

Sales Performance Appraisal

Employee Information

Name	Position
Department	Period

Performance Criteria

Criteria	Description	Target	Result	Rating (1-5)
Sales Volume	Total sales generated			
Client Acquisition	Number of new clients acquired			
Customer Retention	Repeat business from existing clients			
Product Knowledge	Understanding of sales products/services			
Team Collaboration	Works well with team members			

Strengths

Areas for Improvement

Appraiser Comments

Employee Comments

Date: _____

Appraiser's Signature

Date: _____

Employee's Signature