



COMMUNICATION

Saying No



Dear [Sales Rep],

Thank you for reaching out regarding the potential seven-figure deal with [well-known brand]. I appreciate the opportunity and understand the importance of closing this deal.

However, I must respectfully push back on the request for several customizations with their in-house software in a few weeks time. While I understand the potential benefits of closing this deal, I must consider the risk associated with consuming the entire team's resources and sacrificing key roadmap progress for all of our other clients.

I understand that these customizations are important to [well-known brand], but I also want to ensure that we are able to maintain a balance between meeting the needs of our clients and maintaining the integrity and stability of our enterprise-grade ERP software.

As an alternative, I would suggest that we explore options such as:

- Prioritizing a smaller subset of customizations that would be most beneficial to [well-known brand] while still being mindful of the impact on our team and other clients.
- Offering a phased implementation plan where we can deliver the customizations in stages over a longer period of time.
- Providing consulting services to [well-known brand] to help them optimize their in-house software to work seamlessly with our ERP.

I would be happy to schedule a meeting to discuss these options and find a mutually beneficial solution.

Thank you for your understanding and please let me know if you have any further questions.

Best,

[Your name]