

NEGOTIATING WITH UNIVERSITIES

Stuck or unsure how to navigate facility negotiations? Your USSC rep has experience negotiating deals and is always available to help.

Come Prepared with Data

- How long have we been a “customer” of the school or facility?
- How much has the price increased over the past 1–3 years?
- What are other similar schools charging?
- What are historic attendance numbers and how much revenue have we provided to them?
- Are they also now charging for facility or services add-ons that used to be all-inclusive?
- Understand what increase you are willing to pay before going into the call.
- A lot of times the schools can’t be as flexible with meals (costs passed on from other vendors like Sodexo, etc.) So, see what they can do with housing costs and facility rental rates.
- Can you replace any meals with Pizza delivery?

Talking Points

“We love the campus and want this to work and continue to run our camps here for years to come, but the current numbers won’t be sustainable for us to do so and keep our costs at a competitive rate for camper families.”

“I understand that you have revenue targets to hit, but when facility costs increase too much, we have to pass some of this to the customer, and then we see enrollment drop when prices get too high, which isn’t good for any of us in terms of total revenue dollars.”

“We appreciate that you also have incremental increases in costs, however, the volume of business we are providing will more than make up for that.”

“It sounds like you understand where I am coming from – how can you help us solve this?”

“We want to continue our relationship here, but to stay competitive with pricing at other campuses, we need a structure that keeps annual increases manageable.”

“Instead of a large single-year increase, can we explore a multi-year agreement with modest, predictable annual adjustments (e.g., 3–4%)?”

“We’re seeing increases of 2–5% at most of our larger partner universities this year. A jump of 8–9% puts your campus substantially above my other camp partners.”

“Many of our schools provide complimentary rooms for staff, we pay for their meals – is this something that you can do to help us make this work.”

“We’re budgeted for \$X (or X% price increase). That’s where we need to be.” / “If you can get the price to \$X, I think I can make this work.”

“Can you be more flexible if we provide some complimentary registrations for your school to utilize.”

“If we can work with the minimum guarantee, we’d be more comfortable committing earlier which should help with your planning as well.”