Territory Realignment and Quota Adjustment

Subject: Territory Restructuring and Updated Quota Assignments - Q2 2025

Dear Sales Team Members,

As part of our strategic growth initiative, we are implementing a territory realignment effective May 1st, 2025. This restructuring is designed to optimize market coverage and balance workload across the team.

Your new territory assignments and corresponding quotas are outlined in the attached documents.

Please note the following:

Territory Changes:

- Eastern region split into Northeast and Southeast divisions
- Western region expanded to include Mountain states
- Three new metropolitan focus territories created

Quota Adjustments:

- Quotas recalibrated based on territory potential and historical data
- All quotas reviewed with consideration for account transition periods
- Ramping schedule provided for representatives receiving new territories

We understand that territory changes can be challenging. To support your transition, we are providing:

- 60-day ramping period with adjusted expectations
- Complete account histories and warm introduction support
- Additional marketing resources for new territory penetration

Individual meetings will be scheduled during the week of April 15th to review your specific assignment, discuss strategy, and address concerns. Your regional manager will reach out to schedule this session.

This realignment positions us for stronger market penetration and more balanced growth opportunities across the team.

Respectfully,

Linda Chen

Senior Vice President, Sales Operations

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