

[Your Name]
[Your Title]
[Your Company Name]
[Date]

[Client Name]
[Client Company]
[Client Address]

Subject: Strategic Review of Current Pricing Model

Dear [Client Name],

Following our recent analysis of market trends and internal performance metrics, we have completed a comprehensive review of the pricing strategy for [Product/Service Name].

The objective of this review was to ensure that our current pricing accurately reflects the value delivered, accounts for shifting market demands, and maintains competitive positioning. Based on our findings, we are proposing the following adjustments:

- **Current Price:** [Old Price]
- **Revised Price:** [New Price]
- **Effective Date:** [Date]

Key factors influencing this strategy include:

- [Factor 1: e.g., Increased cost of raw materials]
- [Factor 2: e.g., Enhanced features and service capabilities]
- [Factor 3: e.g., Benchmarking against industry competitors]

We believe these changes are essential to sustaining the high quality of service and innovation you expect from [Your Company Name]. We are committed to transparency and would like to schedule a brief call to discuss how this strategy aligns with your business goals for the upcoming year.

Please let us know your availability for a discussion on [Date/Time].

Best regards,

[Your Signature]
[Your Name]
[Your Phone Number]