

Casual loyal customer discount request

Subject: Long-time Customer Hoping for Some Love on Pricing

Hi [Customer Service Team/Account Manager],

I've been a happy customer of [Company Name] for [time period] and wanted to reach out about potentially getting a discount on [service/product/renewal].

Over the years, I've been consistently satisfied with your service and have recommended you to [number] friends and colleagues. My account history shows [specific details: consistent payments, multiple services, referrals, etc.], and I'd love to continue our relationship.

I'm currently evaluating my options for [upcoming renewal/new purchase] and noticed that new customers are getting some pretty sweet deals. As someone who's stuck with you through [mention any company changes, price increases, etc.], I'm hoping you might be able to match or beat those promotional rates for existing customers like me.

I'm not looking to make this difficult â€” I just thought it was worth asking since I value our partnership and would prefer to keep everything with you rather than shopping around.

Could you take a look at my account and see what options might be available? Even a modest discount would go a long way in showing that you value customer loyalty.

Thanks for taking the time to consider this. I appreciate everything you do!

Best,

[Your Name]

[Account Number/Customer ID]

[Phone/Email]

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