

Sales Performance Evaluation

Date: [Insert Date]

To: [Employee's Name]

From: [Manager's Name]

Subject: Sales Performance Evaluation for [Quarter/Year]

Dear [Employee's Name],

I hope this message finds you well. This letter serves to provide you with feedback regarding your sales performance for the [specific period].

Performance Highlights:

- Achievement of sales targets: [Details]
- New client acquisitions: [Details]
- Customer satisfaction scores: [Details]

Areas for Improvement:

- Follow-up with potential leads: [Suggestions]
- Enhancing product knowledge: [Suggestions]
- Time management skills: [Suggestions]

We appreciate your hard work and dedication. Please take the time to reflect on this feedback and feel free to reach out if you would like to discuss this evaluation further.

Best regards,

[Manager's Name]

[Manager's Title]

[Company Name]