

# Performance Improvement Plan

Date: [Insert Date]

To: [Sales Team Member's Name]

From: [Manager's Name]

Subject: Sales Team Performance Improvement Plan

## Introduction

Dear [Sales Team Member's Name],

This letter is to address your current performance and outline a plan for improvement. Our goal is to help you achieve success and meet the expected sales targets.

## Current Performance Overview

As of [Insert Date], your sales numbers have fallen below the team expectations. The areas of concern include:

- Number of Sales: [Insert data]
- Client Engagement: [Insert data]
- Follow-ups: [Insert data]

## Performance Goals

To improve your performance, we have established the following goals:

- Achieve a minimum of [Insert number] sales per month.
- Engage with at least [Insert number] clients weekly.
- Complete follow-ups within [Insert time frame] of initial contact.

## Action Steps

We recommend the following steps to help you reach these goals:

- Schedule weekly check-ins with your supervisor to discuss progress.
- Attend training sessions on sales techniques and customer engagement.
- Utilize our CRM tools more effectively to track leads and follow-ups.

## Support and Resources

The company is committed to supporting you through this process. We will provide:

- One-on-one coaching sessions.
- Access to online training resources.
- Regular feedback on your progress.

## **Conclusion**

We believe that with dedication and effort, you can improve your performance. Please take this plan seriously and reach out if you need assistance. We look forward to seeing your progress.

Sincerely,

[Manager's Name]

[Manager's Title]

[Company Name]