# Adam Smith - Performance Review

\*\*Review Date:\*\* 2025-01-30   
\*\*Performance Rating:\*\* Exceeds Expectations   
  
\*\*Key Achievements:\*\*   
 - Closed enterprise deals totaling $2.5M in revenue.  
Developed a new sales funnel strategy that improved conversion rates by 18%.  
Launched a customer retention initiative reducing churn by 12%.   
  
\*\*Manager Feedback:\*\*   
Excellent relationship-building skills and revenue growth. Should work on streamlining the deal closing process for efficiency.