Hello [Customer/Prospect],

I have good news to share. After talking with my manager, we’re able to secure a [10%] discount for you [if you purchase the full platform/upgrade on the annual plan].

[With this purchase, you’ll be able to use our [premium feature 1] – usually sold separately – to increase your marketing reach to targeted demographics. I believe this will help you hit your ambitious goals for next year].

Let me know what you think and whether you have any questions. Let’s jump in a call if it’s more convenient.

Thanks,

[Your name]