

EXAMPLES OF MEASURABLES

Sales & Marketing:

New leads
Opportunities (#, \$ or both)
Sales calls
Sales meetings/presentations
Proposals
Closed business
Close ratio
Ancillary sales (accessories, warranties, service plans...)
Expected revenue (a pipeline number)
Actual revenue
YTD revenue (% to plan)
Errors (estimating, ordering, design...)
% of asking price received
Cost of sales (salaries + commissions/ revenue produced)
Page views
Clicks
Redeemed coupons
Walk-ins/call-ins
Info requests
Web conversions

Operations:

Run rate/units per hour
Errors
Customers' problems/complaints
Defect rate (% of units produced late, over budget or out of spec)
Breakage/waste
Bin, sort, inventory
Delivery, shipping
Utilization rates (for both labor and machinery)
Customer rating
Warranty claims
Overtime
Unbillable hours
Cost per unit
Average hourly rate

Finance:

Weekly revenue
Cash balance
A/R
A/R > 45 or 60 (\$ or % of total receivables)
A/P
Errors (input, billing, reporting...)
YTD gross profit margin
YTD net profit margin
Employee satisfaction
Systems uptime (internal IT)
Employee sick days
Late employees
Employees not hitting their numbers
Open positions
Payroll