

Sales Employee Evaluation Form Sample

This **sales employee evaluation form sample** provides a structured template to assess the performance, skills, and achievements of sales staff effectively. It helps managers identify strengths and areas for improvement, fostering professional growth and enhancing team productivity. Using this form ensures consistent and fair evaluations across the sales department.

Employee Information

Employee Name		Employee ID	
Department	Sales	Position/Title	
Evaluation Period		Reviewer	

Performance Evaluation

Criteria	Rating (1-5)	Comments
Sales Targets Achievement		
Customer Relationship Management		
Product Knowledge		
Teamwork & Collaboration		
Communication Skills		
Initiative & Problem Solving		
Punctuality & Attendance		

Overall Performance Summary

Strengths

Areas for Improvement

Goals & Action Plan

Employee Signature		Date	
Reviewer Signature		Date	