KPI-Based Performance Appraisal Report

Sales Staff - 2023 Review

This **KPI-based performance appraisal** report evaluates sales staff by measuring key performance indicators to ensure objective and data-driven assessments. It highlights individual achievements, areas for improvement, and aligns performance with organizational goals. The report supports strategic decision-making and enhances overall sales effectiveness.

Employee Information

Name	Jane Doe
Position	Sales Executive
Department	Sales
Manager	John Smith
Review Period	Jan 2023 â€" Dec 2023

Key Performance Indicators (KPIs)

KPI	Target	Actual	Achievement (%)	Remarks
Monthly Sales Revenue	$50,000	$54,000	108%	Exceeded target
New Client Acquisition	12	10	83%	Below target, requires focus
Customer Retention Rate	90%	92%	102%	Excellent retention
Lead Conversion Rate	25%	22%	88%	Needs improvement
Calls/Meetings per Month	30	34	113%	Exceeded target

Qualitative Assessment

- **Strengths:** Strong client relationship management, consistent revenue performance, and proactive in sales activities.
- **Development Areas:** Focus on improving conversion rates and increasing new client acquisitions.
- **Initiatives:** Participated in product knowledge training and cross-functional workshops.

Goals for Next Period

- Increase monthly sales revenue target to $55,000.
- Improve lead conversion rate to 28%.
- Acquire at least 15 new clients.
- Maintain customer retention above 90%.

Manager's Comments

Jane has demonstrated solid performance throughout the year, surpassing revenue goals and maintaining excellent customer relationships. With additional focus on lead conversion and new client acquisition, she can further excel. Recommended for consideration in senior responsibilities.

Employee Acknowledgment

Employee Signature	Date	Manager Signature	Date
_____	_____	_____	_____