

## 报价不再被拒：实用谈判技巧大揭秘

谈判的核心，不在于“讨价还价”，而在于：**价值传递到位+临门一脚的推动**

真正打动客户的，不是让利，而是你让他清晰看见三个价值：

- 公司价值（你们是谁）
- 产品价值（你们能解决什么）
- 个人价值（你能带来什么）

### 价格谈判的 18 种策略：

#### 1. 价值突出策略

Our production process is not just different—it's superior. Unlike 99% of other manufacturers, **we have a comprehensive production management system certified by** [认证公司], which ensures every product meets the highest quality standards.

We invest heavily in [关键技术], **resulting in consistent quality and reduced defect rates**. This commitment to quality means fewer returns, higher customer satisfaction, and ultimately a better return on your investment.

With peak production approaching, if we can finalize this order this week, we can ensure timely delivery. We are confident that you will soon see why our quality is worth the price.

#### 2. 客户见证策略

I understand that you may have concerns when choosing a new supplier. Let me share the experience of one of our clients, [客户名字], who faced similar doubts initially. **However, they soon realized our consistency in quality, timely delivery, and personalized customer service were unmatched.**

**Their satisfaction led to a 300% increase in orders over two years, and they now enjoy exclusive priority support and cost benefits from our loyalty program.** I'd be happy to share their success story, as it speaks volumes about our commitment to client success.

#### 3. 合理降价策略（要有合理的降价理由，要有内心戏）

After reviewing your feedback, I'm happy to inform you that we've recently

invested in new state-of-the-art automated production equipment, which has significantly increased our production capacity and efficiency.

This means we can now offer you a slight reduction in price while maintaining the same high-quality standards that you've come to expect. Our commitment to continuous improvement allows us to pass these savings on to you without compromising on the premium features we provide, such as [extended warranty/support services], which many competitors charge extra for.

#### 4. 人情制约策略 (帮客户争取利益的同时一定要先确定订单)

I completely understand your need for a price reduction, and I truly want to help secure this for you. In fact, I'll personally request a special approval from the top management to get this discount, but I have to be honest—our CEO is extremely busy, and going through the special approval process is no easy task.

Before I proceed, I'll need your commitment: if I manage to get the discount approved, you can guarantee that the order will be placed. This will ensure my efforts aren't wasted, and we can move forward smoothly from here.

#### 5. 平衡让步策略

We are committed to finding a balanced solution that works for both of us. To accommodate your pricing request, we can offer a 3% discount if you agree to a longer-term contract or an increased order volume by at least 20%.

This allows us to manage our resources more effectively while ensuring you receive a preferential price. Moreover, with a longer-term agreement, you will also benefit from priority production scheduling and stable pricing, which is crucial in today's market.

#### 6. 价格层次化策略

To meet your requirements within your budget, we've prepared several tailored options:

The Basic Package, which ensures the fundamental needs are met at a competitive price.

The Standard Package, which includes our advanced [feature] to enhance performance.

The Premium Package, which offers the best-in-class experience with exclusive features such as [extended service, priority support, etc.].

These options give you flexibility depending on your current needs and allow for future upgrades to maximize value as your requirements evolve.

## 7. 打包销售策略

Instead of considering only [产品 A], I recommend looking at a bundled solution that includes [产品 A, B, and C]. With our bundled offer, you receive a 5% discount, streamlined logistics, and compatibility across all products, which reduces your overall operational complexity and costs.

Many of our clients, such as [客户名字], have seen significant benefits from choosing our comprehensive packages, allowing them to achieve faster project timelines and overall cost savings.

## 8. 分期付款策略

We fully understand that managing cash flow can be challenging, especially with larger investments. To make things easier, we can offer a flexible payment plan where you can split the payments over 3 months at 0% interest.

This means you can receive the products right away and manage payments at your convenience, without affecting your budget. This is part of our commitment to supporting our partners' growth.

## 9. 稀缺性策略

Due to increasing demand, we currently have limited stock for this model, and it's important to secure your order soon to guarantee availability. Our exclusive [特点/服务] makes this product highly popular, and we expect stocks to run out before the end of the month.

By confirming now, you can ensure your requirements are met without any delay or additional costs during restocking periods.

## 10. 捆绑合作策略

We value long-term partnerships, which is why we are offering a special discount on this order if we can **establish a year-long cooperation agreement**. This will provide you with priority access to our new releases, customized support, and consistent pricing throughout the year.

Clients who have entered into similar agreements have seen significant savings and enjoy the stability of guaranteed supply in times of high demand.

## 11. 增值服务策略

I understand that price is a key factor for you. **Instead of focusing solely on price reduction, let's enhance the value of this deal.** We can offer an extended 2-year warranty, priority production scheduling, and 24/7 technical support—all of which would typically incur additional costs but are included here to add value.

These services ensure that not only do you receive the products, but you also **benefit from a hassle-free experience and complete support throughout the product lifecycle.**

## 12. 分阶段让步策略

We believe in working together to reach a fair agreement. We can reduce the price by 2% at this stage, and if we receive a larger order commitment or long-term collaboration, we will consider further reductions.

Additionally, for each milestone we reach together, such as an annual volume target, we will provide further benefits, ensuring our partnership is rewarding on both sides.

## 13. 市场基准策略

Our pricing is highly competitive when compared to market standards, especially when you consider the additional value we bring. For instance, our products are certified by [特定认证] and come with [独特卖点], **unlike many competitors who offer similar pricing without these assurances.**

This is why clients choose us—**because they know they are getting superior value for their investment, and they recognize the importance of quality and reliability over mere cost savings.**

## 14. 成本透明化策略

To address your concerns, let me share our cost structure with you. **You'll see that we focus heavily on quality—from sourcing the best raw materials to employing skilled technicians and using state-of-the-art machinery.**

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These elements contribute to a slightly higher cost, but they also ensure that you receive a product that meets stringent quality standards, **reducing your costs in terms of returns and replacements.**

### **15. 未来折扣策略**

If the current pricing is challenging, we'd like to propose a solution that helps you in the long term. For this initial order, we maintain our standard pricing, but upon confirming future orders, we can offer you a discount on subsequent purchases.

This way, we both gain trust through an initial successful partnership, and you benefit from continued savings as our relationship grows.

### **16. 库存共享策略**

I understand that placing a large order all at once might put pressure on your cash flow. To alleviate this, we can offer a solution where we hold inventory for you and you can take delivery as needed over the next six months.

This way, you won't have to commit to a large upfront payment, and you still benefit from the agreed price and immediate availability when required.

### **17. 先试后谈策略**

We completely understand the importance of seeing results before making a major investment. To support this, we're happy to offer you a small trial order at our standard pricing. This will allow you to thoroughly evaluate our product quality and service.

Once you are satisfied, we will offer a more competitive price for subsequent bulk orders, and you'll also have access to exclusive benefits, such as priority support and tailored solutions for your expanding needs.

### **18. 二选一策略**

To provide you with the most flexibility, here are two options for your consideration:

Option 1: We reduce the price by 5%, without additional services like expedited delivery.

Option 2: We maintain the current price, but include several added benefits, such as priority production, free technical consultations, and extended support.

This approach ensures that you can make a decision based on what is more valuable to your business—immediate cost savings or enhanced service that supports your growth.

## 1. 价格已经到底了，客户还是要求降价，该怎么办？

(1) 推荐策略：

- 增值服务策略
- 客户见证策略

(2) 应对方法：

当价格已经到底，客户仍要求降价时，可以通过增加额外的增值服务来提高报价的价值。比如，提供延长的保修期、免费技术支持或优先生产安排，而不是直接降低价格。

(3) 话术示例：

"We understand your concerns about pricing, and while we have reached our best offer, we'd like to add value to this deal by offering [free additional service]. This will help you maximize the benefits without any further price reduction."

## 2. 新客户一上来就说价格高，该怎么办？

(1) 推荐策略：

- 价值突出策略
- 先试后谈策略

(2) 应对方法：

对于新客户，强调产品的长期价值与优势，向客户说明价格背后的原因。同时可以通过提供小批量试用订单的方式，让客户先体验产品，再通过大订单享受优惠。

(3) 话术示例：

"Our pricing reflects the superior quality and durability of our products, which will save you money in the long run. To help you evaluate this, we can start with a smaller trial order, and if you are satisfied, we can discuss more favorable pricing for larger quantities in the future."

## 3. 老客户每次下单都要求降价，该怎么办？

(1) 推荐策略：

- 捆绑合作策略
- 平衡让步策略

(2) 应对方法：

对于老客户，建议通过签订长期合作协议来锁定未来订单的优惠，从而减少每次下单时的价格谈判。也可以通过增加订单量或更长期的合作换取适当的降价，让双方利益平衡。

(3) 话术示例：

"To maintain the best possible pricing for you moving forward, we can offer a discount if we agree on a longer-term partnership or a higher order quantity. This way, we both benefit, and it simplifies future negotiations."

#### 4. 订单做好了，客户要求降价，该怎么办？

- (1) 推荐策略：
  - 成本透明化策略
  - 增值服务策略

- (2) 应对方法：

向客户解释为什么当前价格是合理的，展示订单完成过程中产生的实际成本，帮助他们理解价格背后的逻辑。如果客户坚持要求降价，避免直接降低产品价格，可以通过提供额外增值服务来增加客户的满意度。

- (3) 话术示例：

"I understand your concerns about the pricing, but at this stage, the order has already been completed, and the costs, including raw materials, labor, and logistics, have been fully accounted for based on the agreed price. We've made significant efforts to ensure the highest quality and timely delivery, and our costs have been optimized accordingly.

However, we want to ensure you're completely satisfied. While we cannot reduce the price, we're happy to offer [extended warranty/free technical support/priority future service] to further add value to this order. This way, you get the best value for your investment without compromising on quality."

#### 5. 对客户偏好把握不准，不知道回复啥，该怎么办？

- (1) 小满 OKKI- 【AI 客户画像】

基于客户资料完整度、客户沟通情况（邮件/社媒，但不含 EDM 和 whatsapp 群组）、商机/订单等内容分析提炼出 AI 客户特征、总结分析、行动建议等

The screenshot displays the 'AI Customer Profile' (AI客户画像) interface, updated on 2024-11-30 12:00. It is divided into several sections:

- 客户特征 (Client Characteristics):** Includes '资料完整度' (Data Completeness) with a '基础资料不完善' (Basic information incomplete) tag, and '客户偏好' (Client Preferences) with tags for '物流时效敏感' (Sensitive to logistics efficiency), '价格敏感' (Price sensitive), '注重产品证书' (Value product certificates), and '物流时效敏感' (Sensitive to logistics efficiency).
- 行动建议 (Action Suggestions):** Provides specific tasks such as '昨日已向客户发送报价单，今日继续询问客户是否接受。' (Sent quotation to client yesterday, continue asking today) with a '发送邮件 立即沟通' (Send email, communicate immediately) button, and 'xx月xx日之前要确认的事情，比如xx月xx日确认运输方式。' (Things to confirm before xx/xx, e.g., confirm shipping method) with a '创建日程' (Create schedule) button.
- 总结分析 (Summary Analysis):** Shows '资料完整度 60%' (Data completeness 60%) and '沟通总结分析' (Communication summary analysis), detailing the progress of negotiations and client requirements for solar street lights.
- 买家问题&进展 (Buyer Questions & Progress):** Lists two instances of buyer questions from 2024-04-27 regarding payment terms, with contact information for Jack and Sarab Bhogal.

## (2) 小满 OKKI- 【AI 沟通建议】

AI 对与客户的聊天记录进行「智能分析」，根据不同客户的沟通特性以及潜在需求，智能生成更有针对性的「沟通策略」以及「英文话术」。

