

Performance Appraisal Feedback

Date: **[Insert Date]**

To: **[Employee Name]**

From: **[Manager Name]**

Position: **[Employee Position]**

Dear [Employee Name],

As we conduct your annual performance appraisal, I would like to take this opportunity to provide you with feedback on your contributions and areas for improvement.

Strengths

- Excellent customer service skills demonstrated through positive customer interactions.
- Strong teamwork and collaboration with peers.
- Consistently achieving sales targets and contributing to store goals.

Areas for Improvement

- Enhancing product knowledge to assist customers more effectively.
- Improving time management skills during busy shifts.

Goals for Next Review Period

Moving forward, I encourage you to focus on:

- Participating in product training sessions.
- Setting personal sales goals and tracking progress.

Thank you for your hard work and dedication to our team. Let's schedule a time to discuss this feedback further and set action items for your continued growth.

Sincerely,

[Manager Name]

[Title]

[Company Name]