

# Reseller Sales Performance Review

Date: [Insert Date]

To: [Reseller Name]

From: [Your Name]

Subject: Sales Performance Review for [Time Period]

Dear [Reseller Name],

We hope this message finds you well. We would like to take this opportunity to review your sales performance for the period of [insert time period]. Below are the key metrics and insights regarding your sales activities:

## Performance Highlights

- Total Sales: [Insert Total Sales]
- Number of Transactions: [Insert Number]
- Top Selling Products: [List of Products]

## Areas for Improvement

- Sales Strategies: [Brief Discussion]
- Product Knowledge: [Brief Discussion]
- Customer Engagement: [Brief Discussion]

## Action Items

- Plan for [Insert Plan]
- Schedule a follow-up meeting: [Insert Date]
- Training Opportunities: [Insert Opportunities]

Thank you for your continued partnership. We are confident that with your commitment and the strategies outlined above, we can achieve even greater success together.

Best regards,

[Your Name]

[Your Position]

[Your Company]