



## EMPLOYEE PERFORMANCE SCORECARD

Developing an employee performance scorecard involves identifying key performance indicators (KPIs) that align with the specific goals and expectations of the employee's role. Below is a sample employee performance scorecard tailored for a retail furniture store.

Feel free to customize it based on your store's unique requirements:

### **Overall Performance Rating:**

Provide an overall rating based on the cumulative performance across all categories.

- Use a rating scale (e.g., 1-5) for each KPI, and regularly review and discuss the scorecard with the employee.

### **Guidelines:**

- **Establish clear performance expectations and goals** to guide the assessment process.
- **Conduct regular performance discussions** to provide feedback and support continuous improvement.
- **Remember to adapt this scorecard** to reflect your retail furniture store's specific goals and priorities. Regularly review and update the scorecard to ensure it remains aligned with the evolving needs of the business.

### **Sales Performance:**

**SCORE: 1 2 3 4 5**

**Monthly Sales Revenue:** Evaluate the employee's ability to meet or exceed monthly sales targets.  
Average Transaction Value: Measure the average value of each sale, promoting upselling and cross-selling.

**SCORE: 1 2 3 4 5**

**Conversion Rate:** Track the percentage of customer visits that result in successful sales transactions.

## **Customer Service:**

**SCORE: 1 2 3 4 5**

**Customer Satisfaction Scores:** Gather feedback from customers to assess their level of satisfaction with the employee's service.

**SCORE: 1 2 3 4 5**

**Return/Exchange Rate:** Monitor the frequency of product returns or exchanges to gauge customer satisfaction.

## **Product Knowledge:**

**SCORE: 1 2 3 4 5**

**Product Knowledge Assessment:** Conduct periodic assessments to evaluate the employee's knowledge of furniture products.

**SCORE: 1 2 3 4 5**

**New Product Adoption:** Track the employee's ability to promote and sell new furniture arrivals.

## **Merchandising:**

**SCORE: 1 2 3 4 5**

**Visual Merchandising Compliance:** Evaluate adherence to visual merchandising standards and the overall presentation of the store.

**SCORE: 1 2 3 4 5**

**Inventory Management:** Assess the employee's effectiveness in managing inventory levels and minimizing stockouts.

## **Team Collaboration:**

**SCORE: 1 2 3 4 5**

**Team Contribution:** Assess the employee's collaboration within the team, including sharing knowledge and supporting colleagues.

**SCORE: 1 2 3 4 5**

**Communication Skills:** Evaluate communication effectiveness, both with customers and fellow team members.

## **Time Management:**

**SCORE: 1 2 3 4 5**

**Task Completion:** Measure the employee's ability to complete assigned tasks within established timelines.

**SCORE: 1 2 3 4 5**

**Attendance and Punctuality:** Track attendance and punctuality to ensure consistency and reliability.

## **Upselling and Cross-Selling:**

**SCORE: 1 2 3 4 5**

**Upselling Success Rate:** Evaluate the employee's success in encouraging customers to purchase higher-priced items.

**SCORE: 1 2 3 4 5**

**Cross-Selling Opportunities:** Track the promotion and sale of complementary products.

**SCORE: 1 2 3 4 5**

**Add on Sales:** Track the sales of fabric protection/warranty products or any other add-on sales.

## **Adherence to Policies and Procedures:**

**SCORE: 1 2 3 4 5**

**Policy Compliance:** Assess the employee's adherence to store policies and procedures.

**SCORE: 1 2 3 4 5**

**Loss Prevention:** Evaluate efforts to prevent theft and minimize inventory shrinkage.

## **Professional Development:**

**SCORE: 1 2 3 4 5**

**Training Participation:** Track the employee's engagement in training programs and professional development opportunities.

**SCORE: 1 2 3 4 5**

**Skill Development:** Monitor progress in acquiring new skills or certifications relevant to the role.