

Business Offer Counter Proposal

[Your Name]

[Your Title]

[Your Company Name]

[Your Contact Information - Email and Phone Number]

[Date]

[Recipient's Name]

[Recipient's Title]

[Recipient's Company Name]

[Recipient's Address]

Subject: Counter Proposal to [Brief Description of the Initial Offer]

Dear [Recipient's Name],

I hope this message finds you well. I would like to express my appreciation for the business offer presented by your esteemed company. After careful consideration and analysis, we are interested in engaging in further discussions to explore the possibilities of a mutually beneficial partnership. However, we would like to propose certain modifications to the original offer to better align with our objectives and needs.

[Paragraph briefly expressing gratitude and acknowledging the original offer]

1. Objective and Value Proposition:

Before delving into the counter proposal, I'd like to reiterate our key objectives and the unique value proposition we bring to the table. At [Your Company Name], we pride ourselves on [briefly describe your strengths, expertise, resources, or any competitive advantage].

2. Counter Proposal:

2.1. [Negotiation Point 1 - e.g., Pricing]

[Explain your counter proposal for the first key term you wish to negotiate. Provide a clear and concise rationale for the change you're proposing, considering market conditions, competitive

pricing, and your company's financial goals.]

2.2. [Negotiation Point 2 - e.g., Deliverables]

[Explain your counter proposal for the second key term you wish to negotiate. Highlight how the proposed changes will enhance the deliverables, meet specific requirements, or improve overall project outcomes.]

2.3. [Negotiation Point 3 - e.g., Timeline]

[Explain your counter proposal for the third key term you wish to negotiate. Address any concerns or constraints related to the timeline and demonstrate how the revised schedule will ensure successful project completion.]

3. Conclusion:

We believe that our suggested adjustments to the original offer will contribute to a more productive and successful partnership between our companies. We are committed to working collaboratively with your team to address any concerns and find a solution that satisfies both parties.

Please let us know your thoughts and if you would be open to arranging a meeting to discuss our counter proposal in greater detail. We are eager to engage in constructive dialogue and move forward with this potential partnership.

Thank you for your time and consideration. We look forward to your response.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Your Contact Information - Email and Phone Number]