

Name:	Rachel Cooper	Organization Name:	Sales15-Target	Evaluation Role:	Supervisor
Evaluation					
1. Job Knowledge (20.00%) A) Complete Knowledge of customer' s department product assortment, margin and cost structure, purchasing timetable and customers 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 :8.50 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 :8.25 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 :8.25 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 :8.50 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 :8.00 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 :8.00 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 :8.75 Comment:
Total					8.33

Supervisor Suggestion

FY2026 was a tough year across the board for MN territory. Target announced a complete overhaul of their home business resulting in key businesses for JLA (MPS) not seeing a refresh until 2027. SN is on the brink of bankruptcy and Aldi although still a strong business is changing some of its soft home strategic initiatives. Rachel has handled these challenges — with experience, persistence, and a clear focus on what matters. Despite these challenges, the Midwest Region is tracking to beat their F26 budget. Rachel's knowledge of Target and the relationships she has built there over the years continue to be a real differentiator for JLA. When Target's constant internal shifts made it hard to get in front of the right people, Rachel's credibility kept JLA in the mix. Her persistence also paid off in a big way when she identified that Target had been missing sales due to poor order cadence — her follow-through on that issue led directly to chase and build orders in Q4. That's the kind of work that doesn't always get credit it deserves. While the Fashion Bedding end cap didn't repeat this year, she offset that loss by securing a furniture/frame/lighting placement, showing she's always looking for the next opportunity. Her plan heading into FY2027 is to protect the Target MPS and Hard Home businesses and lean into National Brand end cap opportunities that fit where Target is heading. She will also continue to work with Jamie on building the Aldi business. Rachel is a valued member of my team.