

Key Performance Indicator Checklist

List up to three Key Performance Indicators (KPIs) to measure each of the following areas of your business	Frequency of tracking (daily, weekly, monthly, etc.)	Do you have a measurement system in place? (Y / N)
CUSTOMER SERVICE 1. 2. 3.		
SALES & PIPELINE 1. 2. 3.		
MARKETING & LEAD GENERATION 1. 2. 3.		
PRODUCTIVITY & CONVERSION 1. 2. 3.		
MANAGEMENT & STAFF 1. 2. 3.		

