

# Retail Sales Performance Assessment

Date: [Insert Date]

To: [Employee Name]

From: [Manager Name]

Subject: Retail Sales Performance Assessment

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Dear [Employee Name],

I hope this message finds you well. This letter serves to provide an assessment of your retail sales performance for the period of [Insert Timeframe].

## Performance Overview

During this period, your sales figures demonstrated [Brief Summary of Performance: e.g., strong growth, meeting targets, areas needing improvement]. Your total sales amounted to [Insert Sales Amount], representing a [Insert Percentage] increase/decrease compared to the previous period.

## Key Highlights

- Achieved [Insert Specific Goal] in [Insert Month/Quarter].
- Successfully handled [Insert Number] of customer transactions.
- Exceeded expectations in [Insert Specific Area, e.g., upselling, customer service].

## Areas for Improvement

- Focus on [Insert Area, e.g., improving product knowledge].
- Enhance [Insert Area, e.g., customer follow-up strategies].
- Increase engagement in [Insert Area, e.g., promotional events].

## Goals for Next Period

For the next assessment period, we have established the following goals:

- Achieve sales of [Insert Target Sales].
- Increase customer satisfaction ratings by [Insert Target].
- Participate in [Insert Training/Product Knowledge Sessions].

Please take some time to review this assessment and reach out if you have any questions or need clarification on any points mentioned.

Thank you for your continued hard work and dedication.

Sincerely,

[Manager Name]

[Manager Title]

[Company Name]