To,

[Name of Recipient]

[Designation of Recipient]

Date:

**Subject: Letter to Encourage Employees to Increase Sales**

Dear Mr./Mrs. [name of the Recipient],

Only one week is left and we are still **[mention Amount]** less than our target sales for this month. Our monthly sales target is **[mention Amount]** and for now, it only amounts to **[mention Amount]**. But I believe in each and every one of you and your abilities. To achieve the target, you must have to work very hard for this week.

I am gladly announcing that if you will be able to achieve the set sales target by the end of this month, then we will have rewards for the first and second best sales person. Moreover, a dinner party will be conducted for all the employees by the company.

Best of Luck!

Yours Sincerely,

[Sender Name]

[Sender Signature]

[Sender Address]

[Sender Signature]