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# Sales Appraisal Form PDF

## Employee Information

- Name: \_\_\_\_\_
- Position: \_\_\_\_\_
- Department: \_\_\_\_\_
- Appraisal Period: \_\_\_\_\_

## Performance Criteria

- Sales Volume Achieved: \_\_\_\_\_
  - Exceeds Expectations
  - Meets Expectations
  - Below Expectations
- Customer Satisfaction: \_\_\_\_\_
  - Excellent
  - Good
  - Needs Improvement
- New Client Acquisition: \_\_\_\_\_
  - Surpassed Goal
  - Met Goal
  - Did Not Meet Goal
- Product Knowledge: \_\_\_\_\_
  - Advanced
  - Intermediate
  - Beginner

**Manager's Comments:** \_\_\_\_\_

**Employee's Self-Assessment:** \_\_\_\_\_

**Goals for Next Period:** \_\_\_\_\_

## Signatures:

- Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_
- Manager Signature: \_\_\_\_\_ Date: \_\_\_\_\_

