To: [Employee Name]

From: [Manager Name]

Date: [Insert Date]

Subject: Mandatory Steps Required to Achieve Expected Sales Metrics

Dear [Employee Name],

This letter outlines the mandatory actions and performance standards required to meet your assigned sales targets for the current period. To ensure alignment with departmental goals, you are required to implement the following steps immediately:

- **Lead Generation:** Identify and qualify [Number] new prospects per week.
- **Outreach Volume:** Complete a minimum of [Number] outbound calls and [Number] personalized emails daily.
- **Pipeline Management:** Update the CRM system in real-time to ensure all deal stages and follow-up tasks are accurate.
- **Meeting Quotas:** Schedule and conduct at least [Number] product demonstrations or discovery calls per week.
- **Training:** Participate in weekly sales coaching sessions and complete [Name of Training] by [Deadline Date].

Your progress regarding these metrics will be reviewed during our one-on-one meetings every [Day of the Week]. Failure to consistently meet these benchmarks may result in further formal performance review actions.

We are committed to providing the resources necessary for your success. Please reach out if you require specific tools or clarification regarding these requirements.

Regards,

[Your Signature]
[Your Job Title]