

Dear [Sales Representative's Name],

We are pleased to inform you that, effective [Effective Date], you have been designated to manage the newly assigned sales territory of [Territory Name]. This new territory presents an exciting opportunity for you to further excel in your role and drive sales growth.

Your primary responsibilities will include:

- Building and maintaining relationships with clients in the designated territory.
- Identifying new sales opportunities and strategies.
- Achieving sales targets and reporting progress to management.

We trust that you will embrace this new challenge and contribute significantly to our company's success. Should you have any questions or require additional resources, please do not hesitate to reach out.

Best regards,

[Your Name]

[Your Position]

[Company Name]

[Contact Information]