



Negotiation Toolkit

SaaS Negotiation Questions to Ask & Email Templates

Your list of questions and emails to protect your business and secure the best pricing possible.



10 Questions to Ask

Maximize your negotiation leverage by asking the right questions. This sheet contains 10 questions covering a range of categories that strong SaaS negotiators ask every time.

Don't just go through these questions one by one. Look over this list and create a strategy with a clear cadence you will follow depending on your budget and ideal contract length. You might pick a handful of initial questions and map conditional secondary questions based on potential answers to those.

General questions

- 1. How early do you notify customers ahead of an auto-renewal period?
- 2. What is the process to extend/renew our contract?

Pricing & costs

- 3. How does pricing adjust based on license count?
- 4. What does pricing look like as we scale usage?
- 5. Does this pricing include additional fees regarding support, training, implementation, etc.?
**If no, ask them to provide a breakdown of total cost and fees*

Support & service

- 6. What is our escalation path?
- 7. Do you maintain an uptime guarantee outlined in the SLA?

Data security

**Data Security questions may go through Procurement, but usually these conversations are managed by IT or INFOSEC teams.*

- 8. Are you a data processor or subprocessor?
- 9. What security frameworks do you follow?
 - SOC 2
 - ISO 27001
 - Other
- 10. What data privacy regulations do you comply with?
 - GDPR
 - CCPA
 - CPA
 - HIPAA
 - Other

4 Price Negotiation Email Templates

Emails hold great power to move negotiations forward. These templates are worth their word count in gold, as they are the foundational scripts our own procurement team uses when negotiating with suppliers to secure the best possible pricing and terms — every time.

Each template is labeled with the purpose and time that it’s appropriate to use. Read through these emails and see which (perhaps all) are a good fit for your current situation and plan ahead to identify which templates you might use later in negotiations. Remember to take these and make them your own - personalize each email to your unique needs and brand to get the most value out of these templates.

Initial reply to supplier proposal

Hi [Name of Supplier POC],

I appreciate your time in putting this proposal together - working with you and your team has been great.

After discussing with my team, we’re excited about a lot of what’s in the proposal, but there are competitive offerings that are appealing and significantly less expensive, and the initial proposal exceeds our allocated budget. We’re eager to work together, so I’ve thought of a few suggestions...

Perhaps:

- [Your Suggestion]
- [Your Suggestion]
- [Your Suggestion]

Let me know what you think. We’d love to find something mutually beneficial.

Best,
[Your Name]

Reply to supplier pushback (escalation to leadership)

Hi [Name of Supplier POC],

Given the market, we unfortunately are not in a position to move forward on a new agreement without reducing the price.

Any chance we can escalate this on your side and bring in a leader who might be able to help us?

Would love to jump on another call and discuss. I want to work together to find ways and get creative to solve [Your Company Name]’s goals.

Thanks,
[Your Name]

First outreach to supplier (upcoming renewal)

Hi [Name of Supplier POC],

Aligning with top suppliers is our priority in this current market - those who are willing to partner with us to generate impactful results, plus meet our budget objectives.

We enjoy working with you and your team and continue to see value in the partnership, but we also need to do more with less.

While our contract does not expire for a few months, I'd love to pre-emptively explore options together.

Can we find some time in the next week or so to connect?

Thanks,
[Your Name]

Reply to supplier (competitive hail mary)

Hey [Rep],

As we previously discussed, we have been doing our due diligence with suppliers in the space. Another supplier we were in conversations with did reach out with an aggressive proposal.

While [Supplier] is our preferred supplier from a functionality standpoint, cost is of the utmost importance to our team this year, given the challenging economic climate. In order for us to proceed with [Supplier Name], Finance is anticipating seeing the Total Contract Value lowered to [Price].

Best,
[Your name]