AISEVAK.IN · FREE GUIDE

# MT Terms & Margin Negotiation

FMCG Brands & Distribution

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

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 negotiation plan for modern-trade commercial terms — margins, listing/slotting fees, promo contribution, returns and payment days — with your walk-away math and trade-offs, so you do not sign away profit for shelf. Use it before a terms meeting. For the profit picture use the MT Account Profitability Analysis.

## Purpose of this tool & output

Negotiate MT terms without giving away margin

## How the output is used

Use it to negotiate MT terms without giving away margin — the levers and preparation for margin, slotting and promo terms.

## Important cautions

Add up all MT terms as one cost-to-serve; a good headline margin can still be loss-making after fees and returns.

## Companion documents

- Modern Trade Listing Kit
- Joint Business Plan (JBP) Builder
- Key Account Management Plan
- MT Promo & Activity Calendar
- Fill Rate & Service Level Improvement
- Private Label / Own-Brand Response