Chesterfield Creations

**TO:** All Sales Managers

**FROM:** Charles Ferguson, Marketing Vice President

**DATE:** March 3, 2018

**RE:** Annual Sales Conference

This past year was highly successful for Chesterfield Creations. In preparation for the annual sales conference to be held March 20 at our corporate headquarters in Toronto, I would like to review our accomplishments during the past year.

After conducting extensive customer research and launching our large line of new products, we expanded our customer base to include leisure and adventure travelers as well as fashion-forward men and women.

We have had a huge increase in online sales due to a more attractive, user-friendly website and new online marketing strategies. Chesterfield Creations products are being sold in 40 additional retail stores in Canada and the United States, as noted in the tables below. We owe this success to the diligence of our extraordinary sales team.

|  |  |
| --- | --- |
| Province | |
| Ontario | 5 |
| Quebec | 3 |
| Nova Scotia | 1 |
| British Columbia | 2 |
| State | |
| New York | 6 |
| New Hampshire | 1 |
| Virginia | 3 |
| California | 9 |
| Michigan | 2 |
| Florida | 8 |

Throughout the conference, we will be honoring many of you for the efforts you’ve made to secure new clients and maintain existing relationships. Several of you will also have the opportunity to share specific success stories from the past year that will inspire all of us.

Conference Information

Listed below are the topics and speakers for the conference. If you have not yet made your reservation, please contact me at c.ferguson@chesterfieldcreations.com. I look forward to seeing you at the conference on March 20.

Topic Speaker

Competitive Analysis Huong Nguyen

Overall Industry Trends Roslyn Godfrey

Product Training Joseph D’Angelo

Sales Skills Development Charles Ferguson

Team Building Alejandra Domene