

Reseller Business Portfolio Improvement Plan

Date: [Insert Date]

To: [Reseller Name]

From: [Your Name]

Subject: Portfolio Improvement Plan

Dear [Reseller Name],

I hope this message finds you well. As part of our ongoing efforts to enhance our reseller partnerships, we have developed a Portfolio Improvement Plan aimed at optimizing your offerings and increasing overall sales performance.

Objectives

- Analyze current product performance
- Identify gaps in the portfolio
- Recommend new products for addition
- Develop marketing strategies to boost sales

Action Plan

1. Conduct a thorough review of your current product sales data by [Date].
2. Schedule a meeting to discuss findings and recommendations by [Date].
3. Implement agreed-upon changes to the product portfolio by [Date].
4. Review the impact of these changes after [Period].

We believe that with strategic adjustments, we can significantly improve your business outcomes. Please let us know your availability for our initial meeting.

Looking forward to your positive response.

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Contact Information]