

Retail Sales Associate Evaluation Form

Employee Information

Employee Name

Position

Store/Location

Evaluator Name

Date of Evaluation

Performance Criteria

Criteria	Rating	Comments
Product Knowledge	<div><div></div><div></div><div></div><div></div><div></div></div>	<div></div>
Customer Service	<div><div></div><div></div><div></div><div></div><div></div></div>	<div></div>
Sales Performance	<div><div></div><div></div><div></div><div></div><div></div></div>	<div></div>
Teamwork	<div><div></div><div></div><div></div><div></div><div></div></div>	<div></div>
Attendance & Punctuality	<div><div></div><div></div><div></div><div></div><div></div></div>	<div></div>
Store Appearance & Cleanliness	<div><div></div><div></div><div></div><div></div><div></div></div>	<div></div>

Additional Comments

Employee Acknowledgement

Employee Signature

Date

Evaluator Signature

Evaluator Signature

Date