

# Letter Template: Reseller Performance Communication Expectations

Date: [Insert Date]

To: [Reseller's Name]

From: [Your Name]

Subject: Performance Communication Expectations

Dear [Reseller's Name],

We value our partnership and are committed to ensuring mutual success. As such, we would like to outline our communication expectations regarding performance management.

1. **Regular Reporting:** We expect monthly performance reports detailing sales figures, inventory levels, and market insights.
2. **Sales Forecasting:** Please provide quarterly sales forecasts and significant updates on market trends that may impact our products.
3. **Feedback Mechanism:** We encourage open communication regarding any challenges or opportunities you encounter in the market.
4. **Meetings:** Schedule bi-monthly meetings to discuss performance, goals, and strategies moving forward.
5. **Support Requests:** For any support needed from our team, please ensure requests are made at least [X days] in advance.

We believe that clear expectations will lead to enhanced collaboration and ultimately a stronger partnership. Should you have any questions or require further clarification, please do not hesitate to reach out.

Thank you for your attention to these matters.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Your Contact Information]