To: [Employee Name]

From: [Manager Name]

Date: [Date]

Subject: Detailed Breakdown of Unmet Sales Quotas and Objectives

Dear [Employee Name],

This letter provides a formal breakdown of your sales performance for the period of [Start Date] to [End Date]. During this review, it has been noted that several key performance indicators (KPIs) and sales targets were not achieved.

1. Quantitative Sales Quota Gap

- **Assigned Revenue Target:** $[Amount]
- **Actual Revenue Achieved:** $[Amount]
- **Variance:** [Percentage]% below target

2. Objective Breakdown

The following specific objectives were outlined at the beginning of the period but remain incomplete or under-performed:

- **New Client Acquisition:** Target was [Number] new accounts; actual achieved was [Number].
- **Outbound Activity:** Target was [Number] weekly prospect calls; actual average was [Number].
- **Pipeline Management:** The required pipeline value of [Amount] was not maintained to support future closures.
- **Product Mix:** Sales of [Specific Product/Service] fell [Percentage]% short of the strategic focus goal.

3. Identified Challenges

Based on our previous discussions, the following factors contributed to these results:

- [Factor 1, e.g., Low conversion rate in the final stage of the funnel]
- [Factor 2, e.g., Insufficient lead generation activities]

4. Next Steps and Action Plan

To address these gaps, the following immediate actions are required:

- Participation in a sales coaching session scheduled for [Date].

- Weekly submission of activity logs every Friday by 5:00 PM.
- Achieving a recovery target of [Amount] by [Date].

We are committed to supporting your improvement. We will meet on [Date] to review your progress against these specific targets.

Sincerely,

[Manager Signature]

[Manager Title]