



浙江金融职业学院  
ZHEJIANG FINANCIAL COLLEGE

## 《跨境电商B2B销售》

# 询盘概述

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**询盘也叫询价**

**是指买卖双方为了购买或者销售某类商品货物而向对方询问有关信息的表现。**



## 2

# 询盘的内容

1

价格

2

规格

3

品质

4

数量

5

包装

6

装运

7

索取样品





## 注意!

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- 不具备任何法律约束;
- 发出询盘的人可以同一时间面向多个交易对象;
- 销售专员应对询盘做出快速反应, 尽可能抢占先机。

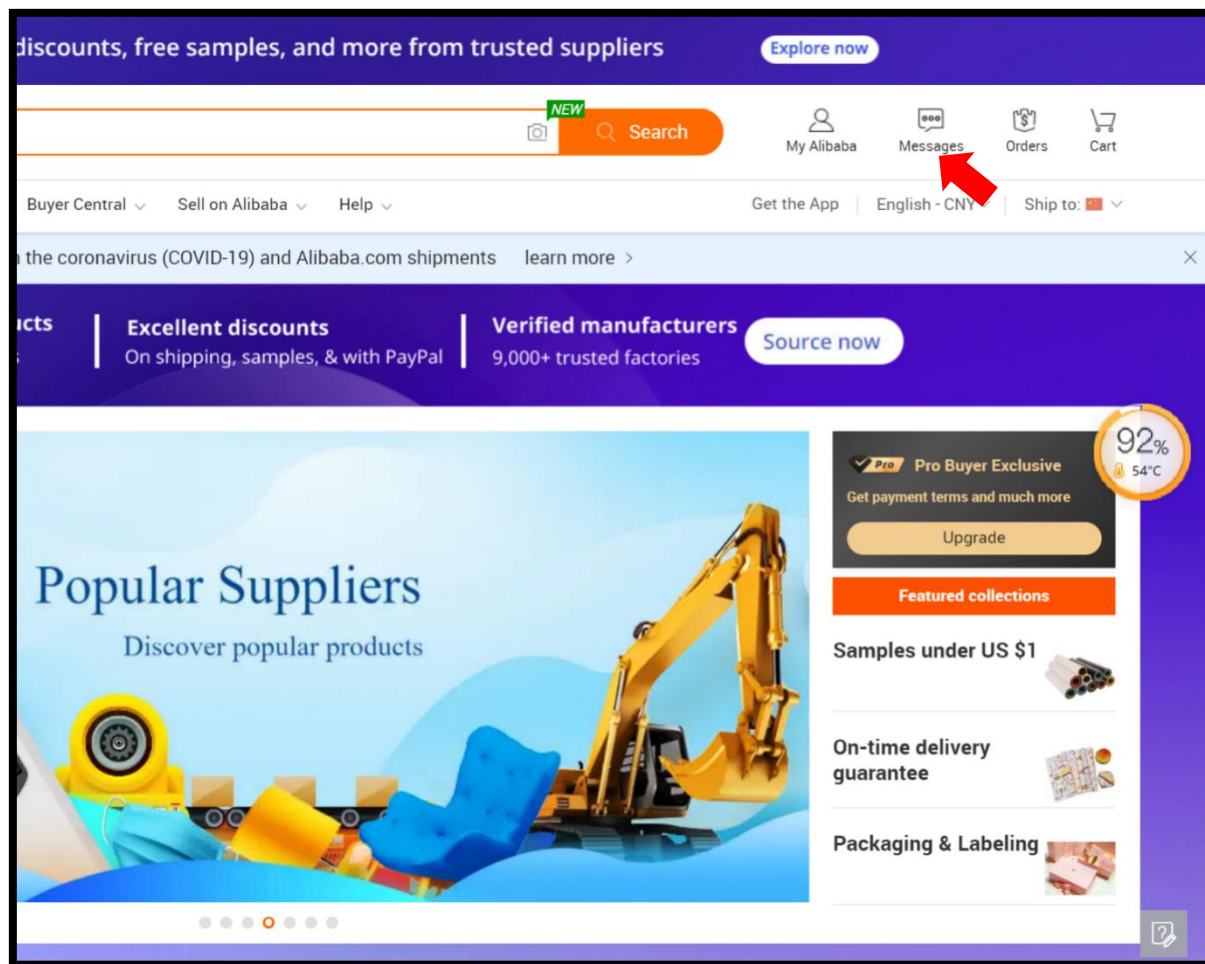


## My Alibaba入口





## 阿里国际站首页



## 4.3

# 询盘获取-方法三



## 千牛工作台入口

cn15145843... 首页

2018年1月9日 星期二 欢迎使用千牛工作台!

### 三月新贸节 商家报名火热进行中

千牛头条 | 三月新贸节招商报名正式启动, 点击获取报名链接! 详情点我

#### 店铺数据

重复供货产品数	实时营销-当天剩余营销数	未读RFQ	未读询盘数	类目错误产品数
25	15	89	100	0
实时营销-当天营销数	产品管理	实时营销-本周营销成功数		
0	96	0		

新窗口打开

#### 数据管家

产品曝光	产品点击	反馈	及时回复率
0	0	1	50%
较上周同期: -100%↓	较上周同期: 0%↑	较上周同期: -66.7%↓	较上周同期: 5%↑



## 商机获取与管理-千牛工作台入口







## 邮箱入口

The screenshot displays the Alibaba.com Trade Center interface. At the top, the logo and tagline "Alibaba.com Global trade starts here" are visible, along with the text "Trade Center". The main content area shows a message header: "\$Mike.Wu\$ from \$American\$ had replied you about \$Swatch 515\$". Below this header, there are two buttons: "Reply Now" (highlighted with a red box and a red arrow) and "Manage Your Orders". The message body includes a profile picture of Jacky Lui from Nanchang Yoozze Clothing Co., Ltd., followed by the text "Hi Sophia," and "Thank you Jianyuan, I appreciate your response of my inquiry. And now I would...". A note indicates "It contains an attachment. Please sign into Trade Center to check it." Below the message, there is a product listing for "Black & White Striped Smart-Casual Shirt 100 polyester mens dress shirts" with a price of "US \$ 8000" and "2000 pieces US \$ 5". At the bottom, there is an "FAQ:" section with the first item: "1. How to start secure order through Alibaba.com".



- 行业行情的晴雨表
- 企业平台运营营销效果的反馈指标



# 谢谢观看!

B U S I N E S S T E M P L A T E

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