

Date: [Insert Date]

To: [Employee Name]

Position: Agency Business Development Manager

Subject: Probationary Period Expectations and Performance Goals

Dear [Employee Name],

Welcome to [Agency Name]. This letter outlines the specific performance expectations and goals for your [Number]-month probationary period, ending on [End Date].

1. Key Performance Indicators (KPIs)

- **Lead Generation:** Identify and qualify [Number] new prospective clients per month.
- **Sales Pipeline:** Build a weighted pipeline valued at \$[Amount] within the first 90 days.
- **Outreach:** Conduct a minimum of [Number] outbound activities (calls/emails/LinkedIn) per week.
- **Meetings:** Secure and lead [Number] discovery meetings with qualified decision-makers per month.

2. Core Responsibilities

- Develop a comprehensive understanding of our agency's services, case studies, and unique selling propositions.
- Research and identify target industries and high-value accounts.
- Collaborate with the creative and strategy teams to draft tailored proposals and pitch decks.
- Maintain accurate and up-to-date records of all activities in the CRM.

3. Training and Integration

- Complete the initial agency onboarding and sales methodology training by [Date].
- Attend all weekly sales meetings and provide detailed status reports.
- Demonstrate alignment with agency culture and professional communication standards.

4. Review Schedule

We will hold formal check-in meetings on the following dates to discuss your progress:

- 30-Day Review: [Date]
- 60-Day Review: [Date]
- Final Probationary Review: [Date]

Please note that successful completion of the probationary period is contingent upon meeting these objectives and demonstrating the required competencies for the role.

We are excited to have you on the team and look forward to your contributions to our growth.

Sincerely,

[Your Name]

[Your Title]

[Agency Name]

Acknowledgment:

I acknowledge that I have received and understood the expectations outlined above.

[Employee Signature]