Category

Commercial Excellence

Discount Management & Commercial Guardrails Playbook

Managing discounting as a deliberate commercial lever, not a default response to buyer pushback

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- Administrator
- 10 June 2018
- 3 minute(s)

Overview

A framework for discount management and commercial guardrails — treating discounting as a deliberate strategic lever with clear rationale requirements, rather than a default, reflexive response to buyer price pushback that erodes margin without genuine strategic justification.

Isn't offering a discount when a buyer pushes back on price

simply good sales practice to close the deal? Reflexive discounting in response to any price pushback, without distinguishing genuine price sensitivity from routine negotiation posturing, tends to train buyers to expect discounts and erodes margin without proportional strategic benefit — deliberate discount management distinguishes when discounting genuinely serves a strategic purpose.

What's the difference between strategic and reflexive discounting?

Strategic discounting has clear rationale — competitive displacement, strategic account acquisition, volume commitment — tied to a specific business objective; reflexive discounting is simply a default response to any buyer pushback without this deliberate justification.

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