

Dear [Vendor Name],

Thank you very much for taking the time to present your proposal and for the effort your team dedicated to understanding our needs. We sincerely appreciate the thoroughness, professionalism, and creativity you demonstrated throughout this process.

After careful consideration, we have decided to move forward with a different vendor whose offerings more closely align with our current objectives. Please know that this decision was not made lightly and in no way reflects the quality of your services or the value you bring. We were genuinely impressed by many aspects of your proposal and your outstanding customer service.

We want to express our gratitude for your interest in working with us and for the positive experience we have had during our discussions. While we are unable to proceed at this time, we hope this decision will not deter you from engaging with us in the future. We will certainly keep your information on file and reach out should another opportunity arise that matches your expertise.

Once again, thank you for your time, understanding, and partnership. We wish you and your team continued success.

Kind regards,

[Your Name]

[Your Position]

[Your Company]