

Letter of Reseller Channel Strategy Realignment

Date: [Insert Date]

From: [Your Name]

Title: [Your Title]

Company: [Your Company]

To: [Recipient's Name]

Title: [Recipient's Title]

Company: [Recipient's Company]

Dear [Recipient's Name],

As part of our ongoing commitment to growth and expansion, we are realigning our reseller channel strategy to better serve our objectives in [Target Geographical Market]. This alignment is crucial for maximizing our potential and ensuring our partners can thrive in this ever-evolving landscape.

Key changes included in this strategy realignment are:

- Enhanced support and resources for our resellers in [specific regions]
- Increased marketing funds to drive localized campaigns
- Revised commission structures to foster greater collaboration
- New training programs tailored to regional market needs

We believe these changes will provide mutual benefits, allowing us to achieve our expansion goals while empowering our resellers to capture new opportunities. We are excited about the possibilities that lie ahead and are committed to your success in this journey.

Please feel free to reach out with any questions or to discuss this alignment in further detail.

Thank you for your continued partnership and support.

Sincerely,

[Your Name]

[Your Title]

[Your Company]