To: [Employee Name]

From: [Manager Name]

Date: [Date]

Subject: Clear Expectations for Immediate Improvement in Sales Performance

Dear [Employee Name],

This letter serves as a formal notification regarding your recent sales performance. After reviewing your results for [Time Period], it has been determined that your current output is below the required standards for your role.

To ensure your success and alignment with team goals, the following expectations are now in effect, effective immediately:

- **Sales Targets:** You are expected to achieve a minimum of [Amount/Number] in sales revenue/units by [Date].
- **Activity Levels:** You must maintain a daily volume of [Number] outbound calls and [Number] client meetings.
- **Pipeline Management:** Your CRM records must be updated daily with accurate lead statuses and follow-up notes.
- **Reporting:** A weekly summary of your progress against these goals must be submitted every Friday by [Time].

We are committed to supporting you in reaching these objectives. We will schedule a weekly check-in meeting to discuss your progress, address obstacles, and provide necessary coaching.

Please be advised that failure to meet these performance expectations within the specified timeframe may lead to further disciplinary action, up to and including termination of employment.

Please sign below to acknowledge that you have received this letter and understand the expectations outlined above.

Best regards,

[Manager Signature]

_____

Employee Acknowledgment:

Date: _____