

Subject: Urgent Communication Regarding Current Crisis

Dear [Reseller Name],

We hope this message finds you well. As you are likely aware, we are currently facing a crisis situation regarding [briefly describe the crisis, e.g., product shortage, quality issue, etc.]. We want to ensure you have the most up-to-date information and support during this time.

We are actively working to address the situation by [explain the actions taken, e.g., increasing production, working with suppliers, ensuring quality checks, etc.]. Our goal is to minimize the impact on your operations and maintain trust with our customers.

In light of this, we recommend the following actions:

- [Recommended action 1]
- [Recommended action 2]
- [Recommended action 3]

We understand that you may have concerns, and we encourage open communication. Please do not hesitate to reach out to us at [Contact Information] if you require further assistance or clarification.

Thank you for your understanding and support during this challenging time. We value our partnership and are committed to working together to navigate through this crisis.

Sincerely,

[Your Name]
[Your Position]
[Company Name]
[Contact Information]