



Monthly Business Scorecard

METRICS	Per Month	— BEST —			— BETTER —			— GOOD —			— MUST —		Score	Weight	Value
		10	9	8	7	6	5	4	3	2	1	0			
Units	21	30	28	26	24	22	20	18	16	14	12	10	5	30%	150
Revenue	\$42,500	\$70,000	\$65,000	\$60,000	\$55,000	\$50,000	\$45,000	\$40,000	\$35,000	\$30,000	\$25,000	\$20,000	4	30%	120
ASP	2,180	2,800	2,700	2,600	2,500	2,400	2,300	2,200	2,100	2,000	1,900	1,800	3	15%	45
Close Rate	42%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	3	10%	30
Return Rate	8%	5%	6%	7%	8%	9%	10%	11%	12%	13%	14%	15%	7	10%	70
Non Hearing Aid Revenue	3,800	6,500	6,000	5,500	5,000	4,500	4,000	3,500	3,000	2,500	2,000	1,500	4	5%	20
													100% 435		

Period Budget	"5"	" +/-1"
Units	20	2
Revenue	45000	5000
ASP	\$2,300	100
Non Hearing Aid Revenue	\$4,000	500
Close Rate	50%	5%
Return Rate	10%	1%

Instructions:

1 Fill in your budget number in the "5" column

2 Fill in the incremental increase/decrease for each point on the scorecard