[Company Name]

[Company Address]

[City, State, ZIP Code]

**Subject: Confirmation of Mutual Goals and Key Performance Indicators (KPIs) for Collaboration**

Dear [Partner’s Name],

We are pleased to confirm the mutual goals and key performance indicators (KPIs) established for our collaboration between [COMPANY NAME] and [PARTNER’S COMPANY NAME]. This framework reflects our shared objectives and provides measurable benchmarks to ensure the success of our partnership.

**Mutual Goals**:

* Goal 1: [*State the goal, e.g., “Expand market share in [specific region or sector].”*]
* Goal 2: [*State the goal, e.g., “Enhance product/service offerings through shared resources.”*]
* Goal 3: [*State the goal, e.g., “Increase customer engagement through co-branded campaigns.”*]

**Key Performance Indicators (KPIs)**:

To monitor progress toward these goals, we have agreed on the following KPIs:

1. [*KPI 1, e.g., “Achieve a 15% increase in sales revenue within the first quarter.”*]
2. [*KPI 2, e.g., “Generate 5,000 new leads through joint marketing efforts.”*]
3. [*KPI 3, e.g., “Deliver 95% on-time performance for shared projects.”*]

**Roles and Responsibilities**:

* [COMPANY NAME]: [*Specify your company’s contributions, e.g., “Lead product development and provide marketing assets.”*]
* [PARTNER’S COMPANY NAME]: [*Specify their contributions, e.g., “Manage distribution and handle customer service inquiries.”*]

**Review and Adjustment**:

To ensure alignment and address any challenges, we propose regular performance reviews. The first review is tentatively scheduled for [specific date]. During these reviews, we will assess progress and make any necessary adjustments to our goals or KPIs.

We are excited about the potential of this collaboration and confident that these shared objectives will drive mutual success. If you have any questions or would like to discuss any aspect of this agreement further, please contact [Name, Title] at [Email Address/Phone Number].

Yours sincerely,

……………………………………………………….

[NAME]

[TITLE]

[COMPANY NAME]