

MEMO



To: Workout Squad Member

From: Celia (She/Her/Hers)

cc: Mateo

Re: Thrive Contract Renewal

I need your help.

Kyle, the new VP of Purchasing for Thrive Gyms, has decided not to renew Thrive's contract with us. As you know, Thrive is our biggest single account (20% of revenue last fiscal year), and a key part of our being able to meet our revenue growth goals over the next 5 years.

Mateo has been Thrive's account manager since our partnership began. Kyle is relatively new to Thrive and doesn't know us or what we have in the works. Have a look at the screenshot (next page) of the text message Mateo got from Kyle.

As a favor to Mateo, Kyle has agreed to meet with us and consider a renegotiated contract.

Kyle plans to shift Thrive's strategic alliance budget from custom-formulated supplements to social fitness. They are about to ink a deal with Fit Club.

I'm asking you to help Mateo prepare for his meeting with Kyle. This effort takes top priority, and I will gladly help you clear your calendar if there are conflicts.

We need Kyle to understand why a new contract with us is in Thrive's best interest.

We're counting on this WorkOut Squad to win back the contract. Additionally, I'm looking forward to hearing about any opportunities or risks you discover as you develop a response to Kyle.

Thank you for giving this matter your energy and attention.

Celia Wilson, CEO

(she/her/hers)



Kyle

Hello, I'm Kyle – the new head of supply chain and procurement for Thrive. I've just moved over from product management to head the function. We've decided to go in a different direction for our members. I see our contract is up for renewal. Please consider this written confirmation that we will not renew.

I'd love a chance to talk in person. Congrats btw

I can give you 30 minutes next week. We're sold on partnering with Fit Club, but I'm willing to hear you out.