

## Negotiation Letter Sample for Price Reduction Based on Competitor Pricing

[Your Name]  
[Your Title/Position]  
[Your Company/Organization]  
[Address]  
[City, State, ZIP Code]  
[Email Address]  
[Phone Number]  
[Date]

[Vendor/Supplier Name]  
[Vendor Company Name]  
[Vendor Address]  
[City, State, ZIP Code]

Dear [Vendor/Supplier Name],

I hope this message finds you well. We greatly value our ongoing relationship with [Vendor Company Name] and appreciate the quality of products and services you consistently provide to our organization.

As part of our routine procurement process, we have recently conducted a thorough market analysis to ensure we are receiving the most competitive rates for our purchases. In doing so, we have received several proposals from alternative suppliers offering similar products at more favorable prices. For your reference, we have been quoted a price of [Competitor Price] per unit for [Product/Service] from [Competitor Company Name], which is notably lower than your current rate of [Your Current Price] per unit.

We would like to continue our partnership with [Vendor Company Name], as we highly regard the value of our relationship and the level of service you provide. However, in light of the current market conditions and our need to optimize costs, we kindly ask if you are able to reconsider your pricing and offer a more competitive rate. Matching or coming closer to the competitor's price would ensure that we can continue working together to our mutual benefit.

Please let us know if there is any flexibility in your pricing or if there are additional incentives you can offer. We are confident that by working together, we can reach a mutually beneficial agreement that continues to support our long-term partnership.

Thank you for your attention to this matter. I look forward to your prompt response.

Sincerely,  
[Your Name]  
[Your Title/Position]  
[Your Company/Organization]