

Appraisal Feedback for [Employee Name]

Date: [Insert Date]

Dear [Employee Name],

We appreciate your contributions to our team as an insurance representative. After a thorough review of your performance over the past year, we would like to share some feedback:

Strengths:

- Excellent customer service skills that enhance client satisfaction.
- Strong knowledge of insurance products, which aids in effective client consultations.
- Ability to successfully meet sales targets consistently.

Areas for Improvement:

- Enhance time management skills to improve efficiency during peak periods.
- Consider additional training in policy underwriting procedures.

Overall, your performance has been commendable, and we encourage you to continue building on your strengths and working on the identified areas for improvement.

Thank you for your hard work and dedication to our team.

Sincerely,

[Your Name]

[Your Title]

[Company Name]