

Dear [Reseller's Name],

I hope this message finds you well. As we approach the [upcoming season/holiday], we want to share our seasonal strategy to ensure our mutual success.

Key Objectives

- Increase product visibility through targeted marketing campaigns.
- Enhance customer engagement via promotions and special offers.
- Streamline inventory management to meet seasonal demand.

Action Items

1. Review our promotional materials and provide feedback by [date].
2. Collaborate on setting up seasonal displays in your store.
3. Participate in our training webinars scheduled for [dates].

We believe that by executing these strategies together, we can maximize our reach and sales during this critical period. Please let us know if you have any further suggestions or questions.

Thank you for your continued partnership.

Sincerely,

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