

Harry Parker
Virtual Sales Limited
Afon House, Worthing Road, Horsham RH12 1TL, United Kingdom
7-8-2018
John Johnson
Sales Manager
Sales Department

Subject: Concern for poor sales performance

Dear John Johnsons:

I was in the process of looking through the weekly sales reports dated back to April 2018 and was astonished and alarmed to see that your department has not met sales targets between April and July 2018.

As you know, [Company]'s existence in Horsham (since we are just 2-year-old) depends highly on not just meeting but exceeding the sales targets that we have been provided with. Failure to do so can result in the company in deciding to close the venture which can have catastrophic effects on our jobs and obviously the company's reputation.

Taking the liberty to interview some members of your team before writing this letter of concern to you, I have determined that you have been continuously vanished during work hours, as one of your underlying states. Such kind of behavior is unacceptable.

This letter is to inform you that in the coming months your performance would be under strict scan, and a final decision would be taken after considering your performance in these months. The company expects you to perform and contribute to its growth.

I am available to talk or discuss any issues that you may have so you can contact me at any time of the day. I will appreciate open-mindedness from you so that we can resolve this issue as soon as possible. We need to get back to our feet so that we can exceed targets and bring [Company] to a whole new level.

Sincerely,

Harry Parker
Director Sales
Virtual Sales Limited
Tel: (111) 111-1111
Email: sample@sample.com