

# Sales Performance Report for Individual Sales Reps

Analyze the **sales performance report** to track individual sales reps' achievements and identify areas for improvement. This report provides detailed insights into each representative's sales activities, helping optimize strategies and boost overall team productivity. Use these metrics to reward top performers and support underperformers effectively.

Rep Name	Total Sales (\$)	Deals Closed	Target Achievement (%)	New Clients	Follow-ups	Status
Jane Smith	32,500	18	108%	6	41	Top Performer
Michael Johnson	26,100	15	85%	4	36	On Track
Linda Lee	15,400	9	62%	2	27	Needs Improvement
Robert Brown	21,800	12	74%	3	30	On Track
Emily Davis	28,300	16	94%	5	39	On Track

## Summary & Recommendations

- **Reward top performers** (highlighted in green), such as Jane Smith, to reinforce positive results.
- **Support underperformers** (highlighted in red), e.g., Linda Lee, with coaching and training initiatives.
- Encourage knowledge sharing among the team to boost lower-performers' outcomes.
- Set regular performance reviews to monitor progress and adjust individual targets.