

# Retail Sales Performance Feedback Report

Date: [Insert Date]

To: [Employee Name]

From: [Manager Name]

Subject: Sales Performance Feedback

## Introduction

Dear [Employee Name],

Thank you for your hard work and dedication to our retail team. This report outlines your sales performance over the past [time period].

## Performance Overview

Your total sales for this period were [insert total sales amount], which represents [insert percentage] of the sales target. This is [insert comparison to previous period, if applicable].

## Strengths

- Consistently providing excellent customer service.
- Effective at upselling additional products.
- Strong knowledge of product features and benefits.

## Areas for Improvement

- Focus on addressing customer objections more effectively.
- Increase engagement with customers to boost conversion rates.
- Set personal sales goals for each week to stay motivated.

## Action Plan

1. Attend the upcoming sales training workshop on [insert date].
2. Schedule regular one-on-one meetings with me for ongoing support.
3. Track and report your weekly sales targets.

## **Conclusion**

We appreciate your contributions to the team and look forward to seeing continued growth in your performance. Please feel free to reach out to discuss this feedback further.

Best regards,

[Manager Name]

[Manager Position]