

Performance Incentive Outline for Strategic Partners

Date: [Insert Date]

To: [Partner's Name]

From: [Your Company Name]

Introduction

We value our partnership with [Partner's Company Name] and are excited to introduce a performance incentive program designed to reward exemplary collaboration and exceptional results.

Incentive Overview

The performance incentives will be based on the following key metrics:

- Sales Growth
- Customer Retention Rates
- Market Expansion Initiatives
- Innovation Contributions

Incentive Structure

The structure of the incentives includes:

1. Tier 1: [Description of Tier 1 Incentives]
2. Tier 2: [Description of Tier 2 Incentives]
3. Tier 3: [Description of Tier 3 Incentives]

Duration

The performance incentive program will run from [Start Date] to [End Date].

Closing Remarks

We look forward to achieving mutual success and growing our strategic partnership. Please feel free to reach out with any questions or for further discussion.

Best Regards,

[Your Name]
[Your Title]
[Your Company Name]