

# Year-End Sales Assessment

Date: [Insert Date]

To: [Reseller Name]

Address: [Reseller Address]

**Dear [Reseller Name],**

As we conclude another fiscal year, we would like to take this opportunity to assess the sales performance of your business as a valued reseller of our products.

## Sales Overview

During the year [Insert Year], your sales figures were as follows:

- Total Sales Revenue: \$[Insert Amount]
- Top-Selling Products: [Insert Products]
- Overall Growth Percentage: [Insert Percentage]%

## Performance Highlights

We would like to highlight some of your achievements:

- [Achievement 1]
- [Achievement 2]
- [Achievement 3]

## Areas for Improvement

While your performance has been commendable, we encourage you to consider the following areas for improvement:

- [Improvement Area 1]
- [Improvement Area 2]
- [Improvement Area 3]

## Conclusion

We appreciate your hard work and dedication throughout the year. We're excited to continue our partnership and look forward to achieving even greater success in the coming year.

Best Regards,

[Your Name]

[Your Title]

[Your Company]

[Your Contact Information]