

Letter to Criticize a Distributor for not complying with Terms

[Your Name]

[Address]

[Letter Date]

[Recipient's Name]

[Address]

[Subject: Subject of Letter] -Optional-

Dear [Recipient's name]

Since you're our years old distributor, I did not expect this irresponsible behavior from you. I'm sure you know quite well that we have never appreciated cheap publicity for our products. We pay heavily to our employees and distributors to make door to door campaigns in order to do a reliable and far-reaching publicity. We could have advertised our products using the commonly used tactics but we always remained ethical and in boundaries to do everything with quality and ethics. I have been informed that in order to raise your sales, you have started doing the publicity of our products using the means of cheap advertisements. I'm certainly sorry to know this. The contract clearly prohibits our distributors to make any such publicity on their own while they use the name of our company or products. Though it was a serious breach on your part but since you are our old distributor and this is the first time that we have a complaint from you, you deserve forgiveness. I am overlooking this mistake but am extending hopes that you'll not give another such chance to write a letter of this type to you. Kindly stop all such advertising techniques that are prohibited as per contract and follow the contract fully. Thank you!

Sincerely,

[Your Name]

[Your Title] -Optional-