

Date:	SALES	% VAR LY	GP %	MRK BUDGET % VAR	TRAFFIC +/- LY	% NEW VS EXISTING	FOLLOWERS
Month to Date							
Year to Date							

CATEGORIES	MANAGER SCORING	SUPERVISOR SCORING	COMMENTS
Vendor Relations			
Planning/Organizing			
Initiative			
Persistence			
Communication			
Leadership			
Website Management			
Social Media			
Content Marketing			

7 Performance Factors

1. Skill/Knowledge 2. Capacity 3. Resources 4. Feedback 5. Internal Motivation 6. Consequences 7. Clear Expectations

ACTION PLAN - HOW MUCH AND BY WHEN

WHAT - What are the two areas that will improve over the next 30 days?

1. _____ 2. _____

HOW - What specific actions and/or development are required?

1. _____

2. _____

WHEN - When will the individual complete the "How" assignment?

1. _____ 2. _____

HOW MUCH - What improvement (outcome) is expected over the next 30 days?

Other Comments:

This Month's Goals					
Sales	GP %	Marketing Budget % Var	Supervisor Initial/Date	Manager Initial/Date	Follow-up Date