Measures Checklist

Financial Measures

- [ ] Cash
- [ ] Sales Days of Cash
- [ ] Current Ratio
- [ ] Sales Days of Receivables
- [ ] Sales Days Inventory
- [ ] Account Payables Days
- [ ] Sales Days of Inventory
- [ ] Total Liabilities to Total Assets Ratio
- [ ] Operating Profit-to-Interest Expense
- [ ] Operating Return on Sales (operating margin)
- [ ] Return on Assets
- [ ] Return on Equity
- [ ] Sales Growth Rate
- [ ] Gross Profit Growth Rate
- [ ] Interest Income as % of Revenues
- [ ] Interest Expense as % of Revenues

Production Measures

- [ ] Sales Days of Order Backlog
- [ ] Days to Ship
- [ ] Direct Labor as % of Revenue
- [ ] Indirect Labor as % of Revenue
- [ ] Overtime Labor as % of Revenue
- [ ] Receiving Cost as % of Revenue
- [ ] Shipping Cost as % of Revenue
- [ ] Marketing Expense as % of Revenue
- [ ] Selling Expense as % of Revenue
- [ ] R&D Expense as % of Revenue
- [ ] IT Expense as % of Revenue
- [ ] Training Expense as % of Revenue
- [ ] Administrative Expense as % of Revenue
- [ ] $Leads Pipeline Value-to-Sales Ratio
- [ ] Days to Close Leads
- [ ] Support Calls per Customer
- [ ] Time per Support Call
- [ ] Time to Close Support Issue
- [ ] Complaints-to-Customer Ratio
- [ ] Project Estimate vs. Actual Variance

Measures Checklist

- [ ] Revenue Per Project
- [ ] Gross Profit Per Project
- [ ] Average Sales Per Order
- [ ] Acquisition Cost Per New Customer

Customer Measures

- [ ] Market Share
- [ ] New Customers Added
- [ ] Customers Lost
- [ ] Total Customers
- [ ] Customer Retention Rate
- [ ] Average Sales Per Customer
- [ ] Average Profitability Per Customer
- [ ] Overall Customer Satisfaction Rating
- [ ] Lifetime Value of a Customer

People Measures

- [ ] Sales Per Full-Time Equivalent (FTE)
- [ ] Payroll & Benefits Per FTE
- [ ] Revenue Per Sales & Marketing Employee
- [ ] Billed Hours as % of Billable Hours
- [ ] Employee Additions
- [ ] Employee Losses
- [ ] Total Employees
- [ ] Employee Turnover Rate
- [ ] # Customer Per Sales & Marketing Employee
- [ ] Employee Benefits as % of Revenue
- [ ] Total Benefits & Compensation as % of Revenue
- [ ] Cost of Training Per Payroll Hour
- [ ] Employee Satisfaction
- [ ] Performance Appraisal Scores