Amazon Annual Vendor Negotiations: How to Prepare and Negotiate Like a Winner in 2027

By Megan Harvey // September 2, 2026 //

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The average vendor spends 3.1 months negotiating their Amazon AVN, to get only a brief reprieve before it's time to start preparing for the next round!

It's that time of year again. Join Claire McBride of Stratably and Martin Heubel of Consulterce for a practical, strategy-first session on what "AVN Winners" did differently in 2026, plus the broader negotiation strategies and tactics that drive successful outcomes.

Drawn from Consulterce's and Stratably's combined experience across hundreds of AVNs and their third-annual Amazon AVN Benchmark Study of 227 1P vendors, they'll share actionable insights and practical strategies that any vendor can apply to their 2027 AVN.

You'll leave with:

- What separated AVN Winners from the rest of the market in 2026, and how to apply those same moves in your next negotiation
- What to benchmark ahead of your 2027 AVN, and how to use that data credibly with your vendor manager
- Common AVN mistakes to avoid making in 2027
- And more

We'll also leave plenty of time for audience Q&A, so you can get your specific questions answered.

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This is a must-attend session for any Amazon leader tasked with navigating AVNs. Regardless of how your 2026 AVN closed, you'll leave with a concrete plan to negotiate like a winner in 2027.

Disclaimer: *This session is designed to help consumer brands understand how others in the industry are navigating the common and recurring challenge of annual vendor negotiations (AVNs) with Amazon. The content is for informational purposes only. It does not constitute legal advice or direction on how brands should approach AVNs. Nor does it promote or facilitate any coordination between competitors. All insights shared are aggregated and anonymized. Brands are expected to make all pricing and commercial decisions independently and in full compliance with applicable antitrust and competition laws.*

See the Recap & Replay

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