

# Quarterly Sales Incentive Plan Overview

Date: [Insert Date]

To: [Employee Name]

From: [Your Name]

Subject: Overview of Quarterly Sales Incentive Plan

Dear [Employee Name],

As we move into the next quarter, we are excited to announce the details of our Quarterly Sales Incentive Plan designed to reward your hard work and dedication towards achieving our sales goals.

## Incentive Overview

The incentive plan will be based on the following criteria:

- **Sales Targets:** Achieve a minimum sales target of \$[insert target amount].
- **Bonuses:** Bonuses will range from \$[insert lower amount] to \$[insert upper amount] based on performance.
- **Eligibility Period:** The quarter runs from [start date] to [end date].

## Performance Metrics

Your performance will be evaluated based on the following metrics:

- Volume of Sales
- New Customer Acquisition
- Customer Retention Rates

## How to Maximize Your Incentives

To maximize your incentives, focus on building strong customer relationships and upselling existing clients to meet and exceed your targets.

## Conclusion

We appreciate your commitment and look forward to a successful quarter. Please feel free to reach out to me should you have any questions regarding the incentive plan.

Best regards,

[Your Name]

[Your Position]

[Your Contact Information]