

Outside Salesperson Evaluation Form

Employee Name _____	Department _____	Period Covered _____
Evaluated by _____	Date Completed _____	Date Reviewed with Employee _____

	Weight Total must equal 100%	Rating Use 1 through 5	Score Weight x Rating
<p>Sales</p> <p>Assists in establishing sales goals. Assists in developing and promoting a marketing plan. Makes proper recommendations and applications of products sold. Knows prices of products and services. Maintains current market share. Assists in developing competitive marketing strategies. Comments:</p>			
<p>Inventory</p> <p>Analyzes and projects customers' seasonal needs. Evaluates product lines. Comments:</p>			

Rating System

5 - Outstanding 4.5 to 4 - Above standards 3.5 to 3 - Met standards 2.5 to 2 - Below standards 1 - Unacceptable

Outside Salesperson Evaluation Form, Page 2

	Weight Total must equal 100%	Rating Use 1 through 5	Score Weight x Rating
<p>Reporting</p> <p>Provides general manager with weekly itinerary and summary.</p> <p>Comments:</p>			
<p>Maintenance</p> <p>Maintains company vehicle and equipment.</p> <p>Comments:</p>			
<p>Job Knowledge</p> <p>Understands the requirements of the job.</p> <p>Comments:</p>			
<p>Quality of Work</p> <p>Work is accurate and neat.</p> <p>Comments:</p>			

Rating System

5 - Outstanding 4.5 to 4 - Above standards 3.5 to 3 - Met standards 2.5 to 2 - Below standards 1 - Unacceptable

Outside Salesperson Evaluation Form, Page 3

	Weight Total must equal 100%	Rating Use 1 through 5	Score Weight x Rating
<p>Quantity of Work</p> <p>Consistently performs an adequate amount of satisfactory work. Comments:</p>			
<p>Cooperation</p> <p>Works well and effectively with co-workers and supervisors. Supports company policies and goals. Comments:</p>			
<p>Initiative</p> <p>Begins assignments without direction and recognizes the best way of accomplishing tasks. Comments:</p>			
<p>Attendance and Dependability</p> <p>Can be relied upon to report to work and stay on the job. Comments:</p>			

Rating System

5 - Outstanding 4.5 to 4 - Above standards 3.5 to 3 - Met standards 2.5 to 2 - Below standards 1 - Unacceptable

Outside Salesperson Evaluation Form, Page 4

	Weight Total must equal 100%	Rating Use 1 through 5	Score Weight x Rating
<p>Problem Solving</p> <p>Handles on the job problems. Comments:</p>			
<p>Other Duties</p> <p>Upholds cooperative policies. Performs other duties as assigned by management. Enforces and upholds the cooperative's credit policy. Comments:</p>			
<p>Total Score =</p>			

Rating System

5 - Outstanding 4.5 to 4 - Above standards 3.5 to 3 - Met standards 2.5 to 2 - Below standards 1 - Unacceptable

Outside Salesperson Evaluation Form, Page 5

Weight Total must equal 100%	Rating Use 1 through 5	Score Weight x Rating
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Overall Merit Rating

451 - 500 - Outstanding
 351 - 450 - Exceeds Standards
 251 - 350 - Met Standards
 151 - 250 - Below Standards
 100 - 150 - Unacceptable

Signature of Manager/Supervisor _____ Date_____

Signature of Employee _____ Date_____

Rating System

5 - Outstanding **4.5 to 4** - Above standards **3.5 to 3** - Met standards **2.5 to 2** - Below standards **1** - Unacceptable