

Reseller Sourcing Strategy Revision

Date: [Insert Date]

To: [Reseller Name]

From: [Your Company Name]

Subject: Revision of Reseller Sourcing Strategy

Dear [Reseller Name],

We hope this message finds you well. As part of our commitment to enhancing our collaborative efforts and optimizing our sourcing strategies, we have conducted a thorough review of our current reseller sourcing strategy.

After careful consideration, we propose the following revisions aimed at improving efficiency and increasing our market competitiveness:

- **Adjustment in Pricing Structures:** We suggest a review of our pricing tiers to ensure better margins and incentives for volume purchases.
- **Enhanced Marketing Support:** Additional resources and materials will be provided to support your sales initiatives.
- **Streamlined Communication Channels:** Introducing dedicated account managers for faster responses and support.
- **Feedback Mechanisms:** Regular feedback sessions to understand challenges faced and opportunities for improvement.

We believe these changes will empower you to maximize your sales potential and enhance our partnership. We invite you to discuss these revisions further and share your insights during our upcoming meeting scheduled for [insert date and time].

Thank you for your continued collaboration, and we look forward to our joint success.

Best regards,

[Your Name]

[Your Job Title]

[Your Company Name]

[Your Contact Information]