

# 12-Month Dealer Development Plan

*What gets measured gets improved*

Key Profit Indicators	Now	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Residential Sales \$													
Cost Per Lead													
Closing Ratio													
Average Sales Price													
Residential Sales GM													
Residential Service Sales \$													
Residential Service Sales GM													
Commercial Sales \$													
Commercial Sales GM													
Commercial Service Sales \$													
Commercial Service Sales GM													
Overhead \$													
Overhead %													
Unapplied Labor \$													
Service Agreements #													
Referrals #													
Net Profit \$													