

# Vendor Loyalty Program Negotiation Letter

Date: [Insert Date]

[Your Name]  
[Your Position]  
[Your Business Name]  
[Your Business Address]  
[City, State, Zip Code]  
[Your Email Address]  
[Your Phone Number]

[Vendor's Name]  
[Vendor's Position]  
[Vendor's Company Name]  
[Vendor's Company Address]  
[City, State, Zip Code]

Dear [Vendor's Name],

I hope this message finds you well. I am writing to discuss our current partnership and to explore the possibility of establishing a vendor loyalty program that would benefit both our businesses.

As a small business, we value our relationship with [Vendor's Company Name] and appreciate the quality of your products and services. We believe that a loyalty program could further enhance our collaboration and incentivize continued business on both sides.

We are interested in negotiating terms that would allow for [specific benefits, e.g., discounts, exclusive offers, or rewards programs] as part of our loyalty agreement. We believe this would encourage us to increase our order volume and promote your products more vigorously.

We would love the opportunity to discuss this in more detail and explore how we can develop a mutually beneficial loyalty program. Please let me know a suitable time for us to meet or have a call.

Thank you for considering this proposal. I look forward to your response.

Sincerely,  
[Your Name]  
[Your Position]  
[Your Business Name]