

# Reseller Crisis Communication Plan

Date: [Insert Date]

To: [Reseller Name]

From: [Your Company Name]

Subject: Crisis Communication Plan

## Introduction

Dear [Reseller Name],

This letter outlines the communication plan that will be executed in the event of a crisis affecting our partnership. Your cooperation and understanding are vital for a swift resolution.

## Communication Objectives

- Ensure accurate and timely information dissemination.
- Maintain transparency with stakeholders.
- Safeguard the reputation of both our companies.

## Key Contacts

In the event of a crisis, please communicate with the following individuals:

- [Your Name] - [Your Position] - [Your Contact Information]
- [Backup Contact Name] - [Backup Position] - [Backup Contact Information]

## Communication Channels

The following channels will be utilized for communication:

- Email
- Phone calls
- Instant messaging (e.g., Slack, WhatsApp)
- Regular updates via [Company Website/Portal]

## Crisis Scenarios

In case of the following scenarios, we will implement the communication plan:

- Product recalls
- Negative media coverage
- Supply chain disruptions
- Customer complaints

## **Post-Crisis Review**

After a crisis, we will conduct a review to evaluate the effectiveness of our communication and make necessary adjustments for the future.

## **Conclusion**

Thank you for your attention to this important matter. We look forward to your cooperation and support in effectively handling any crisis that may arise.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Your Contact Information]