

Performance Critique Report

Date: [Insert Date]

To: [Employee's Name]

From: [Manager's Name]

Subject: Retail Sales Performance Review

Introduction

This letter serves as a formal critique of your retail sales performance during the past [insert time frame]. It aims to highlight strengths, identify areas for improvement, and set goals for future performance.

Strengths

- Strong customer rapport and service skills.
- Consistent achievement of sales targets.
- Excellent product knowledge.

Areas for Improvement

- Need to enhance upselling techniques.
- Improvement in handling customer complaints.
- Regular participation in team meetings.

Action Plan

To help improve your performance, we recommend the following:

- Attend sales training sessions scheduled for next month.
- Set aside time for weekly product knowledge updates.
- Schedule regular feedback meetings with management.

Conclusion

Your contributions are valued, and with focused efforts on the areas mentioned, I am confident that you will enhance your performance and continue to thrive in your role.

Best regards,

[Manager's Name]

[Manager's Position]