

# CPH Performance Evaluation - FY2008

Revised 2/8/08

## I. Employee Information

Name: Chris Corbett	Division: Texas	Employee Completion Date: 03-24-2008
Job Title: Sales	Manager: Melissa Orts	Manager Completion Date: 04-06-2008

Definitions for Performance Measures	
<b>O</b>	Outstanding performance - Consistently meets and always exceeds expected levels of performance.
<b>VG</b>	Very good performance - Consistently meets and frequently exceeds expected levels of performance.
<b>G</b>	Good performance - Meets and occasionally exceeds expected levels of performance.
<b>NI</b>	Needs improvement - Meets most basic position requirements but may lack consistency. Has potential to reach good performance with reasonable effort.
<b>U</b>	Unsatisfactory performance - Seldom meets established standards. Potential for improvement must be evident within a stated period.

## II. Performance Measures

1. **Job Knowledge Skills:** Understands job requirements per job description and demonstrates proficiency. Understands and promotes company mission and values. Keeps current with new developments and existing polices and procedures.

<b>Employee:</b> <input type="radio"/> O <input checked="" type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U	<b>Manager:</b> <input type="radio"/> O <input checked="" type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U
<b>Comments:</b> My progress has been outstanding but much work remains. I have utilized CPU, competitive analysis in competing communities, about an hour a week with Toby walking homes, industry periodicals, and feedback from my bosses and colleagues to bring myself up to speed as quickly as possible.	<b>Comments:</b> Chris has been w/ CPH for 1-1/2 yrs (started 10/06). Continue (w/ Joan) to keep informed of your competitors' offerings in their houses, to realtors, to buyers, etc. Over the past year, I have seen you become more and more comfortable with what you are doing - whether it's presenting to a group of realtors, marketing to the nursing field, writing a contract, etc. You are on the right track to achieving the goals you have set forth for yourself in this industry. In addition to your competitors, continue to gauge the realtor community about what they are seeing in the marketplace, what are they saying, what do they recommend, how are they finding buyers, etc.

2. **Quality of Work:** Completes assignments with thoroughness and accuracy. Understands how to prioritize work. Shows commitment to quality standards and continuous improvement.

<b>Employee:</b> <input checked="" type="radio"/> O <input type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U	<b>Manager:</b> <input checked="" type="radio"/> O <input type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U
<b>Comments:</b> Salesman of the Month 4 times, 2 nominations for Employee of the Quarter, long list of verbal accolades from customers, colleagues, superiors, and competition. Crucial Deadlines have been met consistently and priorities are in order most of the time. Need to focus commitment on protecting the number of pure selling hours in a week. Could use greater accuracy in contracts. I have strived for and delivered continuous improvement in processes and results. Surveys, team production, and sales back this up.	<b>Comments:</b> I concur with all that you have outlined. Continue to watch details of your contracts to avoid having to go back to buyer.

3. **Organization / Planning:** Plans and organizes work. Coordinates effectively with others. Establishes appropriate priorities. Completes assignments and projects with little supervision.

<b>Employee:</b> <input type="radio"/> O <input checked="" type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U	<b>Manager:</b> <input type="radio"/> O <input checked="" type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U
<b>Comments:</b> All of the special events have driven hundreds of realtors to the Reserve that might not otherwise know about our community. Team player first and foremost. Self starter but I have enjoyed mgmt. feedback and support. Enjoyed Team approach to Hombuyer Breakfast. Built consensus, divided work and executed.	<b>Comments:</b> Excellent job on all accounts. Very good at planning events and marketing. Definite team player.

4. **Initiative / Resourcefulness:** Is a self-starter. Seeks and assumes greater responsibility. Generates innovative ideas, approaches and solutions.

Employee: <input checked="" type="radio"/> O <input type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U	Manager: <input checked="" type="radio"/> O <input type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U
<b>Comments:</b> Always on the lookout for fresh ideas. MCE classes, Energy star class, Postlets concept, Good News Articles for Joint venture partner proposal, community building approach. Given a little more rope and budget I think I would be able to achieve more.	<b>Comments:</b> Awesome job working with Alamo Title on setting MCE classes to get realtors out to RW, with New Home Locators in developing the relationship with them similar to the way they work with other builders, Nurses Appreciation Day (creative marketing to this group to add to the numbers of nurses already living in RW). You are a marketing machine. I continue to support your efforts in these areas to help drive both realtor and prospect/buyer traffic to RW. Again, excellent job on taking the lead with the good news articles for joint venture partner proposal. Very impressive. Great community breakfast idea last December (and more in the works for this year). Should pay off with community goodwill and REFERRALS. Feel free to present proposal for 'more rope and budget' for review. We will do what we can to support future endeavors within reason.

5. **Judgment / Critical Thinking / Decision Making:** Effectively identifies and analyzes problems and determines appropriate action for solutions. Exhibits timely and decisive action.

Employee: <input checked="" type="radio"/> O <input type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U	Manager: <input checked="" type="radio"/> O <input type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U
<b>Comments:</b> Have effectively embraced role of problem solver and having a pro active stance. (Gonzales deal) I have focused on creating a more team centered approach and eliminated any sales vs. builder nonsense.	<b>Comments:</b>

6. **Communication:** Expresses ideas clearly both orally and in writing. Listens well and responds appropriately. Produces accurate and punctual oral and written reports. Delivers presentations effectively and clearly.

Employee: <input type="radio"/> O <input checked="" type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U	Manager: <input type="radio"/> O <input checked="" type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U
<b>Comments:</b> Have received wonderful feedback on oral presentations to realtors and on relationship building in business development. Aforementioned joint venture proposal supporting piece was well received. Have effectively used technology to communicate. I have used digital photography and various email and web centered sales approach. Need to write more cohesive emails and drop sarcasm form emails.	<b>Comments:</b> Don't eliminate any comedic communication - many times those are enough to provide the chuckle needed for a fellow co-worker needing just that on any given day (a good laugh). You are genuine in your approach and demeanor.

7. **Self-Management:** Demonstrates reliability, timeliness and consistency in attendance. Adapts to change and accepts new ideas, approaches and solutions. Is receptive to feedback. Maintains confidentiality and security of information.

Employee: <input checked="" type="radio"/> O <input type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U	Manager: <input checked="" type="radio"/> O <input type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U
<b>Comments:</b> Love new ideas. I embrace personal growth and can be trusted with company resources and confidentiality. Consistently work on days off and long hours to hold deals together or seize timely opportunities.	<b>Comments:</b> Thank you for all the extra time and energy you give on your own time to help further your career (& CPH's) goals.

8. **Teamwork:** Achieves goals/objectives by working with/through others. Is cooperative and easily obtains cooperation from others. Is flexible, recognizes the needs of the overall organization.

Employee: <input checked="" type="radio"/> O <input type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U	Manager: <input checked="" type="radio"/> O <input type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U
<b>Comments:</b> Always strive to be the point guard and remain as happy whether I am taking the last shot to win or setting up a teammate to succeed.	<b>Comments:</b> You understand the meaning of teamwork. You are highly respected by your teammates and management.

9. **Professional Development:** Keeps professional knowledge up to date and seeks to increase job knowledge through additional courses, seminars and reading. Demonstrates ability to apply new information to enhance effectiveness on the job.

Employee: <input checked="" type="radio"/> O <input type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U	Manager: <input checked="" type="radio"/> O <input type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U
--	---

<b>Comments:</b> Constantly reading industry periodicals and looking for opportunity. CPU course work. A significant amount of work has been done since this eval was updated by CPU. I can attach that upon request. Was scheduled to take NAHB CSP course but had opportunity to write three contracts that day. Want to take that course in Houston on September 23rd. Look outside the industry for inspiration and marketing and prospecting ideas.	<b>Comments:</b> Please make sure all coursework that is complete and in progress is documented on this review. Provide further info on NAHB CSP course request. You are exactly what CPU had in mind when they put together the concept years ago. You have taken full advantage on CPU in so many ways. Your commitment to your professional development is very inspiring. Excellent job here.
---	--

**10. Overall Evaluation:** Please provide an overall performance appraisal based upon the evaluations given above.

<b>Employee:</b> <input checked="" type="radio"/> O <input type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U	<b>Manager:</b> <input checked="" type="radio"/> O <input type="radio"/> VG <input type="radio"/> G <input type="radio"/> NI <input type="radio"/> U
<b>Comments:</b> i am very grateful to work for such a fine company and have such wonderful leadership. The feedback and coaching I have received have been a highlight of my time at CPH. The 'Do the Right Thing' approach is important to me and am also grateful that Melissa, Bob, and Andrea afford me the opportunity to make a living in sales without compromising my values. I am not in agreement with the departmental policy of not giving '5s' or Outstanding as marks on reviews. All other feedback and verbal evaluations have been highly authentic and I feel this policy is not in step with our company's and department's authentic and honest values. I will always strive for continous improvement. My track record backs that up and I look forward to being the Salesman of the Month at least 5 times this year and to having 100 closed homes at the Reserve this fiscal year.	<b>Comments:</b> Over the past 13 months, Chris has averaged 2.8 sales/month. Continue to work towards the goal of 8+ sales/month in RW. You give your 'all' to CPH as a Sales Representative for RW. You are very creative from a marketing perspective. You are committed to being the best in your field. You should take great pride in all the accolades and successes awarded to you this past year. Very nice job, Chris. PS There is no policy on not giving 5s on evaluations. Your previous (only) evaluation prior to this one was your first at your 5-6 month mark of employment. If I led you to believe otherwise, I apologize. That was not my intention. Refer to the 7 out of 10 '5s' you just received. Keep up the good work.

### III. Personal / Professional Development

Below is a list of your completed and in progress continuing education courses/training for this evaluation period.

#### A. Development Plans

Status	Description	Date Completed	Credit(s)
Complete.	New Employee Orientation Development Plan	2/22/2008	.8
Complete.	Sales Representative Merit Level 1 Development Plan	2/22/2008	4.9

#### B. Completed Courses / Training

Description	Date Completed	Credit(s)
(SR-ML1-JS) "Sure Start" Sales Representative Certification Training	11/16/2007	24
(SR-ML1-JS) Sales Simplicity Training	2/19/2008	0
(SR-ML1-PPD) Getting Things Done (Audio CD)	2/21/2008	0.3
(SR-ML1-S) Little Red Book of Selling (CPU Library Book)	2/21/2008	0.6
(SR-ML1-T) QuicKnowledge: Writing Effective Email	12/12/2007	0.1
Audio CD: Execution	11/27/2007	0.3
Audio CD: Getting to Yes	2/7/2008	0.3
Audio CD: NAHB: Secrets of Selling to Multicultural Customers	1/24/2008	0.2
Audio CD: The 5 Essential People Skills	1/24/2008	0.5
Audio CD: Zig Ziglar on Selling	1/30/2008	0.3
CPR and First Aid	3/30/2007	0.9
Learn2: Excel 2003 Fundamentals	11/27/2007	0.2
QuicKnowledge: Appreciating Personality Differences	1/4/2008	0.1
QuicKnowledge: Financial Basics for Non-Financial Managers	12/28/2007	0.1
RedVector: Feng Shui: The Basics	1/15/2008	0.1
Sales Training and Leadership Retreat	9/28/2007	1.6
<b>Total Credits:</b>		<b>29.6</b>

#### C. In Progress Courses / Training

Description
BuildIQ - Building for Performance

Learn2: Outlook 2003 Fundamentals
MC101: The Foundation of Management
RedVector: Business Communications-Effective Prof. Presentations
RedVector: Business Communications-Letters

### D. Future Personal / Professional Development Recommendations

Please provide a description of any future personal or professional development recommendations.	
Employee	Manager
<p>Want to pursue further education thru NAHB, Will finish Sales Merit 2 in May and 3 in the summer. I would like to put myself in a position where I could rise to the top of this industry. Each day and each sale should contribute to that effort.</p>	<p>In your spare time, continue to increase your knowledge of sales, customer service, construction and any other aspect as it relates to your driving traffic, developing realtor relations and likewise converting that traffic into sales to attain the goal of 8+ sales/month in RW on a consistent basis. Work with your partner, Joan, on 'baby-stepping' the TBB process for your prospects (your comment on a recent email).</p>

### E. Future Career Goals

What can your manager do to support your career at CPH?	
Employee	Manager
<p>The number one thing you can do is to continue the great coaching, correcting, managing, and leading by example that you do. Melissa- I have worked with some very successful and prestigious leaders thru the years and you are truly outstanding and i would rate you accordingly if I were to be evaluating you. I would enjoy some occasional one on one mentoring with you, Bob, and Andrea. Perhaps we could do breakfast a couple of times a year? My greatest strengths are in business development, leadership, and team building. I do aspire to using those skills at a higher level at some point in my career. I would relish the opportunity to understand how CPH views my potential and see if we have a fit down the road. I am firmly entrenched in my sales career at this time and am just starting to tap my potential here but I would be interested in having a discussion about the future and what would be the next steps toward working on the leadership team at CPH.</p>	<p>I like the mentoring idea (you are the second one to propose that on the sales team). I will visit with Bob and Andrea about that further. Continue along the lines you propose. You are headed in the right direction.</p>

### IV. Meeting Notes

### V. Signatures

Employee: 	Date: 4/10/08
---	---------------