

Proposal for Reseller Discount Negotiation

Date: [Insert Date]

To: [Recipient's Name]

Company: [Recipient's Company]

Address: [Recipient's Address]

Dear [Recipient's Name],

I hope this message finds you well. I am writing to discuss the possibility of adjusting our current reseller discount agreement in light of our continued partnership and mutual benefits.

As you know, our collaboration has been both fruitful and beneficial. However, with the rising costs of materials and market competitiveness, it has become challenging for us to maintain our pricing structure. We believe that a reevaluation of our discount rates could enhance our sales momentum and ensure that both our organizations thrive in this competitive landscape.

I propose a meeting to discuss our current terms, explore possible adjustments, and examine how we can better support each other's growth. I am confident that by working together, we can create a win-win situation that benefits both parties.

Please let me know your available times for a call or meeting, and I will do my best to accommodate.

Thank you for considering this proposal. I look forward to your positive response.

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]