

Discount and Deal Approval Form

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Date Submitted: [Date]
Account Executive (AE): [AE Name]

1. Deal Summary (To be completed by AE)

Detail	Input
Client Name	
Opportunity ID (CRM)	
Total Net ARR (After Discount)	
Subscription Tier	
Standard List ARR (Before Discount)	
Total Discount Percentage Requested	
Approval Threshold Breached	[Yes / No] (If requested discount > 15%)

2. Business Justification (Mandatory)

Please explain *why* the requested discount is necessary to close this deal and how it aligns with the long-term strategic value.

[Enter Detailed Justification Here - e.g., Multi-year commitment, competitive threat (Atlas AI), reference client for a new vertical.]

3. Financial Impact Analysis

Metric	Calculation
Gross Margin Impact (%)	[X]% (Calculated by Finance)
Projected Customer Lifetime Value (CLV)	[AED/USD Amount]

Risk Score	[Low / Medium / High] (Assessed by Legal/Finance)
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4. Approval Sign-Off (Required Sequence)

Approver Role	Signature / Date	Comments
Sales Director		
VP of Sales		(Mandatory if Discount > 15%)
CFO / CEO		(Mandatory if Discount > 25%)