

Amazon AVN Case Study Exercise

By Claire McBride // October 7, 2025 // Research

TL;DR: Leverage this Stratably created case study that puts your team in the driver's seat of a 2026 Amazon annual vendor negotiation (AVN). Use it to practice trade-offs, build alignment, and sharpen your negotiation playbook before the real conversations begin.

1 minute read

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Annual Vendor Negotiations (AVNs) with Amazon are high-stakes moments that can shape a brand's growth, profitability, and organizational alignment for the year ahead.

This case study exercise is designed to give your team a "rep" before negotiations begin and offer a unique and engaging way to educate key stakeholders on the AVN process.

Through the lens of a fictional, but highly realistic, consumer brand facing Amazon's 2026 AVN demands, you'll explore the same trade-offs, escalation risks, and internal dynamics your own organization may face in your next negotiation with Amazon.

What You'll Learn:

By completing the exercise, your team will be able to:

- Frame Amazon's role (growth driver, profit contributor, or both) and understand how that influences negotiation decisions
- Evaluate trade-offs between conceding and holding firm on Amazon's asks
- Analyze how internal leadership sentiment, resource constraints, and investor expectations shape AVN strategy
- Practice sequencing commitments while managing Amazon's punitive levers
- Align cross-functional stakeholders on a coherent AVN approach

Who It's For:

- Amazon leaders and account teams preparing for 2026 AVNs, particularly those newer to the

AVN process

- Executive leadership and cross-functional partners (e.g., finance, supply chain, marketing) who influence AVN strategy

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