AISEVAK.IN · FREE GUIDE

Rate & Markup Negotiation Guide

Staffing & Recruitment

Document type: Plan / SOP / strategy / guide · Generated 29 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

Prepares you to negotiate staffing rates and markups with clients — cost build-up, floor, positioning, concessions and payment terms — to protect margin and cash flow. Use it before a rate discussion. For the margin maths use the Markup & Margin Calculator.

Purpose of this tool & output

Negotiate rates that protect your margin

How the output is used

Use it to negotiate rates that protect your margin — a rate and markup negotiation guide across levers and anchors.

Important cautions

Negotiate on fully-loaded cost, not gross salary — thin markups can lose money once PF, ESI, overhead and payroll-funding cost are counted. Payment terms (DSO) matter as much as rate for a staffing business. Protect both margin and cash flow.

Companion documents

- BD & Client Acquisition Strategy
- Client Pitch & Proposal Builder
- Service Level Agreement (SLA) Design
- RFP / Tender Response Builder
- Key Account Management Plan
- Vendor Empanelment Guide

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.