

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: _____