

Date: [Insert Date]

To: [Employee Name]

Position: [Job Title]

Department: [Department Name]

Subject: Sales Target and Performance Expectations

Dear [Employee Name],

This letter outlines your sales targets and performance expectations for the period of [Start Date] to [End Date]. These objectives are designed to align your individual efforts with the company's growth strategy.

1. Sales Targets

Your primary revenue targets for this period are as follows:

- **Total Revenue Goal:** \$[Amount]
- **New Business/Acquisition Goal:** \$[Amount]
- **Renewal/Upsell Goal:** \$[Amount]

2. Key Performance Indicators (KPIs)

To reach the targets above, you are expected to maintain the following activity levels:

- [Number] outbound calls/outreach per week.
- [Number] qualified meetings/demos per month.
- [Percentage]% conversion rate from lead to opportunity.
- Maintenance of an accurate sales pipeline in the CRM.

3. Reporting and Evaluation

Progress will be reviewed during our [Weekly/Monthly] 1-on-1 meetings. You are required to update your sales activities in the [CRM System Name] daily to ensure data accuracy for these reviews.

4. Support and Resources

The company is committed to providing you with the necessary tools and training to succeed. If you require additional resources or encounter obstacles, please communicate these to me immediately.

Please sign below to acknowledge that you have received and understood these performance expectations.

Sincerely,

[Your Name]

[Your Title]

Employee Acknowledgment:

I acknowledge that I have received these sales targets and understand the expectations of my role.

Signature: _____ Date: _____