# Performance Review Guidelines

# Performance Review Guidelines 2025

## Overview

Annual performance reviews are conducted to evaluate employee performance, set goals, and identify development opportunities.

## Review Process Timeline

* \*\*January\*\*: Performance review cycle begins
* \*\*February\*\*: Manager-employee review meetings
* \*\*March\*\*: Calibration sessions and final ratings
* \*\*April\*\*: Merit increase implementation

## Performance Rating Scale

* \*\*Exceeds Expectations (5)\*\*: Consistently surpasses goals and expectations
* \*\*Meets Expectations (4)\*\*: Consistently achieves goals and requirements
* \*\*Partially Meets Expectations (3)\*\*: Generally achieves most goals
* \*\*Below Expectations (2)\*\*: Struggles to meet basic requirements
* \*\*Unsatisfactory (1)\*\*: Fails to meet minimum job requirements

## Key Performance Areas

### Sales Representatives

* Revenue achievement vs. quota
* New customer acquisition
* Customer satisfaction scores
* Pipeline development and management
* Product knowledge and skills demonstration

### Marketing Team

* Lead generation and quality metrics
* Campaign performance and ROI
* Brand awareness and engagement
* Content creation and thought leadership
* Cross-functional collaboration

### Finance Team

* Accuracy of financial reporting
* Process improvement initiatives
* Compliance and audit results
* Budget management and forecasting
* Vendor relationship management

## Development Planning

* Individual development plan creation
* Training and certification requirements
* Mentorship program participation
* Career advancement discussions
* Skill gap analysis and improvement plans