

Subject: Suggestion for Revised Reseller Pricing

Dear [Recipient's Name],

I hope this message finds you well. I am writing to propose a revision to the current reseller pricing structure that could benefit both our organizations.

After careful analysis of our sales data and market trends, I believe that adjusting the pricing tiers could increase sales volume and improve our overall partnership. Specifically, I suggest the following changes:

- Reduce the price for bulk orders by [percentage or amount].
- Introduce a tiered discount system for resellers who reach certain sales milestones.
- Offer promotional pricing for new products during their launch period.

These adjustments could enhance our competitive edge and encourage resellers to expand their product offerings.

I would appreciate the opportunity to discuss this proposal further and explore how we can implement these changes effectively. Please let me know a convenient time for us to connect.

Thank you for considering my suggestions. I look forward to your feedback.

Best regards,
[Your Name]
[Your Position]
[Your Company]
[Your Contact Information]