

Performance Review for Reseller Quality Assurance

Date: [Insert Date]

To: [Reseller Name]

From: [Your Company Name]

Dear [Reseller Name],

We appreciate your partnership and the efforts you have put into maintaining quality standards as a reseller of our products. As part of our commitment to excellence, we conduct regular performance reviews to ensure mutual success.

Performance Metrics Overview

- **Product Knowledge:** [Insert Evaluation]
- **Customer Feedback:** [Insert Evaluation]
- **Sales Performance:** [Insert Evaluation]
- **Compliance with Policies:** [Insert Evaluation]

Strengths

[Highlight specific strengths observed during the review period.]

Areas for Improvement

[Identify areas where improvements can be made.]

Action Plan

To support your development, we recommend the following actions:

- [Action Item 1]
- [Action Item 2]
- [Action Item 3]

Thank you for your dedication to delivering quality service. We look forward to our continued collaboration and are here to support you in achieving your goals.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]