

Reseller Quality Assurance Program Enhancement Proposal

Date: [Insert Date]

To: [Recipient Name]

Title: [Recipient Title]

Company: [Recipient Company]

Address: [Recipient Address]

Dear [Recipient Name],

We are writing to propose enhancements to our Reseller Quality Assurance Program, aimed at improving both the performance of our resellers and the satisfaction of our customers. Given the evolving market conditions and customer expectations, we believe that these enhancements will not only benefit our resellers but also strengthen our partnership.

Proposed Enhancements

- **Enhanced Training Modules:** Introduction of comprehensive training resources tailored specifically for resellers.
- **Performance Metrics:** Implementation of new performance tracking metrics to assess reseller efficiency and quality.
- **Quarterly Reviews:** Establishment of quarterly review sessions to discuss performance and share best practices.
- **Incentive Programs:** Development of incentive programs that reward high-performing resellers.

We believe that these enhancements will lead to improved product knowledge, better customer service, and ultimately, higher sales for our resellers. We welcome your feedback on this proposal and are eager to collaborate on its implementation.

Thank you for considering our proposal. We look forward to your positive response.

Sincerely,

[Your Name]

[Your Title]

[Your Company]

[Your Contact Information]