

Reseller Strategic Alliance Proposal

Date: [Insert Date]

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

To: [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 a strategic alliance between [Your Company Name] and [Recipient Company Name]. As leading entities in our respective fields, I believe that a partnership could provide significant mutual benefits and enhance our competitive positioning in the market.

Our proposal includes the following key components:

- **Product Collaboration:** [Briefly describe potential joint products or services]
- **Marketing Strategies:** [Outline collaborative marketing efforts]
- **Revenue Sharing Model:** [Explain how revenue can be shared]

We envision that this collaboration not only strengthens our offerings but also enhances customer satisfaction and drives sales growth. To discuss this opportunity further, I would like to propose a meeting at your convenience.

Thank you for considering this strategic partnership. I look forward to your positive response.

Sincerely,
[Your Name]
[Your Position]
[Your Company Name]