

Seasonal Promotion and Discount Authorization

Subject: Summer Sales Blitz - Special Pricing Authority Now Active

Dear Sales Representatives,

I am pleased to authorize special promotional pricing for our Summer Sales Blitz campaign, running from June 1st through August 31st, 2025.

You are hereby granted expanded discount authority as follows:

Standard Products:

- Up to 20% discount without approval (normal limit: 10%)
- Up to 30% discount with manager approval (normal limit: 15%)
- Volume discounts: additional 5% for orders over \$50,000

Premium Services:

- First-month free for annual contracts
- 15% discount on multi-year agreements
- Bundling discount: 25% off when combined with three or more products

Promotional Terms:

- All discounts must be documented in Salesforce with campaign code SUMMER2025
- Contracts must be signed by August 31st to qualify
- No retroactive application to existing proposals

This expanded authority is designed to help you close deals faster and capture market share during our peak season. However, all standard approval workflows remain in place for discounts exceeding these thresholds.

Marketing will provide promotional materials, battle cards, and customer-facing pricing sheets by May 25th. A recorded training session covering objection handling and competitive positioning will be available on the learning portal.

Let's make this our strongest summer on record.

Best regards,

Robert Kim

Director of Sales Enablement

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