# 外贸业务员如何丢失客户

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*第一篇：外贸业务员如何丢失客户外贸业务员如何丢失客户客户的流失，通常主要出现在以下几种情况：1.粗鲁、漠不关心或事前不准备，例如对客户提出的需求忘记或不予理会，拜访客户前的资料准备不充分。2.不清楚谁是负责人，一直告诉客户说自己要上级汇报...*

**第一篇：外贸业务员如何丢失客户**

外贸业务员如何丢失客户

客户的流失，通常主要出现在以下几种情况：

1.粗鲁、漠不关心或事前不准备，例如对客户提出的需求忘记或不予理会，拜访客户前的资料准备不充分。

2.不清楚谁是负责人，一直告诉客户说自己要上级汇报，这样会失去在客户心目中的价值与信任感。

3.不知所云，浪费顾客时间，永远记住与客户沟通的机会是非常宝贵的，珍惜每一分钟与谈话的机会，提高销售效率。

4.夸张你产品的利益或服务，会给客户带来不信任感，信任感是销售过程的基础。

5.隐瞒产品的注意事项，省钱的选择或已提前登场的新品，知道产品的细节是客户的权利，永远要尊重客户的权利。

6.尽力从每次交易中，榨取每分钱，完全没有诚信度，好的销售是会“放长线钓大鱼的”。

7.频繁改变交易方式，会令客户反感，质疑你的公司品牌价值，对建立长期销售关系非常不利。

8.交易后，不致电给顾客，以确认一切都没有问题，99％的努力会因为这1％的疏忽而付诸东流。

9.不履行你所承诺的事情，没有任何一个客户愿意和没有诚信的销售长期合作的。

10.不回电或回复邮件，尤其当问题发生时，细节是每个销售过程成功与否的关键因素。

**第二篇：外贸业务员接待客户的必备口语**

外贸业务员接待客户的必备口语

外贸 业务员接待客户的必备口语:Do I have to make a reconfirmation? 我还要再确认吗？Is there any earlier one?还有更早一点的吗？Could you tell me my reservation number, please?请你告诉我我的预订号码好吗？Can I get a seat for todays 7:00 a.m.train?

我可以买到今天上午7点的火车座位吗？Could you change my flight date from London to Tokyo?

请你更改一下从伦敦到东京的班机日期好吗？Is there any discount for the USA Railpass?

火车通行证有折扣吗？May I reconfirm my flight?

我可以确认我的班机吗？Are they all non-reserved seats?

他们全部不预订的吗？Do I have to reserve a seat?

我一定要预订座位吗？May I see a timetable?我可以看时刻表吗？How long will I have to wait? 我要等多久呢？Which would you prefer, a smoking seat or a non-smoking seat?

你喜欢哪种，吸烟座还是禁烟座呢？Can I reconfirm by phone?我能电话确认吗？Where can I make a reservation?

我到哪里可以预订？Do I need a reservation for the dining car?

我需要预订餐车吗？How many more minutes will it take for the train to arrive?火车还要多少分钟就要到达呢？Is this a daily flight?这是每日航班吗？Excuse me.May I get by?

对不起，我可以上车吗？How much does it cost to go there by ship?

坐船到那里要花多少钱？Can I cancel this ticket? 我可以取消这票吗？Check it to my final destination

把它托运到我的目的地。Please come to the airport by eight thirty at the latest.最迟要在8点30分到达机场。

23Take your baggage to the baggage section.把你的行李拿到行李房去。Please open your baggage.请把你行李打开。Please fill in this disembarkation card.请你填写这张入境卡。I have come to make sure that your stay in Beijing is a pleasant one.我特地为你们安排使你们在北京的逗留愉快。Youre going out of your way for us, I believe.我相信这是对我们的特殊照顾了。Its just the matter of the schedule, that is, if it is convenient of you right now.如果你们感到方便的话，我想现在讨论一下日程安排的问题。I think we can draw up a tentative plan now.我认为现在可以先草拟一具临时方案。If he wants to make any changes, minor alternations can be made then.如果他有什么意见，我们还可以对计划稍加修改。

Is there any way of ensuring well have enough time for our talks?我们是否能保证有充足的时间来谈判？

So our evenings will be quite full then?

那幺我们的活动在晚上也安排满了吗？

Well leave some evenings free, that is, if it is all right with you.如果你们愿意，我们想留几晚供你们自由支配。

Wed have to compare notes on what weve discussed during the day.我们想用点时间来研究讨论一下白天谈判的情况。

Thatll put us both in the picture.这样双方都能了解全面的情况。

36Then wed have some idea of what youll be needing.那我们会心中有数，知道你们需要什么了。

I can’t say for certain off-hand.我还不能马上说定。

Better have something we can get our hands on rather than just spend all our time talking.有些实际材料拿到手总比坐着闲聊强。

Itll be easier for us to get down to facts then.这样就容易进行实质性的谈判了。

But wouldnt you like to spend an extra day or two here?你们不愿意在北京多待一天吗？

Im afraid that wont be possible, much as wed like to.尽管我们很想这样做，但恐怕不行了。

42Weve got to report back to the head office.我们还要回去向总部汇报情况呢。

43Weve arranged our schedule without any trouble.我们已经很顺利地把活动日程安排好了。

44Here is a copy of itinerary we have worked out for you and your friends.Woul

d you please have a look at it?

这是我们为你和你的朋友拟定的活动日程安排。请过目一下，好吗？

If you have any questions on the details，feel free to ask.如果对某些细节有意见的话，请提出来。

I can see you have put a lot of time into it.我相信你在制定这个计划上一定花了不少精力吧。

We really wish youll have a pleasant stay here.我们真诚地希望你们在这里过得愉快。

Ive been looking forward to visiting your factory.我一直都盼望着参观贵厂。

Maybe we could start with the Designing Department.也许我们可以先参观一下设计部门。

These drawings on the wall are process sheets.墙上的图表是工艺流程表。51 They describe how each process goes on to the next.表述着每道工艺间的衔接情况。

We are running on two shifts.我们实行的工作是两班倒。

Almost every process is computerized.几乎每一道工艺都是由电脑控制的。

The efficiency is greatly raised, and the intensity of labor is decreased.工作效率大大地提高了，而劳动强度却降低了。

All products have to go through five checks in the whole process.所有产品在整个生产过程中得通过五道质检关。

We believe that the quality is the soul of an enterprise.我们认为质量是一个企业的灵魂。

Therefore, we always put quality as the first consideration.因而，我们总是把质量放在第一位。

I hope my visit does not cause you too much trouble.我希望这次参观没给你们增添太多的麻烦。

Do we have to wear the helmets?

我们得戴上防护帽吗？

60Is the production line fully automatic?

生产线是全自动的吗？

What kind of quality control do you have?

你们用什么办法来控制质量呢？

All products have to pass strict inspection before they go out.所有产品出厂前必须要经过严格检查。

Im impressed by your approach to business.你们经营业务的方法给我留下了很深的印象。

The product gives you an edge over your competitors, I guess.我认为你们的产品可以使你们胜过竞争对手。

No one can match us so far as quality is concerned.就质量而言，没有任何厂家能和我们相比。

I think we may be able to work together in the future.我想也许将来我们可以合作。

We are thinking of expanding into the Chinese market.我们想把生意扩大到中国市场。

68The purpose of my coming here is to inquire about possibilities of establishing trade relations with your company.我此行的目的正是想探询与贵公司建立贸易关系的可能性。

We would be glad to start business with you.我们很高兴能与贵公司建立贸易往来

Id appreciate your kind consideration in the coming negotiation.洽谈中请你们多加关照。

We are happy to be of help.我们很乐意帮忙。

I can assure you of our close cooperation.我保证通力合作。

Would it be possible for me to have a closer look at your samples?可以让我参观一下你们的产品陈列室吗？

It will take me several hours if I really look at everything.如果全部参观的话，那需要好几个小时。

75You may be interested in only some of the items.你也许对某些产品感兴趣。76 I can just have a glance at the rest.剩下的部分我粗略地看一下就可以了

77Theyve met with great favor home and abroad.这些产品在国内外很受欢迎。78 All these articles are best selling lines.所有这些产品都是我们的畅销货。

79Your desire coincides with ours.我们双方的愿望都是一致的。

No wonder youre so experienced.怪不得你这幺有经验。

Textile business has become more and more difficult since the competition grew.随着竞争的加剧，纺织品贸易越来越难做了。

82Could I have your latest catalogues or something that tells me about your company?

可以给我一些贵公司最近的商品价格目录表或者一些有关说明资料吗？

At what time can we work out a deal?

我们什幺时候洽谈生意？

I hope to conclude some business with you.我希望能与贵公司建立贸易关系。

We also hope to expand our business with you.我们也希望与贵公司扩大贸易往来。

This is our common desire.这是我们的共同愿望。

I think you probably know China has adopted a flexible policy in her foreign trade.我想你也许已经了解到中国在对 外贸 易中采取了灵活的政策。

Ive read about it, but Id like to know more about it.我已经知道了一点儿，但我还想多了解一些。

89Seeing is believing.百闻不如一见。

How would you like to proceed with the negotiations? 你认为该怎样来进行这次谈判呢？

久仰 I’ve heard so much about you.好久不见了 Long time no see.辛苦了 You’ve had a long day.You’ve had a long flight.尊敬的朋友们 distinguished/Honorable/Respected friends

阁下(多用于称呼大使)Your Excellency

我代表广州市政府欢迎各位朋友访问北京.On behalf of the Guangzhou Municipal government, I wish to extend our warm welcome to the friends who have come to visit Beijing.对您的大力协助，我谨代表广州市政府表示衷心的感谢。On behalf of the Guangzhou Municipal government, I wish to express our heartfelt thanks to you for your gracious assistance.在广州过得怎么样？ How are you making out in Guangzhou?

我一定向他转达您的问候和邀请.I’ll surely remember you and your invitation to him.欢迎美商来广州投资.American businessmen are welcome to make investment in Guangzhou.欢迎多提宝贵意见.Your valuable advice is most welcome.不虚此行 It’s a rewarding trip.您的日程很紧,我们的会见是否就到此为止.As you have a tight schedule, I will not take up more of your time.请代我问候...先生 please remember me to Mr.感谢光临 Thank you so much for coming.欢迎再来 Hope you’ll come again.欢迎以后多来广州 Hope you’ll visit Guangzhou more often.请留步,不用送了.I will see myself out, please.多保重 Take care.祝您一路平安.Have a nice trip.愿为您效劳。At your service.为…举行宴会/宴请 host a dinner/banquet/luncheon in honor of …

欢迎宴会 welcome dinner

便宴 informal dinner

**第三篇：外贸业务员 开发客户开发信**

主动给买家推荐新样：

Dear \*\*\*,As Christmas/New year/\*\*\* is coming, we found \*\*\* has a large potential market.Many customers are buying them for resale on alibaba or in their retail stores because of its high profit margin.We have a large stock of \*\*\*.Please click the following link to check them out.If you order more than \*\*\*pieces in one order, you can enjoy a wholesale price of \*\*\*.Welcome you to inquiry more about our items, thanks.Regards

译文：随着圣诞节/新年/\*\*\*的来临，我们发现\*\*\*产品拥有一个大型潜在市场。我们有大量的畅销的\*\*\*产品。请单击下面链接查看它们。如果你一个订单购买\*\*\*件我们可以给批发价格。欢迎垂询我们更多的产品，感谢您的惠顾。

模板一：

Dear Sirs,Through \*\*\*Business forum（或者其他网站、展会等）,we get your email address that you are in the market for metalwork.We would like to introduce our company and products, in the hope of establishing business relations with you.We are factory specializing in the manufacture and export of shoring props, scaffolding, coupler and protect hurdle.We have profuse designs with series quality grade, and expressly, our price is very competitive because we are manufacturer, we are the source.You are welcome to visit our website:which includes our company profiles, history and something latest designs.Should any of these items be of interest to you, please let us know, We will be happy to give you details.As a very active manufactures, we develop new designs nearly every month, If you have interest in it, it`s my pleasure to offer news to you regular.Best regard

模板二：

To Purchase Manager From Date day,month ,year Subject Dear Sirs: I got your name and address from Internet and knew you are one of the largest importers in \*\*\*, which is within the scope of our business.Take this opportunity, we introduce our factory, as one of the biggest manufactures of \*\*\*.We export large quantity to \*\*\*,\*\*\* and\*\*\* countries, deal to high quality and reasonable price.We are ready to refer you our favourable price and relative samples, for quality evaluation and marketing

activities.Should you have interest of items mentioned above? Kindly let us know by return mail.For getting all the detailed information, you are invited to visit our web site: http:\*\*\*.Looking forward to hearing from you soon.Best regards.Sincerely,Looking for your reply

\*\*\*

Add: \*\*\*

Tel:+86-\*\*\*

Fax:+86-\*\*\*

Email: \*\*\*

Website：\*\*\*

模板三：

TO:\*\*\*

FROM:\*\*\*

SUBJECT:\*\*\*

DATE:\*\*\*

Dear Sir,Your name and address has been recommended to us by\*\*\* As being one of the most potential importers in your country, and we take the liberty to write you with the earnest desire of having the opportunity to enter into business relation with you.We are one of the leading manufactures of\*\*\*in \*\*\* Ascribed to our excellent quality control and competitive price, our products have won a good reputation both at home and abroad.Enclosed please find our company data and web site for yourreference, and we hope you will find some items interesting.We shall be pleased to provide you our best prices and deliveries.For further information you may need, please let us know.Your courtesy and early reply will be appreciated.Yours Faithfully,\*\*\*

译文：\*\*\*

收件人：\*\*\*

寄件人：\*\*\*

主题：\*\*\*

日期：\*\*\*

由\*\*\*的推荐得知您的名址，贵公司在您的国家一向被尊重为最有潜力的进口商之一，在此我们写信给您诚挚的想要有机会与贵公司建立商务关系。本公司在\*\*\*(地区)多年来一直是\*\*\*产品的制造商，基于卓越的品质控管以及具竞争力的价格，我们的产品赢得国内外的好评。随函附上我们公司的资料及网址谨供参考，希望您能找到一些感兴趣的产品。我们将乐于提供您最好的价格及交期。如需更进一步信息，请让我们知道。感谢您的好意，并期尽早回复。

\*\*\*.敬上

**第四篇：外贸业务员找客户的网站**

外贸业务员找客户的网站

1.易创电子商贸

2.中国黄页

3.贸易黄

4.台湾黄页 http://yellowpage.com.tw

5.外国企业中文网（亿经国际商贸网

6.电子商务广

10.在线贸易展览

12.阿里巴巴

13.贸易张贴 tradepost-chat.com

14.贸易总汇

15.台湾制造商 http://.tw

17.台湾商业贸易机会.tw

18.产品在线

19.香港产品.hk

20.印度贸易

21.印度投资

22.泰国进出口 http://thai-imex.com/

23.泰国贸易公告板

24.印尼贸易区 http://indotradezone.com

25.土耳其商务网

26.土耳其外贸中心

27.以色列商会

29.巴基斯坦商业星火

30.新加坡贸易网 http://tradelink.com.sg

31.新加坡亚洲商业

32.联合国贸易发展中心 http://eto.untpdc.org

33.澳洲商务

34.澳洲国际商务论坛

35.伊朗黄页

36.贸易快递 http://trade-express.com

37.珠穆琅玛数字颠峰

中东网站大全

沙特各商会名录及其网址 沙特财政部、商工部、计划部网址沙特工商理事会 http://www.feisuxs.sa

农业部 http://

阿联酋网上门户 http://

阿联酋黄页 http://uae-ypages.com

阿联酋工商业协会 http://

黎巴嫩贝鲁特工商会 http://.lb

黎投资贸易咨询网 http://

贝鲁特港网站 http://

黎巴嫩投资网站 http://.lb

埃及商会 伊朗商会

埃及出口商协会 http://

伊朗贸易站 http://

伊朗发展出口中心 http://

商会 http://>

伊朗地毯股份公司 http://

伊比联合商会 http:// >

伊朗贸易协会 http://

伊朗贸易协会（Iranian Trade Associatio）http:///

伊朗黄页（Iran Yellow Pages）http:///

巴基斯坦联邦商业部 http://.pk

巴基斯坦出口促进局 http://

约旦国家信息系统 http://

塞浦路斯 土耳其

塞浦路斯政府网站 http:///

其他

印度进出口商指南 http:// 巴勒斯坦工商会 http:// 中东商务网站 http:///

**第五篇：外贸业务员找客户的总结[推荐]**

外贸业务员找客户的方法总结

以下全部是我做外贸这么多年来的心得体会，希望对大家有些帮助，由于我在外贸领域上才做6年，所以说，很多东西也是新手初学。

１－３是为找客户和接触客户做准备，４才是找客户的经验．

1.大量的注册Ｂ２Ｂ免费会员，并且发布供应信息和产品信息，一定保证在每个Ｂ２Ｂ上的公司信息是一致的．选择几个经常去更新．带给你的好处：

(1).当客户搜索你的公司名称时会有很多关于你公司的搜索结果.(2).有可能收到寻盘并做成单子.刚进入外贸行业时，我每天什么也不做，就是搜索Ｂ２Ｂ，然后去注册免费会员，发布供应信息和产品信息．估计注册过的有２００多个了．在这段时间里我开始了解同行和外贸平台，付出了总会有收获，一个月后从 搜索输入栏右边的 preferences, 其中有很多的选项, 我只用两个:a.Number of Results, 选择显示50个结果和100个结果.b.Results Window 在Open search results in a new browser window 前打勾.(2)利用google.com 搜索输入栏右边的Advanced Search.其中有很多选项,我一般只选择下面两项.a.在this exact wording or phrase 右面的输入栏中输入产品关键词, 如果你的产品名称是短语, 那就再好不过了.b.在Region选项中选择各个国家然后搜索.(3)利用google.com搜索输入栏右边的Language Tools.我常用以下的工具.Translate text

Translate a web page

Visit Google\'s Site in Your Local Domain 看到了这么多国家的搜索界面, 又认识了这么多国家的国旗.当然更重要的是要搜索客户.在: 中输入同一个关键词搜索的结果肯定有

不同.在 搜索栏中,比如海尔澳大利亚公司的网站是.au 只需要输入:haier.com.au email , 你就会发现很多的邮箱地址.去试试吧

第二种: 在网址前面加上@ 如输入: @haier.com.au 邮箱结果就出来了.这两种方法如果还找不到邮箱地址, 那就只好去填表格了.(5).在 输入法语,西班牙语, 俄语, 德语,意大利语产品关键词, 也可在各个国家的google中输入当地语言的产品名称.如在www.google.fr 中输入法语产品名称后搜索,你会找到大量的法国潜在客户.进入网站后找公司介绍, 产品和联系方式.看不懂就找翻译工具.5.发邮件.知道了客户经营的产品和他的联系方式, 还等什么呢? 写一封简短而整洁的开发信, 最主要的内容是告诉你们生产的产品, 优势, 网站, 联系方式, 公司名称.使劲发吧, 每天发上100多封.一个星期后再发一遍, 两个星期后再发, 不断的发,会有回复的.我的几个客户就是这样找来的.就是通过以上的方法, 我现在每天都要忙着回复邮件.(公司的阿里平台我不再报任何希望,不过还是更新和发新产品, 现在已经发布了200多个产品信息了, 还是没有寻盘)

总结: 1.多去注册b2b，尤其是行业内知名度比较高的平台。

2.客户是可以搜索出来的.3.会有单子的, 如果你真正的找到了方法.4.如果老板不赶你走，就坚持每天搜索和发邮件．

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