**Sales Appraisal Form Template**

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**Employee Details**

* + **Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
  + **Role: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
  + **Evaluation Quarter: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Sales Performance**

* + **Targets Achieved: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
    - **Significantly Above Target**
    - **On Target**
    - **Below Target**
  + **Lead Conversion Rate: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
    - **Excellent**
    - **Average**
    - **Poor**
  + **Up-selling/Cross-selling Success: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
    - **Highly Effective**
    - **Moderately Effective**
    - **Not Effective**

**Professional Development**

* + **Training Undertaken: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
  + **Skills Acquired: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Feedback and Future Planning**

* + **Manager’s Feedback: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
  + **Future Sales Targets: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Acknowledgment:**

* + **Employee: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_**
  + **Supervisor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_**