



The Trench and Critical Numbers

Examples of Critical Numbers

more money for shoes

Examples of Critical Numbers

When I started to devise a list of critical numbers by industry it was ridiculously long. So instead, I have listed many, many examples of critical numbers you might use. If you particularly want to know your critical number by industry, just get in touch. Not all the critical numbers are relevant for all businesses but pick out the two or three that are relevant for your business and get started.

- Number of sales
 - Revenue against target
 - Customer retention
 - Cost per order or cost per customer
 - Mix of products or number of products sold
 - Number of leads
 - Lead conversion rates of suspects to prospects
 - Presentations made to prospects
 - How many proposals are signed off
 - Relative performance of different marketing activities (eg. advertising versus online marketing)
 - Conversion rate of marketing and sales campaigns
 - The number of new customers
 - Sales per customer or Profit per customer
 - Wages to be less than a certain dollar value or percentage of sales
 - Debtor days to be less than a specified number of days
 - Employee turnover
-
- Average sales per customer per year
 - Time spent from order to delivery
 - On-time delivery to request
 - Error rate
 - Stock on shelf or Stock on hand
 - Number of customer complaints or Number of a particular type of customer complaints
 - Customer feedback above a certain score
 - Reworks to be below a certain number
 - Average time to complete and order
 - Lost time due to injuries
 - OSHA-reportable incidents per year
 - Productivity rate to be above a certain percentage