

This negotiation letter sample for **price reduction** citing market fluctuations serves as a professional template to request a decrease in pricing due to changes in current market conditions. It outlines how unforeseen economic shifts, supply and demand variations, or competitor pricing adjustments have impacted the cost structure, providing a clear rationale for the proposed price adjustment. This letter is designed to maintain a positive business relationship while effectively communicating the need for financial reconsideration in light of market volatility.

## Negotiation Letter Template

**[Your Name]**

[Your Position]

[Your Company Name]

[Company Address]

[City, State, ZIP Code]

[Email Address]

[Phone Number]

[Date]

**[Supplier/Vendor Name]**

[Their Position, if applicable]

[Supplier Company Name]

[Supplier Address]

[City, State, ZIP Code]

Dear [Supplier/Vendor Name],

I hope this message finds you well. I am writing on behalf of [Your Company Name] regarding our existing agreement for [products/services] supplied by your esteemed company.

As you are aware, the current market has experienced significant fluctuations due to [briefly mention key factors, e.g., economic downturn, supply chain disruptions, or increased competitor activity]. As a result, the pricing dynamics within our industry have shifted considerably. Many of our competitors have adjusted their rates accordingly, and we have observed a decrease in the average market price for similar goods/services.

In light of these recent developments, we kindly request a review and reconsideration of our current pricing arrangement. Specifically, we would appreciate a discussion regarding a potential price reduction for [product/service or contract reference], so that we may continue our partnership under mutually beneficial terms.

We greatly value the relationship we have built with [Supplier Company Name] and are hopeful that a fair adjustment can be reached. We remain committed to maintaining our collaboration and continuing to support each other through these challenging times.

Please let us know a convenient time for you to discuss this matter further. We look forward to your positive response and to finding a solution that reflects the current market conditions.

Thank you for your understanding and consideration.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]