

Performance Appraisal Letter

Date: [Insert Date]

Employee Name: [Insert Employee Name]

Employee Position: [Insert Employee Position]

Store Location: [Insert Store Location]

Dear [Employee Name],

We are pleased to provide you with your performance appraisal for the past [Insert Time Period]. Your contributions to our team at [Insert Store Location] have been highly valued.

Performance Highlights:

- Total Sales Achieved: [Insert Total Sales]
- Customer Satisfaction Score: [Insert Score]
- Product Knowledge and Training: [Insert Details]
- Team Collaboration: [Insert Comments]

Areas for Improvement:

- Upselling Techniques: [Insert Suggestions]
- Time Management: [Insert Suggestions]

Goals for Next Period:

- Increase sales by [Insert Percentage]%.
- Complete [Insert Training Program] by [Insert Date].
- Enhance customer engagement strategies.

We appreciate your hard work and dedication. Please schedule a meeting with your manager to discuss your appraisal in more detail and set your objectives for the upcoming period.

Sincerely,

[Your Name]

[Your Title]

[Company Name]