

# End-of-Year Evaluation for Resellers

Date: [Insert Date]

Dear [Reseller's Name],

As we approach the end of the year, we would like to take a moment to review and evaluate our partnership. Your performance as a reseller has been crucial to our mutual success, and we appreciate your efforts throughout the year.

## Performance Summary

- **Total Sales Achieved:** [Insert Total Sales]
- **New Clients Acquired:** [Insert Number of New Clients]
- **Feedback from Customers:** [Insert Summary of Customer Feedback]

## Areas of Improvement

[Insert any areas where performance could improve]

## Goals for Next Year

As we move forward, we encourage you to focus on the following goals:

- [Insert Goal 1]
- [Insert Goal 2]
- [Insert Goal 3]

We value your partnership and look forward to another successful year together. Please feel free to reach out if you have any questions or suggestions.

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