

Date: [Insert Date]

To: [Employee Name]

From: [Manager Name]

Subject: Initial Warning Letter regarding Substandard Sales Metrics

Dear [Employee Name],

This letter serves as a formal initial warning regarding your sales performance. We have reviewed your sales metrics for the period of [Start Date] to [End Date], and your results have fallen below the required company standards.

Performance Discrepancies:

- **Sales Target:** [Target Amount/Units] vs. **Actual Result:** [Actual Amount/Units]
- **Lead Conversion Rate:** [Target %] vs. **Actual Result:** [Actual %]
- **Activity Levels (Calls/Meetings):** [Target Number] vs. **Actual Result:** [Actual Number]

Required Improvements:

Effective immediately, you are expected to meet the following objectives:

- Achieve [Insert Specific Sales Metric] by [Insert Date].
- Increase daily outbound activity to [Insert Number] contacts.
- Participate in [Insert Training/Coaching Session] scheduled for [Date].

We are committed to supporting your improvement. We will meet on [Date/Time] for a follow-up review to discuss your progress. Please be advised that failure to improve your sales metrics to a satisfactory level may result in further disciplinary action, up to and including termination of employment.

Please sign below to acknowledge that you have received this warning and understand the performance expectations.

Sincerely,

[Manager Signature]

[Manager Printed Name]

Employee Acknowledgment:

I acknowledge that I have received this letter and have discussed the contents with my manager.

Employee Signature: _____ Date: _____