

# Retail Sales Performance Evaluation

Date: [Insert Date]

Employee Name: [Insert Name]

Position: [Insert Position]

Store Location: [Insert Location]

## Performance Overview

Dear [Employee Name],

We appreciate your contributions to our retail team. This letter serves as your performance evaluation for the period of [Insert Evaluation Period]. Below are the key areas of your performance:

### Sales Achievements

- Total Sales: [Insert Amount]
- Sales Target Achieved: [Insert Percentage]
- Top Selling Products: [Insert Products]

### Customer Service

Feedback from customers indicates [Insert Summary of Customer Feedback]. Your ability to [Insert Skill] has contributed significantly to store success.

### Team Collaboration

Your collaboration with the team has been commendable. Notable achievements include [Insert Achievements].

## Areas for Improvement

While your performance has been strong, we believe there are opportunities for growth in the following areas:

- [Insert Area for Improvement]
- [Insert Area for Improvement]

## Goals for Next Evaluation Period

To further enhance your performance, we recommend focusing on the following goals:

- [Insert Goal]
- [Insert Goal]

We are looking forward to your continued success and growth in our team. Please feel free to discuss any questions or feedback regarding this evaluation.

Sincerely,

[Your Name]

[Your Position]

[Company Name]