



Leading Indicators	Lagging Indicators
Sales per employee	Monthly Sales or Trailing Twelve Months Sales
Sales per dollar of salary	Accounts Receivable
Inbound calls and conversion rate on inbound calls	Backlog
Sales per foot traffic	Net Cash Flow
Number of sales per day	Customer Satisfaction(time, price)
Average sale	Market Share
Number of pounds shipped	Customer acquisition
Order backlog	# of Active Customers
Work in progress	Dollars per Rep
Number of bids submitted vs number of bids converted	Expenses< %
Accounts Receivable	Gross Margins %
Cash Flow	Gross Profit per Day
Customer Satisfaction	Inventory
Dollars per Rep	Labor Costs to Sales
Employee Turnover	New Orders booked
Employee Morale	Monthly overhead
Expenses <x%	Quaterly Profit
Gross Margins	Sales to Plan
Gross Profit per Day	Sales to Prior Year
Inventories	Unit Sales
Staff Turnover	Book to bill ratio(new bookings to billed out orders (shipped))
Profit to Sales	10 wk. booking average
Forward Sales(orders held)	Income per employee
Sales per employee	12 mo. rolling returns on assets
Sales per sales person	month end inventory
Largest items of expenses to sales	Backlog
Percent of certain sales to the total(dominant product, dominant customer/type, dominant distribution channel,emerging segment[Internet])	New accounts
Occupancy ratios	New stores opened
Machine loading ratios	Same store sales (yr.to yr)
Number of franchise openings to budgets	Number of active customers
Membership numbers to budget	\$ vol.of quotes
Gross contribution of new/special segment/division to budget	% of success on bids
Cash reserves by burn rate in months	Labor % of product cost
Number of capital items sold	Write downs
Avearge sale value	Working capital -\$'s and ratios
Cost per person	Line of credit drawn
Ratio of in-house labor to out sourced labor	A/R over 60 days and average days
Discard or waste ratio	New product ideas last month
Stock holding to budget or in weeks of production	Overseas orders last month
CEO coverage of top customers	Revenue per inquiry

Number of days to produce accounts	R&D as % of sales from new products
Ratio of billable to paid hours	New product introductions v Competitors
Invoice fill rate vs standard(95%)	Time to develop new generation of products
Machine up-time versus benchmark	Average time to market
#of Complaints	Quality measures
	Process cost - per run, per unit
	Order ship cycle times
	Days supply of finished inventory
	Training as % of sales
	Customer retention %