

# Sales Representative Performance Assessment Form

Sales Representative Name

Date of Assessment

Assessor Name

Performance Criteria	Score	Comments
Sales Target Achievement	<div></div>	<div></div>
Product Knowledge	<div></div>	<div></div>
Communication Skills	<div></div>	<div></div>
Customer Relationship	<div></div>	<div></div>
Teamwork	<div></div>	<div></div>

Key Strengths

Areas for Improvement

Action Plan / Recommendations

