

外贸业务磋商

学习目标

● 知识目标

- 掌握询盘、发盘和还盘所涉及的相关外贸专业知识。
- 掌握接受函、下订单与签订合同所涉及的相关外贸专业知识。
- 掌握询盘、发盘、还盘及接受函、订单与合同的常用句型与短语。
- 掌握外贸业务磋商过程中各种函电及订单与合同的写作技巧。

● 技能目标

- 能够看懂询盘、发盘、还盘与接受函。
- 能够向外商发询盘函及发接受函,并能合理辨别接受函的真伪。
- 能够合理地对对方发盘和询盘函进行回复。
- 能够下订单及看懂、制作和会签署进出口合同。

实例导入

October 15, 2011

Dear Miss Zhang,

We are pleased to receive your letter and we hope to build a fruitful cooperation to our mutual benefit. At present, we are interested in your tool set of Steel Measuring Tapes for use in offices and shall be glad if you will send us a copy of your illustrated catalogue 2, involving Art No. DX1115, Art No. DX2012, Art No. DX4405, Art No. DX4510, Art No. DX4605, Art No. DX4615 and Art No. DX4405 as well as current USD per each CIFC5 Boston price list for these six items. Your kindness in giving priority to the consideration of the above request and giving us an early favorable reply would be appreciated.

We look forward to hearing from you.

Yours faithfully,
Peter Alpert

任务 3.1 询盘与回复

情境介绍

通过资信调查,鼎鑫贸易公司同意对方要求,双方建立业务往来关系。2011年10月15日,Philips公司Alpert先生给张华发来询盘函电,请鼎鑫公司提供有关高质量、高精度钢卷尺的产品目录、详细的出口报价单、支付条款以及产品样本等信息。双方就此次实质性的贸易往来展开具体磋商。

情境分析

考虑这是张华真正开始实战性外贸业务磋商的第一步,并且对方通过发送询盘明确提出了所要求获取的产品信息,所以张华应该在向经理汇报并经由经理授权的前提下,及时地给予对方公司明确的答复。

认知模块

3.1.1 认识基础知识

1. 询盘

询盘(inquiry)也叫询价,是指交易的一方准备购买或出售某种商品,向对方询问买卖该商品的有关交易条件。询盘的内容可涉及价格、规格、品质、数量、包装、装运以及索取样品等,而多数只是询问价格。所以,业务上常把询盘称作询价。



知识链接

区别报价

(1) 高价法。此法适用于欧美的客户、新产品,或者是对方是一个门外汉,迫切想通过一次生意了解这个行业或者产品。虽然第一次和门外汉做生意可以获取较高的利润,但是应该及时以恰当的理由把价格降到市场价格,否则一旦客户了解自己让供应商骗了,生意就没办法继续了。

(2) 低价法。此法适用于印巴的客户,普通产品,或者是常年在中国国内采购的中国通,他们对产品价格非常熟悉,又比较在意。这样的客户只有用接近或者就是成本的价格来吸引他们的注意,然后在最后时刻以一些交货期、付款方式等理由,把价格提升到市场价格。客户已耗费了那么多时间,而且价格也是可以接受的,自然会接受。

(3) 一般报价法。对所有客户都可以采用的报价方法。

询盘不是每笔交易必经的程序,如交易双方彼此都了解情况,不需要向对方探询成交条件或交易的可能性,则不必使用询盘,可直接向对方发盘。

询盘可采用口头或书面形式。

在实际业务中,询盘只是探寻买或卖的可能性,所以不具备法律上的约束力,询盘的一方对能否达成协议不负有任何责任。由于询盘不具有法律效力,所以可作为与对方的试探性接触。询盘人可以同时向若干个交易对象发出询盘。

2. 询盘的分类

(1) 买方询盘

买方询盘是买方主动发出的向国外厂商询购所需货物的函电。在实际业务中,询盘一般多由买方向卖方发出。

① 对多数大路货商品,应同时向不同地区、国家和厂商分别询盘,以了解国际市场行情,争取最佳贸易条件。

② 对规格复杂或项目繁多的商品,不仅要询问价格,而且要求对方告知详细规格、数量等,以免往返磋商,浪费时间。

③ 询盘对发出人虽无法律约束力,但要尽量避免询盘而无购买诚意的做法,否则容易丧失信誉。

④ 对垄断性较强的商品,应提出较多品种,要求对方一一报价,以防对方趁机抬价。

(2) 卖方询盘

卖方询盘是卖方向买方发出的征询其购买意见的函电。

卖方对国外客户发出询盘大多是在市场处于动荡变化及供求关系反常的情况下,探听市场虚实、选择成交时机,主动寻找有利的交易条件。

3. 如何回复询盘

(1) 及时

重要询盘必须在第一时间回复。如果客户在时区相差较多的国家或地区,可以根据时间差进行回复;对于暂时不能回复的,应告知客户大致回复时间,不能不加理会;对于不能完整回复的,应告知客户可以回复的问题,再告知其回复剩余问题的确切时间。

(2) 全面、完整、专业

收到询盘后,要了解来函客户是进出口公司还是经营此类产品的批发商、分销商或零售商,并分析客户对于产品质量和价格的要求。另外,要深入了解自己的产品,并对客户所提问题进行准确回复,做到专业认真。

3.1.2 了解信函结构

(1) Telling the addresses how and where their names and addresses are known(source of information).

(2) Self-introducing.

(3) Indicating the intention of writing the letter and the specific goods you want to purchase.

(4) Inviting a quotation or an offer(asking for a price list, a catalogue, samples and other terms, stating clearly your exact requirements).

(5) Stressing the point that the quotation or offer should be reasonable and competitive, Stating the possibility of placing an order and expectation of an offer.

3.1.3 掌握常用句型

1. Words and phrases

inquire

询盘,询价,询购

general inquiry	一般询盘
specific inquiry	具体询盘
to inquire about	对……询价
to inquire for sth.	对某物询价
to make an inquiry for sth.	对某物询价
to keep the inquiry on file	把询价记录在卷
inquirer	询价者
inquire sheet	询价单
quote	开价
quotation	报价
sales department	销售部
purchase	购买
sample	样品
a long-term contract	长期合同
discount	折扣
sales conditions	销售条件
to make delivery	交货
to make prompt-delivery	即期交货

2. Typical sentences

(1) With many thanks for your inquiry of October 5, 2010, we are very glad to send you separately the samples of Steel Measuring Tape together with the price-list.

十分感谢您 2010 年 10 月 5 日的询盘,我们很高兴给您分别寄去钢卷尺样品和价格表。

(2) In reply to your letter of November 2, we are sending you our latest catalog and the price list.

遵照贵方 11 月 2 日来信要求,现寄上我方最新商品目录及价目表。

(3) As requested, we send you a list of articles required with our prices added.

按照你们的要求,我们随函寄上你们所需物品清单及价目表。

(4) In accordance with/According to your request of November 15, we are pleased to hand you our varied samples of Steel Measuring Tape with the latest price-list.

遵照贵方 11 月 15 日的要求,我们高兴地给贵方提供我方钢卷尺的各种样品及最近的价目表。

(5) Will you please send me a copy of your illustrated catalogue of Steel Measuring Tape, together with copies of any descriptive pamphlets that I could pass to prospective customers?

请给我们寄一份你们的钢卷尺说明目录和使用小册子,以便我们能寄给想买的客户。

(6) The articles we require should be durable.

我们所要的商品必须经久耐用。

(7) Thank you for your inquiry.

谢谢你们的询价。

(8) We are very pleased to receive your request of 19 November for Steel Measuring Tape on approval.

我们很高兴收到你们 11 月 19 日关于钢卷尺的询盘。

(9) We cannot take care of your inquiry at present.

我们现在无力顾及你方的询盘。

(10) We regret that the goods you inquire about are not available at present.

很遗憾,你们所询的货物现在无货。

(11) Your inquiry is too vague to enable us to reply you.

你们的询盘不明确,我们无法答复。

(12) If you can assure us of workable prices, excellent quality and prompt delivery, we shall be able to deal in these goods on a substantial scale.

如果贵公司能保证价格可行,质量优良,交货及时,我方大量经营该商品。

(13) China National Silk Corporation received the inquiry sheet sent by a British company.

中国丝绸公司收到了英国一家公司的询价单。

(14) We have both these models in stock and should be glad to show them to you if you would care to call at our showroom.

两种型号均现货供应,我们很乐意请你们到我们的展示室参观。

(15) We have sent the samples to you by air, specially selected for the purpose you mentioned, but regret we have no pattern-card we can send you.

我们已经给贵方航空邮去了样品,这些样品经过精心挑选,符合你们所提到的使用目的,但是非常遗憾没有能寄给你们式样卡。

3.1.4 学习完整信例

【Sample 1】

September 26, 2011

Dear Sirs,

We are a toy store specializing in toys for older children, but we will soon be selling toys for babies, too. We have noticed that your baby toys are very popular, particularly the musical ones.

Please send us catalogs and price lists of your products, especially those of stuffed animals and baby toys.

We will appreciate if you reply as soon as possible as we hope to promote them during the Christmas season. We are looking forward to a long and prosperous business relationship with you.

Sincerely

Mary Long

Purchasing Manager

【Sample 2】

March 26, 2011

Dear Sales Manager,

We have seen your advertisement online which aroused our great interest in your products, we are considering adding them to our product line.

Please send us a catalog and price list of your women's blouses and sweaters. We also want to know if you accept customized orders of our own designs and patterns.

Will you include your terms of payment and also inform us how soon you can arrange for shipment upon receipt of our order?

We would very much appreciate it if you send the catalog and price list as soon as possible as we hope to add them to our spring promotion. Thank you for your assistance and we are looking forward to your early response.

Yours sincerely

John Brown

Purchasing Manager

【Sample 3】

November 3, 2011

Re: Order No. 5316

Dear Mr. Chen,

Can you answer a few questions regarding our Order No. 5316?

1. When will the order be shipped?
2. What is the name of the ship you will be using?
3. What is the expected arrival date in San Francisco?
4. Has the agent received all the paperwork necessary for import?

As always, I appreciate all that you have done to help our orders arrive smoothly and look forward to talking to you soon about our next order.

Your quick reply will be greatly appreciated.

Sincerely,

Ronald Gibson

Purchasing Manager

【Sample 4】

April 21, 2011

Re: New Product Line

Dear Mr. Zhou,

We have been very pleased with your tablecloths and are now interested in other

product lines that your company produces. Please send us catalogs of your bedding. Especially quilts and sheets. We are interested in sets as well as individual quilts without matching sheets and pillowcases.

Please let us know about the standard bed sizes of twin, double queen and king as well as the patterns that have proved most popular. We sell sets for both adults and children and would appreciate information on both.

Our last order is selling very successfully and we will most likely be contacting you again soon to recorder. We look forward to hearing from you on this new line.

Sincerely,
Salina

【Sample 5】

June 2, 2011

Datex Trading Co. Ltd.

Lianfang building 666 Huayuan Avenue Dalian, Liaoning China

Dear Sirs,

We were impressed by the selection of sweaters that were displayed on your stand at the Menswear Exhibition that was held in Chicago last month. We are a large chain of retailers and looking for a manufacturer who could supply us with a wide range of sweaters for the teenage market. As we usually place very large orders, we would expect a quantity discount in addition to a 20% trade discount off net list prices, and our terms of payment are normally 30 days bill of exchange, documents against payment. If these conditions interest you, and you can meet orders of over 1000 garments at one time, please send us your current catalogue and price-list. We hope to hear from you soon.

Yours faithfully,
Fred Johns
China Trade Manager

任务 3.2 发盘与还盘

情境介绍

收到询盘后,张华开始着手价格核算工作,经总经理王明确认报价后,于 2011 年 10 月 16 日向美国 Philips 公司发盘。

收到张华的报价后,Philips 公司迅速作出反应,于 10 月 16 日回函:

After careful examining and comparison with similar products of other markets, we find your quotation is really much higher. Unless the prices could match with the market level, it is difficult to persuade customers to purchase from you. So, we would counter offer as follows:

Art No. 01205025 USD 0.8 per PC CIFC5 Boston

张华立即向总经理请示,但由于对方报价过低,王总表示不能接受该还盘。于是,张华于10月18日向美国 Philips 公司还盘。

情境分析

发盘与还盘是价格磋商阶段的主要环节,它不仅是商品价格的磋商,而且还包括商品的数量、包装、价格、装运、保险、支付、商检、索赔、仲裁等交易条件,其中价格条件是磋商的核心。所以,这个阶段应根据国际贸易实务和谈判课程中学习的技巧,确定报价的先后顺序、报价方式等内容。

认知模块

3.2.1 认识基础知识

1. Offer(发盘)

交易的一方向另一方提出买或卖某项商品的各种交易条件并愿意按所提出的条件与对方达成交易,是一种口头的或书面的表示。

(1) Firm-offer(实盘)

实盘是一种有约束力的发盘,是发盘人有肯定订立合同的意图。实盘一旦由交易的另一方(受盘人)有效接受,发盘人对其发盘的内容,在有效期内不得随意变更或撤销,否则发盘人将承受违约的法律后果。实盘具有如下特点。

- 实盘所列的交易条件必须肯定、明确,不能含糊和模棱两可,也不应该有任何保留。
- 实盘的内容一般应有:货物正确的品名、详细的品质规格、清楚的包装情况、实在的数量、准确的装运时间和装运港口、完备的价格条款和支付条件。
- 一般来说,某个明确的实盘要有“实盘或不可撤销”(firm offer or irrevocable)字样,但并不是构成实盘的必要条件。如果具备构成实盘的上述必要条件,没有实盘字样也是实盘。
- 根据各国法律规定和国际贸易惯例,实盘都有有效期。有效期是对发盘人的约束,以便受盘人凭此进行研究交易的可能性。
- 在有效期内,发盘人有必须承担成交的义务,但是超过了有效期,即使受盘人再行接受,发盘人也有权拒绝成交。



知识链接

1. 在规定具体有效期时,要根据不同的商品,在不同的市场、不同的地理位置以及节假日等情况明确规定此期限的起止日期和地点,以免误解。

2. 遇到下列情况之一,实盘立即失效:

- ① 受盘人在实盘有效期外表示接受,发盘人不受约束。
- ② 受盘人对实盘中的一项明确表示拒绝或修改,该项实盘立即失效。
- ③ 一经受盘人作出还盘,原发盘也随之失效。

3. 实盘有效期常用表示方法:

- ① Subject to your reply reaching us by(before)...
- ② Subject to your reply(acceptance) here within...Days
- ③ This offer is firm(open, valid. Good) for...days

(2) Non-firm offer(虚盘)

虚盘也称不受约束的发盘,是发盘人有保留地按照一定条件达成交易的表示。虚盘对发盘人来说较为灵活,可根据市场变化,挑选成交时机,以取得有利的交易条件。但受盘人有时把它看成一般的业务联系,而不利于达成交易。

虚盘不必有完整的内容,没有时限的规定,而且也不明确。



知识链接

在日常的业务中,外寄的报价单、价目单及形式发票等,一般都注明“仅供参考”或“以我方最后确认为准”。这排除了接盘人只要接受就可以成交的权限。

虚盘的常用表示:

1. Subject to prior sale
2. Subject to our final confirmation
3. We offer...Subject to market fluctuation

2. Counter Offer(还盘)

受盘人不同意发盘中的交易条件而提出修改或变更的意见,称为还盘。

还盘实际上是受盘人以发盘人的地位发出的一个新盘。原发盘人成为新盘的受盘人。

还盘又是受盘人对发盘的拒绝,发盘因对方还盘而失效,原发盘人不再受其约束。

还盘可以在双方之间反复进行,还盘的内容通常仅陈述需变更或增添的条件,对双方同意的交易条件无须重复。

3.2.2 了解信函结构

(1) For letters making offers

- ① Expressing your thanks for the inquiry, if any.
- ② Indicating all the details of the goods and the main terms of transaction as requested.

③ Indicating the period for which the offer is valid if it is a firm offer, or remarking to the offer is made without engagement.

④ Making favorable comments on the goods themselves and the prices or drawing the customer's attention to other products likely to interest the buyer(It is not necessary the case however).

⑤ Expressing your hope for an order.

(2) For letters making counter-offer

① Thanking the offer or for his offer.

② Expressing regret at inability to accept the offer and giving reasons for non-acceptance.

③ Making a counter-offer if, in the circumstances, it is appropriate.

④ Hoping the counter-offer will be accepted and there may be an opportunity to do business together.

3.2.3 掌握常用句型

1. Words and phrases

offer	发盘, 报价
counter-offer	还盘, 还价
firm offer	实盘
non-firm offer	虚盘
to give an offer	给……发盘
to submit an offer	提交发盘
to make an offer for	对……发盘
to forward/send an offer	寄送发盘
to get/obtain an offer	获得发盘
to cable/telegraph an offer	电报发盘
offering date	发盘日
offering period	发盘有效期限
to accept an offer	接受发盘
to decline/turn down an offer	谢绝发盘
to entertain an offer	考虑发盘
to extend an offer	延长发盘
to withdraw an offer	撤回发盘
official offer	正式发盘
preferential offer	优先发盘
concentration of offers	集中发盘
combined offer	搭配发盘
lump offer	综合发盘(针对两种以上商品)
bid	递价; 出价; 递盘(由买方发出)
to make a bid	递价
to get a bid	得到递价
cost of production	生产费用
wild speculation	漫天要价
subject to	以……为条件, 以……为准