

Sales Department Employee Performance Evaluation

Employee Information			
Employee Name:	<input type="text"/>	Job Title:	<input type="text"/>
Evaluator Name:	<input type="text"/>	Evaluation Date:	<input type="text"/>
Review Period:	<input type="text"/>		

Performance Evaluation Metrics		
Performance Category	Rating (1-5)	Comments / Evidence
Sales Target Achievement Meets or exceeds monthly/quarterly sales quotas.	<input type="text"/>	<input type="text"/>
Lead Generation & Prospecting Actively identifies and develops new business opportunities.	<input type="text"/>	<input type="text"/>
Client Relationship Management Builds strong client rapport and maintains high retention rates.	<input type="text"/>	<input type="text"/>
Product & Market Knowledge Demonstrates deep understanding of products, services, and competitors.	<input type="text"/>	<input type="text"/>
Negotiation & Closing Skills Effectively handles objections and closes deals efficiently.	<input type="text"/>	<input type="text"/>
Teamwork & Communication Collaborates well with the sales team and other departments.	<input type="text"/>	<input type="text"/>

Goals and Development	
Key Accomplishments during this Review Period:	Areas for Improvement / Professional Development:
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
Specific Sales Goals for the Next Evaluation Period:	
1.	<input type="text"/>
2.	<input type="text"/>
3.	<input type="text"/>

Overall Evaluation Summary	
Overall Performance Score (1-5):	<input type="text"/>
Evaluator Final Comments:	<input type="text"/>
Employee Comments:	<input type="text"/>

Employee Signature: _____

Evaluator Signature: _____

Date: _____

Date: _____