

# Subject: Exciting Sales Incentive Program Announcement!

Dear Stakeholders,

We are thrilled to announce the launch of our new Sales Incentive Program, effective from **January 1, 2024**. This program is designed to recognize and reward our dedicated sales team for their exceptional performance and contributions to our growth.

Key Highlights of the Program:

- **Reward Structure:** Incentives based on monthly sales targets.
- **Team Competitions:** Opportunities for teams to compete for additional bonuses.
- **Special Recognition:** Awards for top performers at our annual gala.

We believe this initiative will motivate our salesforce and drive our overall company performance to new heights.

We encourage you to engage with the sales team, support their efforts, and help us celebrate their successes.

Thank you for your continued support.

Best regards,  
[Your Name]  
[Your Position]  
[Company Name]