

# Sales Team Performance Evaluation Report

## Report Summary

Report Period	January 1, 2024 - March 31, 2024
Evaluator	Jane Smith, Sales Manager
Date of Report	April 15, 2024

## Team Overview

The sales team showed consistent performance during Q1 2024, achieving 92% of the overall quarterly sales target. Team collaboration and customer relationship management improved compared to the previous quarter. Below is a detailed evaluation of individual and team performance metrics.

## Performance Metrics

Team Member	Sales Target	Actual Sales	% of Target Achieved	Leads Converted
Alex Garcia	\$50,000	\$46,000	92%	35
Maria Li	\$55,000	\$51,500	94%	38
Samir Patel	\$48,000	\$45,800	95%	32
Rose Kim	\$50,000	\$43,500	87%	29

## Strengths & Areas for Improvement

### Strengths

- Strong team collaboration and knowledge sharing.
- Improved customer engagement and follow-up.
- Consistent lead conversion rates.

### Areas for Improvement

- Close the remaining gap to meet or exceed sales targets.
- Enhance product knowledge, especially for new offerings.
- Increase upselling and cross-selling initiatives.

## Action Plan

- Schedule monthly product training sessions.
- Set individual improvement goals for Q2 2024.
- Encourage sharing of best practices during weekly meetings.

## Important Notes

- This document provides a structured evaluation of sales performance and should be updated regularly.
- Confidentiality must be maintained to protect team member information.
- Performance reports should be used constructively for development, not for punitive action.
- Metrics and targets may be adjusted based on business priorities and market conditions.