

Sales Team Performance Appraisal Questionnaire Form

Evaluate your **sales team performance** effectively with this comprehensive appraisal questionnaire form. It is designed to assess key skills, achievements, and areas for improvement. Use it to enhance productivity and set clear goals for your sales team.

Employee Name:

Position/Role:

Appraiser Name:

Date of Appraisal:

1. Key Sales Skills Assessment

Product Knowledge:

☐ Excellent ☐ Good ☐ Average ☐ Needs Improvement

Communication Skills:

☐ Excellent ☐ Good ☐ Average ☐ Needs Improvement

Customer Relationship Management:

☐ Excellent ☐ Good ☐ Average ☐ Needs Improvement

Achieving Targets:

☐ Excellent ☐ Good ☐ Average ☐ Needs Improvement

2. Achievements

List significant achievements in the last review period:

Percentage of Sales Goals Met:

3. Areas for Improvement

Identify key areas where improvement is needed:

4. Training & Support Required

What training or support would help improve performance?

5. Goal Setting

Set clear and measurable goals for the next period:

Additional Comments:

Submit Appraisal