

Reseller Sales Strategy Outline

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Reseller Sales Strategy

1. Executive Summary

[Brief overview of the reseller sales strategy]

2. Objectives

- [Objective 1]
- [Objective 2]
- [Objective 3]

3. Target Market

[Description of the target market]

4. Reseller Criteria

- [Criteria 1]
- [Criteria 2]
- [Criteria 3]

5. Sales Strategy

[Details of the sales approach and tactics]

6. Training and Support

[Training and support strategies for resellers]

7. Performance Metrics

[Metrics to measure the success of the reseller program]

8. Conclusion

[Closing remarks and a call to action]

Best regards,
[Your Name]
[Your Position]