

## Direct cost negotiation business message

Subject: Cost Optimization Discussion - High-Volume Account

Dear Account Manager,

Our partnership has been successful over the past [time period], and we appreciate the quality and service your company provides. As we plan for the next fiscal year, we're looking at ways to optimize our cost structure while maintaining our current volume commitments.

Current order volume: [quantity] annually

Projected growth: [percentage] increase next year

Average order frequency: [frequency]

Given our loyalty and consistent volume, we'd like to discuss:

- Tiered pricing based on annual commitments
- Early payment discounts
- Reduced pricing for advance orders
- Bulk packaging options to reduce per-unit costs

We're prepared to increase our annual commitment to [new quantity] in exchange for improved pricing terms. This predictable volume should provide you with better planning capabilities and reduced sales costs.

Can we schedule a meeting to discuss how we can structure a mutually beneficial arrangement for the coming year?

Looking forward to our continued partnership,

[Your Name]

[Account Title]

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