

Sample Letter #1

I hope you have all had a chance to look at our recent numbers. They are very impressive. I am proud of both your individual and your collective contributions to our sales effort. This is a very exciting time to be working in this industry, with an opportunity for us to make a difference in the market place. Keep up the good work.

Sample Letter #2

Please convey these compliments to your entire staff for exceeding their goals for the last quarter of this year. It was truly a commendable performance. I know these things do not happen without a great deal of effort on the part of everyone, and I want you to know how much we appreciate your hard work. It appears that your emphasis on regular training sessions has paid dividends. Keep up the good work. We are proud of our entire team.

Sample Letter #3

Your sales record is very impressive. We recognize that you have consistently achieved, and often exceeded, your goals. Such performance does not go unnoticed. Doe Corporation is fortunate to have such an energetic, talented salesperson on its staff. Together we can accomplish great things. Keep up the good work!

Sample Letter #4

Our congratulations on your sales success for the last quarter. We know such an achievement does not come easily, and we compliment you on your hard work. You are setting a high standard for others to follow. We are fortunate to have you on our team and look forward to more success in the future.

Sample Letter #5

I notice that customers and other sales people defer to you when they need expert information on our golf and tennis products. I am pleased that you are so knowledgeable. I recognize the effort it takes to keep abreast of new developments and commend you for your good work. We are pleased that you enjoy working at Doe's.