

Date: [Insert Date]

To: [Manager Name]

Position: Branch Manager

Subject: Probationary Period Expectations and Performance Goals

Dear [Manager Name],

Congratulations on your appointment as the Branch Manager for the [Insert Location] office. This letter outlines the specific performance expectations and Key Performance Indicators (KPIs) for your [3/6] month probationary period.

1. Financial and Sales Targets

- **Revenue Generation:** Achieve a minimum billings target of \$[Amount] by the end of the probationary period.
- **New Business Development:** Secure [Number] of new client service agreements.
- **Job Orders:** Maintain an average of [Number] new qualified job orders per month.

2. Operational Management

- **Team Activity:** Ensure the recruitment team meets weekly targets for candidate interviews and CV submissions.
- **Database Integrity:** Oversight of the CRM to ensure 100% accuracy in candidate and client data entry.
- **Compliance:** Ensure all placements comply with local labor laws and internal vetting procedures.

3. Leadership and People Management

- **Training:** Conduct weekly 1-on-1 performance reviews with all direct reports.
- **Retention:** Maintain a stable team environment with zero preventable staff turnover during this period.
- **Culture:** Implement a high-performance sales culture within the branch.

4. Review Schedule

We will hold formal progress reviews on the following dates:

- **First Month Review:** [Date]
- **Mid-Point Review:** [Date]
- **Final Probation Review:** [Date]

Please note that your continued employment is subject to achieving these standards. We are committed to providing you with the necessary support to succeed in this role.

Sincerely,

[Your Name]

[Your Title]

[Company Name]

Acknowledgment:

I confirm that I have read and understood the expectations outlined above.

Signature: _____ Date: _____