

<Employee Name>

<Company Name>

<Company Address>

<Date>

<Sender Name>

<Sender Designation>

<Department>

Re: Concern for unsatisfactory sales performance

Dear <Employee Name>.

I was perusing through the fortnightly sales report back to March 2021. It was alarming and worrying to note that you have not met your sales targets for March and April 2021.

As you would be aware that we are a relatively new organization and our existence highly depends on meeting the sales targets of each sales personnel. Not succeeding to do can lead to poor turnover of the business, as well as, have drastic impacts on the company's business and profitability.

I interviewed some of your team members before writing this letter to you. I was told that you had disappeared continuously during work hours in those two months. The organization cannot accept such behavior from you.

We are writing this letter of concern to intimate you that there will be a strict scan of your performance in the months to follow. The management will take a final decision after checking your sales performance in these months. The organization expects that you will perform well and contribute to its prosperity.

You are free to discuss any matters with me and can get in touch with me during office hours on any day. Your open-mindedness and co-operation will be highly appreciable so that the matter can be resolved at the earliest. It is high time we prepare ourselves well so that we can meet our targets and take your organization to a different level altogether.

Yours sincerely,

<Superior Name>

<Designation & Company Name>