

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Subject: Strategic Update Regarding Our [Product/Service] Pricing

Dear [Client Name],

At [Company Name], we continuously evaluate our market position to ensure we are providing maximum value to our partners. As part of a broader strategic repositioning of our [Product/Service Line], I am writing to inform you of a formal reduction in our pricing structure.

Effective [Date], the price for [Product/Service] will be adjusted from [Old Price] to [New Price].

This repositioning is designed to:

- Increase your operational efficiency by lowering acquisition costs.
- Align our offerings with current market shifts and demand.
- Deepen our long-term partnership by sharing the benefits of our optimized internal processes.

Please note that this price reduction will not impact the quality, support, or delivery standards you currently receive. All existing contract terms remain in effect, with the new rates applied to your next billing cycle.

We appreciate your continued business and look forward to supporting your growth under this new pricing structure. If you have any questions regarding this adjustment, please contact your account manager at [Phone Number/Email].

Sincerely,

[Your Name]

[Your Title]

[Company Name]