

Subject: Request for Discount Negotiation for Seasonal Promotions

Date: [Insert Date]

[Supplier Name]

[Supplier Address]

[City, State, Zip Code]

Dear [Supplier Name],

I hope this message finds you well. As we approach the upcoming seasonal promotions, I would like to discuss our ongoing partnership and the potential for a discount that would benefit both our businesses.

Over the past year, we have enjoyed a successful collaboration, and with the upcoming season, we anticipate an increase in demand for your products. To maximize our sales and further promote your brand, we propose negotiating a discount on our current pricing for the promotional period.

Offering a discount could not only increase product turnover but also enhance customer satisfaction, ultimately leading to higher sales volumes. We believe this partnership adjustment would be mutually beneficial.

We would appreciate the opportunity to discuss this matter further and explore options that work for both parties. Please let me know a convenient time for you to have a conversation.

Thank you for considering our request. We look forward to your positive response.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Your Contact Information]