

Sales and Marketing Manager 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>Administration</p> <p>Structures activities of groups, individuals, and self.</p> <p>Uses resources to maximize productivity and efficiency.</p> <p>Plans, sets goals, and develops strategies to meet goals.</p> <p>Efficiently uses time and energy.</p> <p>Comments:</p>			
<p>Leadership</p> <p>Gains understanding, support, and effective action of others to achieve objectives.</p> <p>Sets and maintains high standards.</p> <p>Builds collaborative team atmosphere.</p> <p>Takes charge and responds appropriately to unexpected situations.</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

Sales and Marketing Manager Evaluation Form, Page 2

	Weight Total must equal 100%	Rating Use 1 through 5	Score Weight x Rating
<p>Interpersonal Skills</p> <p>Develops relationships that enhance understanding, respect, and communication.</p> <p>Deals effectively with conflict.</p> <p>Works as a team player.</p> <p>Comments:</p>			
<p>Problem-Solving Skills</p> <p>Effectively processes and analyzes information to learn new material, identify and define problems, and make decisions.</p> <p>Uses quantitative and financial analyses to make sound decisions.</p> <p>Comments:</p>			
<p>Communications</p> <p>Communicates clearly, accurately, thoroughly, and effectively.</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

Sales and Marketing Manager Evaluation Form, Page 3

	Weight Total must equal 100%	Rating Use 1 through 5	Score Weight x Rating
<p>Motivation</p> <p>Establishes high performance standards for self.</p> <p>Sets challenging goals.</p> <p>Demonstrates commitment to the cooperative.</p> <p>Comments:</p>			
<p>Personal Adaptability</p> <p>Demonstrates self confidence in handling work challenges.</p> <p>Demonstrates flexibility, adaptability, and integrity when facing frustration or adversity.</p> <p>Comments:</p>			
<p>Technical Knowledge</p> <p>Understands thoroughly technical fundamentals of the job.</p> <p>Stays informed of technical developments.</p> <p>Understands company practices and techniques.</p> <p>Recognizes the significance of technology specific to the cooperative.</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

Sales and Marketing Manager Evaluation Form, Page 4

	Weight Total must equal 100%	Rating Use 1 through 5	Score Weight x Rating
<p>Supervision</p> <p>Establishes and communicates division goals and results to employees.</p> <p>Staffs division and delegates work load to meet market requirements.</p> <p>Actively supports employee growth.</p> <p>Upholds cooperative policies.</p> <p>Comments:</p>			
<p>Marketing</p> <p>Develops and implements an annual marketing plan.</p> <p>Directs division marketing activities.</p> <p>Develops an annual sales and promotion program.</p> <p>Comments:</p>			
<p>Profitability and Sales</p> <p>Establishes and achieves profitability and sales goals.</p> <p>Increases market share through regular sales efforts.</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

Sales and Marketing Manager Evaluation Form, Page 5

	Weight Total must equal 100%	Rating Use 1 through 5	Score Weight x Rating
<p>Reporting</p> <p>Submits all required operational reports to management in a timely manner.</p> <p>Comments:</p>			
<p>Purchasing</p> <p>Purchases quality products for competitive resale.</p> <p>Comments:</p>			
<p>Resale Pricing</p> <p>Sets competitive prices of products and services.</p> <p>Comments:</p>			
<p>Inventory</p> <p>Effectively manages inventory levels.</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

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	Weight Total must equal 100%	Rating Use 1 through 5	Score Weight x Rating
Service Provides and promotes exceptional service. Comments:			
Maintenance Maintains property, facilities, and equipment. Comments:			
Other Duties Performs other duties as assigned by management. Enforces and upholds the cooperative's credit policy. Comments:			
Total Score =			

Rating System

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

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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