

**PERFORMANCE EVALUATION**

TITLE: Director of Sales

Name:

Reviewed by:

Circle one:

1 = Not Meeting Expectations

2 = Meeting Expectations

3 = Exceeding Expectations

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| ESSENTIAL FUNCTIONS | PERFORMANCE EVALUATION |
| Meets weekly sales call goals | 1 2 3 |
| Meets revenue budget | 1 2 3 |
| Meets STR market share goals | 1 2 3 |
| Maximizes revenue by staying ahead of competition.  Is creative in selling, meeting customer needs, qualifying business, shifting business where needed | 1 2 3 |
| Is positive ambassador for hotel.  Attends networking events | 1 2 3 |
| Plans and executes special events at hotel | 1 2 3 |
| Stays within expense budget | 1 2 3 |
| Attendance | 1 2 3 |
| Dependability | 1 2 3 |
| Teamwork/Cooperation | 1 2 3 |
| Initiative | 1 2 3 |
| Follow through | 1 2 3 |
| Positive attitude | 1 2 3 |
| Culture champion | 1 2 3 |
| Effective communicator | 1 2 3 |

Additional Comments:

Manager’s Comments:

ASSOCIATE SIGNATURE DATE

MANAGER SIGNATURE DATE