再便宜一两美元，但那已经便宜很多了！
- I'm sorry but this kind of fruit hasn't been a good season. I can't budge.  
不好意思，但这种水果现在还不到季节，我没法让价。

✧ buck [bʌk] n. 美元（俚语）

---

**11** Can you come down on the price a bit? 价格可以便宜一点吗?

- Can you give me a better price? 你能给我一个更好的价格吗?
- Can you make it cheaper? 能再便宜点吗?
- Would you give me a discount? 能给我点折扣吗?

◇ come down (物价等) 下跌

**12** That's expensive! 太贵了!

- How expensive! 好贵啊!
- That's cheap! 真便宜!
- How cheap! 好便宜啊!



## Useful Conversations

## 第 3 步 模仿对话



### 1. 毛衣有点儿贵 The Sweater Is a Bit Expensive

James: How much is that sweater?

Salesgirl: It's \$40.

James: Hmm, that seems a bit expensive.

Salesgirl: Okay, I can give it to you for \$35.

James: Well, it is a nice sweater. How about \$20?

Salesgirl: I can only go down to \$30.

James: Alright, I'll take it for \$30.

詹姆斯: 那件毛衣多少钱?

女店员: 40 美元。

詹姆斯: 嗯, 似乎有点儿贵。

女店员: 好吧, 我能给您让价到 35 美元。

詹姆斯: 哦, 这件毛衣真挺漂亮的。20 美元怎么样?

女店员: 我最低只能降到 30 美元。

詹姆斯: 好吧, 30 美元我买了。



## 2. 10 美元一小篮 \$10 for a Small Basket

Sam: How much are these apples?

Salesgirl: The Macintosh apples are \$10 for a small basket or \$20 for a big bag. And the Fuji apples are \$12 for a small bag and \$22 for a big bag.

Sam: And how much are the peppers?

Salesgirl: They're 50 cents each.

Sam: If I buy a big bag of Macintosh apples and a big bag of Fuji apples, could I get a few peppers for free?

Salesgirl: Sure. I can throw in a couple of potatoes too.

Sam: Thanks so much.

Salesgirl: No problem. We appreciate your business.

山姆： 这些苹果多少钱？

女店员： 这些麦金塔 10 美元一小篮，20 美元一大袋。那些富士苹果 12 美元一小袋，22 美元一大袋。

山姆： 那辣椒多少钱？

女店员： 50 美分一个。

山姆： 如果我买一大袋麦金塔苹果和一大袋富士苹果，能免费送给我一些辣椒吗？

女店员： 没问题。我还可以再送几个土豆。

山姆： 多谢了。

女店员： 不客气。非常感谢你来买东西。



## Useful Paragraph

## 第 4 步 诵读短篇



Is there anyone who hasn't suffered for the secret love? We always think that love is very heavy, heavy and could be the heaviest thing in the world. But one day, when you look back, you suddenly realize that it's always light, light.

We all thought love was very deep, but in fact it's very thin. The deepest and heaviest love must grow up with the time.

有谁不曾为那暗恋而痛苦？我们总以为那份痴情很重，很重，是世上最重的重量。有一天，蓦然回首，我们才发现，它一直都是很轻，很轻的。我们以为爱得很深，但事实上它不过很浅。最深和最重的爱，必须和时日一起成长。

## Cultural Background

## 第⑤步 了解文化

很多人认为美国人买东西从不讲价，这完全是误解。美国人不仅讲价，而且还讲得很专业，一套一套的。很多人认为商店的价格不能浮动，这也是彻头彻尾的误区。尤其在经济不景气时，讲价更是必须的，不必为此不好意思。关于讨价还价，也是有绝招的：

1. 找对人，不要逮谁跟谁讲价，要找柜台经理，我说话算数的人。
2. 寻找略有瑕疵的商品。
3. 多问问题。很多大商店都有优惠消费者的各种政策。比如梅西百货，美国最大的服装和居家产品连锁店，他们对外埠游客有11%减价优惠。
4. 寻找断代产品，就是型号老了，不再卖了。这类产品其实在使用功能上没什么区别，就是样式不那么时髦。这种产品有很大机会享受优惠价格。
5. 买得越多就越应享有折扣，这是理直气壮的讲价理由。零售都快变批发了，能一个价吗？至少10%减价。
6. 多做比较。购物前把同样产品在不同商店的价格调查一下，做到心中有数。