

Announcement of New Sales Incentive Program

Dear Executive Team,

We are excited to announce the launch of our new Sales Incentive Program, designed to reward exceptional performance and drive our sales goals for the upcoming quarter.

This program aims to motivate our sales team by offering attractive incentives based on their sales achievements. Key features of the program include:

- Tiered rewards based on sales targets
- Recognition opportunities for top performers
- Team incentives to foster collaboration

The program will officially launch on **[start date]**, and we encourage your support in promoting it within your respective divisions.

For further details, please find the attached program guidelines.

Thank you for your commitment to excellence and your support in driving our sales success!

Best regards,

[Your Name]
[Your Position]
[Company Name]