

# Measuring Your Numbers



## Key Points:

- Monitor your numbers so you can catch it early and fix it
- We need to run our business by numbers not just emotions / feelings
- Key Figures
  - COGs (Costs of Good)
  - Avg. \$ Sale
  - # of Leads
  - Conversion Rate (Define the stages)
  - Leads by Source
  - CAC (Customer Acquisition Cost)
  - % Target Achieved

## Discussion Questions:

*(Make it a safe place where people understand that they do not have to share if they don't feel comfortable with sharing private / sensitive information but emphasise the importance of them still answer the question and writing it down for themselves.)*

1. Why is it important to measure our numbers?
2. How would you rate your performance on measuring your numbers up until now?
3. Pick the numbers you want to measure. What does it look like for you to measure those numbers?

## Business Building Activity:

Implement your strategy to measure those numbers and execute on it over the next month.

*N.B. Please do not hand these out, these are for you to guide / facilitate conversation. We suggest you ask the question and open it for discussion. If there is a void in conversation, or it is hard to get the conversation going, share your answer then ask the others if they have any thoughts. The questions are a guide only, allow discussions to carry on as long as it is still on topic. Ensure the activity is given as "homework" so people are getting value and making progress.*