

Instruction: This is a model letter. Adapt to fit your facts and circumstances.

To: Sales Staff
From: Management
Subject: Don't Give Up!!!! – Encouragement Letter to Sales Staff
Date:

Though this is the season of giving, mirth, and good cheer; it is also a season of stress, stress, and stress. Each day that you enter the sales floor, you will meet customers in a crazed, frantic behavior trying to find the perfect gift. I would like you all to remember a few things:

- Do not take it personal – it's not you...I promise.
- One small smile can calm a Red Sea of angry shoppers...try it.
- Be patient
- Stay Calm

To everyone in my sales staff, I would like to thank you in advance for a great job. This is one of the best sales staffs. I know that everyone will do a great job.