

Revenue scorecard

Review every week for 15 minutes. Set one target and one owner per number. Watch the 13-week trend, not any single week.

Business

Quarter starting

Metric	Target	Owner	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Wk 13
Leads New inquiries this week, every one tied to a source															
Speed to lead Average minutes to first response															
Appointments booked Quotes, consults, or calls scheduled															
Close rate Jobs won ÷ quotes or appointments															
Average sale Revenue ÷ jobs won															
Reviews received New reviews posted this week															
Cash collected Money in the bank, not invoiced															

TRAFFIC-LIGHT KEY

- Shade each week's cell.
- Green · on target
 - Yellow · close
 - Red · needs a conversation this week

SWAP IN METRICS FOR YOUR BUSINESS TYPE

- | | | |
|------------------------------|-------------------------|------------------------|
| Home services | Coaching | Consulting |
| Jobs completed | Discovery calls booked | Proposals sent |
| Callbacks or warranty visits | Renewal rate | Pipeline value |
| Maintenance plans sold | Program completion rate | Average contract value |