

Reseller Performance Evaluation

Date: [Insert Date]

To: [Reseller's Name]

From: [Your Company's Name]

Subject: Performance Evaluation

Dear [Reseller's Name],

We would like to take this opportunity to evaluate your performance as a reseller for [Your Company's Name] during the past [Time Period]. This evaluation is essential to understand the strengths and areas for improvement in our partnership.

Performance Metrics

- Sales Performance: [Details]
- Customer Feedback: [Details]
- Compliance with Policies: [Details]
- Market Development: [Details]

Strengths

[List specific strengths observed during evaluation]

Areas for Improvement

[List areas where improvement is needed]

Next Steps

We propose to schedule a meeting to discuss this evaluation in detail and to create an action plan to enhance our partnership. Please let us know your availability in the coming weeks.

Thank you for your continued efforts and partnership. We look forward to working together to achieve greater success.

Sincerely,

[Your Name]

[Your Title]

[Your Company's Name]
[Your Contact Information]