NEGOTIATION PREP BRIEFING | AWS PRIVATE PRICING AND EDP

AWS EDP Negotiation: Talking Points, Call Scripts, and Negotiation Prep

A three call playbook for sourcing teams: word for word scripts for the first, second, and third call, the mechanics behind AWS's side of the table, and prompts to customize every line | 27 August 2026

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READ THIS BEFORE YOU DIAL

An EDP is a bet you make against your own forecast, and AWS holds the model. The private pricing deal trades a committed spend over one to five years for a cross service discount, and every mechanic in it favors the side with better data: the commitment is invoiced if you fall short, the growth model behind the proposed commit is theirs, and AWS reads your usage telemetry in more detail than your own finance team does. Meanwhile the headline percentage that anchors the whole conversation is the least interesting number in the deal.

Your position is stronger than the anchoring suggests. The do nothing fallback is genuinely fine: on demand with Savings Plans keeps running with no deadline at all. The real money sits in service specific private rates on your top spend lines, in credits that stack quietly beside the discount, and in shortfall flexibility that turns the commitment from a cliff into a corridor. The rule that governs everything below: optimize first, commit second, and commit below your own forecast, never at their model. Three structured calls are how that gets done.

1. THE 2026 REALITY: FOUR SHIFTS THAT CHANGE YOUR SCRIPT

- **Commit below the forecast.** Shortfall is invoiced, so the commit is sized at your conservative baseline, ramped in annual tranches, never at the growth curve on their slide. Overcommitting buys a discount on money you then have to find ways to spend, which is not a discount at all.
- **Optimize before you commit.** A commitment signed on unoptimized spend locks the waste in for the term and inflates the baseline every renewal is built on. Rightsizing, storage hygiene, and Savings Plans coverage come first; the discount on wasted spend is still waste.
- **The headline percentage is not the deal.** The real rate is the blend: the cross service discount stacked on Savings Plans and reserved pricing, plus service specific private rates on your heaviest lines, data transfer above all. Named private rates on your top five services routinely beat another point on the headline number, and they are approved through a different door.
- **Credits and capacity are the second currency.** Migration program credits, signing credits, proof of concept funding, and access to constrained AI capacity all stack beside the discount and cost AWS less than rate. Marketplace purchases retiring part of the commitment, at a counting percentage that is itself negotiable, is the quiet lever most buyers never pull.

2. BEFORE CALL 1: WHAT YOU ASSEMBLE

- **Their calendar, not yours.** The fiscal year is the calendar year; quarters end 31 March, 30 June, 30 September, 31 December. Quarter ends help, December most, but your fallback of staying on demand means no date in this deal is ever yours.
- **The optimized baseline.** Twelve months of spend after the rightsizing you are actually going to do, with Savings Plans coverage modeled. This is the number the commit is sized from, and it is built by you, not by their account team's growth model.
- **The service mix map.** Your top five spend lines by service, because those are where service specific private rates get requested. Data transfer gets its own line in that map regardless of rank.
- **The Marketplace map.** Every ISV subscription you could route through Marketplace, priced. Purchases that retire commitment change the math of the commit size itself.
- **The portable tier.** The workloads that could genuinely run elsewhere, with at least one competing cloud quote for that tier. Nobody moves everything; a priced, portable slice is enough to be logged.
- **One voice.** Route everything commercial through sourcing. Solution architects cultivate engineering directly, and architecture decisions made in those conversations become commercial facts; every side conversation reprices your deal.

CALL 1: THE FRAMING CALL

T MINUS 6 TO 9 MONTHS

Goal: control the process, extract the pricing structure in writing, and establish that the commit will be sized from your baseline, not their model. You are not negotiating on this call; you are setting the rules the negotiation will follow.

> **OPEN WITH THIS**
>
> *"Thanks for making time. We are running this as a formal sourcing event, alongside a cost optimization program and a portability review of part of the estate. All commercial communication routes through me.* **[engineering owner]** *owns the architecture, not commercials. Today I need three things: the discount structure by commit level and term in writing, exactly what counts toward the commitment, and how shortfall is handled."*

Ask these five questions, in this order

1. "Send me the discount bands by commit size and term, in writing, together with which services are eligible and which are excluded."
2. "What counts toward the commitment: Marketplace purchases at what percentage, support fees, credits funded usage?"
3. "What shortfall flexibility is available: carry forward, term extension, commitment rollover into renewal?"
4. "What are the support requirements and what caps or tier improvements are available at our scale?"
5. "Which credit programs apply to us this cycle: migration funding, signing credits, proof of concept funding, capacity programs?"

> **INSIDER NOTE**
>
> Question three matters most and is asked least. Shortfall flexibility is cheap for AWS to grant at signature and nearly impossible to obtain at term end, and its existence changes how aggressively you can size the commit. Announcing the optimization program in the opening sentence does the rest: it tells the account team the baseline is about to shrink, which moves the proposal toward your number before you have argued for it.

Deflect these, word for word

- They present a growth forecast for your account: "Your model is noted. The commit is sized from our optimized baseline, which we will provide when it is ready."
- They ask about budget: "We build the budget after we see your structure against our baseline, not before."
- They ask about workload roadmaps or AI plans: "Our road map is part of any negotiation, not context for it."
- They propose an architecture session with your engineers: "After commercials are framed. Design conversations are not pricing conversations."

> **CLOSE WITH THIS**
>
> *"Action items: the discount structure, the counting rules, and the shortfall options, in writing, within three weeks. Our next commercial call is* **[date]**. *Anything sent to anyone else in this company comes back to me unanswered."*

CALL 2: THE DECONSTRUCTION CALL

AFTER THE FIRST PROPOSAL, T MINUS 3 TO 4 MONTHS

Goal: resize the commit to your baseline, move the negotiation from the headline percentage to service rates and credits, and force pricing authority into the room. Never react to numbers in the meeting where you receive them: acknowledge, schedule this call, respond on your clock.

> **OPEN WITH THIS**
>
> *"We have reviewed the proposal. Before we discuss the percentage, we align on the commit. Your model assumes* **[X]** *per year. Our optimized baseline is* **[Y]**, *and the commit will be ramped from* **[Z]**. *Now walk me through the structure at that number, one line at a time."*

The six moves of Call 2

- **Size from your baseline.** "The commit reflects spend we are certain of, ramped by tranche. Growth beyond it still lands in your revenue; it does not need to sit in our contract."

- **Go after the service rates.** "On top of the cross service discount, we need private rates on **[top services]** and on data transfer. That is where our spend actually sits, and where this deal is decided."
- **Turn the cliff into a corridor.** "Shortfall converts to carry forward or a term extension, in the agreement. A commitment with no flexibility is priced as risk, and we price risk against the percentage."
- **Stack the credits.** "Migration funding, signing credits, and proof of concept funding are itemized in writing alongside the discount, not instead of it. Credits and rate are different budgets on your side; we will take both."
- **Make Marketplace work.** "Our ISV spend of **[amount]** routes through Marketplace at a counting percentage we agree now. It retires commitment, so it changes what commit we can sign."
- **Summon the desk.** "For the next call, bring whoever owns private pricing for this account. I do not run final rounds with people who cannot approve."

> **CLOSE WITH THIS, AND ONLY THIS**
>
> *"No counteroffer today. If the commit lands at our number with the service rates attached, we can discuss term length. You now know the order of operations."*

HOW THE OTHER SIDE OF THE CALL IS PAID, AND WHY IT IS YOUR LEVERAGE

The account team is paid on revenue growth and on adoption of strategic services: AI, containers, data platforms. A signed commitment is forecastable revenue, which is why a commit is easier for them to get approved than a discount, and why the shape of the deal, term, ramp, and counting rules, moves more freely than the headline rate. Use that asymmetry: trade shape they can book for economics you need.

Private pricing approvals run in bands by commit size, and service specific rates travel a different approval path than the cross service percentage, which is why a data transfer rate or a storage rate often lands where another headline point would not. And remember what they can see: your usage, service by service, hour by hour. Never bluff consumption or migration intent; bring the portable tier with a real competing quote instead, because logged competitive risk is the input their own escalation process responds to.

Know what is cheap for AWS to give: credits of every kind, Marketplace counting, carry forward rights, support tier improvements, capacity access. Know what is expensive: the headline percentage. Trade cheap things you want for expensive things you need, and remember that your fallback runs on demand forever, so every deadline in this deal is theirs.

CALL 3: THE CLOSE CALL

TIMED TO AWS'S QUARTER END

Goal: convert leverage into signed paper. Everything lands in the private pricing agreement and its schedules; the desk honors paper only.

> **OPEN WITH THIS**
>
> *"We are prepared to sign inside your quarter if the remaining items land. Here is the complete list. Nothing gets added by either side after today, including by us."*

The final asks checklist, read it out loud

1. Commit at **[our number]**, ramped by annual tranche, sized from our baseline and stated in the agreement.
2. The cross service discount at **[x]** percent, plus named private rates on **[top services]** and data transfer, in the schedules.
3. Shortfall flexibility in writing: carry forward or term extension, exercisable without renegotiation.
4. Marketplace counting at **[percentage]** toward the commitment, stated, with our ISV routing plan unaffected by it.
5. All credits itemized in signed writing: migration funding, signing credits, proof of concept funding. Verbal credits do not exist.
6. Support fees capped or tiered at **[x]** percent effective, fixed for the term.
7. Renewal protection: the discount holds at renewal on a flat commit, so growth is a choice and not a hostage.
8. Exit and transfer terms acknowledged in writing, including data transfer treatment if the estate ever leaves.

> **TWO TRADING LINES THAT WORK**
>
> *"A referenceable workload story on your strategic services is worth real money in your account plan. What is that worth on the commit terms?"   And when it stalls: "On demand runs fine without a signature. The question is whether this commitment lands in your quarter or keeps not existing."*

3. THE TIMELINE, END TO END

WHEN	WHO	WHAT HAPPENS
T minus 12 to 9 months	**You**	Optimization program run, baseline rebuilt after rightsizing and Savings Plans modeling, service mix mapped, Marketplace ISV spend priced, portable tier quoted elsewhere, single voice announced.
T minus 9 to 6	**Call 1**	Framing call. Discount structure, counting rules, and shortfall options demanded in writing; optimization program and portability review announced and logged.
T minus 6 to 4	**AWS**	Proposal arrives built on their growth model, anchored on the headline percentage, credits mentioned but not itemized. Acknowledge, do not react.
T minus 4 to 3	**Call 2**	Deconstruction. Commit resized to your baseline and ramped, service rates requested by name, shortfall converted to corridor, credits itemized, Marketplace counting agreed, desk summoned.
T minus 3 to 2	**You**	Conditional counter in writing at your commit number. Optimization results visibly land in the bill; nothing argues the baseline like the baseline shrinking.
Final 6 weeks	**Call 3**	Close aligned to their quarter end if the terms are ready, and calmly not aligned if they are not; on demand continues either way. Complete final list on the table, nothing new accepted.
Signature	**Both**	Every term in the agreement and schedules. Commit, ramp, rates, counting, credits, and shortfall language verified line by line before anyone signs.

4. CUSTOMIZE THE SCRIPT TO YOUR SITUATION

The scripts above are deliberately generic. Adjust them with the rows below, and replace every **[bracketed item]** with your numbers before the call, never during it.

IF THIS IS YOU	CHANGE THIS IN THE SCRIPT
First commitment deal, spend still modest	Do not sign early. Below real scale the percentage is thin and the commitment risk is not, and Savings Plans capture most of the value with none of the lock. Optimize, grow, and let AWS court you into the bands where the deal earns its ink.
Renewal with flattening usage	The renewal cliff is the danger: a bigger commit demanded to keep your percentage. Hold the discount on a flat commit, take the carry forward, and let the growth story live in their forecast instead of your contract.
Heavy data transfer or content delivery	The egress line is the lock in tax and the biggest private rate win available. Negotiate transfer and delivery rates by name, and put exit transfer treatment in writing while you have a signature to trade.
Big AI plans on the horizon	Keep model and capacity commitments separate from the cross service deal, sized only after usage baselines exist. Capacity access is a concession to extract now; consumption commitments are a purchase to make later.
Large ISV software spend	Route it through Marketplace deliberately. Purchases that retire commitment change the commit you can safely sign, and the counting percentage is a negotiated term, not a fact of nature.
Genuine multi cloud posture	Price the portable tier with rivals and let it be logged, but keep the split honest: commit only the anchored spend, and let the portable slice stay portable. Its value is highest while it remains unsigned.

5. QUICK REFERENCE: THE ONE PAGE YOU BRING TO EVERY CALL

PRINCIPLE	THE LINE OR THE RULE
Optimize first, commit second	The commit is sized from the baseline after rightsizing, never before. The discount on wasted spend is still waste.
Never react live	Numbers received in a meeting get acknowledged, never answered. Respond on your clock, in writing, days later.
Commit below forecast	Ramped tranches at your conservative number. Growth beyond it still lands in their revenue; it does not need to sit in your contract.
The blend is the rate	Headline percentage plus Savings Plans plus named service rates. Model the blend yourself; the anchor number is theirs for a reason.
Corridor, not cliff	Carry forward and extension rights go in at signature. Shortfall flexibility is cheap now and unbuyable later.
Credits stack	Migration, signing, and pilot funding are itemized beside the discount, never traded against it. Different budgets; take both.
Do nothing is fine	On demand with Savings Plans runs forever with no deadline. Every date in this deal is theirs.
Paper only	The agreement and schedules. Account team emails are conversation, not contract, and the desk honors paper only.

FIVE SENTENCES THAT REPRICE THE DEAL AGAINST YOU

- "We are all in on AWS." You just deleted the portable tier and every competing quote from their escalation process.
- "Our own forecast says we will double." You just signed their growth model for them; growth is traded, never disclosed.
- "We need the discount live by **[your date]**." The fallback runs on demand forever; the moment you invent a deadline, the deal acquires one, and it is yours.
- "We will find ways to spend up to the commit if we have to." Spend acceleration to avoid shortfall is the quiet failure mode of every oversized EDP; say it and you have pre approved it.
- "Engineering already settled the architecture with your solutions team." You just confirmed the side channel works, and architecture is pricing. Pull it back to one voice immediately.

6. WHAT GOOD LOOKS LIKE AT SIGNATURE

Judge the outcome against these markers, not against the headline percentage. A well run private pricing deal commits your conservative baseline, ramped, with shortfall flexibility written in and the growth story left in AWS's forecast where it belongs. It carries named service rates on your heaviest lines and on data transfer, credits itemized in signed writing beside the discount, Marketplace counting agreed, support capped, and the renewal protected so a flat commit keeps its rate.

And it delivers the position that compounds: a bill built on an optimized estate, a portable tier that stayed portable, and an account team that knows your organization signs commitments it will beat rather than chase. In cloud negotiation, the buyer who can always keep running without a signature is the buyer every signature has to be earned from.

USING THIS DOCUMENT

Fill every **[bracketed item]** before the call. Rehearse the openers out loud once; scripted lines only work when they sound like yours. Keep the quick reference table in front of you on every call, and keep this briefing off any screen you share. If the conversation leaves the script, return to the baseline: "Let us come back to the commit size first." Nothing in an AWS negotiation is ever lost by slowing it down, and almost everything is lost by speeding it up.

100 percent buyer side. Zero vendor affiliations. No reseller agreements. No referral fees.