

## **Sample Employee Announcement Letter**

To all employees:

In our continuing mission to provide our sales team with the tools needed to improve our sales skills, we are launching a new sales training program. This initiative will provide employees at (dealership name) with additional sales skills used by the most successful people in our industry.

We have entered into an agreement with Creative Sales Solutions (CSS) to provide its highly acclaimed sales training program for our dealership. As part of the CSS program, CSS conducted recorded employee customer service evaluations. By posing as a customer over the phone, CSS trainers called our sales team and requested information about an equipment purchase. CSS has evaluated how well we performed in specific areas of customer service and sales. The information gathered provided with information it will use to customize training to meet the specific needs of our dealership.

As stated, a component of the training included recorded performance appraisal telephone calls to our dealership. It is important for you to know that neither CSS nor (name of dealership) records private conversations. All calls were within the scope of training while CSS employees posed as customers doing business with our company.

After each call with our employees, CSS performed an evaluation of each employee to identify areas to help us increase our performance. With this letter is your evaluation for review. Please do not be concerned if you scored lower than expected since you have not yet received training in these areas. Evaluation calls are not made to embarrass anyone or single out individual employees. The evaluations are used by CSS to identify specific areas where we need to improve as an organization. CSS has conducted customer service evaluations for more than 2,000 sales people and CSS will share with us the techniques used by the industry's most successful performers during training.

To be successful in business, we must constantly evaluate and measure our performance. The most successful businesses, such as Disney, Federal Express, Dell Computers and Microsoft, all use mystery shopping as part of their training. If we are to be successful in today's competitive environment, we must train for our success to provide outstanding customer service.

I have every confidence the CSS training program will provide our employees with the tools they need to continue to provide outstanding service to our customers and dramatically increase sales.

I have every confidence the CSS training program will provide our employees with the tools they need to continue to provide outstanding service to our customers and dramatically increase sales.