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Prepping for Amazon AVNs 2026: Practical Insights to Kick Off Negotiation Season – Webinar Recap

By Claire McBride // October 15, 2025 // Research, Webinars

TL;DR: *Amazon enters the 2026 AVN season with both momentum and leverage which is likely to result in challenging negotiations and heavy investment requests from Amazon. Brands that invest in early and data-driven preparation, align internal teams, and proactively propose solutions can protect margins, turn missed opportunities into wins, and drive more collaborative and profitable negotiations.*

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3 minute read

Annual Vendor Negotiations (AVNs) remain one of the most consequential moments on the Amazon calendar. Each cycle resets the commercial foundation of the business, influencing trade terms, cost prices, advertising commitments, and ultimately, brands' profitability.

In this webinar, Stratably's Claire McBride and Consulterce's Martin Heubel shared key benchmarking and practical insights to help brands prepare for their upcoming negotiations.

Here's What We Covered:

- Amazon's current financial and strategic position
- Learnings from 2025 AVN outcomes from 180 1P vendors
- Frameworks and practical examples to guide internal AVN preparation
- Negotiation best practices rooted in both data and lived negotiation experience
- 6-part cheat sheet to drive profitability through effective negotiations with Amazon
- AVN FAQs from brands including GMMs and cost support agreements, how to lower your base accrual (aka MDF or co-op), how to weave cost price increases into AVNs, and more

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