Sales Appraisal Form for Manager

**Manager Information**

* + Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Department: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Appraisal Cycle: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Leadership and Team Management**

* + **Team Performance:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Outstanding
    - Satisfactory
    - Needs Improvement
  + **Leadership Effectiveness**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Inspiring
    - Adequate
    - Lacking

**Sales Strategy Implementation**

* + **Achievement of Sales Targets**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Exceeded
    - Met
    - Not Met
  + **Innovation in Sales Techniques:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Highly Innovative
    - Some Innovation
    - No Innovation

**Feedback to Team:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Personal Development and Training**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Signatures:**

* + Manager: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_
  + Senior Management: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_