



VIRTUAL SUMMIT

FINANCE



Financial Dashboarding – Getting What You **ACTUALLY** Need to Know!

Gerry Henley, CFE, Launch to Growth

Numbers Don't Lie: The Right Data to Maximize Financial Performance

Know Thy Numbers

P&L Versus Scorecard

The P&L

“Did we win”

The Scorecard

“are we winning numbers”

The P&L numbers are Lagging Indicators

The Scorecard numbers are Leading Indicators

Lagging Indicators

The Top 4 Financial KPI's

Revenue

Gross Margin

Expenses

Net Profit

Leading Indicators

Leading Indicators Lead to the Desired P&L Result

Revenue

Average Ticket
Closing Ratio
Appointments
Leads

Example:

Desired Revenue	\$30,000
Average Ticket	\$ 1,900
Number of Sales Needed	$\$30,000/1900 = 15.8$
Closing Ratio at 35%	
Number of Appt's Needed	$15.8/.35 = 45.14$
Lead Conversion Ratio 10%	
Number of Leads Needed	$45.14/.10 = 395$

Leading Indicators

Gross Margin

Measure Daily – Weekly - Per Job

Labor % to Sales

Product Costs % to Sales

Expenses

Wages

Job Supplies

Etc.

Additional Indicators

Customer Retention

Employee Retention

The Triple D's

Data Driven Decisions

Developing your Scorecard

**Start from the bottom up
with your entire team**

Get their buy-in

The why

How do they contribute?

What number do they own?

Communicate & Celebrate wins!

Q & A & Discussion

Thank you!

Gerry Henley

gerry@launchtogrowth.com

727 735 2725