

外贸老鸟教你应对外贸的坑



高春峰

高春峰：江湖人称春春

- 13年外贸和团队经验
- 2014年度华东大区电商达人赛总冠军
- 阿里巴巴协议讲师 阿里总部P4P/RFQ认证讲师
- 华东直通车讲师团团长
- 外贸名人堂名人
- 《新外贸情报局》常驻嘉宾
- 2015-2018 华东师王达人赛导师&评委
- 2015/2016连续两届华东大区影响力网商
- P4P最佳讲师、RFQ全国十佳讲师
- 2015-2017年度阿里巴巴讲师突出贡献奖
- 2017年度全国生态影响力讲师
- 2018阿里巴巴全国优秀导师
- 连续两年讲课数量和好评率华东大区第一，被评为华东风云讲师
- 2020年度，阿里巴巴优秀传承导师
- 分享将近200场，覆盖人数超过5万，足迹遍及全国，注重实战，帮助很多外贸企业从小白变成了精英



目 录

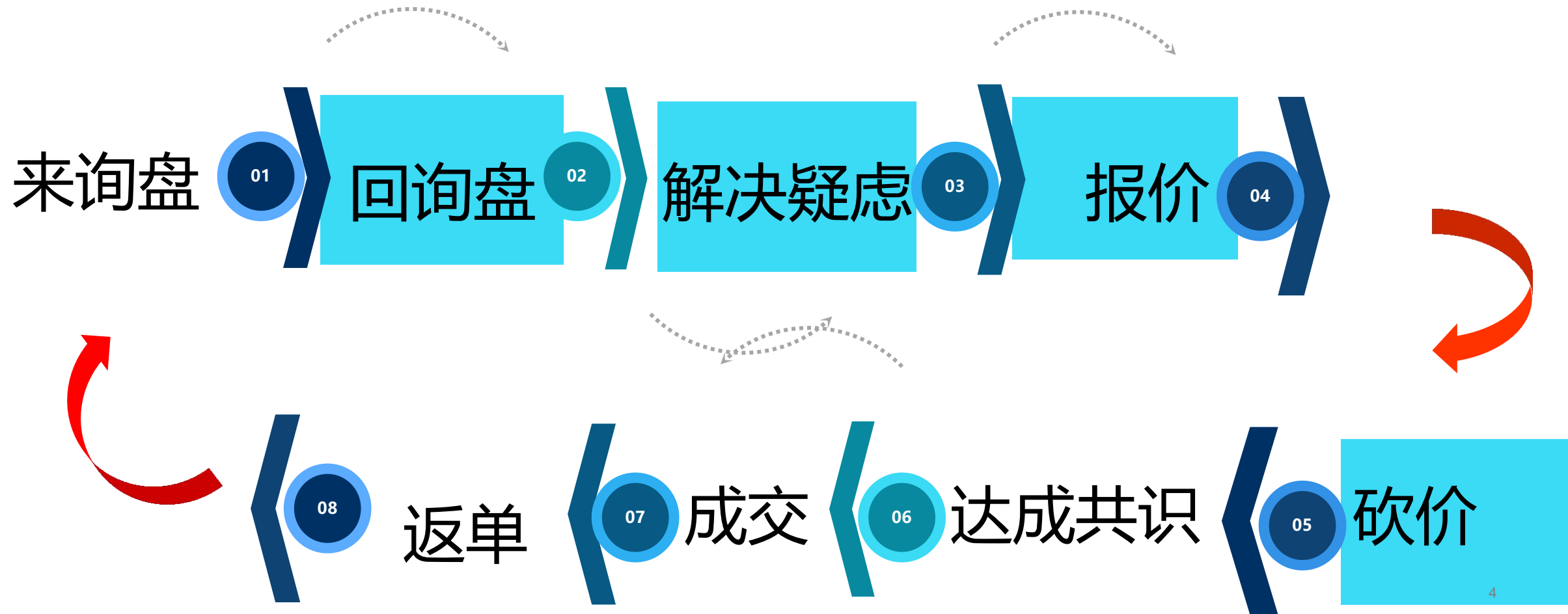
CONTENTS

一 不知道如何整理跟进客户

二 不知道应对外贸风控

三 不知道如何给客户打电话

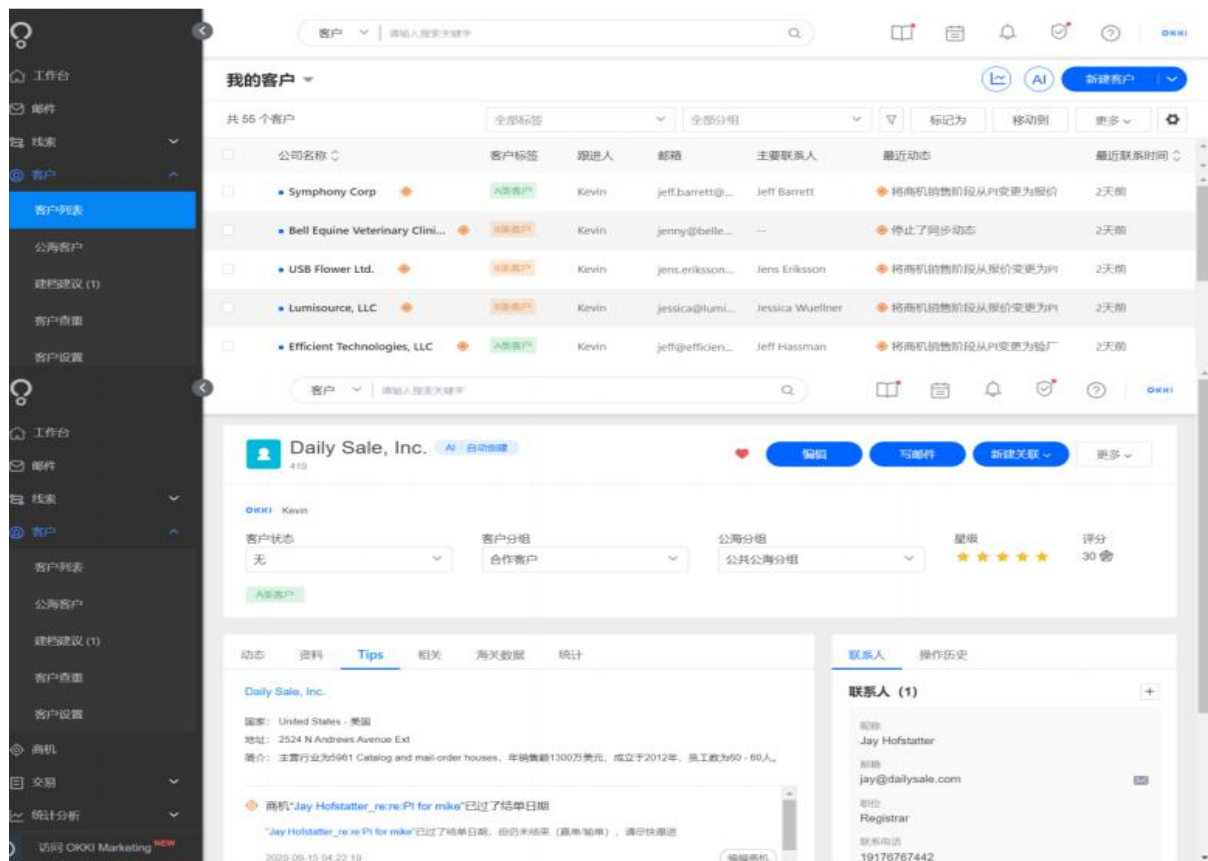
不知道自己的劣势在哪里？



一、不知道如何整理和跟进客户

1、用外贸管理软件会对整理和跟进客户非常方便有利

客户盘活和营销



OKKI【客户】模块不仅可以自动沉淀、补全客户信息，对客户进行高效管理，还能够：

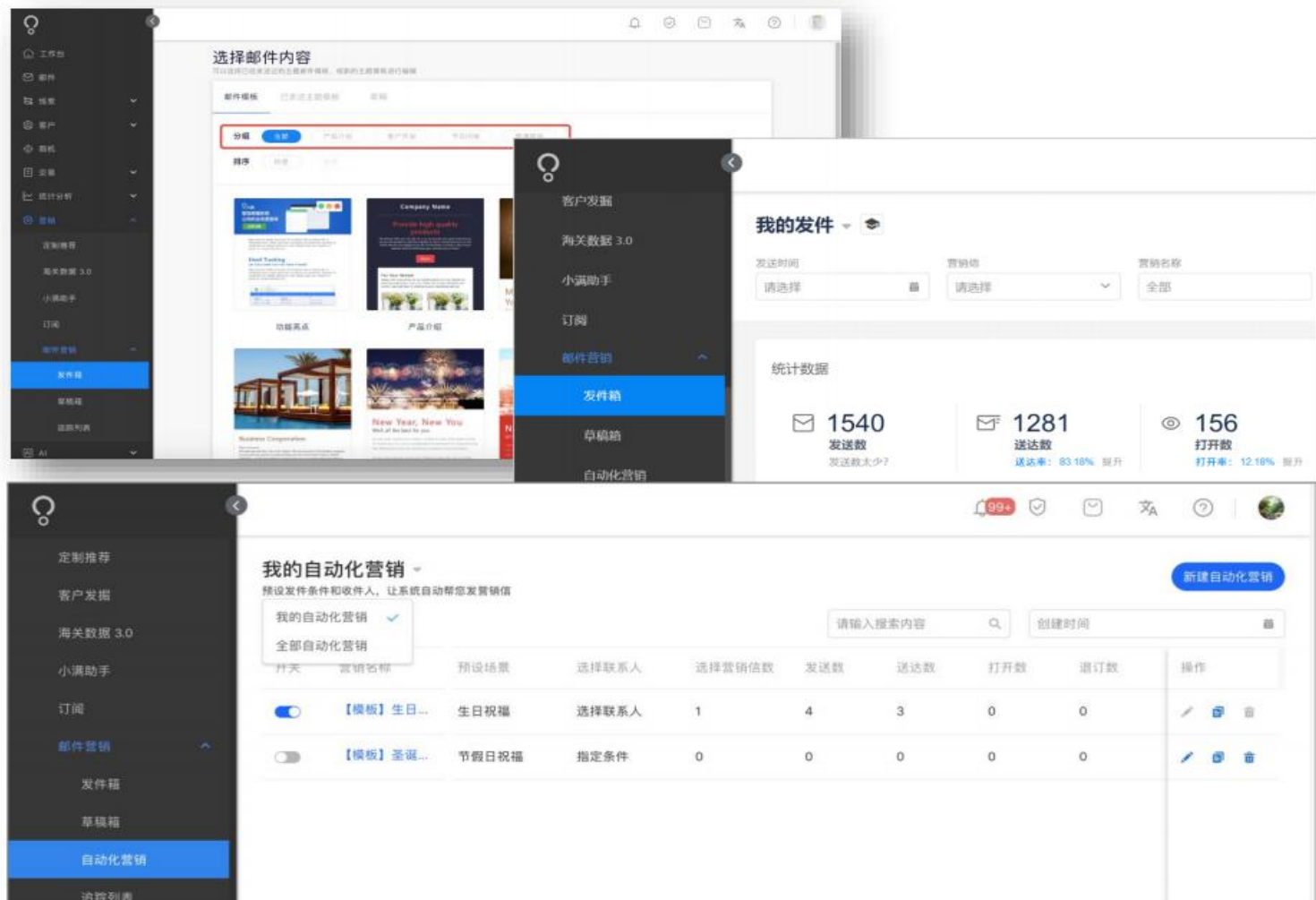
1. **客户动态提醒**：当客户联系人变动、商机滞留、有新的海关数据等时，OKKI Tips都会智能提醒业务员进行相关操作，就像请了一位贴心小助手

2. **客户盘活**：管理者可以通过设置自动移入公海时间的公海规则，让长时间没有跟进动态的客户自动移入公海中，由其他业务员继续开发，避免因为业务员能力不足、精力不够等原因无法及时跟进导致的客户流失

新入职的业务员暂时没有客户资源，也可从公海中选择客户跟进，缩短适应时间，提升开单速度



客户盘活和营销



当客户长时间未联系，或业务员才将客户从公海中捞出时，都需要对客户进行营销：

3. 邮件群发：OKKI支持邮件通过普邮和营销邮件群发，收件人邮箱仅显示自己是收件人。OKKI自主研发的邮件群发系统及与第三方邮件群发平台的接入能有效保证邮件的送达率，且不影响自有邮箱的使用

4. EDM模板：提供产品介绍、客户开发、节日问候等多场景的EDM营销邮件模板。您可以根据自己的需求选择最适合的设计模板，用图文并茂的方式更好的对潜在客户进行关系培育

自动化营销：通过设置触发条件，实现邮件营销自动化，您再也不会错过与重要客户的商务沟通机会

大数据辅助客户质量评估

自动获取商业情报

购买客户数据和海关数据，不仅需要额外花费，更重要的是使用不便利、数据量有限、数据不能更新。OKKI

Discovery 企业数据库拥有1.2亿企业大数据和26个国家的海关数据，为精准判断客户潜力提供参考数据，为推进客户合作提供充足弹药。



数据来源：

各国海关报关单数据、工商企业信息；

2、没有外贸管理关键，则用文件记录 筛选优质客户，并做好跟进记录

	A	B	C	D	E	F	G	H	I
1	日期	联系人	邮箱	其他联系方式	国家	通过其他渠道了解的客户信息	客户评定	第一次跟进	第二次跟进
2									
3									
4									

客户成交之后则单独列成独立的文件夹，并不断补齐客户信息

3. 利用社交媒体跟进客户，更加润物细无声

- 电商大W认为：“FB、Youtube、Linkedin、Google+、Reddit、VK、Slideshare、Pinterest、Disqus等都是常用的SNS网站。”
- 在SNS营销渠道中，Facebook是使用最广泛的，其次是Twitter，另外，Google、Pinterest、vk等也比较常用。

(社媒之一) 领英,走进客户的职场, 融入客户的职网

The image shows the LinkedIn homepage interface in Chinese. At the top, there is a dark navigation bar with the LinkedIn logo and '领英' (LinkedIn) on the left, a search bar, and navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. A 'Try Premium for Free' button is also visible.

The main content area is divided into three columns:

- Left Column (User Profile Summary):** Features a profile picture of a man in a suit. Below it, the text reads 'Welcome, turf!' and 'Update your profile'. It also displays '59 Connections Grow your network' and '6 Who's viewed your profile'. At the bottom, it says 'Access exclusive tools & insights' and 'Try Premium for free'.
- Middle Column (Post Creation and Feed):** Starts with a post creation box: 'Share an article, photo, or update'. It includes buttons for 'Write an article', 'Image', and 'Post'. Below this, the feed shows a post from 'SIS Pitches' (639 followers, 5h) with the text: 'Check out our latest video of the installation of #SISGrass at the Luzhniki Stadium in Russia - venue for the 2018 FIFA World Cup Final'. The video thumbnail shows a large stadium with 'SIS Pitches' branding.
- Right Column (Who to follow and Ad):** Titled 'Who to follow', it lists three recommended users: '张思宏 Peter哥' (原亚马逊中国区副总裁, 1.1M followers), 'Brian A. Wong' (Vice President, Alibaba Group), and 'Ya-Qin Zhang' (President of Baidu, 43.8K followers). Below this is an advertisement for 'Tencent MIND' with the text: 'Stay informed on industry news and trends' and 'Grow your business with news and insights from Tencent MIND'. A 'Follow' button is at the bottom.

利用系统提示信息维护老客户


The screenshot displays the LinkedIn Messaging interface. At the top, the navigation bar includes the LinkedIn logo (领英), a search bar, and icons for Home, My Network, Jobs, Messaging (highlighted with a red box), Notifications, Me, and Work. A 'Try Premium for Free' button is also visible.

The main content area is divided into three sections:

- Left Panel (Messaging List):** A list of messages with a search bar 'Search messages'. The top message is from Dennis Rosenfeld, dated 9:33 PM, with the text 'Congrats on the new job!'. Below it are messages from RASHID SIDDIQUI (dated Jun 5, '祝您入职纪念日快乐! happy'), Shated Shams (dated Jun 5, 'hi'), and a group message from Xavier, Diego, Ev... (dated Nov 10, 'Franco left the conversation'). At the bottom is a notification from Jorge Lamattina (dated Oct 6, 'Jorge Lamattina is now a connection.').
- Center Panel (Message Detail):** Shows the selected message from Dennis Rosenfeld, Business Development at Kesco Logistics Inc. The message content is 'Congrats on the new job!' with a timestamp of 9:33 PM. A red box highlights the message content and timestamp.
- Right Panel (Promotional Card):** A card with the LinkedIn logo, the text 'Find your next opportunity', and a yellow button labeled 'Update your profile'. Below the card are links for 'About', 'Help Center', 'Privacy & Terms', 'Advertising', 'Business Services', and 'More'. At the bottom, it says 'LinkedIn Corporation © 2017'.

At the bottom of the interface, there is a text input field 'Write a message or attach a file' with icons for attachments and a 'Press Enter to send' button.


一级联系人



[Home](#) [My Network](#) [Jobs](#) [Messaging](#) [Notifications](#) [Me](#) [Work](#) [Try Premium for Free](#)


59 Connections

Sort by: Recently added




Uwe Erpel
Team Lead Development at Cornelsen

[Message](#)




Toby Gabel
Sales bloemenhandel

[Message](#)




Vlad Horilyi
3D Artist and Art Director

[Message](#)



yujie Jian
--

[Message](#)



Ella Pan
Export Sales Manager of Running Track and SPU Sports Flooring at CN Sports

[Message](#)

Manage synced and imported contacts

Add personal contacts


[Continue](#)

More options

We'll import your address book to suggest connections. [Learn more](#)

Ad

Stay informed on industry news and trends




Grow your business with news and insights from Tencent MIND


二级联系人


Q flower Search

Top People Jobs Posts Companies Groups Schools

Showing 625 results

 **FLOWER GROWER**® • 2nd
Network, Collaborate, and Grow! Design Inspiration with Flowers and Plants™ ... Let's ...
Amsterdam Area, Netherlands
Current: Chief Flower Officer at FLOWER GROWER®
1 shared connection

 **Flower Hua** • 2nd
Sales representative - CHANGZHOU FENGGAO FOOTWEAR CO.,LTD
Changzhou, Jiangsu, China
1 shared connection

 **Rob Happé** 🇳🇱 • 2nd
A thrilling new holiday destination for Western holiday makers
Xi'an, Shaanxi, China
Current: Chief Executive Officer at 'Holland Flower Farm'
1 shared connection

Filter people by Clear all (1)

Connections ^

1st 2nd 3rd+

Keywords v

Locations ^

United Kingdom
 United States
 Netherlands
 Reading, United Kingdom
 Peterborough, United Kingdom
[+ Add](#)

Current companies v

Messaging ✉ ⚙

Connect

Connect

Connect

三级联系人

Showing 234,147 results



LinkedIn Member

flower at Flower
Wuxi, Jiangsu, China

Connect



Hanoi Flower Shop

Flower Delivery Service at Hanoi Flower Shop
Vietnam

Current: Flower delivery at Hanoi Flower Shop

Connect



flower flower

Sales Representative at FLOWER MARKET
Jordan

Connect



Tucker Flower Shop Flower Shop Customer Service Manager

Small Business Owner at Tucker Flower Shop
Greater Atlanta Area

Connect



Sharon Condon little flower

Director of Recreation and Volunteer Services at Little Flower Children and Family ...
Greater New York City Area

Send InMail

Filter people by

Clear all (1)

Connections

1st

2nd

3rd+

Keywords

Locations

United States

Dallas/Fort Worth Area

United Kingdom

Australia

Algeria

+ Add

Current companies

Past companies

阿里巴巴上已有客户公司名称搜客户

in 领英 Search

Home My Network Jobs Messaging Notifications Me Work Try Premium for Free

Premium insights are unlocked for a limited time. To continue accessing insights on 450K+ companies, upgrade now. Try Premium for free 拖拽上传

BEYOND YOUR IMAGINATION
CreateBeyond

June 20-21 | Detroit, MI
Gateway17.com

Alibaba.com
Internet • Hangzhou • 160,596 followers

Alibaba.com 1 connection works here. See all 17,047 employees on LinkedIn ->

Following See jobs

About us
The first business of Alibaba Group, Alibaba.com (www.alibaba.com) is the leading platform for global wholesale trade serving millions of buyers and suppliers around the world. Through Alibaba.com, small businesses can sell their

Recent update See all

MACHINERY ELECTRICITY COMPUTERS INTERNET EQUAL GLOBAL TRADE POTENTIAL

Recently posted jobs See all

阿里移动事业群-Javascript引擎研发高级专家 See job
中国 浙江 杭州

UC头条-高级JAVA技术专家 See job
中国 广东 广州

(社媒之二) facebook, 走进客户生活

fb Martin Gao

Martin Gao 首页 20+

Martin Gao

更新资料 活动日志 ...

时间线 简介 好友 264 照片 更多

Martin Gao, 你在哪里读的中学? 完成度: 8/9

状态 照片/视频 生活纪事

分享新鲜事

好友 发布



查找好友



Martin Gao

首页 20+



Martin Gao

编辑资料

常用功能

动态消息

消息 2

活动 4

Jiangsu Altruism ... 1

收藏夹 1

小组

Thai Freindships... 20+

القاصح لشبيعة الج... 20+

Artificial grass

Товары из Китая 1

شي نغم 20+

عقارات طنطا واتساب 4

المقاول السويس... 20+

نور الحق 2 20+

إعلانات طنطا المبوبة 19

كلنا احبة في ... 20+

创建小组

新小组 11

应用

发帖

添加照片/视频

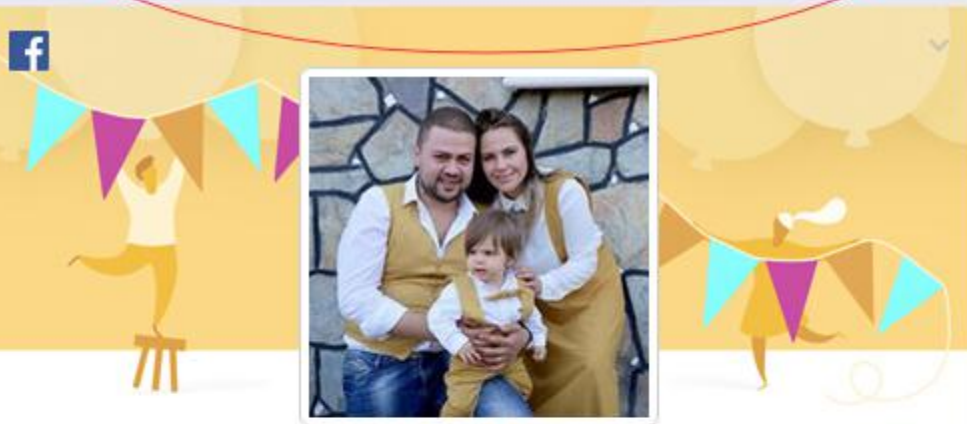
创建相册



分享新鲜事

好友

发布



今天是 Derya Mehmet Doğru 的生日!

别忘了祝他生日快乐哦!

送祝福

发消息

你的主页

Jiangsu Altruism Artificial Grass 1

推广你的网站



你最近在主页中添加了网站
http://tartificialgrass.com/e...
立即推广，吸引更多访客吧。

推广网站

最新发布

Jiangsu Altruism Industry Co., Ltd. ...

速推帖子

Jiangsu Altruism Artificial Grass C...

更多

Derya Mehmet Doğru 今天过生日

可能认识

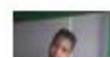
全部



David Rojas

共同好友: Franz Eduria Layogue

加为好友



Hawa Bachu

主页

消息

通知 **1**

发布工具



Jiangsu Altruism
Co.,
Ltd.
工程/建筑

联系我们 赞了 发消息

时间线 简介 照片 点评 展开

搜索主页帖子

1 位用户赞了

查看主页动态

状态 照片/视频 31 活动、大事记 +



输入内容...

你的主页:

Jiangsu Altruism Art... **1**

创建主页

管理主页

创建小组

新小组 **11**

管理小组

创建广告

Facebook 广告

活动日志

动态消息偏好设置

设置

退出

帮助中心

支持收件箱

报告问题



Jiangsu Altruism Artifici...

把阿里巴巴上客户名字或者客户邮箱或者公司名字搜索，从而关注客户

The screenshot shows a Facebook search interface. The search bar at the top contains the text "artificail turf" and is circled in red. Below the search bar, a dropdown menu displays search results under the heading "地点" (Locations). The results list several businesses related to artificial turf, including "Bff Artificial Turf", "Myanmar Football Federation's Artificial Turf Grounds", "Scot-Turf: Artificial Grass Specialists and Landscapers", "Artificial Turf", "Wong Chuk Hang Recreation Ground -Artificial Turf Pi...", "Artificial Turf Scotland", and "Idealturf - Artificial turf". Each result includes a small image, the business name, and some details like location and user counts. To the right of the search results, there are several "赞了" (Liked) buttons. Below the search results, there is a link to "寻找更多符合'artificail turf'条件的结果" (Find more results matching 'artificail turf' conditions). On the right side of the page, there is a "可能认识" (People you may know) section with a list of suggested friends, each with a profile picture, name, and a "加为好友" (Add as friend) button. The list includes names like Shahil Khan, Athanase Nibigira, Setou Diakite, Mumtaas Ibnu Xusen, Kacy Olivares, شکاری شکاری, and Yasmeen Adel. At the bottom right, there is a "搜索" (Search) button and a settings icon.



SAY Landscaping Servi...

景观美化



景观美化 in 巴斯盖特

此主页赞了



Linlithgow Burgh Halls



West Lothian Chamber ...



Almondvale Shopping ...



中文(简体) - English (US) - Español - Français (France) - Português (Brasil) - Deutsch



隐私政策 - 条款 - Cookie - 广告发布 - 广告选项 更多

Facebook © 2016



- 赞
- Sandra Gibney
 - Billy Bishop
 - Vic Craig
 - Lynsey Campbell
 - Margaret McCrimmon
 - Leighann Bishop
 - Lindsay Nutman
 - Robert Quigley
 - Evelynn Fraioli
 - Thomas Nutman
 - Artificial Turf Scotland
 - Granda Glenn Nicol

分享



12

按时间顺序



Artificial Turf Scotland Great job... 😊

赞 · 回复 · 5月2日下午 11:26



Sarah-Anne Harris Christopher Gilchrist

赞 · 回复 · 1 · 昨天上午 2:01



写评论...



创建主页

最近

2016年

2015年

2014年

2013年

2012年



Martin Gao 时间线 ▾ 最近 ▾

🏠 所在地: Wuxi

📍 来自: Dezhou



📷 照片



Enjoy beautiful garden,if you have chance, welcome to China



👍 赞 💬 评论 ➦ 分享

👍 你、Faisal Yahya、Shuja Rather 和其他 3 位用户

社媒营销的几个注意点

- 1. 不要太过依赖，长期才能见效
- 2. 有空就钻研几种，不在多在精
- 3. 原创+及时更新，吸引稳定的粉丝群
- 4. 做链接，引流到官网
- 5. 形成规模，最好公司每人都有，造势
- 6. 无法替代付费B2B平台



从美国出来的应用，美洲国家的用的比较多
及时方便
可以看到对方什么时候最后上线



WECHAT
来过中国的采



日本应用，目前主要在东亚，东南亚使用较多



KAKAO TALK
针对韩国市场

平时和客户谈论的话题

5分钟前



Y.L.D Smile Ting

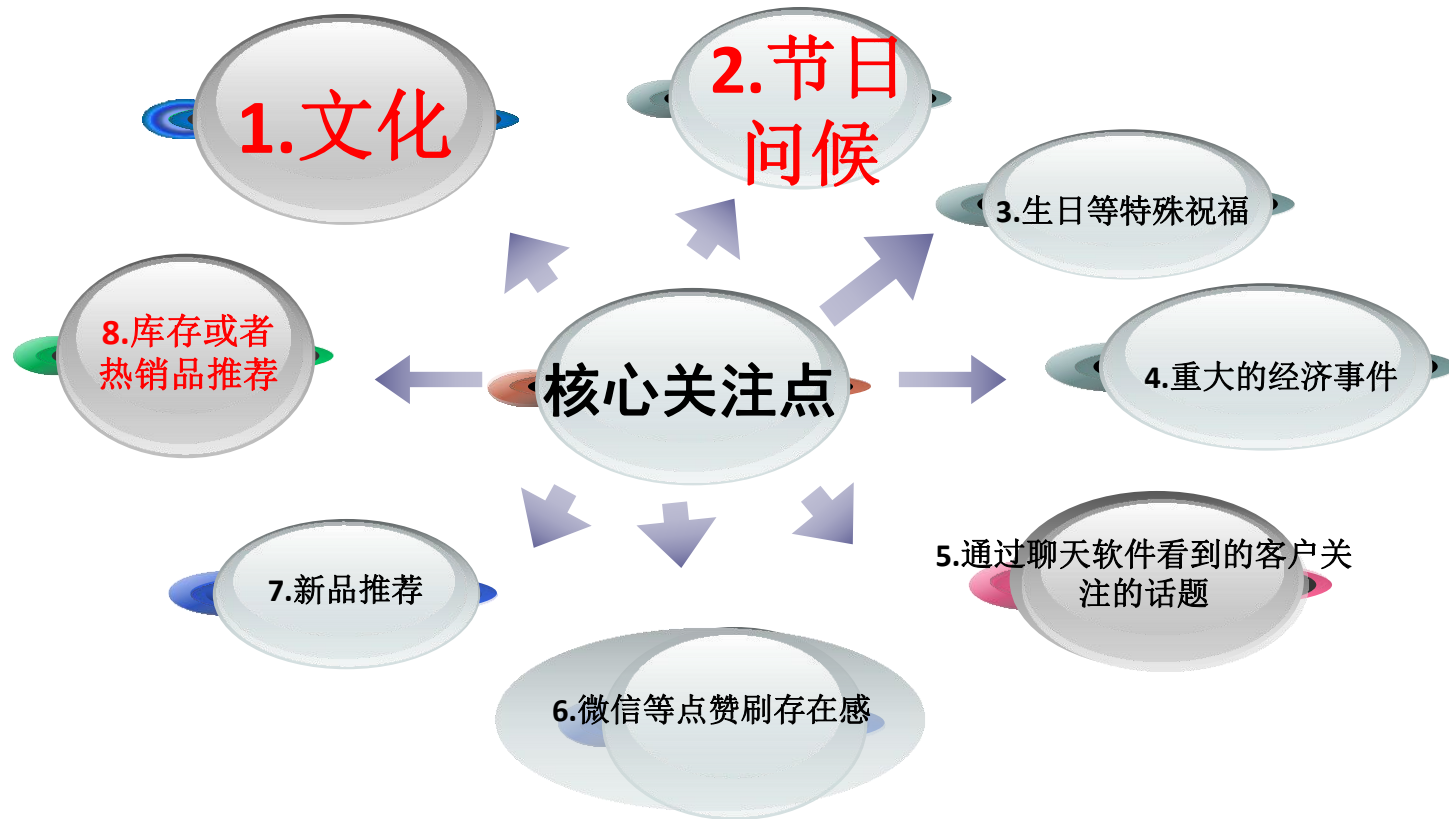
和所有客户，从没有尬聊的时候.....从白天聊到黑夜，都有话题.....我不会做外贸，我只会聊天，聊着聊着单子就有了.....😁这人，最近挺活跃，和我连续聊了三十几小时了吧，除了睡觉.....



7分钟前



躺得很平



二、外贸风控问题

案例分析



1.什么是信用证

- 信用证，是指**银行**根据**进口人**（**买方**）的**请求**，开给**出口人**（**卖方**）的一种**保证承担支付货款**责任的**书面凭证**。
- 在信用证内，**银行**授权**出口人**在**符合信用证所规定的条件下**，以**该行或其指定的银行**为**付款人**，**开具不得超过规定金额的汇票**，并**按规定随附装运单据**，**按期在指定地点收取货款**。

2.信用证操作的基本流程

- (1) 进口人向其所在地银行提出开证申请，并交纳一定的开证押金或提供其它保证，请银行（开证银行）向出口人开出信用证。
- (2) 开证银行按申请书的内容开立以出口人为受益人的信用证，并通过其在出口人所在地的代理行或往来行（统称通知行）把信用证通知出口人。
- (3) 出口人在发运货物，取得信用证所要求的装运单据后，按信用证规定向其所在地行（可以是通知行、也可以是其它银行）议付货款。
- (4) 进口人向银行赎单交付全部费用，出口人所在地银行负责把款项打到出口人账户

3.信用证最大的原则

单单一致

4.信用证的一般内容与重点条款

27 : 报文页次 sequence of total

40A : 跟单信用证类型 form of documentary credit

20 : 跟单信用证号码 documentary credit number

23 : 预通知编号 Reference to Pre-Advice

31C : 开证日期 date of issue

31D : 到期日 date of expiry 到期地点 place of expiry

51A : 开证申请人银行——银行代码 applicant bank-BIC

50 : 开证申请人 applicant

59 : 受益人 beneficiary

32B : 币别代号与金额 currency code, amount

40E : 适用规则 applicable rules

41D : 向银行押汇... 押汇方式为 available with ... by ... name/address

42C : 汇票汇款期限 drafts at...

42A : 汇票付款人——银行代码 drawee-BIC

43P : 分批装运条款 partial shipments

43T : 转运条款 transshipment

44A : 装船/发运/接受监管的地点 loading on board / dispatch/taking in charge

44B : 货物发送最终目的地 for transportation to ...

44C : 最迟装运日期 latest date of shipment

45A : 货物/劳务描述 description of goods and/or services

46A : 单据要求 documents required

47A : 附加款件 additional conditions

71B : 费用负担 charges

48 : 交单期限 period for presentation

49 : 保兑指示 confirmation instructions

78 : 给付款行/承兑行/议付行的指示 instructions to pay/accept/negotiate bank

72 : 附言 sender to receiver information

5.实例解析信用证

Possible Duplicate Delivery

Network : SWIFT
Session Holder : BAHLPKKAAXXF
Session : 5164
Sequence : 217071
Delivery Status : Network Ack

Instance Type and Transmission

Original received from APPLI
Priority/Delivery : Normal
Message Output Reference : 1202 130222IMPORT29254000001

Message Header

Swift Input : FIN 700 Issue of a Documentary Credit

Sender : BAHLPKKACPU
BANK AL HABIB LIMITED
(CENTRAL PROCESSING UNIT)
KARACHI PK

Receiver : ABOCCNBJ100
AGRICULTURAL BANK OF CHINA, THE
(JIANGSU BRANCH)
NANJING CN

Message Text

27: Sequence of Total
1/1

40A: Form of Documentary Credit
IRREVOCABLE

20: Documentary Credit Number
0062LC26515/2013

31C: Date of Issue
130222

40E: Applicable Rules
UCP LATEST VERSION

40E: Applicable Rules

UCP LATEST VERSION

31D: Date and Place of Expiry

130715 AT CHINA

50: Applicant

[REDACTED]

[REDACTED]

F [REDACTED]

59: Beneficiary - Name & Address

WUXI FENHAO RUBBER

MACHINE [REDACTED]

RC NEW CENTURY (ZHAGIANG) INDUSTRIAL

PARK, XISHAN, WUXI, CHINA

32B: Currency Code, Amount

Currency : USD (US DOLLAR)

Amount : # [REDACTED].#

39B: Maximum Credit Amount

NOT EXCEEDING

41D: Available With... By... - Name & Addr

ANY BANK IN CHINA

BY NEGOTIATION

42C: Drafts at...

SIGHT

42D: Drawee - Name & Address
BANK AL HABIB LIMITED
PAKISTAN

43P: Partial Shipments
NOT ALLOWED

43T: Transshipment
NOT ALLOWED

44E: Port of Loading/Airport of Dep.
SHANGHAI PORT, CHINA

44F: Port of Discharge/Airport of Dest
KARACHI SEAPORT, PAKISTAN

44C: Latest Date of Shipment
130630

45A: Description of Goods &/or Services

ONE COMPLETE UNIT FOR THE PRODUCTION OF 40
TONNES OF CEMENT PER HOUR (TYPE 1)
EQUIPMENT ACCESSORIES AND SPARE PARTS

PAYABLE AT THE PLACE OF THE ORDER PACKAGE

INVOICE NO. 013

CFR KARACHI SEAPORT, PAKISTAN (INCOTERMS : 2010)

46A: Documents Required **最重点**

1) BENEFICIARY'S SIGNED **COMMERCIAL INVOICE** IN TRIPLICATE CERTIFYING MERCHANDISE ARE OF CHINA ORIGIN MENTIONING

(A) H.S.CODE NO. 84. [REDACTED]

(B) IMPORTER'S REGISTRATION NO. [REDACTED]

(C) COST AND WEIGHT FOR THE CONSIGNMENT

2) FULL SET OF CLEAN SHIPPED ON BOARD MARINE/OCEAN **BILLS OF LADING**

2 X 2 MADE OUT **TO ORDER OF BANK AL HABIB LTD.,** PAKISTAN SHOWING FREIGHT PREPAID MARKED NOTIFY THE APPLICANT AND BANK AL HABIB LTD.,

PAKISTAN. BILL OF LADING MUST SHOW NAME, ADDRESS, TELEPHONE AND FAX NUMBER OF LOCAL SHIPPING AGENT AT PORT OF DESTINATION.

3) **CERTIFICATE FROM SHIPPING COMPANY** OR THEIR AUTHORIZED AGENTS STATING THAT THE CARRYING VESSEL IS COVERED UNDER INSTITUTE CLASSIFICATION CLAUSE

THIS CERTIFICATE MUST ALSO SHOW THE APPROXIMATE DATE OF ARRIVAL OF VESSEL AT PORT OF DESTINATION AND NAME OF CARRYING VESSEL

4) **INSURANCE** COVERED BY THE APPLICANT. ALL SHIPMENT UNDER THIS CREDIT MUST BE ADVISED BY THE BENEFICIARY **WITHIN FOUR**

WORKING DAYS AFTER SHIPMENT DIRECT TO ASKARI GENERAL INSURANCE COMPANY LIMITED, 4TH FLOOR, AWT PLAZA, THE MALL, RAWALPINDI, PAKISTAN AND TO THE APPLICANT BY REGISTERED AIRMAIL REFERRING TO THEIR OPEN POLICY NO. 201/06/09MIPOO00668 MENTIONING THE DETAIL

OF SHIPMENT AND VALUE OF INVOICE COPIES OF SUCH SHIPMENT ADVICES MUST ACCOMPANY THE DOCUMENTS

5) **CERTIFICATE ISSUED BY SHIPPING COMPANY** OR THEIR AUTHORISED

AGENTS CERTIFYING THAT THE BILL OF LADING IS ISSUED DIRECTLY BY THEM AND NO INTERMEDIARY OR ENDORSING AGENT IS INVOLVED FOR ISSUANCE OF DELIVERY ORDER AT PORT OF DESTINATION. THIS CERTIFICATE MUST SHOW BILL OF LADING NUMBER, NAME OF VESSEL AND NAME OF APPLICANT

6) **PACKING LIST** IN TRIPLICATE OF EACH PACKAGE.

7) THREE COPIES OF THE WARRANTY / GUARANTEE CERTIFICATE MENTIONING THE DETAILS OF WARRANTY / GUARANTEE OF THE GOODS SUPPLIED UNDER THIS LC

8) **BENEFICIARY'S CERTIFICATE** CERTIFYING THAT ALL COPIES OF SHIPPING DOCUMENTS HAVE BEEN DISPATCHED TO THE APPLICANT BY AIR COURIER SERVICES WITHIN SEVEN DAYS OF THE LOADING OF THE GOODS ON SHIP

9) **PRE-SHIPMENT INSPECTION REPORT** OF THE GOODS SHIPPED UNDER THIS LC ISSUED BY THE BENEFICIARY'S CONTROL

IN THE PORT OF ORIGIN BY THE BENEFICIARY'S CONTROL. THE REPORT MUST ACCOMPANY THE SHIPMENT INSPECTION REPORT

47A: Additional Conditions

- 1) DOCUMENTS DATED PRIOR TO DATE OF ISSUANCE OF THIS LC NOT ACCEPTABLE.
- 2) DRAFTS AND ALL OTHER DOCUMENTS MUST SHOW OUR DOCUMENTARY CREDIT NUMBER, DATE AND NAME OF L/C ISSUING BANK (BANK AL HABIB LIMITED, PAKISTAN).
- 3) CHARTER PARTY, SHORT FORM, BLANK BACK, FREIGHT FORWARDER'S AND HOUSE B/L NOT ACCEPTABLE. B/L SHOWING SHIPPER OTHER THAN BENEFICIARY NOT ACCEPTABLE.
- 4) NEGOTIATION UNDER RESERVE/GUARANTEENOT ALLOWED.
- 5) ALL DOCUMENTS MUST BE MADE OUT IN ENGLISH LANGUAGE
- 6) ANY OVERWRITING, ALTERATION AND ADDITIONS IN DOCUMENTS MUST BE AUTHENTICATED BY THE ISSUING AUTHORITY BEARING THEIR RUBBER STAMP
- 7) NEGOTIATING BANK MUST CERTIFY ON THEIR DOCUMENTS FORWARDING SCHEDULE THAT ALL THEIR CHARGES AND ALL CHARGES OF THE ADVISING BANK ARE PAID BY THE BENEFICIARY.
- 8) USD 60/- DISCREPANCY CHARGES WILL BE DEDUCTED INCASE OF DOCUMENTS CONTAIN DISCREPANCY.

71B: Charges

ALL BANK CHARGES OUTSIDE PAKISTAN INCLUDING COURIER AND REIMBURSING BANK CHARGES ARE ON BENEFICIARY'S ACCOUNT.

48: Period for Presentation

DOCUMENTS MUST BE PRESENTED WITHIN **21 DAYS** AFTER DATE OF ISSUANCE OF TRANSPORT DOCUMENT BUT WITHIN THE VALIDITY OF THE CREDIT.

49: Confirmation Instructions WITHOUT

信誉不好的银行要求有第三方保兑行

78: Instr to Payg/Acceptg/Negotg Bank

+WE HEREBY ENGAGE WITH DRAWERS AND/OR BONAFIDE HOLDERS THAT DRAFTS DRAWN AND NEGOTIATED IN CONFORMITY WITH THE TERMS OF THIS CREDIT WILL BE DULY HONOURED ON PRESENTATION
+THE AMOUNT OF EACH DRAFT MUST BE ENDORSED ON THE REVERSE OF THIS CREDIT BY NEGOTIATING BANK.
+DOCUMENTS MUST BE SENT TO BANK AL-HABIB LTD., TECHNO CITY, 9TH FLOOR, CORPORATE TOWER, HASRAT MOHANI ROAD, KARACHI 74000, PAKISTAN IN 1 LOT BY COURIER AT BENEFICIARY'S COST
+UPON PRESENTATION OF CREDIT CONFORMING DOCUMENTS, WE SHALL REMIT THE PROCEEDS AS INSTRUCTED BY THE NEGOTIATING BANK.

72: Sender to Receiver Information

//ACKNOWLEDG/
//ADVISE BENEFICIARY BY PHONE/TLX
//ACKNOWLEDGE RECEIPT BY MAIL/SWIFT

6.信用证交单

共享文档



信用证客户交单联系单

中国银行_____分/支行:

本公司向贵行递交下列单据以便贵行按下列指示及其它本公司与贵行签定的协议进行处理:

- 信用证项下议付, 收妥后向本公司付款
 - 押汇, 贵行保留向我公司追索的权利
- 货款/押汇款, 请将之入我公司下列帐户:

人民币 _____ 开户行 _____

外 币 _____ 开户行 _____

本次信用证项下交单适用于信用证中规定的《跟单信用证统一惯例》

Shipper

WU...
MACH... LTD

IBBER

Consignee (not negotiable unless consigned "to order" or "to order of" a named Person or "to order of bearer")

TO THE ORDER OF BANK AL HABIB LTD.,
PAKISTAN

Notify Party

1.1...
AL...
PAKISTAN
2. BANK AL HABIB LTD.
PAKISTAN

Vessel and Voyage Number

OOCL BRITAIN OO1W

Port of Loading

SHANGHAI

Port of Discharge

KARACHI

Place of Receipt*

SHANGHAI CY

Place of Delivery*

KARACHI CY

Number of Original Bs/L

THREE (3)

Booking Ref: SHAKHI1300762

B/L No.: SHAKHI130000749



PACIFIC INTERNATIONAL LINES (PTE) LTD

(Incorporated in Singapore)
CO. REG. NO. 196700080N

PORT-TO-PORT OR COMBINED TRANSPORT BILL OF LADING

Received in apparent good order and condition except as otherwise noted the total number of packages or units enumerated below for transportation from the Port of Loading (or the Place of Receipt if mentioned below) to the Port of Discharge (or the Place of Delivery if mentioned below) subject to all the terms and conditions hereof, including the terms and conditions on the reverse hereof. One of the signed original Bills of Lading must be surrendered duly endorsed in exchange for the Goods or delivery order. In accepting this Bill of Lading, the Merchant expressly agrees and agrees to all the terms and conditions hereof, including the terms and conditions on the reverse hereof, and the rights and liabilities arising in accordance with the terms and conditions hereof shall (without prejudice to any rule of common law or statute rendering them binding on the Merchant) become binding in all respects between the Carrier and the Merchant as the contract evidenced hereby had been made between them.

PAGE 1 OF 2

WUXI [REDACTED] CO., LTD.

NO.9, HONGXIN K [REDACTED]

ISHAN WUXI CITY, CHINA

TEL: +86-5 [REDACTED] 0-88716979

BENEFICIARY CERTIFICATE

THIS CERTIFICATE IS BEING ISSUED **VIDE** FIELD 46A CLAUSE NO.04 OF LETTER OF CREDIT NO. ILC121600228013 DATED 130315 ISSUED BY HABIB BANK LIMITED AND ADVISES FOLLOWING INFORMATION:

UNDER L/C NO.: ILC121600228013 DATED 130315

L/C DRAWEE: HABIB BANK LIMITED F.T.C BRANCH

L/C APPLICANT: SUPER COMPOUNDS LIMITED FAX:+91 [REDACTED] 3

DESCRIPTION OF GOODS:

CFR KARACHI PORT

Machine Parts as per beneficiary's revised proforma invoice No.WH1 [REDACTED] 3

INVOICE VALUE: USD32565.00

B/L NO.: HJSCSHCM33987300

DATE OF SHIPMENT: 2013/04/24

NAME OF VESSEL:HANJIN INDIGO 0001W

PORT OF LOADING: SHANGHAI PORT, CHINA

PORT OF DISCHARGE: KARACHI PORT, PAKISTAN

ETA: 2013/05/10

WE HEREBY DECLARE THAT COPY OF INVOICE AND PACKING LIST IS PASTED ON THE INNER SIDE OF THE DOOR OF THE CONTAINER/WALL.

WUXI [REDACTED]

[REDACTED]RY CO.,LTD.

2013/4/24

WUXI [REDACTED] Y CO., LTD.

NO.9, HONGXIN [REDACTED] AL PARK, XISHAN WUXI CITY, CHINA

TEL: +86 [REDACTED] 7 FAX: +86 [REDACTED] 9

SHIPMENT ADVICES

THIS SHIPMETIS BEING ISSUED VIDE FIELD 47A CLAUSE NO.01 OF LETTER OF CREDIT NO. ILC121600228013 DATED 130315 ISSUED BY HABIB BANK LIMITED

UNDER L/C NO.: ILC121600228013 DATED 130315

L/C APPLICANT: SUPER COMPOUNDS LIMITED FAX:+92-21-3508403

TO:M/S.EFU GENERAL INSURANCE LTD.

METROPOLITAN BR 6TH FLOOR E.F.U.HOUSE M.A.JINNAH ROAD P.O.BOX 5903 KARACHI-74000

FAX NO.92-21-2201450

INSURANCE COVER NOTE NO.: 250009436/02/2013

DESCRIPTION OF GOODS:

CFR KARACHI PORT

MACHINE PARTS AS PER BENEFICIARY'S PROFORMA INVOIME NO.WH1 [REDACTED] 013

NAME OF VESSEL/VOYAGE: HANJIN INDIGO 0001W

POL/PLD: SHANGHAI PORT CHINA/KARACHI PORT PAKISTAN

INVOICE VALUE: USD32565.00

GROSS WEIGHT:12090KGS

NET WEIGHT: 11880KGS

MEA:20.00CBM

DATE OF SHIPMENT: 2013/04/24

ETA:2013/05/10

B/L NO.: SHCM33987300

SIGNATURE: 

2013/4/24

7.信用证风险

- (1) 开证银行信誉过低风险
- (2) 保兑银行要查阅是否接受开证行的保兑
- (3) FOB条线下提单有一定的风险
- (4) 某些国家或地区存在信用低或者独特政策

方法去规避这样的信用证风险。此外，孟加拉国海关规定，即使信用证收货人失踪或拒付，需要退回货柜时，他们海关是要求先进口，后再出口的，所以，这类无形中的信用证风险，很多出口企业都无法规避。还有一些国家，例如阿尔及利亚信用证，也是相对风险较大的国家，某客户，由于客户拒绝赎单，导致其国家政府要求货到港口30天后，将对货物进行拍卖。这样一来，出口企业的损失将会是巨大的。对于这类信用证的风险，只能通过长期积累经验来判断以及强大的国外代理共同协调才能规避。



惠小微 服务

2021中国信保第二届小微客户服务节



信保通



信步天下



理赔服务



中小企业投保平台

信保动态

时政要闻

媒体聚焦

更多

- 中国信保参加2021年中国国际服务贸易交易会 2021-09-07
- 中国信保持续发力 助力服务贸易发展 2021-09-03
- 中国信保承保的全球最大液化天然气模块正式起航 2021-09-01
- 中国信保与中国建设银行签署《服务高水平对... 2021-08-27
- 中国信保与人保集团签署《战略合作框架协议》 2021-08-11
- “信步天下”客户APP注册用户突破10万！ 2021-07-19
- 践行初心、担当使命 中国信保召开2021... 2021-07-14

图片新闻

更多



中国信保与中国建设银行签署《服务高水...

三、不知道如何跟客户电话营销

1、勇敢的给客户打电话，比邮件更有温度

- 态度很重要，口语不好，害怕打电话，容易紧张
- 这些都很正常，只要做好电话前的准备，这些都是可以避免的

• 为什么需要电话沟通？

- 客户有很多的供应商可以选择，如果你不主动打电话让客户记住你的话，
- 你发的邮件、报价可能就淹没，特别是客户不回复的时候，一个电话可能就可以扭转乾坤

2. 电话一般内容

- 1) 能和客户基本沟通 (确认邮件 报价是否收到, 提醒客户回复等、问下客户对哪款产品感兴趣, 是否需要样品测试等)
- 2) 深入交谈订单细节、价格等, 就像用母语和本地客户一样对话
- 3) 聊聊家常 地道使用 客户感兴趣话题 和客户情感交流

-
- 在首次打电话之前，最好再不厌其烦的给客户发一封邮件，并且告诉他你将会在多久之后给他电话确认
 - 尽量避免打电话时的唐突，因为很多欧美人不喜欢被工作中意外的安排打扰
 - 我们事先的邮件也算成一种预约，更显我们的礼貌和专业

(1)客户能正常电话沟通

- **开场白:** Hello, this is ** from ** (company).
- **问候:** how are you ?
- **正题:**
 - have you received my quotation of ** ?
 - do you have plan for developing new product this season ?
 - do you have suppliers for ** in China ?
 - do you need sample to test ?
- **结尾:**
 - I will email you later, thank you
 - So glad to talk with you , have a nice day.
 - Thank you for your time.

(2) 不知道具体联系人，只知道公司名字的

- Hello.this is **** calling from China ,I would like to ask does your company import XXX from China
- I would like to talk with purchase manager .
- Can you please tell who is taking charge of business in your company,I mean,purchasing or sourcing.
- 询问客户具体负责人e-mail 等信息, 最好让接电话的人直接找来具体负责人沟通以下

(3) 假如对方口语很差或者基本听不懂

- 问对方名字
- 多重复几遍自己名字
- 多重复几遍自己产品关键词
- 通话结束马上写邮件过去，写清楚你要表达的内容

注意:

- 无论是开发性电话还是回复性电话，如果发现对方并不讨厌，就缠着对方多说几句
If you are interested and not so busy,I would like to introduce something to you here.
- 当然不能太过分，适可而止，别一次性让客户讨厌你，趁着热乎要到客户的其他联系方式，然后在其他的联系方式上好好聊，聊得更深一下，更私人一些！



目 录

CONTENTS

一 不知道如何整理跟进客户

二 不知道应对外贸风控

三 不知道如何给客户打电话