

Official Counter Proposal Letter for Partnership

Subject: Official Counter Proposal to Partnership Offer

Dear [Recipient's Name],

I am writing in response to your partnership offer received on [date]. We highly value your interest in collaborating with our company and see strong potential for a successful relationship. However, after careful consideration, we would like to propose adjustments to the terms.

Our counter proposal includes the following:

- Revenue sharing model revised to 60/40 instead of 50/50, reflecting our higher investment in resources.
- Inclusion of exclusivity clause limited to [region] rather than nationwide.
- A three-month pilot phase before full commitment.

We hope you will find these adjustments fair and conducive to a lasting partnership. Please review this counter proposal, and we are open to arranging a meeting to finalize the agreement.

Yours sincerely,

[Your Name]

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