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[**Microsoft Word Performance Review Templates: 10 Great Templates You NEED to See!**](https://teamflect.com/blog/performance-management/microsoft-word-performance-review-template)

**Sales Employee Performance Review Template**

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| **Sales Employee Performance Review Template** | | | | | |
| **Adele Vance:**  Retail Manager |  | | **Reviewer:** Miriam Graham **Review Period:**  **Self-review submitted on:  Review Due: Finalize Due:** | | |
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| These questions are designed to evaluate various aspects of a sales employee's performance and provide valuable feedback for their professional development and improvement. | | | | | |
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| **1. Sales Performance:** | | | | | |
| **Q1:** What were your sales targets for the evaluation period, and how did you perform against them? | | | | | |
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| **Adele's answers** | | | | **Miriam's answers** | |
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| **Q2:** Can you provide examples of your top sales achievements during this period? | | | | | |
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| **Q2:** How effectively did you manage your sales pipeline and follow up with leads? | | | | | |
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| **2. Customer Relationship Management:** | | | | | |
| **Q1:** How well do you build and maintain relationships with clients or customers? | | | | | |
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| **Q2:** Can you share examples of how you have exceeded customer expectations or provided exceptional service? | | | | | |
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| **Q3:** How do you handle customer objections or concerns during the sales process? | | | | | |
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| **3. Product Knowledge:** | | | | | |
| **Q1:** How well do you understand our products or services, and how effectively do you communicate their features and benefits to customers? | | | | | |
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| **Q2:** Can you demonstrate how your product knowledge has contributed to successful sales transactions? | | | | | |
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| **Q3:** What steps do you take to stay updated on new products or changes in existing offerings? | | | | | |
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| **4. Sales Techniques:** | | | | | |
| **Q1:** Describe your approach to prospecting and generating leads. What methods have been most successful for you? | | | | | |
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| **Q2:** Can you provide examples of how you have used different sales techniques (e.g., consultative selling, relationship selling) to close deals? | | | | | |
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| **Q3:** How do you handle objections and negotiate terms during the sales process? | | | | | |
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| **5. Goal Setting and Planning:** | | | | | |
| **Q1:** How do you set and prioritize your sales goals and activities? | | | | | |
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| **Q2:** Can you describe your sales planning process and how you track progress towards your targets? | | | | | |
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| **Q3:** What strategies do you use to overcome obstacles and stay focused on achieving your sales goals? | | | | | |
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| **6. Team Collaboration:** | | | | | |
| **Q1:** How well do you collaborate with colleagues in other departments, such as marketing or customer service, to support sales efforts? | | | | | |
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| **Q2:** Can you provide examples of successful cross-functional teamwork that led to improved sales outcomes? | | | | | |
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| **Q3:** How do you contribute to a positive team environment and support the success of your peers? | | | | | |
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| **7. Professional Development:** | | | | | |
| **Q1:** What steps have you taken to improve your sales skills and knowledge during the evaluation period? | | | | | |
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| **Q2:** Can you share examples of how you have applied new learning or training to your sales approach? | | | | | |
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| **Q3:** What additional training or development opportunities would you like to pursue to enhance your sales performance? | | | | | |
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| **8. Feedback and Improvement:** | | | | | |
| **Q1:** How do you seek and incorporate feedback to improve your sales performance? | | | | | |
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| **Q2:** Can you share a specific example of how you have responded to feedback and made adjustments to your sales approach? | | | | | |
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| **Q3:** What are your key areas for improvement, and what actions will you take to address them in the next evaluation period? | | | | | |
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| **Adele's answers** | | | | **Miriam's answers** | |
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| **Rating of this employee (Miriam's answers) (Between 1-10)** | | | | | |
|  | **Rating** |  | **Weighted Average** | | |
| **Cultural fit** | 6.5 |  | 7.125 | | |
| **Goal progress** | 8 |  |
| **Quality of work** | 7 |  |
| **Communication** | 7 |  |
| **Overall Comments** | | | | | |
|  | | | | | |
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| **Employee Signature** |  | | **Reviewer Signature** |  | **Date** |