

Letter of Reseller Channel Strategy Realignment

Date: [Insert Date]

To: [Recipient Name]

Company: [Recipient Company]

Address: [Recipient Address]

Dear [Recipient Name],

We hope this message finds you well. As part of our ongoing commitment to enhancing the success of our partner network, we are thrilled to announce a realignment of our reseller channel strategy aimed at providing you with improved incentives and support.

In recent months, we have analyzed our current partnership structure and identified key areas for improvement. Our goal is to ensure that our resellers not only thrive but also feel valued as key contributors to our mutual success.

Effective immediately, we are implementing the following changes:

- Increased commission rates on select products.
- New tiered incentive program recognizing top-performing resellers.
- Enhanced marketing support and co-branded materials.
- Regular training programs to keep you updated on product knowledge and sales techniques.

Your success is our priority, and we believe these changes will empower you to maximize your revenue potential. We encourage open communication, so please do not hesitate to reach out with any questions or feedback regarding these updates.

Thank you for your partnership and ongoing commitment. We look forward to working together to achieve new heights.

Best regards,

[Your Name]

[Your Title]

[Your Company]

[Your Contact Information]