

MEMORANDUM

TO: [Employee Name]

FROM: [Supervisor Name]

DATE: [Current Date]

SUBJECT: Documented Counseling: Failure to Meet Quota Metrics

1. Purpose of Counseling

The purpose of this letter is to formally document our discussion regarding your performance in relation to the established quota metrics for your role. This counseling aims to identify performance gaps and provide a framework for improvement.

2. Performance Deficiencies

During the review period of [Start Date] to [End Date], your performance fell below the required standards. Specifically:

- **Required Quota:** [Insert Target Metric, e.g., \$50,000 in sales / 20 units per week]
- **Actual Achievement:** [Insert Actual Performance, e.g., \$32,000 in sales / 12 units per week]
- **Variance:** [Insert Percentage or Amount Under Target]

3. Previous Discussions

This matter was previously discussed with you on [Date of Informal Meeting/Check-in], where guidance was provided. However, sustained improvement has not yet been observed.

4. Expectations and Action Plan

To meet the requirements of your position, you are expected to:

- Consistently meet or exceed 100% of your assigned quota metrics.
- Provide a weekly status report to [Supervisor Name] every [Day of Week].
- Complete [Specific Training/Re-training] by [Date].

5. Timeline for Review

Your performance will be monitored closely over the next [Number, e.g., 30/60/90] days. We will meet on [Date] to review your progress.

6. Consequence of Failure to Improve

Failure to achieve and maintain the required performance metrics may result in further disciplinary action, up to and including termination of employment.

7. Acknowledgment

By signing below, you acknowledge that you have received this counseling and understand the expectations outlined above. Your signature does not necessarily indicate agreement with the content.

Employee Signature

Supervisor Signature

Date