John Smith, Project Manager

Ajay Mehta, Sales Manager

(use today’s date)

New Sales Training Deadline.

In order to meet our sales goals for the upcoming product launch, we need to begin training our staff as soon as possible. We have recently hired several new people to meet the anticipated demand for your product.

A few of the newly hired employees have limited sales experience. Although the remaining new employees have extensive sales experience, they are not yet familiar with much of the information that they will need to know to make the product launch a success. Specifically, all employees need training regarding company policies, target market, competitors’ products, and product sales goals.

At least two full days of training should be scheduled in order to fully address all of these topics. Each training session should include the following materials: an engaging PowerPoint presentation, several handouts with topic-specific statistics, and an evaluation form to be filled out by the trainees at the end of each session. Each presenter should plan forty-five minutes of material and allow fifteen minutes for questions at the end of the presentation. Presenters are encouraged to make their sessions as interactive as possible, including small group activities when appropriate.

We plan to begin training next Monday. We need to have the materials by this Friday at the latest in order to prepare for our training sessions. Please let me know if this will be a problem.