

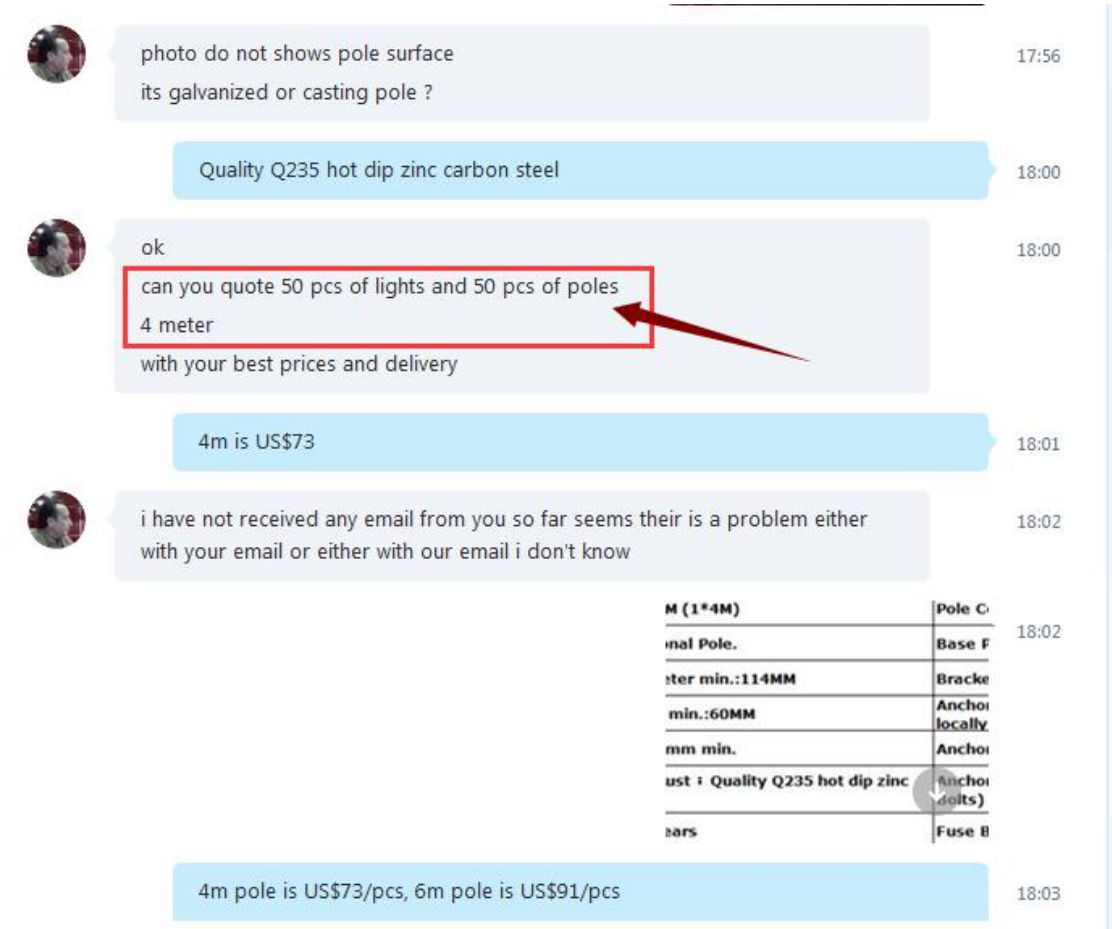
卡塔尔的客户：主要在 **skype** 上聊，这是客户的 **skype** 头像，有兴趣的同事，可以去看聊天记录（新业务可以去看下）。



1) 客户询盘内容



2) 客户改变了采购数量



M (1*4M)	Pole C
inal Pole.	Base F
ster min.:114MM	Bracke
min.:60MM	Anchoi
mm min.	locally
ust : Quality Q235 hot dip zinc	Anchoi
bars	(anchors bolts)
	Fuse B

18:02

4m pole is US\$73/pcs, 6m pole is US\$91/pcs
can you accept this price?

18:03

i have to checko and come back to you
as pipe may be cheaper in doha

18:06

客户表明了，在当地购买可能会更便宜。

ok,thanks.

18:08

hi,are you there?

19:33

yes

19:34

Could you pls let me know what's your target prices about the pole?

19:36

u are first one we contacted
i have not checked
we are re seller

19:36

- 【1】 light pole material: high-quality Q235 hot-dip zinc carbon steel
- 【2】 pole height: 4 meters high

19:38

Could you pls let me know what's your target prices about the pole?

19:36

u are first one we contacted
i have not checked
we are re seller

19:36

客户类似我们，也是供应商。所以我们就要让客户也要有利润可赚。

hi 16:48

what is the price of 50W same type of light but 50W 16:48
瓦数把30W改为50W

US\$106 16:48

US\$106/pcs, how many pcs do you want? 16:49

we only need 50 pcs light and 50 pcs 4m pole 16:50

you don't need to 30W?
ok, you talk to with your boss?
what's your final decision? 16:50

no think 50w will be better 16:52
but seems you are not offering reseller prices
i told you we are trading company
you can visit our website 再次强调自己是reseller.

yes, i know. 16:53

we are not user 16:53

you are reseller? 16:54

yes we are reseller
we import lot of lights 16:54

we need 50 lights cool white
post not required 17:38

ok, i got it. 17:39

send me final performa invoice
FOB goods packed on wooden pallet
we need Certificate of origin original
original Invoice
Original packing list
all documents must have same value, weight and dimisions 17:39
客户的要求

you want to ship by DHL? 17:42

no 17:42

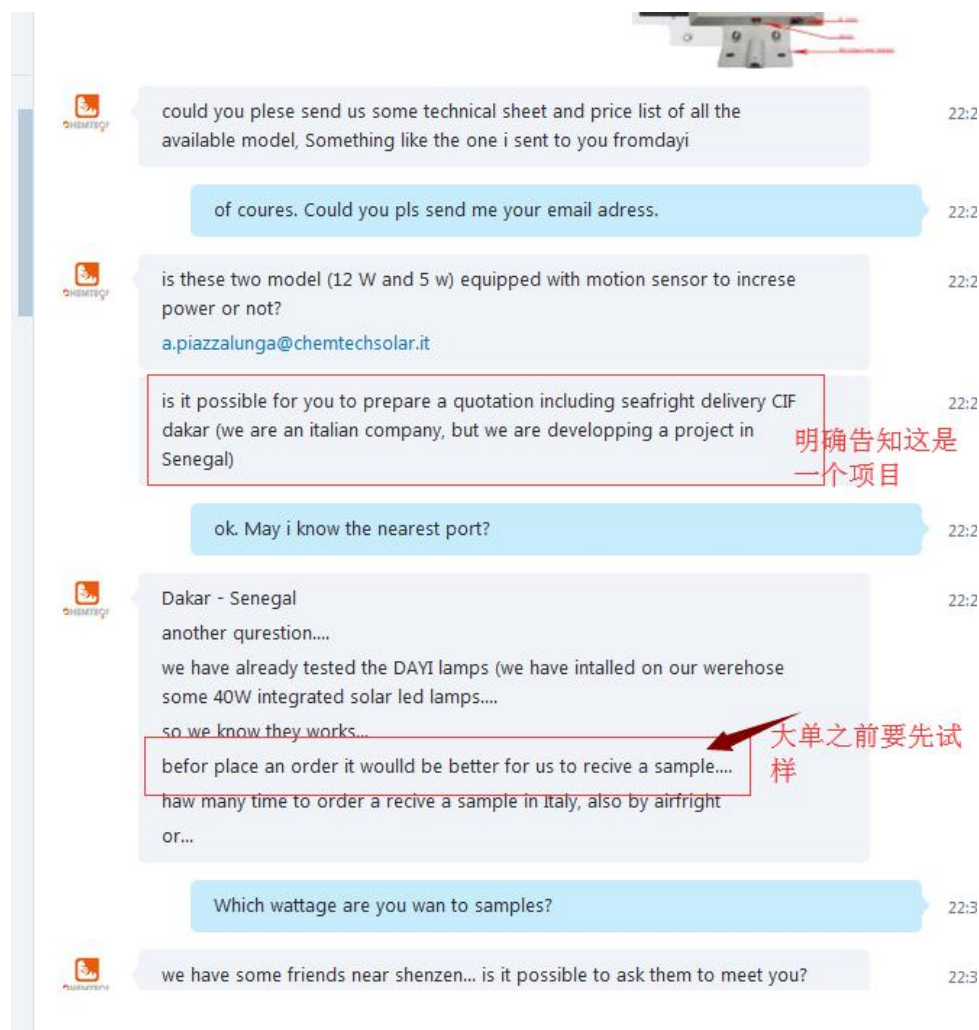
or any other ways ?
by sea? 17:42

sea
dhl will be too costly
u know that
send me email may be our one of regular chinese supplier will contact you
as they will consolidate lights with other items
and may be ask for some discount 😊 17:44
客户在中国有自己的货代



这个单总金额大概\$9400多，是我入职公司第四个月出的第一个大单。
可能是靠着自己的坚持，主动，厚脸皮，及时跟进客户，才拿下这个单。（老业务的协助）

意大利太阳能灯的客户：



WhatsApp chat log between a customer and a supplier.

Customer (Grey bubbles):


- 22:38: - technical specification (electrical and mecanical) of the available model (possible with a price list (moro or less, something like what i sent you before)
- 22:39: - A quotation for sapling (1pc 5W, 1pc 12W and 1 pc 30W) by airfright in Italy (adress: Zip Code 24055 - Cologno al Serio (BG) - ITALY)
- 22:39: - A quotation for a furniture of 60 pcs 5 W; 60 pcs 12W; 10 pcs 30W - CIF dakar port Senegal
- 22:42: Many thanks,
- 22:43: just another thing... if available EU certification are welcome 😊
- 22:46: upon request DAYI sent us .IES file for software simulation.... are this file (.IES or LTD) available for your product... we use DIALux Software
- 20:03: yes, it is arrived. thanks
- 20:15: hi, do you have a detailed drawing of the 3 kind of junction (5w, 12w and 30W) in order to foresee the right pole fixing system?
- 20:17: Just another question concerning your PI... 60 pcs is higher then 50 pcs so why 56,00 USD instead of 53,00 USD for 5W and 105,00 instead of 103,00 for 12W?

Supplier (Blue bubbles):

- 22:40: ok. i will make a 2 PI for you tomorrow.
- 22:42: and i will send price list and specification for you later via email. You are welcome.
- 22:43: May i know your friends speak chinese?
- 22:48: yes they are our chinese partner for somne project.----May i know when they come to our company.
- 21:33: sorry. i just now come back.
- 21:43: Just another question concerning your PI... 60 pcs is higher then 50 pcs so why 56,00 USD instead of 53,00 USD for 5W and 105,00 instead of 103,00 for 12W?---Due to different trade terms. i sent quotation is EXW prices. But you need to CIF. so the price add \$3 of each lamps. Hope you can understand it. we need to delivery the goods from our bbier factory to shenzhen port.
- 22:33: by for now.
- 23:05: ok, well noted

Annotations:

- Red arrow pointing to the customer's request for a quotation: 客户需要的东西很明确，下单意向很强。
- Red arrow pointing to the customer's question about EU certification: (no text annotation)
- Red arrow pointing to the customer's question about .IES file: (no text annotation)
- Red arrow pointing to the customer's question about price: 跟客户解析，因为贸易术语的不同，数量增加，单价贵的原因。




hi Bella,

17:41

yes

17:41




we have some problem with fd-ex italy.

17:41

May i know the problem?


17:41



they don't want to deliver th good because hey have docs for 3 package and just 2 packages to deliver
we ave already paid custum
we are already in touch with fed-ex, we have already open a claim..
expalin to them that we know from you that the package are only two (and the 3rd one is already been send us again with DHL)....
but we are not able to unlock the situation
we are waiting for fed-ex decision....
Any idea?

17:42

由于太阳能电池板，需要特殊的申报，没有跟彩霞交代好，3箱样品，有箱重新退回中国，再重新发给客户。




ok. i know.

17:49

now, you have received 2 packages?

17:52



No, fed ex don't wotn to deliver them us, because they have discrepancy from the documents with 3 package and only 2 package to deliver

17:53

can we revised the documents for you?

17:54

Hi Bella,
we have defined the number of lamp needed:
Could you please send us an updated quotation for the following pieces:

- No. 90 pcs. BB-LD-S05Q (12V 5W) with new drilling position as per our previous request. - including mounting accessories
- No.30 pcs. BB-LD-S12Q (12V 12W) including mounting accessories
- No.10 pcs. BB-LD-S12Q (12V 30W) including mounting accessories

返单的数量

The quotation has to include transport to Dakar (Senegal) port, by sea.

We would like to Know if is possible to split the amount in two step, an account deposit at the order and a balance before shipment.

When the quotation will be in our hands, my colleagues Roberta, will proceed with the order, giving you the accurate information for the invoice and shipment.

hope to hear from you soon.

Regards.

Andrea

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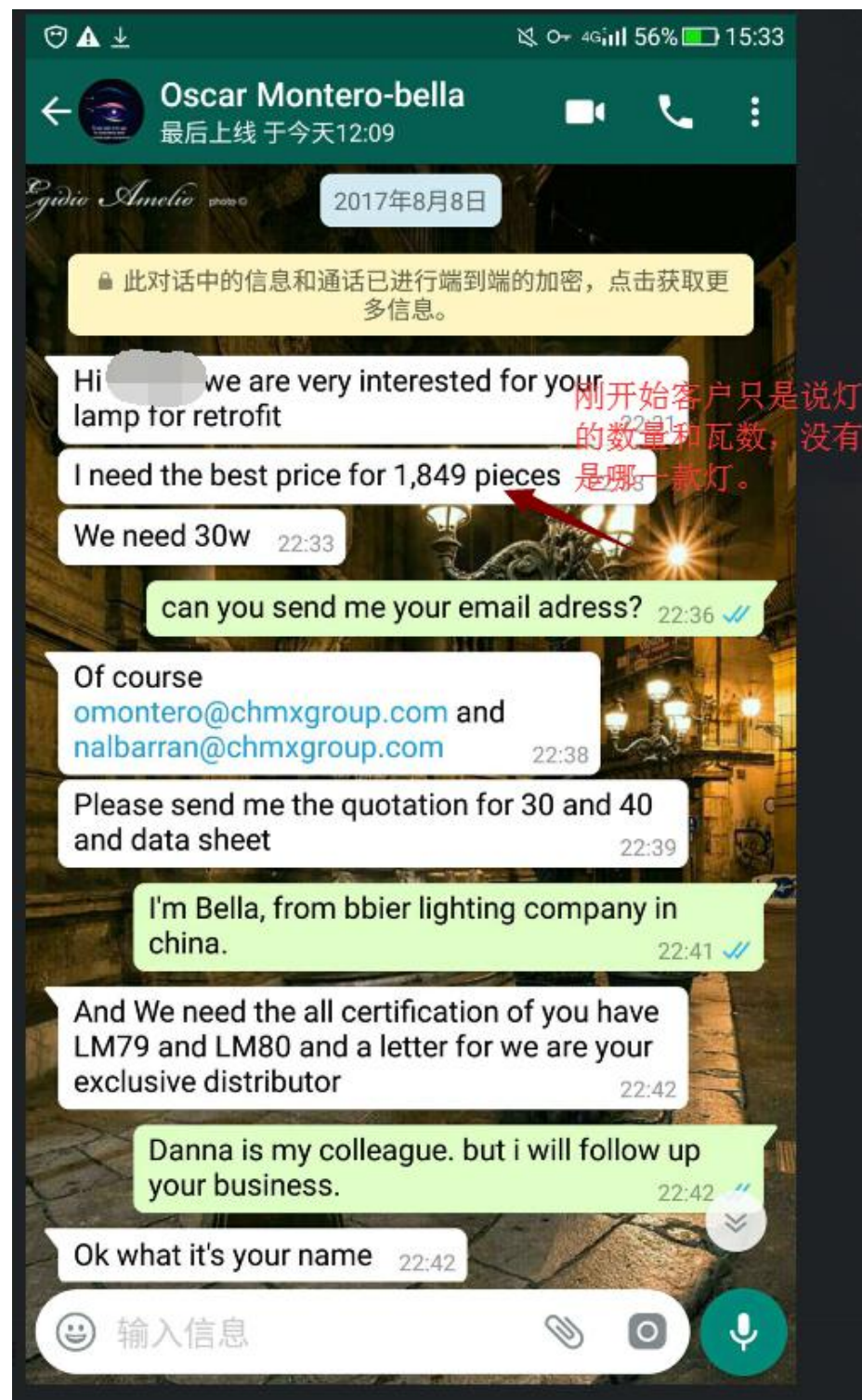
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样品单-----返单
(服务，耐心，客户对你的信任，跟进大客户的过程也是你不断学习的过程)

墨西哥的客户：

8 月份和 11 月份下了两次样品，到 12 月份的大单。



第一次试样：

因为墨西哥的进口比较严格，有时候客户为了交少点关税，要求把 CI 和 PI 的金额减少一半，我们可以为客户做，但是要提醒客户，被查到是客户的责任。





第二次试样：

第一次样品，因为没能及时展示给客户的客户看，项目没有能拿到，过了两个月之后，客户寻找了别的项目。当时客户说这次试样，后面的大单可能要灯 2018 年。常规跟进，在 whatsapp, 和邮件辅助。



到最后 的 520 个的大单:





总结:

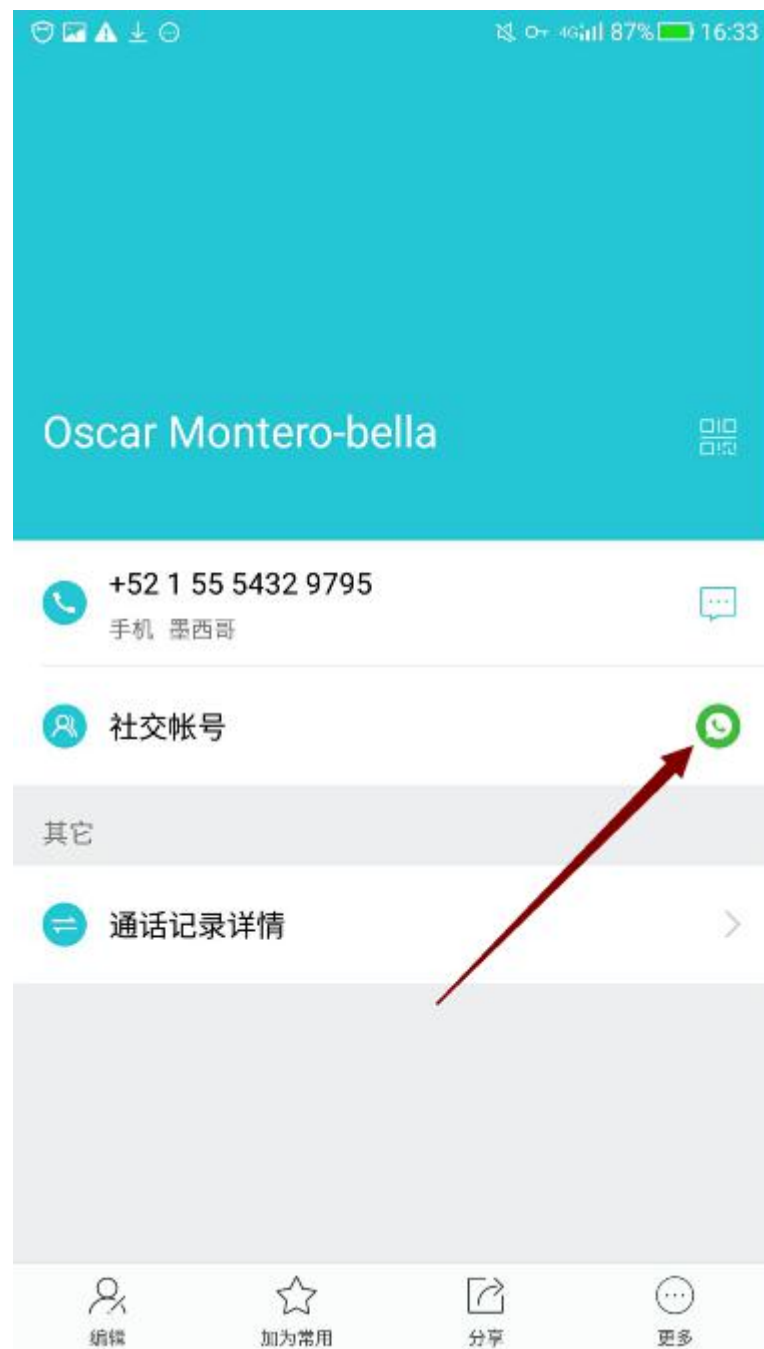
1. Whatsaapp, skype 能及时与客户沟通, 很及时, 方便的为客户服务。就类似我们的微信, QQ.(公司手机, 私人手机可以下载这些社交软件)
2. 耐心, 细心, 不懂的就问, 不要怕被骂。
3. TM, TQ, whatsapp, skype, 电话, 邮件, linkedin, facebook, 微信, QQ 等等这些可以联系客户的方式都要去试。任何一种方式都不要放过。

如何利用客户询盘来的内容，迅速联系上客户：

1. 邮箱



2. 电话号码



3. 再辅助邮件，邮件发过去 5 分钟后，再打一个电话给客户，确认是否有收到邮件。

