7 DAY BUSINESS BLITZ
Tune In . Take Note . Take Action
7-Day Business Blitz Course

Day Five

Business Tracking

We improve in areas that we track. Often when your business is not growing you are not tracking your numbers.

Are you tracking items like how many prospect calls you make or proposals you submit or are you only tracking the results? When you focus on your lead measures your lag measures get better.

What lead measures can you track in your business this week? Write it down so you can review and measure.

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

LEAD MEASURES
Lead measures tracks activities BEFORE...when you still move the needle.

LAG MEASURES
Lag measures are AFTER the fact. What was the end result of the lead measure?