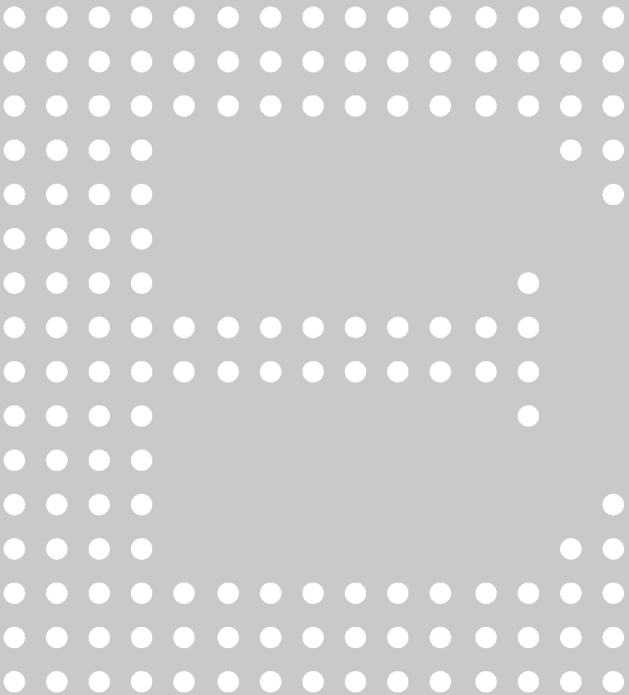


Unit 3

报价与还价 (Offer and Counter- offer)



Part 1 定义及写作步骤

1. 定义

报价 (offer/quote) 也称发盘或发价, 一般由卖方给出, 即卖方为发盘人, 买方为受盘人。报价一旦由受盘人接受, 便对双方构成约束力。

还价 (counter-offer) 是指受盘人不同意报价而提出变更意见。还价一旦提出, 原报价将会失效。

注意:

- (1) 报价 (发盘) 的内容必须十分确定, 至少包括 3 个要素: 商品的名称、数量、价格。
- (2) 报价 (发盘) 必须标明“经受盘人接受, 发盘人即受其约束”的意思。
- (3) 报价 (发盘) 都具体规定一个有效期, 作为对方表示接受的时间限制, 超过发盘规定的时限, 发盘人即不受其约束。
- (4) 报价 (发盘) 有实盘 (firm offer) 和虚盘 (non-firm offer) 之分, 两者的区别: 虚盘意思表示一般很含糊, 没有一个肯定的表示, 如“中间价格”“数量可能不会太多”等; 商品的品质、数量、交货期、价格条款及付款方式等一般不齐全; 有些发盘虽然意思明确, 要素齐全, 但带有一定的保留条件, 也属于虚盘, 如“以我方最后确认为准”“以我方货物未先售出为准”及“仅供参考”等。

实盘: This offer is subject to your reply within 5 days.

This quotation is subject to your acceptance reaching us by 18th May.

This is our firm offer.

虚盘: Our offer is subject to goods being unsold.

This offer is subject to our final confirmation.

This quotation is subject to change without notice.

(5) 还价 (还盘) 过程中, 如果受盘人对原发盘进行了实质性变更, 就构成了对发盘的拒绝, 其法律后果是否定了原发盘失效。实质性变更是指对商品的价格、付款方式、品质、数量、交货时间和地点、赔偿责任范围和争端解决办法等条件提出变更。

2. 写作步骤

1) 报价

(1) 感谢对方询价。

- Thank you for your inquiry of June 15.
- We warmly welcome your inquiry of April 4 and thank you for your interest in our products.
- We have received your letter dated on May 26, 2018 with many thanks.

(2) 报价内容 (价格、折扣、付款方式、装运等细节)。

- In reply to your inquiry, we take pleasure in making you an offer as follows: In compliance with your request, we now offer you 1,000 dozen table-cloths, art No.142 for prompt shipment at USD15 per dozen CIF Long beach.

- We have pleasure in sending you here with the samples and a price list for...
- Our offer is USD300 per set of tape-recorder F.O.B. Tianjin.
- We enclosed our catalogs giving the details you asked for.

(3) 报价期限。

- We are making you, subject to your acceptance before the end of this month, the undermentioned offer.
- Our offer is subject to your confirmation reaching here on or before the 25th March.
- We're willing to make you a firm offer at this price.

(4) 期望。

- We feel confident that you will find the goods both excellent in quality and reasonable in price.
- We look forward to receiving your order.
- We hope you will find our quotation satisfactory and look forward to receiving your order.

2) 还价

(1) 感谢对方报价。

- Thank you so much for your offer.
- Thank you for your letter of June 16 offering us your raincoat.
- We appreciate your prompt response to our inquiry.

(2) 解释还价原因。

- We like your raincoats, but your price appear to be on the high side as compared with those of other suppliers.
- In reply, we regrettably [rɪ'ɡretəblɪ] (抱歉地) state that our end-users here find your price too high and out of line with the prevailing [prɪ'veɪlɪŋ] (普遍的) market level.
- We know your goods are in high quality, but your price is 10% higher than your competitor.

(3) 要求降价或提出其他条件。

- We do hope you kindly reduce the price by 5%.
- Should you be prepared to reduce your limit by, say 10% (将你的上限下调 10%, 即降价 10%), we might come to term (合作).
- May we suggest that you could perhaps make some allowance on your quoted prices?
- Taking into consideration the transport condition, we hope you can improve your packing so as to avoid damage to the goods.

(4) 期望。

- We are anticipating your early reply.
- We hope our counter-offer will be acceptable to you and look forward to hearing from you.
- We regret to say that your price is on the high side, we do not think there is any possibility of business unless you cut your price by 20%.

必备词汇和句型

1. offer [ˈɒfə] *v. & n.* 报价, 发价, 发盘

He will write Rachel a note and offer her a fair price for the land.

他将给蕾切尔写一张便条, 就那块土地开出合理的价格。

make an offer 报价

accept an offer 接受报价

extend an offer 延长报价

renew an offer 更新报价

withdraw [wɪðˈdrɔː] an offer 撤销报价

the validity [vəˈlɪdətɪ] of an offer 报价有效期

2. counter-offer *n.* 还价, 还盘

We are sorry to tell you that we can not accept your counter-offer.

非常抱歉地告诉你方, 我方不能接受你方的还价。

3. competitive *adj.* (价格等) 有竞争力的, 竞争的, 比赛的

We are having to cut our costs to reduce overheads and remain competitive.

我们现在必须减少开支以降低运营费用并保持竞争力。

Are your products and services competitive?

你们的产品和服务有竞争力吗?

4. allowance [əˈlaʊəns] *n.* 限额, 折扣

We can't make any allowance for this products.

这批货我们不能再让价了。

5. stock *n.* 库存

We took the decision to withdraw a quantity of stock from sale.

我们决定将一批存货下架。

6. medium [ˈmiːdiəm] *adj.* 中等的, 中级的

The store sells big ones, small ones, medium ones, or whatever you want.

那家商店卖大号的、小号的、中号的, 应有尽有。

7. decline [dɪˈklaɪn] *v.* (在品格、价值上) 降低 *n.* 下降

The demand for our products suddenly begins to decline.

我们产品的需求量突然下降。

The market price of electronic components is on the decline.

电子元件的市场价格一直在下降。

8. ready seller / quick seller / quick-selling product 畅销品

9. conclude business with sb. 与某人达成交易

10. close business / close a deal / close a transaction / close a bargain 达成交易

11. trade *v. & n.* 贸易, 交易

trade terms 贸易条件 trade terms = trade conditions

trade agreement 贸易协定

trade fair 交易会

trade mark 商标

foreign trade 对外贸易

trade in sth. 经营某物

trade with sb. 与某人交易

12. favourable *adj.* 优惠的, 有利的

favourable price 优惠的价格

favourable terms 优惠条件

13. commission [kə'mɪʃən] *n.* 佣金 (付给为卖方或买方服务的第三方费用)

a commission of ...% = ...% commission 百分之几佣金

your ...% commission = your commission of ...% 你的百分之几佣金

The above price includes your commission of 2%.

上述价格包括你方 2% 佣金。

14. general practice 惯例

Part 2 范例及讲解

1. 报价 (Offer)

范例 1: Non-firm offer

From: Kelly Wang

To: Justin Bonder

Subject: Quotes for soybeans

Dear Justin,

We thank you very much for your inquiry of April 26 for soybeans. (感谢对方询价)

The **quality**^① of soybeans is high, but the **quantity**^② is not large enough to meet the demand because of the bad weather in the northeast of China. **Considering**^③ our good relationship in business, we are giving you an offer as follows, **subject to**^④ the products being unsold. (虚盘报价)

1000 **metric tons**^⑤ of soybeans of first class at the lowest price of USD200 per metric tons CIF Boston, 5% **more or less**^⑥ at seller's option. (报价)

We look forward to receiving your early reply.(期望)

Best regards,

Kelly

【讲解】

① quality *n.* 品质,质量 high-quality goods 优质商品

Product quality suffers when costs are cut.

一降低成本,产品质量就会受到影响。

② quantity *n.* 数量

We import huge quantities of oil each year.

我们每年进口大量石油。

③ consider *v.* 考虑

considering *prep.* 考虑到,就……而论

Considering the decline in the market, we suggest you cut your prices.

考虑到市场行情下滑,我方建议你方降价。

④ be subject to 受……的影响,以……为准

The prices of overseas holidays are subject to surcharges.

海外度假游的价格受各种附加费的影响。

The plan is subject to your confirmation.

这个计划以您的确认为准(需要您的确认)。

⑤ metric ton 公吨 实行公制的国家每公吨为 1000 千克

long ton 长吨 实行英制的国家每长吨为 1016 千克

short ton 短吨 实行美制的国家每短吨为 907 千克

⑥ more or less 或多或少,溢短装

溢短装条款是合同中规定卖方交货数量的浮动比例,在这个比例范围内多交(溢)或少交(短),均不算违约。

I've more or less finished reading the book.

我差不多已经把这本书全看完了。

10% more or less at the seller's option.

10%的溢短装由卖方选择。

【译文】

亲爱的贾斯廷:

非常感谢您 4 月 26 日关于大豆的询价。

大豆品质较高,但由于东北地区气候条件恶劣,数量不足以满足需求。考虑到我们在业务上的良好关系,我方向你方报盘如下,但以产品未售出为准。

购买 1000 公吨一等大豆的 CIF 波士顿价格为每公吨 200 美元,5%的溢短装由卖方选择。

期待着您的早日回复。

最好的问候

凯莉

范例 2: Firm offer

From: Grace Wang

To: Alex Smith

Subject: Quotes for table-cloths art No. 125

Dear Alex,

We have received your letter of March 12 and are pleased to know your desire to enter into business relationship with us.(感谢对方询价)

In compliance^① with your request, we now offer you USD20 per dozen CIF Long beach for 1000 dozen table-cloths, **art**^② No. 125. This offer is subject to your **confirmation**^③ before March 31.(实盘报价)

The price offered above is **reasonable**^④. As the selling season is approaching, we have received many inquiries from other clients.(价格合理)

We enclose a commodity list and several pamphlets for your reference. Should you **find** any other **items**^⑤ **of interest**^⑥, please let us know and we will make your offers **promptly**^⑦.(随附商品清单供参考)

We look forward to your early reply.(期望)

Best regards,

Grace

【讲解】

① compliance [kəm'plaɪəns] n. 服从, 承诺, 符合

in compliance with... 遵从,服从

She gave up the idea in compliance with his desire.

她顺从他的愿望而放弃自己的主意。

All the cases are strongly packed in compliance with your request.

按你方要求,所有箱子都包装得很牢固。

② art *n.* 货品,物品(文中是指货品号 125 号) art = article

③ confirmation [ˌkɒnfə'meɪʃən] *n.* 确认,接受 也可用 acceptance 或 reply

subject to your confirmation 经您确认才算有效(以您确认为准)

④ reasonable *adj.* 合理的,适当的

The refrigerator is reasonable in price.

这种电冰箱价格公道。

Aren't those all reasonable demands?

那些不都是合理的要求吗?

⑤ item *n.* 条款,项目,一件商品(或物品)

Leather jeans are the must-have fashion item of the season.

皮革牛仔裤是这一季必备的时尚服饰。

The other item on the agenda is the tour.

日程中的另一项是旅游。

⑥ find...of interest 对.....感兴趣

⑦ promptly [ˈprɒptli] *adv.* 迅速地,毫不迟疑地

promptly = as soon as possible

If there is any difficulty, please let us know promptly.

倘若有困难,请迅速通知我们。

prompt *adj.* 敏捷的,迅速的,立刻的,准时的

Prompt payment of bills is greatly appreciated.

如蒙即期付款,则不胜感激。

【译文】

亲爱的亚历克斯:

我们已收到您 3 月 12 日的来信,很高兴知道您希望与我们建立业务关系。

为了满足您的要求,我们为您提供货号为 125 商品的报价:购买 1000 打桌布,CIF 长滩价格为每打 20 美元。此报盘以你方 3 月 31 日前确认为准。

以上价格合理。随着销售季节的临近,我们收到了许多客户的询价。

我们附上一份商品清单和几本小册子供您参考。如果您发现任何其他感兴

趣的商品,请告知我们,我们将尽快向您报价。
期待着您的早日回复。

格蕾丝谨上

2. 还价和回复(Counter-offer and reply)

范例 1: Counter-offer

From: Alex Smith
To: Grace Wang
Subject: Re: Quotes for table-cloths art No. 125

Dear Grace,

I am sorry that we couldn't accept the price of USD20 per dozen which is rather too high for the market we wish to supply.

We have to **point out**^① that these table-cloths are also **available**^② in our market from some **native**^③ manufactures, all of whom are at prices from 10% to 15% below the price you quoted.

Anyway, we would like to reduce our **margin**^④ to establish our business. So we have to ask you to consider if you can make 10% **reduction**^⑤ in your price.

Hope your early reply!

Yours sincerely,
Alex

【讲解】

① point out 指出,表明

It is hoped that the readers will kindly point out our errors.
希望读者指正。

② available *adj.* 可得到的

This documents are available for download.
这些文件可以下载。

③ native *adj.* 本地的,本国的

I'm a native of this place.
我是本地人。

Many of the plants are native to Brazil.
这些植物中有很多原产地在巴西。

The French feel passionately about their native tongue.

法国人对他们的母语非常热爱。

④ margin ['mɑ:dʒɪn] *n.* 盈余, 边缘, 极限

profit margin 利润率

gross margin 毛利

a gross margin of 45% 45%的毛利

This false advertising hurts the profit margin of this company.

这种虚假的广告宣传影响了该公司的利润率。

She added her comments in the margin.

她在页边空白处加上了她的评语。

⑤ reduction *n.* 降价, 减少

reduction in 在……方面减少

Many companies have announced dramatic reductions in staff.

许多公司已经宣布大幅裁员。

They received a benefit in the form of a tax reduction.

他们获得了减税优惠。

【译文】

亲爱的格蕾丝:

对不起, 我们不能接受每打 20 美元的价格, 这对我们要供应的市场来说价格太高了。

不得不指出这些桌布在我们的市场上也可以从一些本地厂家买到, 它们的价格都比您方报的低 10%~15%。

无论如何, 我们想尽量减少自己的利润来建立我们的业务。因此, 我们请您考虑是否可以将价格降低 10%。

希望您早日回复!

亚历克斯谨上

范例 2: Reply

From: Grace Wang

To: Alex Smith

Subject: Re: Quotes for table-cloths art No. 125

Dear Alex,

We have received your counter-offer of March 26 asking us to make 10% reduction in our price.

Much to our **regret**^①, we are unable to **comply**^② with your request because we have given you the lowest possible price. We have no margin to reduce the price again.

We can assure you that the price we quoted **reflects**^③ the high quality of the products.

I have discussed with our manager and decided that 2% will be provided as a special discount when quantity is up to 1500 dozens.

We hope to have the opportunity to cooperate with you.

Yours sincerely,

Grace

【讲解】

① regret [rɪ'ɡret] *v. & n.* 遗憾, 后悔

I regret to inform you this sorrowful news.

我很遗憾地通知你这个不幸的消息。

much to our regret = we feel sorry that 我们很遗憾(抱歉)

② comply [kəm'plaɪ] *v.* 服从

comply with sth./sb. 服从某事/某人

You must comply with her request.

她的要求你应照办。

③ reflect [rɪ'flekt] *v.* 反映, 体现

Their actions clearly reflect their thoughts.

他们的行动清楚反映了他们的思想。

【译文】

亲爱的亚历克斯:

我们已收到您 3 月 26 日的还价, 要求我们降价 10%。

很遗憾, 我们无法达到您的要求, 因为我们已经给您尽可能低的价格。我们没有余地再降价了。我们可以向您保证, 我们的报价反映了产品的高品质。

我和我的经理商量过了, 决定在数量达到 1500 打时给予您 2% 的特别折扣。

希望有机会与您合作。

格蕾丝谨上

Part 3 实训

1. Translate the following sentences into Chinese.

- (1) In reply to your inquiry, we take pleasure in making you an offer as follows, provided your reply reaches us within 5 days from today.
- (2) Unfortunately, your prices appear to be on the high side for garments of this quality.
- (3) We suggest a reduction of 10% on orders of 1,000 metric tons.
- (4) We offer you, subject to our final confirmation, the following goods.

2. Translate the following sentences into English.

- (1) 我同意您减价 5 元的还价。
- (2) 很抱歉,我们不得不拒绝你方发盘。
- (3) 除非你方减价 5%, 否则我们无法接受报盘。

3. Translate this Chinese letter of offer into English.

敬启者:

非常感谢收到您 12 月 9 日的询盘,并得知贵方对我方产品非常感兴趣。随附我公司的产品目录和价格清单,相信贵方一定会满意我们的产品和价格,本发盘限 10 日内复到有效。

再次感谢贵方对我方产品的兴趣,贵方一定会发现物有所值,期待贵方的订单。

李刚谨上

4. Write a letter of counter-offer using the following information.

敬启者:

感谢您提供的发盘,但经过我们仔细研究,我们发现你方价格太高,我们知道您的商品质量高,但与欧洲同类型产品价格相比,价格比您的竞争者高出 5% ~ 10%。因此,我们希望您能降价约 5%,即每箱 7.30 美元。我们认为这项优惠你方应该会接受的。

特瑞西谨上

【答案】

1. Translate the following sentences into Chinese.

- (1) 兹答复贵方询盘,我方发盘如下,本发盘 5 日内复到有效。

- (2) 可惜贵方这类服装的价格似乎偏高。
- (3) 我方建议订货量超过 1000 公吨降价 10%。
- (4) 我方对货物报价如下,以最后确认为准。

2. Translate the following sentences into English.

- (1) I'll respond to your counter-offer by reducing our price 5 dollars.
- (2) We regret that we have to decline your offer.
- (3) We can't accept your offer unless the price is reduced by 5%.

3. Translate this Chinese letter of offer into English.

Dear Sirs,

We welcome you for your inquiry of December 9 and thank you for your interest in our commodities. We are enclosing some copies of our illustrated catalogues and a price list giving the details you asked for, and we trust that you will agree that our products and price appeal to the most selective buyer. This offer is subject to your acceptance within 10 days.

Thank you again for your interest in our products. We hope you will find our quotation satisfactory and look forward to receiving your order.

Yours sincerely,

Li Gang

4. Write a letter of counter-offer using the following information.

Dear Sirs,

Thank you so much for your offer, but after we carefully studied, we found your price is too high. We know that your goods are in high quality in comparison with the same items produced in Europe. However, your price is 5% ~ 10% higher. So we do hope you kindly reduce the price approximately 5%, say USD7.30/ctn. I believe this concession should be acceptable by you.

Yours sincerely,

Tracy