[DATE]

[EMPLOYEE NAME]

[EMPLOYEE ADDRESS]

Dear [EMPLOYEE NAME],

**RE: CONFIRMATION OF DISCUSSIONS HELD WITH YOU *IN RE*LATION TO YOUR POOR PERFORMANCE AND INABILITY TO MEET YOUR SALES TARGETS**

You have been unable to attain your revenue target in this fiscal year and we summarise your performance represented as a percentage of your budgeted revenue target being as follows:

Q1: [PER CENT] % of budget

Q2: [PER CENT] % of budget

Q3: currently [PER CENT] % of budget

Apart from sales revenue, the other dimensions of your position and the criteria by which you are measured are:

1. Pipeline on a weighted and unweighted basis;
2. Forecast predictability;
3. Customer Relationship Management;
4. New business

The most important measurement criteria are the sales revenue and the attainment of new business supported by a strong pipeline of business opportunities. In your instance your poor sales revenue performance demonstrates that you either have not had a strong enough pipeline of business or your ability to forecast what business will convert into revenue has been inaccurate. Whatever the situation, your performance has not been at a level which can be considered adequate and acceptable.

Accordingly, a meeting was held to explain this to you on [DATE]. Other meetings with you were held by the [POSITION] with me, earlier during [DATE] and regular feedback was also provided to you during the sales teleconference call meetings which I ran at least twice a month. In the meeting on[DATE], you were advised that the Company cannot continue in this manner and was under extreme pressure to ensure that by the new fiscal year all sales staff are delivering the expected sales results and any and all actions required by the Sales Management to ensure that the sales numbers are at the levels expected by the Company have been taken and completed. It is, against this backdrop, that you were advised that should you, by the close of Q3, not have demonstrated an ability to either meet your sales target for the quarter as well as present a clear pipeline of confirmed opportunities which would show your Management that you would have every opportunity of attaining your sales revenue target, we regret that it will become necessary to proceed with an incapacity hearing on the basis of the view that the Company would not be in a position to allow you to continue to fulfil the requirements of a position which they hold you to be incapable of satisfying. The Company is of the clear view that it has provided you with all the tools and support to be able to meet your expected sales performance as well as given you an adequate opportunity to show that you are capable of delivering to the standards of performance.

The reasons you articulated for why you were unable to meet your budgeted numbers, these being the poor and repressive trading environment, the lower usage of [LIST PRODUCTS] by clients in your account patch in efforts to reduce their own cost base and some clients closing their operations is not an acceptable reason for the poor performance given that your Management is of the view that nearly three quarters is ample opportunity for you to have developed a pipeline of new business opportunities.

The regular weekly/bi-weekly sales meetings will continue as usual during [MONTH] and you are encouraged to call on the assistance and support of your manager and anybody else you may identify who could assist you in being able to close the deals you require to meet your sales numbers. Otherwise you are also free to make contact with your manager should there be any problem which he could assist you *in re*solving or should you require him to join you on any client visits or sales calls.

We wish you success in your efforts.

Kind Regards,

[manager name]

Head of Sales

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-, acknowledge receipt of this letter, I have read it and understand the contents thereof, furthermore I confirm that it has been explained to me.

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Signed Date