

Name:	Kari Wittig	Organization Name:	Sales3-2 Sales Kohls	Evaluation Role:	Staff
Evaluation					
1. Job Knowledge (20.00%) A) Complete knowledge of the customer' s department structure, product mix, purchasing timetable and customer' s vendor matrix B) Ability to identify future business and open new accounts with good, sound business acumen when approaching new customers. C) Complete knowledge of market trends and competitor' s key products and key price points. D) Understand competitor strengths and weaknesses, major competitive threats and key opportunities for the company.				Score :8.75	Comment:
2. Quality of Work and Accuracy (20.00%) A) Ability to identify & transfer customer needs to sellable products that close new business B) Ability to organize, plan and execute well prepared sales presentations with positive results. C) Ability to work effectively with the merchandising and production teams to achieve MM (Maximize the opportunity first, Maximize profitability second). D) Ability to provide concise, organized, detailed sales meeting recaps in a timely fashion and follow through.				Score :8.50	Comment:
3. Work Focus and Efficiency (20.00%) A) Ability to prioritize and close key opportunities using the 80/20 rule with great efficiency. (Defined as focus 80% of resources and & effort on 20% of the projects which produces 80% of the total result.) B) Clear understanding of priorities and focus on the most important tasks. Can differentiate between important and less important tasks, and allocate their time accordingly. C) Ability to capture targeted sales opportunity effectively with satisfactory total results. D) Monitor and follow up POS of the product and working with team to hit in stock goal and shipment flow.				Score :8.50	Comment:
4. Communication Skills (15.00%) A) Actively and attentively listens to others concerns, questions, and request. B) Communicates clearly and concisely, using appropriate language and tone in verbal and written communication. C) Maintains professional demeanor in all communication, showing respect and diplomacy in interactions with others. D) Demonstrates effective negotiation skills with customer relating to problem solving, financial issues, and closing the deal.				Score :8.00	Comment:
5. Team Work/Interpersonal Skills (10.00%) A) Work effectively in a team, contributing their skills and knowledge to achieve shared goals. B) Adapt to changing situations, show flexibility in their work, and be open to feedback. C) Communicates to colleagues with respect, and only express issues/concerns of colleagues through the HR Department or department managers. D) Build strong relationships with colleagues, clients, and other stakeholders, demonstrating empathy and understanding in all interactions.				Score :8.50	Comment:
6. Attendance/Working Manner (7.50%) A) Properly advises company of PTO for all personal time off in a timely fashion by own initiative. B) Good attendance and present during their scheduled working hours, and notifies their supervisor in advance if unable to come to work. C) Dependable and follow through on their commitments. On time for scheduled meetings and appointments D) Demonstrates a positive work ethic, showing enthusiasm and commitment to work, and being able to go the extra mile when required.				Score :8.50	Comment:
7. Pro-company (7.50%) A) Ability to demonstrate a positive attitude towards company decisions, working related issues, and only communicate concerns through the proper channels. B) Takes initiative to identify opportunities for improvement and contribute ideas that support the companys objectives. C) Customer-focused and strive to provide excellent service				Score :8.50	Comment:
Total				8.48	

Supervisor Suggestion

Kari, continues to be a strong performer and a valued asset on the Kohl's account. Under her leadership, the store business grew from \$21,373 in F25 to a projected \$23,433 in F26, reflecting her ability to consistently drive year-over-year store growth. Kari continues to secure business across all JLA's soft home categories and has built a particularly broad presence in Pet, Furniture, and Lighting. Her excellent relationships across the Kohl's organization and her experience on the account are key drivers of this success. A standout achievement in F26 was her role in securing a direct license with Komar for Cuddl Duds Pet — a deal made possible entirely through her strong relationship with the Kohl's Pet buyer. Looking ahead to F27, Kari will be challenged to navigate Kohl's growing focus on private brand development outside of China. While JLA's current sourcing is diversifying the customer is pushing for more. Kari will continue to work with her PMS to deliver price competitive product from other countries. Kari has done a great job and I respect and appreciate her continued dedication to her position.