

# Performance Evaluation for [Agent's Name]

Date: [Date]

To: [Agent's Name]

From: [Manager's Name]

Subject: Performance Evaluation Results

Dear [Agent's Name],

We appreciate your efforts and contributions to [Company Name] over the past [evaluation period]. This letter serves as an official performance evaluation based on your sales performance, customer service, and overall effectiveness in your role as an insurance agent.

## Performance Highlights

- **Sales Achievements:** [Brief description of sales numbers, targets met, etc.]
- **Customer Feedback:** [Summary of customer service ratings, testimonials, etc.]
- **Professional Development:** [Any training attended, skills acquired, etc.]

## Areas for Improvement

[Outline specific areas where improvement is needed, such as lead generation, client follow-up, etc.]

## Goals for Next Evaluation Period

[Set specific, measurable goals for the upcoming period.]

We value your role in our team and look forward to your continued growth and success at [Company Name]. Please feel free to reach out if you have any questions or would like to discuss your evaluation in further detail.

Sincerely,

[Manager's Name]

[Position]

[Company Name]