

Creative Counter Proposal Email

Subject: A Win-Win Twist on Your Proposal

Dear [Recipient's Name],

Your offer got our team thinking, and we're excited about the potential collaboration. But instead of going with the exact terms you suggested, we'd like to put a creative spin on it that could benefit both of us.

Rather than fixed pricing, how about a performance-based model where costs adjust according to results? It keeps everyone motivated and ensures fairness. We'd also love to include a co-branding opportunity—this would give both of us increased visibility and customer trust.

Let's consider this an experiment in creating a win-win situation. I'd be happy to discuss this approach further and see how it aligns with your goals.

Warm regards,

[Your Name]

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