

# Letter of Reseller Channel Strategy Realignment

Date: [Insert Date]

To: [Reseller Name]

From: [Your Company Name]

Subject: Reseller Channel Strategy Realignment for Product Portfolio Optimization

Dear [Reseller Name],

We are reaching out to you today to inform you of an important initiative we are undertaking to realign our reseller channel strategy. As part of our ongoing efforts to optimize our product portfolio and enhance overall efficiency, we believe it is essential to re-evaluate our collaboration and partnership approach.

In the coming weeks, we will be conducting a thorough analysis of our current product offerings and identifying opportunities for improvement. We aim to ensure that our products meet the evolving needs of the market and our customers. Your feedback and insights as a valued reseller are crucial to this process.

We would like to invite you to a meeting on [Insert Date & Time] to discuss this realignment further and gather your input. Together, we can work towards a more streamlined and successful partnership.

Thank you for your continued support and commitment to our brand. We are optimistic about the positive changes that this initiative will bring.

Best regards,

[Your Name]

[Your Job Title]

[Your Company Name]

[Your Contact Information]