

Sales Manager Annual Performance Review

Employee Name

Review Period

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