
Sales Appraisal Form Template

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: _____