

KEY PERFORMANCE INDICATORS

(TRY AND FOCUS ON LEADING VS. LAGGING INDICATORS)

- Sales per employee
- Sales per dollar of salary
- Inbound calls and conversion rate on inbound calls
- Sales per foot traffic
- Number of sales per day
- Average sale
- Number of pounds shipped
- Order backlog
- Work in progress
- Number of bids submitted versus number of bids converted
- Accounts receivable
- Cash flow
- Customer satisfaction
- Dollars per rep
- Employee turnover
- Employee morale
- Expenses < x%
- Gross margins
- Gross profit per day
- Inventories
- Staff turnover
- Profit to sales
- Forward sales (orders held)
- Sales per employee
- Sales per sales person
- Largest item of expense to sales
- Percent of certain sales to the total (dominant product, dominant customer/type, dominant distribution channel, emerging segment [Internet])
- Occupancy ratios,
- Machine loading ratios
- Number of franchise openings to budget
- Membership numbers to budget
- Gross contribution of new or special segment/division to budget
- Cash reserves by burn rate in months
- Number of capital items sold
- Average sale value
- Cost per person hour
- Ratio of in-house labor to out sourced labor,
- Discard or waste ratio
- Stock holding to budget or in weeks of production
- CEO coverage of top customers
- Number of days to produce accounts
- Ratio of billable to paid hours
- Invoice fill rate versus standard (95%)
- Machine up-time versus benchmark
- # of complaints
- Monthly sales or trailing twelve months sales
- Accounts receivable
- Backlog
- Net cash flow
- Customer satisfaction (time, price)
- Market share
- Customer acquisition
- # of active customers
- Dollars per rep
- Expenses < %
- Gross margins %
- Gross profit per day
- Inventory
- Labor costs to sales
- New orders booked
- Monthly overhead
- Quarterly profit
- Sales to plan
- Sales to prior year
- Unit sales
- Book to bill ratio (new bookings to billed out orders (shipped))
- 10 wk. booking average
- Income per employee
- 12 mo. rolling return on assets
- Month end inventory
- Backlog
- New accounts
- New stores opened
- Same store sales (yr to yr.)
- Number of active customers
- \$ vol. of quotes
- % of success on bids
- Labor % of product cost
- Write downs
- Working capital \$'s & ratios
- Line of credit drawn
- A/R over 60 days and average days
- New product ideas last month
- Overseas orders last month
- Revenue per inquiry
- R&D as % of sales from new products
- New product introductions v. competitors
- Time to develop new generation of products
- Average time to market
- Quality measures
- Process cost - per run, per unit
- Order ship cycle times
- Days supply of finished inventory
- Training as % of sales
- Customer retention %