

Annual Sales Team Performance Evaluation

Date: [Insert Date]

To: [Team Member's Name]

From: [Your Name]

Subject: Annual Performance Evaluation

Dear [Team Member's Name],

As we conclude another successful year, it is time to review the performance of our sales team. I want to take this opportunity to thank you for your hard work and dedication throughout the year.

Performance Highlights:

- **Total Sales Achieved:** [Insert Sales Amount]
- **Key Accounts Managed:** [Insert Accounts]
- **New Clients Acquired:** [Insert Number]

Strengths:

[Insert Strengths and Positive Contributions]

Areas for Improvement:

[Insert Areas for Improvement]

Goals for Next Year:

[Insert Goals and Objectives for the Upcoming Year]

Thank you for your contributions to the team. I am confident that with your skills and commitment, we will achieve even greater success in the coming year.

Sincerely,

[Your Name]

[Your Position]

[Company Name]