

# Sales Representative Evaluation Form

Representative Name

Evaluator Name

Date

## Performance Criteria

- Product Knowledge ☐ ☐ ☐ ☐ ☐
- Communication Skills ☐ ☐ ☐ ☐ ☐
- Customer Relationship ☐ ☐ ☐ ☐ ☐
- Sales Target Achievement ☐ ☐ ☐ ☐ ☐
- Teamwork ☐ ☐ ☐ ☐ ☐

## Additional Comments

## Overall Evaluation

Overall Rating (1-5)

▼

Recommendation