

KPI Goal-Setting for Reseller Collaboration

Date: [Insert Date]

Dear [Reseller's Name],

We are excited about the opportunity to collaborate with you and set clear Key Performance Indicators (KPIs) that will guide our partnership toward success. The following objectives have been established for our upcoming collaboration:

Key Performance Indicators

- **Sales Target:** Achieve a minimum of [Insert Sales Amount] by [Insert Date]
- **Market Penetration:** Increase market share in [Insert Region] by [Insert Percentage]% within [Insert Timeframe]
- **Customer Acquisition:** Acquire [Insert Number] new customers by [Insert Date]
- **Product Returns:** Maintain product return rates below [Insert Percentage]% across all transactions.

We believe that with these goals in place, we can work together effectively to grow our businesses. Please review these KPIs and let us know if you have any additional suggestions or modifications.

Looking forward to your feedback.

Best regards,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]