

Reseller Annual Sales Performance Evaluation

Date: [Insert Date]

To: [Reseller's Name]

From: [Your Name]

Subject: Annual Sales Performance Evaluation

Dear [Reseller's Name],

We are pleased to present your Annual Sales Performance Evaluation for the year [Insert Year]. This evaluation summarizes your sales activities, achievements, and areas for improvement.

Sales Performance Overview

Your total sales for the year reached [Insert Total Sales Amount], reflecting a [Insert Percentage] increase/decrease from the previous year.

Key Achievements

- Achievement 1: [Description]
- Achievement 2: [Description]
- Achievement 3: [Description]

Areas for Improvement

- Improvement 1: [Description]
- Improvement 2: [Description]

Goals for Next Year

We encourage you to set the following goals for the upcoming year:

- Goal 1: [Description]
- Goal 2: [Description]

Thank you for your hard work and dedication throughout the year. We look forward to seeing your continued success.

Sincerely,

[Your Name]
[Your Position]
[Your Company]