[DATE]

Contact Name

Address

Address2

City,

State/Province

Zip/Postal Code

**RE: SALES STAFF – ENCOURAGEMENT**

Dear [CONTACT NAME],

There are always two ways to face the day, two sides to a story and two sides of a coin. There are always the prophets of doom and the pessimists who are content to lead their followers through long intervals of drought and famine.

When an unfortunate person starts blaming his own failures on others and on conditions over which he has no control, he can generally disregard achieving his goals. There are good times and bad times, but at all times there are sales that are made and sales that are lost.

You have all shown that you are not only competent but excellent salespeople. I am proud of your accomplishments and know that nothing can hold back motivated individuals who have an excellent product to sell.

I feel confident that you will persevere, in the months to come, in a way that will result in an increase in sales and commissions to each and every one of you that will far exceed our projections. The outlook for the coming year is brighter than it has been for some time. With a positive, assertive attitude, nothing can stop us!

Kind Regards,

[YOUR NAME]

[YOUR TITLE]

[YOUR PHONE NUMBER]

[YOUREMAIL@YOURCOMPANY.COM]