To

[The Recipient Name]

I can imagine how inconvenient you will be feeling after not being able to meet the annual sales target. A remarkable decrease in our sales was observed last year and ultimately, it led to our failure in meeting our annual sales targets. Being the team leader of the sales department, I take full responsibility for this decline.

I am writing this letter to let you know about certain loopholes which remained unidentified. Resultantly, our sales decreased drastically, and it led to the overall destruction of our sales plan.

To lessen your disappointment, I am giving justification for not meeting our targets. I know we have been on top for the last ten years, but the recent decline has placed us at the bottom. The first and foremost reason behind our failure was the lack of a compatible marketing strategy. Market trends are fluctuating every year. We did not keep this factor in mind and therefore, failed to devise such strategies to meet the new challenges of the market.

Secondly, the success of a sales department depends heavily on effective liaising between its various departments. Sales and marketing departments are having key importance in our organization. Unfortunately, a deep communication gap was lying between these departments which should have been filled by the management by means of frequent meetings.

Thirdly, I want to refer to research which proved that 80 percent of sales are produced on 5th contact with the clients. Due to the pandemic in the near past, the government has restricted our movement across the country. Consequently, we fell short in following up and lost most of our potential clients.

In my previous meeting with you, I pointed out certain salespersons with zero sales. They were putting an extra burden on the company and were just like the white elephants. I request you to keep their performance in mind while setting targets for the next year.

Above mentioned factors are associated with our failure in meeting the targets. I don’t know how far I have been successful in justifying our current position. But I assure you once we are successful in redefining our goals and making a compatible strategy compatible with new and challenging trends in the market, our worth will be regained.

I hope you will give due consideration to all the above-mentioned factors and incorporate positive suggestions while devising new strategies.

[Your Name]  
[Address]