

# Subject: Appeal for Competitive Reseller Pricing

Date: [Insert Date]

[Your Name]  
[Your Position]  
[Your Company Name]  
[Your Company Address]  
[City, State, Zip Code]  
[Email Address]  
[Phone Number]

[Recipient Name]  
[Recipient Position]  
[Recipient Company Name]  
[Recipient Company Address]  
[City, State, Zip Code]

Dear [Recipient Name],

I hope this message finds you well. I am writing to formally appeal for a review of our current reseller pricing rates. As a loyal partner of [Recipient Company Name], we have consistently aimed to deliver value to our customers while promoting your products.

In light of recent market changes and increased competition, we believe that a revised pricing structure would not only strengthen our partnership but also enhance our ability to successfully market your offerings. By adjusting our pricing, we can align ourselves more competitively within our target market, ultimately driving higher sales volumes for both our companies.

We kindly request a meeting to discuss potential adjustments to our reseller pricing, and we would be happy to provide any additional information you may require to facilitate this review.

Thank you for considering our appeal. We look forward to your positive response.

Sincerely,

[Your Name]  
[Your Position]  
[Your Company Name]