

Innovation and Creativity Appreciation

Dear [Salesperson's Name],

I had to write this email to commend you on your incredibly creative approach to the Mitchell Industries challenge. When they said our standard package wouldn't work for their unique requirements, most people would have walked away.

Instead, you took the time to really understand their workflow and came back with a completely customized solution that not only met their needs but exceeded their expectations. The way you coordinated between our engineering, logistics, and finance departments to make it happen was impressive.

Your innovative thinking turned what looked like a lost opportunity into our biggest contract this year. More importantly, your approach has given us a new framework for handling similar complex clients in the future.

This kind of creative problem-solving is exactly what sets exceptional salespeople apart from the rest.

Excellent work,

[Manager Name]

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