

# Performance Feedback

Date: [Insert Date]

To: [Employee Name]

From: [Manager Name]

Subject: Retail Sales Performance Feedback

Dear [Employee Name],

I hope this message finds you well. I want to take a moment to discuss your performance in retail sales over the past month.

Your sales numbers have shown a remarkable increase of [percentage]% compared to last month. This is a testament to your dedication and commitment to customer service. Your ability to connect with customers has not gone unnoticed, and many have expressed their satisfaction with their shopping experience because of your assistance.

However, I believe there is still room for improvement. I encourage you to focus on [specific areas for improvement, e.g., upselling techniques or product knowledge]. By enhancing these skills, you can further increase your sales performance and customer satisfaction.

Let's schedule a time to meet and discuss these points in more detail and set some goals for the upcoming month. I am here to support you in any way possible.

Thank you for your hard work and contributions to the team.

Best Regards,

[Manager Name]

[Manager Title]

[Company Name]