[Company Name]  
[Slogan]  
[Address]  
[Contact/Other Details]

Date:

RE: Decrease in sales for [TEXT]

Dear [Recipient Name]

Our store, G Mark, has earned the name of being the best store in the town due to our teams’ hard work for decades. G Mark’s sales charts have been only growing ever since its start. Customers always spoke highly of our staff, and customer care services and our surveys’ results are evidence for it.

Nevertheless, I have been noticing a downfall in the store’s sales performance for the past few months. After a thorough inspection, I have concluded that my staff is not performing as it used to be. Therefore, I am writing this letter to address my concern and motivate you to maintain your previous conduct.

The store expects its employees to execute all their responsibilities with high motivation producing better results than before, which you were hired for. In case of any impediment, please feel free to discuss with me to analyze the situation better. The administration ensures your trust and confidence in this regard. I will personally make sure your concerns and complaints are heard without any biases and upshots.

Let us all work together to generate more revenues. It is only suitable for all of us. As a token of your improved performance, you will get bonuses and an increment in your annual income with specific terms and conditions applied.

Sincerely,

Mark Buffalo,  
CEO,  
G Mark