

Sales Manager Annual Performance Review

Employee Name

Review Period

e.g. Jan 2023 - Dec 2023

Manager Name

Review Date

1. Key Performance Indicators (KPIs)

KPI	Target	Actual	Comments
Total Sales Revenue			
New Accounts Acquired			
Client Retention Rate			
Sales Pipeline Growth			

2. Leadership & Team Management

Comments on team leadership, development, and motivation:

3. Strategic Planning & Execution

Evaluation of planning, execution, and goal achievement:

4. Communication & Collaboration

Feedback on communication with teams, clients, and other stakeholders:

5. Professional Development

Areas of growth, training attended, and skill progression:

6. Overall Summary

Summary of overall performance, notable achievements, and general comments:

7. Goals & Action Plan for Next Year

Set specific goals and action plans for the upcoming year:

Employee Signature

Manager Signature