Date: August 21, 2013

From: Slim Skillman, General Manager

To: All Employees, Drive Easy Dealership

Subject: Promotion of Bob Swanson from Sales Associate to Sales Manager

I am pleased to announce the promotion of long-time team member Bob Swanson to the position of Sales Manager within our organization. Mr. Swanson has been a dedicated employee here at the Drive Easy Dealership for more than 10 years. He has previously worked as a sales associate, and has consistently surpassed sales goals and helped us earn a reputation as an honest and reliable car dealership here in Silver City.  
It is his strong sales ability and dedication to customer service that led me to choose Mr. Swanson over all the other candidates that applied. The competition for this job was fierce, and there were several well-qualified candidates that applied; however, I felt that his past achievements set him apart from his competition.  
In assuming his new duties as sales manager, Mr. Swanson will oversee the dedicated sales force we already have in place in addition to being responsible for training new associates. He will also deal directly with customers, approving deals and helping to resolve any issues that could prevent them from purchasing the vehicle of their dreams. Mr. Swanson will also track sales figures in order to make sure our company meets our monthly goals on an ongoing basis.  
I know you all will be supportive of Bill as he assumes his new role within our company. Please take a few moments to extend your personal congratulations to him whenever you happen to see him around our dealership. I’m sure your kind words will be greatly appreciated.  
Sincerely,  
Slim Skillman  
Mr. Slim Skillman  
General Manger  
Drive Easy Dealership