

## PERFORMANCE MANAGEMENT REPORT FOR SALES DEPARTMENT STAFF

### Introduction

This report evaluates the performance of a staff member in the sales department who did not meet their KPIs for the 2023–2024 operational year. It includes an analysis of the performance gaps, reasons for not meeting the targets, and recommendations for improvement.

### Performance Overview

KPI	Target	Actual Performance
Increase in Asia-Pacific Sales	15% increase	10% increase
Average Order Value Increase	10% increase	7% increase

### Analysis of Performance Gaps

Performance Gap	Reason for Gap
Lower than expected increase in Asia-Pacific sales	<ul style="list-style-type: none"><li>Market competition was higher than anticipated.</li><li>Limited region-specific marketing resources affected sales performance.</li></ul>
Lower average order value increase	<ul style="list-style-type: none"><li>The complexity of integrating AI-driven sales tools affected order value.</li><li>Insufficient training on upselling and cross-selling techniques.</li></ul>

## Recommendations and Areas of Improvement

To address the performance gaps identified, the following recommendations and areas for improvement are suggested:

Area of Improvement	Recommendation
Enhancing Market Competitiveness	<ul style="list-style-type: none"><li>• Conduct competitive analysis to better understand market dynamics in the Asia-Pacific region.</li><li>• Increase investment in localized marketing and promotional activities to improve brand visibility.</li></ul>
Improving Sales Techniques	<ul style="list-style-type: none"><li>• Provide comprehensive training on upselling and cross-selling techniques to increase average order value.</li><li>• Enhance staff understanding and usage of AI-driven sales tools through dedicated training sessions.</li></ul>