

Subject: Adjustments to Reseller Procurement Strategy

Dear [Reseller Name],

I hope this message finds you well. As we continue to evaluate our partnership and market dynamics, we have identified several areas where adjustments to our procurement strategy will benefit both parties.

Review of Current Strategy

After analyzing our sales data and customer feedback, we believe that a revised approach will streamline our operations and enhance product availability across your channels.

Proposed Adjustments

- Increased inventory levels on high-demand products.
- Introduction of tiered pricing based on order volume.
- Enhanced training programs for your sales team to improve product knowledge.

Implementation Timeline

We aim to implement these changes by [insert date]. We will have a follow-up meeting on [insert date] to discuss these adjustments in detail and answer any questions you may have.

Thank you for your continued partnership. We look forward to our mutual growth.

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]