

Reseller Performance Metrics Review

Date: [Insert Date]

To: [Reseller Name]

From: [Your Company Name]

Dear [Reseller Name],

We hope this message finds you well. As part of our ongoing partnership, we are conducting a performance metrics review for the period of [Insert Period]. This review aims to assess your sales performance and discuss opportunities for growth.

Performance Summary

Below are the key metrics analyzed:

- Total Sales: [Insert Amount]
- Sales Growth Rate: [Insert Percentage]
- Customer Acquisition: [Insert Number]
- Customer Retention Rate: [Insert Percentage]

Highlights

[Insert any notable achievements or positive trends here]

Areas for Improvement

[Insert any areas that need improvement or challenges faced]

Next Steps

We would like to schedule a meeting to discuss this review further. Please let us know your available times, and we will do our best to accommodate.

Thank you for your continued partnership and dedication. We look forward to collaborating on strategies to enhance our mutual success.

Best regards,

[Your Name]

[Your Position]

[Your Company Name]
[Your Contact Information]