

Reseller Business Portfolio Expansion Proposal

Date: [Insert Date]

[Your Name]
[Your Position]
[Your Company Name]
[Your Company Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]

[Recipient Name]
[Recipient Position]
[Recipient Company Name]
[Recipient Company Address]
[City, State, Zip Code]

Dear [Recipient Name],

I hope this message finds you well. I am writing to propose an expansion of our business portfolio through a strategic reseller partnership.

As you are aware, [Your Company Name] has successfully positioned itself in the market with [briefly mention current offerings]. With the evolving demands of our customers, I believe that incorporating [mention new products/services] into our portfolio would significantly enhance our competitive edge.

By collaborating on this initiative, we can leverage our strengths to reach a broader audience and drive increased sales revenue. I propose the following steps to outline our partnership:

1. Assessment of the current market landscape for [new products/services].
2. Development of a joint marketing strategy to promote the new offerings.
3. Implementation of a reseller training program for effective product knowledge.

I believe that our combined efforts can yield substantial returns and solidify our positions in the market. I would appreciate the opportunity to discuss this proposal further and explore how we can work together to make this a success.

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

Sincerely,

[Your Name]
[Your Position]
[Your Company Name]