**Key Performance Indicator Outline**

Key Performance Indicators

Measurements:

Units

Total Sales

Average Sale

Profit

Total sale to install time in hours

Revenue Types:

Marketing Source:

Comcast

KUTV

KTVX

Yellow Pages

Dex

Home & Garden Show

Door Hanger

Internet

KSL

Print Ads

Past Client

Referral

Strategic Alliance

Yard Sign

Builder