

Discount & Negotiation Policy

Consumer Electronics & Appliances

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a discount and negotiation policy — approval limits, giving non-price value (accessories, EW, delivery, finance) instead of price, and controlling the bargaining culture — so counter discounting is controlled and margin protected. Use it to plug discount leakage. For pricing use the Pricing & Margin Strategy tool.

Purpose of this tool & output

Stop reflexive discounting at the counter

How the output is used

Use it as a written discount and negotiation policy — clear limits so counter staff stop reflexively discounting away the margin.

Who receives it

It is an internal policy owned by the proprietor and applied by sales staff on every deal at the counter.

Important cautions

Give non-price value (accessory, extended warranty, delivery, better EMI) before cutting the product price; reflexive counter discounting on already-thin margins is a direct, invisible loss. Set approval limits and track it.

Companion documents

- Pricing & Margin Strategy
- Margin & Attach Management
- Competitive / Online Price Response
- Finance & Warranty Commission Optimization
- Price List & Update Management

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.