

New Sales Incentive Program Launch

Subject: Exciting New Sales Incentive Program Starting Next Month

Dear Sales Team,

I am thrilled to announce the launch of our new quarterly sales incentive program, effective April 1st, 2025. This program has been designed to reward your hard work and drive exceptional results across all territories.

The program structure includes tiered bonuses based on quarterly performance: Bronze tier for 100-125% of quota, Silver tier for 126-150%, and Gold tier for over 150%. Additionally, the top three performers each quarter will receive an all-expenses-paid trip to our annual sales conference in Miami.

Key program details:

- Performance tracking begins April 1st
- Bonuses paid within 30 days of quarter end
- All current sales representatives are automatically enrolled
- Monthly progress updates will be provided via dashboard

We believe this program will not only boost our collective performance but also create healthy competition and recognition for your achievements. Detailed program guidelines and FAQs are attached for your review.

Please join us for a kickoff meeting on March 28th at 10 AM to discuss the program in detail and address any questions.

Best regards,

Sarah Mitchell

VP of Sales

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