

Letter Template for Lowered Pricing Strategy

Dear [Client's Name],

We hope this message finds you well. As a valued partner, we want to ensure that you continue to receive the best possible support from us, especially during these challenging times.

To better assist you and your business, we are excited to announce a temporary reduction in our pricing for [specify products/services]. This adjustment is designed to provide you with greater value and support your needs effectively.

Effective [start date], our new pricing will be as follows:

- [Product/Service 1] - [\$New Price]
- [Product/Service 2] - [\$New Price]
- [Product/Service 3] - [\$New Price]

We believe this strategy will empower you to continue utilizing our services without compromising your budget.

If you have any questions or would like to discuss this further, please do not hesitate to reach out. We are here to support you.

Thank you for your continued partnership.

Best regards,

[Your Name]

[Your Position]

[Your Company]

[Contact Information]