



## Key Performance Indicators

<b>OPERATIONS AND SALES</b>			
KPI ANNUAL RANGE	ACCEPTABLE	GOOD	EXCELLENT
Revenue per co-worker (includes everyone on the payroll)	\$180,000	\$200,000	\$220,000
Material Purchases per co-worker (includes everyone on the payroll)	\$50,000	\$60,000	\$70,000
Service Agreement per \$1Million Retail Revenue	1,000	1,100	1,200
Revenue per Service Agreement Customer	\$750	\$800	\$850
Sale Add On Replacement per Comfort Advisor	\$1,300,000	\$1,500,000	\$1,700,000
Service Revenue per Service Truck	\$200,000	\$220,000	\$240,000
Service Calls per Technician	1,000	1,100	1,200
Pert of Service and Maintenance calls performed resuting in technician-generated sales leads	25% < ok < 30% less than 25% technician repairs too much	30% < ok < 35%	35% < ok < 40% greater than 45% technician not repairing anything
Closing rate per service-agreement proposals by technicians	50% to 60%	60% to 70%	greater than 70%
Service callbacks per technician	3%	2%	1%
Service Agreement renewal rate	80%	85%	> 90%
\$ per Installer 1 person	\$500,000	\$575,000	\$650,000
\$ per Installer 2 person	\$1,000,000	\$1,150,000	\$1,300,000
Ratio Field to Sales Support	3:1	3.5:1	4:1
<b>MARKETING AND ADVERTISING</b>			
KPI ANNUAL RANGE	ACCEPTABLE	GOOD	EXCELLENT
Percentage of Rev spent on Advertising After Co-op recoveries from mfg	4%	5%	2%
Percentage response to targeted direct-mail advertising Customer/Non-Customer	2.0%/ .25%	3.0%/ .5%	4.0%/ .75%