

# Counter-offer

还 盘





# Contents



▪ Part One

Basic Knowledge Concerned

▪ Part Two

Letter-writing Guide

▪ Part Three

Other Commonly Used Expressions and Sentences

▪ Part Four

Sample Letters

▪ Part Five

Practical Training





# Part One



## 1. The Significance and Effect of Counter-offers

- In international trade, when the offeree accepts the terms and conditions stated in the offer, the transaction is concluded.
- However, in most cases, the offeree would reject the terms and conditions or state his own terms and conditions by return. The rejection or partial rejection of the offeree to the offer is called counter-offer.
- A counter-offer is virtually a counter proposal initiated by the original offeree.
- In a counter-offer, the buyer may show disagreement to the price, or packing, or shipment and state his own terms instead. Once the counter-offer is made, the original offer is no longer valid, and the offeree now becomes the offeror as the counter-offer becomes the new offer.



# Part One



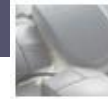
## 1. The Significance and Effect of Counter-offers

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- ❑ Counter-offer constitutes the main part of business negotiations.
- ❑ During the negotiation, many issues (such as quality, quantity and packing of the goods, price, shipment, insurance, payment terms, commodity inspection, disputes and settlement of disputes, force majeure, and arbitration, etc.) will be talked about by the sellers and the buyers.
- ❑ So counter-offers are usually time consuming and may go many rounds before business is concluded or dropped.



# Part One



## 2. Main Contents of a Counter-offer

A satisfactory counter-offer generally includes the following:□

- (1) Thanking the offeror for his offer and mentioning briefly the contents of the offer
- (2) Expressing regret at inability to accept the offer and giving reasons for non-acceptance
- (3) Making an appropriate counter-offer
- (4) Hoping the counter-offer will be accepted and there may be an opportunity to do business together





# Part Two



Steps/Contents	Typical Expressions
<i>For letters making counter-offer</i>	
1. Thanking the offeror for his offer	Thank you for your offer of... 谢谢贵方.....的发盘。
	Many thanks for your reply to our inquiry for furniture. 很感谢贵公司对我方关于家具询盘答复。
	Thank you for your prompt reply and detailed quotation. 感谢您的及时答复和详细报价。
	Thank you for the samples you sent in response to our inquiry of June 8, 2007. 谢谢贵公司对我方2007年6月8日询盘的答复并寄来样品。



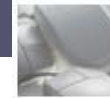
# Part Two



Steps/Contents	Typical Expressions
2. Expressing regret at inability to accept the offer and giving reasons for non-acceptance	Much to our regret, we cannot entertain business at your price, since it is out of line with the prevailing market, □ being 20% lower than the average. 很遗憾我们不能考虑按贵方价格成交,因为贵方价格与现时市场不一致,要比一般价格低20%。
	The price you offer is out of line with the market, so it is beyond what is acceptable to us. 贵方报盘与市场不一致,故我方无法接受。
	We are sorry to tell you that we cannot take you up on the offer since the price you are asking is above the market level here for the quality in question. 很遗憾地通知贵方,我方不能接受贵方报盘,因为贵方所要求的价格高于本地同等质量产品的市场价格水平。



# Part Two



Steps/Contents	Typical Expressions
2. Expressing regret at inability to accept the offer and giving reasons for non-acceptance	We regret to inform you that your offer is unworkable, as some parcels of Japanese makes have been sold here at a much lower price. 很遗憾贵方报盘无法接受,因为这里有几批日本货以低得多的价格出售。
	We regret to say that the price you quoted is too high to work on. 很遗憾,贵方所报价格太高,无法进行下去。
	In view of our long-standing business relationship, we make you the following counter-offer. 鉴于我们之间长期的贸易关系,特向贵方作如下还盘。





# Part Two



Steps/Contents	Typical Expressions
3. Making a counter-offer if, in the circumstances, it is appropriate	Your price is on the high side and we have to counter-offer as follows, subject to your reply received by us on or before April 8, 2007. 贵方价格偏高,我们不得不作如下还盘,以我方在2007年4月8日或以前收到你方答复为有效。
	We counter-offer as follows: ... 我方还盘如下:.....
	Your competitors are offering considerably lower prices and unless you can reduce your quotations, we shall have to buy elsewhere. 你们竞争对手的报价要低很多。除非你们降价,否则我们得从他处购买。
	Please make us a best possible counter-offer. 请给我们一个最好的还盘。



# Part Two



Steps/Contents	Typical Expressions
4.Hoping the counter-offer will be accepted and there may be an opportunity to do business together	If you accept our counter-offer, we will advise our endusers to buy from you. 如贵方能接受我们的还盘,我们将劝用户向贵方购买。
	We hope that you will take our counter-offer serious into consideration and reply very soon. 希望贵方对我们的还盘给予认真的考虑并很快地答复我方。
	We hope you will consider our counter-offer most favorably and fax us your acceptance as soon as possible. 希望你们很好地考虑我方还盘并尽快用传真接受。
	Please keep us informed of the supply position in your place. 请随时告知你处市场的供货情况。



# Part Two



*For letters in reply to a counter-offer*

**A negative or uncertain reply to a counter-offer is actually another counter-offer. The following are some typical expressions.**

It is impossible for us to entertain your counter-offer.  
我们不能考虑接受贵方的还盘。

The price you counter-offered is not in line with the prevailing market. 贵方还盘与现行市场价格不符。

This is our rock-bottom price; we can't make any further reduction.

这是我方的最低报价,我们不能再降价了。

We appreciate your counter-offer but find it too low to accept. 谢谢贵方还盘但我方觉得太低无法接受。



# Part Two



Steps/Contents

Typical Expressions

We will consider accepting your counter-offer.

我们会考虑接受贵方的还盘。

We regret to learn that you have turned down our counter-offer.

遗憾得知贵方已拒绝了我方的还盘。

**A positive reply to a counter-offer is actually an acceptance. Writing a letter to accept a counter-offer is the same as writing a letter to accept an offer. Please see the next unit for reference.**



# Part Three



## Expressions (1)

1. (make a) counter-offer 还盘
2. (price) on the high/low side (价格)偏高/低
3. current price, ruling price, prevailing price, the present price, the going price  
现行价格
4. long-standing business relations 长期业务关系
5. out of line with the market 与市场不一致□  
in line with the market 与市场一致
6. (price) is rising/advancing/going up (价格)在持续上扬  
(price) is falling/dropping/going down (价格)在持续下降
7. entertain business at... price 考虑按.....价格成交
8. make a counter-offer as follows 还盘如下
9. give/allow/make/grant a discount 给折扣
10. leave...with only a small profit .....获利低微



# Part Three

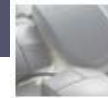


## Expressions (2)

11. at a price 5% lower than... 价格比.....低5%
12. meet sb. half way 各让一半,折中处理
13. previous quotation 先前的报价
14. international/current market is weak 国际/目前市场疲弱
15. rock-bottom price 底价; lowest price 最低价; competitive price 竞争性价格; reasonable price 合理的价格; fair price 公平的价格; the best price 最佳价格; favorable price 优惠价
16. make any further reduction 再次降价
17. (price) fixed at a reasonable level 定价合理
18. (products) moderately/too highly priced (产品)定价适中/过高
19. (the price) has advanced 10%/considerably (价格)已上涨10%/明显上涨;  
a jump/slump (in price) (价格)飞涨/暴跌
20. be (not) in a position to... 能够/不能够做.....



# Part Three



## Typical Sentences (1)

1. As this is an order of substantial size, we cannot safely undertake to complete its manufacture in a month.
2. Unfortunately we cannot accept your offer. The prices you quoted are much higher than those of other manufacturers.
3. We do not see any advantage in your quotation, and would like to know whether you have any better price to offer.
4. Our counter-offer is well founded and workable. We can also offer a 10% discount for orders over 10000 pieces.
5. Owing to a shortage of stock, we regret that we are unable to accept your repeat order.
6. Owing to heavy bookings, we cannot accept fresh orders at present.
7. We have cut the price to the limit. We regret, therefore, being unable to comply with your request for any further reduction.



# Part Three



## Typical Sentences (2)

8. We are sorry that the difference/gap between our prices and your counter-offer is too wide. The best we can do is 5% off.
9. Although we are anxious to open up business with you, we very much regret that we cannot reduce our price to the level you indicated.
10. We believe that the price we quoted is quite realistic. We regret that your counter-offer is unacceptable to us.
11. The price we quoted is quite reasonable. It has been accepted by other buyers at your end.
12. You must reduce your price by 2%, otherwise business is impossible.
13. I'm afraid there is no much room for further reduction.
14. May we suggest that you should make some allowance on your quoted prices that would help to introduce your goods to this market?





# Part Three



## Typical Sentences (3)

15. I regret that your terms are unsatisfactory and unless you can amend those terms, we will have to place our order elsewhere.
16. We would suggest that you make some allowance, say 10%, on your quoted prices so as to enable us to introduce your products to our customers.
17. It is in view of our long-standing business relations that we make you such a counter-offer.
18. Your price is reasonable, but the listed payment conditions are not customary in our trade.
19. As a token of friendship, we accept as an exception your counter-offer for 5000 pairs of leather shoes at US\$26 per pair.
20. Our price has been narrowly calculated and it is impossible to make any further reduction.



## Part Four



October 20, 2010

Dear Sirs,

Thank you for your letter of October 10. As regards your counter-offer, we regret we are unable to accept it because our current price has already been proved workable by many orders received from our buyers.

However, in order to meet you on this occasion, we are prepared to grant you a special discount of 2% on condition that the quantity of other order is not less than 1000 pieces.

We hope this will enable you to enjoy the benefits of our special discount.

Yours sincerely

\*\*\*



## Part Four



Dear Sirs,

We wish to thank you for your letter of the June 10, offering us 3000 kilos of Walnutmeat at \$50 per kilogram.

We regret to say that we find your price rather high and we believe we'll have a hard time convincing our clients at your price.

Besides, there's keen competition from suppliers in South Korea and Thailand. You can't very well ignore that. Should you be ready to reduce your price by 5%, we might come to business.

Considering the long-standing business and relationship between us, we make you such a counter-offer. As the market is declining, we hope you will consider our counter-offer most favorable and fax us as soon as possible.

Yours faithfully,

\*\*\*\*\*



# Part Four



## Sample 1

### Buyer's Counter-offer

Dear Sirs,

We acknowledge with thanks receipt of your letter of May 15, 2007 for 300 sets of Butterfly Brand sewing machines at US\$60 per set CIF Lagos.

In reply, we regret to state that your price has been found too high to be acceptable.

As you know, the price of sewing machines has gone down since last year. Some countries are actually lowering their prices. Under such circumstances, it is impossible for us to accept your price, as the goods of similar quality are easily obtainable at a lower figure<sup>1</sup>. If you can make a reduction in your price, say 8%<sup>2</sup>, there is a possibility of getting business done<sup>3</sup>.

We expect your early reply.

Sincerely yours, □



# Part Four



## Sample 2

### A Reply to the Letter of Sample 1

Dear Sirs,

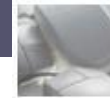
We have received your letter of June 1, 2007 that the price offered by us for Butterfly Brand sewing machine is found to be on the high side. We regret to say that your counter-offer is not in keeping with the current market<sup>1</sup> and it is too low to be acceptable. We have received a lot of inquiries from buyers in other places and we believe our price is fixed at a reasonable level. To be frank with you<sup>2</sup>, if it was not for our good relations, we wouldn't consider making you a firm offer at this price. I'm afraid there is not much room for further price reduction.

If later on<sup>3</sup> you see any chance to do better, please let us know. Meanwhile, please keep us posted of<sup>4</sup> developments at your end. We will make sure that all your inquiries will receive our prompt attention.

Truly yours,



# Part Four



## Sample 3

### Buyer's Counter-offer

August 24, 2007

Dear Sirs,

Thank you for your letter of August 20th offering us 5000 kilos of Walnutmeat at US\$5 per kilogram.

We are interested in your product but regret to say that we find your price rather high. We believe that we would have a hard time convincing our clients at your price. There is also keen competition from suppliers in South Korea and Thailand. That cannot be ignored. Should you be ready to reduce your price by 5%, we might come to a business agreement.

We are making this counter-offer based on the long-standing business relationship between us. As the market is declining, we hope you will consider our counter-offer most favorably and cable us as soon as possible.

Yours faithfully, □ □



# Part Four



## Sample 4

### A Reply to the Letter of Sample 3

Dear Sirs,

We note from your letter of August 24, 2007 that you are interested in our Walnutmeat but find our quotation of August 20, 2007 too high to conclude business.

We wish to inform you that our price has been accepted by other buyers in your city, □ where substantial business (实质性业务) has been done, and that inquiries have been kept flooding in (继续涌入, 形容量大) over the past few months.

Such being the case (在这种情况下), we cannot see our way clear to cut our price (我们看不出降低价格的明确方法). In fact, it is in view of (鉴于....., 以.....观点) our long-standing business relations that we offered you such a favorable price.

We hope you will reconsider it and cable us your order for our confirmation at your earliest convenience.

We await your favorable reply.

Sincerely yours, □



# Part Five



## 2. Read the following letters and choose the best one from the given answers for the missing prepositions.

to; ☐ at; ☐ of; ☐ with; ☐ in; ☐ on; ☐ for; ☐ from; ☐ onto; ☐ into; ☐ by

### Letter 1

Dear Sirs,

Re: Chinaware

We have noted your fax (1)\_\_\_\_\_ October 10, 2007 regarding the captioned goods and regret that our offer has not been accepted.

We have to point out that your counter-offer is obviously (2)\_\_\_\_\_ the low side. The price we offered is entirely (3)\_\_\_\_\_ line (4)\_\_\_\_\_ the market level and has been accepted by many other customers. —

However, we now agree (5)\_\_\_\_\_ your interest to renew our offer till the end of this month and recommend that you fax us your confirmation without delay.

Yours faithfully, ☐





# Part Five



## 2. Read the following letters and choose the best one from the given answers for the missing prepositions.

to; ☐ at; ☐ of; ☐ with; ☐ in; ☐ on; ☐ for; ☐ from; ☐ onto; ☐ into; ☐ by

### Letter 1

Dear Sirs,

Re: Chinaware

We have noted your fax (1) of October 10, 2007 regarding the captioned goods and regret that our offer has not been accepted.

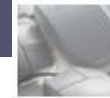
We have to point out that your counter-offer is obviously (2) on the low side. The price we offered is entirely ~~(3) in~~ line ~~(4) with~~ the market level and has been accepted by many other customers. —

However, we now agree ~~(5) in~~ your interest to renew our offer till the end of this month and recommend ~~that~~ you fax us your confirmation without delay.

Yours faithfully, ☐



# Part Five



to; ☐ at; ☐ of; ☐ with; ☐ in; ☐ on; ☐ for; ☐ from; ☐ onto; ☐ into; ☐ by

## Letter 2

Dear Sirs,

We are in possession of your letter dated July 5, 2007 offering us Jinling Brand automatic washing machine at US\$120 per set CIF Guangzhou inclusive(1) \_\_\_\_\_ our 5% commission.

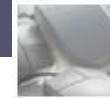
While appreciating the quality of your lines, we made a careful study of your offer. We find that your prices are too high to be acceptable. In fact, some suppliers have been actually lowering their prices to push sales in the past three months. In order to make your product more competitive (2) \_\_\_\_\_ our market, we suggest that you reduce prices (3) \_\_\_\_\_ 10%. If you agree to our counter-suggestion, regular orders(4) \_\_\_\_\_ large numbers will be placed. Otherwise, we would have to place our order elsewhere.

Please let us have your e-mail confirmation (5) \_\_\_\_\_ your earliest convenience.

Yours sincerely, ☐



# Part Five



to; ☐ at; ☐ of; ☐ with; ☐ in; ☐ on; ☐ for; ☐ from; ☐ onto; ☐ into; ☐ by

## Letter 2

Dear Sirs,

We are in possession of your letter dated July 5, 2007 offering us Jinling Brand automatic washing machine at US\$120 per set CIF Guangzhou inclusive(1) of our 5% commission.

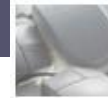
While appreciating the quality of your lines, we made a careful study of your offer. We find that your prices are too high to be acceptable. In fact, some suppliers have been actually lowering their prices to push sales in the past three months. In order to make your product more competitive (2) in our market, we suggest that you reduce prices (3) by 10%. If you agree to our counter-suggestion, regular orders(4) for large numbers will be placed. Otherwise, we would have to place our order elsewhere.

Please let us have your e-mail confirmation (5) at your earliest convenience.

Yours sincerely, ☐



# Part Five



## 2. Supply the missing words in the blanks of the following letter. The first letters are given.

Dear Sir or Madam:

Thank you for your (1)o\_\_\_\_\_ of February 20, 2007 and the Teddy Bear sample you kindly sent us.

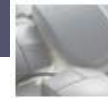
In reply, we (2)r\_\_\_\_\_ to say that we cannot accept your offer at your (3)p\_\_\_\_\_. You may be aware that some products of Indian origin have been (4)s old\_\_\_\_\_ here at a (5)l\_\_\_\_\_ about 10% lower than yours. We do think that the quality of your products is better, but the (6)d\_\_\_\_\_ in price should not be so big. Meanwhile, the current market is also weak. To conclude this (7)t\_\_\_\_\_ ☐ we make a (8)c\_\_\_\_\_ as follows: Teddy Bears as the (9)s\_\_\_\_\_ sent to us on February 20, 2007, US\$8 per piece CIF London, other terms and conditions as per your letter of February 20, 2007.

We await your early (10)a\_\_\_\_\_.

Yours faithfully, ☐



# Part Five



## 2. Supply the missing words in the blanks of the following letter. The first letters are given.

Dear Sir or Madam:

Thank you for your (1)offer of February 20, 2007 and the Teddy Bear sample you kindly sent us.

In reply, we (2)regret to say that we cannot accept your offer at your (3)price. You may be aware that some products of Indian origin have been (4)sold here at a (5)level about 10% lower than yours. We do think that the quality of your products is better, but the (6)difference in price should not be so big. Meanwhile, the current market is also weak. To conclude this (7)transaction we make a (8)counter-offer as follows: Teddy Bears as the (9)sample sent to us on February 20, 2007, US\$8 per piece CIF London, other terms and conditions as per your letter of February 20, 2007.

We await your early (10)acceptance.

Yours faithfully, □



# Part Five



## 2. Letter Replying

*Read the following letter and then compose a letter in reply to it.*

Dear Sir or Madam:□

Subject: Soybeans 2006 Crop

We are in receipt of your letter of April 15, 2007 offering us 5000 metric tons of the captioned goods at RMB ¥ 1600 per metric ton on the usual terms.

In reply, we regret to inform you that our buyers in Europe find your price much too high. Information indicates that some parcels of Turkish origin have been sold here at a level about 10% lower than yours.

We do not deny that the quality of Chinese Soybeans is slightly better, but the difference in price should, in no case, be as high as 10%.

To get the business done, we submit this counter-offer as follows, subject to your reply being received here by April 26, our time: 5000 metric tons Soybeans, 2006 crop at RMB ¥ 1300 per metric ton, CIFC2% Copenhagen, other terms as per your letter dated April 15, 2007.

As the market is declining, we recommend your immediate acceptance.

Yours faithfully,□

*Thank You !*

