

Suggested Changes to Reseller Contract

Date: [Insert Date]

To: [Reseller's Name]

Address: [Reseller's Address]

Dear [Reseller's Name],

We appreciate the partnership we have built with you as our reseller. After a thorough review of our current reseller contract, we would like to propose the following changes to enhance our collaboration:

1. Pricing Structure

Modify the pricing terms to reflect current market conditions, specifically: [Detail proposed changes]

2. Territory Rights

Clarification on territory rights to avoid overlap and ensure mutual growth: [Detail proposed changes]

3. Performance Metrics

Introduce measurable performance metrics to evaluate sales effectiveness: [Detail proposed changes]

4. Support and Training

Enhance support and training provisions to help improve sales: [Detail proposed changes]

We believe these changes will contribute to a more fruitful partnership for both parties. We would appreciate the opportunity to discuss these suggestions further. Please let us know your availability for a meeting.

Thank you for your attention to these matters.

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]