

Preliminary Counter Proposal Letter

Subject: Initial Counter Proposal for Consideration

Dear [Recipient's Name],

I would like to thank you for extending your business offer and for considering our company as a potential partner. After internal discussions, we are pleased with many aspects of your proposal, but there are a few points that require further negotiation.

We propose the following revisions:

1. Adjusting the contract duration from three years to two years with an option to renew.
2. Offering a 5% discount for bulk purchases over [amount].
3. Adding a clause for annual performance review to reassess terms.

These suggestions are preliminary and intended to open the floor for further discussions. We look forward to your feedback and are confident that with some adjustments, we can finalize a mutually beneficial agreement.

Sincerely,

[Your Name]

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