# Price request — the three elements of the frame

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Fictional document

**Fictional document — demonstration example**

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**Fictional document**, produced for demonstration. **With no written frame, a discount request is pressure with nobody behind it.**

## What it takes to write to delegate the request

| Element | Example | What it avoids |
|---|---|---|
| **The gap targeted** | **−4 %** | **A request with no object** |
| **What justifies it** | **Volume, term commitment, observed market price** | **An arbitrary request** |
| **The time allowed to reply** | **10 working days** | **A cascade of chasers** |

## What the agent then sends

| Feature | Value |
|---|---|
| **Argued** | **The reason is in the message** |
| **Signed** | **By a named buyer** |
| **Bounded** | **Stops at the first reply, whatever it is** |

## What never circulates, even with a frame

| Information | Circulates? | Why |
|---|---|---|
| **A competitor's price** | **No** | **Prices are given within a consultation** |

> Circulating them from one bidder to another **exposes you and makes your later consultations less genuine.**

## The flag that is not a conclusion

| Finding | Value | What the agent concludes |
|---|---|---|
| **Consultations a supplier appears in** | **22** | **Nothing** |
| **Consultations they win** | **22** | **Nothing** |

They may be **genuinely the best** in that segment, or they may be **consulted alongside competitors who cannot respond. It is the one figure no dashboard produces.**

## For the company to settle

Gap targeted per purchasing family: _____ %

Buyer signing the requests: _____



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