

# Annual Reseller Performance Review

Date: [Insert Date]

To: [Reseller Name]

Address: [Reseller Address]

Dear [Reseller Name],

We hope this message finds you well. As we reach the end of the year, it is time for our Annual Reseller Performance Review. We would like to take this opportunity to evaluate our partnership and discuss the performance metrics that have defined our collaboration over the past year.

## Performance Summary

- Total Sales Volume: [Insert Sales Volume]
- Market Penetration: [Insert Percentage]
- Customer Feedback Score: [Insert Score]

## Achievements

You have achieved the following milestones this year:

- [Achievement 1]
- [Achievement 2]
- [Achievement 3]

## Areas for Improvement

We have identified the following areas for growth:

- [Improvement Area 1]
- [Improvement Area 2]
- [Improvement Area 3]

## Goals for Next Year

We would like to set the following goals for the upcoming year:

- [Goal 1]
- [Goal 2]
- [Goal 3]

We value your contribution and are committed to supporting your efforts moving forward. Please let us know a suitable time for you to discuss this review in detail.

Thank you for your continued partnership.

Sincerely,

[Your Name]

[Your Position]

[Company Name]

[Contact Information]