

Proposal for Incentivizing Reseller Network Growth

Date: [Insert Date]

To: [Recipient Name]

[Recipient Title]

[Company Name]

[Company Address]

Dear [Recipient Name],

We are excited to present a proposal aimed at incentivizing and expanding our reseller network. As you know, our collaboration with resellers has been pivotal to our growth, and we believe there are significant opportunities to enhance this partnership.

Proposed Incentives

- **Tiered Commission Structure:** Implementing a tiered commission system that rewards higher sales volumes with increased percentages.
- **Performance Bonuses:** Offering bonuses to resellers who exceed their sales targets each quarter.
- **Training and Resources:** Providing comprehensive training programs and marketing resources to empower resellers in selling our products effectively.

Implementation Strategy

We propose to launch this incentive program in [Insert Launch Date], with a dedicated marketing campaign to communicate the benefits to our reseller network.

Expected Outcomes

By adopting this proposal, we anticipate significant growth in reseller engagement and overall sales performance in the coming year.

We believe that with your support, this initiative will strengthen our partnership and propel our joint success. We look forward to discussing this proposal with you in more detail.

Thank you for considering our proposal.

Sincerely,

[Your Name]

[Your Title]

[Your Company]

[Your Contact Information]