

[Date]

[Candidate Name]

[Candidate Address]

[City, State, Zip Code]

Dear [Candidate Name],

Thank you for participating in the practical sales pitch assessment for the [Job Title] position at [Company Name]. We appreciated the opportunity to see your approach and sales technique in action.

After a thorough review of your performance and a comparison with our current business requirements, we have decided not to move forward with your application at this time.

While your presentation showed [mention one specific strength, e.g., strong product knowledge or confidence], we are looking for a candidate whose style more closely aligns with our specific [mention area of improvement, e.g., consultative selling framework or target industry experience].

We appreciate the time and effort you invested in this process. We will keep your resume on file for future openings that may be a better match for your skill set.

We wish you the best of luck in your job search and your professional future.

Best regards,

[Your Name]

[Your Title]

[Company Name]