horizontal line

Sales Appraisal Form for Employees

**Personal Information**

* + **Employee Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
  + **ID Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
  + **Sales Team/Unit: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
  + **Evaluation Year: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Sales Metrics Evaluation**

* + **Monthly Sales Growth: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
    - **Exceeded**
    - **Met**
    - **Below**
  + **Client Retention Rate: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
    - **High**
    - **Moderate**
    - **Low**
  + **Revenue Generated: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
    - **Exceeds Expectations**
    - **Meets Expectations**
    - **Does Not Meet Expectations**

**Individual Strengths and Areas for Improvement**

* + **Strengths: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
  + **Improvement Areas: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

**Signatures:**

* + **Employee: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_**
  + **Reviewing Officer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_**