

# 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**