

Reseller Seasonal Strategy Assessment

Date: [Insert Date]

To: [Reseller Name]

From: [Your Name]

Subject: Seasonal Strategy Assessment

Dear [Reseller Name],

As we approach the upcoming season, it's crucial for us to evaluate our current strategies and assess opportunities for improvement. This letter serves to outline our assessment process and gather your valuable insights.

1. Overview of the Seasonal Strategies

Please provide a brief overview of your current seasonal strategies, including the products you are focusing on and any promotional activities planned.

2. Sales Performance Analysis

Review the sales performance from the previous season. Share any trends or patterns you've noticed and how they might affect our strategy moving forward.

3. Customer Feedback

Gather and present customer feedback related to seasonal products. What have customers loved? What improvements can we implement?

4. Competitive Analysis

Provide insights on competitor activity during the season. How do their strategies compare to ours?

5. Recommendations

Based on your assessment, please include any recommendations or changes you propose for our seasonal strategy.

We appreciate your thorough assessment and look forward to your detailed response by [Response Deadline]. Together, we can optimize our approach and enhance our results.

Thank you for your collaboration.

Sincerely,

[Your Name]
[Your Position]
[Your Company]