

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

To: Sales Team
From: Management
Subject: Failure to Meet Minimum Sale Goals
Date:

I recently received the monthly goal statement for the sales team. I was very disappointed with the figures that I read. The minimum goal for the team is twelve units per month. The national average of units sold per month is fifteen. Considering our demographics, fifteen units are a small number for our store to sell. Selling twelve units is not an impossible accomplishment, nor should it be difficult to do. Considering those factors, there is no excuse to explain why the sales team only sold eight units last month. Such a low number cannot be repeated without consequences. If these numbers do not increase to the minimum goal, there will not be a bonus next quarter and commission percentage will be decreased.

If you have any questions, please do not hesitate to contact me.