

[Your Name]
[Your Position]
[Department]
[Date]

[Boss's Name]
[Boss's Position]
[Company Name]

Dear [Boss's Name],

I am writing to sincerely apologize for not meeting the sales goals set for the recent period. I fully acknowledge the importance of these targets for our team's success, and I regret that I was unable to deliver the expected results.

The past quarter presented several challenges, including [briefly mention specific challenges, e.g., market fluctuations, changes in client priorities, increased competition]. While these factors played a role, I take full responsibility for not overcoming the obstacles and achieving the desired numbers.

Please rest assured that I am committed to turning this situation around. I have analyzed the gaps in my approach and have already started implementing corrective measures, such as [list specific actions: improving my client outreach strategy, attending additional sales training, refining my sales pitch, collaborating more closely with marketing, etc.]. My goal is to learn from this experience and leverage these learnings to improve my performance going forward.

I greatly value your guidance and support, and would appreciate any additional feedback or suggestions you may have. I am determined to regain your confidence, and I am optimistic that with these new initiatives, I will be able to contribute more effectively to the team's success in the upcoming period.

Thank you for your understanding and continued support.

Sincerely,
[Your Name]