

PERFORMANCE EVALUATION ASSESSMENT FOR: Sales Person

AN OVERVIEW OF THE PROCESS

Performance evaluations are a benefit for employees and their managers.

Employees benefit from **objective** reviews of their performance in the position they hold. Most people form concepts about themselves that can become self-serving but may not be what is needed to be successful in the position.

The manager and the company benefit from these reviews because it gives the employee the opportunity to communicate what your **real time** experiences are in the position that may keep you from being the superior performer you want to be. In short, performance evaluations are a win-win exercise.

This position was benchmarked by a set of company “stakeholders” who measured 37 unique key accountabilities and selected 13 of the most important of them for this position.

The top 13 key accountabilities keep you and your manager focused on the needs of this position. The benchmark defines what is expected of you, which this process will measure.

THE PROCESS

You the employee, and your manager have received this document to be used to rate your performance to date. You are to rate **your perception** of your performance and your manager is to rate **his / her perception** of your performance for each item. **Note:** The first 2 pages have 7 items with 5 **sub items** under each of them. Each of the sub items are to be rated while the next 2 pages have 3 items only that need a overall rating.

Please use the following rating system: 1 represents **Always** does it, 2 does it **Most** of the time, 3 does it **Some** of the time, 4 **Rarely** does it and 5 **Never** does it.

The assessment is to be completed by both parties **within 24 hours** of receiving it. When each person finished the assessment, please return it to the person who gave it to you.

Within a few days, the results will be reviewed with both of you to establish goals for the future. Each person will be accountable for his or her responses – they will need to justify their scores to each other.



This section of the report focuses on competencies because they are usually more difficult to identify or assess than technical competencies or experience. Observing the behaviors people use to produce superior performance can provide insight into the demonstration of competencies. Seven (7) of the most important competencies required to produce superior performance are described below in terms of observable behaviors. The behaviors listed below each competency provide examples of some of the ways the competency is demonstrated. Read each behavior and check the ones that must be demonstrated to produce superior performance in the position. More importance is typically placed on those behaviors that must be demonstrated consistently on a daily, weekly or monthly basis.

1. **Self-Management:** Demonstrating self control and an ability to manage time and priorities.
 - Independently pursues business objectives in an organized and efficient manner
 - Prioritizes activities as necessary to meet job responsibilities
 - Maintains required level of activity toward achieving goals without direct supervision
 - Minimizes work flow disruptions and time wasters to complete high quality work within a specified time frame
2. **Customer Focus:** A commitment to customer satisfaction.
 - Consistently places a high value on customers and all issues related to customers
 - Objectively listens to, understands and represents customer feedback
 - Anticipates customer needs and develops appropriate solutions
 - Meets all promises and commitments made to customers
3. **Goal Achievement:** The ability to identify and prioritize activities that lead to a goal.
 - Establishes goals that are relevant, realistic and attainable
 - Identifies and implements required plans and milestones to achieve specific business goals
 - Initiates activity toward goals without unnecessary delay
 - Stays on target to complete goals regardless of obstacles or adverse circumstances

Your Name: _____



General Manager



This section provides a brief description of the top three Job Rewards for this position. These rewards are listed in hierarchical order, with the most important listed at the top.

1. Utilitarian/Economic
 - Rewards those who value practical accomplishments, results and rewards for their investments of time, resources and energy.
2. Theoretical
 - Rewards those who value knowledge for knowledge's sake, continuing education and intellectual growth.
3. Individualistic/Political
 - Rewards those who value personal recognition, freedom and control over their own destiny and others.

Your Name: _____

[illegible]



This section provides a brief description of the top three Behaviors required for this position. These are the behaviors that will need to be demonstrated most often for superior performance.

- Your Name: _____