

Dear [Reseller's Name],

We are excited to announce the rollout of our new promotional strategy aimed at boosting your sales and enhancing our partnership!

Key Highlights of the Promotion:

- **Increased Discounts:** Enjoy higher margins with exclusive discounted rates on our best-selling products.
- **Marketing Support:** Access to co-branded marketing materials and social media campaigns.
- **Sales Incentives:** Participate in our sales contest to win exciting prizes and rewards.

Implementation Timeline:

The promotional strategy will begin on [Start Date] and run until [End Date]. Please ensure that your team is fully briefed on all aspects of the promotion.

Next Steps:

We encourage you to attend our upcoming webinar on [Date and Time] where we will go over the details and answer any questions you may have.

Thank you for your continued partnership. Together, we can make this promotional strategy a great success!

Best Regards,
[Your Name]
[Your Position]
[Your Company]