

Sales Team Performance Goals

Date: [Insert Date]

To: [Sales Team Name]

Subject: Performance Goals for [Quarter/Year]

Dear Team,

As we embark on this new [quarter/year], it is essential to align our focus and efforts towards achieving our sales targets. Below are the key performance goals that we aim to achieve:

- **Sales Revenue Target:** Reach a total sales revenue of [insert amount] by the end of [quarter/year].
- **New Customer Acquisition:** Acquire [insert number] new customers each month.
- **Customer Retention Rate:** Maintain a customer retention rate of [insert percentage]%.
- **Product Training:** Complete training sessions on [insert products] by [insert date].
- **Weekly Meetings:** Attend weekly sales meetings to discuss progress and strategies.

Let's work together and support each other to achieve these goals. I believe in our team's potential and know that through collaboration and dedication, we will succeed.

Best regards,

[Your Name]

[Your Position]

[Your Contact Information]