

# Performance Feedback for [Agent's Name]

Date: [Current Date]

Dear [Agent's Name],

We appreciate your hard work and dedication to our team. Below is your performance feedback for the period of [Start Date] to [End Date].

## Performance Metrics

- **Client Retention Rate:** [Percentage]
- **New Policy Sales:** [Number]
- **Customer Satisfaction Score:** [Score]

## Strengths

[Highlight specific strengths and contributions the agent has made to the team.]

## Areas for Improvement

[Provide constructive feedback on areas where the agent can improve.]

## Goals for Next Period

[Set specific, measurable goals for the agent to achieve in the upcoming period.]

Thank you for your continued efforts. We look forward to your growth and success in the months ahead.

Sincerely,

[Your Name]

[Your Position]

[Company Name]