

Annual Performance Summary

Date: [Insert Date]

To: [Reseller Name]

From: [Your Company Name]

Dear [Reseller Name],

We would like to take this opportunity to thank you for your continued partnership with [Your Company Name] throughout the past year. We appreciate your efforts in promoting our products and contributing to our mutual success.

Performance Highlights

- Total Sales: [Insert Total Sales]
- New Customers Acquired: [Insert Number]
- Customer Retention Rate: [Insert Percentage]
- Top Selling Product: [Insert Product Name]

Goals for the Upcoming Year

As we look ahead, we encourage you to focus on the following goals:

- Increase sales by [Insert Percentage]
- Expand product offerings to include [Insert Products]
- Enhance customer engagement strategies

We value your feedback and insights on how we can better support your efforts. Please feel free to reach out to us at [Insert Contact Information].

Thank you once again for your hard work and dedication. We look forward to a prosperous year ahead.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]