

Counter-Offer in Business Negotiation Letter

Subject: Counter-Proposal Regarding [Deal/Contract Name]

Dear [Recipient Name],

Thank you for your offer dated [date] regarding [subject matter]. We have carefully reviewed your proposed terms and appreciate the time and effort invested in preparing this proposal.

While we recognize the value of this potential collaboration, we would like to propose certain modifications to better align with our business requirements and ensure mutual benefit.

ORIGINAL OFFER POINTS OF AGREEMENT:

We accept and agree with the following terms from your proposal:

- [Term 1]
- [Term 2]
- [Term 3]

PROPOSED MODIFICATIONS:

However, we respectfully propose the following counter-terms:

1. [Original term]: We suggest [alternative term with justification]
2. [Original pricing/timeline/scope]: We propose [modified version with reasoning]
3. [Original condition]: We recommend [adjusted condition with explanation]

RATIONALE:

These modifications are based on [specific reasons: market conditions, budget constraints, operational requirements, industry standards, etc.]. We believe these adjustments will create a more sustainable and mutually beneficial arrangement.

ADDITIONAL PROVISIONS:

We also suggest incorporating the following provisions:

- [Additional term 1]
- [Additional term 2]

We remain highly interested in moving forward with this opportunity and believe these proposed

changes will strengthen our partnership. We are open to further discussion and negotiation to reach terms that satisfy both parties.

Could we schedule a call within the next week to discuss these points? I am confident we can reach an agreement that works for everyone.

Looking forward to your response.

Best regards,

[Your Name]

[Your Title]

[Company Name]

[Contact Information]

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