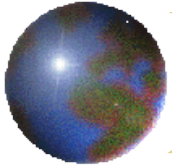


家樂福採購談判技巧

Negotiation Techniques for Carrefour Buyers



- ✚ 對業務員不要表現熱心

Never show enthusiasm to any salesman

- ✚ 你的第一個反應，應是否定的

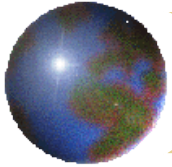
Your first offer reaction should be negative

- ✚ 提出不可能的要求

Make impossible requests

- ✚ 不要接受第一個提案，讓業務員哭，這是最好的技巧

Never accept first offer, let salesman cry, this is the best trick



- ✚ 總是使用座右銘，你還可以做得更好

Always use the motto : “You can do better than that”

- ✚ 總是強調你不老闆

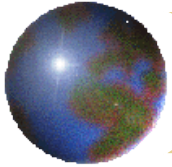
Always be someone’s subordinate

- ✚ 智慧思考 – 讓自己像個白癡

Be intelligent – make believe you are an idiot

- ✚ 不要做任何讓步，除非得到相對的回饋

Never make any concessions without getting something in return



- ✚ 扮演公平及不公平

Play fair and unfair

- ✚ 不要猶豫去爭論，甚至他們是無禮的

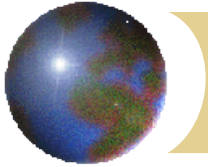
Do not hesitate to use arguments, even if they are unfounded

- ✚ 持續重覆同樣異議

Keep repeating same objections

- ✚ 別忘記，百分之80的收穫來自最後談判部份

Don't forget, 80% are gained during latter part of negotiations



- ✚ 不要忘記，我們必須得到最多的資訊有關你對手的個性及他的要求

Never forget, we have to get most information about our intermediary's personality and his requirements

- ✚ 總是準備停止談判

Always be ready to break up negotiations

- ✚ 在僵局中，不要被對手識破！

Never get caught in a stalemate

- ✚ 傾聽

LISTEN