

Reseller Partnership Evaluation

Date: [Insert Date]

To: [Reseller Name]

Address: [Reseller Address]

City, State, Zip: [Insert City, State, Zip]

Dear [Reseller Name],

We appreciate your partnership with [Your Company Name] and would like to take this opportunity to evaluate our collaboration over the past [period of time].

Evaluation Criteria

- Sales Performance
- Customer Feedback
- Marketing Efforts
- Communication and Support

Overall Assessment

We have observed the following outcomes based on our evaluation criteria:

- **Sales Performance:** [Insert feedback]
- **Customer Feedback:** [Insert feedback]
- **Marketing Efforts:** [Insert feedback]
- **Communication and Support:** [Insert feedback]

Future Recommendations

Based on our evaluation, we recommend the following actions:

- [Recommendation 1]
- [Recommendation 2]
- [Recommendation 3]

We value our relationship and believe that with some adjustments, we can improve our partnership further. Please feel free to reach out for a discussion regarding this evaluation.

Thank you for your continued partnership.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Your Contact Information]