

# Subject: Reseller Channel Strategy Realignment

Dear [Reseller's Name],

We hope this message finds you well. As part of our ongoing efforts to optimize our operations and enhance our collaboration, we are excited to announce a realignment of our reseller channel strategy that aims to better integrate our retail and e-commerce initiatives.

Our key objectives for this realignment include:

- Improving synergy between our online and offline sales channels.
- Enhancing support for our partners through targeted marketing resources.
- Streamlining our communication and operational processes.

To facilitate this transition, we would like to invite you to a virtual meeting on [Date] at [Time], where we will share detailed insights and answer any questions you may have.

Thank you for your continued partnership. We are confident that these changes will lead to mutual success and greater opportunities for growth.

Best regards,  
[Your Name]  
[Your Position]  
[Your Company]  
[Your Contact Information]