

# Request for Reseller Pricing Adjustment

Date: [Insert Date]

[Your Name]

[Your Position]

[Your Company Name]

[Your Company Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

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[Recipient's Name]

[Recipient's Position]

[Recipient's Company Name]

[Recipient's Company Address]

[City, State, Zip Code]

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Dear [Recipient's Name],

I hope this message finds you well. I am writing to formally request a review and adjustment of our current reseller pricing structure.

As a valued partner, we have consistently delivered strong sales and positive feedback about your products. However, with the recent market changes and increased competition, we believe that a pricing adjustment would enable us to enhance our promotional efforts and drive even greater sales for both parties.

Specifically, we are seeking a [specific percentage or dollar amount] reduction in our current prices for [specific products or services]. This adjustment would greatly assist us in reaching our sales goals while maintaining the quality of your products and services.

We appreciate your consideration of this request and would be happy to discuss this matter further at your earliest convenience. Thank you for your continued support and partnership.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Your Signature (if sending a hard copy)]