

Employee Performance Evaluation

Employee Name First Name Last Name Review Period 7/15/2011 - 7/15/2012

Position Sales Representative Department Marketing Employee Number 0347

Prepared by Supervisor First Name Last Name Date 7/18/2012

1. For each of the items listed below, please comment on the employee's performance, providing examples of what he or she does well, along with suggestions for improvement.

Computer Skills	- Employee possesses the computer skills needed to perform her work.
Professional Communication	- Knows sales presentation script very well and presents it to customers in an effective manner that results in consistently meeting or exceeding sales goals. - Needs to work on improving professional communication with co-workers within the sales department and other personnel.
Customer Service	- Exhibits positive communication and behaviors with her customers. - Needs to work on exhibiting the same customer service focus with customers assigned to other sales representatives and co-workers.
Initiative	- Shows initiative by coming up with unique ways to identify prospective customers and to cross-sell company services to existing customers.
Problem Solving	- Has strong problem-solving skills regarding the sales process. - Could benefit from applying problem-solving abilities to improving co-worker relations.
Teamwork	- Is not perceived by co-workers as someone who exhibits positive teamwork; is seen as a sales representative who is "out for herself". - Needs to work on becoming more of a team player.
Co-worker Relations	- This is the area where improvement is primarily needed. - Work with supervisor on a plan to improve relationships with co-workers.
Work Ethic	- Has an outstanding work ethic in terms of ensuring that the needs of her customers are met.
Adaptability	- Handles changes in product mix and sales process effectively, adapts readily to changes in sales procedures.
Commitment to Company Mission, Vision & Values	- Understands company mission, vision and values and applies that knowledge to sales and customer service. - Needs to expand and apply that understanding to workplace communication, focusing on building positive relationships with co-workers.
Professional Growth & Development	- Develop more effective interpersonal communication and teamwork skills as applicable to the workplace.

2. List and describe the employee's top three accomplishments during the rating period:

1. Met or exceeded sales goals all four quarters
2. Increased repeat sales to existing customers by 15% over previous rating period
3. Quickly mastered sales scripts for new offerings introduced during the rating period

3. List and describe the employee's three greatest strengths, giving specific examples of how the employee uses these strengths in his or her position.

1. **Prospecting skills** - Ability to identify new sources of prospective customers and convert them into leads and customers in an efficient manner.
2. **Sales skills** - Excellent sales skills with an ability not just to make sales presentations, but also to effectively close sales at or above expected close rate statistics.
3. **Cross-Selling** - Strong skills in identifying areas where existing customers can benefit from additional services and following through with marketing and closing cross-selling opportunities.

4. Work with the employee to identify 3 - 5 goals for the current review period, along with an action plan for accomplishing each one.

1. **Identify Workplace Communication Challenges** - Through a process of reflection, communication with supervisor and participation in the Employee Assistance Program, identify and define specific challenges standing in the way of fostering positive co-worker relationships.
2. **Communication Training** - Complete effective interpersonal communication and/or professional communication training focused on learning how to improve co-worker relations.
3. **Teamwork Training** - Complete training specific to teamwork - not how to build or lead a team, but what it means to be - and be seen as - a team player.
4. **Improve Co-Worker Communication** - Apply what you have learned to work with your supervisor to develop an action plan for improving co-worker relationships and perceptions related to your being seen as part of the overall team.

5. Employee comments

Completed by:

_____ Employee Name (Please Print)	_____ Signature	_____ Date
_____ Supervisor Name (Please Print)	_____ Signature	_____ Date
_____ HR Representative (Please Print)	_____ Signature	_____ Date