

Proposal for Reseller Pricing Adjustment

Date: [Insert Date]

To: [Reseller's Name]

Company Name: [Reseller's Company Name]

Address: [Reseller's Company Address]

Dear [Reseller's Name],

We value our partnership with your company and appreciate the commitment you have shown in promoting our products. As we continually assess our pricing strategy to remain competitive in the market, we are proposing an adjustment to the reseller pricing structure.

The proposed changes aim to provide you with better margins, incentivizing increased sales and further enhancing our partnership. Here are the details of the proposed pricing adjustments:

- Current Pricing: [Current Price]
- Proposed Pricing: [New Proposed Price]
- Effective Date: [Effective Date]

We believe that this adjustment will not only benefit your sales but will also help strengthen our collaboration and ultimately lead to mutual growth.

Please review the proposal and feel free to reach out if you have any questions or require further information. We are looking forward to your feedback and hope to continue growing together.

Thank you for your continued support.

Best regards,

[Your Name]

[Your Job Title]

[Your Company Name]

[Your Contact Information]