

Performance Assessment Letter

Date: [Insert Date]

To: [Agent's Name]

From: [Supervisor's Name]

Subject: Performance Assessment Results

Dear [Agent's Name],

We hope this message finds you well. This letter serves as your performance assessment for the [insert assessment period], evaluating your contributions and achievements as an insurance agent within our organization.

Your key performance indicators have been thoroughly reviewed, including:

- Client Acquisition Rate
- Policy Retention Rate
- Customer Satisfaction Scores
- Sales Targets Achieved

Based on these metrics, we are pleased to acknowledge the following strengths:

- [Strength 1]
- [Strength 2]
- [Strength 3]

However, we also identified areas for improvement:

- [Area for Improvement 1]
- [Area for Improvement 2]

To support your growth, we recommend the following actions:

- [Recommendation 1]
- [Recommendation 2]

We appreciate your hard work and dedication to our team. Please schedule a meeting with us to discuss your assessment in detail and outline your goals for the next period.

Thank you for your continued commitment to excellence.

Best Regards,

[Your Name]

[Your Position]

[Company Name]

[Contact Information]