

Measuring

To find out where we are, we must be able to measure!

What Do We Measure?

Number of Traffic Ups

- Measured electronically from door counter
- Not perfect (we know, nothing is)
- Consistently imperfect

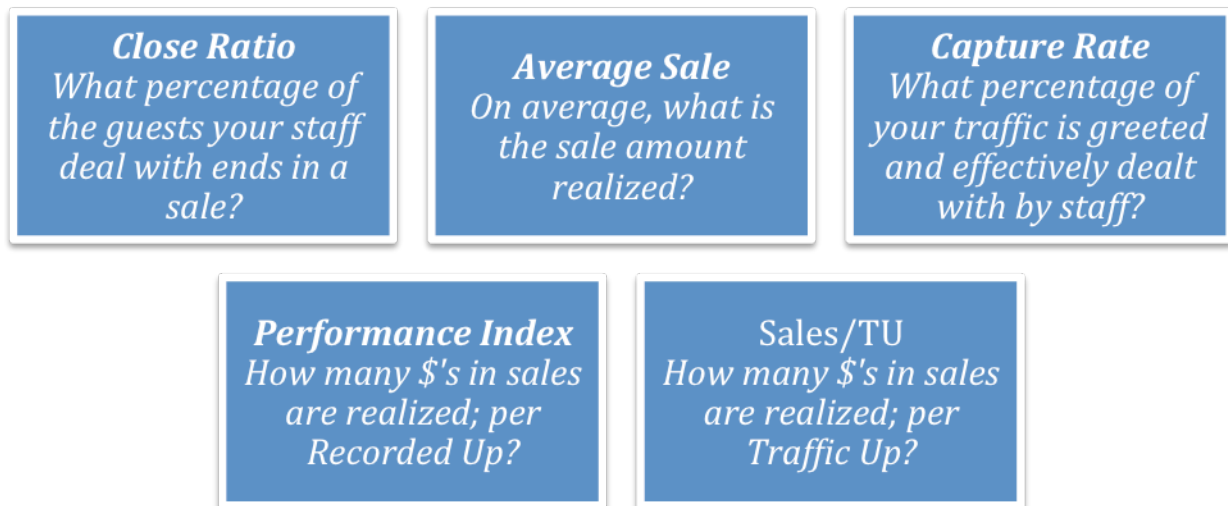
Number of Recorded Ups

- Measured manually from "Up Sheet"
- Not perfect (we know, nothing is)
- Self-regulating

Number of Sales and Amounts

- Counting and tallying invoices at end of day

What We Get From Measuring:



Why Do We Measure

- Financial investment is minimal (relative to the potential)
- Investment of time is minimal (easy to hand off)
- Provides a structure or framework for you to monitor (traffic; sales efficiency)
- Ours is a pretty simple business (create traffic; convert to sales)
- Do you know how both are doing?
- If you can't measure it, you can't improve it!
- Our sales are equal to:

Traffic x Capture x Close x Average Sale

A 10% improvement in any one of these will result in a 10% increase improvement in your sales! What does this do to your bottom line?

How Do We Stack Up"

Do you own measurements. Compare to the industry averages of:

Close Rate – 30%

Capture Rate – 70%

Average Sale - \$1,200

Sales/TU - \$252

Performance Index - \$360

RU's Per Shift – 8 to 10

Forms and Work Sheets

Relevant "Measuring" forms and worksheets found in this manual include:

"Up Sheet"

"Monthly Tracking"

"Dashboard"

"One on One"

"Goal Setting (Monthly)"

"Target Card"