



## TRACK AND MEASURE THE RHYTHM OF YOUR BUSINESS

There is so much you can track in your business and you may be tracking certain numbers already. You can literally track all departments and establish your measurements of success with each employee.

Gino Wickman; the author of Traction, suggests that each employee should have a number. He suggests that your receptionist's number can be 2 ... the telephone must be answered within 2 rings.

There are obvious numbers to track:

<b>Finance</b>	<b>Sales Initiatives</b>	<b>Production &amp; Delivery</b>
Cash Flow	Follow-up's	Innovations
Net Income	New Contacts	On Time Delivery
Profit & Loss	Meetings	Safety Related
Gross Margin	Conversions	Efficiency Related
Revenue	Cross Sells or Upsells	Team Related

There are other areas you can track as well. Customer Satisfaction, consider developing your own version of a 'Happiness Barometer'. Another area you can track is your online or offline marketing initiatives. Here is a template that provides a variety of items to measure, regarding your online marketing efforts.

[Access your Online Marketing Metrics here.](#)

My recommendation is to select one or two areas to start with and gradually expand the measurement of your marketing to experience momentum through consistency and effectiveness. You can add your offline marketing actions to the spreadsheet to track and measure your budget and time are providing (i.e. trade shows, events, print ads etc).

Marketing and many other actions in your business can be effective when done right or troublesome and expensive if gone unchecked.

### What other numbers can you begin to track in your business, right now?

Your next step, brainstorm with your team to develop your key business numbers to measure.